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Press Release

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[Bridges & Tunnels](#)

IMMEDIATE

Real Time Travel Signs Are A Hit With MTA Customers

Real time travel signs are proving to be a hit with motorists who use MTA Bridges and Tunnels bridges, as evidenced by a 15 point jump in a recent customer survey rating travel information services, among other categories.

The most recent annual Customer Satisfaction survey showed a significant jump from the 67 percent satisfaction rating for traveler information services in 2010 to 82 percent in 2011.

"It's gratifying that our customers recognize our efforts to communicate more effectively with them through the use of new technology and have shown their appreciation in what is an unprecedented jump in the latest survey results," said Bridges and Tunnels President Jim Ferrara.

Bridges and Tunnels developed the process that supplies real travel time information to major regional destinations like airports, sports stadiums and connecting highways from the regional TRANSCOM network.

In 2010, Bridges and Tunnels had only one sign giving real time information at the Robert F. Kennedy Bridge but by 2011 the project was expanded to include signs at the Verrazano-Narrows, Henry Hudson, Throgs Neck and additional signs at RFK Bridge. There are now a total of 26 electronic signs at B&T facilities that can display real time travel information.

The authority's Maintenance and Technology departments did the in-house installation of the signs, resulting in a savings of up to \$27,000 per sign. In addition, the signs are maintained in-house by Bridges and Tunnels maintenance personnel, saving additional contractor support costs.

"Our goal is to make the customer's travel experience across our bridges more predictable," said MTA Bridges and Tunnels Chief Technology Officer Tariq Habib, "and by increasing the number of real time travel signs I think we've been able to do that."

Real time travel signs will be added in the near future to both the Brooklyn-Battery and Queens Midtown Tunnels.

The annual Customer Satisfaction survey measures 10 different categories, including E-ZPass performance, lighting and appearance and cleanliness of toll plazas. Some 55,000 questionnaires were handed out in cash lanes last June and another 20,000 were mailed to MTA E-ZPass customers. The return rate totaled about 18 percent.

Bridges and Tunnels overall customer rating for the 2011 survey was 80 percent, with a high of 95 percent going to E-ZPass and a low of 50 percent for value for the money.

