

NJ TRANSIT

**BOARD CUSTOMER SERVICE COMMITTEE MEETING AGENDA
OPEN TO MEMBERS OF THE PUBLIC**

TUESDAY, APRIL 24, 2018

9:00 AM

**ONE PENN PLAZA EAST
9TH FLOOR BOARD ROOM
NEWARK, NJ 07105**

**NJ TRANSIT BOARD
CUSTOMER SERVICE COMMITTEE MEETING
OPEN TO MEMBERS OF THE PUBLIC**

**TUESDAY, APRIL 24, 2018
9:00 A.M. – 9th FLOOR BOARD ROOM – NEWARK, NJ**

PUBLIC COMMENTS ON AGENDA (Two minutes per speaker)

STAFF REPORTS

CUSTOMER SERVICE UPDATE
(*PRESENTER: DIONNA SUMNER*)

SOCIAL MEDIA UPDATE
(*PRESENTER: NANCY SNYDER*)

CUSTOMER SERVICE UPDATE

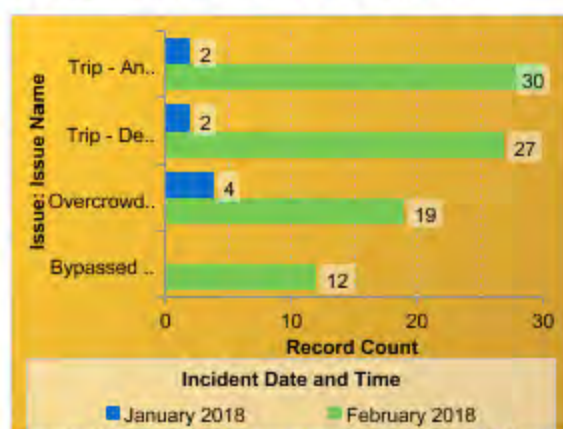
Rail - Top 5 Trains

Train Number	Record Count
46	32
1150	15
54	14
6933	12
5710	11

Rail - Trending Issues

Issue: Issue Name	Record Count
Trip - Annulled / Cancelled	30
Trip - Delayed	27
Overcrowding	19
Bypassed Commuter / Station	12

Issues - This Month vs Last Month



Graph depicts # of issues generated by Top 5 Trains this month vs. last month.

Rail - Top 5 Trains - Passenger Trips

Train Number	Passenger Trips	Total
5710		15,000
1150		10,220
46		8,100
6933		8,000
54		3,480

Total Case Volume



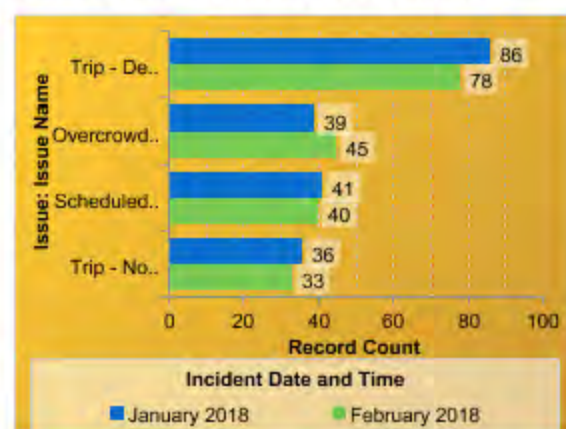
Bus - Top 5 Bus Routes

Bus Route	Record Count
190 - Paterson - New York	68
165 - Westwood - New York	61
139 - Lakewood - Old Bridge - NY	53
126 - Hoboken - New York	50
166 - Dumont - Tenafly - NY	46

Bus - Trending Issues

Issue: Issue Name	Record Count
Trip - Delayed	78
Overcrowding	45
Scheduled Service	40
Employee Performance	35

Issues - This Month vs Last Month



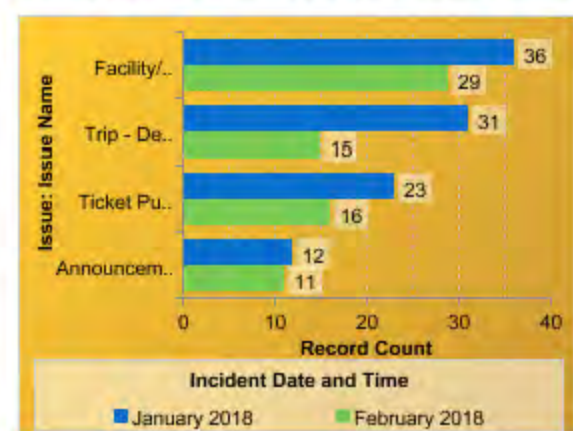
Light Rail by Line

NJT Division	Record Count
LR - Hudson Bergen Light Rail	60
LR - Newark Light Rail	23
LR - RiverLINE	20
	2

Light Rail - Trending Issues

Issue: Issue Name	Record Count
Facility/Station Condition	29
Ticket Purchase/TVM	16
Trip - Delayed	15
Announcements - Station	11

Issues - This Month vs Last Month



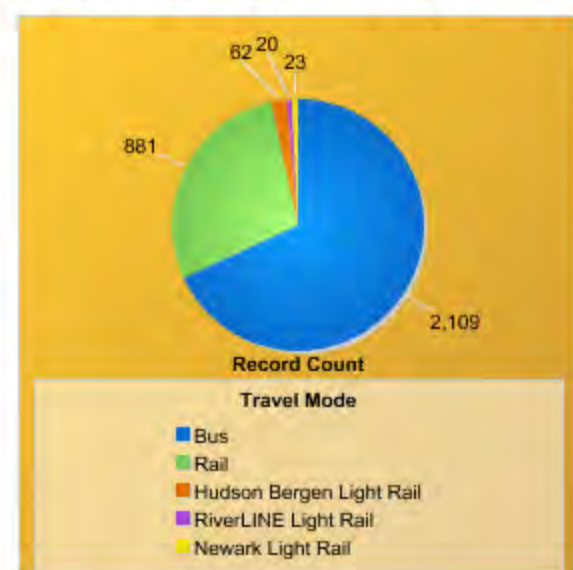
Light Rail - Passenger Trips

Light Rail Service	Passenger Trips	Total
Hudson Bergen Light Rail		1,150,800
Newark Light Rail		425,700
RiverLINE Light Rail		214,400

Total Commendations by Division

NJT Division	Record Count
Bus - Northern Division	31
Bus - Central Division	44
Bus - Southern Division	14
Rail - Newark Division	25
Rail - Hoboken Division	18
CS - Customer Service	17

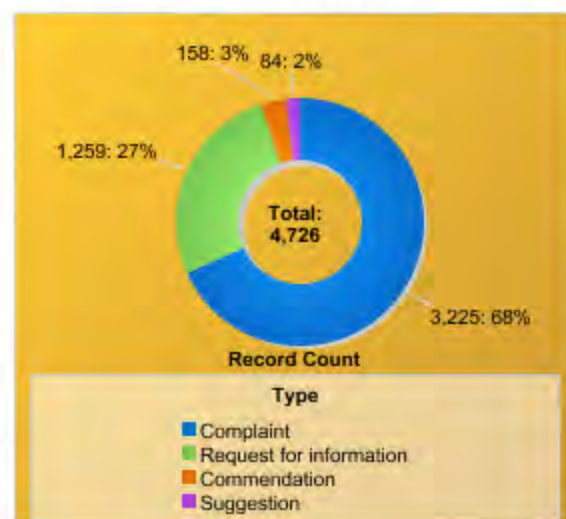
Total Complaints by Travel Mode



Bus - Top 5 Routes - Passenger Trips

Bus Line/Route	Passenger Trips	Total
166 - Dumont - Tenafly - NY		356,767
126 - Hoboken - New York		328,536
165 - Westwood - New York		269,815
139 - Lakewood - Old Bridge - NY		228,376
190 - Paterson - New York		212,781

Total Case Volume by Type



SOCIAL MEDIA UPDATE

Facebook - Top Trending Topics

1. Eagles Super Bowl LII Parade
2. General Customer Comments
3. On-Time Performance
4. Travel Commentary

Twitter - Top Trending Topics

1. Rail Delays (2/9/18)
2. Political Commentary
3. Bus Delays (2/23/18)
4. News Mentions

Social Posts Received

Twitter- Jan'18: 17,376 tweets/Feb'18: 6,840 tweets
Facebook- Jan'18: 1,271 posts/Feb'18: 538 posts

Social Sentiment

Jan'18: 81.4% negative/Feb'18: 82.2% negative
Jan'18: 18.6% positive/Feb'18: 17.8% positive

Facebook - Fan Growth

2/1/2018	68,315 Likes
2/28/2018	68,512 Likes 197 new fans

Twitter - Follower Growth

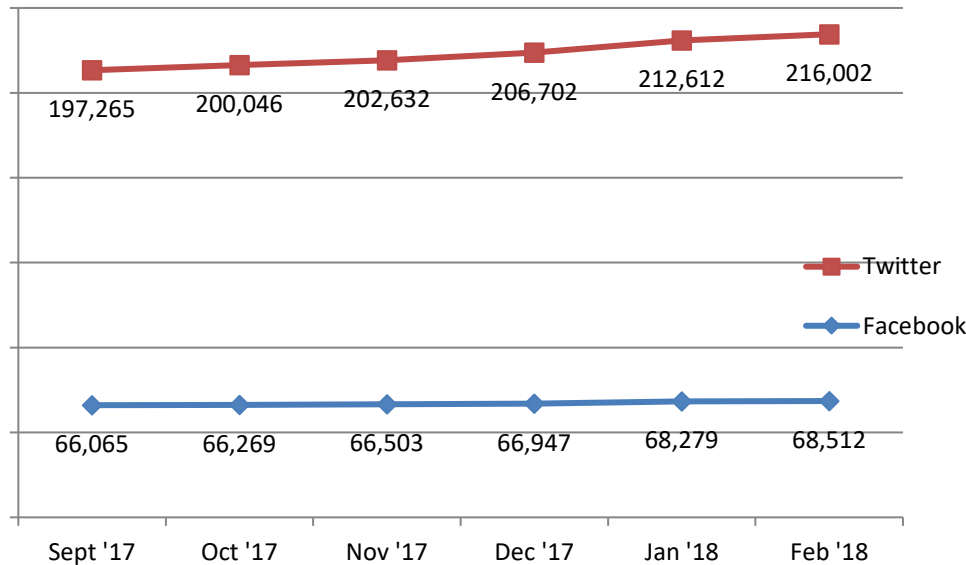
2/1/2018	212,738 Likes
2/28/2018	216,002 Likes 3,264 new followers

Social Posts Sent/Reach of Posts

Facebook	174 posts/ 86.3K potential reach
Twitter	690 tweets/ 2.37Million potential reach

Customers Assisted

118 posts sent to Customer Service
868 customers assisted on Social Media



This One's for the Girls



NJ TRANSIT @NJTRANSIT · Feb 9

NJ TRANSIT customers save over 35% on select performances of This One's For The Girls, through June 30, 2018 - It's an "engaging, compelling and funny" new musical, you won't want to miss.

Visit bit.ly/2BkwxLm for more info. #NJTSavings



1 2 3 4

Drunk Shakespeare



NJ TRANSIT @NJTRANSIT · Feb 12

NJ TRANSIT customers save up to 45% on select performances of the must-see musical, Drunk Shakespeare. Valid through September 29, 2018.

Visit bit.ly/2BTdAk3 for more details. #NJTSavings



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Liberty Science Center- Thomas the Tank Engine



NJ TRANSIT @NJTRANSIT · Feb 16

Take the kiddos on an adventure to see everyone's favorite train, Thomas the Tank Engine. NJ TRANSIT customers save \$5 on admission to Liberty Science Center when displaying any NJT ticket, pass or fare receipt. More info: bit.ly/2BylmPj #NJT Savings



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NJ TRANSIT @NJTRANSIT · Feb 15

BUY ONE ADMISSION TICKET & GET ONE FREE TO THE INTREPID MUSEUM, February 18-24, 2018. Discover how science intersects with art, sports, games and nature in fun-filled activities, performances and visits from special guests all week long. More: bit.ly/2C0p8Ca #NJT Savings



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Kids Week at the Intrepid Sea, Air & Space Museum

President's Day Planned Service Changes



NJ TRANSIT @NJTRANSIT · Feb 19

REMINDER - For Presidents' Day, today, select NJ TRANSIT bus routes are operating on a special holiday, weekend or reduced-weekday schedule. Please check the Holiday Service Guide for your bus route: bit.ly/2BCJ64R



3 replies 3 retweets 3 likes



NJ TRANSIT @NJTRANSIT · Feb 19

REMINDER - For Presidents' Day, today, NJ TRANSIT Light Rail Service is operating as follows:

- HBLR will operate on a Saturday/Sunday schedule
- NLR will operate on a Saturday schedule
- River LINE will operate on a Sunday schedule



1 reply 5 retweets 4 likes



NJ TRANSIT @NJTRANSIT · Feb 19

REMINDER - For Presidents' Day, today, NJ TRANSIT Rail is operating on a weekend/major holiday schedule, with additional morning and evening peak period trains on the NEC, NJCL, RVL, M&E, MOBO and PJ lines. More information: bit.ly/2EAKojL



1 reply 3 retweets 0 likes

Belmar Saint Patrick's Day Parade



NJ TRANSIT @NJTRANSIT · Feb 14

In a unanimous vote, the NJ TRANSIT Board of Directors approved Kevin Corbett as the next Executive Director of NJ TRANSIT during the regularly scheduled Board of Directors meeting today. The appointment is effective starting on Monday, February 19, 2018.



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NJ TRANSIT @NJTRANSIT · Feb 28

NJCL: Extra train service Sunday, March 4th between Long Branch & Bay Head for Belmar St. Patrick's Day Parade. Beverages are NOT permitted on board trains, buses or light rail vehicles March 3-4. More info: bit.ly/2GR7jE8



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NJT's New Executive Director

Eagles Super Bowl Parade



NJ TRANSIT @NJTRANSIT · Feb 8

Atlantic City Rail Line customers please be advised the parking lot at Lindenwold station is near capacity.



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NJ TRANSIT @NJTRANSIT · Feb 8

Our customer service ambassadors at stations assisting Eagles fans to the parade.



NJ TRANSIT @NJTRANSIT · Feb 8

Heading to the Eagles Parade? Our customer service ambassadors are at stations ready to assist.



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