

# MTA NaviLens Feedback Survey

## Overview

### General Description

The Metropolitan Transportation Authority (MTA) is a public-benefit corporation responsible for public transportation in the state of New York serving 12 counties in southeastern New York, along with two counties in southwestern Connecticut under contract to the Connecticut Department of Transportation (CDOT). The MTA is the largest transportation network in North America.

Subway service within New York City is operated by MTA New York City Transit (NYCT).

Bus service within New York City is operated by MTA agencies New York City Transit (NYCT) and MTA Bus Company (MTABC). [Some NYCT bus service is operated through the Manhattan and Bronx Surface Transit Operating Authority (MaBSTOA), which is a subsidiary of NYCT.]

This dataset contains responses from the MTA NaviLens feedback survey, which collects customer feedback on NaviLens and NaviLens GO, two accessibility and wayfinding smartphone apps used with brightly colored NaviLens codes installed across select MTA subway stations, subway cars, bus stops, and buses. NaviLens is designed primarily for riders who are blind or have low vision by translating signage and wayfinding information into audio, while NaviLens GO provides similar information in a visual format and includes features such as upcoming arrivals, systemwide service status, and elevator/escalator status.

Survey responses include overall satisfaction, agreement ratings about ease of use and information quality, recommendations, interest in expanding code coverage, comparisons to other wayfinding/travel apps, and open-ended comments. The survey also includes optional demographic questions (e.g., age range, typical transit use frequency, Access-A-Ride customer status, and disability identification) to help contextualize feedback. This survey supports evaluation of the NaviLens deployment and related project reporting, including work funded through the USDOT SMART Grant.

This dataset was published through [MTA's Open Data Program](#), which is committed to increasing transparency through high-quality open data and accompanying resources. We continually examine all our published and publishable data with a view to both providing datasets that can be effectively utilized by our customers and the public at large, and to providing regular, automated updates to these

datasets efficiently and sustainably. Consequently, this dataset may be restructured and/or combined with other similar datasets in the future.

### **Data Collection Methodology**

Survey data are collected through an online questionnaire, hosted via Qualtrics. It includes both completed and partially completed responses. MTA Responses follow survey logic (skip patterns) based on which app(s) the respondent selected and where they reported using the app (e.g., subway station/train vs. bus stop/bus), so not all columns apply to every response.

Operationally, NaviLens codes were deployed at select locations (including listed Manhattan and Bronx subway stations and on routes such as Bx12/Bx12-SBS, M23 SBS, and M66), and the survey is intended for customers who used NaviLens in these environments.

### **Statistical and Analytic Issues**

The response rate for this survey is relatively low and differs between questions. Note where some questions were answered by statistically insignificant number of users. This feedback should not be considered wholly representative of potential NaviLens users.

### **Limitations of Data Use**

There are no limitations on the data at this time.

### **Release Notes**

Version 1.0.0 initial release (01/09/2026)