



NTA Mystery Shops
 Dublin Bus
 Quarter 4 2017
 41113903



Outline of Presentation



- Background to Research
- Section 1: Stop Maintenance Performance (SI)
- Section 2: Customer Information Performance (CI)
- Section 3: Bus Equipment Performance - E.1
- Section 4: Cleanliness Performance - C.1: Bus Cleanliness
- Section 5: Bus Driver Performance - D.1
- Summary
- Appendix

Background to Research



This research programme monitors service, quality and compliance with contractual Dublin Bus requirements through “mystery shopping” surveys, to measure key aspects of service delivery. This mystery shopping programme was designed to provide robust and actionable data to the National Transport Authority to measure the overall service performance of Dublin Bus through the eyes of its ‘customers’.



211 mystery shops were conducted during Quarter 4 2017 with mystery shoppers acting as passengers while waiting for and on board selected Dublin Bus routes around the city. A broad spread of bus routes were covered across different days of the week and times of the day.



The mystery shops were carried out by trained Kantar Millward Brown interviewers, following an initial pilot and briefing session. These interviewers use portable HAPI (HandHeld Personal Interviewing) devices which enable both discreet and effective captures of location, bus and driver details at stops, when boarding, on board and after alighting buses.



Wave 9: Quarter 4 2017: 11th September – 23 Dec 2017



We have used the following symbols to indicate significant differences versus: recent changes since previous quarter i.e. Qtr 3 June – Sept 2017 _{Q3} or year on year changes for same quarter last year i.e. Qtr 4 Nov – Dec 2016 _{Q4}

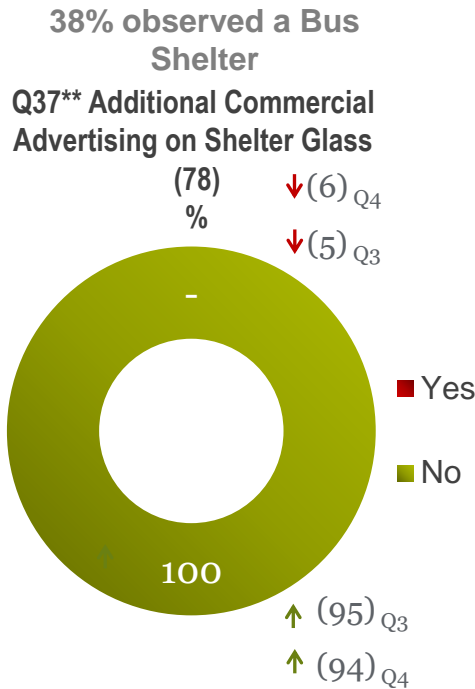


Section 1: Stop Maintenance Performance

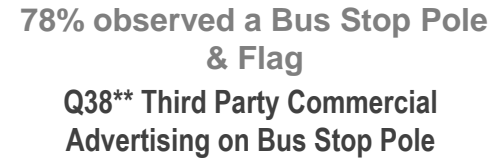


Advertising on Shelter of Bus Stop: Reports of additional commercial advertising being present on bus shelters have significantly decreased both year on year and quarter on quarter, with no interviewers spotting any signs of additional commercial advertising this quarter. Similarly, almost all interviewers saw no signs of additional commercial advertising on bus stop poles.

Base: (78), IF YES TO BUS SHELTER Q30/1, (160) IF YES TO BUS STOP POLE AND FLAG Q29



Q4 2017



** Interviewer instructions have been updated in Qtr 2 2016 therefore no YOY comparisons made

↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2016_{Q4}, Qtr 3 Jun - Sep 2017_{Q3}

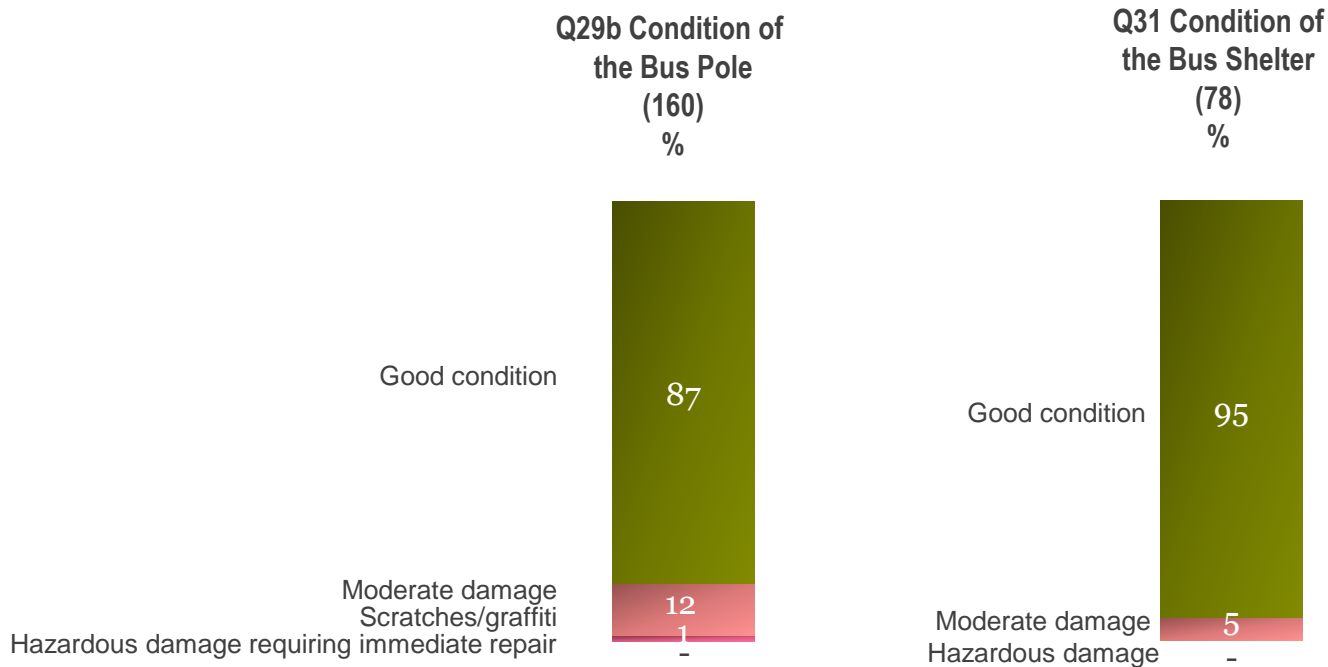
Q37 Is there additional commercial advertising on the shelter glass outside the designated advertising or travel information and timetable panels? (Acceptable advertising must be in a "Case" or Side Panel and not just pasted on shelter)

Q38 Are there any third party commercial advertisements or notices (excluding graffiti, stickers, or bus operator related advertisements) on the operator's bus pole?

Bus Shelters: Just under 9 in 10 interviewers found the bus stop poles to be in good condition, rising to over 9 in 10 for bus shelters. No instances of hazardous damage were reported.

Base: (78), IF YES TO BUS SHELTER Q30/1, (160) IF YES TO BUS STOP POLE AND FLAG Q29/1

Q4 2017



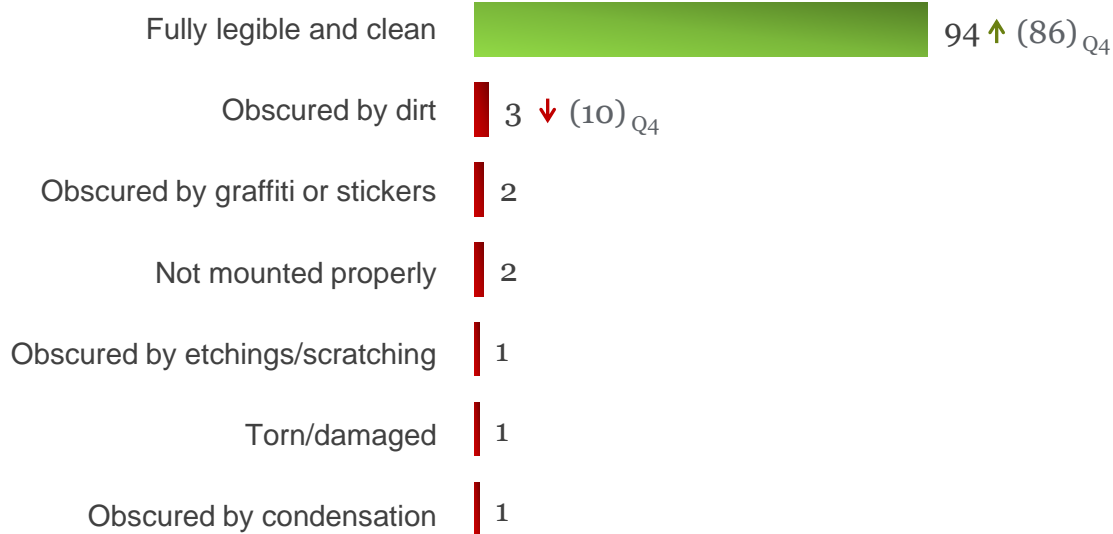
↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2016_{Q4}, Qtr 3 Jun - Sep 2017_{Q3}

Timetable: Over 9 in 10 interviewers found the bus timetables to be fully legible & clean, a significant improvement year on year. There has also been a significant decline in the number of timetables obscured by dirt year on year.

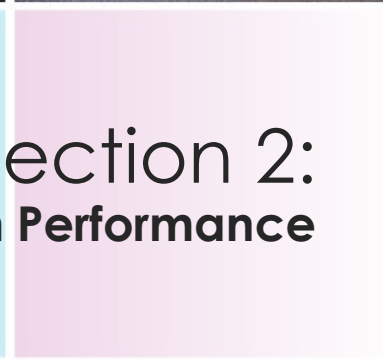
Base: (143), IF YES TO PRINTED TIMETABLE Q34/1

Q4 2017

Q35 Condition of Timetable
 (143)
 %



↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2016_{Q4}, Qtr 3 Jun - Sep 2017_{Q3}

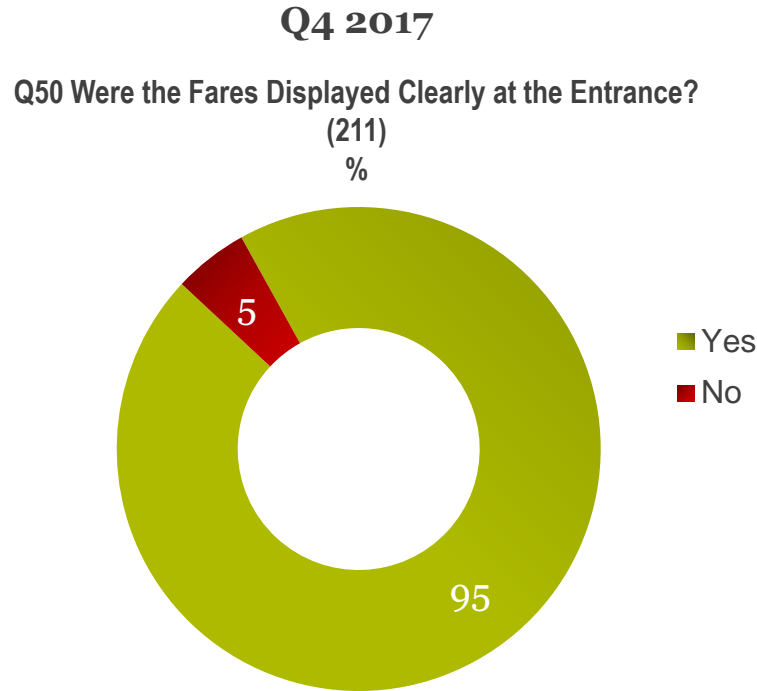


Section 2: Customer Information Performance



Fares: Nearly all interviewers found the fares were displayed clearly at the entrance to the bus; with no significant movements observed

Base: (211)



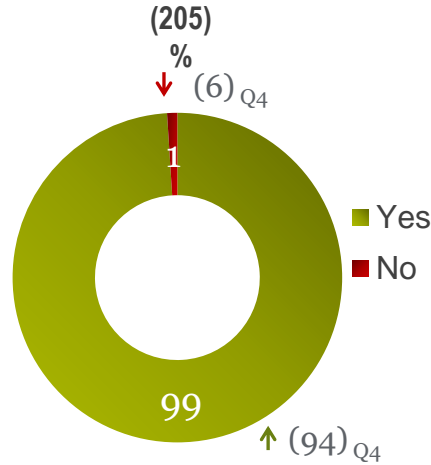
↕ = Statistically significant differences are versus Qtr 4 Sep - Dec 2016_{Q4}, Qtr 3 Jun - Sep 2017_{Q3}

Timetable: Year on year, there has been a significant increase in the number of interviewers who saw a bus stop number visible on the bus stop flag. There has also been a significant increase in the number of interviewers who couldn't see an operative date present on the bus timetable versus last quarter.

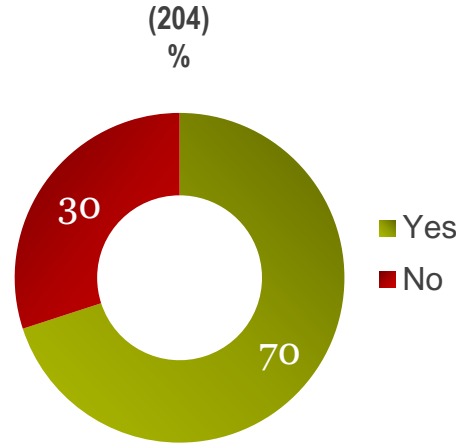
Base: IF YES TO BUS STOP POLE AND FLAG Q29/1 OR BUS SHELTER Q30/1, IF YES TO PRINTED TIMETABLE Q34/1

Q4 2017

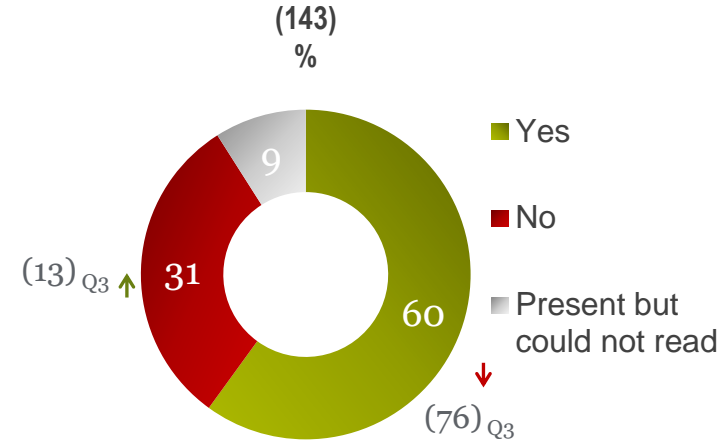
Q32 Bus Stop Number Visible



Q34 Printed Timetable Present

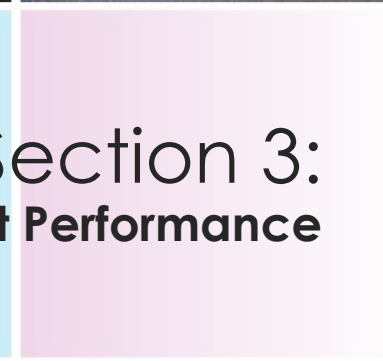


Q36 Operative Date Present



↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2016_{Q4}, Qtr 3 Jun - Sep 2017_{Q3}

Q32 Is the bus stop number visible on the bus stop flag? This is an up to 4 digit number
 Q34 Is there a printed timetable, for the route you are using, on display at the bus stop
 Q36 Is there an "Operative Date" (Dublin Bus) or "Valid From" date written on the timetable? Interviewer note: can be very small print



Section 3: Bus Equipment Performance



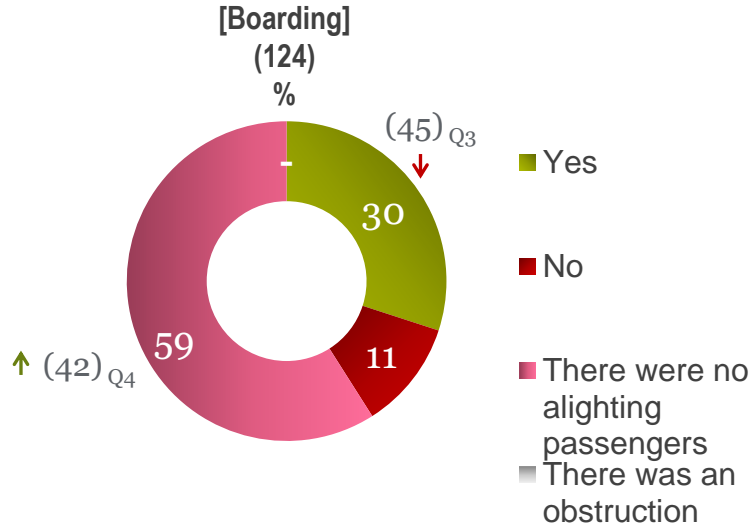
When Getting on the Bus: Upon boarding the bus, a third of interviewers reported seeing the centre doors opening, a significant decrease versus last quarter, however the majority reported that there were no alighting passengers during their journey. Just over half noted the centre doors opening when alighting the bus, also significantly down versus Q3.

Base: (124), IF YES TO CENTRE DOORS Q63

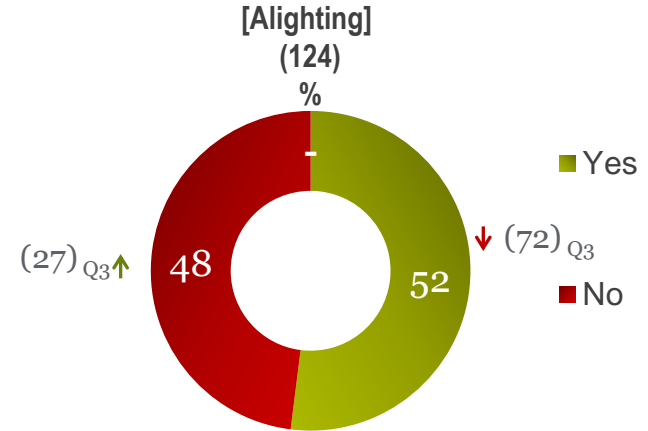
Q4 2017

59% assessed buses with centre doors

Q64 Did the Driver Open the Centre Doors?



Q91 Centre Doors Open for Passengers



↑ ↓ = Statistically significant differences are versus Qtr 4 Sep - Dec 2016_{Q4}, Qtr 3 Jun - Sep 2017_{Q3}

On Board Displays/Announcements: Over 9 in 10 interviewers saw the electronic next stop displays working correctly, while 4 in 5 heard the next stop announcements working correctly. Year on year, there has been a significant increase in the number of announcements that were deemed to be too quiet.

Base: (211)

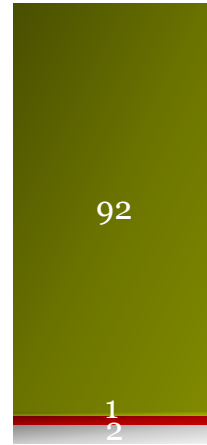
Q4 2017

Q80 Electronic Displays for Next Stop Working
%

Q81 Automatic Next Stop Announcement Working
%

Yes - was working correctly

Yes - working and volume was correct



↓ (10)_{Q4}

↑ (7)_{Q4}

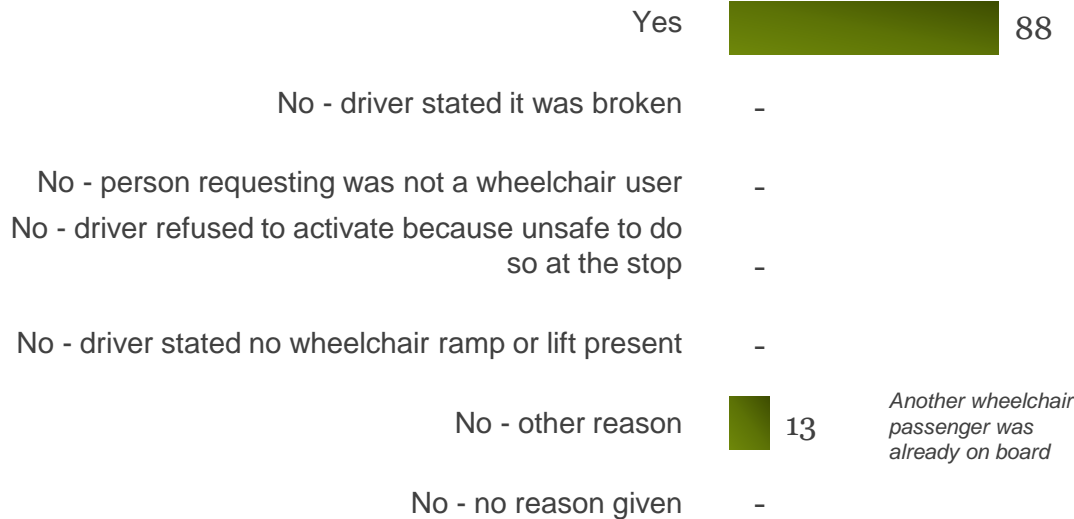
↕ = Statistically significant differences are versus Qtr 4 Sep - Dec 2016_{Q4}, Qtr 3 Jun - Sep 2017_{Q3}

Wheelchair Ramp/Lift: Of the 8 interviewers who saw a wheelchair ramp requested, 7 found that it was activated upon request while 1 noted that it wasn't due to there being another wheelchair passenger already on board.

Base: (8) If yes to WHEELCHAIR RAMP OR LIFT REQUEST Q105/1

Q4 2017

**Q106 Wheelchair Ramp/
 Lift Activated Upon Request
 (8)
 %**

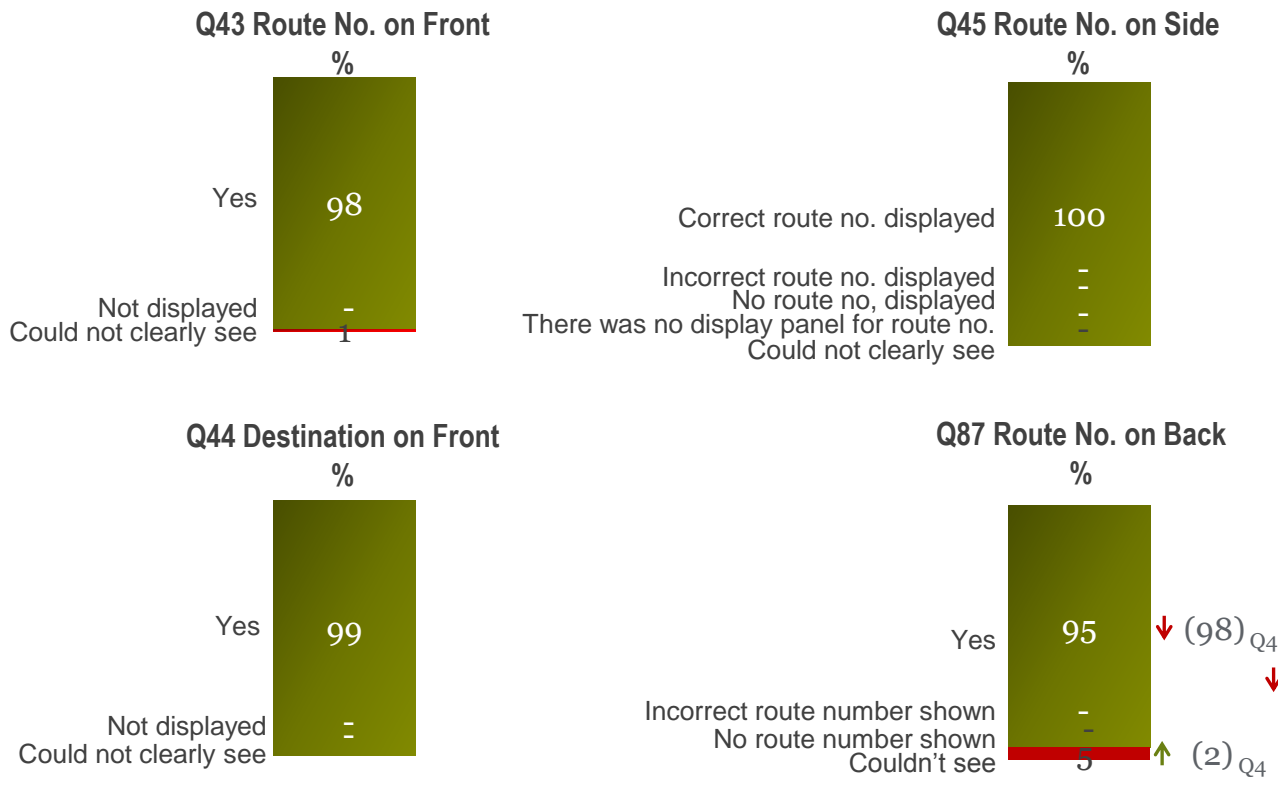


↕↗ = Statistically significant differences are versus Qtr 4 Sep - Dec 2016_{Q4}, Qtr 3 Jun - Sep 2017_{Q3}

Route Number and Destination Visible: Almost all interviewers found both the route numbers & destinations to be clearly visible on all sides of the bus, although there has been a significant decrease year on year in the number of interviewers who saw the correct route number displayed on the back of the bus.

Base: (211)

Q4 2017

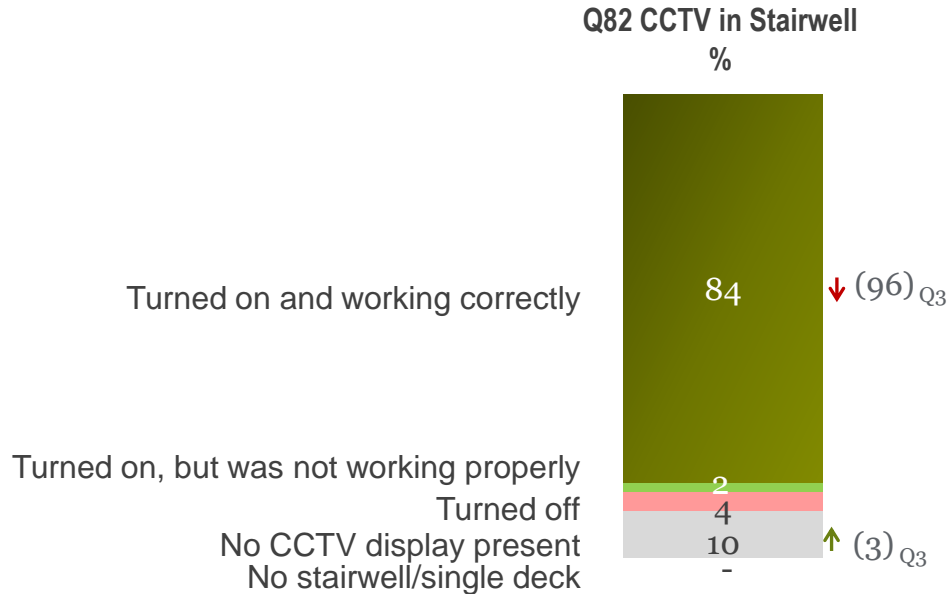


↓↑ = Statistically significant differences are versus * Qtr 4 Sep - Dec 2016⁴, Qtr 3 Jun - Sep 2017^{Q3}

CCTV: Just over 4 in 5 interviewers found the CCTV screens in the stairwells to be turned on and functioning correctly, a significant decrease versus last quarter. There has also been a significant increase in the number of interviewers who saw no CCTV displays present versus Q3.

Base: (124), IF YES TO CENTRE DOORS at Q63*

Q4 2017



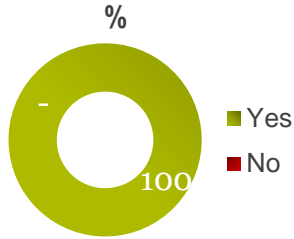
↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2016_{Q4}, Qtr 3 Jun - Sep 2017_{Q3}

* Filter added in Q3 2016

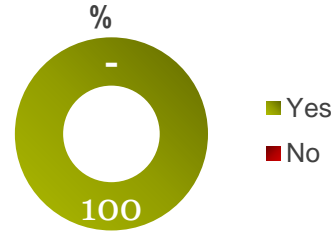
Fare Payment: Ticket machines and leap card readers were found to be present and functioning correctly by all interviewers. Of those interviewers paying in cash, all were given a printed ticket or change receipt where appropriate, and over 3 in 5 Leap interviewers were able to see what fare they were charged as they boarded the bus.

Q4 2017

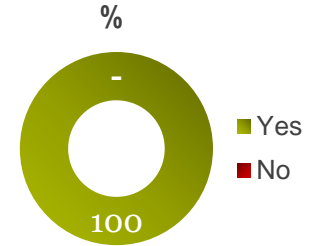
Q56 Cash Fare (88)
Ticket Machine Working Correctly



Q58a Leap Card Reader Present at Driver Working Correctly (85)

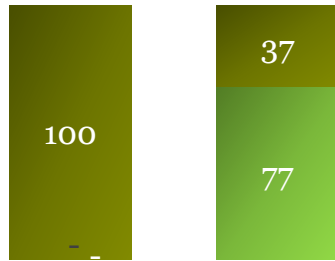


Q60a Pole Mounted Leap Card Reader Working Correctly (38)



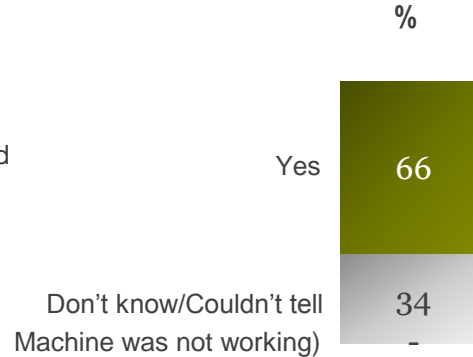
Q57a Cash Fare*
Given Printed Ticket/Change Receipt

Exact Change (53) Not Exact Change (35)



* = Multicoded Question

Q59a Leap Card Reader at Driver See Fare Charged (85)*



Payment Methods were split as they were in were in Quarter 1 2016:

- 50% Cash Payments
- 25% Leap Card Reader at Driver
- 25% Pole Mounted Leap Card Reader

↕ = Statistically significant differences are versus Qtr 4 Sep - Dec 2016_{Q4}, Qtr 3 Jun - Sep 2017_{Q3}

*Question amended in Q2 2016



Section 4: Cleanliness Performance



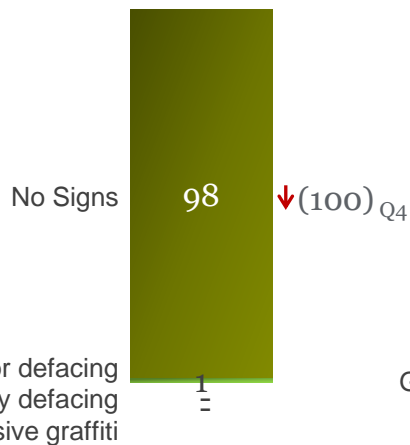
Assessment of Seats: Bus seats were found to be clean & well maintained on almost all occasions, although there have been significant increases year on year in reports of minor tearing on seats.

Base: (211)

Q4 2017

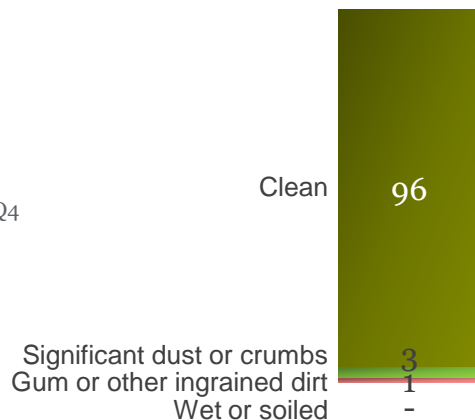
Q69 Graffiti on Seats

%



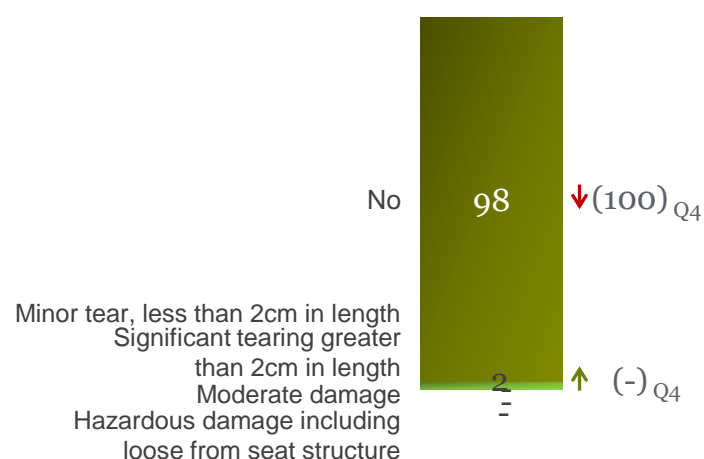
Q70 Cleanliness of Seats

%



Q71 Damage to Seats

%

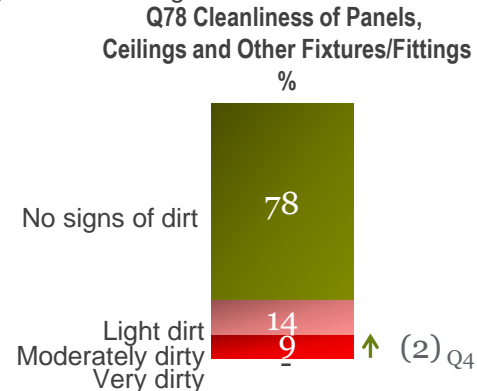
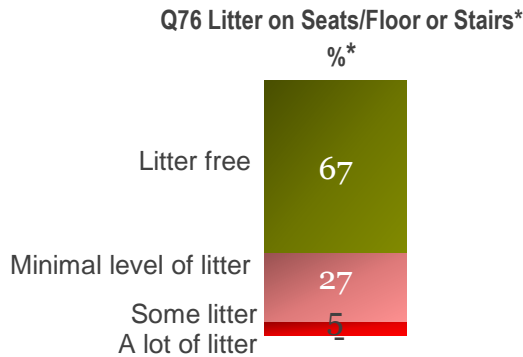
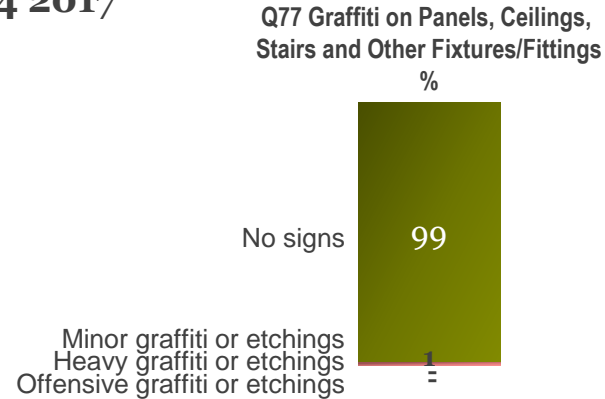
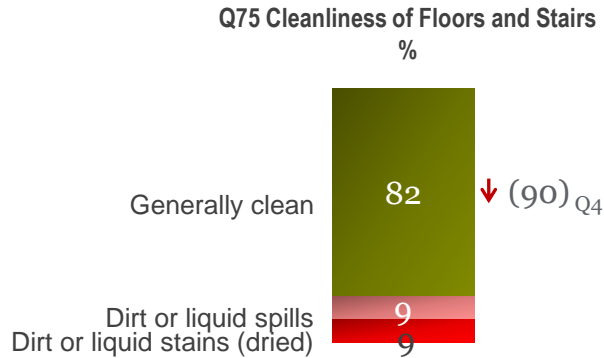


↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2016_{Q4}, Qtr 3 Jun - Sep 2017_{Q3}

Bus Interior: There has been a significant decrease year on year in the number of buses thought to be generally clean inside. There has also been a significant increase in reports of moderate dirt on panels and other fixtures and fittings year on year.

Base: (211)

Q4 2017



*Question amended in Q2 2016

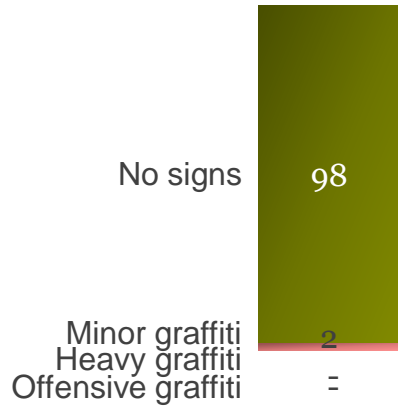
↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2016_{Q4}, Qtr 3 Jun - Sep 2017_{Q3}

Bus Windows: Almost all interviewers reported no signs of graffiti or etchings on bus windows however there has been a significant decrease versus last quarter in the number of interviewers reporting no signs of dirt on windows. There have also been significant increases in the number of interviewers reporting very dirty windows both quarter and quarter and year on year.

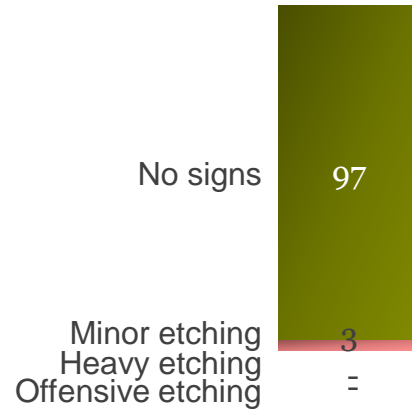
Base: (211)

Q4 2017

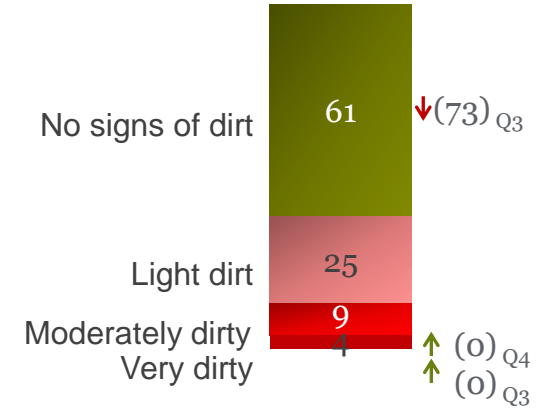
Q72 Graffiti on Windows
%



Q73 Etching on Windows
%



Q74 Cleanliness of Windows
%



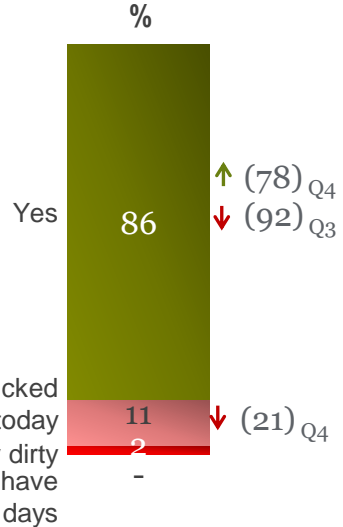
↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2016_{Q4}, Qtr 3 Jun - Sep 2017_{Q3}

Front/Side of Bus: Encouragingly, almost no interviewers reported any signs of visible damage to the front/side of the buses, a significant improvement versus last quarter. Year on year, there have been significant increases in interviewers observing clean fronts and sides of buses but significant declines quarter on quarter. There have also been significant increases in interviewers observing some dirt or heavy dirt on the rear of buses versus last quarter.

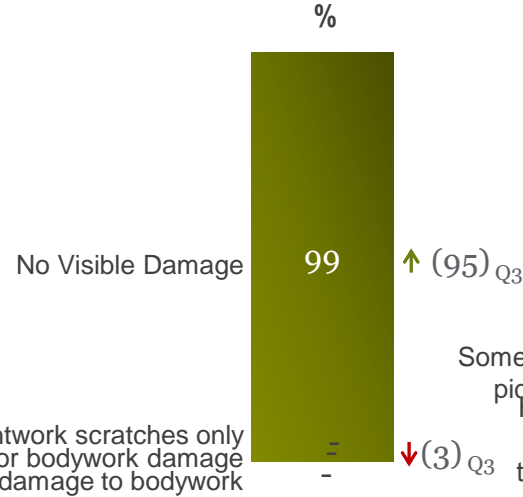
Base: (211)

Q4 2017

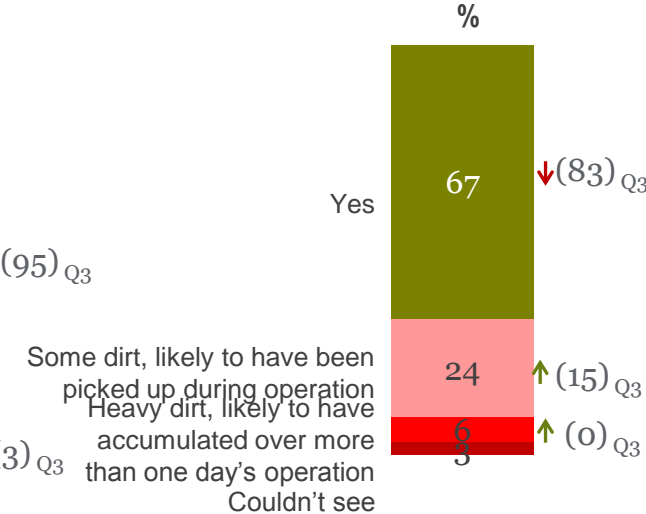
Q47 Cleanliness of Front/Side of Bus



Q48 Visible Damage to Front/Side of Bus



Q90 Was the Rear of Bus Clean?



↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2016_{Q4}, Qtr 3 Jun - Sep 2017_{Q3}

Q47 Were the front and side of the bus clean?
 Q48 Was there visible damage to the front or side of the bus?
 Q90 Was the rear of the bus clean?



Section 5: Bus Driver Performance



Driver Assessment: Drivers remain very highly regarded by almost all interviewers in terms of both attitude and presentation year on year

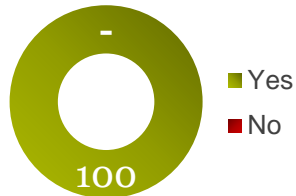
Base: (211)

Q4 2017

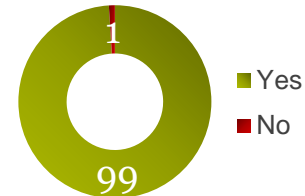
Questions to Driver

- How much is it to ____?
- Can I pay with a note?
- Does this bus go to ____?
- What time is the last bus this evening?

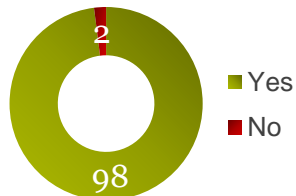
Q51 Helpful



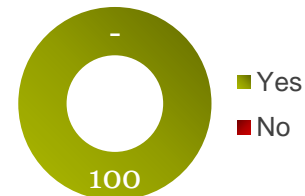
Q54 Driver Wearing Uniform



Q52 Polite



Q55 Driver Well Presented

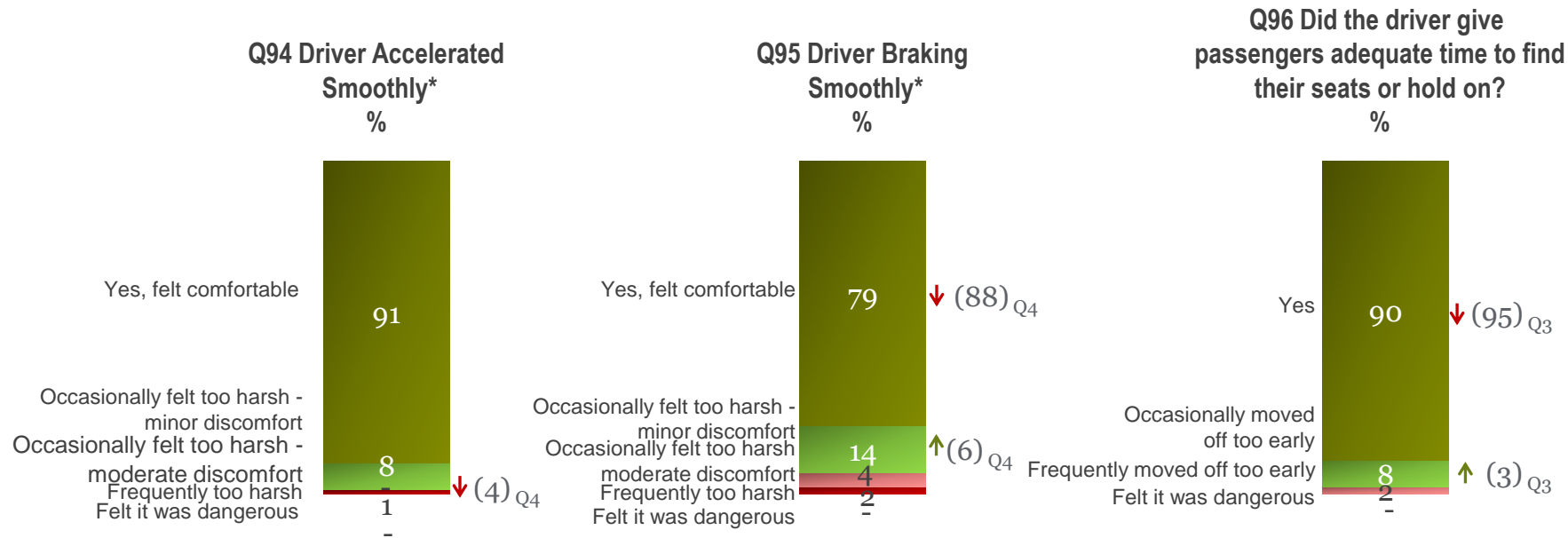


↕ = Statistically significant differences are versus Qtr 4 Sep - Dec 2016_{Q4}, Qtr 3 Jun - Sep 2017_{Q3}

Bus Safety: The majority of interviewers felt that drivers both braked and accelerated smoothly during their journey, although reports of drivers occasionally braking too harshing has significantly increased year on year. There have also been significant increases in the number of drivers frequently moving off too early versus last quarter.

Base: (211)

Q4 2017



↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2016_{Q4}, Qtr 3 Jun - Sep 2017_{Q3}

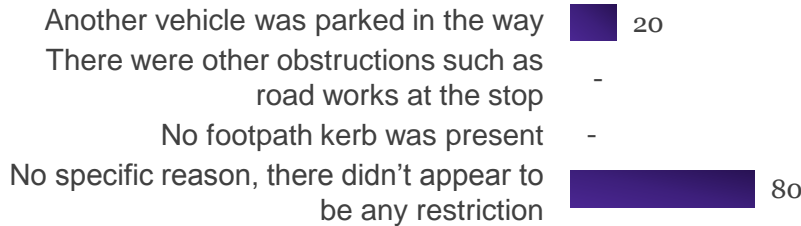
*Question amended in Q2 2016

When Getting on the Bus: 5 interviewers found that the bus did not pull up to the footpath kerb when they boarded the bus; 4 found that there was no apparent reason for the restriction while 1 found that another vehicle was parked in the way. For the 1 interviewer who noted that the bus did not pull up to the kerb as they alighted the bus, they felt that there didn't appear to be any specific reason as to why the bus couldn't have pulled up fully to the kerb at the time.

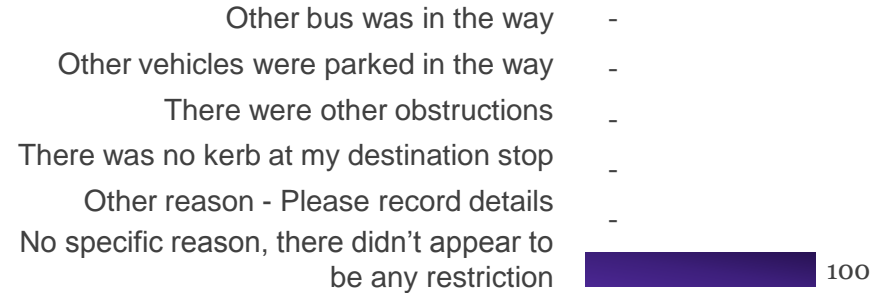
Base: (5), IF NO TO PULL UP CLOSE TO KERB Q61/2, (1) IF NO TO PULL UP CLOSE TO KERB Q92/2

Q4 2017

Q62 Why did the bus not pull up to the footpath kerb (5)
 %



Q93 Why did the bus not pull up to the kerb (1) Alighting
 %



↕ = Statistically significant differences are versus Qtr 4 Sep - Dec 2016_{Q4}, Qtr 3 Jun - Sep 2017_{Q3}

Driver Actions: Interviewers found that buses always stopped to pick up passengers when signalled to do so

Base: (211)

Q4 2017

Q102 Stopped to Pick Up Passenger

%

Yes

95

Could not always stop as bus was full

-

Did not always stop to pick up, and no evident reason for not stopping

-

Was not requested during this journey, other than at boarding stop

4

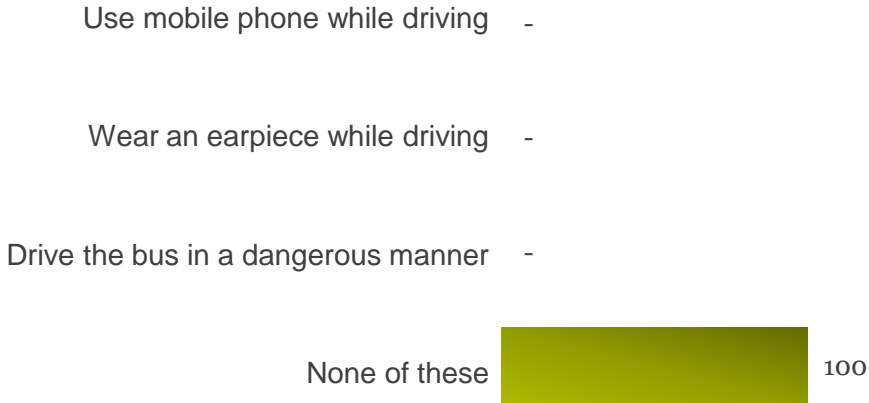
↕ = Statistically significant differences are versus Qtr 4 Sep - Dec 2016_{Q4}, Qtr 3 Jun - Sep 2017_{Q3}

Driver Behaviour: Positively, there were no reports of drivers engaging in any reckless behaviour again this quarter. 4 in 5 interviewers saw no signs of drivers listening to music / radios while over 9 in 10 saw no signs of drivers holding long conversations with any staff or other passengers.

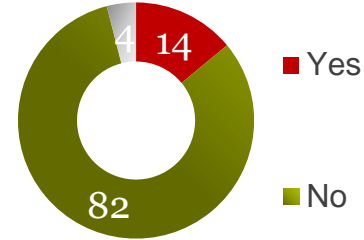
Base: (211)

Q4 2017

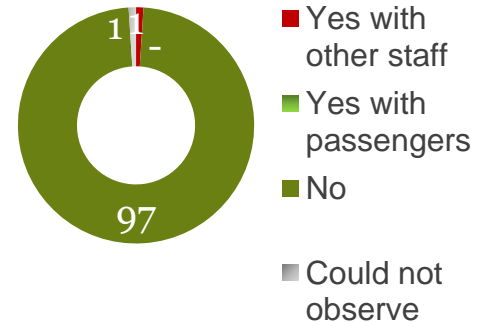
Q97 Did Bus Driver do Any of the Following:



Q98 Driver Listening to Music/Radio



Q99 Driver Hold Long Conversations



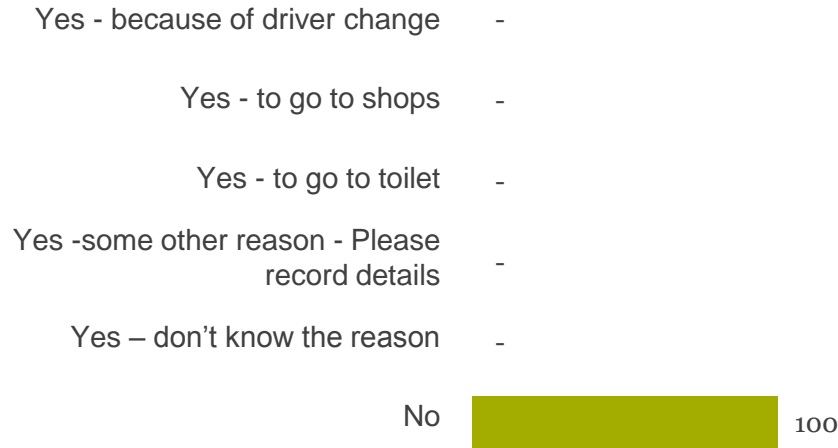
↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2016_{Q4}, Qtr 3 Jun - Sep 2017_{Q3}

Driver Actions: Interviewers did not report any instances of drivers leaving buses unattended this quarter

Base: (211)

Q4 2017

Q100 Driver Left Bus Unattended

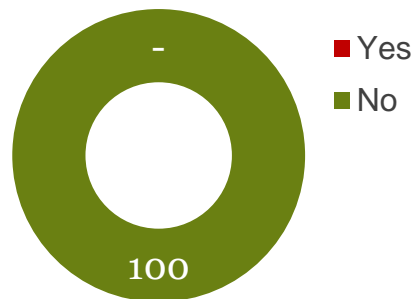


↕ = Statistically significant differences are versus Qtr 4 Sep - Dec 2016_{Q4}, Qtr 3 Jun - Sep 2017_{Q3}

Diversion or Terminated Early: No interviewers experienced any early diversions or terminations this quarters.

Base: (211)

Q4 2017
Q107 Bus Diverted/Terminated Early



↕ = Statistically significant differences are versus Qtr 4 Sep - Dec 2016_{Q4}, Qtr 3 Jun - Sep 2017_{Q3}

Q107 Did bus terminate early or divert off course?

Q108 Did driver...

Q109 Were passengers told the reason for early termination or diversion off course?



Summary



Summary

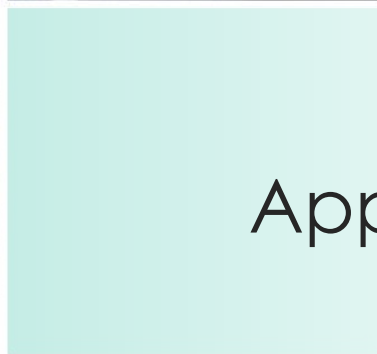
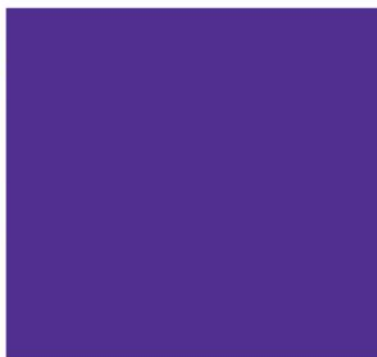
- Interviewers continue to report safe and pleasant bus journeys year on year with no instances of dangerous behaviour observed
- Bus stop poles & shelters remain in good condition with minimal levels of damage reported
- The buses remain positively regarded in terms of both safety & upkeep however reports of dirt on dirt on windows / other fixtures & fittings this quarter have significantly increased
- Bus drivers remain highly regarded in terms of their attitude, presentation and dealings with other passengers/road users, with no reports of reckless behaviour observed
- **Although only reported at minimal levels, suggested areas for improvement include:**
 - Addressing any reports of moderate damage to bus stops poles, shelters or seats
 - Ensuring that levels of dirt on buses, windows / other fixtures & fittings are regularly monitored and addressed
 - Enforcing stricter no litter policies on buses to ensure a higher standard of service
 - Ensuring that all CCTV cameras and automatic next stop announcements are turned on and working correctly
 - Ensuring that buses pull up close to the kerb for both boarding and alighting passengers
 - Ensuring that drivers both brake and accelerate more smoothly when driving to ensure greater passenger comfort
 - Ensuring that drivers give passengers adequate time to find their seats / hold on
 - Ensuring that correct route numbers are displayed on all sides of the bus

Areas of Significant Improvement

Significant YOY Improvements	Q4 2016	Q4 2017
No commercial advertising on shelter glass (Q37)	94%	100%
Timetables obscured by dirt	10%	3%
Timetables deemed fully legible and clean (Q35)	86%	94%
Bus stop numbers visible on the bus stop flag (Q32)	94%	99%
Clean front / sides of bus (Q47)	78%	86%
Light dirt on front / sides of bus (Q47)	21%	11%
Drivers occasionally accelerating too harshly – moderate discomfort	4%	-%

Areas of Significant Disimprovement

Significant YOY Disimprovements	Q4 2016	Q4 2017
Automatic next stop announcements working too quietly (Q81)	7%	12%
Correct route number displayed on the back of the bus (Q87)	98%	95%
No damage to seats Minor tearing on seats (Q71)	100% -%	98% 2%
Floors / stairs generally clean (Q75)	90%	82%
Moderate dirt on fixtures / fittings (Q78)	2%	9%
Very dirty windows (Q74)	-%	4%
Drivers braking smoothly Drivers braking too harshly (Q95)	88% 6%	79% 14%



Appendices

