Methodology Overview

• Approximately 60,000 paper surveys and 15,000 postcards were distributed to MTA B&T customers in June of 2012
  – Cash surveys and postcards were distributed on the toll plazas for one weekday and half a day on both Saturday and Sunday
  – E-ZPass surveys were mailed to a subset of E-ZPass customers who traveled on one of the facilities during the survey period
  – Additionally, email invitations were sent to roughly 5,600 screened B&T e-Panelists from past research projects

• A total of 3,363 completed surveys were obtained

<table>
<thead>
<tr>
<th>Payment Type</th>
<th>New Recruit</th>
<th>e-Panelist</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>954</td>
<td>142</td>
<td>1,096</td>
</tr>
<tr>
<td>E-ZPass</td>
<td>1,221</td>
<td>1,046</td>
<td>2,267</td>
</tr>
</tbody>
</table>
Key Findings

• Overall satisfaction has increased since 2011, and has surpassed even the 2010 levels
  – Satisfaction with the Bronx-Whitestone has increased substantially since 2011, returning to pre-construction levels

• Satisfaction has increased significantly for several service attributes, including: safety/security, service value, road signs, road conditions, and ease of crossing

• Satisfaction with electronic signage is high and respondents report these signs are useful
Overall Satisfaction

MTA Bridges and Tunnels

Scale of 1-10; satisfied customers are coded as respondents who rate overall satisfaction between 6 and 10.

Boxed numbers indicate statistical increase from 2011 at the 95% confidence level.
Overall Satisfaction by Facility

Queens Midtown Tunnel
- 2012: 92%
- 2011: 88%
- 2010: 89%

Cross Bay Bridge
- 2012: 91%
- 2011: 88%
- 2010: 91%

RFK - Manhattan Plaza
- 2012: 90%
- 2011: 81%
- 2010: 86%

Throgs Neck Bridge
- 2012: 90%
- 2011: 89%
- 2010: 65%

Brooklyn-Battery Tunnel
- 2012: 88%
- 2011: 87%
- 2010: 90%

Marine Parkway Bridge
- 2012: 87%
- 2011: 87%
- 2010: 95%

RFK - Bronx Plaza
- 2012: 84%
- 2011: 78%
- 2010: 85%

Verrazano-Narrows Bridge
- 2012: 78%
- 2011: 78%
- 2010: 81%

Henry Hudson Bridge
- 2012: 89%
- 2011: 90%
- 2010: 89%

Bronx-Whitestone Bridge
- 2012: 77%
- 2011: 58%
- 2010: 71%

Boxed numbers indicate statistical increase from 2011 at the 95% confidence level.
Overall Satisfaction – Cash vs. E-ZPass

Boxed numbers indicate statistical increase from 2011 at the 95% confidence level

MTA Bridges and Tunnels
Overall Category Satisfaction

- E-ZPass performance: 96%, 95%, 94%
- Lighting: 93%, 92%, 93%
- Appearance and cleanliness: 93%, 92%, 92%
- Safety and security: 92%, 89%, 91%
- Personnel performance: 85%, 85%, 86%

Boxed numbers indicate statistical increase from 2011 at the 95% confidence level.
Overall Category Satisfaction (cont’d)

<table>
<thead>
<tr>
<th>Service</th>
<th>2012</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Road signs</td>
<td>84%</td>
<td>80%</td>
<td>79%</td>
</tr>
<tr>
<td>Availability of information</td>
<td>83%</td>
<td>82%</td>
<td>67%</td>
</tr>
<tr>
<td>Road conditions</td>
<td>80%</td>
<td>72%</td>
<td>80%</td>
</tr>
<tr>
<td>Ease of crossing</td>
<td>79%</td>
<td>77%</td>
<td>77%</td>
</tr>
<tr>
<td>Service value</td>
<td>53%</td>
<td>50%</td>
<td>54%</td>
</tr>
</tbody>
</table>

Boxed numbers indicate statistical increase from 2011 at the 95% confidence level
Information Availability

Note: Some information availability attributes were not included on the 2010 survey.
Boxed numbers indicate statistical increase from 2011 at the 95% confidence level.
Satisfaction with E-ZPass Tag Swap

- Very convenient: 73%
- Somewhat convenient: 19%
- Somewhat inconvenient: 6%
- Very inconvenient: 2%
E-ZPass On-the-Go in Cash Lanes

Considered Purchasing E-ZPass On-the-Go at Toll Plaza

- Yes: 41%
- Unaware you could buy at toll plaza: 9%
- Not sure what E-ZPass OTG is: 12%
- No: 37%
Summary

• MTA B&T’s customers are increasingly satisfied due to:
  – Increased satisfaction with road conditions, road signs, ease of crossing, and safety/security
  – Continued high levels of satisfaction with E-ZPass
  – Large increase in satisfaction with the Bronx-Whitestone Bridge after completion of a large construction project (BW-89)

• MTA B&T’s efforts to improve electronic signage over the past 3 years has been well received

• The E-ZPass tag swap continues to go smoothly, with 92% of customers feeling it was a convenient process

• 41% of Cash customers report they have considered buying an E-ZPass On-the-Go in the cash lanes