

**Request for Proposals
2026-2027 Atlanta Regional Transit On-Board Survey
Questions and Answers**

1. Q. Given the structure of the RFP:

1.1 Is there supposed to be a task 8?

Answer: Task 7 is now Task 8

1.2. Under what tasks should data processing and expansion be captured?

Answer: Task 7 on survey data processing, weighting, and expansion is included in the revised RFP

1.3. Is ARC requesting a traditional static report, including a methodology section, and if so, what task should this be captured?

Answer: A traditional static report, including a methodology section, is requested and should be captured in task 7

2. Q. Please provide the system level average weekday ridership for MARTA Rail, ATL's Xpress, CobbLinc, Connect Douglas, and Ride Gwinnett.:

Answer: The table below reflects October 2025 average weekday boardings by system and mode except for the Streetcar which was out of service during October 2025 and ridership from June 2025 is reflected:

Average Weekday Ridership by System and Mode in Metro Atlanta	
MARTA Rail Station Entries	70,653
MARTA Streetcar Boardings	1,108
MARTA Bus Boardings	111,145
ATL XPRESS Boardings	3,064
CobbLinc Boardings	6,468
Connect Douglas Boardings	221
Ride Gwinnett Boardings	4,411
Total	197,070

3. Q. For MARTA bus, please provide the system level average weekday ridership at the route level.:

Answer: The following table reflects an average weekday boardings by route during October 2025:

	Route Name	Boardings
1	Marietta Blvd / Joseph E Lowery Blvd	620
2	Ponce de Leon Avenue / Druid Hills	847
3	Martin Luther King Jr Dr/Auburn Ave	345
4	Moreland Avenue	495
5	Piedmont Road / Sandy Springs	2,826
6	Clifton Road / Emory	1,002
8	North Druid Hills Road	705
9	Boulevard / Tilson Road	571
12	Howell Mill Road / Cumberland	1,427
14	14th Street / Blandtown	552
15	Candler Road	2,073
19	Clairmont Road / Howard Avenue	976
21	Memorial Drive	1,435
24	McAfee / Hosea Williams	483
25	Peachtree Boulevard	234
26	Marietta Street / Perry Boulevard	767
27	Cheshire Bridge Road	455
30	LaVista Road	694
32	Bouldercrest	1,014
34	Gresham Road	586
36	North Decatur Road / Virginia Highland	624
37	Defoors Ferry Road	580
39	Buford Highway	4,389
40	Peachtree Street / Downtown	503
42	Pryor Road	627
47	I-85 Access Road	654
49	McDonough Boulevard	959
50	Donald Lee Hollowell Parkway	1,815
51	Joseph E Boone Boulevard	1,934
55	Jonesboro Road	1,697
58	Hollywood Road / Lucile Avenue	660
60	Hightower Road	1,003
66	Lynhurst Drive / Princeton Lakes	1,150
68	Benjamin E Mays Drive	945
71	Cascade Road	2,349

73	Fulton Industrial	3,120
74	Flat Shoals Road	945
75	Lawrenceville Highway	544
78	Cleveland Avenue	2,586
79	Sylvan Hills	537
81	Venetian Hills / Delowe Drive	603
82	Camp Creek / South Fulton Parkway	1,384
83	Campbellton Road	3,854
84	Washington Road / Camp Creek Marketplace	1,502
85	Roswell	673
86	Fairington Road	1,435
87	Roswell Road / Sandy Springs	1,378
89	Old National Highway	3,313
93	Headland Drive / Main Street	641
94	Northside Drive	690
95	Metropolitan Parkway	2,024
102	North Avenue / Little Five Points	923
103	Peeler Road	234
104	Winters Chapel Road	209
107	Glenwood	1,425
110	Peachtree Road / Buckhead	2,860
111	Snapfinger Woods	1,223
114	Columbia Drive	823
115	Covington Highway	1,941
116	Redan Road	1,216
117	Rockbridge Road / Panola Road	2,011
119	Hairston Road / Stone Mountain Village	895
120	East Ponce De Leon Avenue	1,118
121	Memorial Drive / North Hairston Road	2,705
123	Church Street	193
124	Pleasantdale Road	978
125	Clarkston	1,293
126	Embry Hills	536
132	Tilly Mill Road	316
133	Shallowford Road	349
140	North Point Parkway	381
141	Haynes Bridge Road / Milton	518
142	East Holcomb Bridge Road	55
143	Windward Park & Ride	205
148	Mount Vernon Highway	54

150	Dunwoody Village	160
153	James Jackson Parkway	690
155	Pittsburgh	488
162	Myrtle Drive / Alison Court	1,012
165	Fairburn Road	1,245
172	Sylvan Road / Virginia Avenue	816
178	Empire Boulevard / Southside Industrial Park	819
180	Roosevelt Highway	1,185
181	Washington Road / Fairburn	2,070
183	Greenbriar	585
185	Alpharetta	682
186	Rainbow Drive / South DeKalb	1,461
188	Oakley Industrial	153
189	Flat Shoals Road / Scofield Road	1,097
191	Riverdale / ATL International Terminal	1,328
192	Old Dixie / Tara Boulevard	1,258
193	Morrow / Jonesboro	1,792
194	Conley Road / Mt Zion	1,079
195	Forest Parkway	796
196	Upper Riverdale	2,818
197	Battle Creek Road	426
198	Southlake Parkway	164
221	Memorial Drive Limited	181
295	Metropolitan Campus Express	56
800	Lovejoy	427
809	Monroe Drive / Boulevard	549
813	Atlanta University Center	255
816	North Highland Avenue	212
823	Belvedere	90
825	Johnson Ferry Road	79
832	Grant Park	298
850	Carroll Heights / Fairburn Heights	99
853	Center Hill	389
856	Baker Hills / Wilson Mill Meadows	138
865	Boulder Park Drive	73
867	Peyton Forest / Dixie Hills	282
899	Old Fourth Ward	207

4. Q. For MARTA bus, please provide the weekday vehicle and/or service hours at the route level along with the garage / division name this route primarily functions from.:

Answer: The following table reflects the requested information reflecting October 2025:

	Route Name	Division	Service Hours	Total Hours
1	Marietta Blvd / Joseph E Lowery Blvd	Perry	30.5	38.4
2	Ponce de Leon Avenue / Druid Hills	Laredo	29.4	49.8
3	Martin Luther King Jr Dr/Auburn Ave	Perry	29.5	38.7
4	Moreland Avenue	Laredo	24.6	39.1
5	Piedmont Road / Sandy Springs	Perry	97.7	136.8
6	Clifton Road / Emory	Laredo	39.3	64
8	North Druid Hills Road	Laredo	33.3	43.6
9	Boulevard / Tilson Road	Laredo	43.8	58.6
12	Howell Mill Road / Cumberland	Perry	71.9	95.1
14	14th Street / Blandtown	Perry	25.2	39.1
15	Candler Road	Laredo	96.9	133
19	Clairmont Road / Howard Avenue	Laredo	54.3	67.5
21	Memorial Drive	Laredo	60.2	75.7
24	McAfee / Hosea Williams	Laredo	31.8	40.4
25	Peachtree Boulevard	Laredo	16.5	24.5
26	Marietta Street / Perry Boulevard	Perry	47.3	60.2
27	Cheshire Bridge Road	Perry	28.7	40
30	LaVista Road	Laredo	31.3	44.9
32	Bouldercrest	Laredo	44.8	70.6
34	Gresham Road	Laredo	31.6	42.5
36	North Decatur Road / Virginia Highland	Laredo	41.6	56.2
37	Defoors Ferry Road	Perry	27.6	36.9
39	Buford Highway	Laredo	90.8	127
40	Peachtree Street / Downtown	Perry	26.7	36.9
42	Pryor Road	Hamilton	36.7	49.3
47	I-85 Access Road	Laredo	26.1	41.4
49	McDonough Boulevard	Hamilton	53.6	75.8
50	Donald Lee Hollowell Parkway	Perry	43.8	60.5
51	Joseph E Boone Boulevard	Perry	50.1	77
55	Jonesboro Road	Hamilton	74.1	98.2
58	Hollywood Road / Lucile Avenue	Perry	33.2	39.7
60	Hightower Road	Perry	37.8	52.3

66	Lynhurst Drive / Princeton Lakes	Perry	50.7	62
68	Benjamin E Mays Drive	Perry	45.9	59.1
71	Cascade Road	Perry	80.5	109.1
73	Fulton Industrial	Perry	101.6	150.9
74	Flat Shoals Road	Laredo	37.2	54.8
75	Lawrenceville Highway	Laredo	27.5	35.6
78	Cleveland Avenue	Hamilton	46	70.4
79	Sylvan Hills	Hamilton	26.3	36.3
81	Venetian Hills / Delowe Drive	Hamilton	40.5	52.5
82	Camp Creek / South Fulton Parkway	Hamilton	59.9	78.5
83	Campbellton Road	Hamilton	73.9	112.5
84	Washington Road / Camp Creek Marketplace	Hamilton	43.4	65.4
85	Roswell	Perry	33.7	52.3
86	Fairington Road	Laredo	60.1	83.8
87	Roswell Road / Sandy Springs	Perry	60.9	97.7
89	Old National Highway	Hamilton	93.5	125
93	Headland Drive / Main Street	Hamilton	32.5	38.7
94	Northside Drive	Perry	29.7	42.8
95	Metropolitan Parkway	Hamilton	59.4	83.6
102	North Avenue / Little Five Points	Laredo	31	51.1
103	Peeler Road	Laredo	16.9	23.1
104	Winters Chapel Road	Laredo	8	13.3
107	Glenwood	Laredo	82.7	103.8
110	Peachtree Road / Buckhead	Perry	86.5	122.2
111	Snapfinger Woods	Laredo	71.1	94.5
114	Columbia Drive	Laredo	31.8	42.9
115	Covington Highway	Laredo	69.3	99.3
116	Redan Road	Laredo	59.4	89
117	Rockbridge Road / Panola Road	Laredo	104.1	129.4
119	Hairston Road / Stone Mountain Village	Laredo	44.8	58.6
120	East Ponce De Leon Avenue	Laredo	49.6	70.1
121	Memorial Drive / North Hairston Road	Laredo	94.8	123.1
123	Church Street	Laredo	11.1	16.2
124	Pleasantdale Road	Laredo	40.5	57.8
125	Clarkston	Laredo	38.1	49.6
126	Embry Hills	Laredo	23.2	36.1
132	Tilly Mill Road	Laredo	12	16.8
133	Shallowford Road	Laredo	16.9	33.3
140	North Point Parkway	Perry	27.9	43.2
141	Haynes Bridge Road / Milton	Perry	41.8	57.8

142	East Holcomb Bridge Road	Laredo	14.9	24.3
143	Windward Park & Ride	Perry	12.9	24.2
148	Mount Vernon Highway	Perry	5.6	8.8
150	Dunwoody Village	Perry	18.4	28.4
153	James Jackson Parkway	Perry	22.7	30.8
155	Pittsburgh	Hamilton	23.2	29.7
162	Myrtle Drive / Alison Court	Hamilton	17.7	30
165	Fairburn Road	Perry	42.9	65.5
172	Sylvan Road / Virginia Avenue	Hamilton	31.3	43.3
178	Empire Boulevard / Southside Industrial Park	Hamilton	25.5	39.1
180	Roosevelt Highway	Hamilton	49.4	73.8
181	Washington Road / Fairburn	Hamilton	80.2	105.3
183	Greenbriar	Hamilton	28.2	39.7
185	Alpharetta	Perry	43.9	61.3
186	Rainbow Drive / South DeKalb	Laredo	61.8	99
188	Oakley Industrial	Hamilton	11.4	15.6
189	Flat Shoals Road / Scofield Road	Hamilton	48.6	61.6
191	Riverdale / ATL International Terminal	Hamilton	64.4	81.7
192	Old Dixie / Tara Boulevard	Hamilton	38.5	48.9
193	Morrow / Jonesboro	Hamilton	80	101.2
194	Conley Road / Mt Zion	Hamilton	48.6	59.6
195	Forest Parkway	Hamilton	32.4	40.4
196	Upper Riverdale	Laredo	75.2	110.3
197	Battle Creek Road	Hamilton	25.5	33.8
198	Southlake Parkway	Hamilton	18.4	26.3
201	Six Flags Over Georgia	Perry	9.5	18.4
221	Memorial Drive Limited	Laredo	10.3	14.2
295	Metropolitan Campus Express	Hamilton	7	11.4
800	Lovejoy	Hamilton	13.7	19.4
809	Monroe Drive / Boulevard	Laredo	30.4	48.5
813	Atlanta University Center	Perry	28.6	38.9
816	North Highland Avenue	Laredo	30.7	38.8
823	Belvedere	Laredo	12.7	16.8
825	Johnson Ferry Road	Perry	9.8	17.5
832	Grant Park	Hamilton	15.4	20.6
850	Carroll Heights / Fairburn Heights	Perry	14.9	18.2
853	Center Hill	Perry	28.5	39.5
856	Baker Hills / Wilson Mill Meadows	Perry	13.5	15.9
865	Boulder Park Drive	Perry	15.2	21.7
867	Peyton Forest / Dixie Hills	Perry	17.4	23.8

899	Old Fourth Ward	Laredo	10	16.8
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5. Q. Is EXHIBIT B - PROPOSED PROJECT BUDGET available in an Excel format?

Answer: No. Only as provided in the RFP.

6. Q. Data Collection Methodology

6.1. Beyond in-person intercept surveys, is ARC open to incorporating hybrid or multimodal data collection approaches (e.g., mobile-based, passive, geospatial, or sensor-based inputs) as primary or supplementary methods to enhance coverage and reduce response bias?

Answer: This origin-destination intercept transit on-board survey should be designed to capture in-person answers to transit travel behavior survey questions at bus stops and MARTA train platforms using tablet PC technology via a 3-minute questionnaire

6.2. Are there constraints or preferences regarding participant-driven or mobile-based data collection platforms, particularly for reaching hard-to-survey or underrepresented populations?

Answer: This survey should be designed to randomly capture transit riders at bus stops and MARTA heavy rail platforms, while maximizing response rates by all population groups

6.3. Does ARC have expectations regarding real-time or near real-time data validation, monitoring, or dashboarding during field collection (e.g., automated flagging of inconsistencies)?

Answer: On-the-fly geocoding via tablet PC technology is expected while administering the survey

7. Q. Data Quality, QA/QC & AI Integration

7.1 What thresholds or benchmarks define acceptable data quality (e.g., accuracy, completeness, response rates, consistency, and outlier handling)?

Answer: A complete survey is one in which all questions have been answered, while minimizing data imputation

7.2 How does ARC expect QA/QC processes—including machine learning or automated validation methods—to be implemented, validated, and documented?

Answer: The proposal shall clearly identify a QA/QC process, including appropriate machine learning methods as deemed necessary

7.3 Are there requirements for explainability, auditability, or transparency of AI/ML models used for QA/QC, weighting, or anomaly detection?

Answer: Total transparency and full documentation of all survey methods are expected

8. Q. Survey Design, Sampling & Representativeness

8.1 Can ARC confirm target sample sizes (e.g., % of daily ridership) and any minimum thresholds by operator, route, or time period to ensure statistical validity?

Answer: 10% of daily ridership by operator, route, and time of day periods, across weekday workdays

8.2 Should sampling be proportionally distributed across operators, routes, time periods, and seasonal variations (e.g., peak/off-peak, events, weather)?

Answer: Survey sampling should be proportionally distributed across items listed in 3.7

8.3 Are there expectations for adaptive or dynamic sampling strategies during data collection (e.g., rebalancing based on interim results or low-response groups)?

Answer: Low-response rates should be closely monitored and addressed appropriately

8.4 How should trade-offs be handled between statistical precision and operational feasibility, particularly for underrepresented populations or low-response routes?

Answer: 10 Robust statistical representativeness across population groups should be closely monitored, quantified, and addressed appropriately

8.5 Does ARC have guidance on survey design elements such as maximum survey length, use of incentives, or required languages beyond English and Spanish?

Answer: Survey incentives, if deemed necessary, should be discussed with ARC staff at the appropriate time. Survey length should be around 3 minutes, and for short trips, those can be captured via a paper survey hand-out, or online. Surveys can be administered in English and/or Spanish. The proposal will identify how other languages can be accommodated.

9. Q. Data Integration, Modeling & Data Pipeline

9.1 Will ARC provide access to existing datasets (e.g., Breeze card, APC/AVL, GTFS), and what data access permissions, latency, and governance standards should be assumed?

Answer: GTFS data feeds are available online. Breeze, APC, and AVL might be available via MARTA

9.2 What level of flexibility is allowed in designing data pipelines for integration with ActivitySim and STOPS models, and are automated or reusable pipelines expected?

Answer: For ActivitySim, a Python-based data model is strongly suggested, such as Pydantic or Pandera. For the FTA STOPS model, the data pipeline should accommodate a synthetic and an incremental approach, while accounting for CTPP journey-to-work data

9.3 Are there preferred data formats, schemas, APIs, or interoperability standards for integrating and delivering datasets?

Answer: Data schemas should include structured (CSV), semi-structured (JSON, XML) and/or unstructured (PDF, images)

9.4 Are there baseline models, benchmarks, or alignment requirements that proposers should consider?

Answer: Familiarity with ARC's travel demand models is strongly encouraged

10. Q. Visualization, Dashboards & Deliverables

10.1 Does ARC expect interactive dashboards, real-time visualization tools, or static reporting deliverables—or a combination of both?

Answer: A combination

10.2 Who are the primary end users of deliverables (e.g., technical modelers, policymakers, public stakeholders), and should outputs be tailored to multiple audiences?

Answer: Multiple audiences

10.3 What level of documentation, reproducibility, and reporting frequency is expected for deliverables?

Answer: Monthly

11. Q. Survey Execution & Field Operations

11.1 What coordination will ARC provide with transit operators, and are there operational constraints such as security, permitting, working hours, or access requirements?

Answer: This should all be addressed and articulated in the proposal

11.2 Are there expectations regarding interviewer staffing levels, training, monitoring, and deployment across multiple transit systems?

Answer: The selected consultant will need to properly train all surveyors , as well as assign and manage staffing resources

12. Q. Pilot & Supplemental Survey Requirements

12.1 What are ARC's expectations for pilot testing (e.g., success criteria, sample size, duration, and iteration cycles)?

Answer: The pilot / pre-test needs to be adequately detailed in the proposal

12.2 For the supplemental tour diary survey, should the sample be representative or targeted, and what methodologies (e.g., mobile, web, interview) and tracking requirements are expected?

Answer: The supplemental tour diary will be a sub-sample of the survey, handled as a voluntary follow-up online survey

13. Q. Subcontracting & Teaming

13.1 Are there preferred roles or expectations for subcontractors (e.g., data collection, analytics, technology), and how will their expertise be evaluated relative to the prime contractor?

Answer: The prime contractor remains responsible for the performance of the subcontractors

13.2 Are there any limitations or expectations regarding the proportion of work performed by subcontractors?

Answer: None

14. Q. Data Governance, Privacy & Security

14.1 What are the requirements for data privacy, PII handling, anonymization, security standards, and data ownership—particularly when integrating multiple data sources (survey, passive, and third-party data)?

Answer: The contractor will explain in the proposal how they will ensure privacy and anonymization of survey respondents. ARC will take ownership of all survey materials, documentation, and accompanying datasets generated by this survey