

2013 Customer Satisfaction Survey Local Bus



Local Bus Survey Context

- **Unprecedented damage to the subway system from Superstorm Sandy**
 - *Local buses first service back in operation after storm, carried millions of subway riders*
 - *Widespread praise for MTA recovery efforts from Superstorm Sandy*
- **MTA fares and tolls increased in March 2013**
- **Improved local bus reliability/MDBF and pullout performance**
 - *New buses boosted performance and older fleet types improved reliability*
- **Service enhancements and service restorations**
 - *More SBS routes placed into service*
- **MTA Bus Time rolled out in the Bronx**
- **Improved bus security from crackdown on fare evasion and installation of surveillance cameras**
- **Bottom Line: Local bus ridership is increasing, especially on weekend**

KEY FINDINGS

1. Local bus customer satisfaction increased to a record high 74% in 2013

- Customer satisfaction up 12 percentage points since 2010 (62% satisfied). Low 62% satisfied in 2010 reflected customer apprehensions about pending service cuts that year.

Service quality and quantity improvements tend to mitigate the impact of fare increases

KEY FINDINGS

(CONTINUED)

2. Satisfaction with rush hour service reliability increased to 76% in 2013 vs. 68% in 2012

- Reflects 32% increase in MDBF and improvements in trips completed and pullout performance
 - New buses and improved performance in older fleet types

LOCAL BUS SERVICE PERFORMANCE INDICATORS			
Performance Indicator	12-Month Average		
	June, 2013	June, 2012	% Change
System MDBF (Local)	4,596	3,496	+31.5%
System Trips Completed (Local and Express)	99.20%	98.41%	+0.8%
System AM Pull Out (Local and Express)	99.63%	98.95%	+0.7%
System PM Pull Out (Local and Express)	99.85%	99.39%	+0.5%

Source: NYCT Department of Buses

KEY FINDINGS

(CONTINUED)

3. Satisfaction with overall safety and security in rush hours increased to 84% in 2013 vs. 76% in 2012

- Rush hour personal security rating increased from 74% to 83% in 2013

4. Bronx residents' satisfaction with "knowing how far away the next bus is" increased to 63% in 2013 vs. 42% in 2012.

- Follows rollout of MTA BusTime in the Bronx

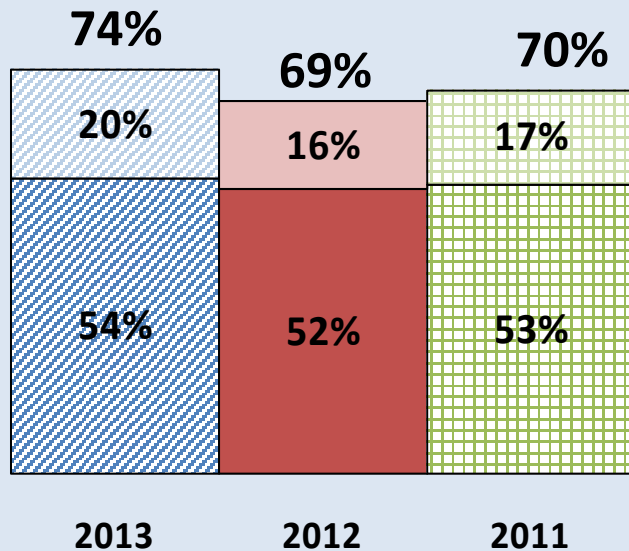
5. Similarly, "how long you have to wait for a bus to arrive" reached all-time high of 59% city-wide (67% in Bronx)

Nevertheless, the lowest-rated local bus service attributes in the survey are wait time and knowing how far away the next bus is.

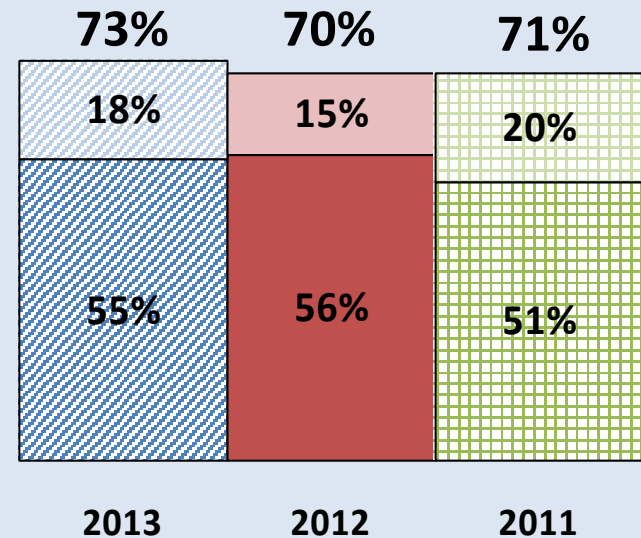
The rollout of MTA BusTime to all boroughs should help improve these scores.

Overall Customer Satisfaction

Overall Local Bus Service

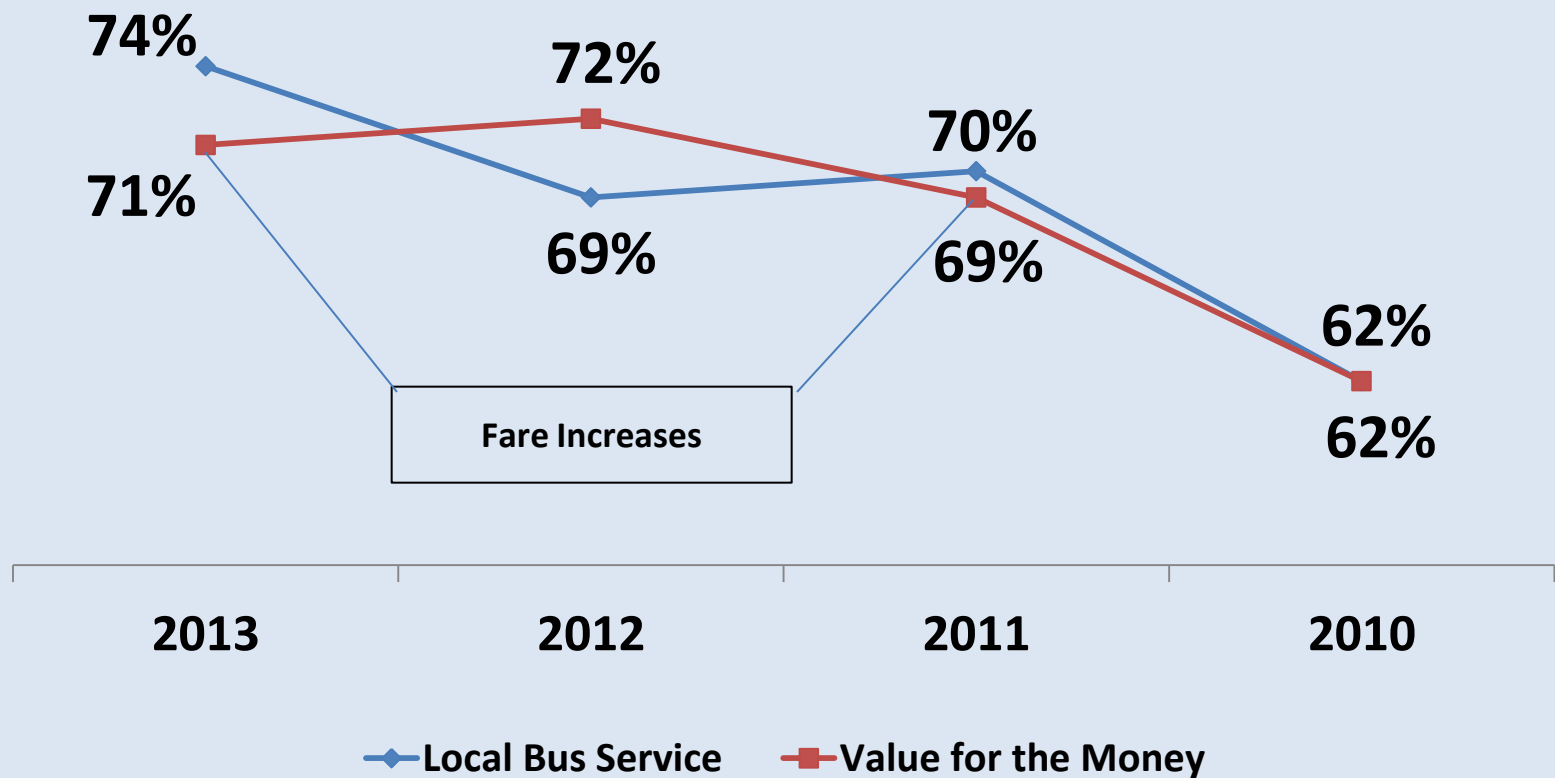


Local Bus Route Use Most



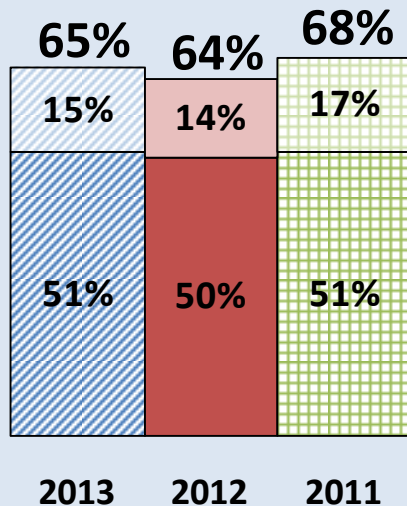
Top Area = Very Satisfied Bottom Area = Satisfied

2013 Fare Increase Affected Value Ratings, But Not Overall Satisfaction with Local Bus Service

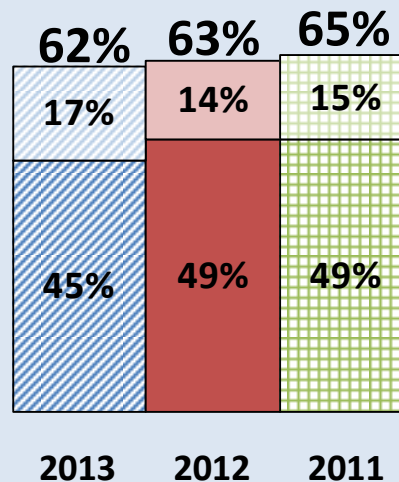


Satisfaction with Availability of Local Bus Service

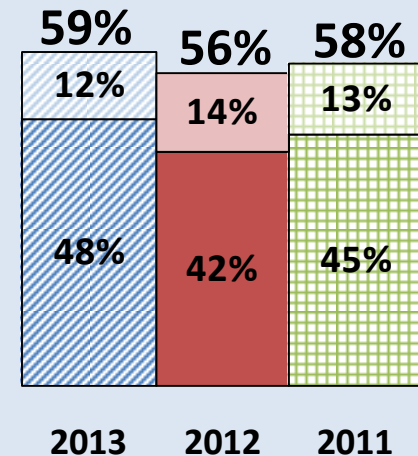
Overall Availability of Service



Frequency of Service

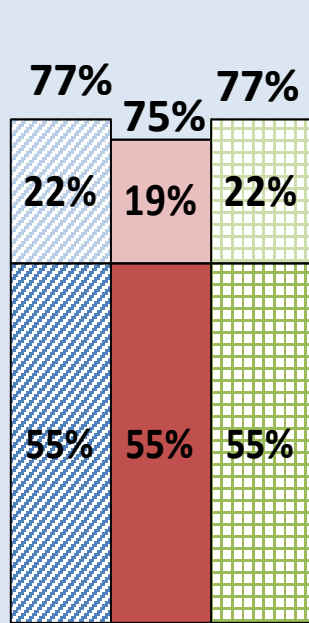


How Long You Have to Wait for Bus to Arrive



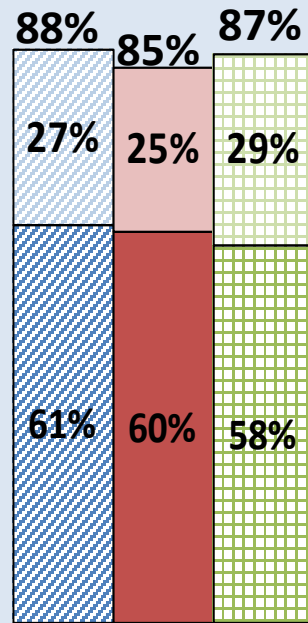
Satisfaction with Reliability of Local Bus Service

Overall Reliability of Service



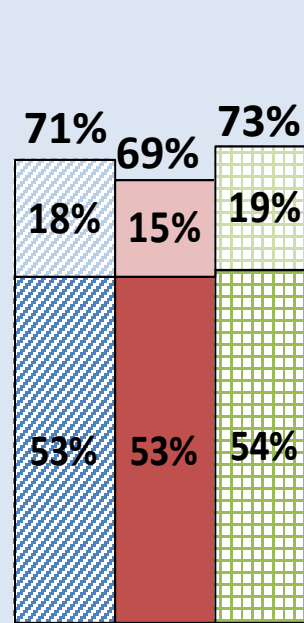
2013 2012 2011

Maintaining Buses so they Do not Break Down and Cause Delays



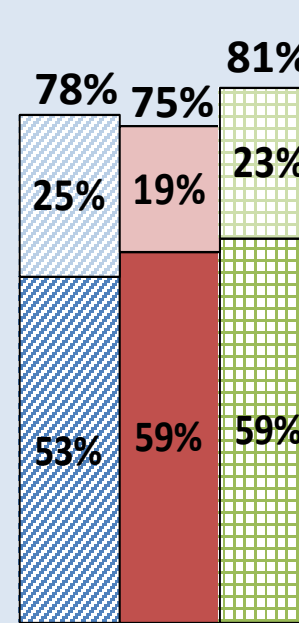
2013 2012 2011

Predictability of Travel Time



2013 2012 2011

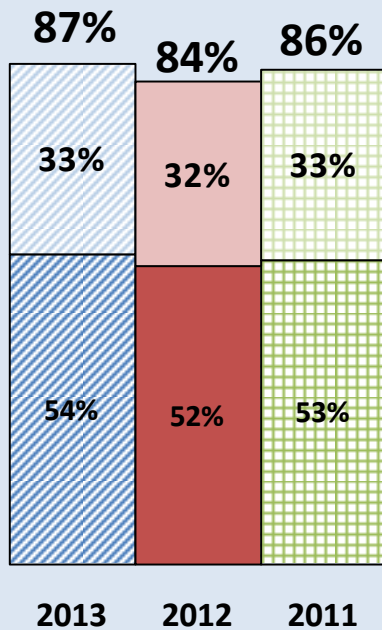
How Fast the Local Bus Gets You Where You Want to Go



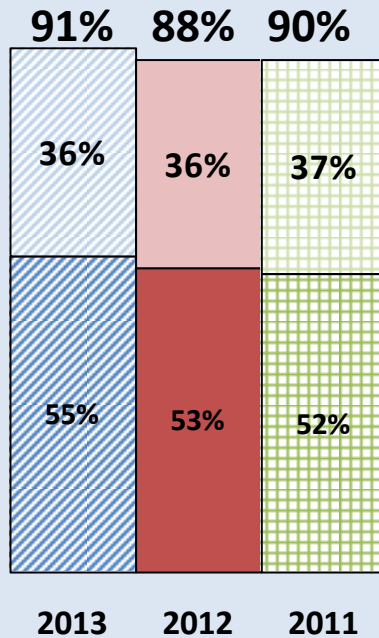
2013 2012 2011

Satisfaction with Safety and Security on Local Bus

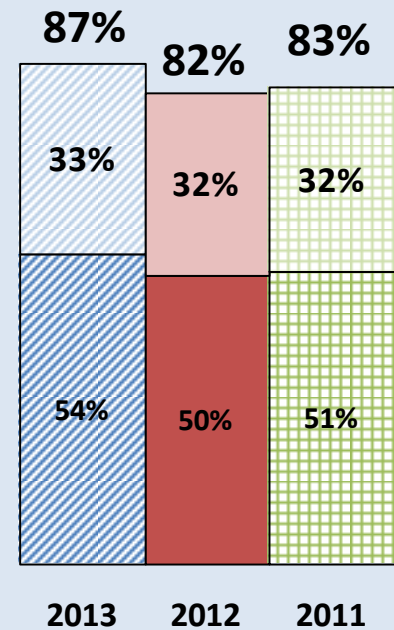
Overall Safety and Security on the Bus



Safety from Accidents While Riding on The Bus

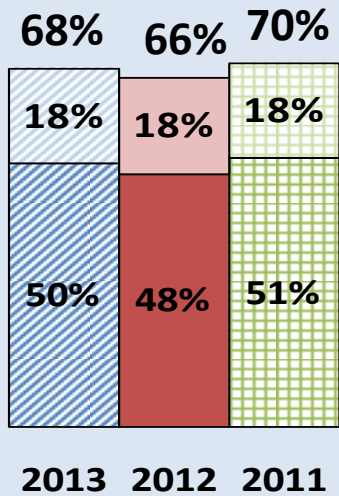


Personal Security on the Bus

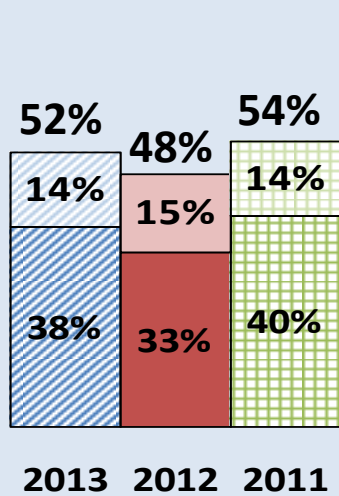


Satisfaction with Information and Communications about Service

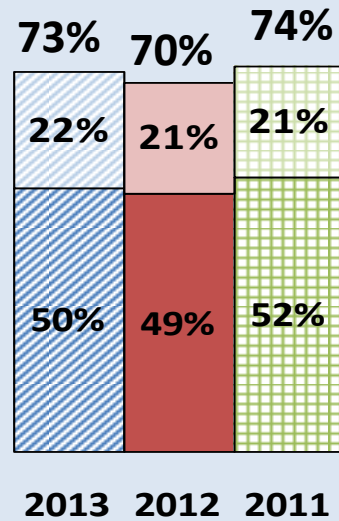
Overall Information and Communications about Local Bus Service



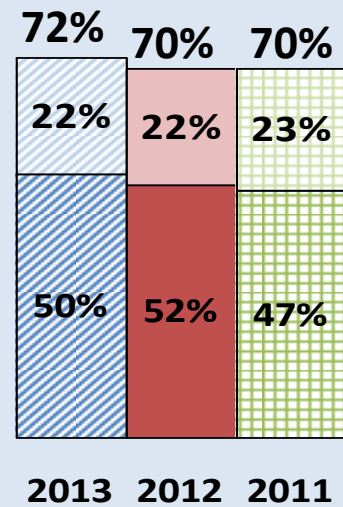
Knowing How Far Away the Next Bus Is



Clarity of Announcements on the Bus

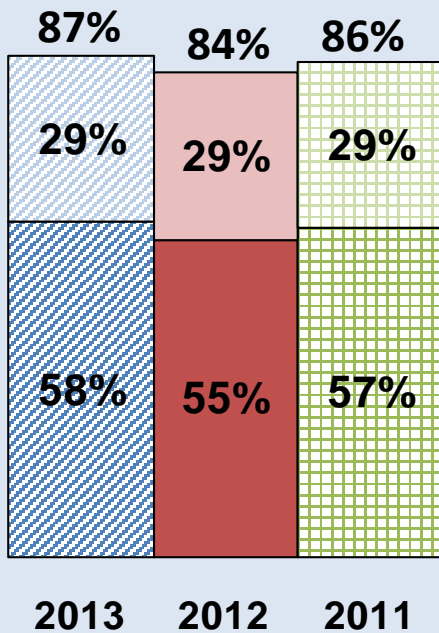


Overall Information and Communications about Local Bus Service

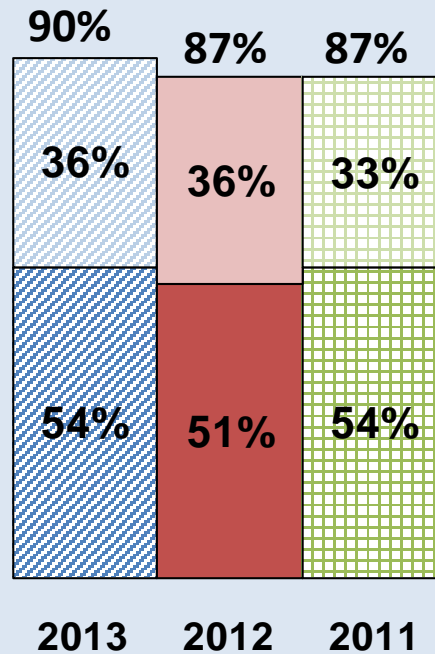


Satisfaction with the Comfort and Convenience of Using the Local Bus

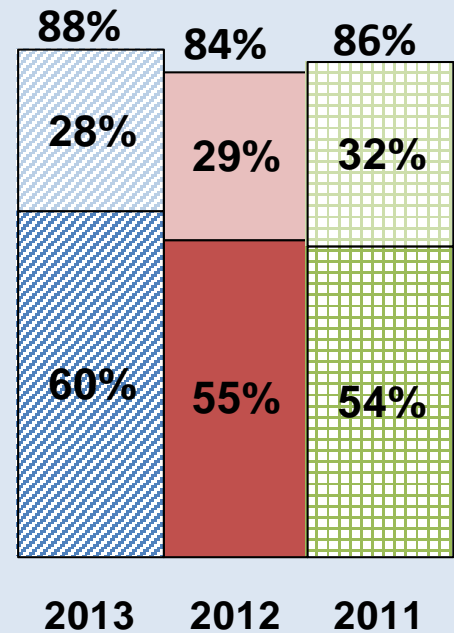
Overall Comfort and Convenience of Using the Bus



Convenience of Bus Routes for You

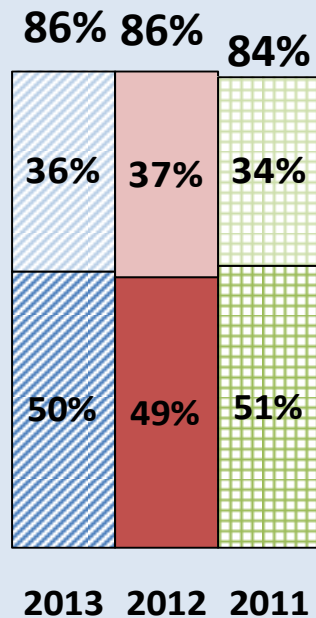


Ease of Making Travel Connections

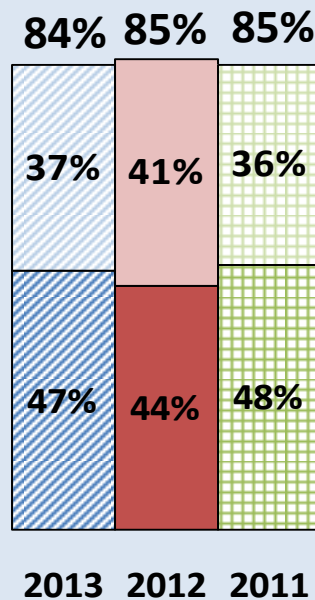


Comfort and Convenience of Using the Local Bus (continued)

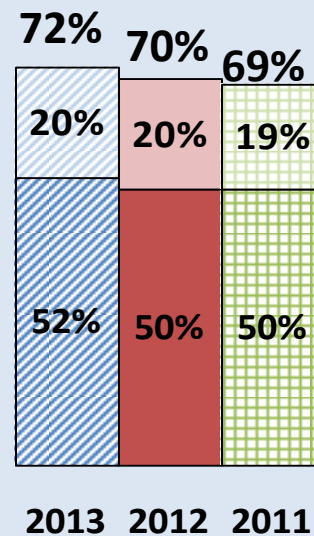
Ease of Getting On and Off the Bus



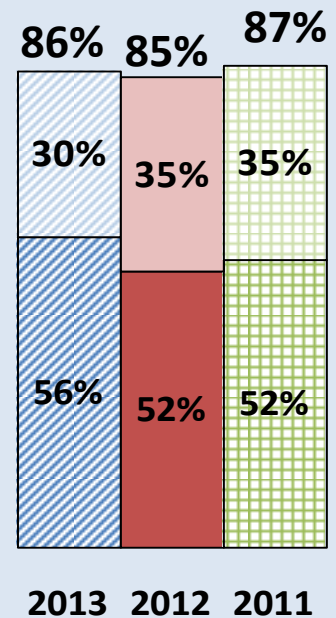
Ease of Paying the Fare



Availability of Seats on the Bus

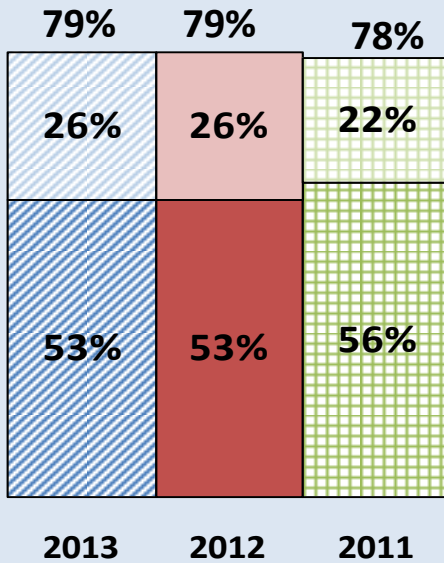


Comfort of Temperature on the Bus

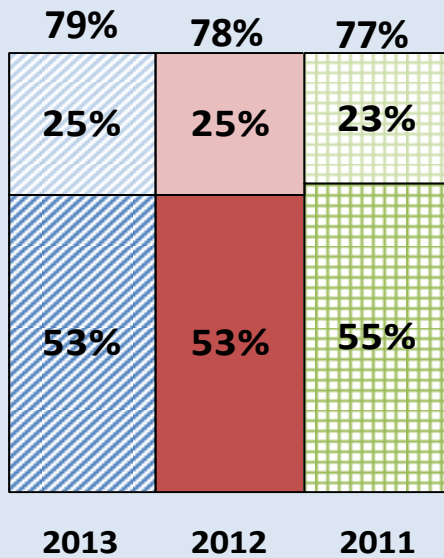


Satisfaction with Cleanliness of Local Buses

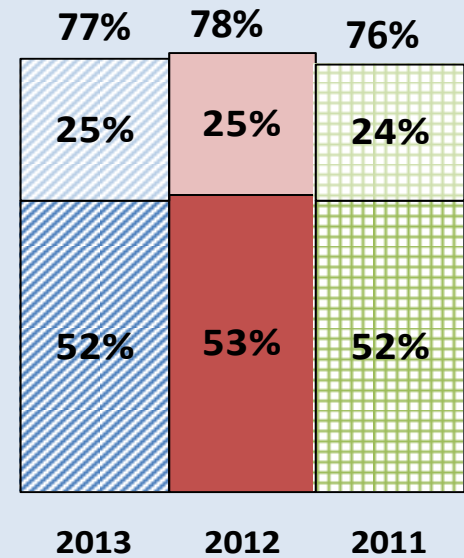
Overall Cleanliness On-board the Bus



Keeping Buses Free of Litter

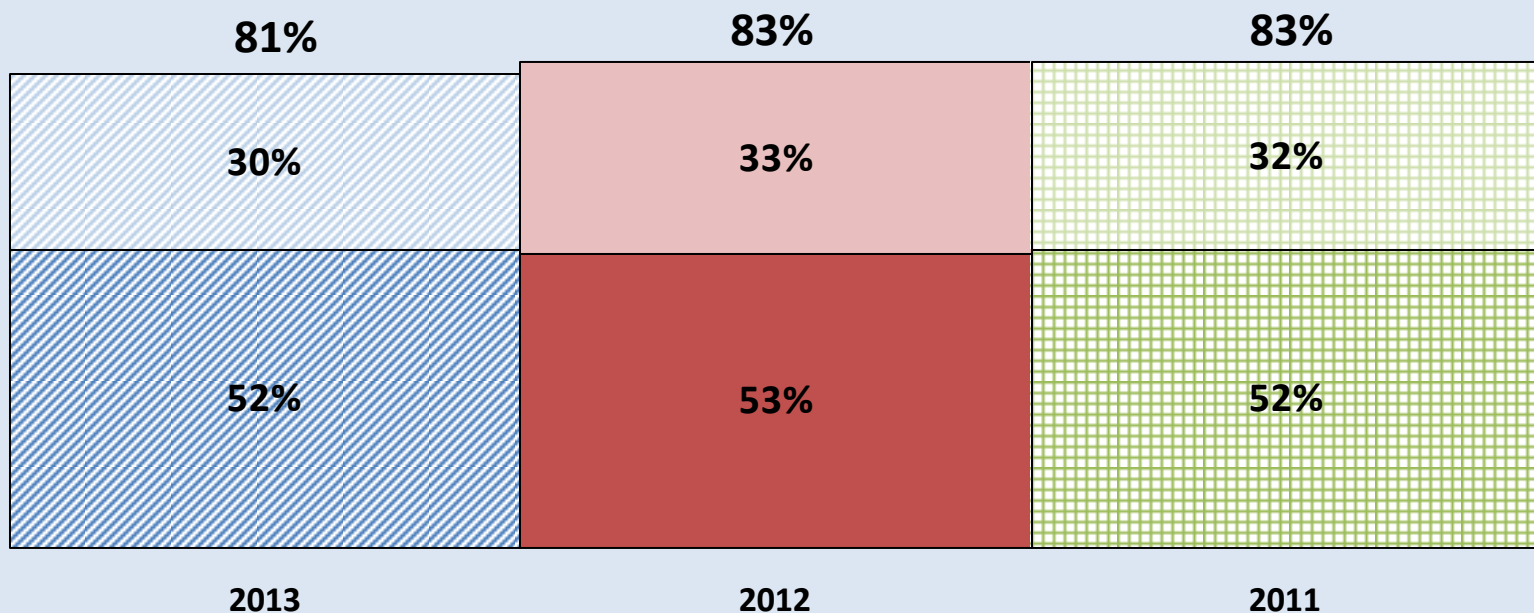


Keeping Floors and Seats Clean



Satisfaction with Bus Operator Courtesy and Helpfulness

- Satisfaction with the courtesy and helpfulness of bus operators decreased to 81% in 2013 vs. 83% in 2012, a non-statistical change



SURVEY METHODOLOGY

- The MTA conducted its annual customer satisfaction survey for New York City Transit (NYCT) subway and local bus operations between June 11 and 30, 2013.
- The Citywide telephone survey interviewed 1,729 New York City residents throughout the five boroughs using random samples of landline and cell phone numbers.
- In-depth interviews were conducted with 1,201 customers who had taken at least one ride in the past 30 days on a subway and/or local bus. The average length for the full survey was 28 minutes. The margin of error is ± 3.8 percentage points.
- The remaining 528 contacts did not ride the subway or local bus in the past 30 days and were asked demographic questions only for use in weighting total survey results to the latest census data for New York City residents 18 years of age and older.

	2010	2011	2012	2013
N =	888	887	869	821
	%	%	%	%
OVERALL LOCAL BUS SERVICE	62	70	69	74
OVERALL LOCAL BUS SERVICE ON ROUTE USED MOST	63	71	70	73
OVERALL AVAILABILITY OF SERVICE Total	62	68	64	65
Frequency of service Total	59	65	63	62
How long you have to wait for a bus to arrive	51	58	56	59
OVERALL RELIABILITY OF SERVICE Total	68	77	75	77
Maintaining buses so they do not break down and cause delays	NA	87	85	88
The predictability of bus travel time	65	73	69	71
How fast the local bus gets you where you want to go	68	81	75	78
OVERALL SAFETY AND SECURITY ON THE BUS Total	81	86	84	87
Safety from accidents while riding the bus Total	86	90	88	91
Personal security on the bus Total	80	83	82	87
OVERALL INFORMATION AND COMMUNICATIONS ABOUT LOCAL BUS SERVICE	68	70	66	68
Knowing how far away the next bus is	NA	54	48	52
Clarity of announcements on the bus	67	74	70	73
Usefulness of announcements on the bus	68	70	70	72
OVERALL COMFORT AND CONVENIENCE OF USING THE BUS	83	86	84	87
Ease of getting on and off the bus	81	84	86	86
Ease of paying the fare	81	85	85	84
Convenience of bus routes for you	86	87	87	90
Ease of making travel connections	82	86	84	88
Availability of seats on the bus	63	69	70	72
Comfort of temperature on the bus	81	87	85	86
OVERALL COURTESY AND HELPFULNESS OF BUS OPERATORS	78	83	83	81
OVERALL CLEANLINESS ON-BOARD THE BUS	78	78	79	79
Keeping buses free of litter	NA	77	78	79
Keeping floors and seats clean	NA	76	78	77
OVERALL VALUE FOR THE MONEY OF THE LOCAL BUS	62	69	72	71