



Project Information Form

Project Title	Evaluating the Impact of Real-time Transit Passenger Information on Ridership and Mode Share
University	Georgia Institute of Technology
Principal Investigator	Kari Watkins
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Funding Source(s) and Amounts Provided (by each agency or organization)	NCTSPM - \$100,000 Match from Gvu Center of \$86,019 and ARC of \$60,000 on related projects
Total Project Cost	\$100,000
Agency ID or Contract Number	DTRT12GUTC12 NCTSPM 2013-042
Start and End Dates	1/1/14 – 06/30/15
Brief Description of Research Project	This proposal is for a research collaboration to develop, implement, and assess an integrated transit information platform in Atlanta. We propose combining all of MARTA's real-time information sources – including bus tracking, train locations, and service alerts – into a proven platform known as OneBusAway. Additional regional transit schedule and real-time bus tracking data will be added into the platform as available. Development and implementation of this platform will be coupled with an assessment of its impact on transit rider behavior. Utilizing a novel approach that measures individual ridership change with smartcard data, we will study the travel frequency of passengers in order to quantify changes in frequency of travel on MARTA attributable to real-time information.
Describe Implementation of Research Outcomes (or why not implemented) (Attach Any Photos)	Nothing to report at this time
Impacts/Benefits of Implementation (actual, not	Nothing to report at this time



anticipated)	
Web Links <ul style="list-style-type: none">• Reports• Project website	http://atlanta.onebusaway.org