

L Project Survey

Final Report



L Project Customer Survey



New York City Transit | Market Research | April 2019

Contents:

Section	Page
Purpose	3
Methodology	4
Key Findings	5
Findings:	
Travel Patterns	8
Information Preferences	11
Travel Alternatives	20
Information or Tools	23
Sample Profile: Home Zip Code	26
Appendix: Survey Questionnaire	28



Purpose

- New York City Transit Strategy and Customer Experience seeks to learn about the travel and information preferences of customers potentially affected by pending L Project service changes
- This survey's topics of interest
 - Customer travel patterns, including:
 - Frequency of travel by route
 - Travel by time of day
 - Service change information preferences
 - Choice of transit "apps"
 - Travel alternatives during service changes
 - What information or tools might prompt customers to opt for NYC Transit alternatives during service changes



Methodology

- NYC Transit Market Research prepared an online self-administered questionnaire open to any current customer to provide input regarding their travel patterns and information preferences related to the pending L Project service changes
- Respondents completed nearly 500 surveys while it was open during the month of March, 2019
- Technical notes
 - The online survey participants are “self-selected”; NYC Transit does not control access to the questionnaire
 - This sample may be biased towards those people with the time, resources and ability to participate in an online survey



Key Findings

- The majority of respondents, 83%, check for service changes at least “sometimes” before leaving home
- Almost all respondents, 94%, use a smartphone
 - 86% of smartphone users utilize an app to access transit information or plan a trip
- 80% of respondents know about planned service changes in advance of making a trip
 - 54% plan ahead with alternate options
 - The other 26% know in advance, but forget to plan ahead until they arrive at the station



Key Findings

- Nearly half, 48%, of respondents first choose NYC Transit-offered alternatives, like a shuttle bus or alternative subway service when planned work impacts their trip
 - Perceptions of greater speed and reliability are the top two reasons the remaining respondents choose another mode over the NYC Transit alternative
- Awareness of NYC Transit L Project information and tools
 - The leading choice is the L project website, which received 48% of customer mentions
 - Email updates and the weekly newsletter was mentioned in 35% of recollections



Key Findings

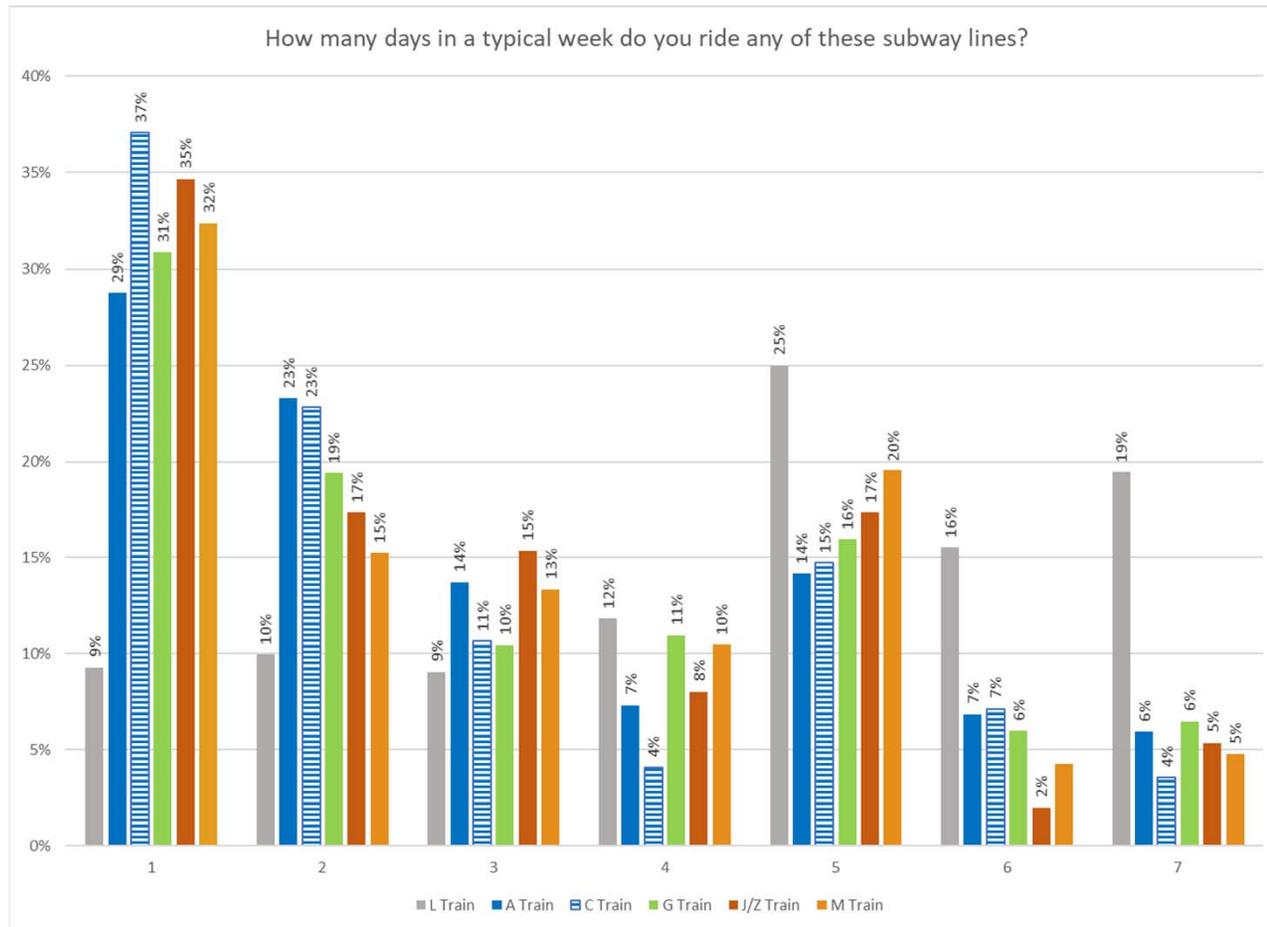
- Preferred information or tools during service changes
 - Tied at 22%, the most preferred options:
 - Real-time service information on an app or a website
 - Screens outside of stations with real-time information
 - In third place, at 20%: countdown clocks at stations
- These findings, and more are detailed in this report



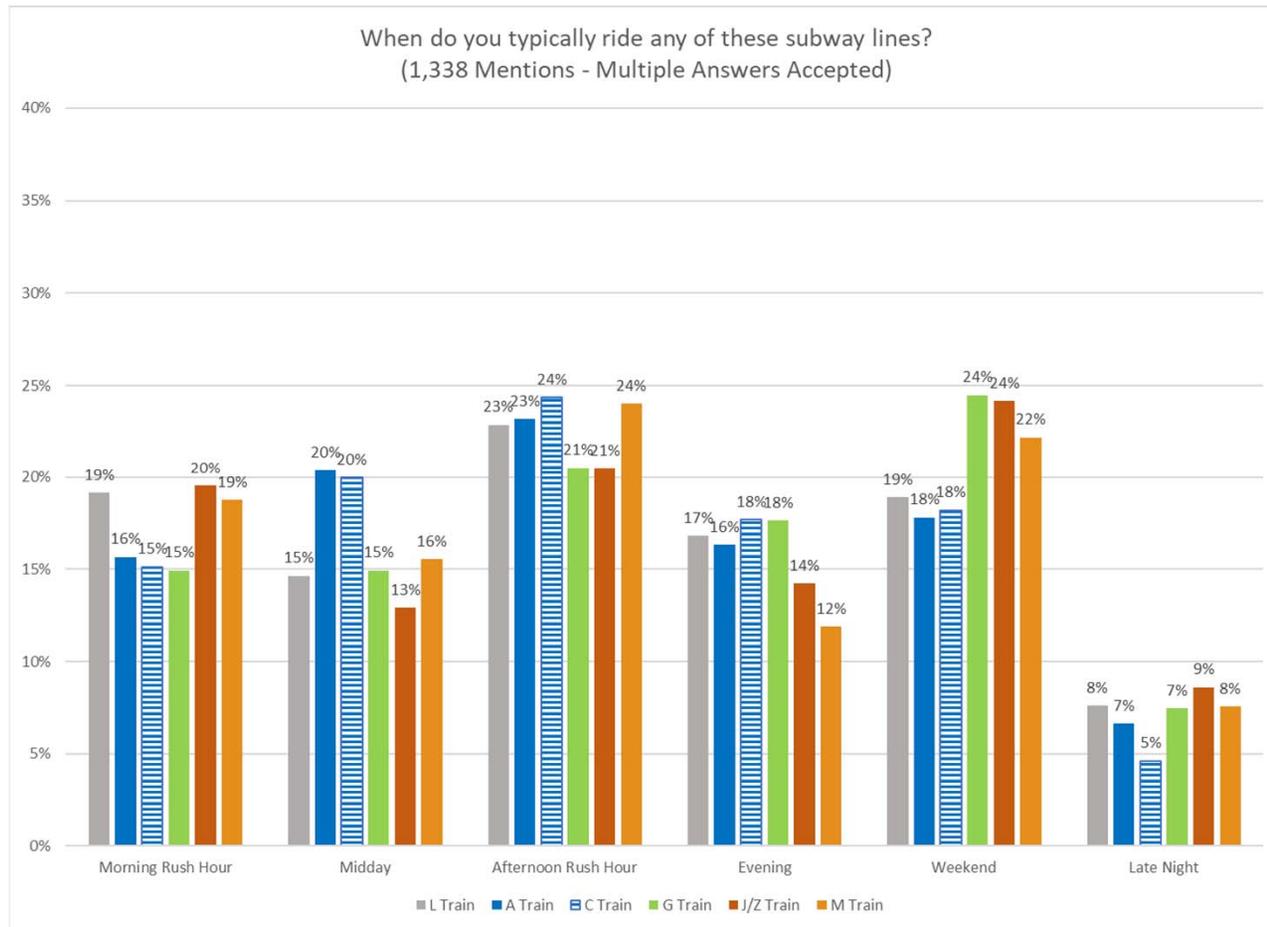
Findings: Travel Patterns

- Among survey respondents:
 - The L is the most frequently used route
 - 81% of L customers ride three or more days per week
 - 60% ride the L five or more days per week
 - Among L customers:
 - 27% report riding the L late nights and weekends
 - These two time periods are those most affected by the pending L project service changes

Findings: Travel Patterns



Findings: Travel Patterns



Findings: Information Preferences

- The majority of respondents, 83%, check for service changes at least “sometimes” before leaving home
 - 30% report “always” doing so
- Nearly two-thirds, 63%, of checking is on the day of travel
- Almost all respondents, 94%, use a smartphone
 - 86% of smartphone users utilize an app to access transit information or plan a trip
 - The most used apps
 - Google Maps: 30% of app mentions
 - MyMTA: 22%
 - Other MTA apps: 18%

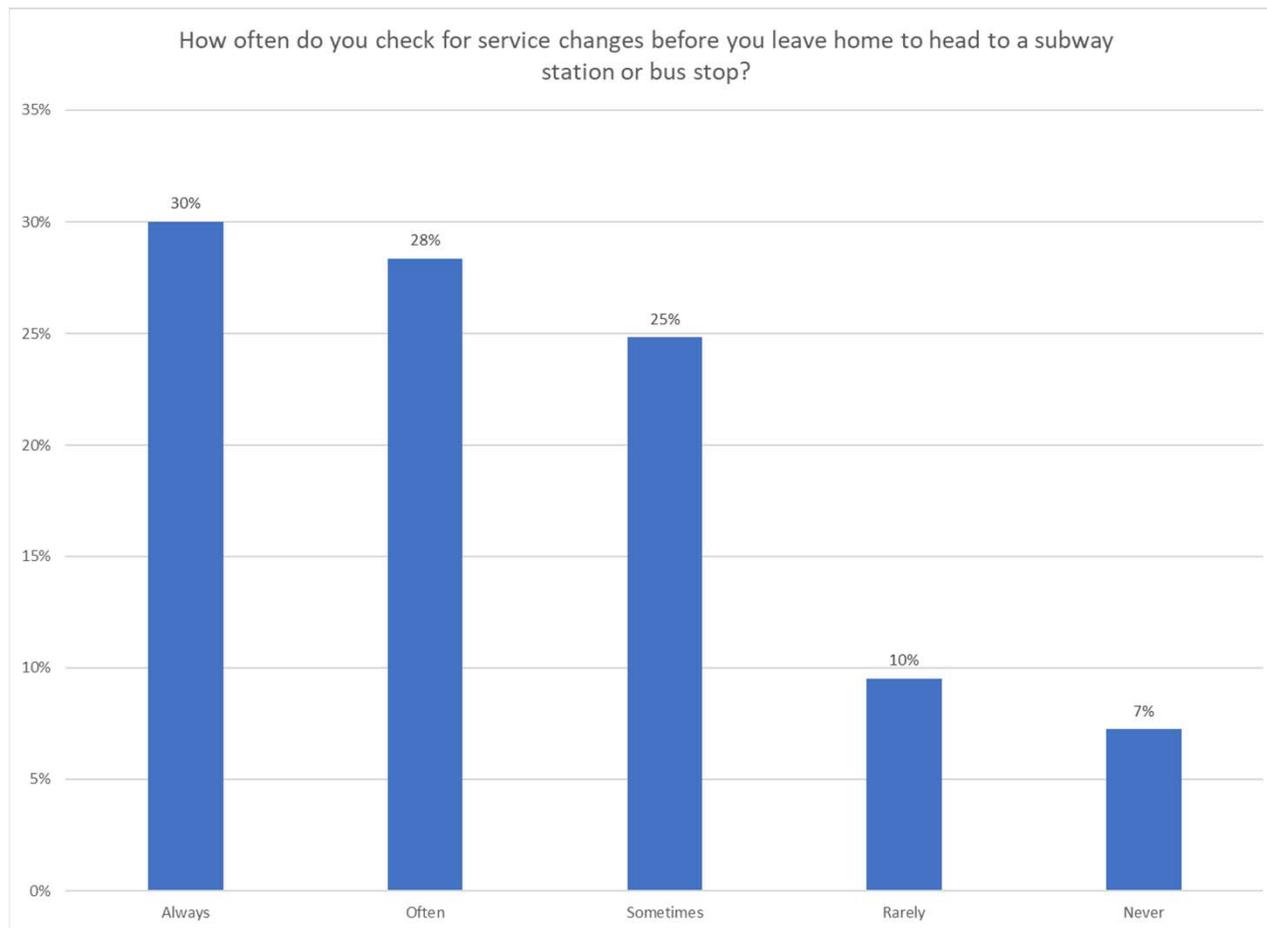


Findings: Information Preferences

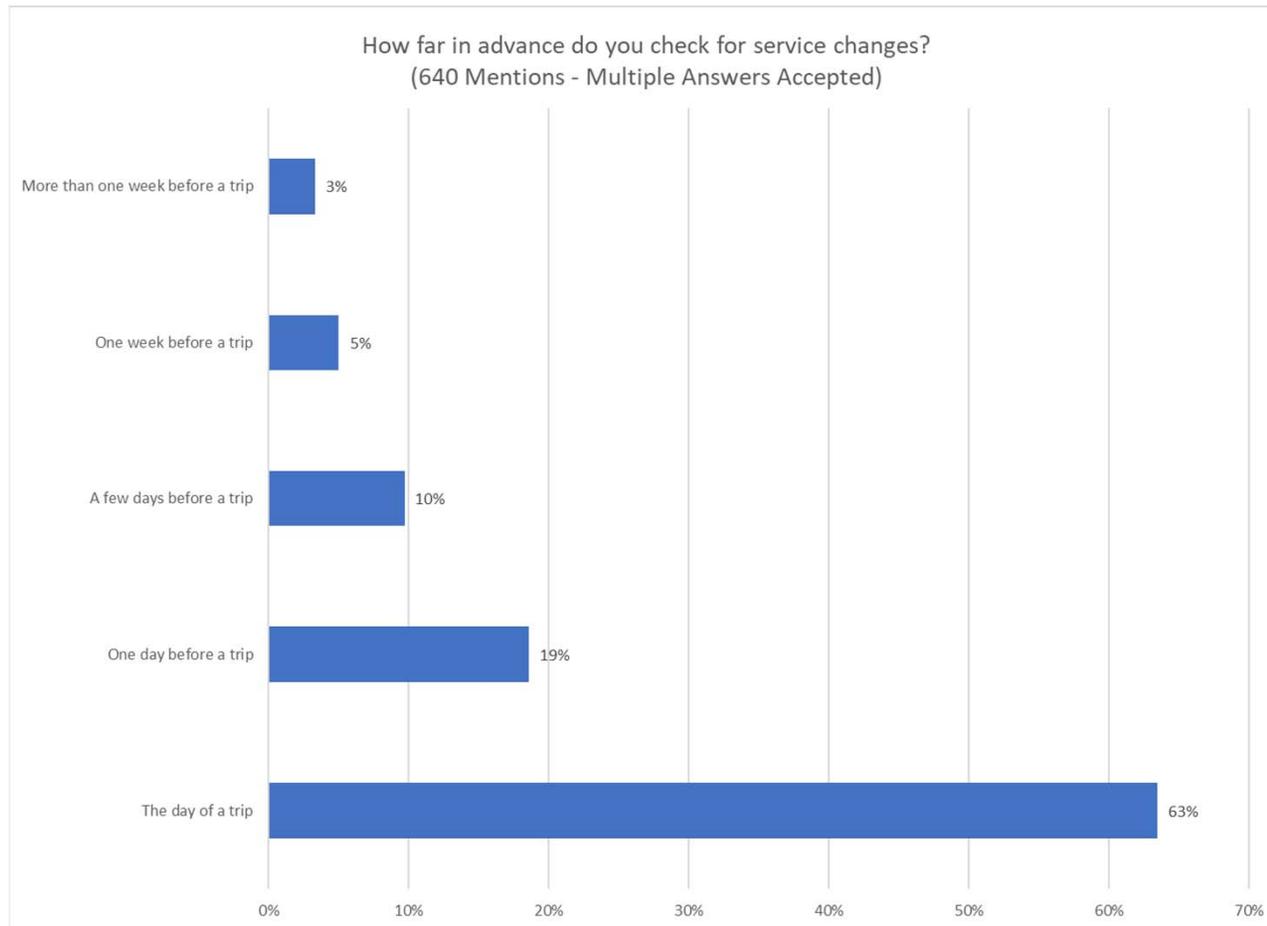
- When asked what media customers check for service information before setting out on routine trips, like the work or school commute:
 - 64% of mentions refer to one or more of a variety of sources
 - About one-third of mentions, 36%, indicate they do not check and assume regular service
- 80% of respondents know about planned service changes in advance of making a trip
 - 54% plan ahead with alternate options
 - The other 26% know in advance, but forget to plan ahead until they arrive at the station



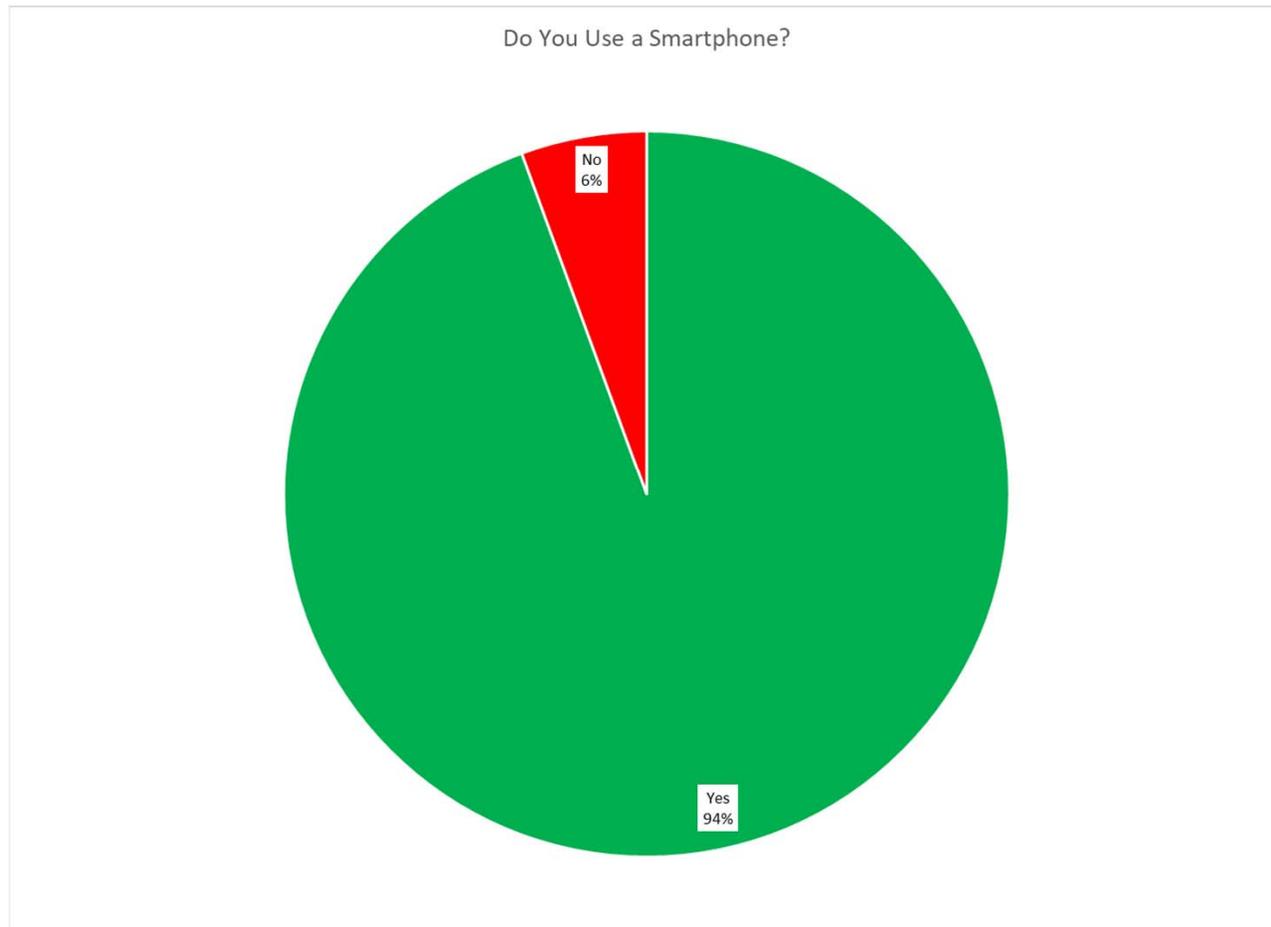
Findings: Information Preferences



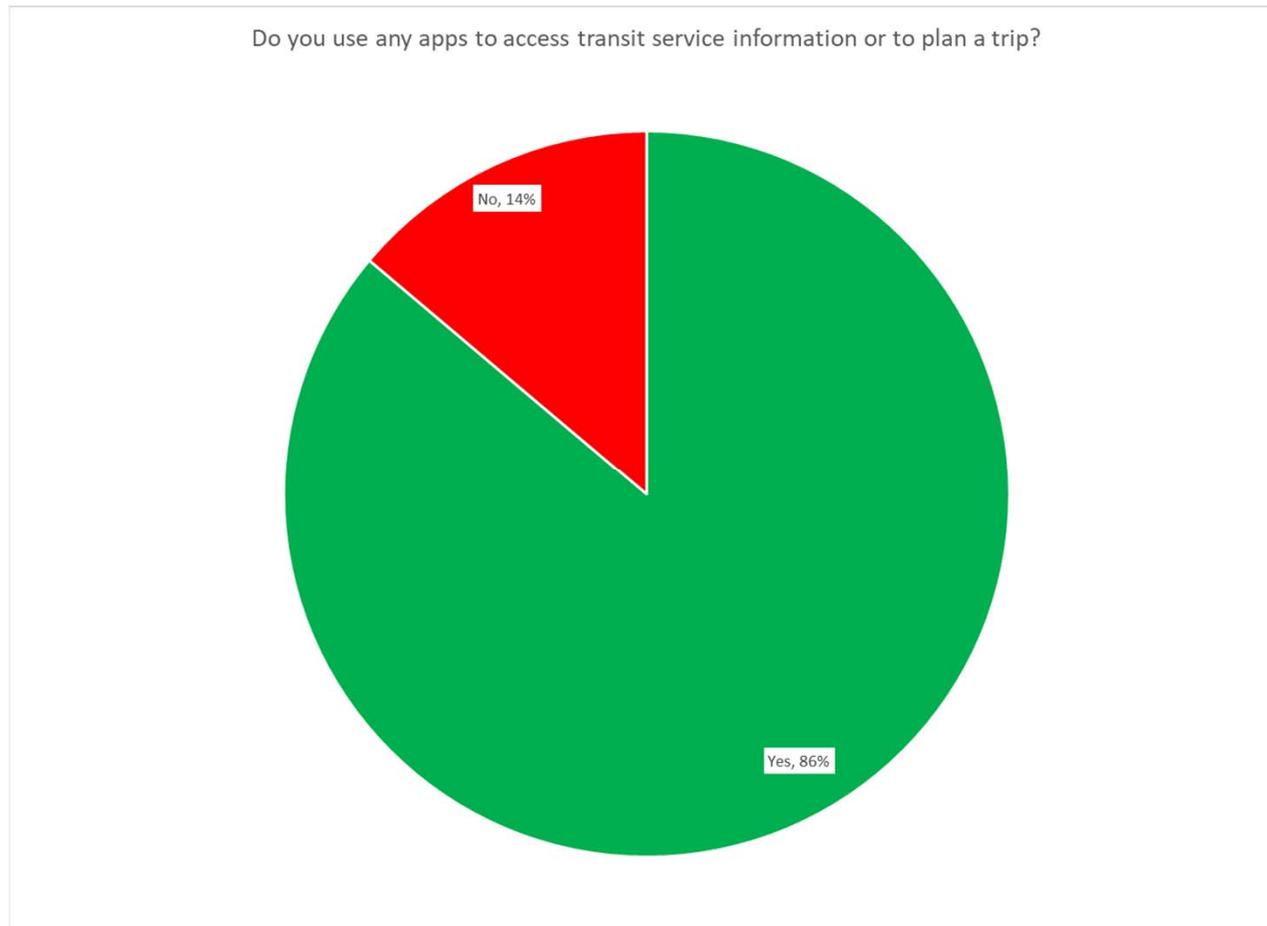
Findings: Information Preferences



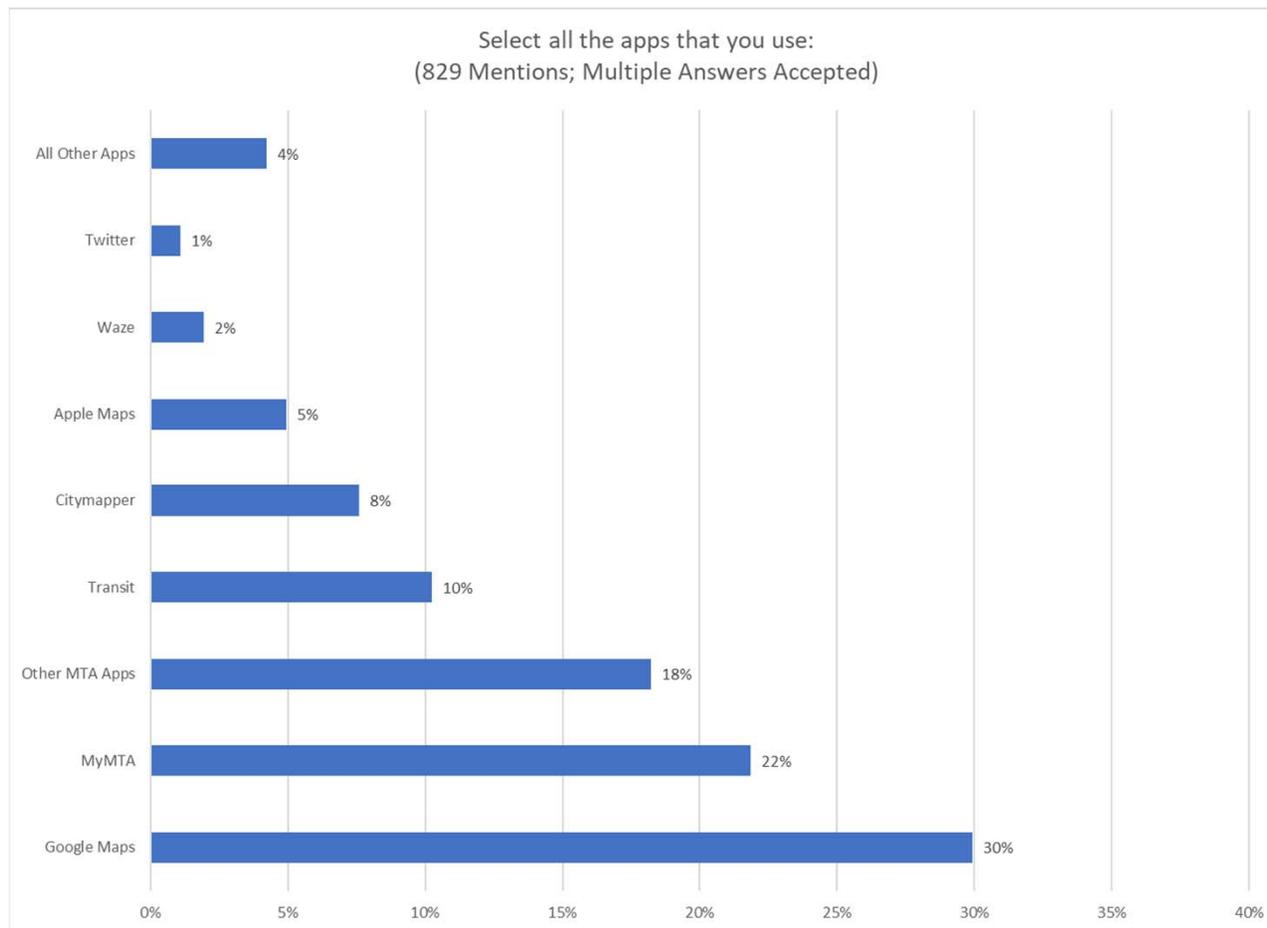
Findings: Information Preferences



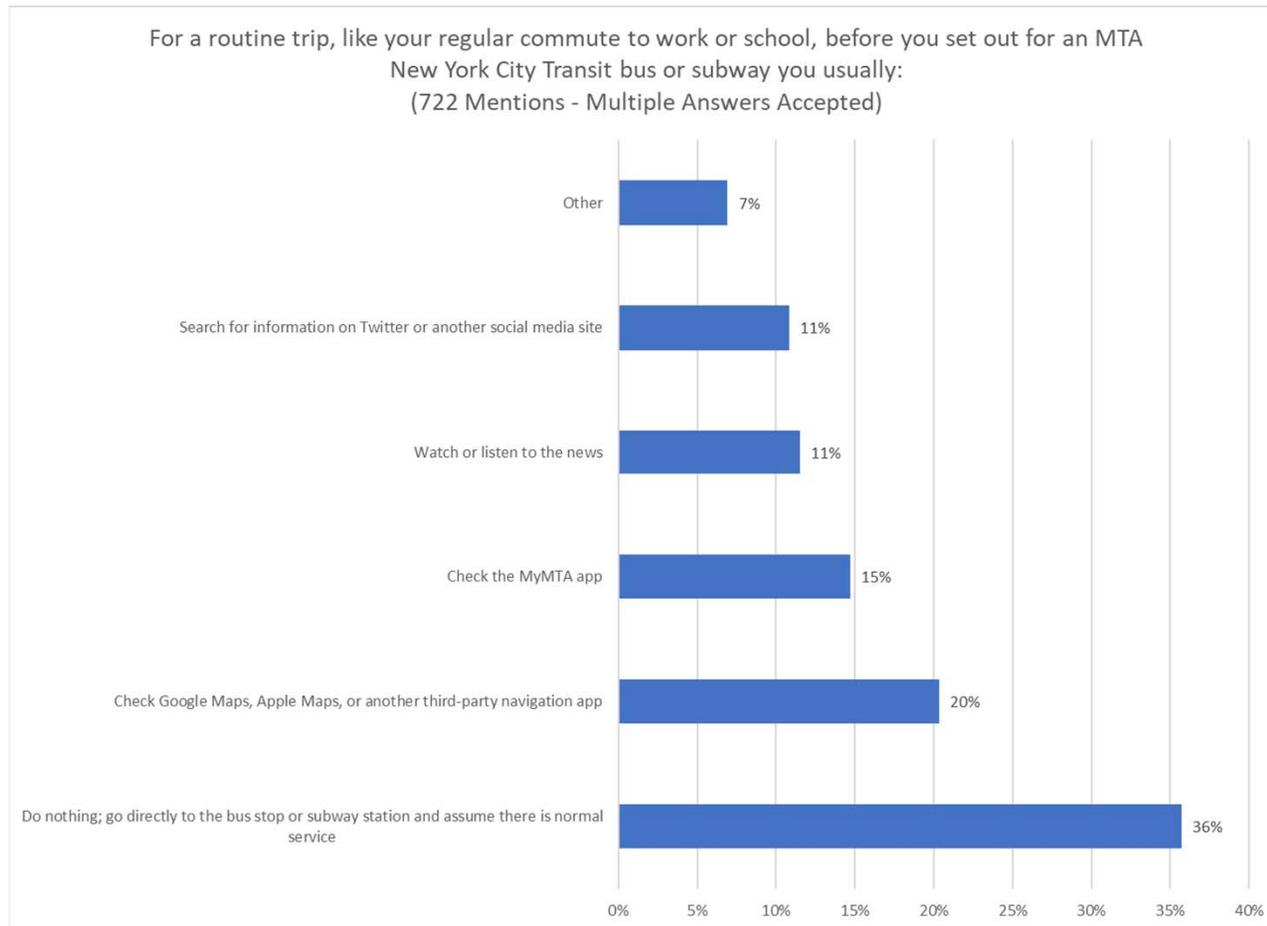
Findings: Information Preferences



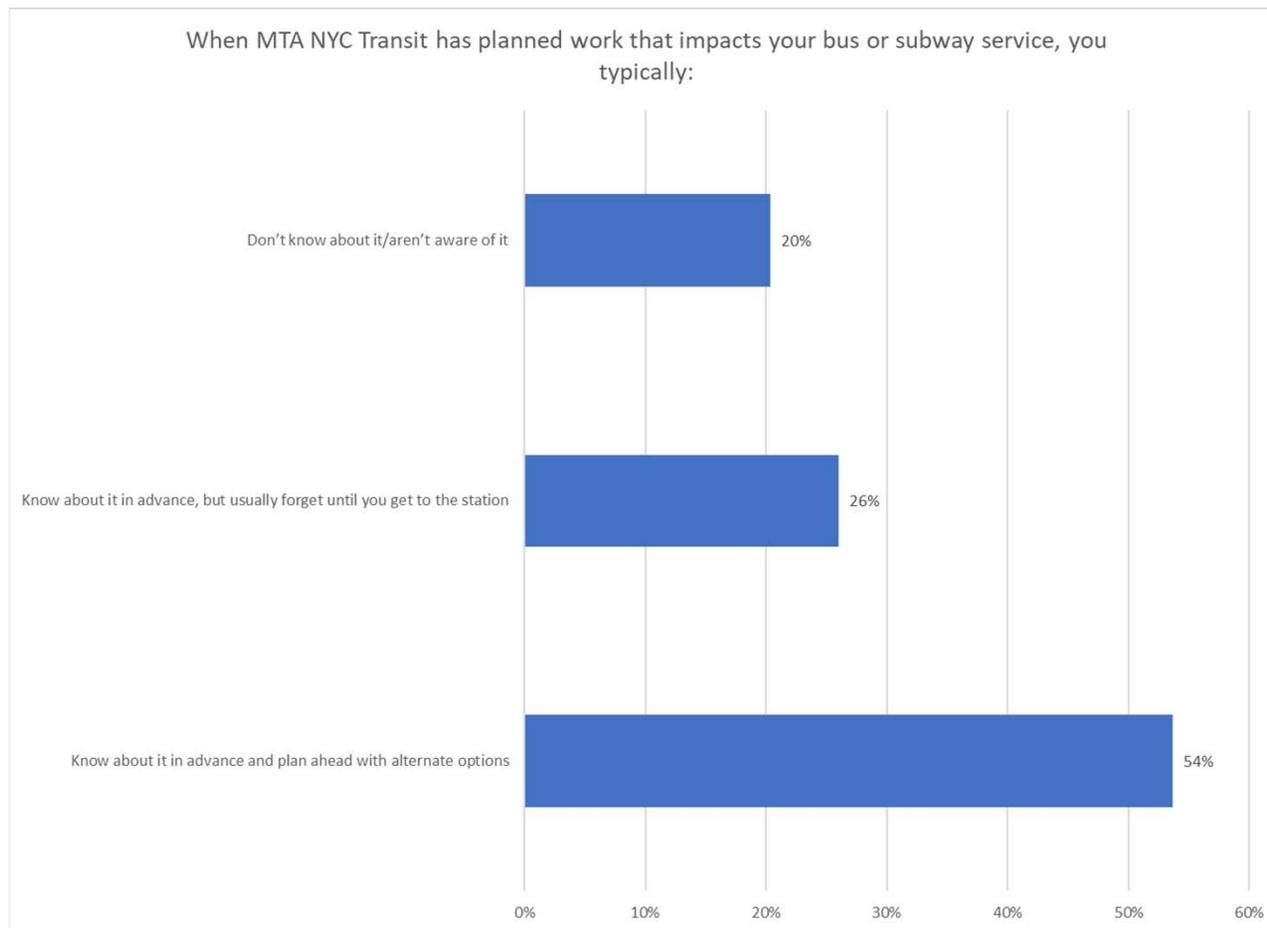
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Findings: Information Preferences



Findings: Information Preferences

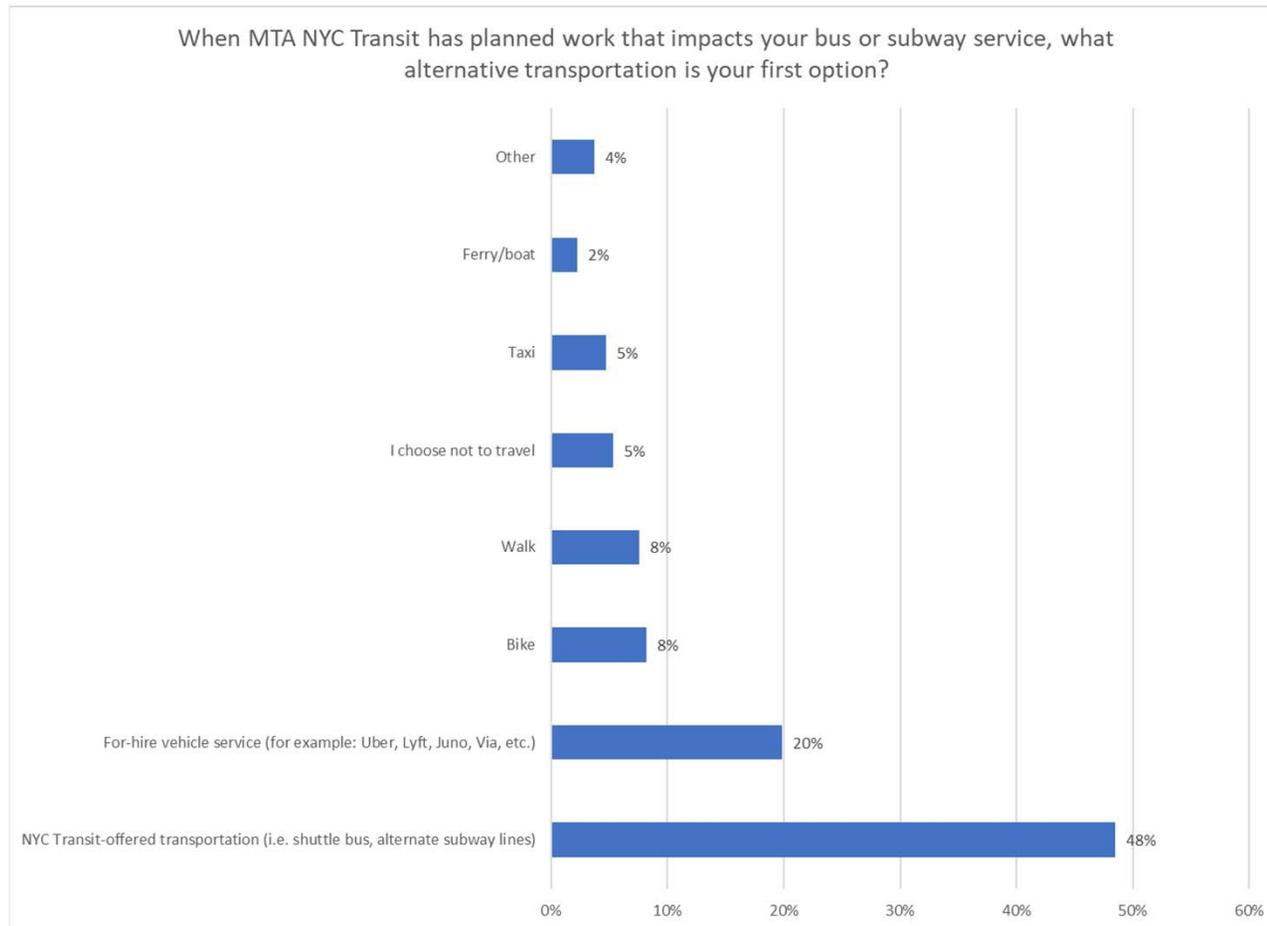


Findings: Travel Alternatives

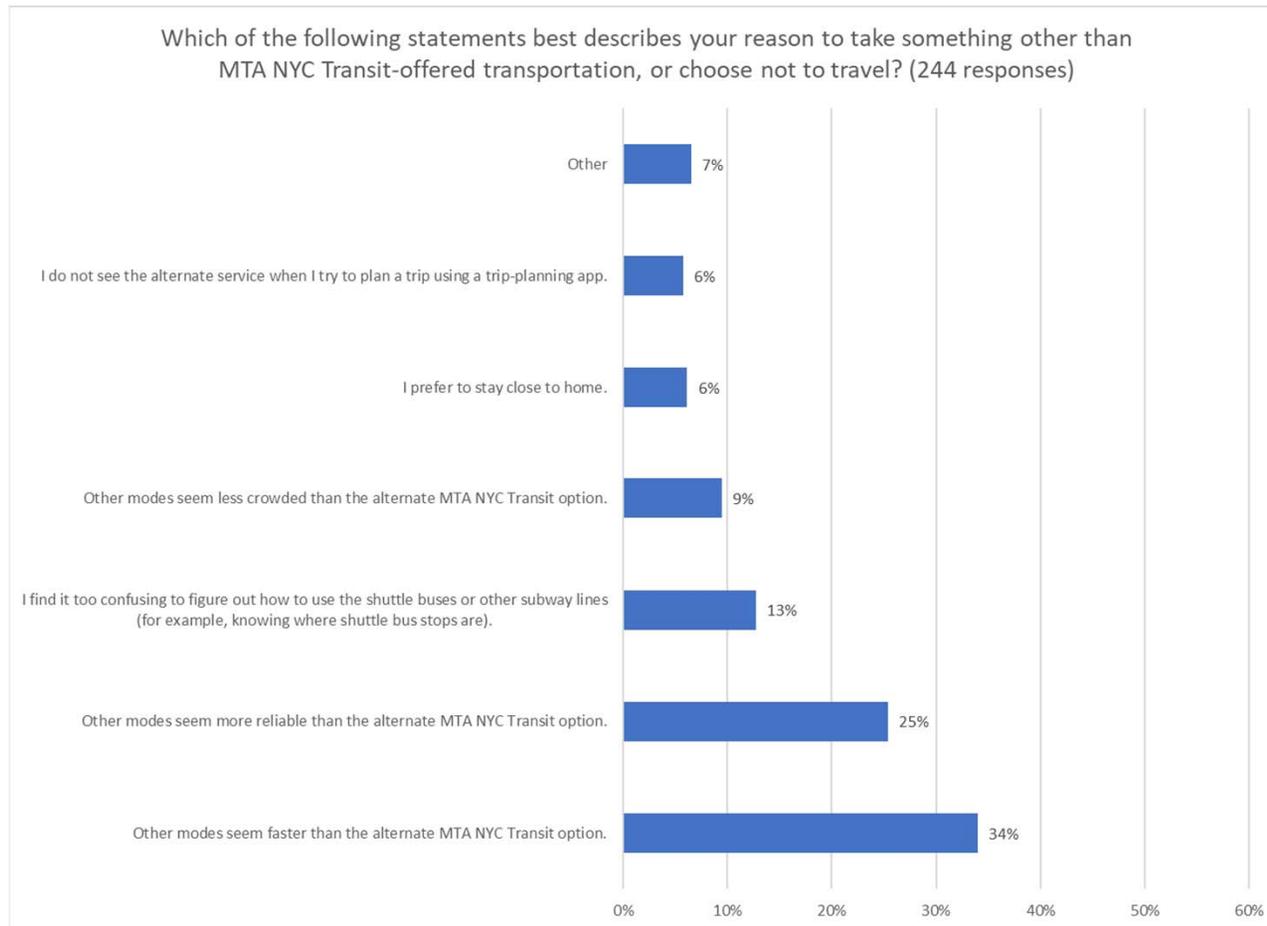
- Nearly half, 48%, of respondents first choose NYC Transit-offered alternatives, like a shuttle bus or alternative subway service when planned work impacts their trip
- A for-hire vehicle service, like Uber or Lyft, is the first choice of 20% of respondents
- Among the roughly half of respondents who choose another mode or stay home when planned service changes impact their trip
 - Perceptions of greater speed (34%) and reliability (25%) are the top two reasons to seek another mode over the NYC Transit alternative
 - Another 13% find figuring out the NYC Transit alternative service too confusing



Findings: Travel Alternatives



Findings: Travel Alternatives

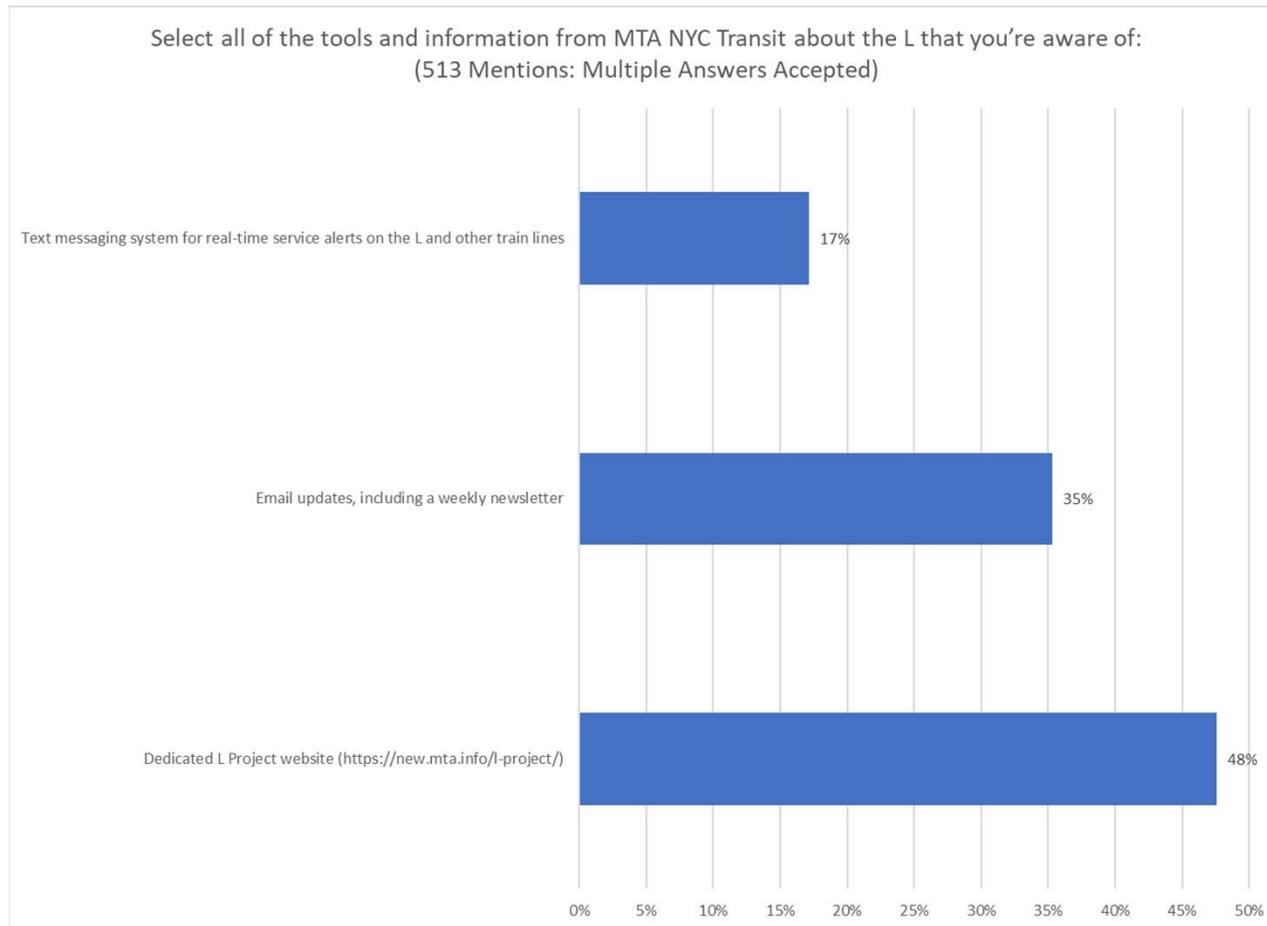


Findings: Information or Tools

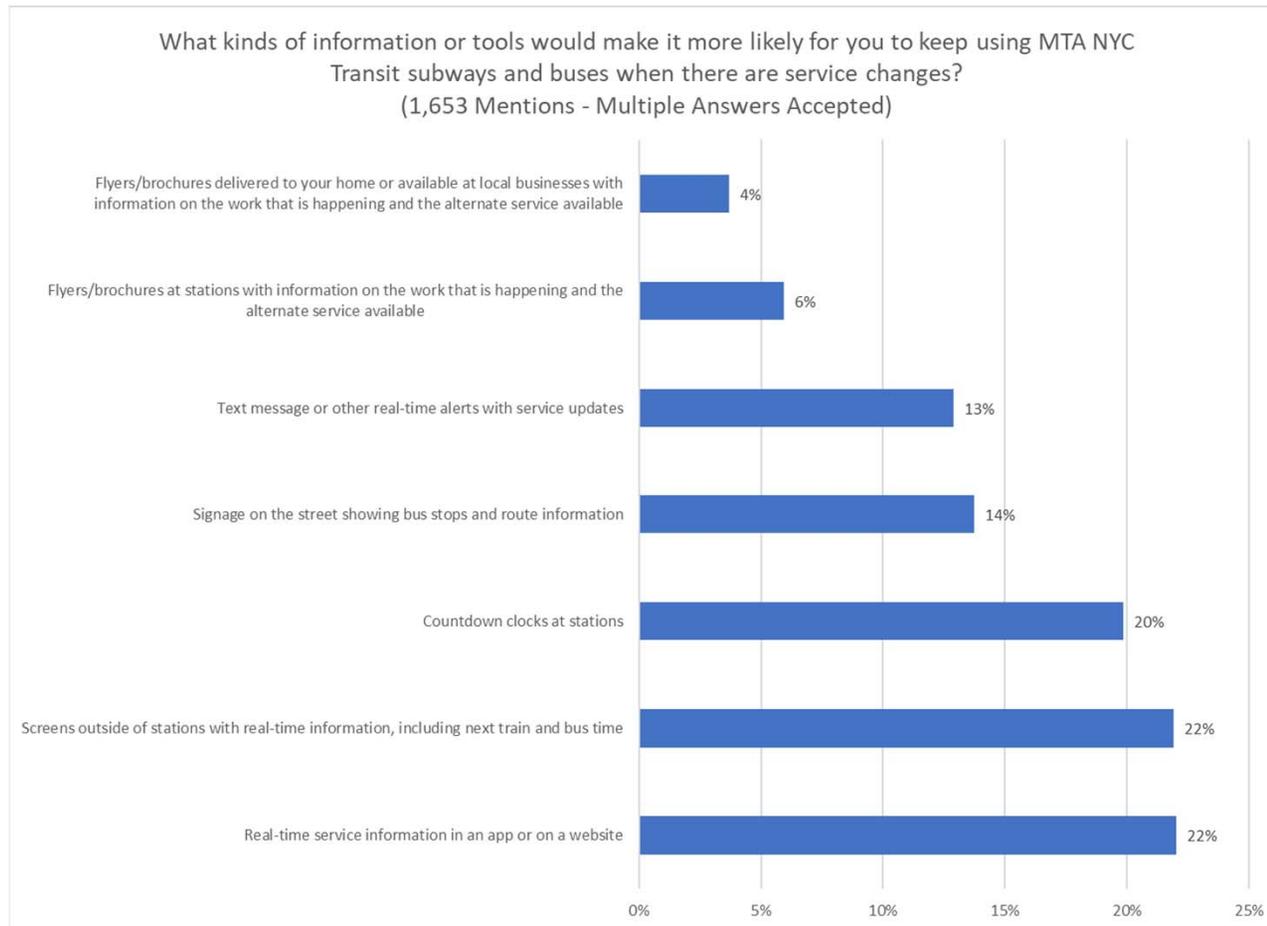
- Awareness of existing NYC Transit L Project information and tools
 - The leading choice among the offered sources, the L project website received 48% of customer mentions
 - Email updates and the weekly newsletter was mentioned in 35% of recollections
 - Awareness of text messaging for service alerts was 17%
- Preferred information or tools during service changes
 - Tied at 22%, the most preferred options:
 - Real-time service information on an app or a website
 - Screens outside of stations with real-time information
 - In third place, at 20%: countdown clocks at stations



Findings: Information or Tools



Findings: Information or Tools

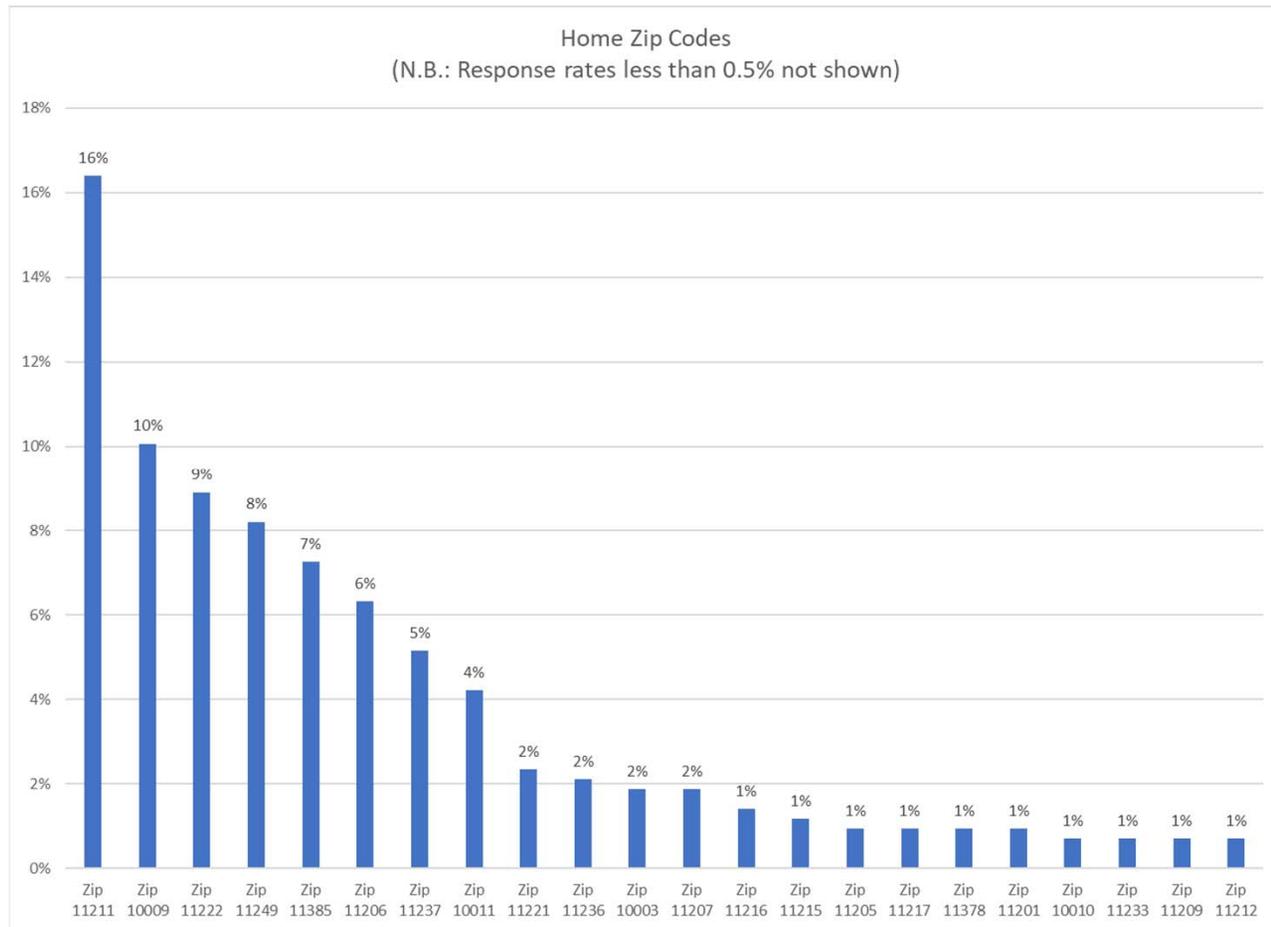


Sample Profile: Home Zip Code

- Half of all respondents live in the following five zip codes:
 - 11211 – Williamsburg, Brooklyn (16%)
 - 10009 – Stuyvesant Town, East Village, Manhattan (10%)
 - 11222 – Greenpoint, Brooklyn (9%)
 - 11249 – Williamsburg (Waterfront), Brooklyn (8%)
 - 11385 – Glendale, Ridgewood, Queens (7%)



Sample Profile: Home Zip Code



Appendix: Questionnaire

Section 1 of 10



L Project Customer Survey

The L Project has a revised way to do the tunnel rehabilitation work. This change would allow us to keep L service running while we work, just with less frequency during certain times on nights and weekends. We have a new plan with additional transit options during those impacted times to give you options to get where you need to go.

So while you will have the opportunity to use the L at any time, you may decide that there is a better option using the alternate service we'll be offering. This survey will help us better understand your communications preferences so we can make sure you know your options to make the best decision.



Appendix: Questionnaire

Section 2 of 10



Travel Patterns and Checking for Service Changes

Description (optional)

How many days in a typical week do ride any of the lines below? (Note: if you don't use a particular train, leave the row blank.)

	1	2	3	4	5	6	7
L	<input type="radio"/>						
A	<input type="radio"/>						
C	<input type="radio"/>						
G	<input type="radio"/>						
J/Z	<input type="radio"/>						
M	<input type="radio"/>						



Appendix: Questionnaire

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When do you typically ride any of the lines below? (Select all that apply):

	Morning Rush ...	Midday (Week...	Afternoon Rus...	Evening (Week...	Weekend (Sat...	Late Night (Ev...
L	<input type="checkbox"/>					
A	<input type="checkbox"/>					
C	<input type="checkbox"/>					
G	<input type="checkbox"/>					
J/Z	<input type="checkbox"/>					
M	<input type="checkbox"/>					



Appendix: Questionnaire

How often do you check for service changes before you leave home to head to a subway station or bus stop?

- Always
- Often
- Sometimes
- Rarely
- Never



Appendix: Questionnaire

Section 3 of 10



Service Change Information Preference

Description (optional)

How far in advance do you check for service changes? Select all that apply:

- The day of a trip
- One day before a trip
- A few days before a trip
- One week before a trip
- More than one week before a trip

Do you use a smartphone?

- Yes
- No
- Not sure / Don't know



Appendix: Questionnaire

Section 4 of 10



App Use

Description (optional)

Do you use any apps to access transit service information or to plan a trip?

- Yes
- No
- Not sure / Don't know



Appendix: Questionnaire

Section 5 of 10



App Choice

Description (optional)

Select all the apps that you use:

- MyMTA
- Other MTA apps like MTA Subway Time and MTA Bus Time
- Google Maps
- Citymapper
- Waze
- Transit
- Apple Maps
- Other...



Appendix: Questionnaire

Section 6 of 10



Knowledge of Service Changes

Description (optional)

For a routine trip, like your regular commute to work or school, before you set out for an MTA New York City Transit bus or subway you usually (Check all that apply):

- Do nothing; go directly to the bus stop or subway station and assume there is normal service
- Check Google Maps, Apple Maps, or another third-party navigation app
- Check the MyMTA app
- Check another MTA-issued app like Subway Time
- Watch or listen to the news
- Search for information on Twitter or another social media site
- Other...



Appendix: Questionnaire

When MTA NYC Transit has planned work that impacts your bus or subway service, you typically:

- Know about it in advance, but usually forget until you get to the station
- Know about it in advance and plan ahead with alternate options
- Don't know about it/aren't aware of it



Appendix: Questionnaire

Section 7 of 10



Travel Alternatives

Description (optional)

When MTA NYC Transit has planned work that impacts your bus or subway service, what alternative transportation is your first option?

- NYC Transit-offered transportation (i.e. shuttle bus, alternate subway lines)
- Bike
- Walk
- Ferry/boat
- Taxi
- For-hire vehicle service (for example: Uber, Lyft, Juno, Via, etc.)
- I choose not to travel
- Other...



Appendix: Questionnaire

Section 8 of 10



Use of other modes during planned service changes

Description (optional)

Which of the following statements best describes your reason to take something other than MTA NYC Transit-offered transportation, or choose not to travel?

- I find it too confusing to figure out how to use the shuttle buses or other subway lines (for example, knowing where ...
- I do not see the alternate service when I try to plan a trip using a trip-planning app.
- Other modes seem faster than the alternate MTA NYC Transit option.
- Other modes seem less crowded than the alternate MTA NYC Transit option.
- Other modes seem more reliable than the alternate MTA NYC Transit option.
- I prefer to stay close to home.
- Other...



Appendix: Questionnaire

Section 9 of 10



L Tools and Information

Description (optional)

What kinds of information or tools would make it more likely for you to keep using MTA NYC Transit subways and buses when there are service changes? (Select all that apply:)

- Real-time service information in an app or on a website
- Text message or other real-time alerts with service updates
- Countdown clocks at stations
- Screens outside of stations with real-time information, including next train and bus time
- Flyers/brochures delivered to your home or available at local businesses with information on the work that is happening
- Flyers/brochures at stations with information on the work that is happening and the alternate service available
- Signage on the street showing bus stops and route information



Appendix: Questionnaire

Select all of the tools and information from MTA NYC Transit about the L that you're aware of:

- Dedicated L Project website (<https://new.mta.info/l-project/>)
- Email updates, including a weekly newsletter
- Text messaging system for real-time service alerts on the L and other train lines



Appendix: Questionnaire

Section 10 of 10



Wrapping Up -

Description (optional)

What is your home zip code?

Short answer text

Finally, if you would like to receive our weekly newsletter, please enter your email address, below. We respect your privacy, and will not use the address for any other purpose.

Short answer text

