

2014 Customer Satisfaction Survey Local Bus



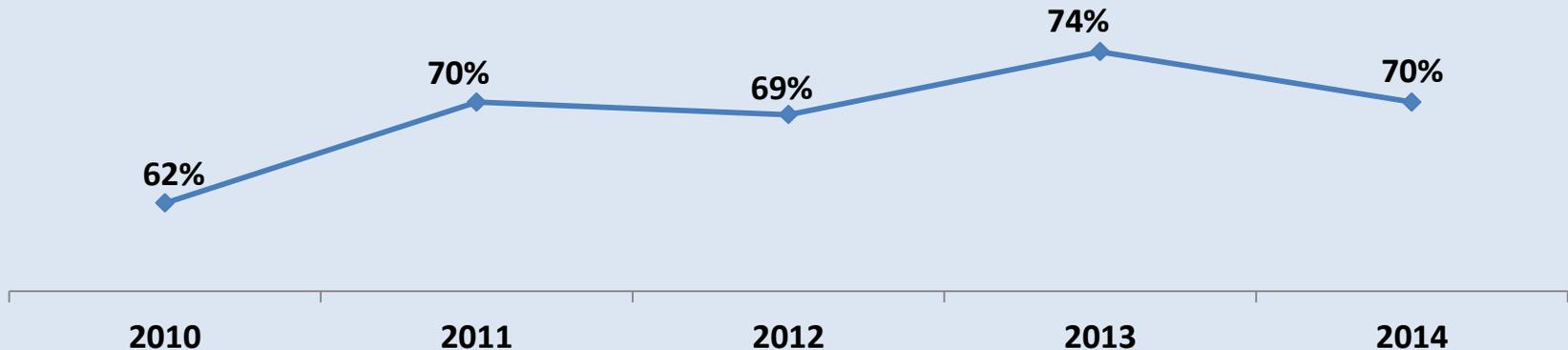
Local Bus Survey Context

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)

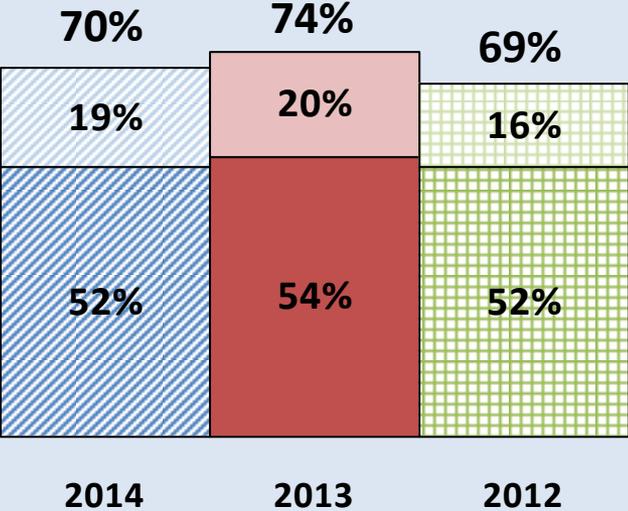
KEY FINDINGS

(Continued)

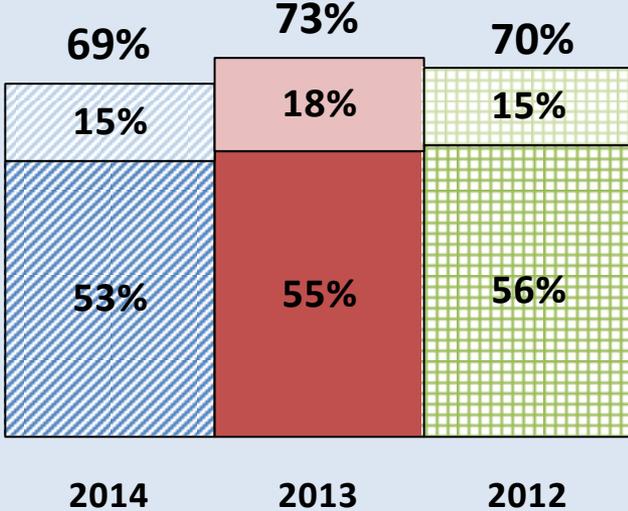
- **Lowest-rated Local Bus Service Attributes:**
 - Knowing how far away the next bus is (56% satisfied)
 - How long you have to wait for a bus to arrive (58% satisfied)
 - Overall availability of service (62% satisfied)
 - Frequency of service (63% satisfied)
 - Availability of seats on the bus (68%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

Overall Customer Satisfaction

Overall Local Bus Service



Local Bus Route Use Most

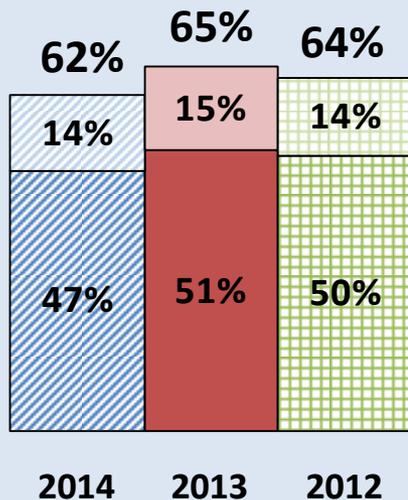


Top Area = Very Satisfied Bottom Area = Satisfied

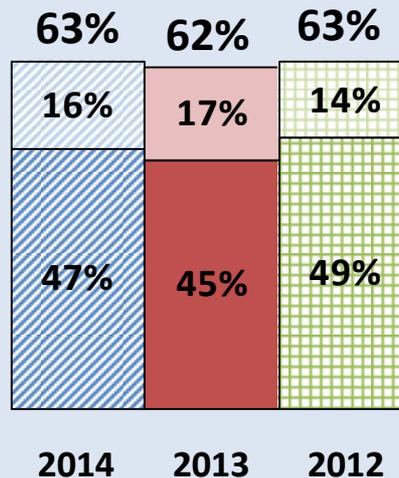
Very satisfied + satisfied may not equal total due to rounding.

Availability of Local Bus Service

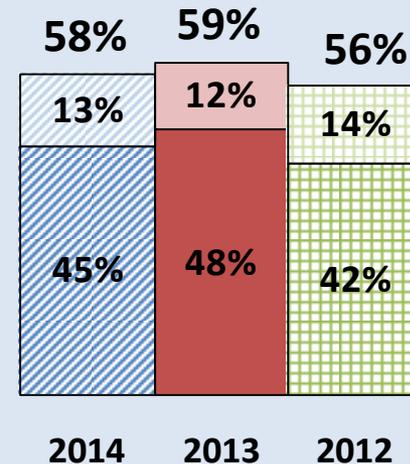
Overall Availability of Service



Frequency of Service



How Long You Have to Wait for Bus to Arrive



Top Area = Very Satisfied Bottom Area = Satisfied

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

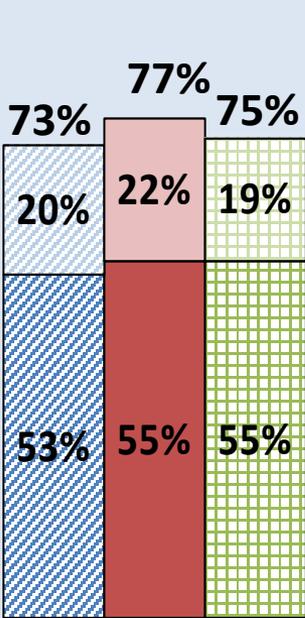
Reliability of Local Bus Service

Overall Reliability of Service

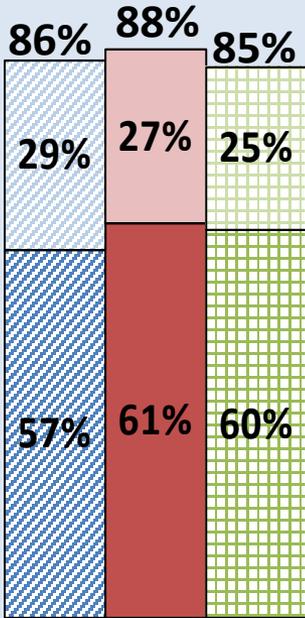
Maintaining Buses so they Do not Break Down and Cause Delays

Predictability of Travel Time

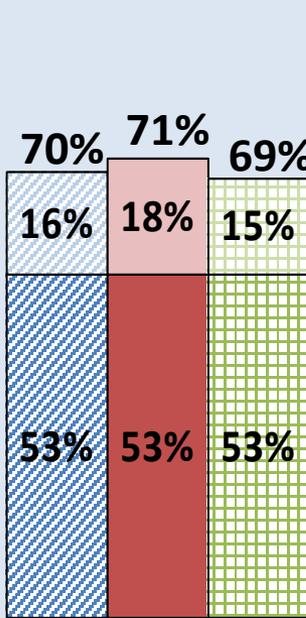
How Fast the Local Bus Gets You Where You Want to Go



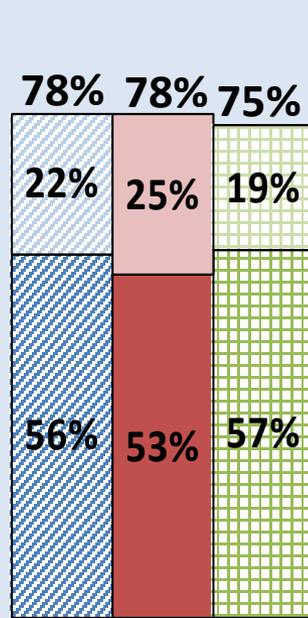
2014 2013 2012



2014 2013 2012



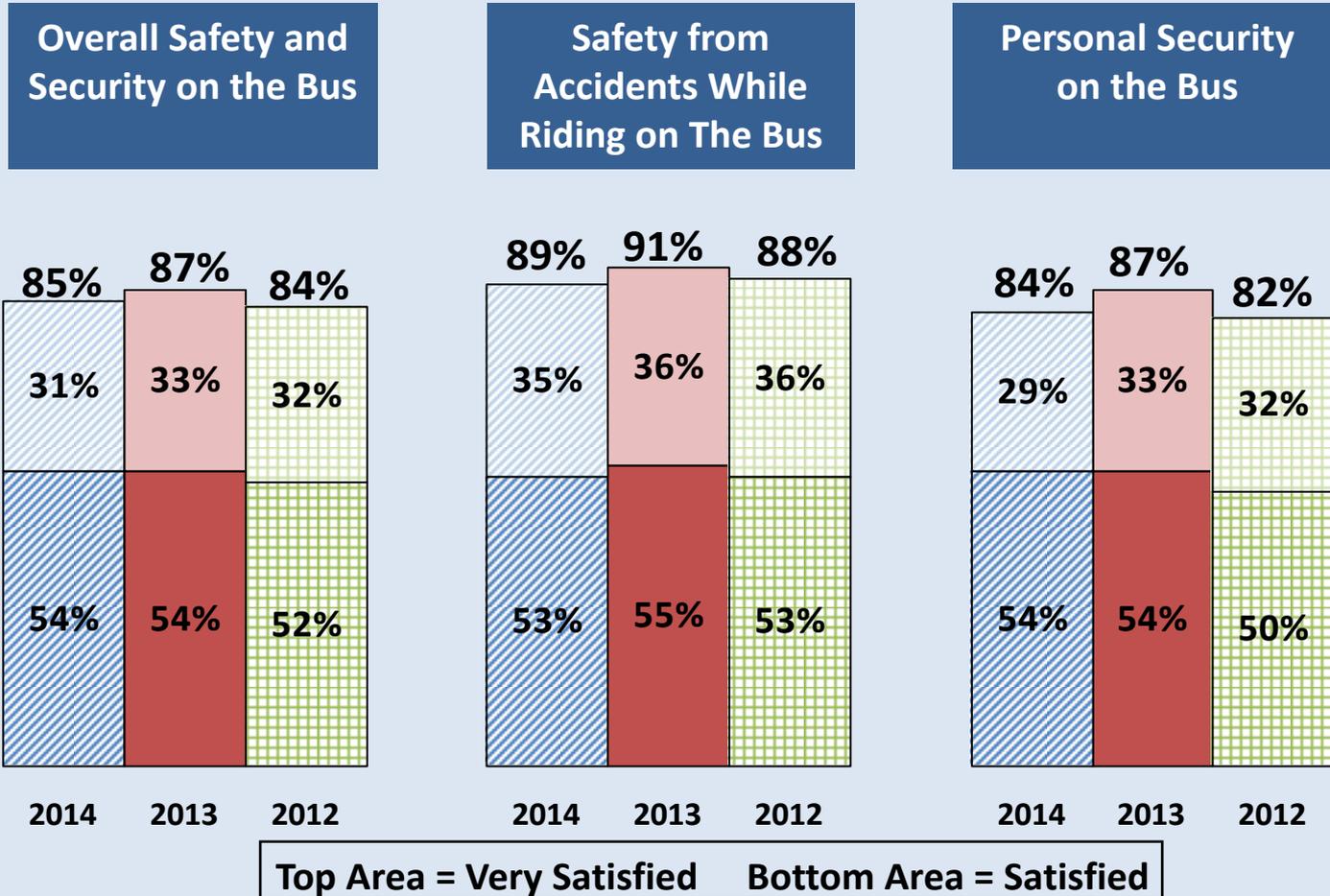
2014 2013 2012



2014 2013 2012

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

Safety and Security on Local Bus



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

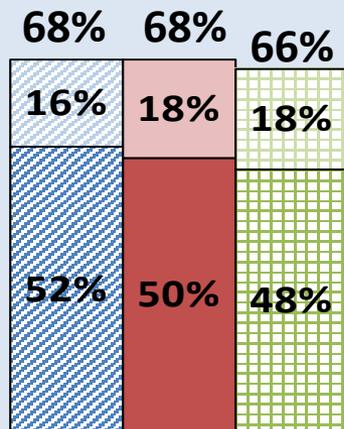
Information and Communications About Service

Overall Information
and
Communications
about
Local Bus Service

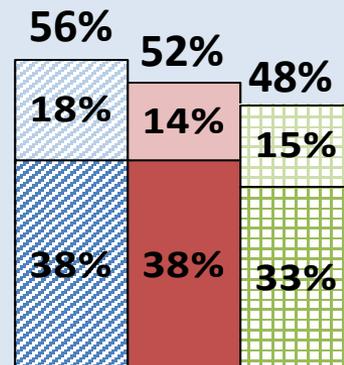
Knowing How Far
Away the Next Bus
Is

Clarity of
Announcements on
the Bus

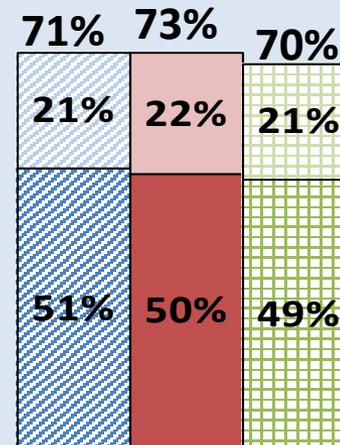
Usefulness of
Announcements
On the Bus



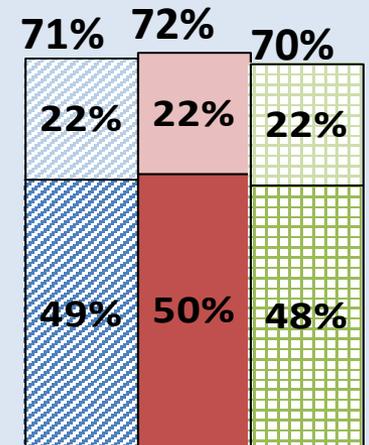
2014 2013 2012



2014 2013 2012



2014 2013 2012

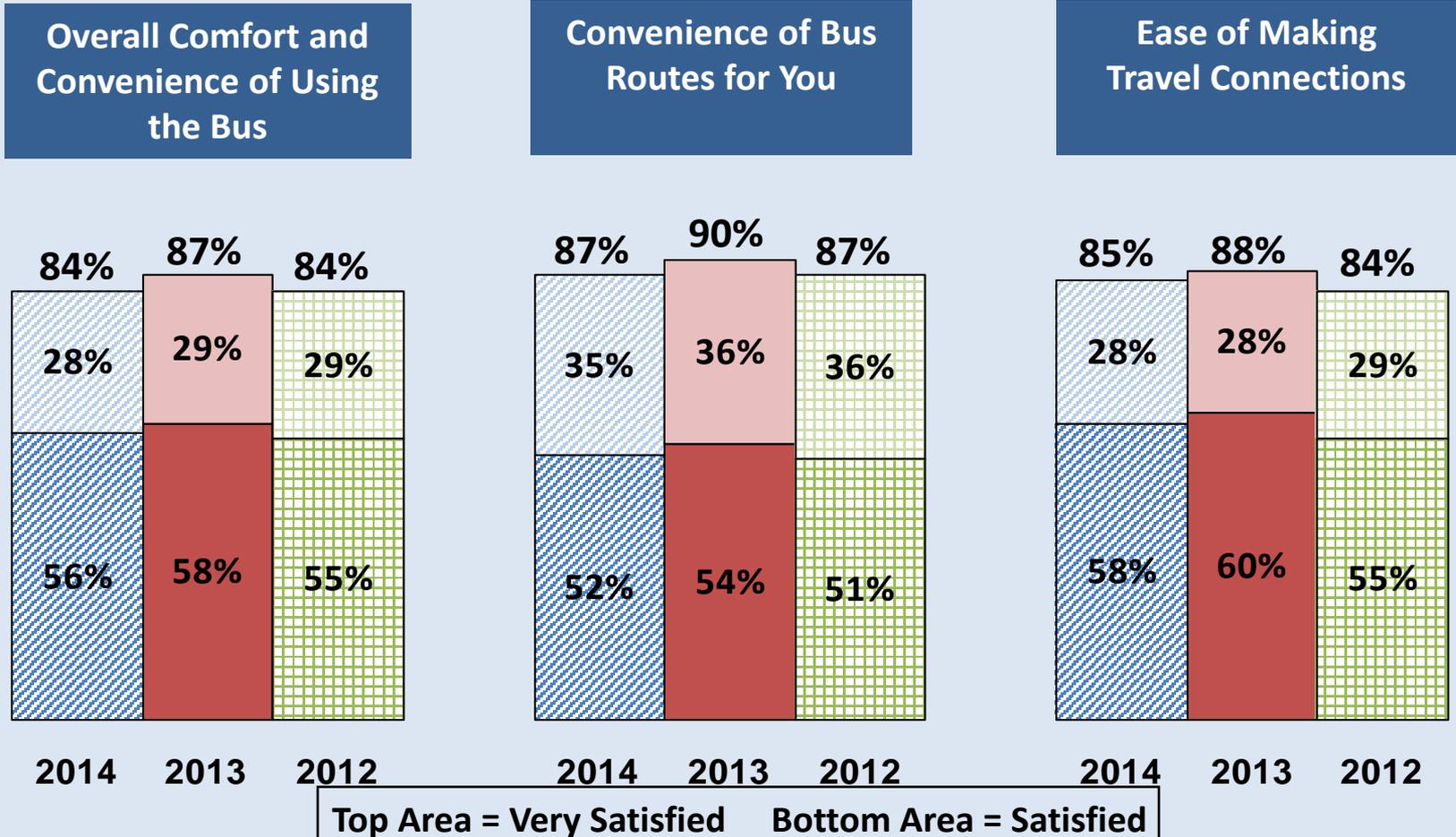


2014 2013 2012

Top Area = Very Satisfied Bottom Area = Satisfied

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

Comfort and Convenience Using the Local Bus

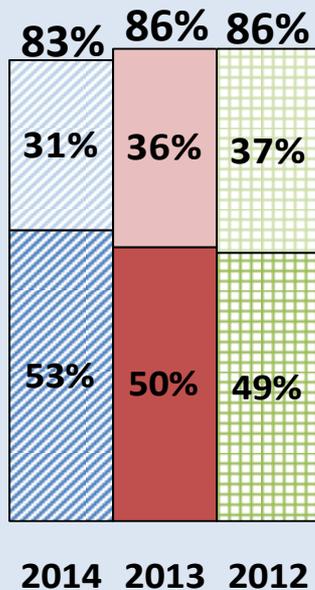


Very satisfied + satisfied may not equal total due to rounding.

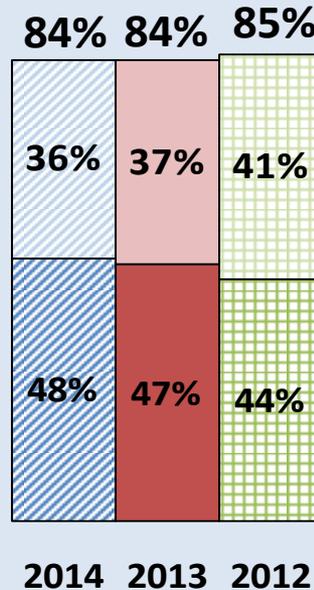
Comfort and Convenience

Using the Local Bus (continued)

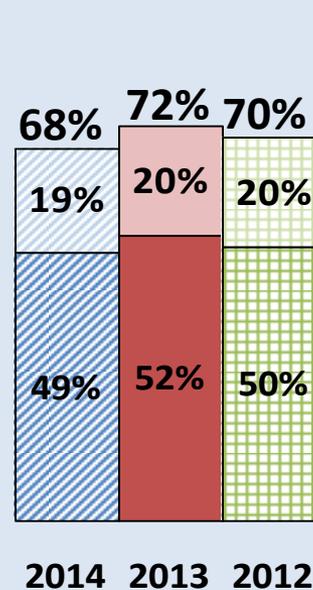
Ease of Getting On and Off the Bus



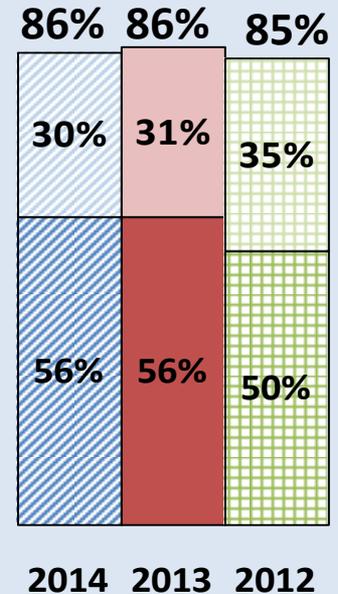
Ease of Paying the Fare



Availability of Seats on the Bus



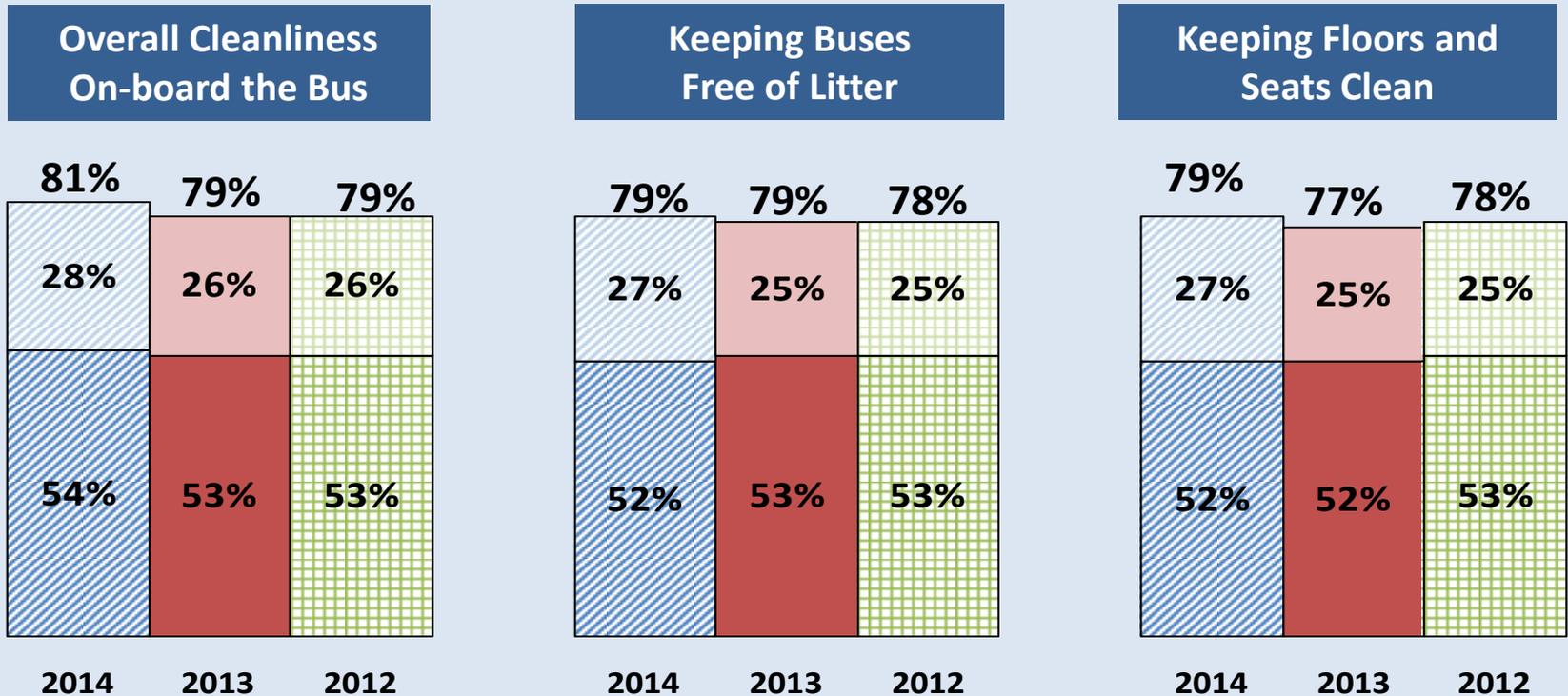
Comfort of Temperature on the Bus



Top Area = Very Satisfied Bottom Area = Satisfied

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

Cleanliness of Local Buses

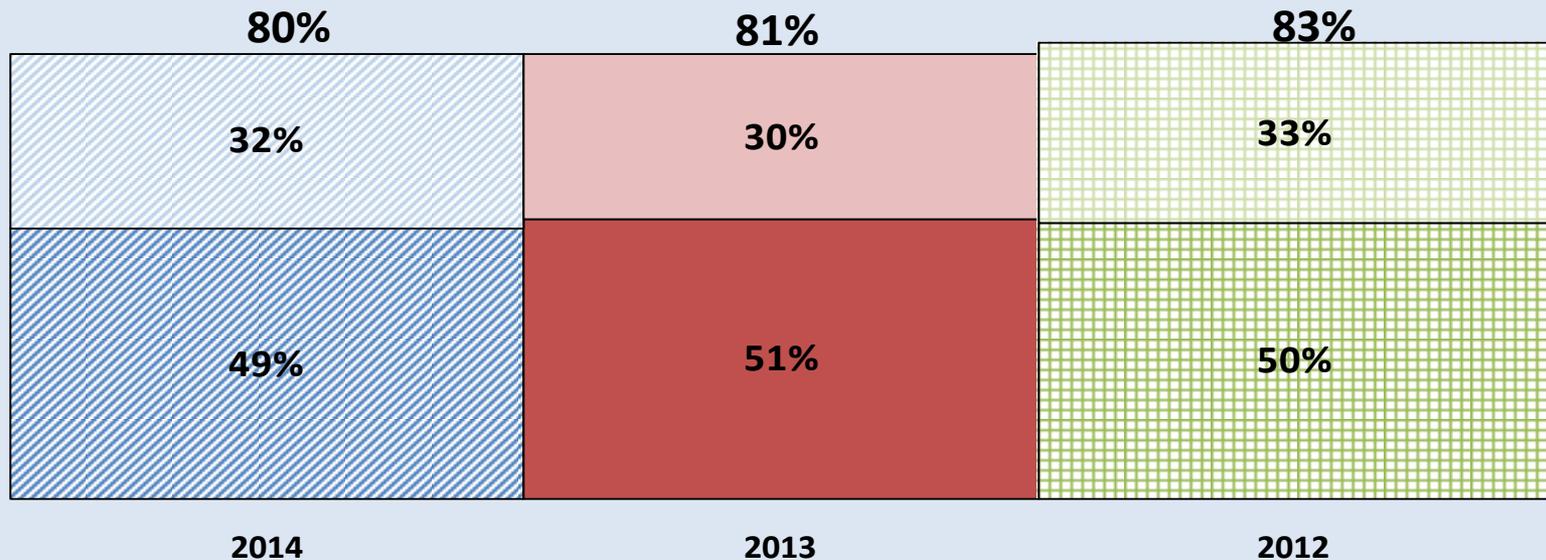


Top Area = Very Satisfied Bottom Area = Satisfied

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

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

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

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

	TOTAL SATISFIED				
	2010	2011	2012	2013	2014
	%	%	%	%	%
OVERALL LOCAL BUS SERVICE	62	70	<u>69</u>	74	70
OVERALL LOCAL BUS SERVICE ON ROUTE RESPONDENT USES MOST	63	71	70	73	69
OVERALL AVAILABILITY OF SERVICE	<u>62</u>	68	64	65	<u>62</u>
Frequency of service	59	65	63	62	63
How long you have to wait for a bus to arrive	51	58	56	59	58
OVERALL RELIABILITY OF SERVICE	<u>68</u>	77	75	77	73
Maintaining buses so they do not break down and cause delays	NA	87	85	88	86
The predictability of bus travel time	<u>65</u>	73	69	71	70
How fast the local bus gets you where you want to go	<u>68</u>	81	<u>75</u>	78	78
OVERALL SAFETY AND SECURITY ON THE BUS	81	86	84	87	85
Safety from accidents while riding the bus	86	90	88	91	89
Personal security on the bus	80	83	<u>82</u>	87	84
OVERALL INFORMATION & COMMUNICATIONS ABOUT LOCAL BUS SERVICE	68	70	66	68	68
Knowing how far away the next bus is	NA	54	<u>48</u>	52	56
Clarity of announcements on the bus	67	74	70	73	71
Usefulness of announcements on the bus	68	70	70	72	71
OVERALL COMFORT AND CONVENIENCE OF USING THE BUS	83	86	84	87	84
Ease of getting on and off the bus	81	84	86	86	83
Ease of paying the fare	81	85	85	84	84
Convenience of bus routes for you	86	87	87	90	87
Ease of making travel connections	82	86	84	88	85
Availability of seats on the bus	63	69	70	72	68
Comfort of temperature on the bus	81	87	85	86	86
OVERALL COURTESY AND HELPFULNESS OF BUS OPERATORS	78	83	83	81	80
OVERALL CLEANLINESS ON-BOARD THE BUS	78	78	79	79	81
Keeping buses free of litter	NA	77	78	79	79
Keeping floors and seats clean	NA	76	78	77	79
OVERALL VALUE FOR THE MONEY OF THE LOCAL BUS	62	69	72	71	73

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