

# Decoding MARTA's Recent Ridership Trends

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TFLEX Workshop  
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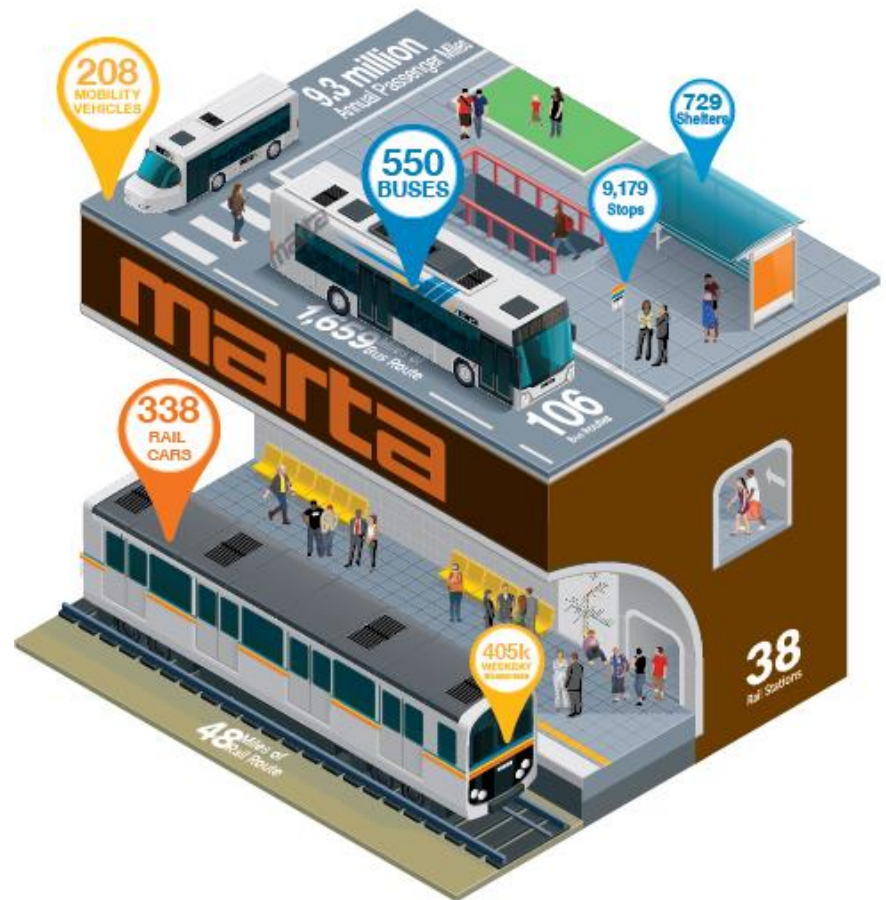


# Outline

- Who is MARTA?
- MARTA's recent ridership trends
- Potential factors impacting ridership
- What is MARTA doing to better understand these factors?
- What is MARTA doing to increase ridership?
- Other MARTA Research Efforts

# Who Is MARTA?

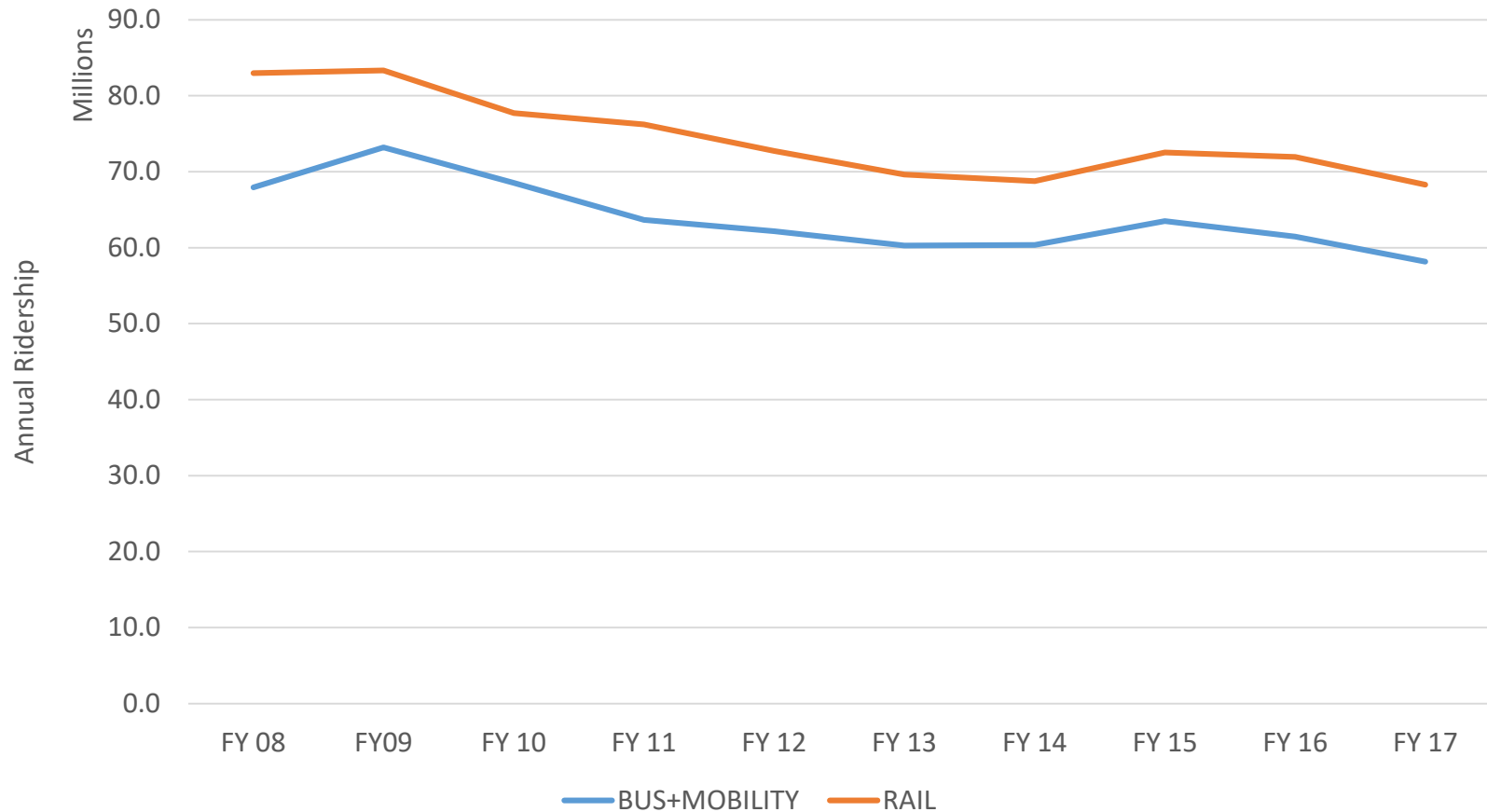
- Ninth largest transit system in US
- Operates in Fulton, DeKalb, Clayton Counties and City of Atlanta
- FY 2018 stats:
  - 120 million unlinked passenger trips
  - 706 million passenger miles
  - Weekday average unlinked trips: 388,000
  - \$466 million operating budget



# MARTA Operates Heavy Rail, Bus, Paratransit, And Streetcar



# MARTA Ridership Has Trended Downward Over The Last Ten Years



# MARTA's Ridership Performance During The First Half Of FY 2018 Was Generally Consistent With Its Peers\*

| City – Agency                  | Jul – Dec FY18 vs FY17<br>% Change in Ridership |
|--------------------------------|-------------------------------------------------|
| Seattle – King Co. DoT         | 1.0%                                            |
| Pittsburg – PA of Allegheny Co | -0.8%                                           |
| Houston – Metro of Harris Co   | -1.6%                                           |
| Minneapolis – MN Metro         | -1.9%                                           |
| Portland – Tri-Met             | -2.0%                                           |
| San Diego – MTS                | -2.7%                                           |
| Dallas – DART                  | -2.8%                                           |
| <b>Atlanta – MARTA</b>         | <b>-3.1%</b>                                    |
| Denver – RTD                   | -4.3%                                           |
| Baltimore – Maryland MTA       | -6.8%                                           |
| Miami – Miami-Dade Transit     | -12.1%                                          |

\* Peer agencies based on combination of service modes, operating expenses, fare revenue, ridership, and service levels. Ridership data from National Transit Database.

# What Are The Potential Factors Impacting Ridership?\*

**Time Competitiveness**

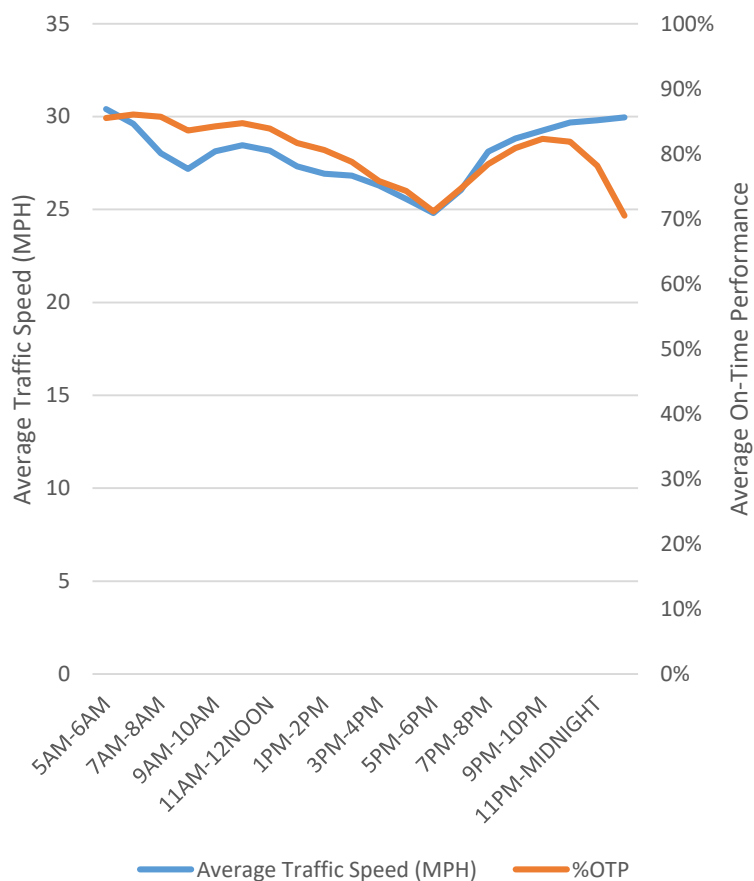
**Reduced Customer Loyalty**

**Cost Competitiveness**

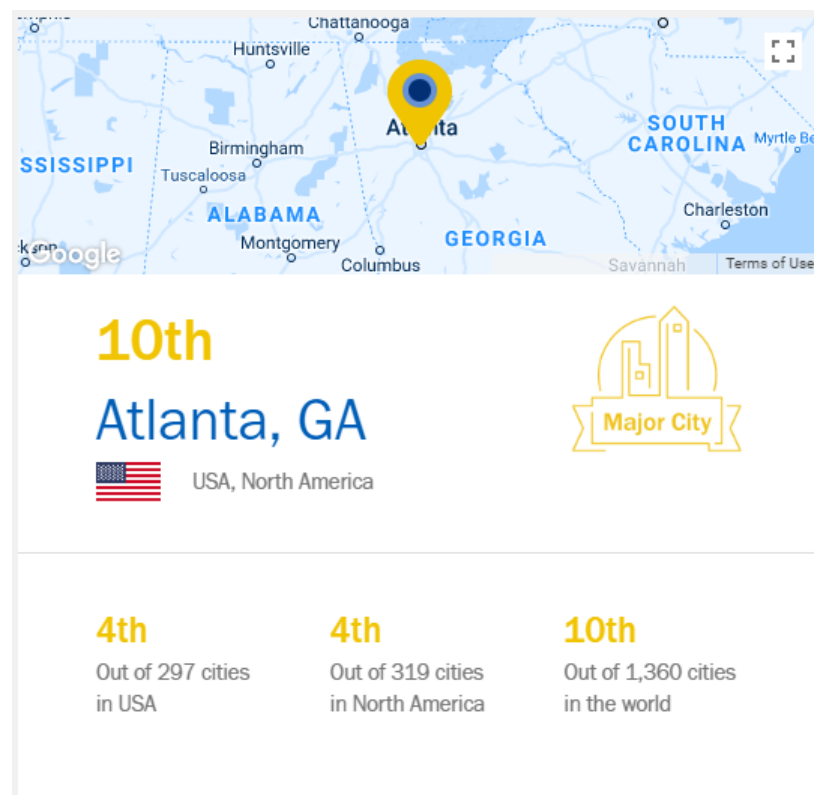
**External Factors**

*\* "Understanding Recent Ridership Changes: Trends and Adaptations", American Public Transportation Association, November 2017.*

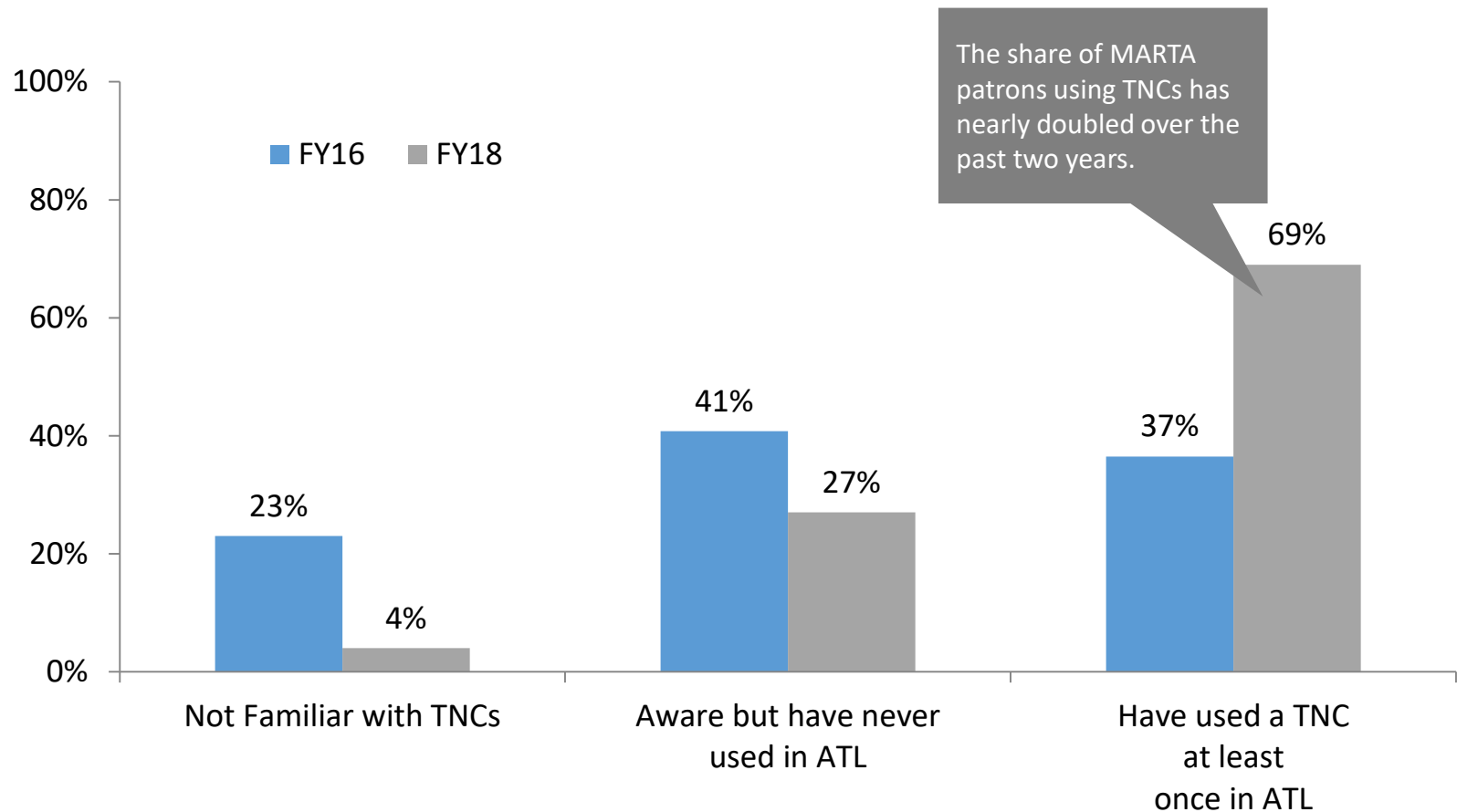
# Using Travel Time And AVL Data To Better Understand Changes In Time Competitiveness



## INRIX 2017 Traffic Scorecard



# Using Survey Data To Better Understand Changes In Customer Loyalty

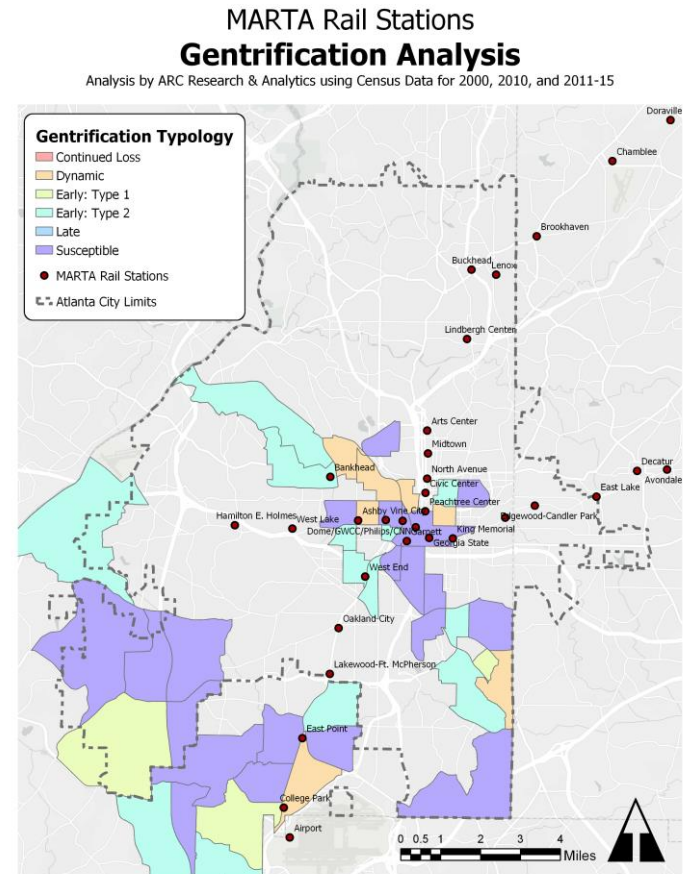


# Using Survey Data To Better Understand Changes In Cost Competitiveness

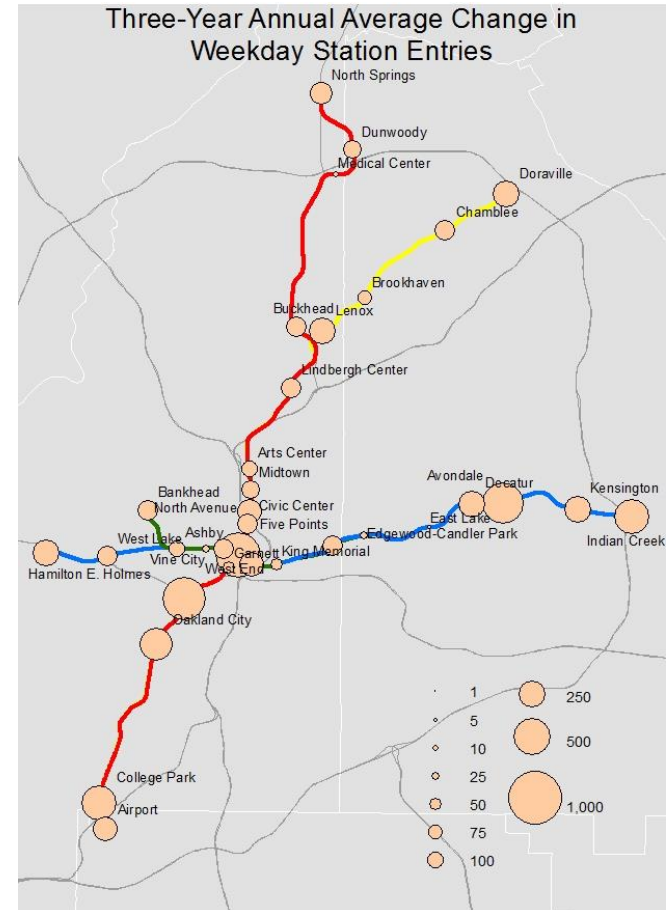
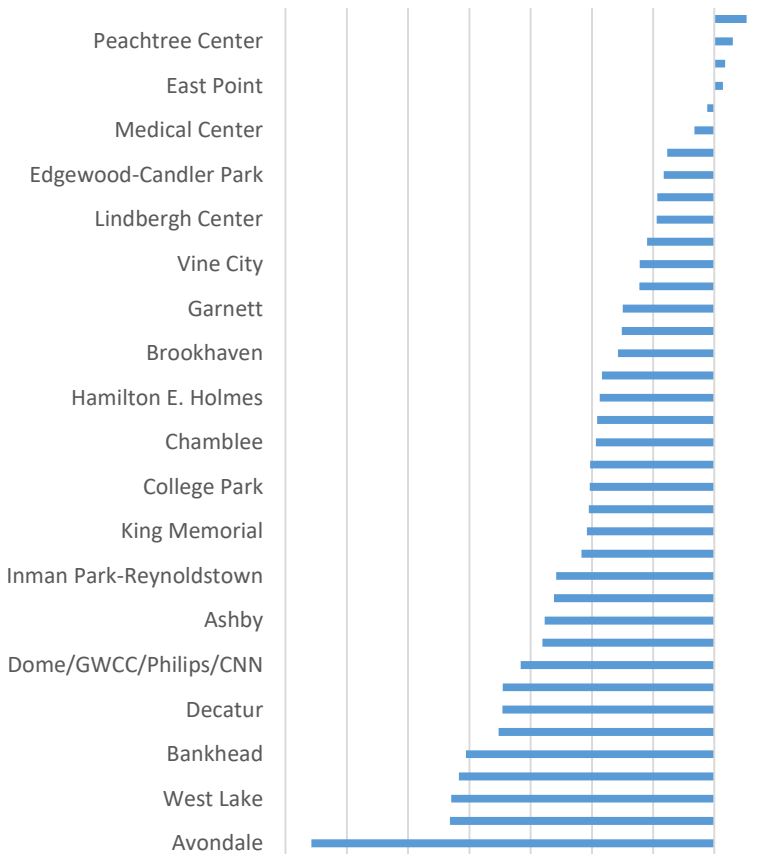
|                                                  | FY16 | FY17 | FY18<br>1 <sup>st</sup> Half |
|--------------------------------------------------|------|------|------------------------------|
| Male                                             | 54%  | 54%  | 53%                          |
| 16 to 34 years of age                            | 51%  | 49%  | 52%                          |
| Bachelor's Degree or higher                      | 28%  | 34%  | 36%                          |
| Household income > \$30k                         | 45%  | 55%  | 54%                          |
| African-American                                 | 75%  | 69%  | 65%                          |
| Has alternative transportation                   | 37%  | 52%  | 53%                          |
| Could have driven own car                        | 27%  | 37%  | 37%                          |
| Light riders ( <i>0 to 4 trips per week</i> )    | 34%  | 26%  | 20%                          |
| Heavy riders ( <i>9 or more trips per week</i> ) | 51%  | 56%  | 62%                          |

# Using Socioeconomic Data To Better Understand Changes In External Factors

|                                         | FY16 | FY17 | FY18<br>1 <sup>st</sup><br>Half |
|-----------------------------------------|------|------|---------------------------------|
| Male                                    | 54%  | 54%  | 53%                             |
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# Using APC and AFC Data To Better Understand Where Ridership Is Changing

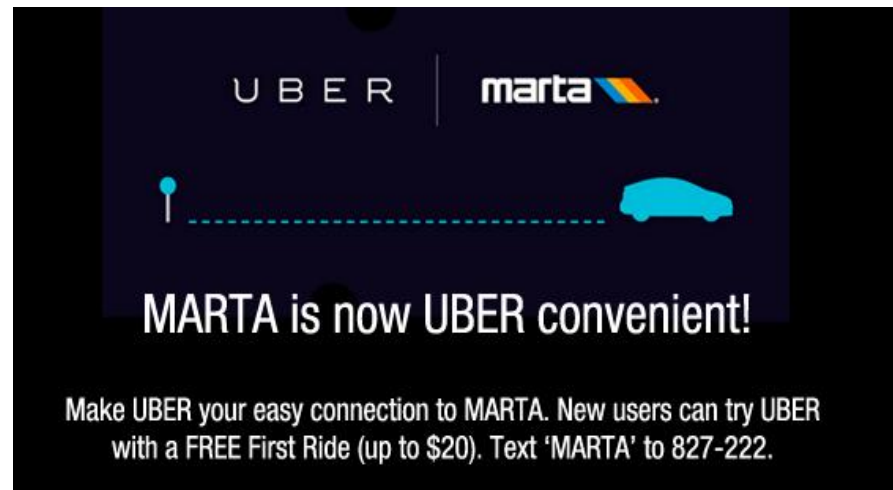


# Performing A Comprehensive System Assessment To Ensure Data Quality



# MARTA Has Implemented Several Initiatives To Increase Ridership

## UPASS Promotion



# Other MARTA Research Efforts

- Non-Rider/Former Rider Survey
- Passenger Revenue Revalidation
- Georgia Tech Ridership Study
- Fare Evasion Study
- Quality of Service Survey
- TNC Survey

A large crowd of people is waiting in line at a transit station entrance. The people are of various ages and ethnicities, many carrying backpacks and bags. They are standing in a long line that stretches across the frame. In the background, there are signs for "Chastain Dam Road MARTA" and "GA-400 Parking Deck C". The word "Questions?" is overlaid in large white text in the center of the image.

Questions?