2014 Customer Satisfaction Survey
Local Bus
Local Bus Survey Context

Over the past year:

• Local bus ridership recorded decreases over the past year for average weekday (-2.2%) and average weekend (-0.8%)

• Bus Mean Distance between Failures (MDBF) and pullout performance decreased during the past year (12-month averages through May 2014)
  – These decreases contrast with improvements recorded in 2013
  – Despite the delivery of new buses, the average age of buses continues to increase
    • Approximately 28% of the bus fleet has reached its 12-year expected life
    • Approximately 1,200 buses are between 15 and 18 years of age, which is when operational issues become magnified. This over-age bus population will continue to put substantial strain on NYC Transit’s operations until more new buses are delivered in 2015 and 2016.

• Service enhancements and service restorations
  – More Select Bus Service (SBS) routes placed into service (B44 and M60)
  – Q70 Limited stop route to LaGuardia Airport began
  – Service additions and extensions on B8, B32, B37, B67, B70, Bx23, Bx28, Q19, Q50, Q102, Q103, and M100

• MTA Bus Time completed its Citywide rollout to all five boroughs

• Bus operator safety shields installed in more buses
KEY FINDINGS

- Customer satisfaction with local bus service decreased marginally from 74% satisfied in 2013 to 70% in 2014. The decrease is not statistically significant as it falls within the survey’s margin of error.

- The 2014 survey recorded a significant decrease in perceived availability of rush hour service among customers who ride primarily during rush hours (59% satisfied in 2014 vs. 68% in 2013). This is a key driver of satisfaction.

- “Knowing how far away the next bus is” increased significantly from 48% in 2012 to 56% in 2014. This gain reflects the increased availability of MTA Bus Time, but more needs to be done to increase the awareness and use of MTA Bus Time.

- Overall Value for the Money using the Local Bus increased to a record high 73% satisfied in 2014

- All other local bus satisfaction ratings remained stable without any significant differences between 2013 and 2014
KEY FINDINGS
(Continued)

• Highest-rated Local Bus Service Attributes:
  – Safety from accidents while riding the bus (89% satisfied)
  – Convenience of bus routes for you (87% satisfied)
  – Maintaining buses so they do not break down and cause delays (86% satisfied)
  – Comfort of temperature on the bus (86% satisfied)
  – Ease of making travel connections (85% satisfied)
  – Overall safety and security on the bus (85% satisfied)
KEY FINDINGS (Continued)

• Lowest-rated Local Bus Service Attributes:
  – Knowing how far away the next bus is (56% satisfied)
  – How long you have to wait for a bus to arrive (58% satisfied)
  – Overall availability of service (62% satisfied)
  – Frequency of service (63% satisfied)
  – Availability of seats on the bus (68% satisfied)
  – Overall information and communications about local bus service (68% satisfied)
Overall Customer Satisfaction

Overall Local Bus Service

- 2012: 69%
- 2013: 74%
- 2014: 70%

Local Bus Route Use Most

- 2012: 52%
- 2013: 54%
- 2014: 56%

Top Area = Very Satisfied
Bottom Area = Satisfied

Very satisfied + satisfied may not equal total due to rounding.

New York City Transit
Availability of Local Bus Service

Overall Availability of Service

62% 65% 64%
14% 15% 14%
47% 51% 50%

Frequency of Service

63% 62% 63%
16% 17% 14%
47% 45% 49%

How Long You Have to Wait for Bus to Arrive

58% 59% 56%
13% 12% 14%
45% 48% 42%

Top Area = Very Satisfied   Bottom Area = Satisfied

Very satisfied + satisfied may not equal total due to rounding.
Reliability of Local Bus Service

Overall Reliability of Service

Maintaining Buses so they Do not Break Down and Cause Delays

Predictability of Travel Time

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

Very satisfied + satisfied may not equal total due to rounding.
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

Top Area = Very Satisfied
Bottom Area = Satisfied

Very satisfied + satisfied may not equal total due to rounding.

New York City Transit
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

Usefulness of Announcements On the Bus

Top Area = Very Satisfied  Bottom Area = Satisfied

Very satisfied + satisfied may not equal total due to rounding.
Comfort and Convenience Using the Local Bus

Overall Comfort and Convenience of Using the Bus

Convenience of Bus Routes for You

Ease of Making Travel Connections

Top Area = Very Satisfied
Bottom Area = Satisfied

Very satisfied + satisfied may not equal total due to rounding.
Comfort and Convenience
Using the Local Bus (continued)

<table>
<thead>
<tr>
<th>Ease of Getting On and Off the Bus</th>
<th>Ease of Paying the Fare</th>
<th>Availability of Seats on the Bus</th>
<th>Comfort of Temperature on the Bus</th>
</tr>
</thead>
<tbody>
<tr>
<td>83% 86% 86%</td>
<td>84% 84% 85%</td>
<td>68% 72% 70%</td>
<td>86% 86% 85%</td>
</tr>
<tr>
<td>31% 36% 37%</td>
<td>36% 37% 41%</td>
<td>19% 20% 20%</td>
<td>30% 31% 35%</td>
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<tr>
<td>53% 50% 49%</td>
<td>48% 47% 44%</td>
<td>49% 52% 50%</td>
<td>56% 56% 50%</td>
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</tbody>
</table>


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New York City Transit
Cleanliness of Local Buses

<table>
<thead>
<tr>
<th>Overall Cleanliness</th>
<th>Keeping Buses</th>
<th>Keeping Floors and Seats Clean</th>
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</thead>
<tbody>
<tr>
<td>On-board the Bus</td>
<td>Free of Litter</td>
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<td>2014</td>
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<td>81%</td>
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<td>28%</td>
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New York City Transit
Bus Operator

Courtesy and Helpfulness

• Satisfaction with bus operators’ courtesy and helpfulness continues at historical levels

• The consecutive decreases are within the surveys’ margins of error

Top Area = Very Satisfied
Bottom Area = Satisfied

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New York City Transit
SURVEY METHODOLOGY

• The MTA conducted its annual customer satisfaction survey for New York City Transit (NYCT) subway and local bus operations from June 9-30, 2014

• The Citywide telephone survey interviewed 1,815 New York City residents using random samples of landline and cell phone numbers. The interviews were conducted in English, Spanish, and Chinese.
  – In-depth interviews were conducted with 1,200 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 27 minutes. The margin of error is ±3.8 percentage points.
    • 825 interviews were completed with local bus customers, including 155 respondents who ride only the local bus and not the subway
  – Persons that had not used a subway or local bus in the past 30 days were not asked to rate subway and local bus operations. These 615 non-users (the difference between 1815 and 1200 respondents) were asked demographic questions only for the purpose of weighting total survey results to the latest census data for New York City residents 18 years of age and older.
  – The survey was conducted by Abt SRBI, an MTA-retained full service firm
## Customer Satisfaction Ratings of Local Bus Service

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<tbody>
<tr>
<td><strong>Overall Local Bus Service</strong></td>
<td>62</td>
<td>70</td>
<td>69</td>
<td>74</td>
<td>70</td>
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<tr>
<td><strong>Overall Local Bus Service on Route Respondent Uses Most</strong></td>
<td>63</td>
<td>71</td>
<td>70</td>
<td>73</td>
<td>69</td>
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<tr>
<td><strong>Overall Availability of Service</strong></td>
<td>62</td>
<td>68</td>
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<td>Frequency of service</td>
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<tr>
<td>How long you have to wait for a bus to arrive</td>
<td>51</td>
<td>58</td>
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<td><strong>Overall Reliability of Service</strong></td>
<td>68</td>
<td>77</td>
<td>75</td>
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<tr>
<td>Maintaining buses so they do not break down and cause delays</td>
<td>NA</td>
<td>87</td>
<td>85</td>
<td>88</td>
<td>86</td>
<td>86</td>
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<tr>
<td>The predictability of bus travel time</td>
<td>65</td>
<td>73</td>
<td>69</td>
<td>71</td>
<td>70</td>
<td>70</td>
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<tr>
<td>How fast the local bus gets you where you want to go</td>
<td>68</td>
<td>81</td>
<td>75</td>
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<tr>
<td><strong>Overall Safety and Security on the Bus</strong></td>
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<td>86</td>
<td>84</td>
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<td>85</td>
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<td>Safety from accidents while riding the bus</td>
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<td>91</td>
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<td>Personal security on the bus</td>
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<td>83</td>
<td>82</td>
<td>87</td>
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<td><strong>Overall Information &amp; Communications About Local Bus Service</strong></td>
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<tr>
<td>Knowing how far away the next bus is</td>
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<td>54</td>
<td>48</td>
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<tr>
<td>Clarity of announcements on the bus</td>
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<tr>
<td>Usefulness of announcements on the bus</td>
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<td><strong>Overall Comfort and Convenience of Using the Bus</strong></td>
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<tr>
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<td>Ease of paying the fare</td>
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<td>Convenience of bus routes for you</td>
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<td>87</td>
<td>90</td>
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<tr>
<td>Ease of making travel connections</td>
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<tr>
<td>Availability of seats on the bus</td>
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<td>72</td>
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<tr>
<td>Comfort of temperature on the bus</td>
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<td>87</td>
<td>85</td>
<td>86</td>
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<tr>
<td><strong>Overall Courtesy and Helpfulness of Bus Operators</strong></td>
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<td>83</td>
<td>83</td>
<td>81</td>
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<tr>
<td><strong>Overall Cleanliness On-Board the Bus</strong></td>
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<tr>
<td>Keeping buses free of litter</td>
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<td>77</td>
<td>78</td>
<td>79</td>
<td>79</td>
<td>79</td>
</tr>
<tr>
<td>Keeping floors and seats clean</td>
<td>NA</td>
<td>76</td>
<td>78</td>
<td>77</td>
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<td>79</td>
</tr>
<tr>
<td><strong>Overall Value for the Money of the Local Bus</strong></td>
<td>62</td>
<td>69</td>
<td>72</td>
<td>71</td>
<td>73</td>
<td>73</td>
</tr>
</tbody>
</table>

Boldfaced numbers are significantly greater than the underlined number(s) in the same row at the 90% level of confidence.