

# MARTA's Department of Research & Analysis

February 2022



# R&A Agenda

Introduction to Research & Analysis	5 min
Specific R&A Projects:	
Overview of WeatherSTEM	5 min
Overview of the Voice of the Customer Survey	5 min
Instructions for Breakout Groups	5 min
Breakout Groups	30 min
Breakout Group Presentations and Discussion	25 min



# Department of Research and Analysis

## Our Mission

We turn data into information to help MARTA make better decisions.

## Our Vision

We are MARTA's go-to, in-house source for advanced data analytics and business intelligence.

## Our Structure



# WeatherSTEM

## Smart Weather Technology

- ✓ BEAUTIFUL BRANDED WEATHER STATIONS
- ✓ HIGH RESOLUTION WEATHER CAMERAS THAT LIVE STREAM
- ✓ WEATHER HEALTH/SAFETY ALERTS AND NOTIFICATIONS
- ✓ LIGHTNING DETECTION AND HIGH HEAT MONITORING
- ✓ REAL-TIME AND FUTURE-CAST RADAR



<https://www.weatherstem.com/>

# WeatherSTEM\*

## Why R&A is interested ...

- Understand reasons behind changes in ridership
- Inform operational adjustments
- Co-produce public transit knowledge with local universities, agencies, and non-profits.
- MARTA brand exposure to schools
- **Improve Customer Experience**

## Questions for Breakout Groups ...

- How does the weather affect your use of MARTA? What are the hardships related to Weather?
- What weather information would help you better use MARTA?
- How could a very local weather forecast or alert help you travel on MARTA?

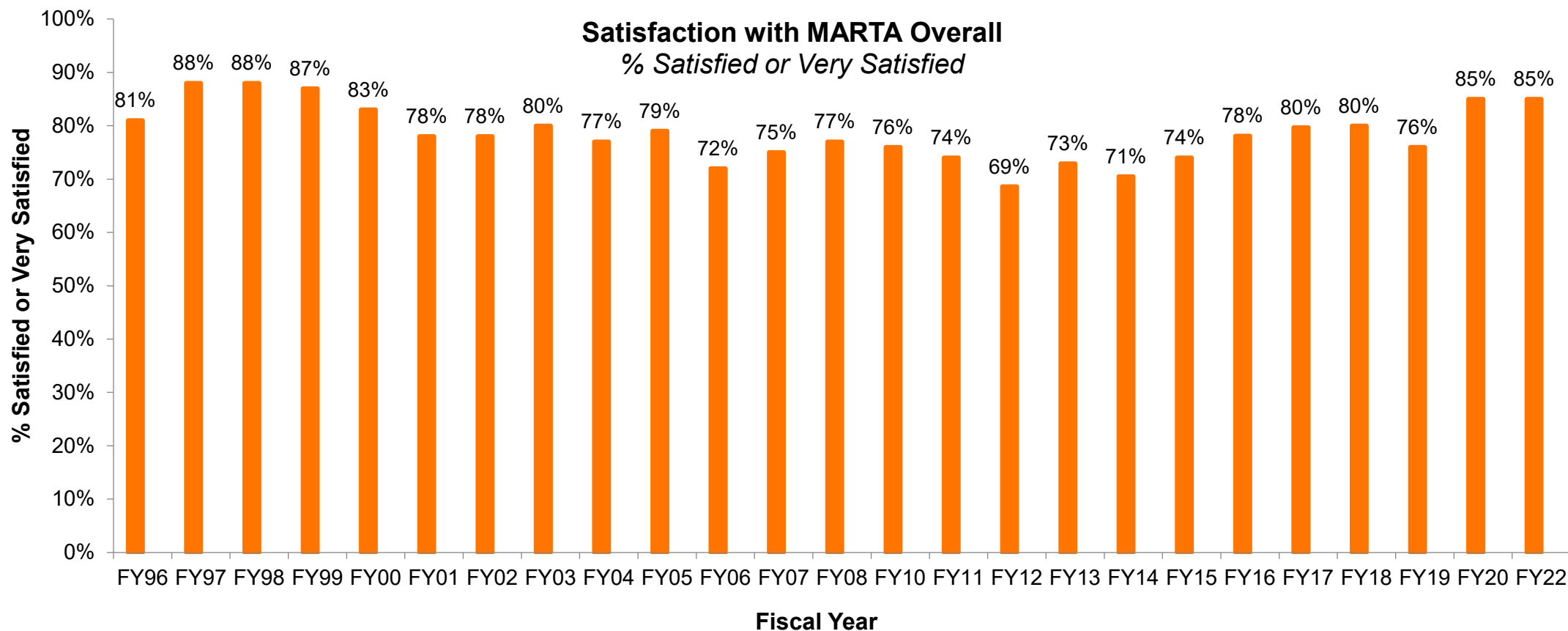
\*MARTA and WeatherSTEM are not affiliated. This discussion is for exploratory purposes only.



## The Voice of the Customer (VOC) Survey Provides MARTA Leadership with Feedback about the Customer Experience

Customer Satisfaction	Customer Service	Customer Information
Reliability	Convenience	Safety and Security
Comfort	Cleanliness	Title VI Data

# MARTA has Conducted a Version of the VOC for 25+ Years



## VOC Breakout Group Questions (20 min)

Imagine you are on a MARTA bus or waiting for a train and a MARTA employee approaches you and asks you to answer some survey questions. *The survey will not interfere with your ability to catch the next train or alight at your bus stop.*

**In your breakout groups, answer the following questions:**

- Would you agree to do the survey?
  - Why? Why not?
- **What types of questions would you hope to be asked about your experiences on MARTA?**
- What other survey methods should MARTA consider for collecting feedback from patrons?

## WeatherSTEM Breakout Group Questions (10 min)

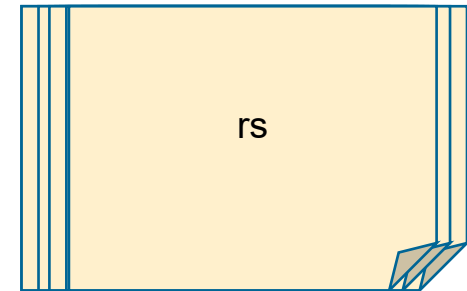
- How does the weather affect your use of MARTA? What are the hardships related to Weather?
- What weather information would help you better use MARTA?
- How could a very local weather forecast or alert help you travel on MARTA?





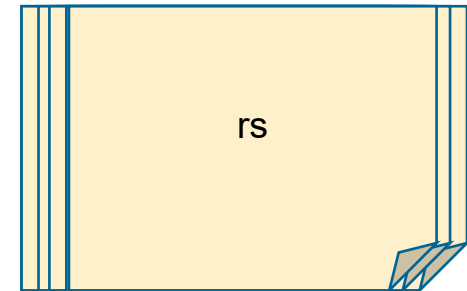
## Breakout Group Assignments – Summary of VOC Survey Ideas

- Would you agree to do the survey? Why? Why not?



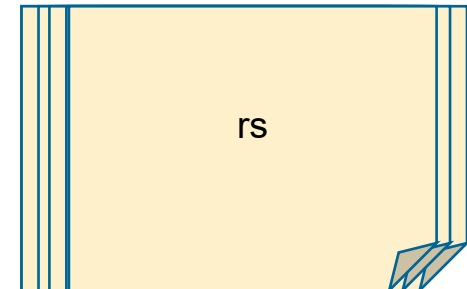
## Breakout Group Assignments – Summary of VOC Survey Ideas

- What types of questions would you hope to be asked about your experiences on MARTA?



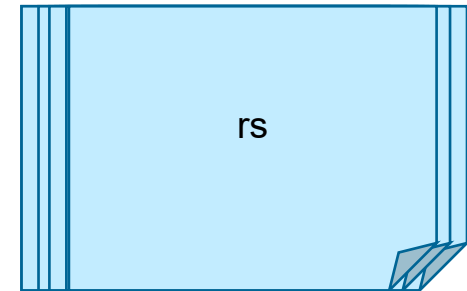
## Breakout Group Assignments – Summary of VOC Survey Ideas

- What other survey methods should MARTA consider for collecting feedback from patrons?



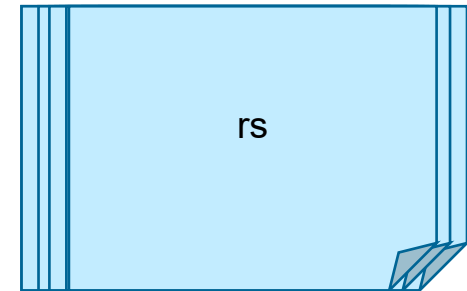
## Breakout Group Assignments – Summary of WeatherSTEM Ideas

- How does the weather affect your use of MARTA? What are the hardships related to Weather?



## Breakout Group Assignments – Summary of WeatherSTEM Ideas

- What weather information would help you better use MARTA?



## Breakout Group Assignments – Summary of WeatherSTEM Ideas

- How could a very local weather forecast or alert help you travel on MARTA?

