

Customer
Satisfaction
Survey & COVID
Study for all MTA
Transit Services

Fall 2021
Customers Count

November 17, 2021



Don't be shy

Take the MTA Customers Count survey and help us improve transit service for you.



MTA's largest and first all-transit agency e-survey

- September 20 through October 4, 2021.
- Survey offered in nine languages.
- Nearly 123,000 current and lapsed customers responded to the survey.



WFH, but work locations are open

- More than 80% of lapsed MTA customers reported that their work locations never closed, have re-opened or will be re-opening.

Personal security and COVID concerns

- Lapsed customers cited crime and harassment/personal security, cleanliness and disinfection efforts/health as very important factors as they considered returning to transit.

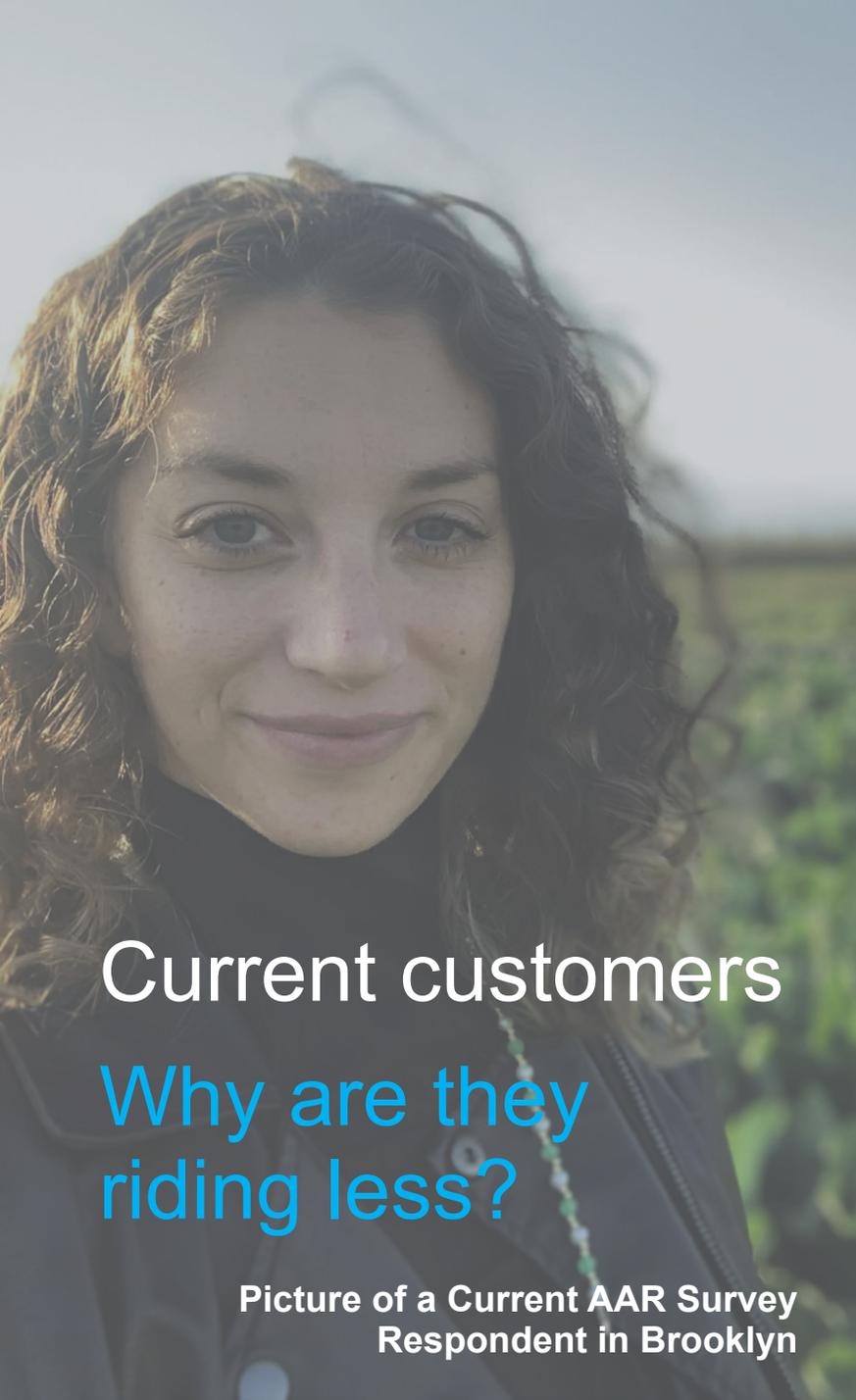
Using different mode than pre-COVID

- Subway (41%), Local Bus (42%), and Express Bus (17%) customers reported using different modes, cars, FHVs, bikes.

Lapsed customers
Why aren't they
riding like they
used to?

Picture of a Lapsed Express Bus
Survey Respondent in Staten Island





Current customers

Why are they
riding less?

Picture of a Current AAR Survey
Respondent in Brooklyn

WFH, but taking discretionary trips

- More trips: shopping, dining, visiting friends, going to medical appointments.

Using different travel modes

- About one-third of Subway (36%) and Local Bus (35%) current customers who are using the subway less reported traveling differently.

Service-related attributes

- Among current Subway, Bus, and SIR customers riding less and using alternative modes, a major reason cited was that MTA services were unreliable – unpredictable travel times and unexpected delays.



Welcome Back Campaign



Our customers
spoke

We're listening
and taking action



Waiting time & travel time are areas to improve.

MTA is hiring drivers and crews as fast
as possible and working with NYC DOT
to expand bus priority citywide.

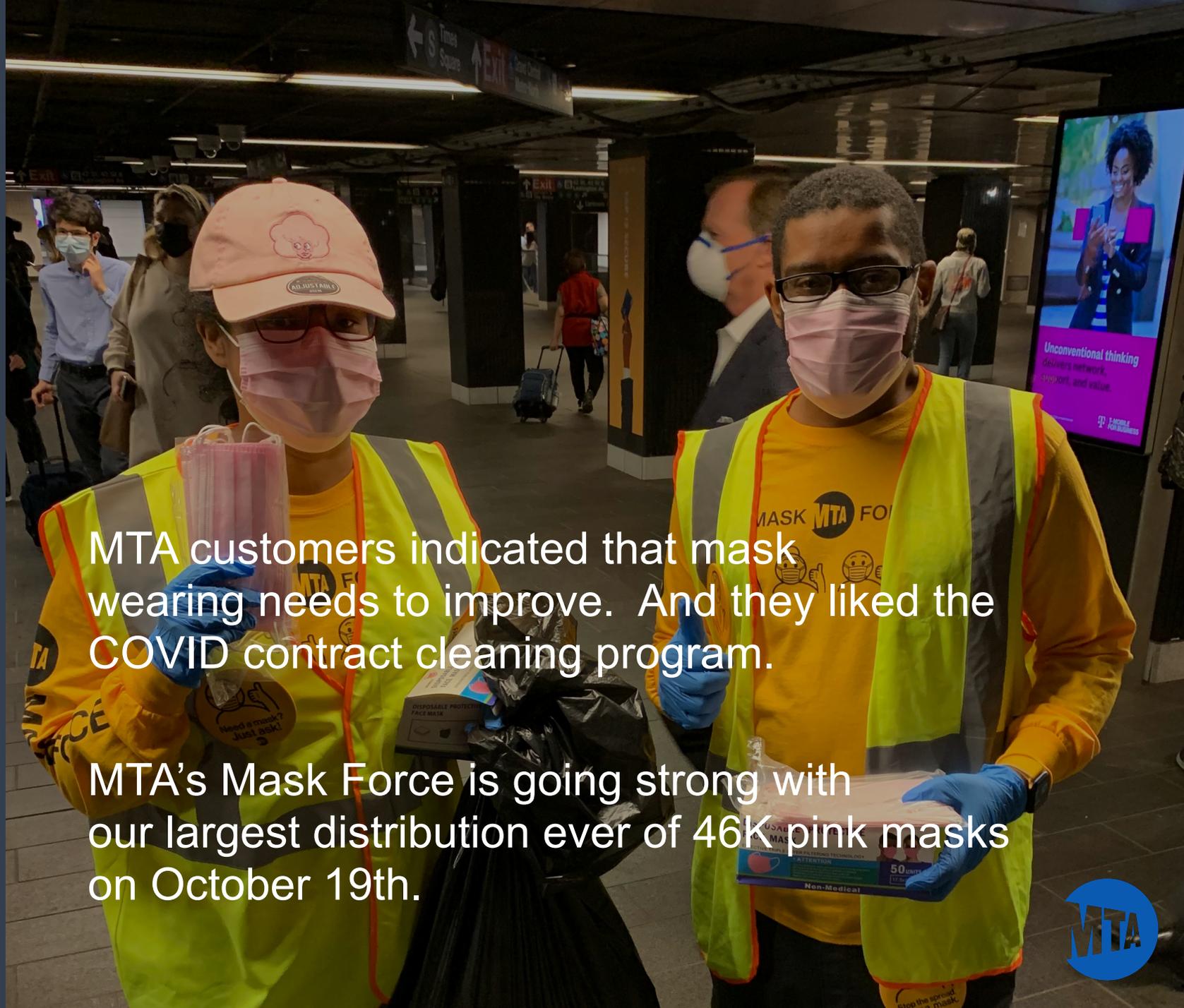


Our customers spoke

We're listening and taking action

MTA customers indicated that mask wearing needs to improve. And they liked the COVID contract cleaning program.

MTA's Mask Force is going strong with our largest distribution ever of 46K pink masks on October 19th.

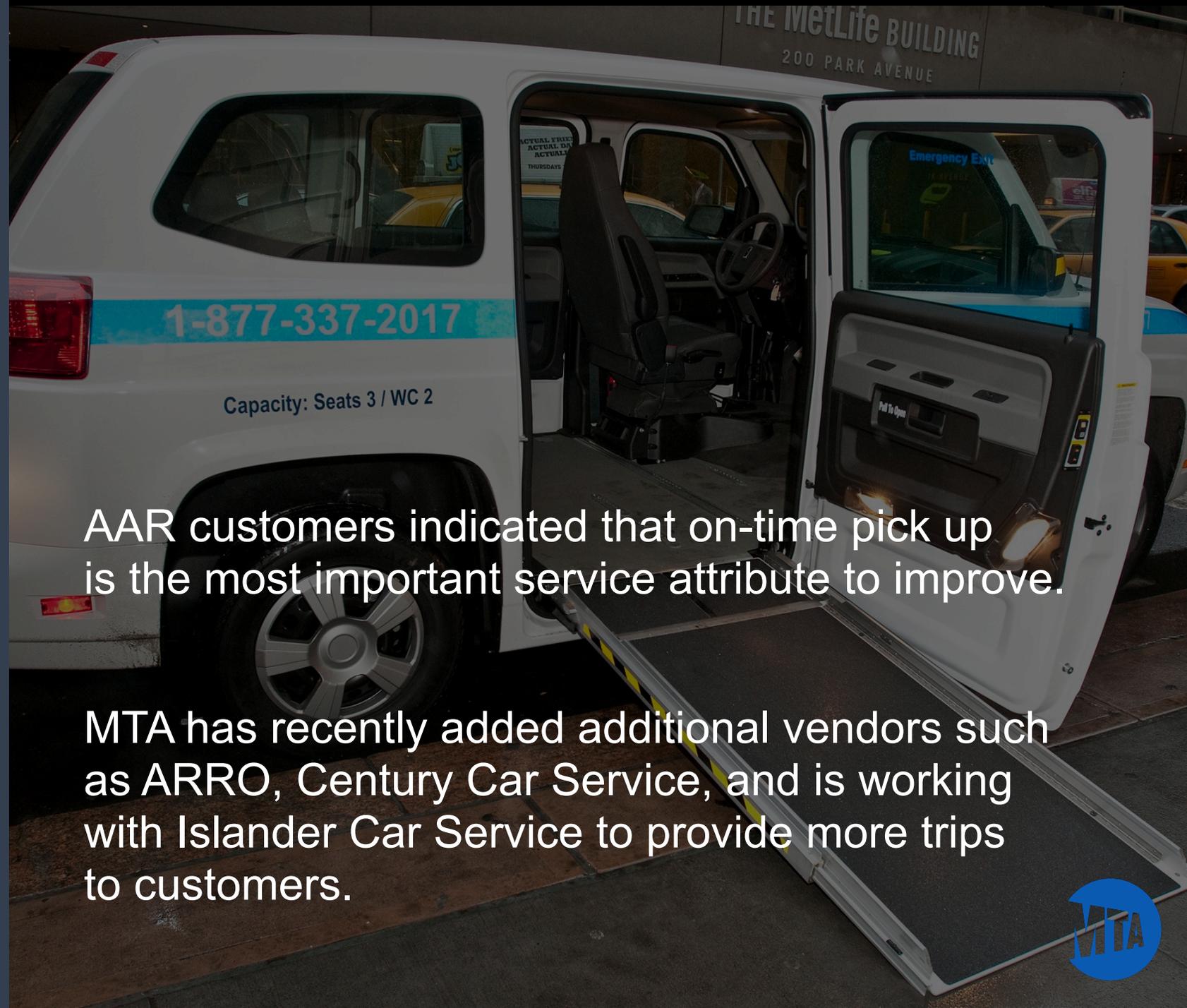


Our customers
spoke

We're listening
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AAR customers indicated that on-time pick up is the most important service attribute to improve.

MTA has recently added additional vendors such as ARRO, Century Car Service, and is working with Islander Car Service to provide more trips to customers.



Our customers
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Perceptions of Crime and Harassment.

MTA leadership continues to advocate strongly
for more police on platforms and onboard vehicles.

One area we know we need to focus more on,
buses.



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Cost of ride.

The MTA does not plan to raise fares,
and extended off-peak discounts.

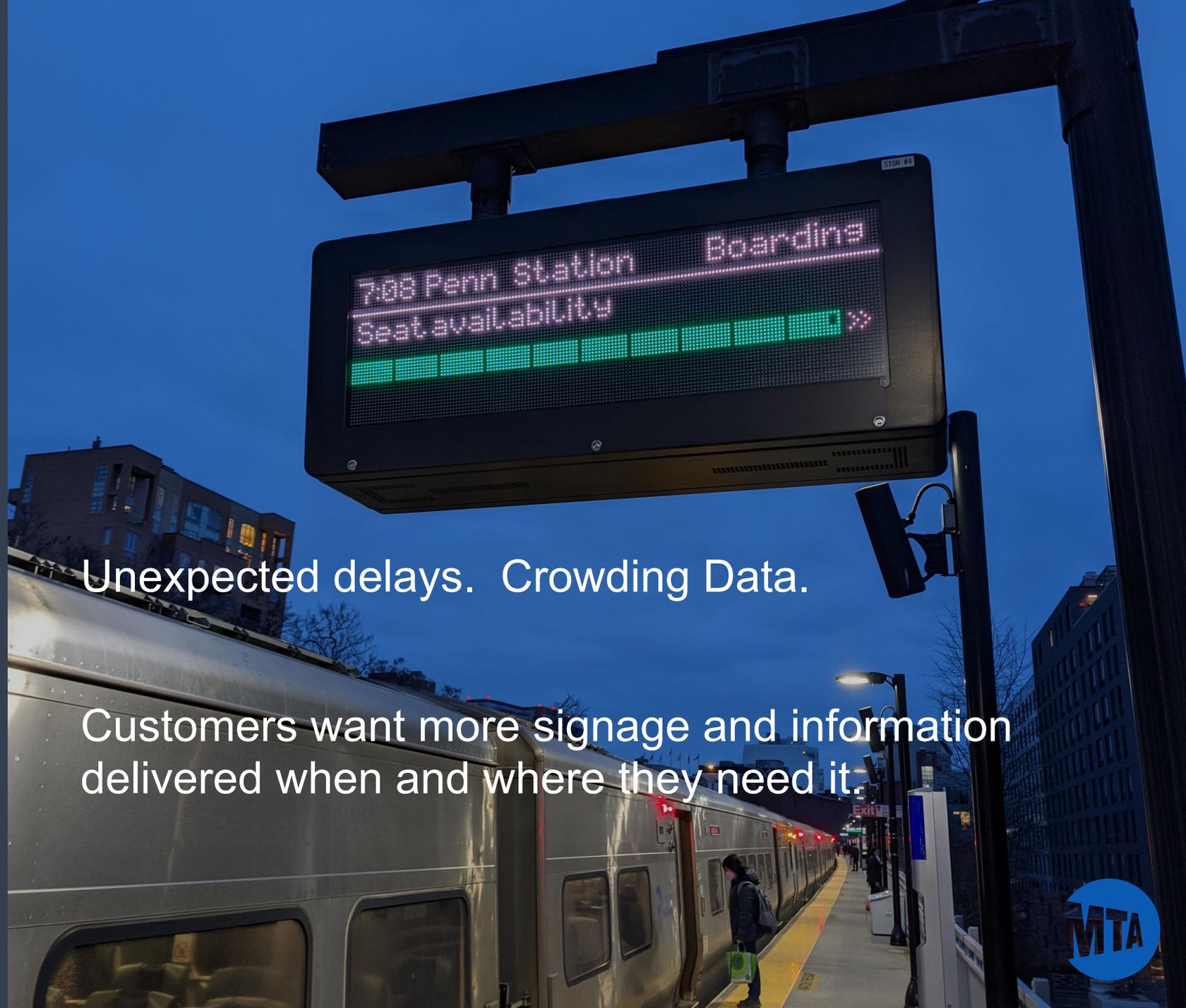
The MTA Board is working to create new fare
structures to match customer changes in
travel frequencies.

Our customers
spoke

We're listening
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Unexpected delays. Crowding Data.

Customers want more signage and information
delivered when and where they need it.



We know we have
more work to do

