



## NJ TRANSIT Train to the Game

### CHALLENGE

NJ TRANSIT, in conjunction with the New York Metropolitan Transit Authority (MTA) and the New Jersey Sports & Exposition Authority, began in 2008 to plan for a new rail service to the Meadowlands Sports Complex from Secaucus Junction. The rail service is being timed with the completion of the new, higher capacity stadium that will replace the current Giants Stadium. NJ TRANSIT is coordinating with MTA's Metro-North Railroad (MNR) and Long Island Railroad (LIRR) to provide attractive transfers for their MNR and LIRR riders to access Secaucus Junction and the Meadowlands. NJ TRANSIT needed forecasts of potential ridership on the new rail service along with fans' preferences on some of the new rail service features. To create the forecasts, it was important to determine where the Giants and Jets fans are coming from, how many hours before game time they arrive, and the importance of the tailgating experience.



### NJ TRANSIT Train to the Game OD and Stated Preference Surveys

*RSG's survey analysis provided NJ TRANSIT, MNR, and LIRR estimates of the number of riders they can expect to use the new rail service, and it provided the NY Giants, the NY Jets, and the New Jersey Sports & Exposition Authority with details on fans' game-day experience and preferences.*

### INITIATIVE

NJ TRANSIT contracted with RSG to conduct two types of surveys: origin-destination (OD) and stated preference. The OD survey was paper-based with an online completion option and obtained from Giants and Jets fans data on:

- Trip details such as origin, route, and hours before game time
- Tailgating experience and preferences
- Likelihood of considering new rail service, based on description of service frequency, fares, and transfers
- Demographics

The stated preference survey, administered online, presented respondents with eight customized trade-off scenarios. The survey enabled a model to be developed that predicted market share for the new rail service within each of the transit agencies' markets.

### RESULTS

The logistically challenging fieldwork around Giants Stadium was implemented successfully and within budget. The analysis included tabulations of trip details, game-day experiences, and likelihood of using the new rail service. We developed a model to predict ridership for each transit agency, down to the level of particular corridors within those transit agencies.

### Contact Information

For more information about this project, contact:

Ms. Stacey Falzarano  
Director  
sfalzarano@rsginc.com  
888.292.9639