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Press Release

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IMMEDIATE

MTA LIRR Launches New Customer Communication Initiative at Penn Station

Service Message Boards Installed At Six Locations On Lirr Concourse

LIRR customers who travel to and from Penn Station will have a new communication tool at their disposal to help plan their commute - six large, flat screen message boards placed throughout the terminal that will display detailed, real time information about service disruptions, MTA Long Island Rail Road President Helena Williams announced.

The Penn Station Message Boards, as the initiative is called, includes the installation of the six large, flat-screen monitors at key locations throughout the LIRR's concourse in the terminal. Displayed on these highly-visible screens will be information on service disruptions and how it is affecting train service in the terminal. The information will be updated throughout a service disruption, as conditions change. During periods when service is operating normally, these monitors will provide information for customers on planned service adjustments - such as extra train service for holiday eves, service to special events, and the substitution of bus service while track work is performed.

"With the new Penn Station Message Boards, we are notching up the level of information we are giving our customers - particularly during periods when train service in Penn is disrupted, or there are significant delays," said Helena Williams, LIRR President. "Our aim is to provide information in a new way, to supplement the more traditional forms that we use in Penn, and to make that information more timely and easily understandable."

Each of the message boards measures 60-inches. They are located in the following areas in Penn Station on the LIRR concourse level (the first five have been installed and the sixth one will be installed by the end of the month):

- At the 8th Avenue Exit Concourse
- In the 34th Street Entrance Concourse adjacent to the Train Destination Monitor
- In the Main Gate Area adjacent to the Train Destination Board
- By the Central Corridor Train Destination Board
- Across from the Waiting Area
- In the West End Pedestrian Overpass (yet to be installed)

In developing the Penn Station Message Board initiative, the LIRR conducted market research focus groups with LIRR customers to solicit feedback on the concept and on the content and appearance of the messages. Customer reaction from the research was overwhelming positive and information gathered from the focus groups is reflected in the final design and text on the screens.

In addition to the new message boards, the LIRR also provides customers service disruption information through Service Alert postings on the LIRR's website, through the LIRR's popular customer e-mail notification system, through station and train announcements, and via radio, television and print media.

Over 224,000 LIRR customers - or 85 % of all LIRR customers - travel through Penn Station daily.