

Customer  
Satisfaction  
Survey &  
COVID Study

Staten Island  
Railway  
Survey Results

November 2021

Fall 2021

Customers Count



# Customers Count Executive Summary

- A large majority of employed customers work in locations that never closed or have already reopened. 88% of lapsed customers report their workplace has reopened or never closed. 92% of current customers report their workplace has reopened or never closed.
- Before COVID, only 9% of lapsed and 21% of current customers teleworked all or most of the time. In Fall 2021, 76% of lapsed customers and 36% of current customers reported teleworking all or most of the time.
- Among lapsed customers, 42% indicated working from home and 20% indicated using an alternative mode as reasons they did not SIR. Among lapsed customers who used alternative modes, 28% indicated concerns about COVID as the reason.
- 45% of current customers used SIR more often before COVID. Slightly more than two out of five of these customers (41%) indicated they were working from home, and 18% indicated they used an alternative mode as reasons. Among current customers using alternative modes, 43% indicated concerns about COVID, and 38% indicated it takes longer to use SIR.

# Customers Count Executive Summary

- About six in ten current customers (61%) indicated they agree or strongly agree that MTA cleaning and disinfecting efforts make them feel safe when using SIR.
- The following were the rated as important or very important factors to influence most lapsed customers to return to the SIR: trains and stations feel safe from crime and harassment (74%), trains are better cleaned and disinfected (74%), and social distancing concerns are resolved (65%).

# Research Objectives

Determine

Determine the characteristics of current customers and how they compare to lapsed customers including employment, travel patterns, customer satisfaction, communication channels, & fare payment.

Understand

Understand customer insights on COVID concerns such as safety, health, & factors influencing future usage regarding using transit.

Obtain

Obtain customer knowledge regarding their employers' return to work reopening plans.

Identify

Identify what strategies we can employ to increase ridership and incentivize customers to return.

# Research Methodology

- Conducted an online survey of current and lapsed customers that launched on September 20, 2021 and remained open through October 4, 2021.
- Obtained an excellent response rate with 276 valid responses, of which 244 responses were current, and 32 were lapsed.
- Data was weighted to represent the race, ethnicity and annual household incomes of our customers average.
- The margin of error for the total sample, the lapsed customer sample, and the current customer sample is about 6% at the 95% confidence level.

## Employer Plans to Reopen Work Location: Lapsed vs. Current

Employer reopening?	Lapsed	Current
Yes, plans on opening work locations	12%	3%
No, but plans on reopening at another location in NY Metropolitan area	<1%	2%
No, but plans on reopening outside NY Metropolitan area	<1%	2%
No, does not plan on reopening/business closed	<1%	<1%
My business never closed/is currently opened	88%	92%
Don't know	<1%	2%

## Telecommuting Among Customers: Lapsed vs. Current

How often do you work from home?	Pre-COVID		Present	
	Lapsed	Current	Lapsed	Current
All the time	6%	10%	62%	16%
Usually	3%	11%	14%	20%
Sometimes	6%	9%	4%	17%
Rarely	28%	18%	16%	15%
Never	58%	51%	3%	32%

## Trip Purpose: Lapsed vs. Current

Trip Purpose	Lapsed	Current
Work	62%	42%
Store, retail establishment, shopping center, restaurant, café, bar, or club	10%	10%
Friend or relative's home	3%	10%
Entertainment venue, cultural institution, or library	<1%	8%
School	6%	7%
Medical or mental health clinic, office, or facility	<1%	7%
Park, outdoor space, gym, or recreation facility	<1%	5%
Religious institution, community center, or senior center	<1%	<1%
Other	20%	11%



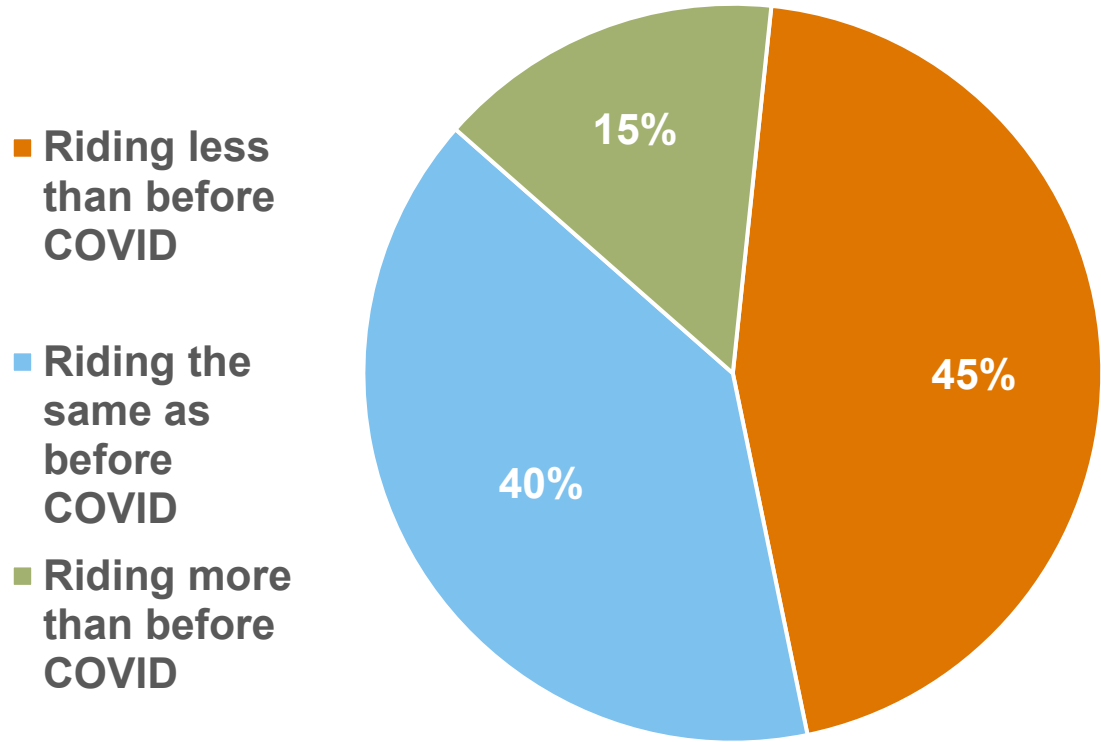
## Time of Day Usage: Lapsed vs. Current

What time does your trip start?	Lapsed	Current
6:30am to 9:30am	48%	57%
9:30am to 3:30pm	27%	26%
3:30pm to 8:00pm	5%	6%
8:00pm to 12:00am	<1%	<1%
12:00am to 6:30am	21%	10%

# Lapsed Customers: Reasons for Not Using the SIR

Reasons for not using*	Lapsed
Working from home	42%
Using a different mode	20%
Moved to a different residence	12%
Lifestyle change	12%
Unemployed	10%
Retired	9%
Different work location	5%
Change of jobs	3%
Non-work destinations are closed	<1%
Furloughed	<1%
Change in my health	<1%
Other	16%

# Current Customers: Reasons for Using the SIR Less



- Riding less than before COVID
- Riding the same as before COVID
- Riding more than before COVID

Reasons for using less*	Current
Working from home	41%
Using a different mode	18%
Unemployed	11%
Retired	9%
Lifestyle change	9%
Different work location	7%
Change of jobs	5%
Non-work destinations are closed	5%
Change in my health	4%
Moved to a different residence	3%
Furloughed	2%
Other	11%

\*Multiple responses allowed so may add up to more than 100%.

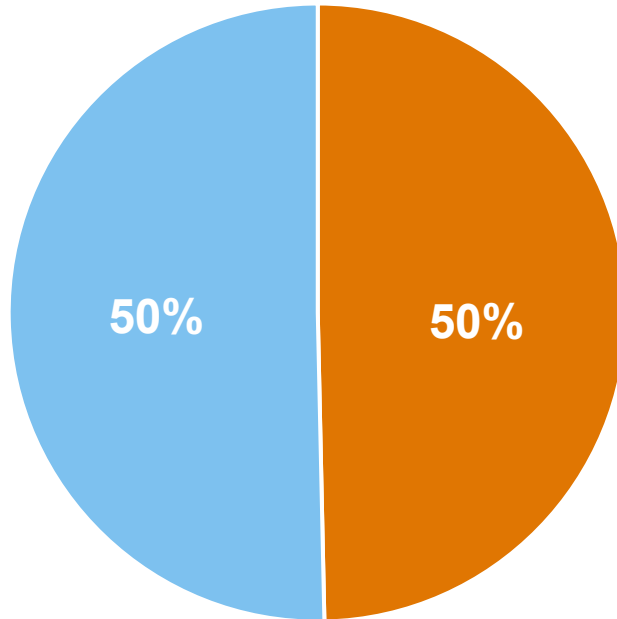
## Reasons for Using a Different Mode Among those Using the SIR Less: Lapsed vs. Current

Reasons for using a different mode?*	Lapsed	Current
I do not feel safe from crime and harassment on the SIR	13%	25%
SIR is more expensive	<1%	<1%
SIR is crowded / unable to social distance	14%	20%
SIR is not clean	14%	10%
SIR takes longer	11%	38%
SIR is not reliable	6%	10%
Concerns about COVID	28%	43%
Other	3%	19%

\*Multiple responses allowed so may add up to more than 100%.

# Alternative Modes Used for Trips Made by SIR before COVID: Current and Lapsed

■ Have used alternative mode(s)



\*Multiple responses allowed so may add up to more than 100%.

Which mode(s) have you been using?*	Current and Lapsed
Driver of owned personal vehicle	34%
Walk	30%
Local, limited, or SBS bus	26%
Express bus	23%
Ferry	16%
Subway	15%
Passenger in personal vehicle	11%
For hire vehicle	10%
Bicycle or scooter	7%
Long Island Rail Road	6%
Metro-North Railroad	5%
Driver of rented/borrowed personal vehicle	5%
Access-A-Ride Paratransit	4%
Other bus or jitney	3%
Other train or light-rail	2%
Tramway	1%
Other	2%

## Fare Payment Before and After COVID: Lapsed vs. Current

Product	Lapsed Pre-COVID	Current Pre-COVID	Current Present
Pay-Per-Ride MetroCard	47%	40%	39%
7-Day Unlimited MetroCard	4%	5%	4%
30-Day Unlimited MetroCard	24%	9%	11%
7-Day Unlimited Express Bus Plus	3%	3%	2%
EasyPayXpress Pay-Per-Ride MetroCard	10%	6%	6%
EasyPayXpress 30-Day Unlimited MetroCard	<1%	1%	2%
Single Ride ticket from a MetroCard vending machine	<1%	2%	3%
OMNY Pay-Per-Ride	4%	11%	12%
Pay-Per-Ride Reduced-Fare MetroCard	3%	9%	8%
7-Day Unlimited Reduced-Fare MetroCard	<1%	1%	1%
30-Day Unlimited Reduced-Fare MetroCard	<1%	<1%	<1%
EasyPay Reduced-Fare MetroCard	<1%	7%	7%
Access-A-Ride MetroCard	<1%	1%	1%
Student MetroCard or pass	5%	3%	4%
Employee pass	<1%	1%	2%
Other	<1%	<1%	<1%

# Staten Island Railway Customer Key Drivers



## Current Customers: Service and Travel Information Sources

Which service and travel information sources do you use?*	Percent
MTA website	57%
MYmta app	32%
MTA social media (Twitter, Facebook, WhatsApp, etc.)	17%
Notify NYC	16%
Other (non-MTA) app	15%
TV, radio, newspaper, or news website	14%
Friends and family	13%
Other (non-MTA) social media	13%
My MTA Alerts	11%
511	7%

\*Multiple responses allowed so may add up to more than 100%.



## Current Customers: Opinions on Mask Wearing and Cleaning/Disinfecting Efforts

To what extent do you agree with each of the following statements?	Agree or Strongly Agree
I feel safer when I see other customers wearing masks	73%
I wear a mask to protect myself	79%
I wear a mask to protect others	80%
I wear a mask to abide by the law	80%
MTA cleaning and disinfecting efforts make me feel safe	61%

## Factors Influencing Future Usage: Lapsed vs Current

Factors in decision to increase usage in the future:	Lapsed Important or Very Important	Current Important or Very Important
SIR trains and stations feel safe from crime and harassment	74%	64%
Trains are better cleaned and disinfected	74%	57%
COVID vaccination	50%	55%
Social distancing concerns are resolved	65%	55%
The cost of a ride	55%	54%
Workplace reopens	35%	51%
Restrictions on travel are lifted	41%	48%
Entertainment venues reopen	45%	47%
Non-work destinations reopen	42%	47%
Working from home is no longer permitted	37%	44%
Your school or college reopens	21%	33%
Child's school reopens	12%	32%

## Concerns About the Future: Lapsed vs Current

Concern:	Lapsed Concerned or Very Concerned	Current Concerned or Very Concerned
Safety in relation to your health	79%	65%
Others wearing masks	75%	63%
Safety from crime and harassment	85%	60%
Cleanliness	77%	59%
Social distancing	70%	58%

## Key Take-aways

- A large majority of employed customers work in locations that never closed or have already reopened. 88% of lapsed customers report their workplace has reopened or never closed. 92% of current customers report their workplace has reopened or never closed.
- Before COVID, only 9% of lapsed and 21% of current customers teleworked all or most of the time. In Fall 2021, 76% of lapsed customers and 36% of current customers reported teleworking all or most of the time.
- When considering their most frequent trip, 62% of lapsed customers reported work as their primary trip purpose. Among current customers, 42% indicated work as their primary trip purpose. Though current customers indicated work as their trip purpose at a lower rate than lapsed customers, they report using SIR to visit friends or relatives, to travel to entertainment/cultural institutions, to travel to medical or mental health facilities, and to travel to parks and recreational places, at a greater rate than lapsed customers did before COVID.

## Key Take-aways

- Slightly less than half of lapsed customers (48%) rode during the morning rush hour (6:30am to 9:30am), and 27% rode during middays (9:30am to 3:30pm) before COVID. Among current customers, 57% ride during the morning rush hour and 26% ride during middays. Late night/early morning (12:00am to 6:30am) SIR use was higher among lapsed customers (21%) than it was for current customers (10%).
- Among lapsed customers, 42% indicated working from home and 20% indicated using an alternative mode as reasons they did not SIR. Among lapsed customers who used alternative modes, 28% indicated concerns about COVID as the reason.
- 45% of current customers used SIR more often before COVID. Slightly more than two out of five of these customers (41%) indicated they were working from home, and 18% indicated they used an alternative mode as reasons. Among current customers using alternative modes, 43% indicated concerns about COVID, and 38% indicated it takes longer to use SIR.

## Key Take-aways

- Among both lapsed and current customers who used alternative modes for trips they made by SIR before COVID, the most used alternative modes were personal vehicle as driver (34%), walking (30%), and local (26%) and express (23%) buses.
- The top three service and travel information sources among current SIR customers are MTA website (57%), MYmta app (32%), and MTA social media (17%).
- About six in ten current customers (61%) indicated they agree or strongly agree that MTA cleaning and disinfecting efforts make them feel safe when using SIR.
- The following were the rated as important or very important factors to influence most lapsed customers to return to the SIR: trains and stations feel safe from crime and harassment (74%), trains are better cleaned and disinfected (74%), and social distancing concerns are resolved (65%).

## Key Take-aways

- The following were the rated as important or very important factors that will influence most current SIR customers to use SIR more often: SIR trains and stations feel safe from crime and harassment (64%), trains are better cleaned and disinfected (57%), social distancing concerns are resolved (55%), COVID vaccination (55%), and cost of a ride (54%).
- Considering the future, lapsed customers are most concerned/very concerned about crime and harassment (85%). Current customers are most concerned/very concerned about health safety (65%). Concerning/very concerning rates are greater for lapsed customers (70% to 85%), than they are for current customers (58% to 65%).