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Press Release

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[MTA Headquarters](#)

IMMEDIATE

### MTA Launches Online Opinion Survey Initiative

#### *Respondents Eligible to Win Free MetroCard® or Railroad 10-Trip Ticket*

Want to help improve your commute? The Metropolitan Transportation Authority (MTA) is looking for customers who will register to complete online surveys up to several times a year as the need arises. A new ad campaign is now appearing on subways, buses, and commuter railroads to encourage customers to register.

The MTA is seeking regular subway, bus, and railroad riders or bridge and tunnel users to participate in periodic public opinion surveys for the agency. The surveys help the MTA better understand its customers' opinions of existing service and priorities for areas for improvement. The MTA uses the surveys to help make decisions about allocating scarce resources to where they are most needed.

The MTA routinely conducts public opinion research several times a year through on-board surveys, telephone surveys, and focus groups.

"We appreciate and review all forms of communications we receive from our customers, whether it is through our web-based email service, or phone calls to 511, or traditional letters," said Paul J. Fleuranges, MTA Senior Director of Corporate and Internal Communications. "These surveys constitute another tool in our toolbox for understanding customer input. In fact, responses to our surveys are particularly valuable to us because they come in a structured way that is easy to analyze and study. We encourage any customers who want their voices to be heard to help us improve our service to sign up to participate in this program."

Having a pre-existing base of volunteers throughout the MTA's service territory who have agreed to respond to surveys will enable the MTA to target surveys to particular geographic areas within the system. The MTA will combine the new survey respondents with its existing sample of customers obtained through its annual on-board and telephone customer satisfaction surveys.

"We need a larger customer sample to drive our understanding of customer priorities down to finer levels of operation, such as individual subway lines or groups of stations," said Peter Harris, MTA Director of Market Research. "Our goals are to increase public participation while providing MTA planners with more in-depth, actionable information faster and at no extra cost, which we can do by adding well-designed online surveys to our existing research program."

The MTA expects to survey groups of registered customers three to five times a year on customer priorities, improvement preferences, and satisfaction with a number of MTA's new initiatives. The MTA also will use online research to evaluate the effectiveness of MTA marketing and communications.

Customers who are interested in participating should go to <http://mta.info/survey> and fill out a short registration survey. Then, when a survey is conducted, the MTA will send participants an email message with a link to the online survey. Respondents will be rotated so that the same respondents are not surveyed too often.

Every time the MTA conducts online research, it will randomly select several lucky customers who completed the survey and offer them their choice of either a free MetroCard® or a free 10-trip ticket on the MTA railroad of their choice.

