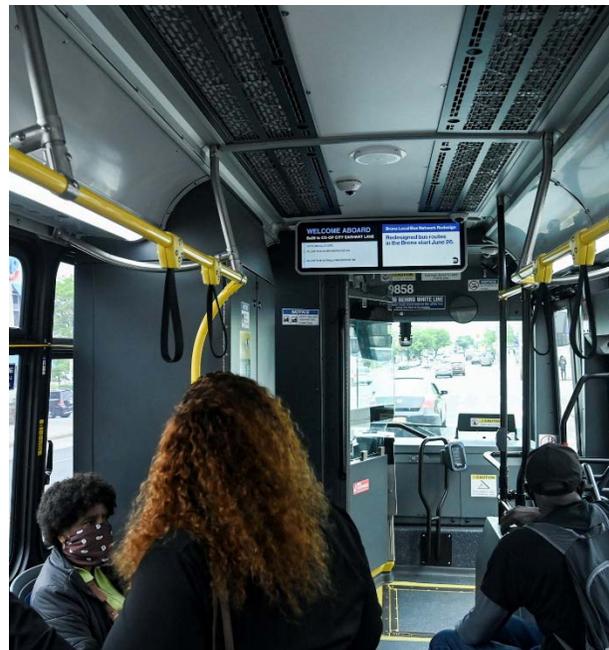


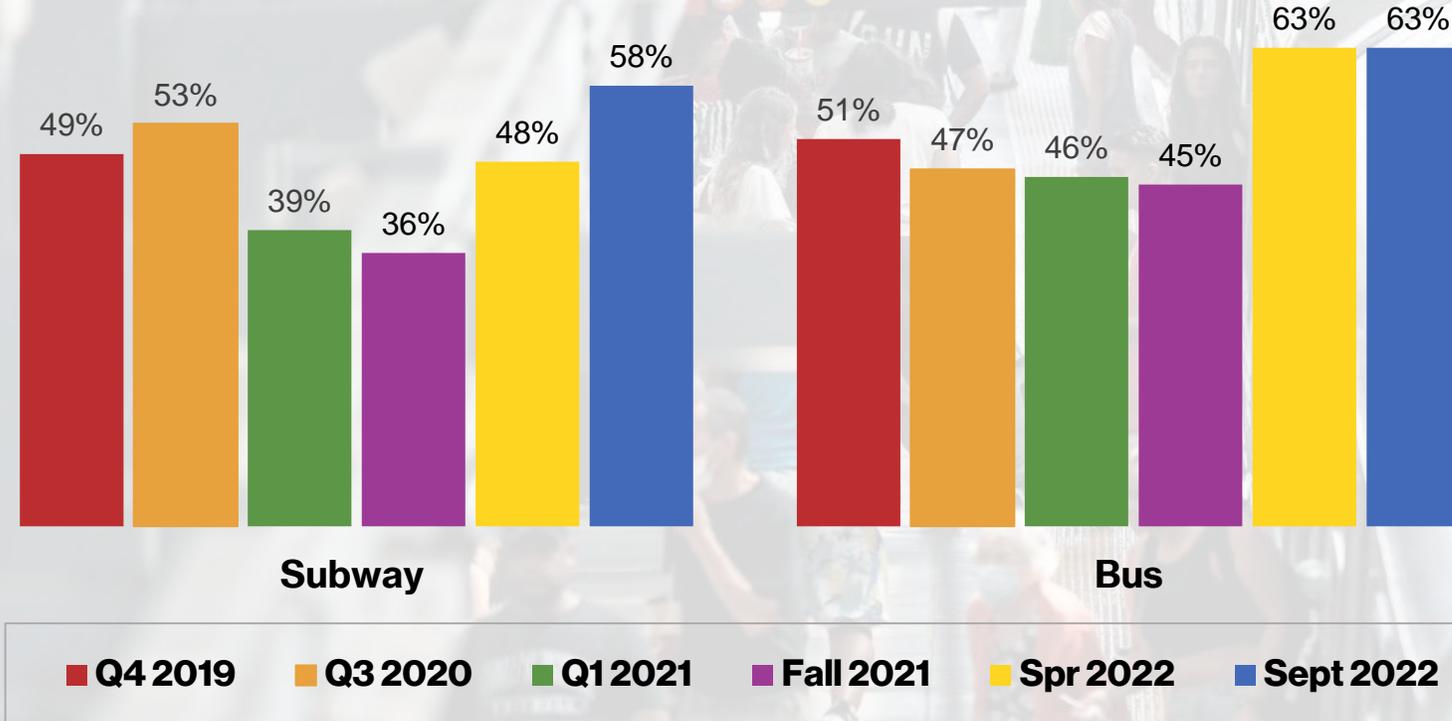
# Faster, Cleaner, Safer

## Strategic Action Plan for Improving the Customer Experience



# Overall Transit Experience Satisfaction Rate at Historical High

## Survey History



*\*Fall 2021 marked the switch from quarterly to biannual survey*

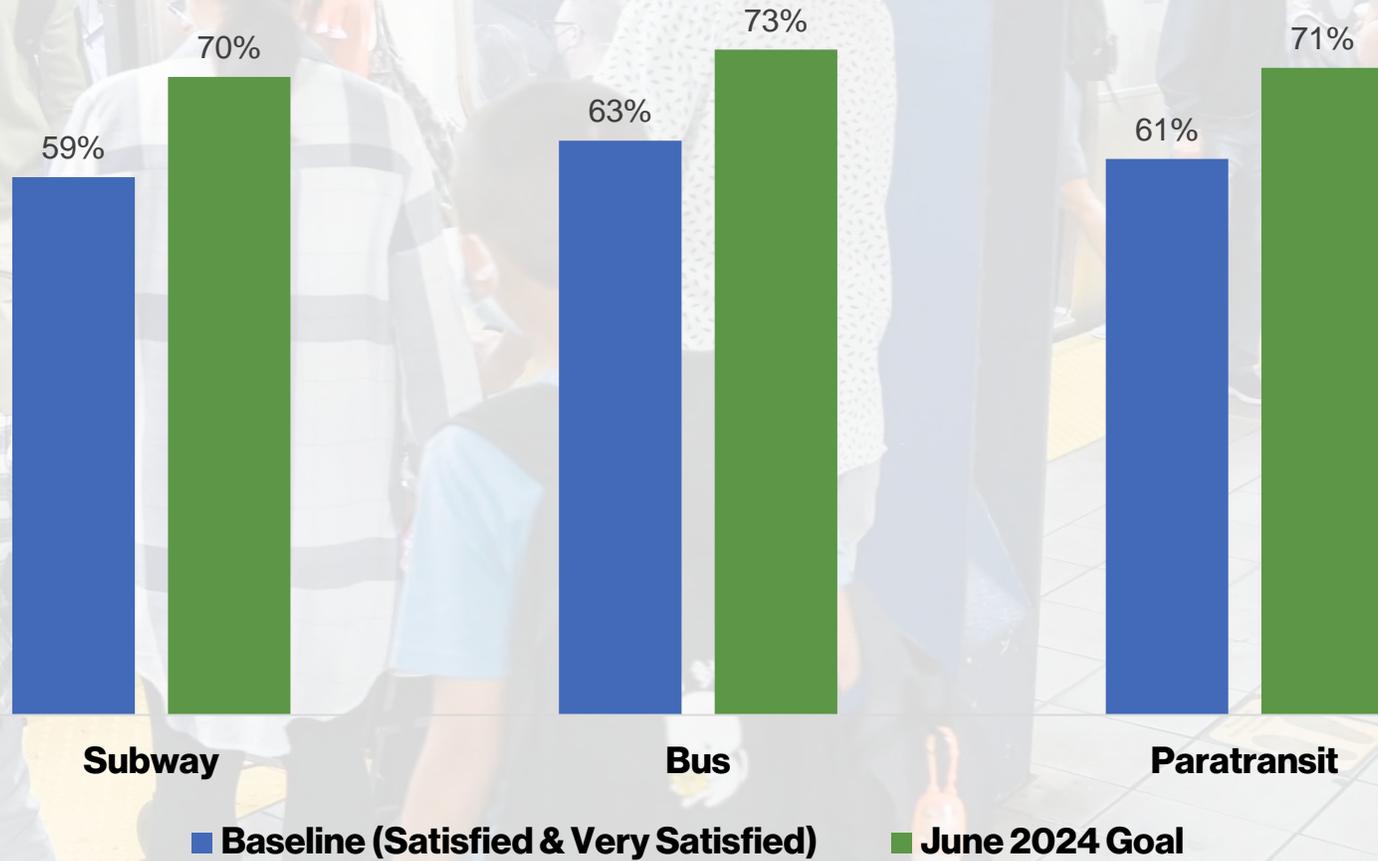




**New York City Transit goal:  
Increase customer satisfaction 10% by June 2024**



# New York City Transit Goal: Overall customer satisfaction up 10% by June 2024



# Listening to customers is the key to our success

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Businesses that focus on the customer experience maximize performance



# What we hear from our customers

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The top five service attributes that will improve customer satisfaction and encourage customers to ride more frequently

- 1 Faster, Frequent Service
- 2 Cleaner Stations and Vehicles
- 3 Safer Environment
- 4 Better Weekend Service
- 5 Enhanced Communications



# 1 Faster Service

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## Initiatives underway

- Hiring frontline employees
- SubStat, BusStat, ParaStat
- SPEED team
- Expand ABLE
- Bus network redesigns
- Increase employee availability

## Next up

- Scale predictive maintenance
- 150 miles of new bus lanes
- E-hail improvements



## 2

# Cleaner Stations & Vehicles

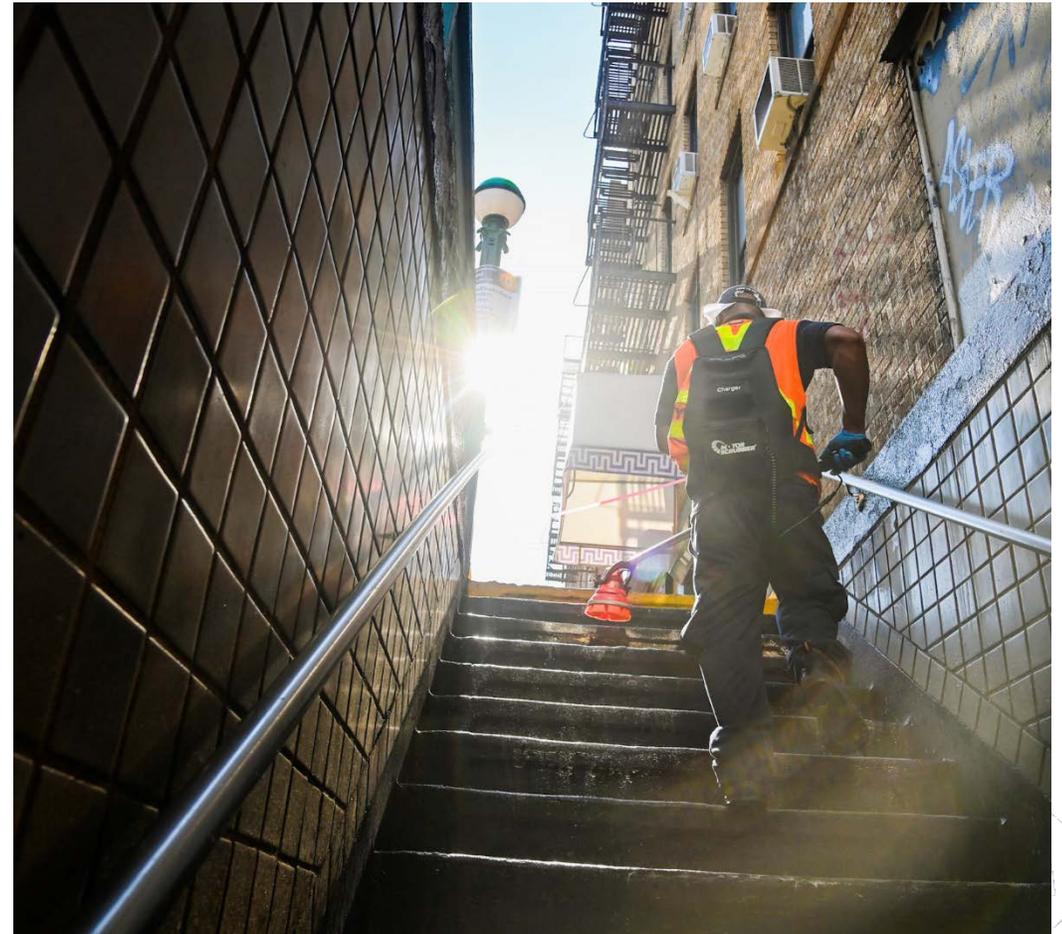
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### Initiatives underway

- Station Refresh: "[Mop My Stop](#)"
- Enhanced routine cleaning
  - Higher standards of cleanliness
  - Training to new standards
- More frequent bus deep cleanings

### Next up

- 50+ "Mop My Stops" in 2023
- Phased re-opening of bathrooms starting early 2023
- Reestablish specialty Clean Teams



# 3 Safer Environment

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## Initiatives underway

- On-board subway cameras
- Guards posted at select subway stations
- Additional NYPD Officers
- On-board train security announcements
- End of line outreach
- Tactile warning edges systemwide

## Next up

- Cameras on-board all subway cars
- MTA PD deployed to select subway stations
- Increasing ban for eligible offenses & conditions
- Brighter subway cars & stations



# 4

## Better Weekend Service

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### Initiatives underway

- Weekend service czar
- Shuttle improvements
- Service diversion maps

### Next up

- Optimize scheduling of weekend work
- Evaluate schedules and ridership
- Improve headways



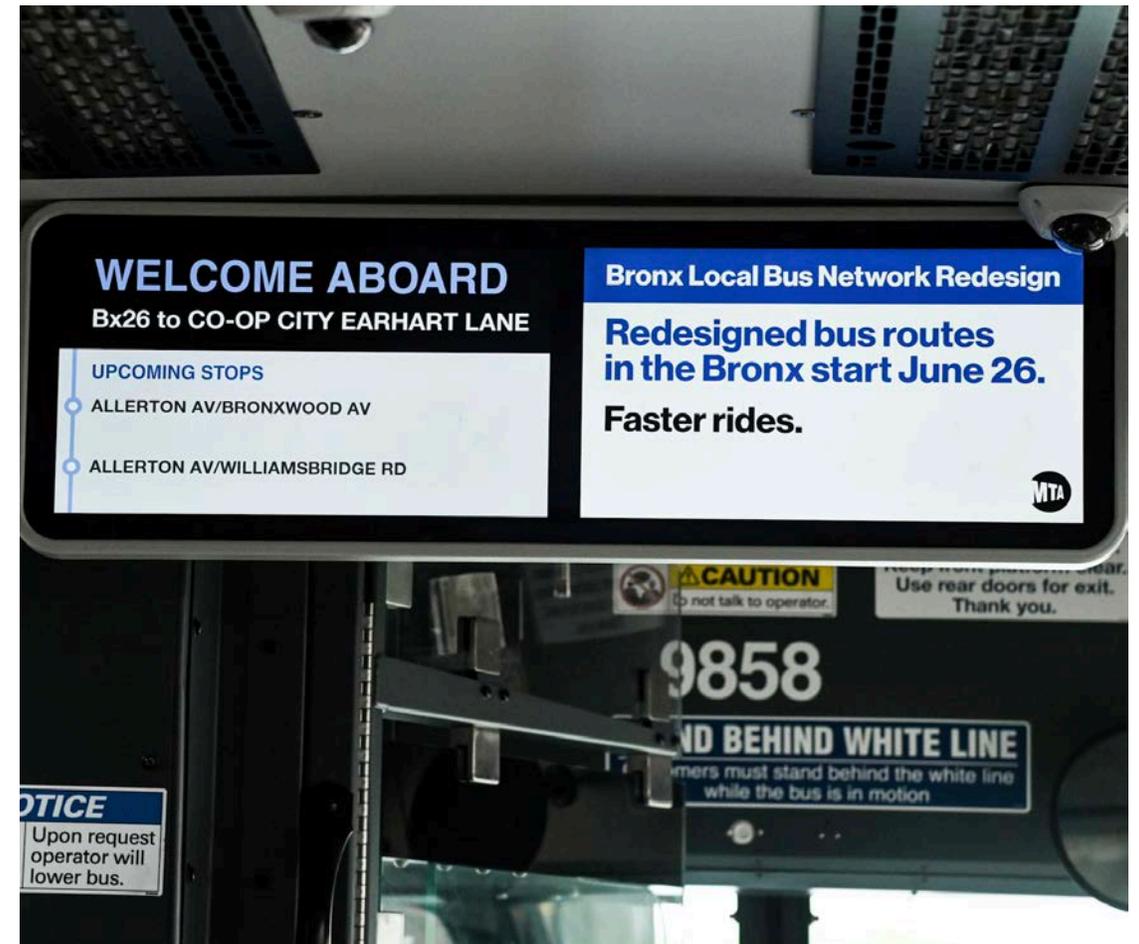
# 5 Enhanced Communications

## Initiatives underway

- Updating and streamlining MYmta
- Expanded Wi-Fi in tunnels

## Next up

- Station agents of the future
- Improve communications during major incidents
- Better signage for accessible routes
- Upgrade quality and content of public information in stations and on-board buses



# How we'll measure success

## Outcome-based service metrics



- % Service Delivered
- Customer Journey Time Performance, by Line
- Delays



- % Service Delivered
- Bus Speeds, by Time of Day
- Customer Journey Time Performance, by Borough
- Access to All-Day Frequent Bus Network



- Trips, by Type of Provider
- On-Time Performance
- Provider No-Shows

## Customer satisfaction survey results



- Wait time
- Cleanliness
- Announcements
- Service reliability
- Travel times
- Staff helpfulness
- Unexpected delays
- Elevators & escalators
- Wayfinding
- Communications
- Fare evasion
- Personal safety & security
- Homelessness & People behaving erratically



# Key to success: Engaging our employees

## Initiatives underway

- Employee town hall meetings
- Facility visits
- Employee roundtables
- Weekly message from the President

## Next up

- Employee engagement surveys
- Employee facility improvements
- Video updates





**New York City Transit goal:  
Increase customer satisfaction 10% by June 2024**

