

Rider Outreach Specialist (Rider Talker)

****Bilingual applicants are encouraged to apply****

As a Rider Talker for the Maryland Transit Administration (MTA), your primary responsibility will be to survey and collect data from riders of public transport, including buses, light rail, metro, and MARC trains. Your role is crucial in obtaining valuable feedback and insights from riders to improve the overall public transportation experience. You will play an important part in understanding the needs and preferences of the ridership and communicating this information to the relevant stakeholders within the transit agency.

Key Responsibilities:

1. **Conduct Surveys:** Engage with riders on various public transport modes, including buses, light rail, metro, and MARC trains, and conduct surveys to collect data.
2. **Data Collection:** Gather accurate and relevant data from riders, including feedback on their experience, satisfaction levels, suggestions for improvement, and any other information deemed necessary by the transit agency.
3. **Compile and Analyze Data:** Organize and compile the collected data in a systematic manner. Perform basic analysis on the data to identify patterns, trends, and insights that can help improve the quality of public transportation services.
4. **Communication:** Effectively communicate survey results and data analysis findings to the Program Manager. Present the information in a clear and concise manner, emphasizing key areas for improvement and potential solutions.

Qualifications and Skills:

- High school diploma or equivalent; additional education or coursework in survey research, data analysis, or related fields is a plus.
- Excellent communication and interpersonal skills to engage with riders from diverse backgrounds.
- Strong data collection and surveying abilities, with attention to detail and accuracy.
- Basic data analysis skills to identify trends and insights from collected data.
- Proficiency in using survey tools, data management software, and Microsoft Office Suite (Word, Excel, PowerPoint).

- Ability to work independently, prioritize tasks, and meet deadlines.
- Knowledge of public transportation systems, including buses, light rail, metro, and MARC trains, is advantageous.
- Flexibility to work varied hours, including weekends and evenings, to capture a representative sample of riders.