

2013 Customer Satisfaction Survey
MTA Bridges and Tunnels



Context

- Key events which occurred over the last 12 months include:
 - Superstorm Sandy in October 2012
 - Caused major damage at B&T facilities particularly the two tunnels and the Rockaway bridges
 - Tolls on the Rockaway Bridges were suspended during the month of November 2012 following the storm
 - The Cashless phase of the AET pilot implemented at the Henry Hudson Bridge in November 2012
 - March 2013 Toll Increase
 - Ongoing construction at the VNB, BWB and RFK bridges



Methodology Overview

- **Approximately 60,000 surveys were distributed to MTA B&T customers in June of 2013**
 - E-ZPass surveys were randomly distributed (electronically or via USPS) to a subset of E-ZPass customers who traveled on one of the facilities during the survey period
 - Cash surveys were distributed on the toll plazas for one weekday and half a day on both Saturday and Sunday
- **Additionally, email invitations were sent to nearly 19,000 screened B&T ePanelists from past research projects**
- **A total of 6,607 completed surveys were obtained**

Payment Type	New Recruit	e-Panelist	Total
E-ZPass	1,774	4,071	5,845
Cash	528	196	724



Key Findings

- **Overall B&T satisfaction levels are similar to 2012 levels**
 - The March 2013 toll increase did not impact overall satisfaction which remains stable
 - Overall satisfaction at the Rockaway bridges has increased significantly most likely as a result of the residency rebate being reinstated.
- **95% of Henry Hudson Bridge Customers are satisfied with their travel experience post All-Electronic Tolling**



Key Findings

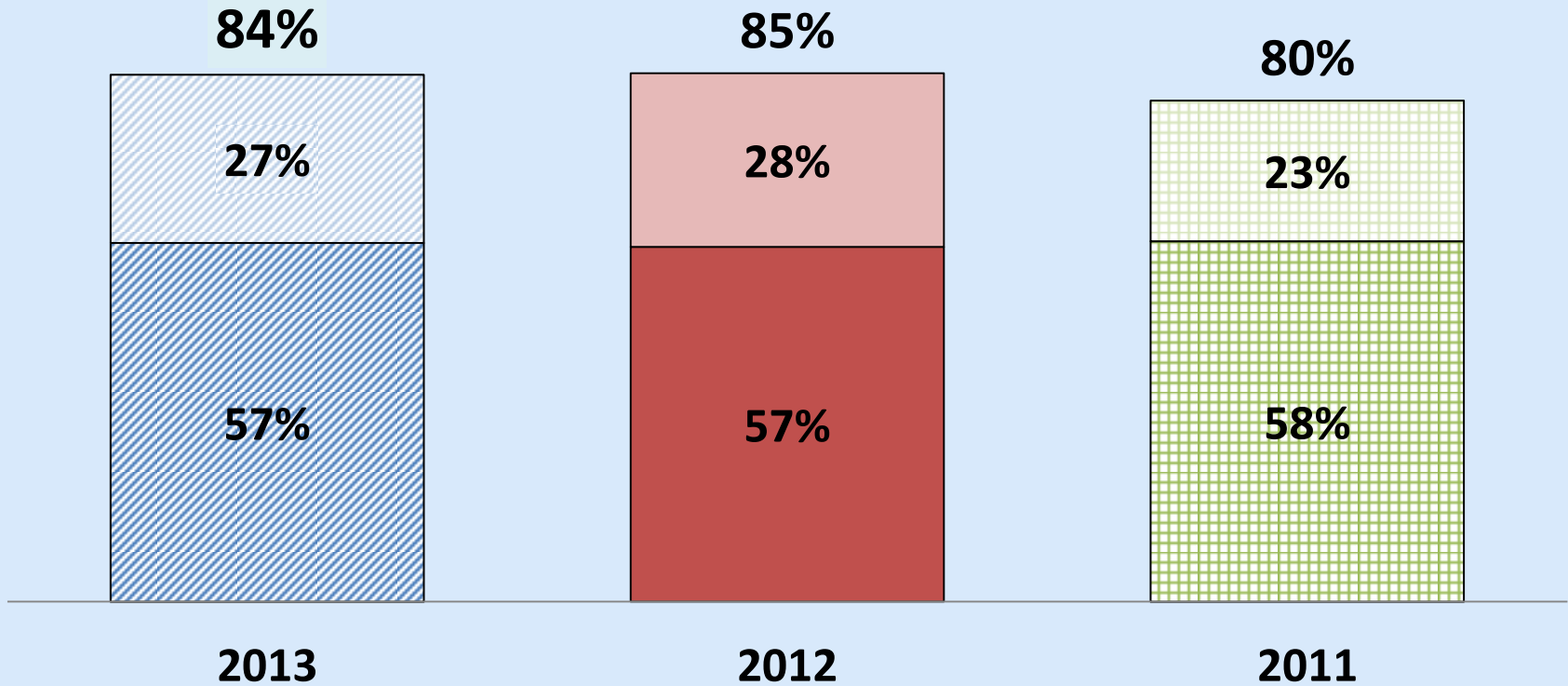
- **Consistent with previous years, travelers are most satisfied with the following service attributes: E-ZPass performance, appearance and cleanliness, lighting, and safety and security**
 - The only statistically significant changes in service attributes were ease of crossing (↑) and road signs (↓)
 - Road signs decreased to 2010 levels.
 - Construction at the VNB and at the BWB likely affected their overall scores, but not significantly.



MTA BRIDGES & TUNNELS SURVEY RESULTS



Overall Satisfaction



Top Area = Very Satisfied Bottom Area = Satisfied

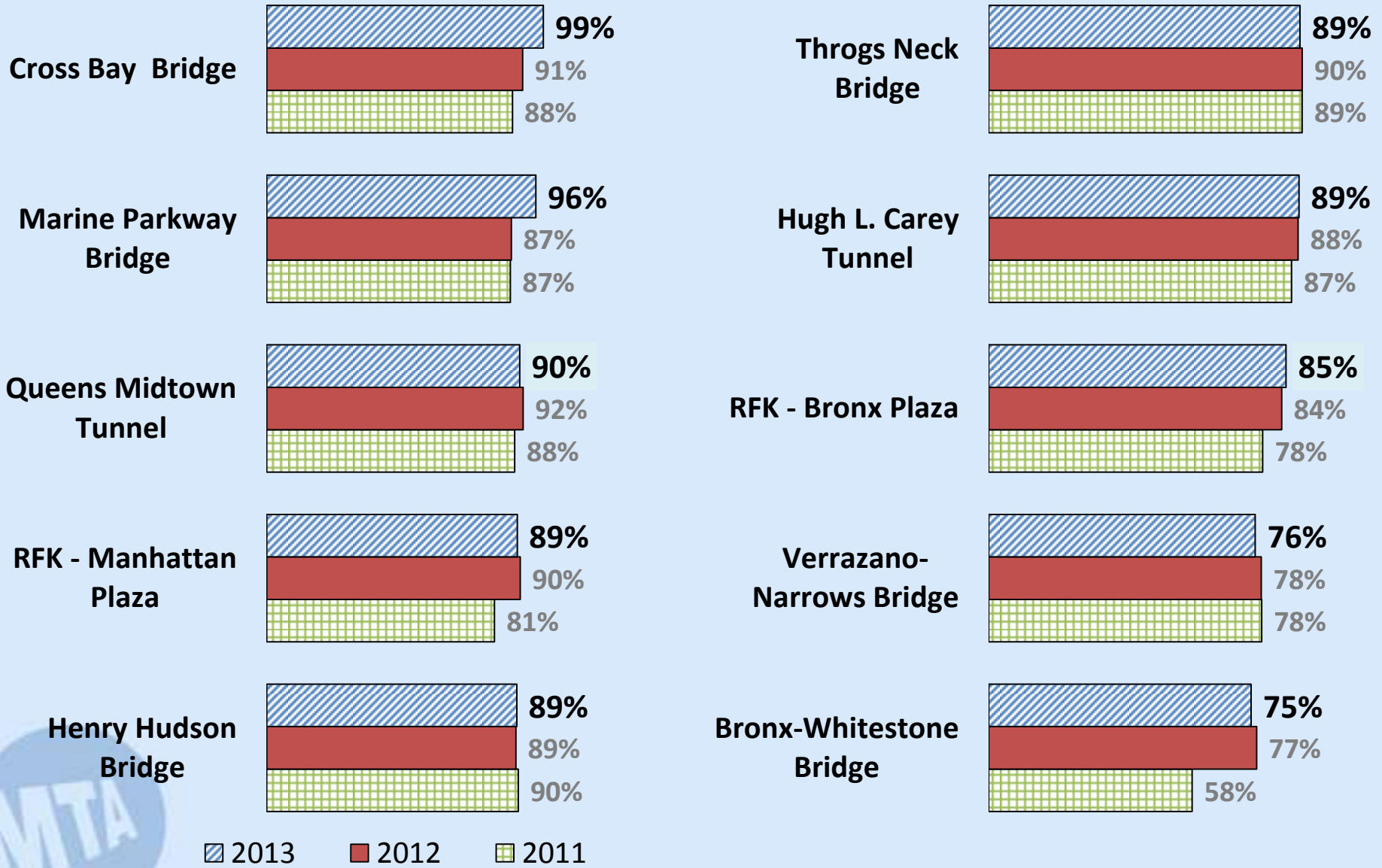


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Scale of 1-10; satisfied customers are coded as respondents who rate overall satisfaction between 6 and 10

Boxed numbers indicate statistical change from 2012 at the 95% confidence level

Overall Satisfaction by Facility



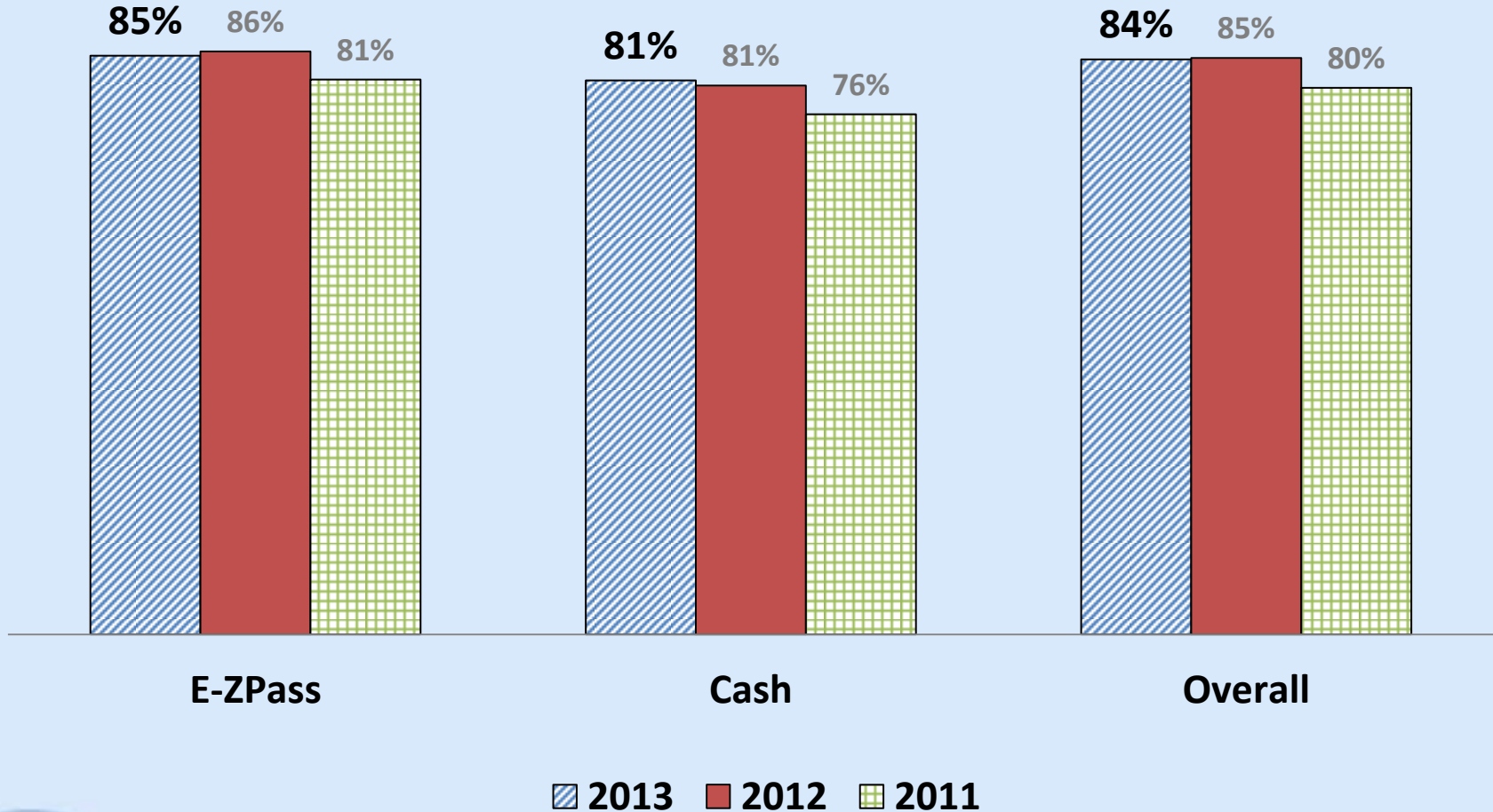
2013
 2012
 2011

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Boxed numbers indicate statistical change from 2012 at the 95% confidence level



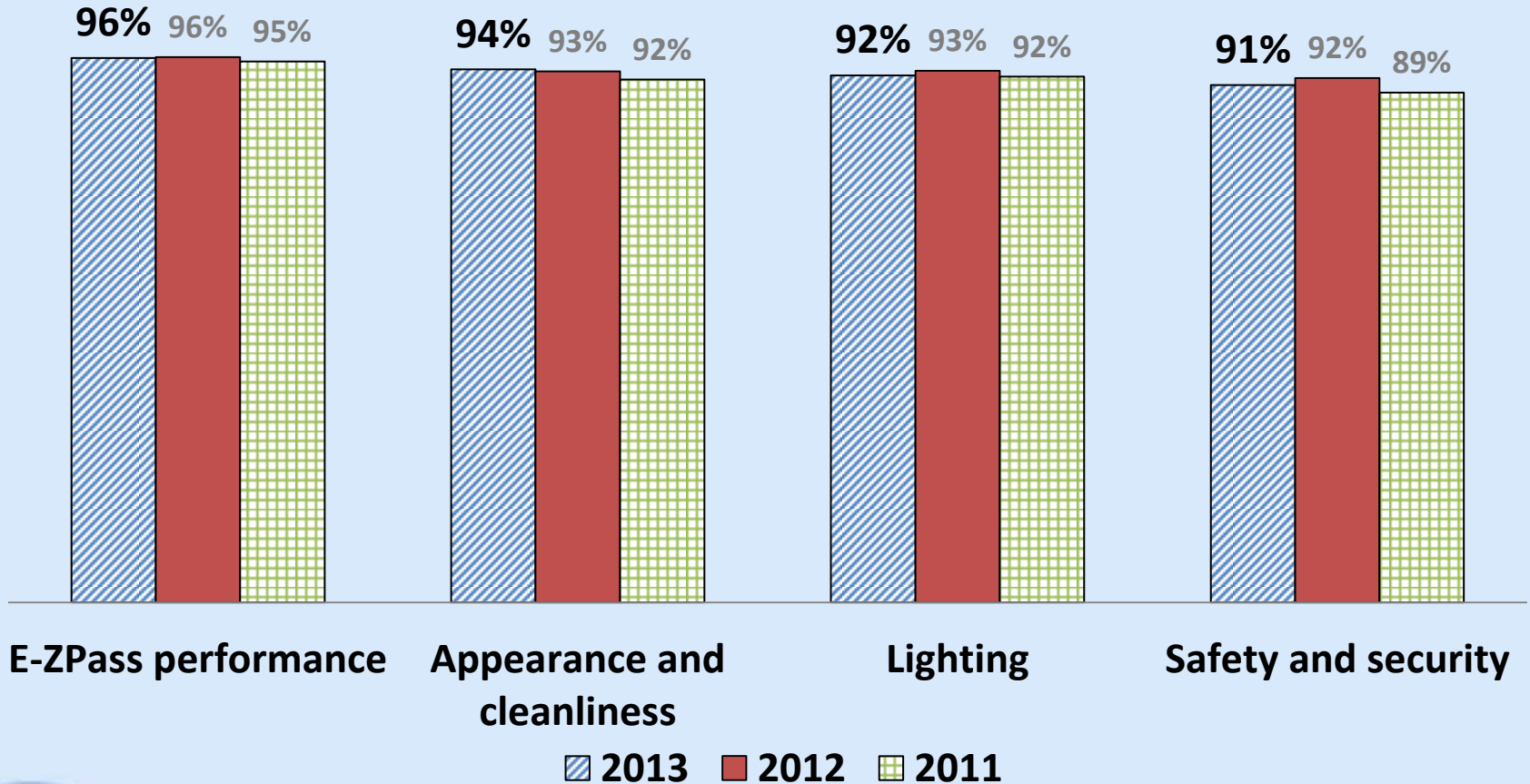
Overall Satisfaction by Payment Type



Boxed numbers indicate statistical change from 2012 at the 95% confidence level
Tolls by Mail was not implemented until 2013 with AET at the Henry Hudson Bridge



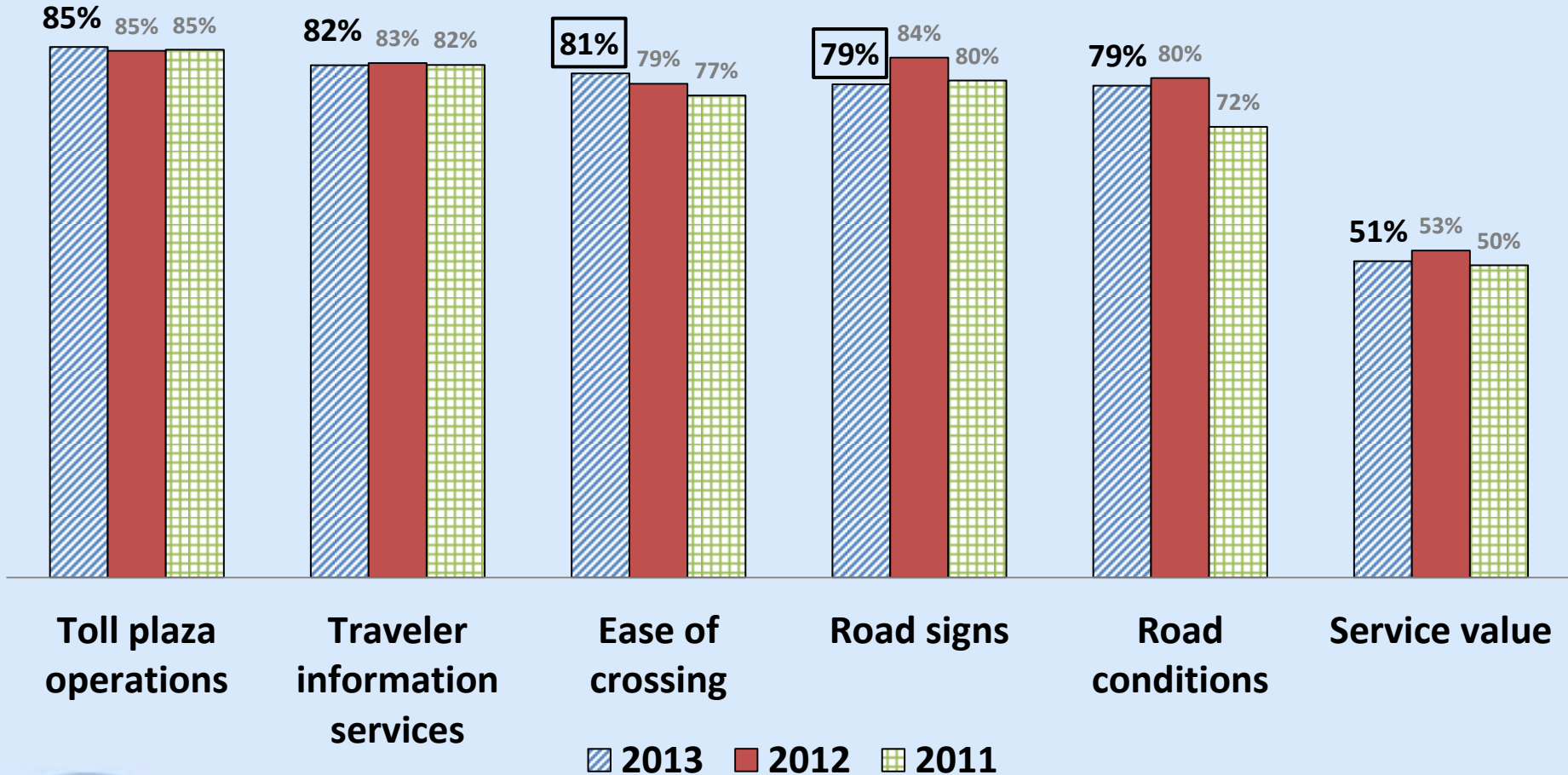
Overall Category Satisfaction



Boxed numbers indicate statistical change from 2012 at the 95% confidence level



Overall Category Satisfaction (cont'd)

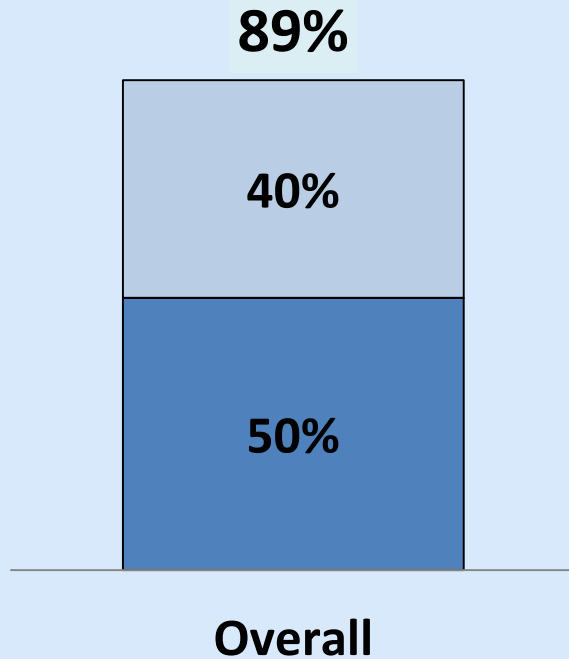


Boxed numbers indicate statistical change from 2012 at the 95% confidence level

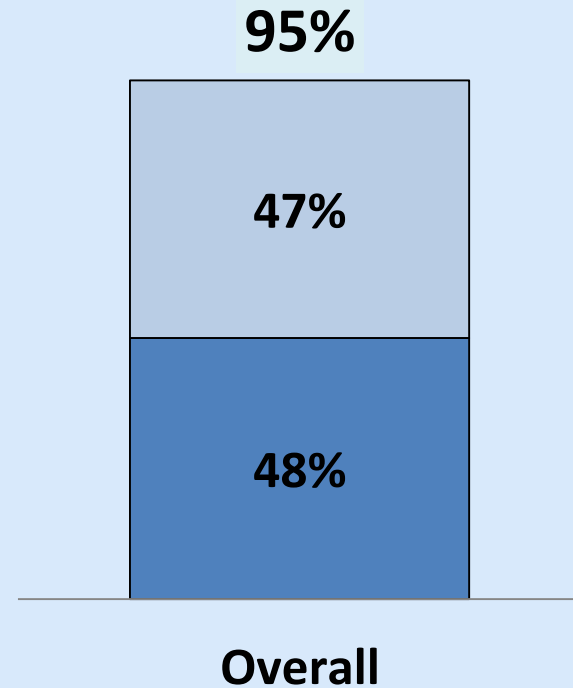


AET Satisfaction

Overall satisfaction with the Henry Hudson Bridge



Travel experience now that AET has been implemented



Top Area = Very Satisfied Bottom Area = Satisfied



APPENDICES

- Attribute Ratings by Year



Attribute Ratings by Year



Overall Satisfaction by Year

	2010	2011	2012	2013
Overall satisfaction	81%	80%	85%	84%



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Service Value Attribute Satisfaction by Year

	2010	2011	2012	2013
Availability of discount pricing options	57%	58%	62%	60%
Variety of payment methods available	81%	90%	90%	90%
Overall value for the money	54%	50%	53%	51%



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Lighting Attribute Satisfaction by Year

	2010	2011	2012	2013
Level of lighting approaching and at toll plaza	93%	92%	93%	93%
Level of lighting on actual crossing	92%	92%	93%	92%
Overall lighting	93%	92%	93%	92%



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Safety and Security Attribute Satisfaction by Year

	2010	2011	2012	2013
Availability of emergency road service	86%	85%	85%	82%
Signs and roadway markings to improve traffic safety	81%	80%	85%	81%
Width of lanes leading to and through the toll plaza	81%	77%	80%	81%
Enforcement of speed and traffic rules	86%	86%	86%	85%
Uniformed security presence at this facility	90%	88%	89%	87%
Safety from traffic accidents while driving on this facility	85%	83%	86%	84%
Personal security while driving on this facility	93%	91%	93%	92%
Overall level of safety and security at this facility	91%	89%	92%	91%



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Road Signs Attribute Satisfaction by Year

	2010	2011	2012	2013
Ability to choose proper lane when approaching toll plaza	74%	73%	76%	77%
Signs indicating what lanes to use	86%	88%	89%	80%
Signs providing current roadway or construction information	74%	74%	76%	73%
Overall usefulness of road signs	79%	80%	84%	79%



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Road Conditions Attribute Satisfaction by Year

	2010	2011	2012	2013
Condition of the road surface	71%	62%	71%	69%
Road-handling when surface is wet	81%	76%	80%	78%
Removal of snow in the winter	89%	85%	90%	89%
Overall road conditions	80%	72%	80%	79%



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Toll Plaza Operations Attribute Satisfaction by Year

	2010	2011	2012	2013
Courtesy and helpfulness of employees	83%	83%	82%	81%
Speed in completing the toll transaction	82%	76%	77%	84%
Overall personnel performance	86%	85%	85%	85%



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Ease of Crossing Attribute Satisfaction by Year

	2010	2011	2012	2013
Arrangement of toll plaza	76%	75%	77%	78%
Number of lanes in operation	77%	74%	76%	75%
Speed and operation of tollbooth	78%	76%	74%	73%
Traffic on the facility during rush hours	53%	52%	52%	52%
Traffic on the facility during non-rush hours	.	.	.	85%
Travel experience now that All-Electronic Tolling has been implemented	.	.	.	95%
Scheduling of construction to minimize delays	60%	62%	62%	64%
Predictability of travel time on this facility during rush hours	60%	60%	63%	62%
Predictability of travel time on this facility during non-rush hours	78%	77%	78%	80%
Overall ease of crossing this facility	77%	77%	79%	81%

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Appearance and Cleanliness Attribute Satisfaction by Year

	2010	2011	2012	2013
Cleanliness of lanes in toll plaza	92%	91%	92%	92%
Absence of graffiti	96%	96%	96%	97%
Overall appearance and cleanliness	92%	92%	93%	94%



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Traveler Information Services Satisfaction by Year

	2010	2011	2012	2013
Electronic signs displaying current travel times or construction info	69%	72%	78%	75%
Email alerts about MTA Bridges and Tunnels	63%	74%	70%	69%
Information available about Bridges and Tunnels on the MTA website	.	84%	82%	81%
Travel time information available on the MTA website	.	80%	81%	78%
MTA B&T's Travel Time app	.	.	.	79%
Information available on the E-ZPass website	.	84%	82%	80%
Overall availability of information	67%	82%	83%	82%



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E-ZPass Attribute Satisfaction by Year

	2010	2011	2012	2013
Sign-up procedures and documentation	94%	93%	94%	95%
E-ZPass statement accuracy	95%	95%	95%	96%
Frequency of statement	93%	94%	94%	95%
Usefulness of statement information	93%	94%	95%	94%
Response of customer service center to inquiries	84%	85%	86%	86%
Length of time on hold when calling customer service	76%	76%	80%	81%
Reduction of waiting time at toll plaza	84%	85%	86%	89%
Reliability of E-ZPass tag	95%	95%	96%	96%
Discounts offered to E-ZPass users	65%	61%	66%	69%
Access to your E-ZPass account online	90%	90%	92%	91%
Locations of walk-in centers	75%	74%	78%	77%
Ease of adding funds to your E-ZPass account	.	.	95%	95%
Overall E-ZPass performance	94%	95%	96%	96%

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