

2013 Customer Satisfaction Survey  
Long Island Rail Road



# Overall Context

- **Fares increased in March 2013.**
- **Superstorm Sandy caused extensive damage, especially along the South Shore. The railroad continues to experience lingering operational effects from the storm.**
- **The Port Jefferson Branch experienced higher-than-normal signal and track outages prior to survey.**
- **Port Washington customer satisfaction continues to benefit from 2012 service restorations, with the highest branch score in 2013.**



# Key Findings

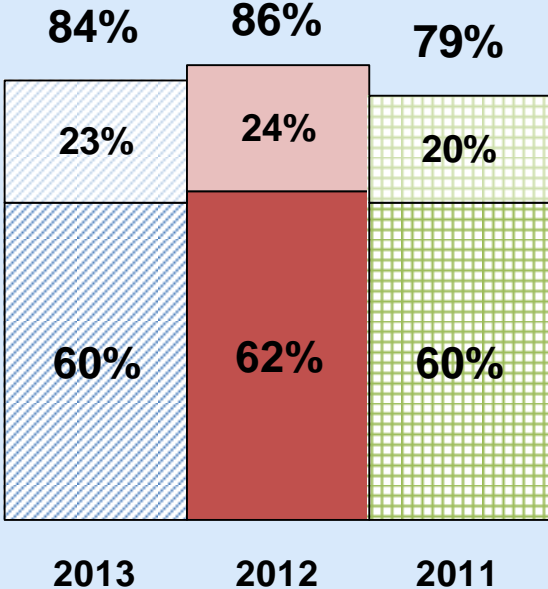
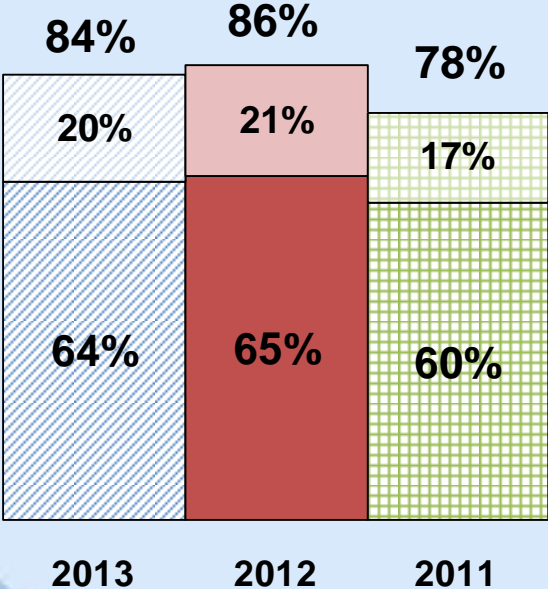
- **Overall customer satisfaction declined slightly to 84% in 2013 from 86% in 2012.**
- **Overall satisfaction with Penn Station continues to decline, 83% in 2013 vs. 84% in 2012.**
- **Performance of frontline employees with 90% satisfaction continues among the top rated scores.**
- **The Overall Boarding Station score of 88% was relatively high and stayed unchanged from 2012.**
- **Station restroom scores decreased. LIRR has five (5) restroom renovations scheduled. We will monitor the impact of expanded waiting room hours on restroom wear and tear.**
- **LIRR is launching a new customer ambassador program to improve customer service at Penn Station, Atlantic Terminal and Jamaica Station.**



# LIRR Overall Customer Satisfaction

**LIRR Overall**

**Train Service Overall**



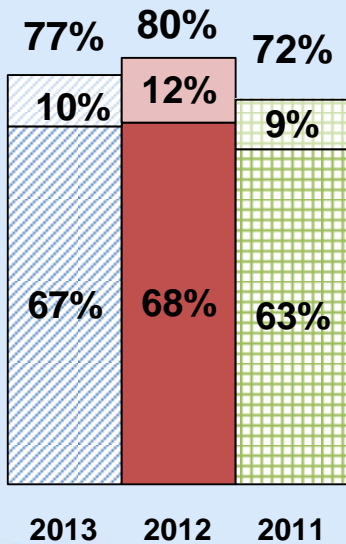
Top Area = Very Satisfied    Bottom Area = Satisfied



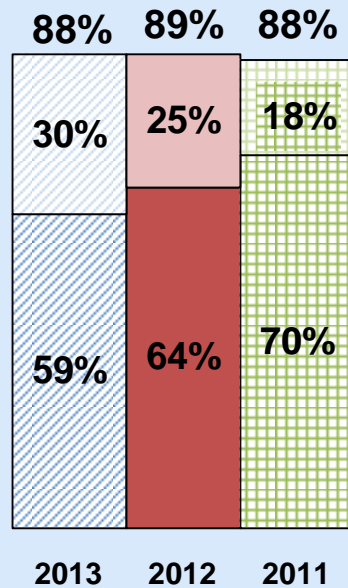
# LIRR Overall Customer Satisfaction

## By Time Period

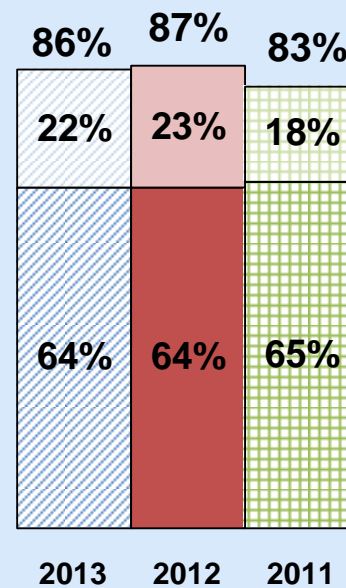
### Peak



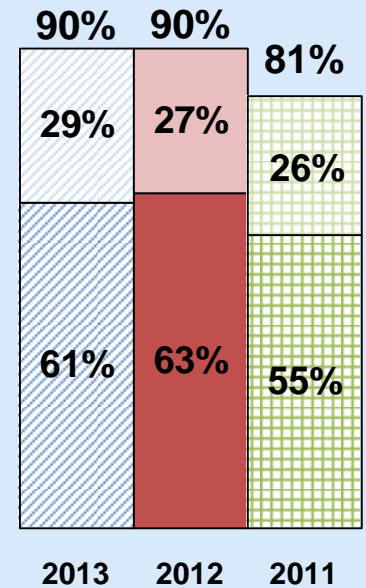
### Reverse Peak



### Weekday Off-Peak



### Weekend Off-Peak



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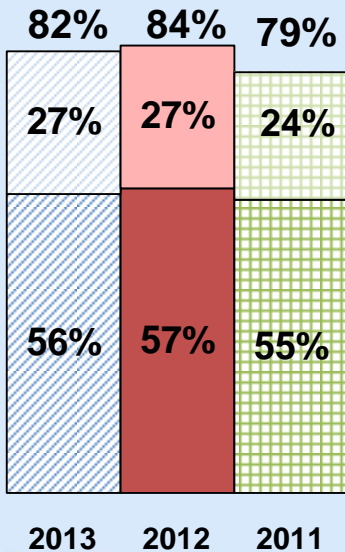
# Overall Satisfaction By Branch

	<b>2013</b>	<b>2012</b>	<b>2011</b>
Port Washington	<b>88%</b>	<b>90%</b>	<b>78%</b>
Oyster Bay	<b>87%</b>	<b>79%</b>	<b>80%</b>
Hempstead	<b>87%</b>	<b>87%</b>	<b>85%</b>
West Hempstead	<b>86%</b>	<b>84%</b>	<b>67%</b>
Montauk	<b>84%</b>	<b>89%</b>	<b>81%</b>
Ronkonkoma (Electric)	<b>83%</b>	<b>80%</b>	<b>79%</b>
Long Beach	<b>83%</b>	<b>90%</b>	<b>59%</b>
Huntington	<b>82%</b>	<b>86%</b>	<b>79%</b>
Babylon	<b>82%</b>	<b>84%</b>	<b>77%</b>
Far Rockaway	<b>81%</b>	<b>87%</b>	<b>80%</b>
Port Jefferson	<b>73%</b>	<b>90%</b>	<b>85%</b>

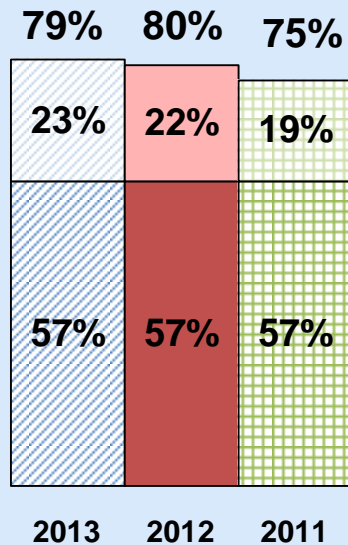


# LIRR Train Service

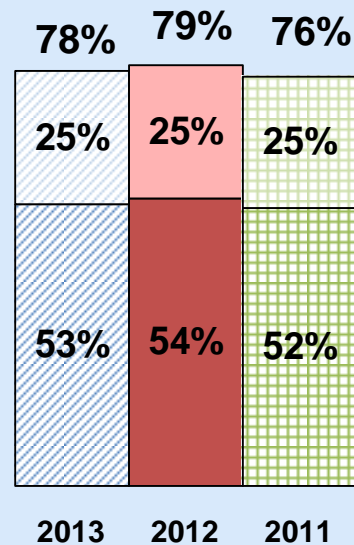
## On-Time Performance



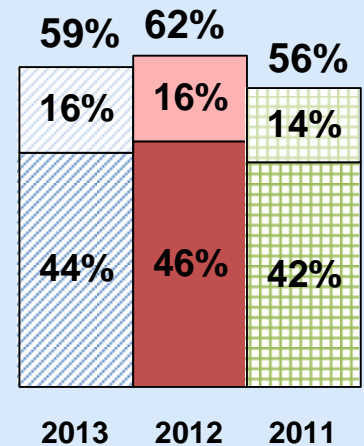
## Overall Schedule Of Trains



## Availability of Seats



## Value for the Money Using the Railroad

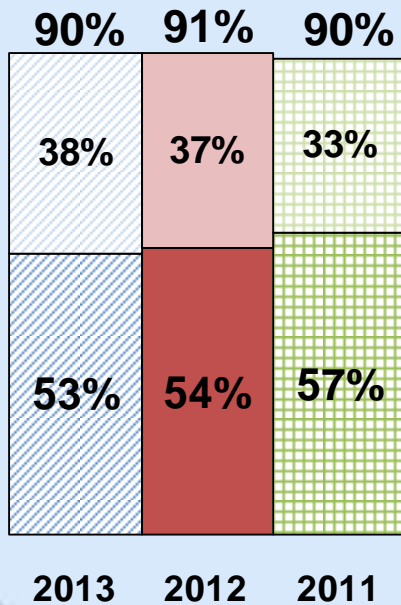


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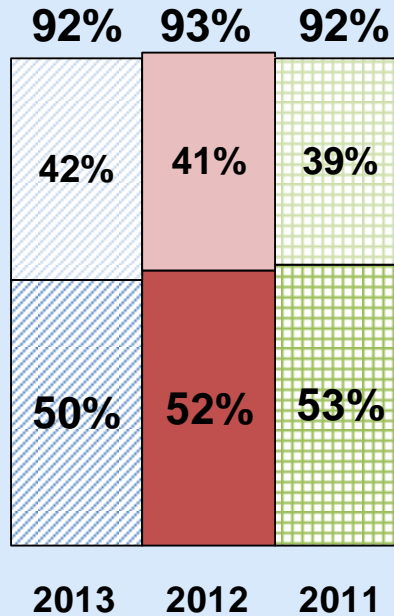


# LIRR Employees

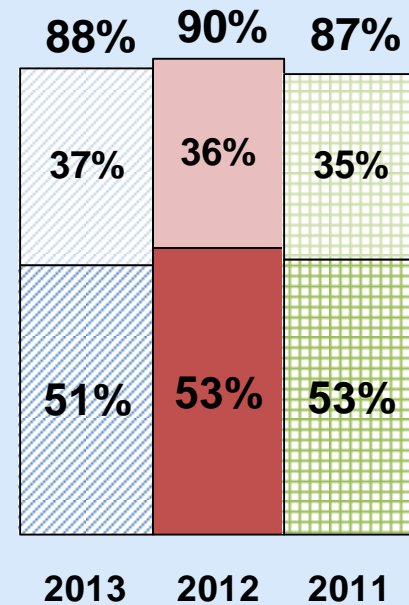
## Overall Courtesy and Responsiveness



## Train Conductors



## Ticket Sellers



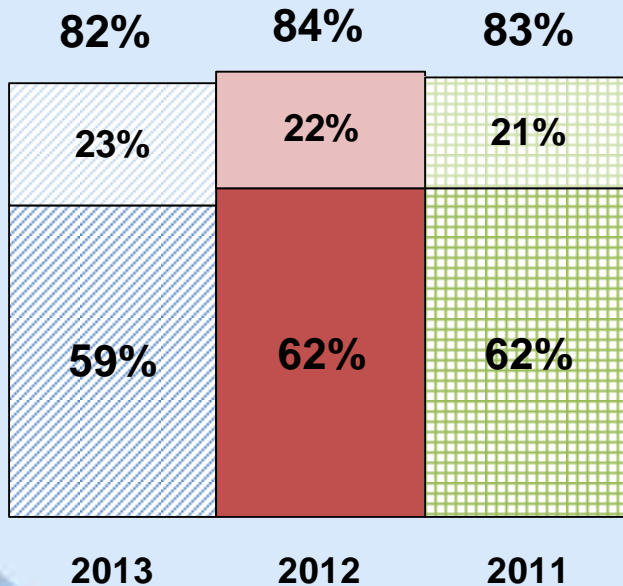
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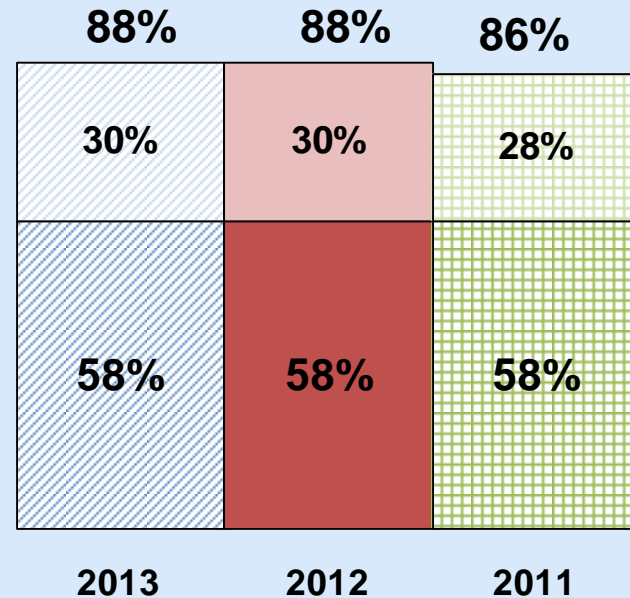


# Penn Station Terminal and Boarding Stations

**Penn Station Overall**



**Home Boarding Station**

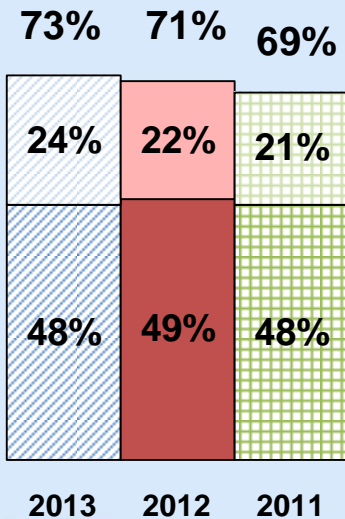


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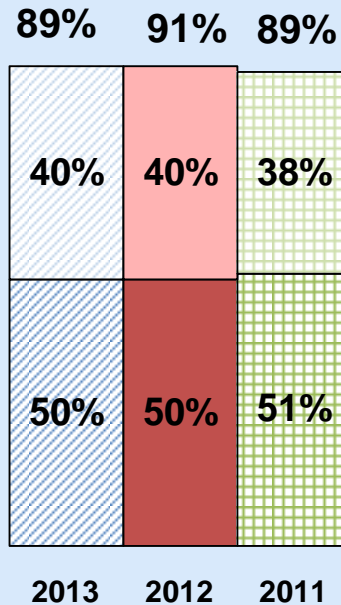


# LIRR Boarding Station

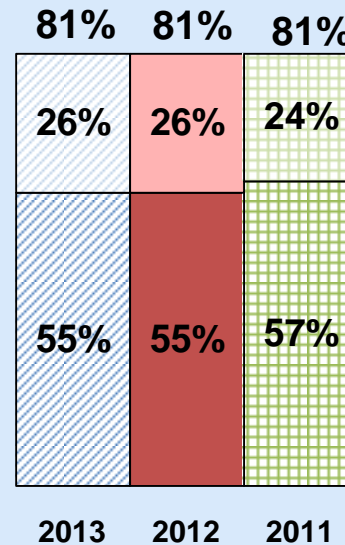
## Audio Announcements During Service Disruptions



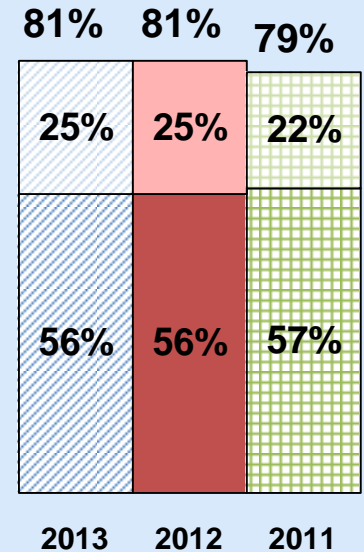
## Electronic/LED Signs with Train Schedules



## Cleanliness of Platforms & Shelters



## Cleanliness of Track Area Around the Station

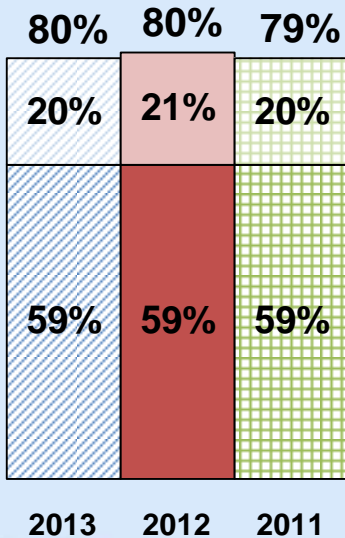


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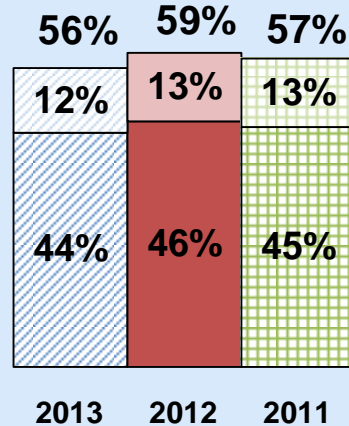


# LIRR On-Board Conditions

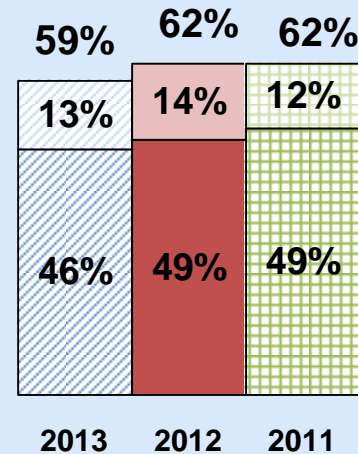
## Train Interior Cleanliness



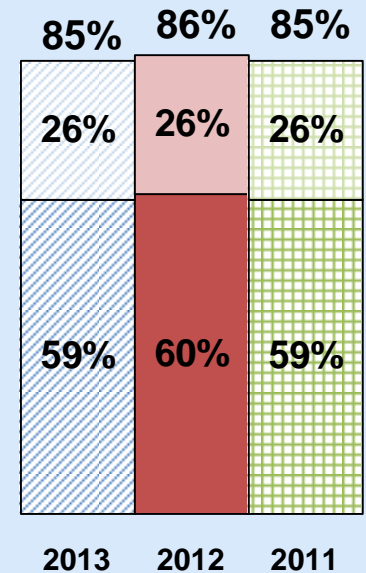
## Cleanliness of Restrooms



## Physical Condition of Restrooms



## Train Interior Maintenance

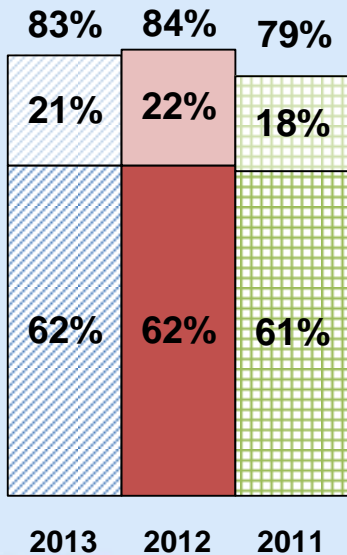


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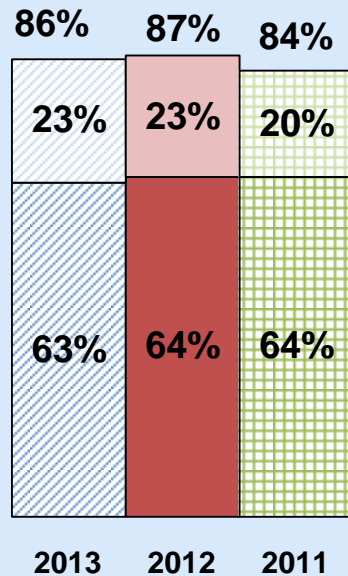


# LIRR Customer Communication

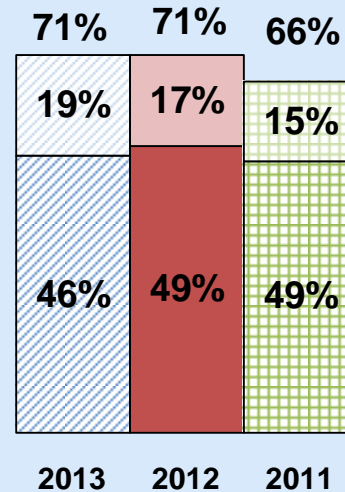
## Overall Communication



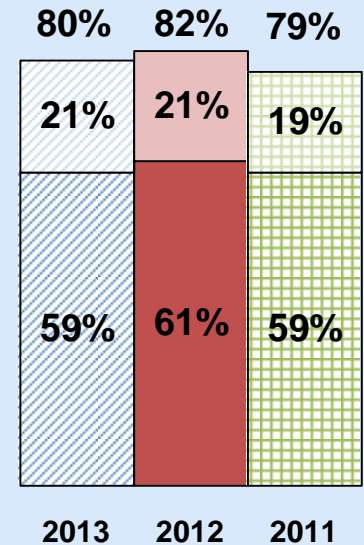
## Normal Service



## Unplanned Service Disruptions



## Planned Service Changes



Top Area = Very Satisfied    Bottom Area = Satisfied



# Appendix

- Methodology
- Full Set of Attribute Ratings



# Methodology

- The LIRR survey used an onboard distribution methodology among a sample of trains
- A total of 7,226 surveys were completed and tabulated, as follows:

	LIRR Survey			
	Total	AM Peak	Off-Peak	Reverse Peak
Completed Surveys	7,226	3,949	2,705	572
Survey dates	5/20-24, 6/3-6, 6/10-13, 6/15-16	5/20-24, 6/3-6, 6/10-12	6/13, 6/15-16	6/10-12
Trains sampled	70	40	22	8

- The sample selection allowed for maximum representation of lines while keeping data collection as cost efficient as possible. Survey data were first weighted to actual ridership levels within line segments by time period. Weighting survey data helps ensure representativeness of results.
- Margin of error:  $\pm 1\%$  at the 95% level of statistical confidence for a total satisfaction rating of 84% overall. At a 50% total satisfaction level, the margin of error is  $\pm 2\%$ .



# **SERVICE ATTRIBUTE RATINGS 2010-2013**



	Total Satisfied			
	2010	2011	2012	2013
<b>1. Long Island Rail Road overall</b>	89%	78%	86%	84%
<b>Home Boarding Station</b>				
<b>2. Your boarding station overall</b>	90%	86%	88%	88%
<b>3. Personal security</b>	85%	82%	85%	85%
<b>4. Cleanliness inside the station building (excluding restrooms)</b>	84%	80%	81%	79%
<b>5. Maintenance of station</b>	85%	81%	82%	82%
<b>6. Station signage</b>	90%	87%	89%	88%
<b>7. Cleanliness of restroom</b>	68%	61%	61%	60%
<b>8. Physical condition of restroom</b>	70%	64%	65%	63%
<b>9. Sound quality of audio announcements</b>	81%	79%	81%	80%
<b>10. Audio announcements under normal conditions</b>	85%	84%	85%	84%
<b>11. Audio announcements during service disruptions</b>	74%	69%	71%	73%
<b>12. Electronic or LED signs with train schedules</b>	91%	89%	91%	89%
<b>13. Availability of parking on weekdays</b>	62%	60%	62%	62%
<b>14. Security of your car while parked at the station</b>	77%	77%	79%	79%
<b>15. Cleanliness of platforms and outdoor shelters</b>	82%	81%	81%	81%
<b>16. Cleanliness of the track area around the station</b>	82%	79%	81%	81%





Your Train (AM & PM)	Total Satisfied			
	2010	2011	2012	2013
17. LIRR train service overall	89%	79%	86%	84%
18. On-time performance	86%	79%	84%	82%
19. Availability of seats	80%	76%	79%	78%
20. Condition of seats	88%	83%	84%	82%
21. Train interior maintenance – lights, floors, windows, etc. (excluding seats)	89%	85%	86%	85%
22. The temperature on the train	89%	88%	88%	87%
23. Personal security	90%	88%	90%	90%
24. Cleanliness of restroom	64%	57%	59%	56%
25. Physical condition of restroom	69%	62%	62%	59%
26. Cleanliness of train’s interior (excluding restrooms)	83%	79%	80%	80%
27. Safety from train accidents	93%	93%	93%	92%
28. Value for the money using the railroad	67%	56%	62%	59%
29. Sound quality of audio announcements	81%	78%	81%	79%
30. Audio announcements under normal conditions	85%	82%	84%	83%
31. Audio announcements during service disruptions	75%	70%	74%	73%



	Total Satisfied			
	2010	2011	2012	2013
<b>Courtesy and Responsiveness of Our Employees</b>				
<b>32. The overall courtesy and responsiveness of our employees</b>	91%	90%	91%	90%
<b>33. Conductors</b>	93%	92%	93%	92%
<b>34. Ticket Sellers</b>	90%	87%	90%	88%
<b>35. Overall schedule of trains</b>	81%	75%	80%	79%
<b>36. The weekday AM and PM peak schedule to and from your station</b>	82%	79%	82%	81%
<b>37. The weekday off-peak schedule to and from your station (including late night train service)</b>	77%	70%	75%	75%
<b>38. The weekend schedule to and from your station</b>	78%	71%	75%	75%
<b>Communication (During Normal Service Conditions)</b>				
<b>39. Overall communication to you</b>	85%	79%	84%	83%
<b>40. Overall communications during normal service conditions</b>	NA	84%	87%	86%
<b>41. Overall communications during unplanned service disruptions</b>	NA	66%	71%	71%
<b>42. Overall communications during planned service disruptions (track work, etc.)</b>	NA	79%	82%	80%
<b>43. At your boarding station</b>	89%	85%	88%	87%
<b>44. On board your trains</b>	89%	86%	87%	87%
<b>45. At your destination station</b>	90%	87%	88%	88%
<b>46. At our website (www.mta.info)</b>	89%	85%	89%	86%
<b>47. With the Automated Phone System (Schedules, Fares, etc.)</b>	83%	81%	84%	82%
<b>48. With Customer Service Center representatives</b>	88%	84%	86%	83%



Communication (During Unplanned Service Disruptions)	Total Satisfied			
	2010	2011	2012	2013
49. At your boarding station	74%	65%	70%	69%
50. On board your trains	73%	67%	72%	71%
51. At your destination station	77%	69%	73%	73%
52. At our website (www.mta.info)	79%	72%	76%	74%
53. Through e-mail alerts (if you subscribe)	81%	73%	78%	75%
54. With the Automated Phone System (Schedules, Fares, etc.)	79%	71%	76%	73%
55. With Customer Service Center representatives	82%	74%	77%	74%
56. Facebook page (MTALIRR)	NA	NA	78%	75%
57. Twitter feed (@LIRRScoop)	NA	NA	81%	75%
<b>Destination Station</b>				
58. LIRR destination station overall	88%	84%	84%	82%
59. Cleanliness of restroom	71%	64%	64%	62%
60. Physical condition of restroom	74%	68%	67%	65%
61. Cleanliness of destination station/waiting room (excluding restrooms)	78%	75%	76%	72%
62. Personal security	85%	82%	83%	80%
63. Signs providing directions to and from LIRR trains	88%	87%	88%	87%
64. Signs providing directions to and from connecting buses or subways	85%	83%	85%	83%
65. Presence of MTA Police	81%	83%	84%	82%
66. Sound quality of audio announcements	82%	80%	81%	80%
67. Audio announcements under normal conditions	84%	82%	84%	83%
68. Audio announcements during service disruptions	78%	72%	74%	73%
69. Electronic or LED signs with train schedules	90%	87%	89%	87%

