

2014 Customer Satisfaction Survey  
MTA Bridges and Tunnels



# Context

- Key events which occurred over the last 12 months include:
  - Intense winter storms brought over 50 inches of snowfall
  - Year Two of the AET pilot implemented at the Henry Hudson Bridge
  - Ongoing construction at the Verrazano-Narrows, Bronx-Whitestone, and Robert F. Kennedy Bridges



# Key Findings

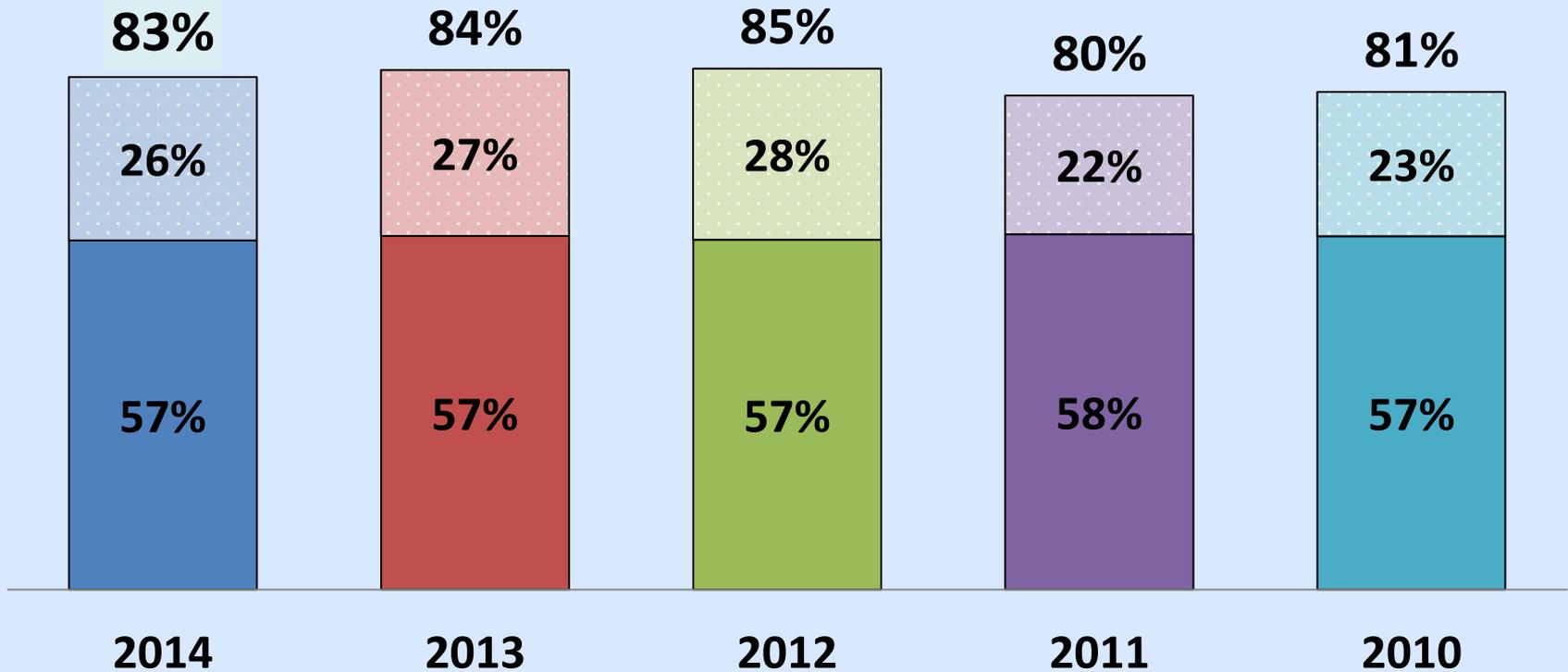
- **Overall B&T satisfaction levels are similar to 2013 levels**
- **Customers are very satisfied with All-Electronic Tolling at the Henry Hudson Bridge**
- **Consistent with previous years, travelers are most satisfied with the following service attributes: E-ZPass performance, appearance and cleanliness, lighting, and safety and security**
- **Ease of Crossing and Road Conditions are the strongest drivers of overall satisfaction**
  - Frustration with the most recent winter may have led to a decrease in Road Conditions. Despite the challenges of winter, overall satisfaction only decreased marginally for these attributes.



# MTA BRIDGES & TUNNELS SURVEY RESULTS



# Overall Satisfaction



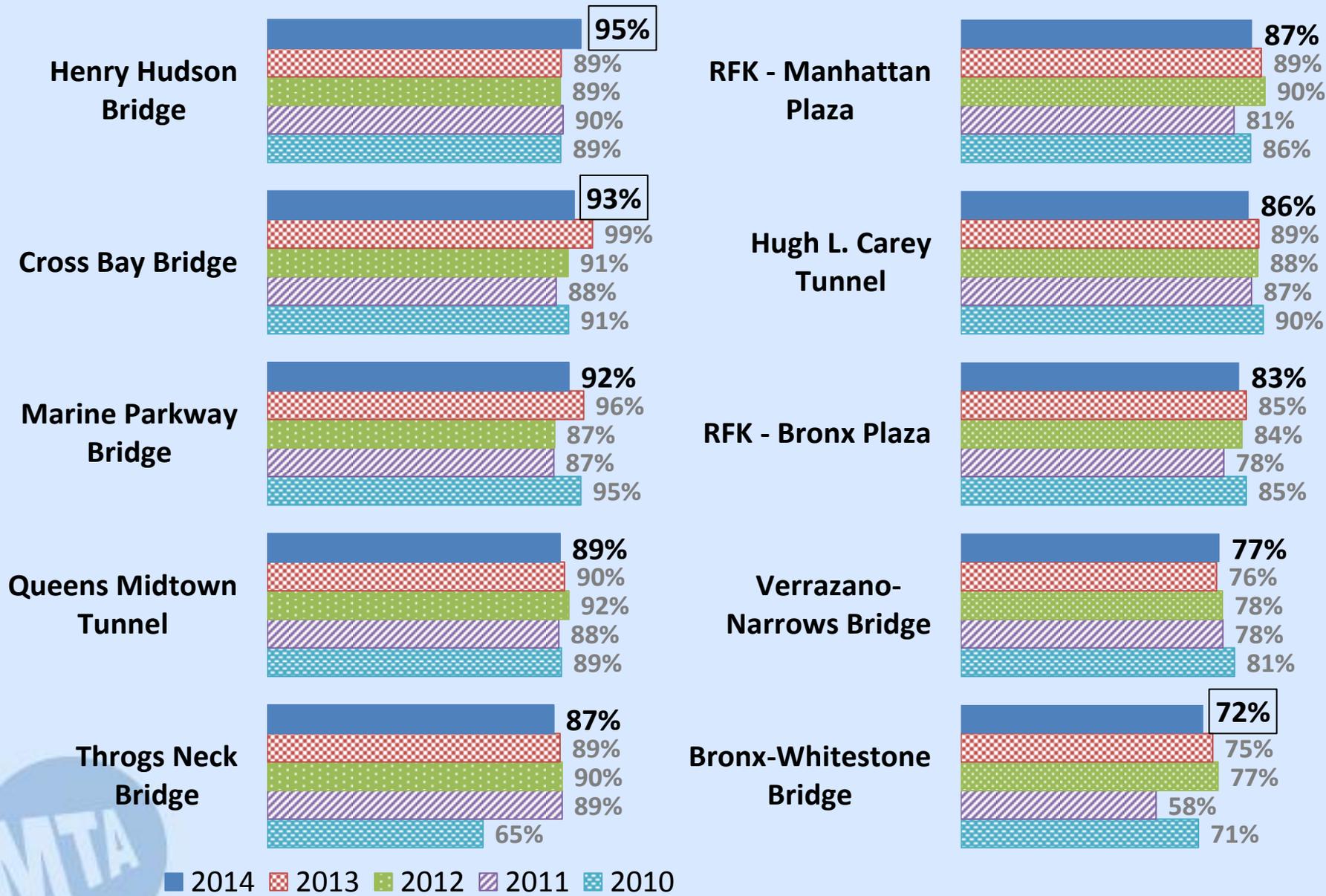
Top Area = Very Satisfied Bottom Area = Satisfied

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

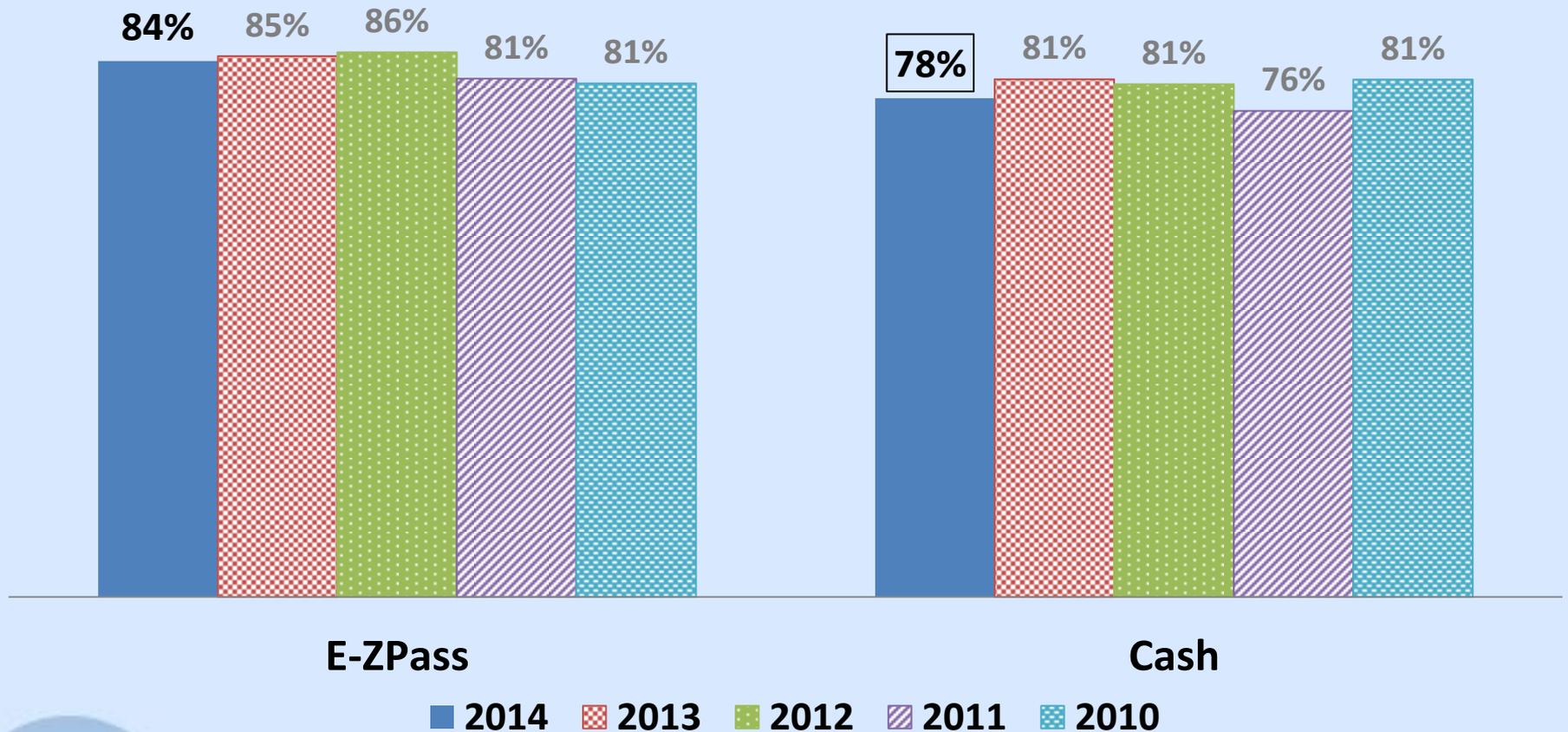
Boxed numbers indicate statistical change from 2013 at the 95% confidence level



# Overall Satisfaction by Facility



# Overall Satisfaction by Payment Type



E-ZPass

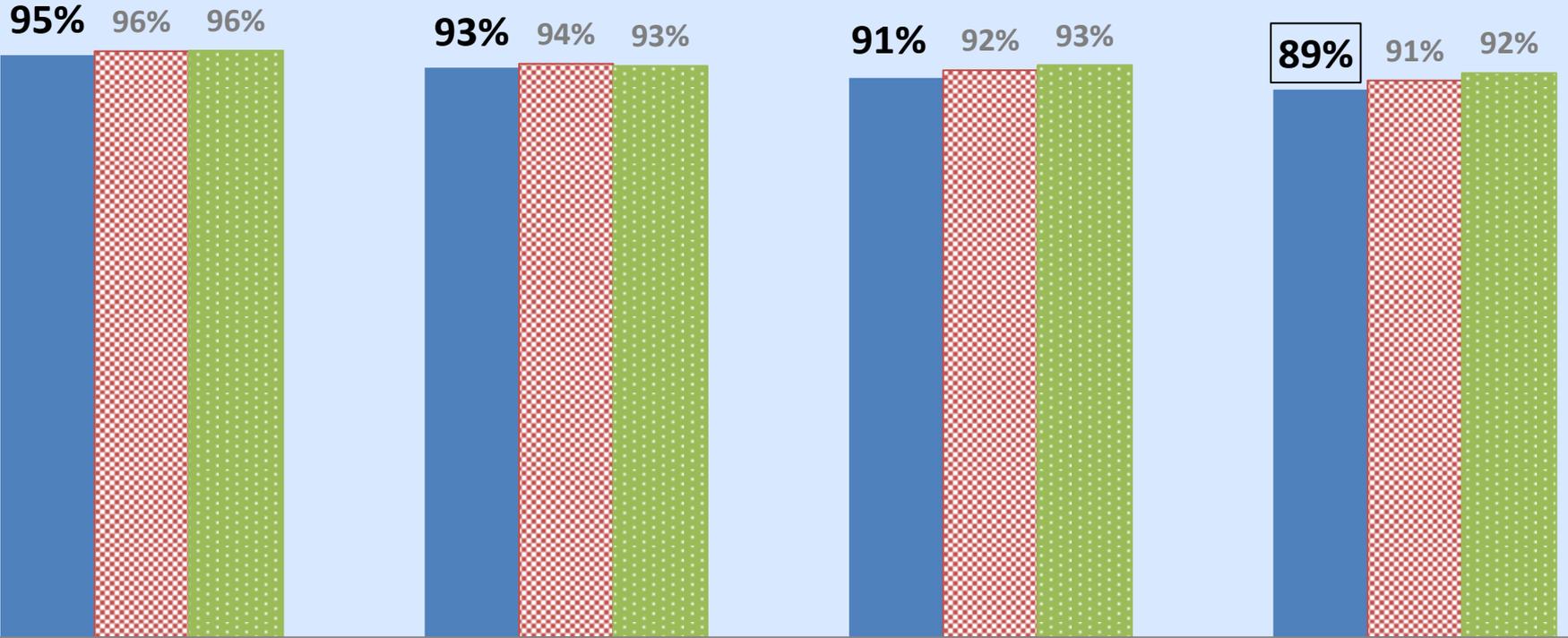
Cash

■ 2014 ■ 2013 ■ 2012 ■ 2011 ■ 2010

Boxed numbers *indicate statistical change from 2013 at the 95% confidence level*



# Overall Category Satisfaction



E-ZPass performance

Appearance & cleanliness

Lighting

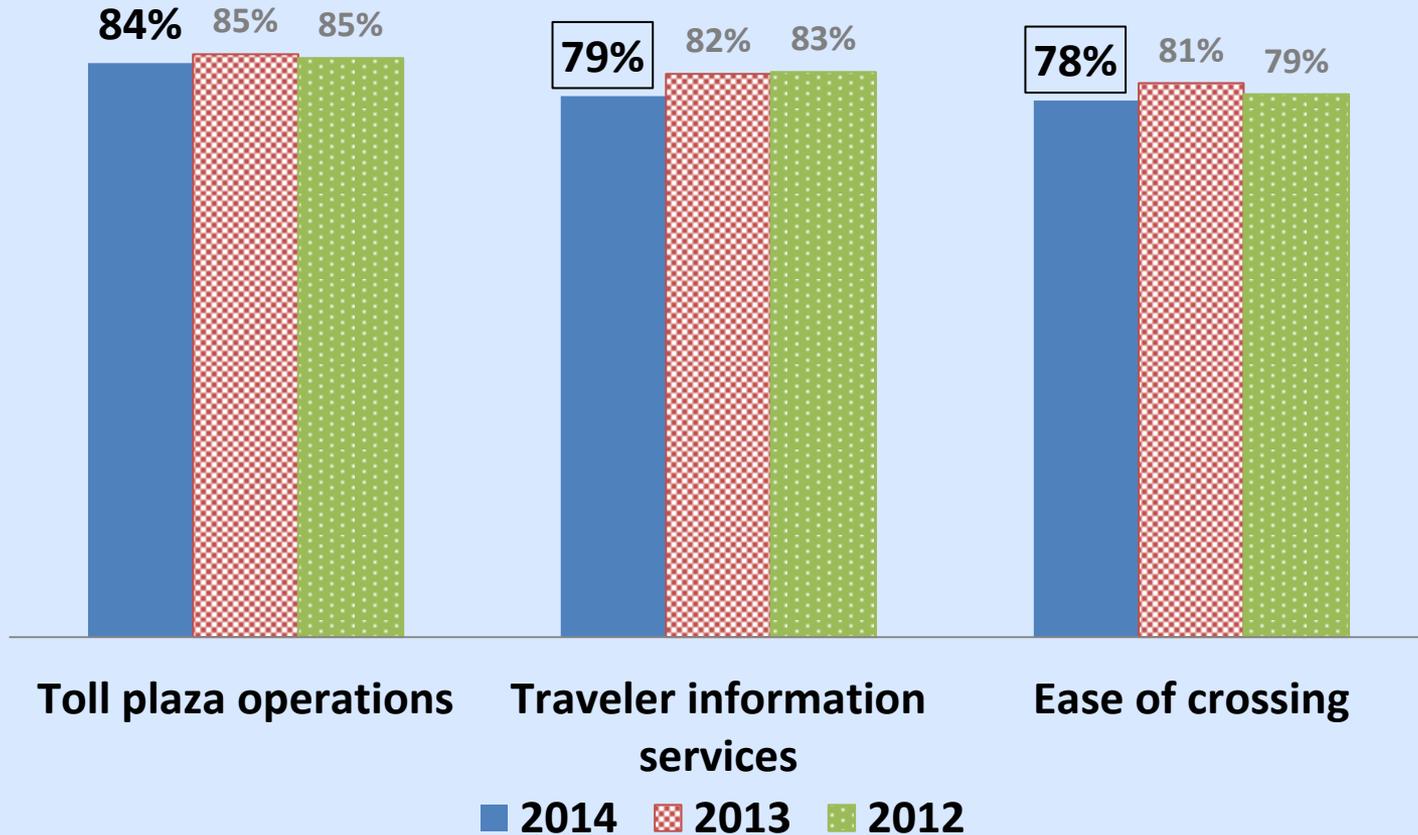
Safety & security

■ 2014   ■ 2013   ■ 2012

Boxed numbers indicate statistical change from 2013 at the 95% confidence level



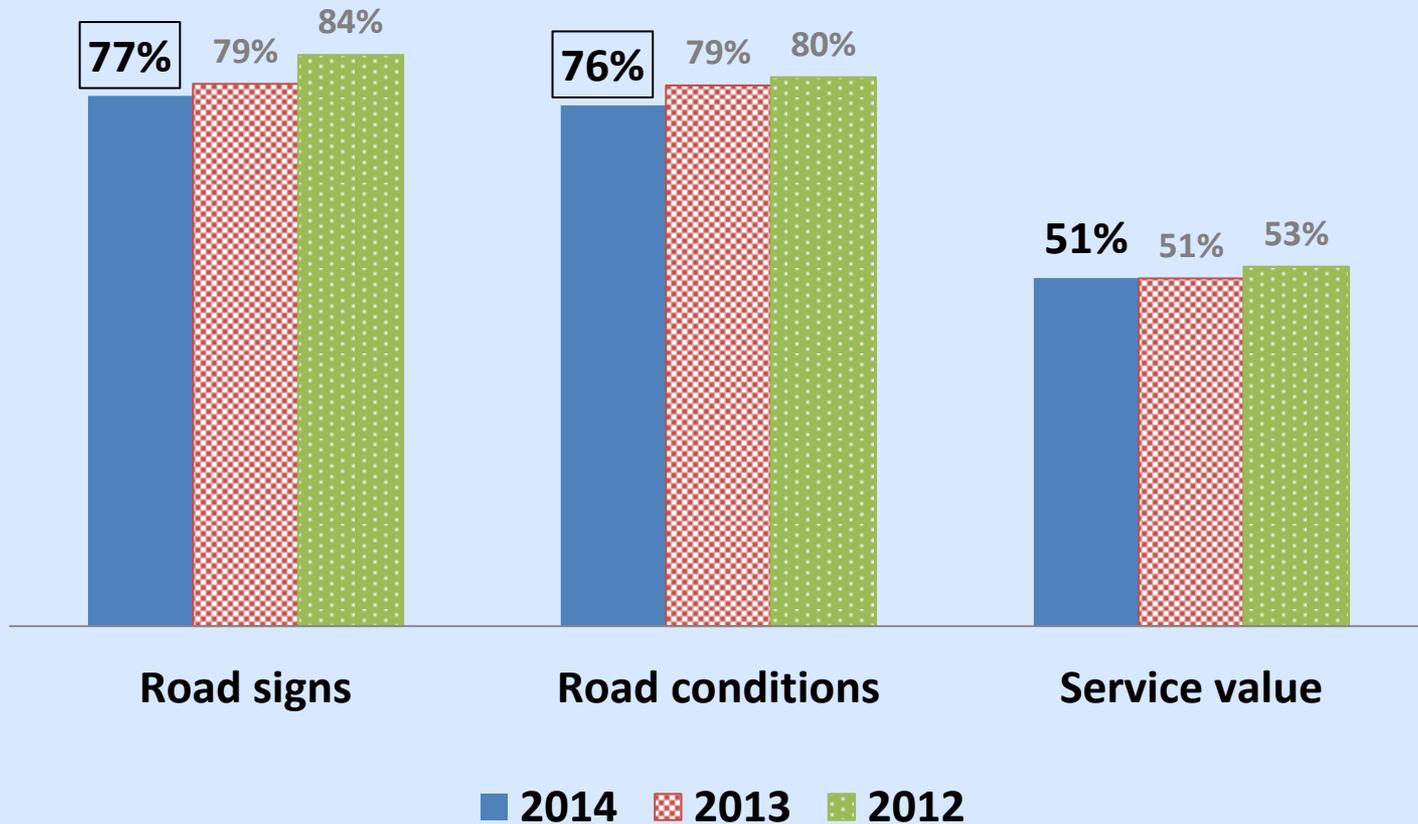
# Overall Category Satisfaction (cont.)



Boxed numbers indicate statistical change from 2013 at the 95% confidence level



# Overall Category Satisfaction (cont.)



Boxed numbers indicate statistical change from 2013 at the 95% confidence level



# All-Electronic Tolling

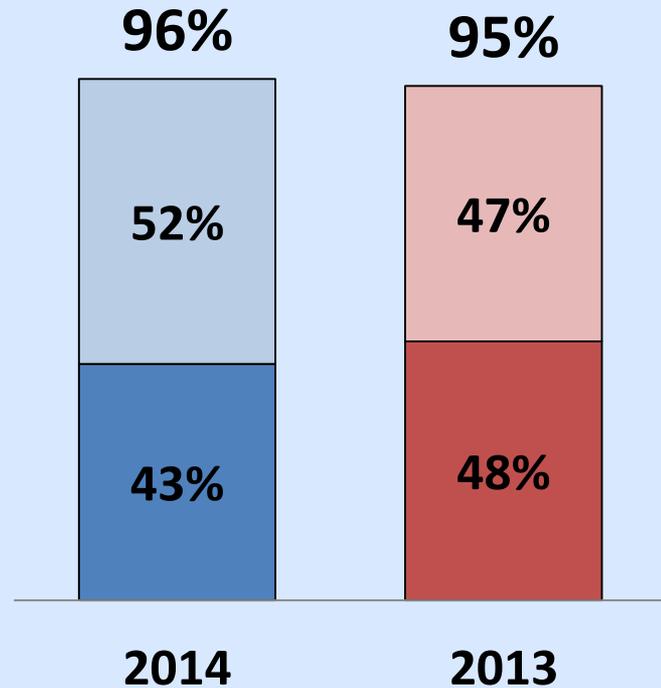
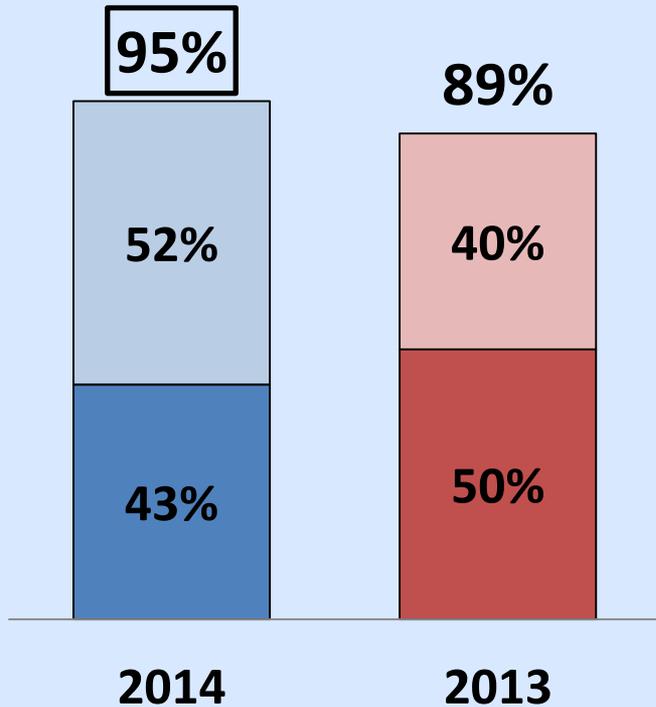
- **Henry Hudson Bridge satisfaction has increased significantly in the last year, likely due to the completion of construction as well as All-Electronic Tolling (AET)**
- **Customers are also very satisfied with AET at the Henry Hudson Bridge**



# AET Satisfaction

**Overall satisfaction with the Henry Hudson Bridge**

**Travel experience now that AET has been implemented**



**Top Area = Very Satisfied    Bottom Area = Satisfied**



# Methodology Overview

- **Approximately 65,000 surveys were distributed to MTA B&T customers between May 31<sup>st</sup> and June 8<sup>th</sup>, 2014**
  - E-ZPass surveys were mailed (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 over 24,000 screened B&T ePanelists from past research projects
- **A total of 6,776 completed surveys were obtained**

Payment Type	New Recruit	e-Panelist	Total
E-ZPass*	1,845	4,342	6,039
Cash	406	183	589

\*Includes Tolls by Mail customers at the Henry Hudson Bridge



# Attribute Ratings by Year



# Overall Satisfaction by Year

	2010	2011	2012	2013	2014
Overall satisfaction	81%	80%	85%	84%	83%



MTA Bridges and Tunnels

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

# Service Value Attribute Satisfaction by Year

	2010	2011	2012	2013	2014
Availability of discount pricing options	57%	58%	62%	60%	61%
Variety of payment methods available	81%	90%	90%	90%	90%
Overall value for the money	54%	50%	53%	51%	51%



MTA Bridges and Tunnels

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# Lighting Attribute Satisfaction by Year

	2010	2011	2012	2013	2014
Level of lighting approaching and at toll plaza	93%	92%	93%	93%	92%
Level of lighting on actual crossing	92%	92%	93%	92%	91%
Overall lighting	93%	92%	93%	92%	91%



MTA Bridges and Tunnels

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# Safety and Security Attribute Satisfaction by Year

	2010	2011	2012	2013	2014
Availability of emergency road service	86%	85%	85%	82%	83%
Signs and roadway markings to improve traffic safety	81%	80%	85%	81%	79%
Width of lanes leading to and through the toll plaza	81%	77%	80%	81%	81%
Enforcement of speed and traffic rules	86%	86%	86%	85%	85%
Uniformed security presence at this facility	90%	88%	89%	87%	86%
Safety from traffic accidents while driving on this facility	85%	83%	86%	84%	83%
Personal security while driving on this facility	93%	91%	93%	92%	91%
Overall level of safety and security at this facility	91%	89%	92%	91%	89%



# Road Signs Attribute Satisfaction by Year

	2010	2011	2012	2013	2014
Ability to choose proper lane when approaching toll plaza	74%	73%	76%	77%	75%
Signs indicating what lanes to use	86%	88%	89%	80%	79%
Signs providing current roadway or construction information	74%	74%	76%	73%	71%
Overall usefulness of road signs	79%	80%	84%	79%	77%



MTA Bridges and Tunnels

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# Road Conditions Attribute Satisfaction by Year

	2010	2011	2012	2013	2014
Condition of the road surface	71%	62%	71%	69%	67%
Road-handling when surface is wet	81%	76%	80%	78%	77%
Removal of snow in the winter	89%	85%	90%	89%	86%
Overall road conditions	80%	72%	80%	79%	76%



MTA Bridges and Tunnels

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# Toll Plaza Operations Attribute Satisfaction by Year

	2010	2011	2012	2013	2014
Courtesy and helpfulness of employees	83%	83%	82%	81%	80%
Speed in completing the toll transaction	82%	76%	77%	84%	77%
Overall personnel performance	86%	85%	85%	85%	84%



MTA Bridges and Tunnels

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# Ease of Crossing Attribute Satisfaction by Year

	2010	2011	2012	2013	2014
Arrangement of toll plaza	76%	75%	77%	78%	79%
Number of lanes in operation	77%	74%	76%	75%	75%
Speed and operation of tollbooth	78%	76%	74%	73%	71%
Traffic on the facility during rush hours	53%	52%	52%	52%	51%
Traffic on the facility during non-rush hours	.	.	.	85%	83%
Travel experience now that All-Electronic Tolling has been implemented	.	.	.	95%	96%
Scheduling of construction to minimize delays	60%	62%	62%	64%	63%
Predictability of travel time on this facility during rush hours	60%	60%	63%	62%	62%
Predictability of travel time on this facility during non-rush hours	78%	77%	78%	80%	77%
Overall ease of crossing this facility	77%	77%	79%	81%	78%

MTA Bridges and Tunnels

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



# Appearance and Cleanliness Attribute Satisfaction by Year

	2010	2011	2012	2013	2014
Cleanliness of lanes in toll plaza	92%	91%	92%	92%	92%
Absence of graffiti	96%	96%	96%	97%	96%
Overall appearance and cleanliness	92%	92%	93%	94%	93%



MTA Bridges and Tunnels

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

# Traveler Information Services Satisfaction by Year

	2010	2011	2012	2013	2014
Electronic signs displaying current travel times or construction info	69%	72%	78%	75%	73%
Email alerts about MTA Bridges and Tunnels	63%	74%	70%	69%	66%
Information available about Bridges and Tunnels on the MTA website	.	84%	82%	81%	79%
Information about Tolls by Mail on the MTA website	.	.	.	81%	85%
Information about Tolls by Mail on the E-ZPass website	.	.	.	79%	85%
Travel time information available on the MTA website	.	80%	81%	78%	77%
MTA B&T's Travel Time app	.	.	.	79%	77%
Overall availability of information	67%	82%	83%	82%	79%

MTA Bridges and Tunnels

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



# E-ZPass Attribute Satisfaction by Year

	2010	2011	2012	2013	2014
Sign-up procedures and documentation	94%	93%	94%	95%	94%
E-ZPass statement accuracy	95%	95%	95%	96%	95%
Frequency of statement	93%	94%	94%	95%	95%
Usefulness of statement information	93%	94%	95%	94%	93%
Response of customer service center to inquiries	84%	85%	86%	86%	86%
Length of time on hold when calling customer service	76%	76%	80%	81%	80%
Reduction of waiting time at toll plaza	84%	85%	86%	89%	88%
Reliability of E-ZPass tag	95%	95%	96%	96%	96%
Discounts offered to E-ZPass users	65%	61%	66%	69%	67%
Access to your E-ZPass account online	90%	90%	92%	91%	91%
Information available on the E-ZPass website	.	84%	82%	80%	91%
Locations of walk-in centers	75%	74%	78%	77%	74%
Ease of adding funds to your E-ZPass account	.	.	95%	95%	94%
Overall E-ZPass performance	94%	95%	96%	96%	95%

MTA Bridges and Tunnels

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



# Paper Surveys



# E-ZPass Paper Survey – Back

18. How did you obtain your E-ZPass tag?
- In the mail/ordered online
  - Purchased an On-the-Go tag in a store
  - Purchased an On-the-Go tag at the toll plaza
19. How do you usually add funds to your E-ZPass account?
- Credit card
  - Bank Account Debit (ACH)
  - Debit card
  - Cash
  - Check or money order
  - Reload card
20. Do you use automatic replenishment for your E-ZPass account (where funds are automatically deducted from your bank account based on how often you use tolled bridges and tunnels)?
- Yes
  - No

21. Do you have a reload card?

- Yes
- No

If **yes**, have you used your reload card?

- Yes
- No

If **no**, why haven't you used your card?

*Please check all that apply.*

- The locations of stores that accept the Reload Card are not convenient
- The fee to use the MTA Reload Card is too high
- It is difficult to understand how to use the MTA Reload Card
- I prefer to replenish my E-ZPass account another way

Other, please specify: \_\_\_\_\_

**OVERALL IMPORTANCE**

22. Based on your use of this facility, please rate each of the following areas on their overall importance to you.

Indicate the importance of the following attributes using the 1-10 scale by circling one number. Circle "n/a" if the question does not apply to you.

	1	2	3	4	5	6	7	8	9	10	n/a
- Service value of this facility											
- Lighting at this facility											
- Safety and security at this facility											
- Road signs in and around this facility											
- Road conditions at this facility											
- Toll plaza operations at this facility											
- Ease of crossing this facility											
- Appearance and cleanliness of this facility											
- Traveler information services for this facility											

continue on to page 7

**OTHER INFORMATION**

23. Who usually pays for tolls, parking, and gas for your trips using this crossing?

Check only one circle in each row:

	IF YOU PAY	IF MY SPOUSE OR PARTNER PAYS	IF MY CHILDREN PAY	IF ALL OTHERS PAY
TOLLS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PARKING	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
GAS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. Do you have access to a company vehicle for travel to/from work?

- Yes
- No

**ABOUT YOU**

The following section will be used only to categorize your answers. All information will be kept strictly confidential.

25. Gender  Male  Female

26. Age \_\_\_\_\_ years

27. What is your approximate annual household income?

- Less than \$15,000
- \$15,000 - \$24,999
- \$25,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 - \$199,999
- \$200,000 - \$249,999
- \$250,000 - \$299,999
- \$300,000 and over

28. Do you have access to the Internet?

- Yes
- No

29. You do NOT have to provide us with your contact information to return this survey. However, if you wish to be entered into the cash prize drawing, we need your contact information below. This information is confidential and will be used only to contact you if you are a winner.

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_

30. In the event that you don't win one of the prizes, may we still contact you for future MTA Bridges and Tunnels research?

- Yes
- No

31. If you have any additional comments, please write them below:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Thank you very much for your time!



**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO.1113 CHICAGO IL

POSTAGE WILL BE PAID BY ADDRESSEE

C/O MTA BRIDGES AND TUNNELS SURVEY  
TAB SERVICE COMPANY  
310 S RACINE AVE STE 6S  
CHICAGO IL 60607-9300



## 2014

# MTA BRIDGES & TUNNELS CUSTOMER SATISFACTION SURVEY

### E-ZPASS CUSTOMERS

You have been selected to participate in the **MTA Bridges & Tunnels Customer Satisfaction Survey**. Your answers are important and will help the authority serve the public better. All replies are strictly confidential and will be used only for this study.

Earn a chance to win a **CASH PRIZE** by returning your survey.

**2 GRAND PRIZES / 30 SECOND PRIZES:**  
\$500                      \$100

*The drawing will take place upon completion of the survey process and winners will be notified using the contact information given at the end of this survey form. Employees and families of the MTA and its constituent agencies and firms administering the survey are not eligible for the cash prize drawing.*

We ask that you complete this survey form as soon as possible and return it either by:

- Dropping it in any mailbox – postage free; or
- Answering the questions online at: <https://rsgresearch.com/MTASurvey>

Enter the password printed below to begin the online survey. If you would like help with the survey, please call toll-free 1-888-774-5980.

**PASSWORD:**



# E-ZPass Paper Survey – Front



**1. Please note the name of the tunnel or bridge printed on the cover.** In the past 30 days, how many times have you used this facility during each of the following time periods? Please write in the number of **one-way trips** you make at **each time of day**.

# trips in the last 30 days	Number of trips on WEEKDAYS	Number of trips on WEEKENDS
MORNING 6:00AM – 8:50AM		
MIDDAY 9:00AM – 3:59PM		
EVENING 4:00PM – 6:59PM		
NIGHT 7:00PM – 5:50AM		

**2. What is the ZIP Code where you live?**

**YOUR OPINION IS IMPORTANT!**  
Based on your use of this bridge or tunnel facility over the past 30 days, how satisfied or dissatisfied are you with various aspects of this facility's operation?  
Please answer **only for the bridge or tunnel shown on the cover**. Indicate your satisfaction with the following attributes using the 1-10 scale by circling one number. Circle "n/a" if the question does not apply to you.

**OVERALL SATISFACTION**

**3. Overall, how satisfied are you with the...**

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A						
• MTA bridge or tunnel shown on the cover	1	2	3	4	5	6	7	8	9	10	n/a

**SERVICE VALUE**

**4. How satisfied are you with the...**

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A						
• Availability of discount pricing options	1	2	3	4	5	6	7	8	9	10	n/a
• Variety of payment methods available	1	2	3	4	5	6	7	8	9	10	n/a
• Overall value for the money using the facility	1	2	3	4	5	6	7	8	9	10	n/a

**LIGHTING**

**5. How satisfied are you with the...**

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A						
• Level of lighting approaching and at the toll plaza	1	2	3	4	5	6	7	8	9	10	n/a
• Level of lighting on actual crossing	1	2	3	4	5	6	7	8	9	10	n/a
• Overall level of lighting at this facility	1	2	3	4	5	6	7	8	9	10	n/a

continue on to page 2

**SAFETY & SECURITY**

**6. How satisfied are you with the...**

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A						
• Availability of emergency road service	1	2	3	4	5	6	7	8	9	10	n/a
• Signs and roadway markings to improve traffic safety	1	2	3	4	5	6	7	8	9	10	n/a
• Width of lanes leading to and through toll plaza	1	2	3	4	5	6	7	8	9	10	n/a
• Enforcement of speed and traffic rules	1	2	3	4	5	6	7	8	9	10	n/a
• Uniformed security presence at this facility	1	2	3	4	5	6	7	8	9	10	n/a
• Safety from traffic accidents while driving on this facility	1	2	3	4	5	6	7	8	9	10	n/a
• Personal security while driving on this facility	1	2	3	4	5	6	7	8	9	10	n/a
• Overall safety and security at this facility	1	2	3	4	5	6	7	8	9	10	n/a

**ROAD SIGNS**

**7. How satisfied are you with the...**

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A						
• Ability to choose a proper lane when approaching the toll plaza	1	2	3	4	5	6	7	8	9	10	n/a
• Signs indicating what lanes to use	1	2	3	4	5	6	7	8	9	10	n/a
• Signs providing current roadway or construction information	1	2	3	4	5	6	7	8	9	10	n/a
• Overall usefulness of road signs at this facility	1	2	3	4	5	6	7	8	9	10	n/a

**ROAD CONDITIONS**

**8. How satisfied are you with the...**

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A						
• Condition of the road surface	1	2	3	4	5	6	7	8	9	10	n/a
• Road-handling when surface is wet	1	2	3	4	5	6	7	8	9	10	n/a
• Removal of snow in the winter	1	2	3	4	5	6	7	8	9	10	n/a
• Overall road conditions at this facility	1	2	3	4	5	6	7	8	9	10	n/a

**TOLL PLAZA OPERATIONS**

**9. How satisfied are you with the...**

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A						
• Courtesy and helpfulness of employees	1	2	3	4	5	6	7	8	9	10	n/a
• Speed of traveling through the toll plaza	1	2	3	4	5	6	7	8	9	10	n/a
• Overall performance of personnel at this facility's toll plaza	1	2	3	4	5	6	7	8	9	10	n/a

continue on to page 4

**EASE OF CROSSING**

**10. How satisfied are you with the...**

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A						
• Arrangement of toll plaza	1	2	3	4	5	6	7	8	9	10	n/a
• Number of lanes in operation	1	2	3	4	5	6	7	8	9	10	n/a
• Traffic on the facility during <i>rush hours</i>	1	2	3	4	5	6	7	8	9	10	n/a
• Traffic on the facility during <i>non-rush hours</i>	1	2	3	4	5	6	7	8	9	10	n/a
• Scheduling of construction to minimize delays	1	2	3	4	5	6	7	8	9	10	n/a
• Predictability of travel time on the facility during <i>rush hours</i>	1	2	3	4	5	6	7	8	9	10	n/a
• Predictability of travel time on the facility during <i>non-rush hours</i>	1	2	3	4	5	6	7	8	9	10	n/a
• Overall ease of crossing this facility	1	2	3	4	5	6	7	8	9	10	n/a

**APPEARANCE & CLEANLINESS**

**11. How satisfied are you with the...**

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A						
• Cleanliness of lanes in toll plaza	1	2	3	4	5	6	7	8	9	10	n/a
• Absence of graffiti	1	2	3	4	5	6	7	8	9	10	n/a
• Overall appearance and cleanliness of this facility	1	2	3	4	5	6	7	8	9	10	n/a

**TRAVELER INFORMATION SERVICES**

**12. How satisfied are you with the...**

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	NOT USE						
• Electronic signs displaying current travel times or construction information	1	2	3	4	5	6	7	8	9	10	d/u
• Email alerts about MTA Bridges and Tunnels	1	2	3	4	5	6	7	8	9	10	d/u
• Information available about MTA Bridges & Tunnels on the MTA website	1	2	3	4	5	6	7	8	9	10	d/u
• Travel time information available on the MTA website	1	2	3	4	5	6	7	8	9	10	d/u
• MTA B&T's Travel Time app	1	2	3	4	5	6	7	8	9	10	d/u
• Overall availability of information you need about this facility	1	2	3	4	5	6	7	8	9	10	d/u

**13. How do you prefer to receive real-time travel information about MTA bridges and tunnels?** *Please select all that apply.*

- MTA website
- Social media (e.g., Twitter, Facebook)
- The radio
- Email or text alert to my cell phone, computer, or tablet
- Another website
- A third party mobile app (e.g., Google Maps)
- Real-time variable message road signs
- Other, please specify: \_\_\_\_\_

continue on to page 5

**14. Do you use this crossing more or less often than you did during the same time last year?**

More often     About the same amount     Less often

**If less often**, how much influence do the following factors have on how frequently you use MTA Bridges and Tunnels?

	NO INFLUENCE AT ALL	MINOR INFLUENCE	MODERATE INFLUENCE	MAJOR INFLUENCE	DOES NOT APPLY						
• The price of gasoline	1	2	3	4	5	6	7	8	9	10	d/k
• The cost of tolls	1	2	3	4	5	6	7	8	9	10	d/k
• The amount of congestion on the crossings	1	2	3	4	5	6	7	8	9	10	d/k
• My personal situation (job, family, etc.)	1	2	3	4	5	6	7	8	9	10	d/k

**15. How many days per week do you typically use untolled city bridges or roads instead of THIS tolled crossing to get to your destination?**

I use only this crossing to get to my destination

I use untolled bridges/routes less than once per week

I use untolled bridges/routes 1 day per week

I use untolled bridges/routes 2-3 days per week

I use untolled bridges/routes 4 or more days per week

**16. How many days per week do you typically use transit instead of driving on this crossing?**

I only drive

I don't have a transit option

I take transit less than once per week

I take transit 1 day per week

I take transit 2-3 days per week

I take transit 4 or more days per week

**E-ZPASS SATISFACTION**

**17. Regarding E-ZPass, how satisfied are you with the...**

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A						
• Sign-up procedures and documentation	1	2	3	4	5	6	7	8	9	10	n/a
• E-ZPass statement accuracy	1	2	3	4	5	6	7	8	9	10	n/a
• Frequency of statement	1	2	3	4	5	6	7	8	9	10	n/a
• Usefulness of statement information	1	2	3	4	5	6	7	8	9	10	n/a
• Response of customer service center to inquiries	1	2	3	4	5	6	7	8	9	10	n/a
• Length of time on hold when calling customer service	1	2	3	4	5	6	7	8	9	10	n/a
• Reduction of waiting time at toll plaza	1	2	3	4	5	6	7	8	9	10	n/a
• Reliability of E-ZPass tag	1	2	3	4	5	6	7	8	9	10	n/a
• Discounts offered to E-ZPass users	1	2	3	4	5	6	7	8	9	10	n/a
• Access to your E-ZPass account online	1	2	3	4	5	6	7	8	9	10	n/a
• Information available on the E-ZPass website	1	2	3	4	5	6	7	8	9	10	n/a
• Locations of walk-in centers	1	2	3	4	5	6	7	8	9	10	n/a
• Ease of adding funds to your E-ZPass account	1	2	3	4	5	6	7	8	9	10	n/a
• Overall performance of E-ZPass	1	2	3	4	5	6	7	8	9	10	n/a

flip over to page 6



# Cash Paper Survey – Back

19. Did you know you can now use the reload card to add funds to an E-ZPass account with cash at local retail stores (no credit card or bank account necessary)?  
 Yes  No
20. Are you more likely to enroll in E-ZPass now that there is an option to use the reload card at local retail stores to add cash to your E-ZPass accounts?  
 Much more likely to enroll  No more likely to enroll  
 Somewhat more likely to enroll  I need more information to decide whether to enroll
21. MTA B&T introduced a new way to pay with E-ZPass. Pay Per Trip is a way to link your checking account to your E-ZPass accounts and pay only on the days when you use a bridge or tunnel. With this new option, are you more likely to enroll in E-ZPass?  
 Much more likely to enroll  No more likely to enroll  
 Somewhat more likely to enroll  I need more information to decide whether to enroll

## OVERALL IMPORTANCE

22. Based on your use of this facility, please rate each of the following areas on their overall importance to you.

Indicate the importance of the following attributes using the 1-10 scale by circling one number. Circle "n/a" if the question does not apply to you.

	1	2	3	4	5	6	7	8	9	10	n/a
• Service value of this facility											
• Lighting at this facility											
• Safety and security at this facility											
• Road signs in and around this facility											
• Road conditions at this facility											
• Toll plaza operations at this facility											
• Ease of crossing this facility											
• Appearance and cleanliness of this facility											
• Traveler information services for this facility											

## OTHER INFORMATION

23. Who usually pays for tolls, parking, and gas for your trips using this crossing?

Check only one circle in each row.

	TOLLS	PARKING	GAS
• TOLLS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• PARKING	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• GAS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. Do you have access to a company vehicle for travel to/from work?  
 Yes  No

continue on to page 7

## ABOUT YOU

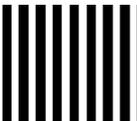
The following section will be used only to categorize your answers. All information will be kept strictly confidential.

25. Gender  
 Male  Female
26. Age \_\_\_\_\_ years
27. What is your approximate annual household income?  
 Less than \$15,000  \$100,000 - \$149,999  
 \$15,000 - \$24,999  \$150,000 - \$199,999  
 \$25,000 - \$49,999  \$200,000 - \$249,999  
 \$50,000 - \$74,999  \$250,000 - \$299,999  
 \$75,000 - \$99,999  \$300,000 and over
28. Do you have access to the Internet?  
 Yes  No
29. You do NOT have to provide us with your contact information to return this survey. However, if you wish to be entered into the cash prize drawing, we need your contact information below. This information is confidential and will be used only to contact you if you are a winner.  
 Name: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Phone: (\_\_\_\_) \_\_\_\_\_
30. In the event that you don't win one of the prizes, may we still contact you for future MTA Bridges and Tunnels research?  
 Yes  No
31. If you have any additional comments, please write them below:  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Thank you very much for your time!



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## 2014 MTA BRIDGES & TUNNELS CUSTOMER SATISFACTION SURVEY

CASH CUSTOMERS

You have been selected to participate in the MTA Bridges & Tunnels Customer Satisfaction Survey. Your answers are important and will help the authority serve the public better. All replies are strictly confidential and will be used only for this study.

Earn a chance to win a CASH PRIZE by returning your survey.  
**2 GRAND PRIZES / 30 SECOND PRIZES:**  
 \$500 \$100

The drawing will take place upon completion of the survey process and winners will be notified using the contact information given at the end of this survey form. Employees and families of the MTA and its constituent agencies and firms administering the survey are not eligible for the cash prize drawing.

We ask that you complete this survey form as soon as possible and return it either by:

- Dropping it in any mailbox – postage free; or
- Answering the questions online at: <https://rsgresearch.com/MTASurvey>

Enter the password printed below to begin the online survey. If you would like help with the survey, please call toll-free 1-888-774-5980.

PASSWORD:



# Cash Paper Survey – Front



**1. Please note the name of the tunnel or bridge printed on the cover.** In the past 30 days, how many times have you used this facility during each of the following time periods? Please write in the number of **one-way trips** you make at **each time of day**.

# trips in the last 30 days	Number of trips on WEEKDAYS	Number of trips on WEEKENDS
MORNING 6:00AM – 8:59AM		
MIDDAY 9:00AM – 3:59PM		
EVENING 4:00PM – 6:59PM		
NIGHT 7:00PM – 5:59AM		

**2. What is the ZIP Code where you live?**

**YOUR OPINION IS IMPORTANT!**  
Based on your use of this bridge or tunnel facility over the past 30 days, how satisfied or dissatisfied are you with various aspects of this facility's operation?  
Please answer **only** for the bridge or tunnel shown on the cover. Indicate your satisfaction with the following attributes using the 1-10 scale by circling one number. Circle "n/a" if the question does not apply to you.

### OVERALL SATISFACTION

**3. Overall, how satisfied are you with the...**

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A
• MTA bridge or tunnel shown on the cover	1 2 3 4 5 6 7 8 9 10				n/a

### SERVICE VALUE

**4. How satisfied are you with the...**

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A
• Overall value for the money using the facility	1 2 3 4 5 6 7 8 9 10				n/a

### LIGHTING

**5. How satisfied are you with the...**

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A
• Level of lighting approaching and at the toll plaza	1 2 3 4 5 6 7 8 9 10				n/a
• Level of lighting on actual crossing	1 2 3 4 5 6 7 8 9 10				n/a
• Overall level of lighting at this facility	1 2 3 4 5 6 7 8 9 10				n/a

2 continue on to page 3

### SAFETY & SECURITY

**6. How satisfied are you with the...**

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A
• Availability of emergency road service	1 2 3 4 5 6 7 8 9 10				n/a
• Signs and roadway markings to improve traffic safety	1 2 3 4 5 6 7 8 9 10				n/a
• Width of lanes leading to and through toll plaza	1 2 3 4 5 6 7 8 9 10				n/a
• Enforcement of speed and traffic rules	1 2 3 4 5 6 7 8 9 10				n/a
• Uniformed security presence at this facility	1 2 3 4 5 6 7 8 9 10				n/a
• Safety from traffic accidents while driving on this facility	1 2 3 4 5 6 7 8 9 10				n/a
• Personal security while driving on this facility	1 2 3 4 5 6 7 8 9 10				n/a
• Overall safety and security at this facility	1 2 3 4 5 6 7 8 9 10				n/a

### ROAD SIGNS

**7. How satisfied are you with the...**

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A
• Ability to choose a proper lane when approaching the toll plaza	1 2 3 4 5 6 7 8 9 10				n/a
• Signs indicating what lanes to use	1 2 3 4 5 6 7 8 9 10				n/a
• Signs providing current roadway or construction information	1 2 3 4 5 6 7 8 9 10				n/a
• Overall usefulness of road signs at this facility	1 2 3 4 5 6 7 8 9 10				n/a

### ROAD CONDITIONS

**8. How satisfied are you with the...**

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A
• Condition of the road surface	1 2 3 4 5 6 7 8 9 10				n/a
• Road-handling when surface is wet	1 2 3 4 5 6 7 8 9 10				n/a
• Removal of snow in the winter	1 2 3 4 5 6 7 8 9 10				n/a
• Overall road conditions at this facility	1 2 3 4 5 6 7 8 9 10				n/a

### TOLL PLAZA OPERATIONS

**9. How satisfied are you with the...**

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A
• Courtesy and helpfulness of employees	1 2 3 4 5 6 7 8 9 10				n/a
• Speed in completing the toll transaction	1 2 3 4 5 6 7 8 9 10				n/a
• Overall performance of personnel at this facility's toll plaza	1 2 3 4 5 6 7 8 9 10				n/a

3 continue on to page 4

### EASE OF CROSSING

**10. How satisfied are you with the...**

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A
• Arrangement of toll plaza	1 2 3 4 5 6 7 8 9 10				n/a
• Number of tollbooths in operation	1 2 3 4 5 6 7 8 9 10				n/a
• Speed and operation of toll collection	1 2 3 4 5 6 7 8 9 10				n/a
• Traffic on the facility during <i>rush hours</i>	1 2 3 4 5 6 7 8 9 10				n/a
• Traffic on the facility during <i>non-rush hours</i>	1 2 3 4 5 6 7 8 9 10				n/a
• Scheduling of construction to minimize delays	1 2 3 4 5 6 7 8 9 10				n/a
• Predictability of travel time on the facility during <i>rush hours</i>	1 2 3 4 5 6 7 8 9 10				n/a
• Predictability of travel time on the facility during <i>non-rush hours</i>	1 2 3 4 5 6 7 8 9 10				n/a
• Overall ease of crossing this facility	1 2 3 4 5 6 7 8 9 10				n/a

### APPEARANCE & CLEANLINESS

**11. How satisfied are you with the...**

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A
• Cleanliness of lanes in toll plaza	1 2 3 4 5 6 7 8 9 10				n/a
• Absence of graffiti	1 2 3 4 5 6 7 8 9 10				n/a
• Overall appearance and cleanliness of this facility	1 2 3 4 5 6 7 8 9 10				n/a

### TRAVELER INFORMATION SERVICES

**12. How satisfied are you with the...**

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	NOT USED
• Electronic signs displaying current travel times or construction information	1 2 3 4 5 6 7 8 9 10				d/u
• Email alerts about MTA Bridges and Tunnels	1 2 3 4 5 6 7 8 9 10				d/u
• Information available about MTA Bridges & Tunnels on the MTA website	1 2 3 4 5 6 7 8 9 10				d/u
• Travel time information available on the MTA website	1 2 3 4 5 6 7 8 9 10				d/u
• MTA B&T's Travel Time app	1 2 3 4 5 6 7 8 9 10				d/u
• Overall availability of information you need about this facility	1 2 3 4 5 6 7 8 9 10				d/u

**13. How do you prefer to receive real-time travel information about MTA bridges and tunnels?** *Please select all that apply.*

<input type="checkbox"/> MTA website	<input type="checkbox"/> Another website
<input type="checkbox"/> Social media (e.g., Twitter, Facebook)	<input type="checkbox"/> A third party mobile app (e.g., Google Maps)
<input type="checkbox"/> The radio	<input type="checkbox"/> Real-time variable message road signs
<input type="checkbox"/> Email or text alert to my cell phone, computer, or tablet	
<input type="checkbox"/> Other, please specify: _____	

4 continue on to page 5

**14. Do you use this crossing more or less often than you did during the same time last year?**

More often  About the same amount  Less often

If **less often**, how much influence do the following factors have on how frequently you use MTA Bridges and Tunnels?

	NO INFLUENCE AT ALL	MINOR INFLUENCE	MODERATE INFLUENCE	MAJOR INFLUENCE	DOES NOT APPLY
• The price of gasoline	1 2 3 4 5 6 7 8 9 10				d/k
• The cost of tolls	1 2 3 4 5 6 7 8 9 10				d/k
• The amount of congestion on the crossings	1 2 3 4 5 6 7 8 9 10				d/k
• My personal situation (job, family, etc.)	1 2 3 4 5 6 7 8 9 10				d/k

**15. How many days per week do you typically use untolled city bridges or roads instead of THIS tolled crossing to get to your destination?**

- I use only this crossing to get to my destination
- I use untolled bridges/routes less than once per week
- I use untolled bridges/routes 1 day per week
- I use untolled bridges/routes 2-3 days per week
- I use untolled bridges/routes 4 or more days per week

**16. How many days per week do you typically use transit instead of driving on this crossing?**

- I only drive
- I take transit 1 day per week
- I don't have a transit option
- I take transit 2-3 days per week
- I take transit 4 or more days per week
- I take transit less than once per week

### E-ZPASS QUESTIONS

**17. Have you considered purchasing an E-ZPass On-The-Go tag at the toll plaza?**

- Yes
- No
- Not sure what E-ZPass On-The-Go is
- I didn't know you could buy E-ZPass On-The-Go at the toll plaza

**18. Have you ever had an E-ZPass, but decided to stop using it?**

- Yes
- No
- Don't Know

If **yes**, why did you stop using it? *Please select all that apply.*

- My E-ZPass tag was lost or stolen
- I use tolled bridges and tunnels less frequently
- Billing issues
- The automatic replenishment amounts were too high
- I personally prefer to not use E-ZPass
- Other, please specify: \_\_\_\_\_

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# Tolls by Mail Paper Survey – Back

23. How convenient is it for you to pay your bill?
- Very convenient
  - Somewhat convenient
  - Somewhat inconvenient
  - Very inconvenient
24. Which of the following best describes how you feel about All-Electronic Tolling at the Henry Hudson Bridge?
- Strongly favor
  - Somewhat favor
  - Neutral
  - Somewhat oppose
  - Strongly oppose
25. How likely are you to start using E-ZPass now that the Henry Hudson Bridge has All-Electronic Tolling?
- Very likely
  - Somewhat likely
  - Neutral
  - Somewhat unlikely
  - Very unlikely
26. MTA B&T introduced a new way to pay with E-ZPass. Pay Per Trip is a way to link your checking account to your E-ZPass accounts and pay only on the days when you use a bridge or tunnel. With this new option, are you more likely to enroll in E-ZPass?
- Much more likely to enroll
  - Somewhat more likely to enroll
  - No more likely to enroll
  - I need more information to decide whether to enroll

## OVERALL IMPORTANCE

27. Based on your use of this facility, please rate each of the following areas on their overall importance to you.

Indicate the importance of the following attributes using the 1-10 scale by circling one number. Circle "n/a" if the question does not apply to you.

	1	2	3	4	5	6	7	8	9	10	n/a
• Service value of this facility											
• Lighting at this facility											
• Safety and security at this facility											
• Road signs in and around this facility											
• Road conditions at this facility											
• Ease of crossing this facility											
• Appearance and cleanliness of this facility											
• Traveler information services for this facility											

## OTHER INFORMATION

28. Who usually pays for tolls, parking, and gas for your trips using this crossing?

Check only one circle in each row.

	TOLLS	PARKING	GAS
• TOLLS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• PARKING	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• GAS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

continue on to page 7

29. Do you have access to a company vehicle for travel to/from work?
- Yes
  - No

## ABOUT YOU

The following section will be used only to categorize your answers. All information will be kept strictly confidential.

30. Gender  Male  Female
31. Age \_\_\_\_\_ years
32. What is your approximate annual household income?
- Less than \$15,000
  - \$15,000 - \$24,999
  - \$25,000 - \$49,999
  - \$50,000 - \$74,999
  - \$75,000 - \$99,999
  - \$100,000 - \$149,999
  - \$150,000 - \$199,999
  - \$200,000 - \$249,999
  - \$250,000 - \$299,999
  - \$300,000 and over
33. Do you have access to the Internet?
- Yes
  - No
34. You do NOT have to provide us with your contact information to return this survey. However, if you wish to be entered into the cash prize drawing, we need your contact information below. This information is confidential and will be used only to contact you if you are a winner.
- Name: \_\_\_\_\_
- Email: \_\_\_\_\_
- Phone: (\_\_\_\_) \_\_\_\_\_
35. In the event that you don't win one of the prizes, may we still contact you for future MTA Bridges and Tunnels research?
- Yes
  - No
36. If you have any additional comments, please write them below:
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Thank you very much for your time!



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## 2014 MTA BRIDGES & TUNNELS CUSTOMER SATISFACTION SURVEY

TOLLS BY MAIL CUSTOMERS

You have been selected to participate in the MTA Bridges & Tunnels Customer Satisfaction Survey. Your answers are important and will help the authority serve the public better. All replies are strictly CONFIDENTIAL and will be used only for this study.

Earn a chance to win a **CASH PRIZE** by returning your survey.

**2 GRAND PRIZES / 30 SECOND PRIZES:**  
\$500
\$100

*The drawing will take place upon completion of the survey process and winners will be notified using the contact information given at the end of this survey form. Employees and families of the MTA and its constituent agencies and firms administering the survey are not eligible for the cash prize drawing.*

We ask that you complete this survey form as soon as possible and return it either by:

- Dropping it in any mailbox – postage free; or
- Answering the questions online at: <https://rsgresearch.com/MTASurvey>

Enter the password printed below to begin the online survey. If you would like help with the survey, please call toll-free 1-888-774-5980.

**PASSWORD:**

# Tolls by Mail Paper Survey – Front



1. In the past 30 days, how many times have you used the **Henry Hudson Bridge** during each of the following time periods? Please write in the number of **one-way trips** you make at **each time of day**.

# trips in the last 30 days	Number of trips on	
	WEEKDAYS	WEEKENDS
MORNING 6:00AM – 8:59AM	<input type="text"/>	<input type="text"/>
MIDDAY 9:00AM – 3:59PM	<input type="text"/>	<input type="text"/>
EVENING 4:00PM – 6:59PM	<input type="text"/>	<input type="text"/>
NIGHT 7:00PM – 5:59AM	<input type="text"/>	<input type="text"/>

2. What is the ZIP Code where you live?

**YOUR OPINION IS IMPORTANT!**  
Based on your use of the Henry Hudson Bridge over the past 30 days, how satisfied or dissatisfied are you with various aspects of this facility's operation? Please answer **only for the Henry Hudson Bridge**.  
Indicate your satisfaction with the following attributes using the 1-10 scale by circling one number. Circle "n/a" if the question does not apply to you.

**OVERALL SATISFACTION**

3. Overall, how satisfied are you with the...  
- Henry Hudson Bridge

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A						
	1	2	3	4	5	6	7	8	9	10	n/a

**SERVICE VALUE**

4. How satisfied are you with the...  
- Variety of payment methods available  
- Overall value for the money using the facility

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A						
	1	2	3	4	5	6	7	8	9	10	n/a

**LIGHTING**

5. How satisfied are you with the...  
- Level of lighting approaching and at the toll plaza  
- Level of lighting on actual crossing  
- Overall level of lighting at this facility

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A						
	1	2	3	4	5	6	7	8	9	10	n/a

2 continue on to page 3

**SAFETY & SECURITY**

6. How satisfied are you with the...  
- Availability of emergency road service  
- Signs and roadway markings to improve traffic safety  
- Width of lanes leading to and through toll plaza  
- Enforcement of speed and traffic rules  
- Uniformed security presence at this facility  
- Safety from traffic accidents while driving on this facility  
- Overall safety and security at this facility

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A						
	1	2	3	4	5	6	7	8	9	10	n/a

**ROAD SIGNS**

7. How satisfied are you with the...  
- Signs indicating what lanes to use  
- Signs providing current roadway or construction information  
- Overall usefulness of road signs at this facility

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A						
	1	2	3	4	5	6	7	8	9	10	n/a

**ROAD CONDITIONS**

8. How satisfied are you with the...  
- Condition of the road surface  
- Road-handling when surface is wet  
- Removal of snow in the winter  
- Overall road conditions at this facility

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A						
	1	2	3	4	5	6	7	8	9	10	n/a

**EASE OF CROSSING**

9. How satisfied are you with the...  
- Traffic on the facility during *rush hours*  
- Traffic on the facility during *non-rush hours*  
- Travel experience across the bridge now that All-Electronic Tolling has been implemented  
- Scheduling of construction to minimize delays  
- Predictability of travel time on the facility during *rush hours*  
- Predictability of travel time on the facility during *non-rush hours*  
- Overall ease of crossing this facility

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A						
	1	2	3	4	5	6	7	8	9	10	n/a

3 continue on to page 4

**APPEARANCE & CLEANLINESS**

10. How satisfied are you with the...  
- Cleanliness of lanes in toll plaza  
- Absence of graffiti  
- Overall appearance and cleanliness of this facility

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A						
	1	2	3	4	5	6	7	8	9	10	n/a

**TRAVELER INFORMATION SERVICES**

11. How satisfied are you with the...  
- Electronic signs displaying current travel times or construction information  
- Email alerts about MTA Bridges and Tunnels  
- Information available about MTA Bridges & Tunnels on the MTA website  
- Information about Tolls by Mail on the E-ZPass website  
- Travel time information available on the MTA website  
- MTA B&T's Travel Time app  
- Overall availability of information you need about this facility

	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	VERY SATISFIED	N/A						
	1	2	3	4	5	6	7	8	9	10	d/u

12. How do you prefer to receive real-time travel information about MTA bridges and tunnels? *Please select all that apply.*

	NO INFLUENCE AT ALL	MINOR INFLUENCE	MODERATE INFLUENCE	MAJOR INFLUENCE	DO NOT KNOW						
- MTA website	1	2	3	4	5	6	7	8	9	10	d/k
- Another website	1	2	3	4	5	6	7	8	9	10	d/k
- Social media (e.g., Twitter, Facebook)	1	2	3	4	5	6	7	8	9	10	d/k
- A third party mobile app (e.g., Google Maps)	1	2	3	4	5	6	7	8	9	10	d/k
- The radio	1	2	3	4	5	6	7	8	9	10	d/k
- Real-time variable message road signs	1	2	3	4	5	6	7	8	9	10	d/k
- Email or text alert to my cell phone, computer, or tablet	1	2	3	4	5	6	7	8	9	10	d/k
- Other, please specify: _____	1	2	3	4	5	6	7	8	9	10	d/k

13. Do you use this crossing more or less often than you did during the same time last year?  
o More often    o About the same amount    o Less often

If **less often**, how much influence do the following factors have on how frequently you use MTA Bridges and Tunnels?

	NO INFLUENCE AT ALL	MINOR INFLUENCE	MODERATE INFLUENCE	MAJOR INFLUENCE	DO NOT KNOW						
- The price of gasoline	1	2	3	4	5	6	7	8	9	10	d/k
- The cost of tolls	1	2	3	4	5	6	7	8	9	10	d/k
- The amount of congestion on the crossings	1	2	3	4	5	6	7	8	9	10	d/k
- My personal situation (job, family, etc.)	1	2	3	4	5	6	7	8	9	10	d/k

4 continue on to page 5

14. How many days per week do you typically use **untolled city bridges or roads** instead of THIS tolled crossing to get to your destination?  
o I use only this crossing to get to my destination  
o I use untolled bridges/routes less than once per week  
o I use untolled bridges/routes 1 day per week  
o I use untolled bridges/routes 2-3 days per week  
o I use untolled bridges/routes 4 or more days per week

15. How many days per week do you typically use **transit** instead of driving on this crossing?  
o I only drive  
o I don't have a transit option  
o I take transit less than once per week  
o I take transit 1 day per week  
o I take transit 2-3 days per week  
o I take transit 4 or more days per week

**TOLLS BY MAIL QUESTIONS**

16. How many toll bills have you received from crossing the Henry Hudson Bridge?  
o Only one  
o Between 2 and 5 toll bills  
o More than 5 toll bills

17. Which payment method did/will you use to pay your most recent toll bill?  
o Credit card    o Bank Account Debit (ACH)  
o Debit card    o Cash  
o Check or money order

18. How did/will you pay your most recent toll bill?  
o Online    o At a walk in center  
o By mail    o Retailer/kiosk  
o Over the phone

19. Is the toll bill easy to read and understand?  
o Yes    o No  
If no, what parts are the most difficult to understand? \_\_\_\_\_

20. Are you satisfied with the amount of time it took to receive your toll bill?  
o Yes    o No  
If no, how many days would be satisfactory? \_\_\_\_\_ days

21. If you have received more than one toll bill, which payment method did you use to pay your **first** toll bill?  
o Credit card    o Bank Account Debit (ACH)  
o Debit card    o Cash  
o Check or money order    o I have received only one toll bill

22. If you have received more than one toll bill, how did you pay your **first** toll bill?  
o Online    o At a walk in center  
o By mail    o Retailer/kiosk  
o Over the phone    o I have received only one toll bill

5 flip over to page 6



# Smaller Tolls by Mail Paper Survey – Back

Created to fit in toll bill envelope for CT mailings

23. How convenient is it for you to pay your bill?
- Very convenient       Somewhat inconvenient  
 Somewhat convenient       Very inconvenient

24. Which of the following best describes how you feel about All-Electronic Tolling at the Henry Hudson Bridge?
- Strongly favor       Somewhat oppose  
 Somewhat favor       Strongly oppose  
 Neutral

25. How likely are you to start using E-ZPass now that the Henry Hudson Bridge has All-Electronic Tolling?
- Very likely       Somewhat unlikely  
 Somewhat likely       Very unlikely  
 Neutral

### OVERALL IMPORTANCE

26. Based on your use of this facility, please rate each of the following areas on their overall importance to you.

Indicate the importance of the following attributes using the 1-10 scale by circling one number. Circle "n/a" if the question does not apply to you.

	1	2	3	4	5	6	7	8	9	10	n/a
• Service value of this facility											
• Lighting at this facility											
• Safety and security at this facility											
• Road signs in and around this facility											
• Road conditions at this facility											
• Ease of crossing this facility											
• Appearance and cleanliness of this facility											
• Traveler information services for this facility											

### OTHER INFORMATION

27. Who usually pays for tolls, parking, and gas for your trips using this crossing?

Check only one circle in each row.

	TYPICAL COMMUTER	WORKER/OPERATOR	PERSONAL COMMUTER
• TOLLS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• PARKING	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• GAS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

28. Do you have access to a company vehicle for travel to/from work?
- Yes       No

### ABOUT YOU

The following section will be used only to categorize your answers. All information will be kept strictly confidential.

29. Gender  
 Male       Female
30. Age \_\_\_\_\_ years
31. What is your approximate annual household income?  
 Less than \$15,000       \$100,000 - \$149,999  
 \$15,000 - \$24,999       \$150,000 - \$199,999  
 \$25,000 - \$49,999       \$200,000 - \$249,999  
 \$50,000 - \$74,999       \$250,000 - \$299,999  
 \$75,000 - \$99,999       \$300,000 and over

32. Do you have access to the Internet?  
 Yes       No

33. You do NOT have to provide us with your contact information to return this survey. However, if you wish to be entered into the cash prize drawing, we need your contact information below. This information is confidential and will be used only to contact you if you are a winner.

Name: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Phone: (\_\_\_\_) \_\_\_\_\_

34. In the event that you don't win one of the prizes, may we still contact you for future MTA Bridges and Tunnels research?  
 Yes       No

35. If you have any additional comments, please write them below:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Thank you very much for your time!



BUSINESS REPLY MAIL  
 FIRST-CLASS MAIL PERMIT NO. 1113 CHICAGO, IL

POSTAGE WILL BE PAID BY ADDRESSEE

C/O MTA B&T CUSTOMER SATISFACTION SURVEY  
 TAB SERVICE COMPANY  
 310 S RACINE AVE STE 65  
 CHICAGO IL 60607-9923



## 2014 MTA BRIDGES & TUNNELS CUSTOMER SATISFACTION SURVEY

TOLLS BY MAIL CUSTOMERS

You have been selected to participate in the MTA Bridges & Tunnels Customer Satisfaction Survey. Your answers are important and will help the authority serve the public better. All replies are strictly **CONFIDENTIAL** and will be used only for this study.

Earn a chance to win a **CASH PRIZE** by returning your survey.

**2 GRAND PRIZES / 30 SECOND PRIZES:**  
\$500 \$100

*The drawing will take place upon completion of the survey process and winners will be notified using the contact information given at the end of this survey form. Employees and families of the MTA and its constituent agencies and firms administering the survey are not eligible for the cash prize drawing.*

We ask that you complete this survey form as soon as possible and return it either by:

- Dropping it in any mailbox – postage free; or
- Answering the questions online at: <https://rsgresearch.com/MTASurvey>

Enter the password printed below to begin the online survey. If you would like help with the survey, please call toll-free 1-888-774-5980.

**PASSWORD:**



# Smaller Tolls by Mail Paper Survey – Front

Created to fit in toll bill envelope for CT mailings

## 2014 MTA BRIDGES & TUNNELS CUSTOMER SATISFACTION SURVEY

1. In the past 30 days, how many times have you used the **Henry Hudson Bridge** during each of the following time periods? Please write in the number of **one-way trips** you make at **each time of day**.

# trips in last 30 days	WEEKDAYS	WEEKENDS
MORNING 6:00AM – 8:59AM		
MIDDAY 9:00AM – 3:59PM		
EVENING 4:00PM – 6:59PM		
NIGHT 7:00PM – 5:59AM		

2. What is the ZIP Code where you live? \_\_\_\_\_

**YOUR OPINION IS IMPORTANT!**  
Based on your use of the Henry Hudson Bridge over the past 30 days, how satisfied or dissatisfied are you with various aspects of this facility's operation?  
Please answer **only** for the Henry Hudson Bridge.  
Indicate your satisfaction with the following attributes using the 1-10 scale by circling one number. Circle "n/a" if the question does not apply to you.

**OVERALL SATISFACTION**

3. Overall, how satisfied are you with the...  
Henry Hudson Bridge 1 2 3 4 5 6 7 8 9 10 n/a

**SERVICE VALUE**

4. How satisfied are you with the...  
Variety of payment methods available 1 2 3 4 5 6 7 8 9 10 n/a  
Overall value for the money using the facility 1 2 3 4 5 6 7 8 9 10 n/a

**LIGHTING**

5. How satisfied are you with the...  
Level of lighting approaching and at the toll plaza 1 2 3 4 5 6 7 8 9 10 n/a  
Level of lighting on actual crossing 1 2 3 4 5 6 7 8 9 10 n/a  
Overall level of lighting at this facility 1 2 3 4 5 6 7 8 9 10 n/a

**SAFETY & SECURITY**

6. How satisfied are you with the...  
Availability of emergency road service 1 2 3 4 5 6 7 8 9 10 n/a  
Signs and roadway markings to improve traffic safety 1 2 3 4 5 6 7 8 9 10 n/a  
Width of lanes leading to and through toll plaza 1 2 3 4 5 6 7 8 9 10 n/a  
Enforcement of speed and traffic rules 1 2 3 4 5 6 7 8 9 10 n/a  
Uniformed security presence at this facility 1 2 3 4 5 6 7 8 9 10 n/a  
Safety from traffic accidents while driving on this facility 1 2 3 4 5 6 7 8 9 10 n/a  
Overall safety and security at this facility 1 2 3 4 5 6 7 8 9 10 n/a

**ROAD SIGNS**

7. How satisfied are you with the...  
Signs indicating what lanes to use 1 2 3 4 5 6 7 8 9 10 n/a  
Signs providing current roadway or construction information 1 2 3 4 5 6 7 8 9 10 n/a  
Overall usefulness of road signs at this facility 1 2 3 4 5 6 7 8 9 10 n/a

**ROAD CONDITIONS**

8. How satisfied are you with the...  
Condition of the road surface 1 2 3 4 5 6 7 8 9 10 n/a  
Road-handling when surface is wet 1 2 3 4 5 6 7 8 9 10 n/a  
Removal of snow in the winter 1 2 3 4 5 6 7 8 9 10 n/a  
Overall road conditions at this facility 1 2 3 4 5 6 7 8 9 10 n/a

**EASE OF CROSSING**

9. How satisfied are you with the...  
Traffic on the facility during rush hours 1 2 3 4 5 6 7 8 9 10 n/a  
Traffic on the facility during non-rush hours 1 2 3 4 5 6 7 8 9 10 n/a  
Travel experience across the bridge now that All-Electronic Tolling has been implemented 1 2 3 4 5 6 7 8 9 10 n/a  
Scheduling of construction to minimize delays 1 2 3 4 5 6 7 8 9 10 n/a  
Predictability of travel time on the facility during rush hours 1 2 3 4 5 6 7 8 9 10 n/a  
Predictability of travel time on the facility during non-rush hours 1 2 3 4 5 6 7 8 9 10 n/a  
Overall ease of crossing this facility 1 2 3 4 5 6 7 8 9 10 n/a

**APPEARANCE & CLEANLINESS**

10. How satisfied are you with the...  
Cleanliness of lanes in toll plaza 1 2 3 4 5 6 7 8 9 10 n/a  
Absence of graffiti 1 2 3 4 5 6 7 8 9 10 n/a  
Overall appearance and cleanliness of this facility 1 2 3 4 5 6 7 8 9 10 n/a

**TRAVELER INFORMATION SERVICES**

11. How satisfied are you with the...  
Electronic signs displaying current travel times or construction information 1 2 3 4 5 6 7 8 9 10 d/u  
Email alerts about MTA Bridges and Tunnels 1 2 3 4 5 6 7 8 9 10 d/u  
Information available about MTA Bridges & Tunnels on the MTA website 1 2 3 4 5 6 7 8 9 10 d/u  
Information about Tolls by Mail on the MTA website 1 2 3 4 5 6 7 8 9 10 d/u  
Information about Tolls by Mail on the E-ZPass website 1 2 3 4 5 6 7 8 9 10 d/u  
Travel time information available on the MTA website 1 2 3 4 5 6 7 8 9 10 d/u  
MTA B&T's Travel Time app 1 2 3 4 5 6 7 8 9 10 d/u  
Overall availability of information you need about this facility 1 2 3 4 5 6 7 8 9 10 d/u

12. How do you prefer to receive real-time travel information about MTA bridges and tunnels? *Please select all that apply.*  
 MTA website  Another website  
 Social media (e.g. Twitter, Facebook)  The radio  
 A third party mobile app (e.g. Google Maps)  
 Real-time variable message road signs  
 Email or text alert to my cell phone, computer, or tablet  
 Other, please specify: \_\_\_\_\_

13. Do you use this crossing more or less often than you did during the same time last year?  
 More often  About the same amount  Less often

If **less often**, how much influence do the following factors have on how frequently you use MTA Bridges and Tunnels?

Factor	1	2	3	4	5	6	7	8	9	10	d/k	
The price of gasoline												
The cost of tolls												
The amount of congestion on the crossings												
My personal situation (job, family, etc.)												

14. How many days per week do you typically use untolled city bridges or roads instead of THIS tolled crossing to get to your destination?  
 I use only this crossing to get to my destination  
 I use untolled bridges/routes less than once per week  
 I use untolled bridges/routes 1 day per week  
 I use untolled bridges/routes 2-3 days per week  
 I use untolled bridges/routes 4 or more days per week

15. How many days per week do you typically use transit instead of driving on this crossing?  
 I only drive  I take transit 1 day per week  
 I don't have a transit option  I take transit 2-3 days per week  
 I take transit less than once per week  I take transit 4 or more days per week

### TOLLS BY MAIL QUESTIONS

16. How many toll bills have you received from crossing the Henry Hudson Bridge?  
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17. Which payment method did/will you use to pay your most recent toll bill?  
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 Online  At a walk in center  
 By mail  Retailer/kiosk  
 Over the phone

19. Is the toll bill easy to read and understand?  
 Yes  No  
 If no, what parts are the most difficult to understand? \_\_\_\_\_

20. Are you satisfied with the amount of time it took to receive your toll bill?  
 Yes  No  
 If no, how many days would be satisfactory? \_\_\_\_\_ days

21. If you have received more than one toll bill, which payment method did you use to pay your first toll bill?  
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 Debit card  Cash  
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 Online  At a walk in center  
 By mail  Retailer/kiosk  
 Over the phone  I have received only one toll bill

