



Rhode Island Turnpike and Bridge Authority

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FOR IMMEDIATE RELEASE

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RITBA CUSTOMER SATISFACTION SURVEY RESULTS SHOW 85% FAVORABILITY RATING

JAMESTOWN, R.I. – In late 2018, [The Rhode Island Turnpike and Bridge Authority \(RITBA\)](#) conducted its first ever customer satisfaction survey. The goal of the survey was to obtain and assess public opinion in a variety of areas including; perception of RITBA, travel on bridges, toll price, bridge and traffic signage, effectiveness of RITBA communications and E-ZPass operations. RITBA plans to utilize the feedback and input to continue customer service improvements and advancements.

“We at the Rhode Island Turnpike and Bridge Authority always strive to provide a great experience for our customers and motoring public users. We hope to take the insights from this survey in order to make improvements in the future” said Buddy Croft, Executive Director of the Rhode Island Turnpike and Bridge Authority.

For a summary of the results from the survey, please see the attached Appendix.

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RITBA Customer Survey Summary

RDW Group assisted RITBA in conducting a customer satisfaction survey. The goal of the survey was to obtain public opinion in a variety of areas including; perception of RITBA, travel on bridges, toll amount, bridge and traffic signage, effectiveness of RITBA communications and E-ZPass operations.

Survey:

1. The survey instrument was developed by compiling and reviewing survey questions that have been used by other tolling entities around the country
2. The survey was conducted between October and December 2018
3. The survey was sent out via email with an embedded link so the survey could be completed electronically.
 - a. The survey link was also posted on the RITBA website and social media assets.
4. A number of existing email lists were used to send out the survey including;
 - a. The E-ZPass list
 - b. Discover Newport stakeholder list
 - c. RITBA stakeholder list
 - d. Newport Chamber of Commerce stakeholder list
 - e. US Navy – Newport stakeholder list
5. Approximately 130,000 emails were sent.
 - a. The email containing the survey was resent a second time to facilitate additional responses
6. 3,749 people completed the survey

Response Highlights:

- 81% prefer cashless tolling to paying at a toll booth
- 21% were not aware of the discounted toll rate for transponder use
- 85% reported overall perception of RITBA to be good to somewhat good
- 58% view toll collectors as friendly and they value their customers

- 4% use the Newport and Mount Hope Bridges
- 7% use the Newport and Sakonnet River Bridges
- 58% said the current toll is the correct amount
- 67% said if there has to be a toll increase they would prefer smaller, more frequent increases as opposed to one large increase
- 87% are satisfied with the clarity and visibility of traffic and warning signs
- 66% said Newport Pell could have better signage

E-ZPass Response Highlights

- 93% believe service center hours are convenient
- Faster travel, discount and not having to deal with cash are the top reasons for using E-ZPass
- To access E-ZPass account
 - 78% prefer to go online
 - 13% prefer to call customer service
 - 7% visit E-ZPass office
- Checking account balance and toll transactions were main reasons for accessing E-ZPass account
- Potential E-ZPass enhancements
 - 29% would like text messages about account balance
 - 25% would like an E-ZPass mobile App
 - 24% would like a lower pre-paid account balance requirement for infrequent users