



# NTA Mystery Shops Dublin Bus Quarter 2 2018

41300195



# Outline of Presentation

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- 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

# 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’.



**205 mystery shops were conducted during Quarter 2** 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. **10 Dublin Bus Head Office interviews were also completed and included in Quarter 2 data.**



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.

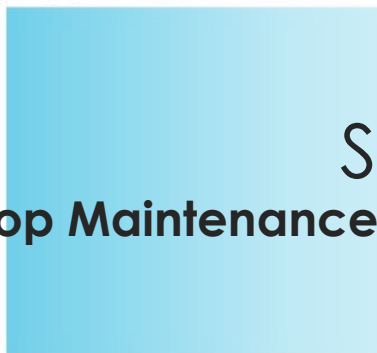


Quarter 2 2018: **26<sup>th</sup> March – 17th June 2018**



We have used the following symbols to indicate significant differences versus previous quarter i.e. Qtr 1 Jan– March 2018 or year on year changes for same quarter last year i.e. Qtr 2 April – June 2017





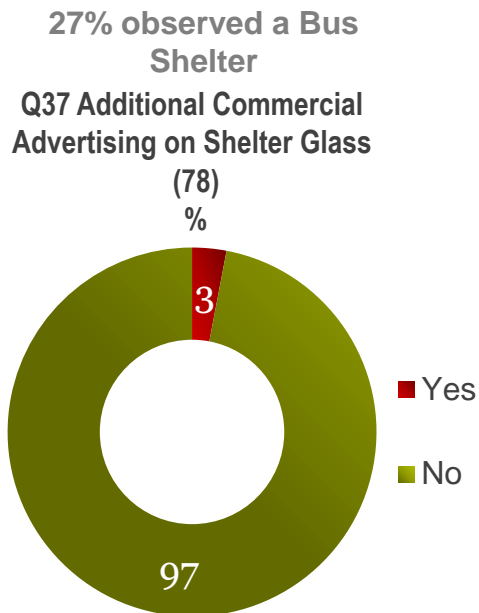
# Section 1: Stop Maintenance Performance



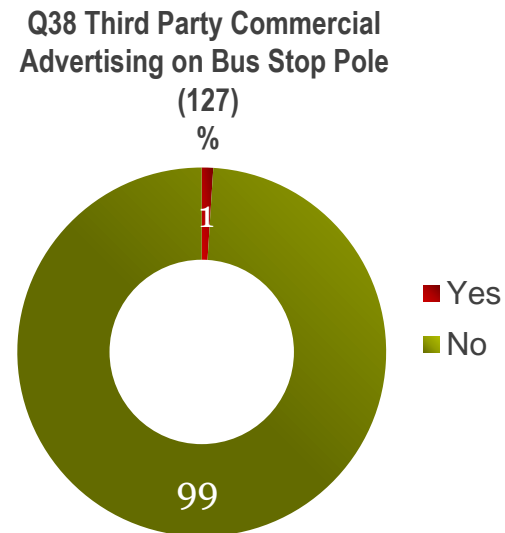
# Advertising on Shelter of Bus Stop: Virtually all interviewers saw no signs of additional commercial advertising present on the bus stop poles or shelters

Base: (63), IF YES TO BUS SHELTER Q30/1, (127) IF YES TO BUS STOP POLE AND FLAG Q29

**Q2 2018**



**73% observed a Bus Stop Pole & Flag**



↕ = Statistically significant differences are versus Qtr 2 Mar - Jun 2017<sub>Q2</sub>, Qtr 1 Jan - Mar 2018<sub>Q1</sub>

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)

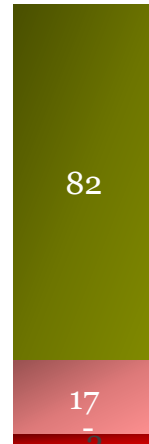
Q38 Are there any third party commercial advertisements or notices (excluding graffiti, stickers, or bus operator related advertisements) on the operator's bus pole?

**Bus Shelters:** Just over 8 in 10 interviewers found the **bus stop poles** & over 9 out of 10 found **bus shelters** to be **in good condition**, with a further just under 2 in 10 reporting signs of moderate damage to the Bus Poles. Bus shelters were thought to be in good condition by almost all interviewers.

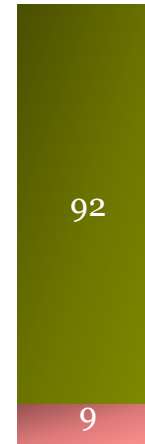
Base: (74) IF YES TO BUS SHELTER Q30/1, (127) IF YES TO BUS STOP POLE AND FLAG Q29/1

## Q2 2018

**Q29b Condition of the Bus Pole**  
(127)  
%



**Q31 Condition of the Bus Shelter**  
(74)  
%



Good condition

Good condition

Moderate damage  
Scratches/graffiti

Moderate damage  
Hazardous damage

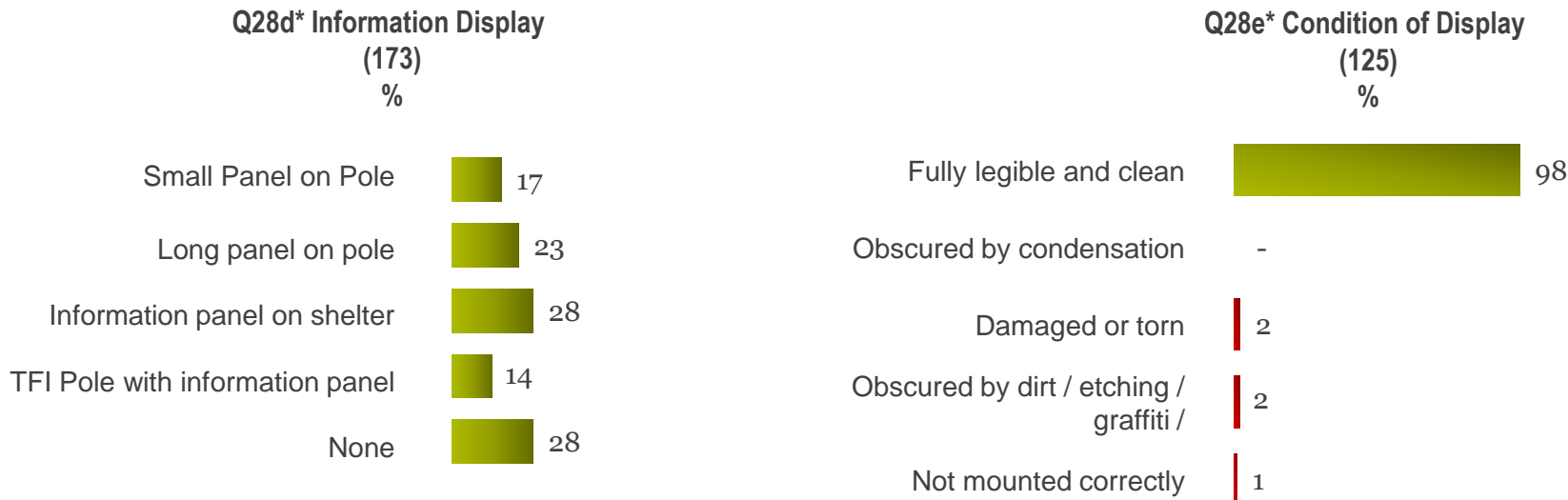
Hazardous damage requiring immediate repair

↕↗ = Statistically significant differences are versus Qtr 2 Mar - Jun 2017<sub>Q2</sub>, Qtr 1 Jan - Mar 2018<sub>Q1</sub>

# Information Display: just over 1 in 4 interviewers saw an information display present at the bus stop. Of these, most felt that they **were fully legible and clean with minimal instances of damage reported**

Base: (173), IF POLE OR SHELTER AT Q28C

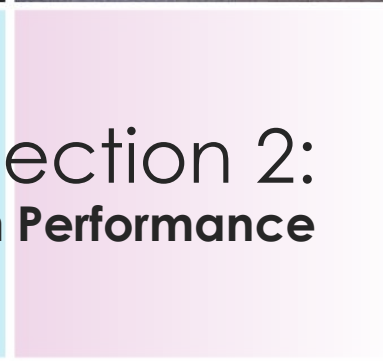
## Q2 2018



↕ Statistically significant differences are versus Qtr 2 Mar - Jun 2017<sub>Q2</sub>, Qtr 1 Jan - Mar 2018<sub>Q1</sub>

\* New for Q1 2018





# Section 2: Customer Information Performance

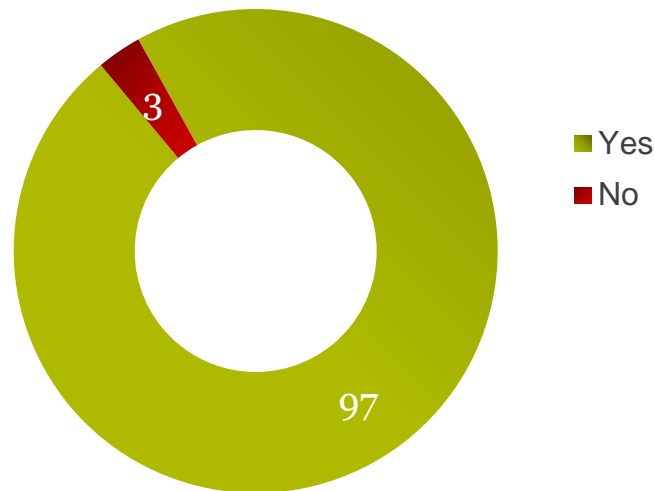




**Fares:** Nearly all interviewees found the **fares were displayed clearly** at the entrance to the bus, with no significant movements observed

Base: (205)

**Q2 2018**  
**Q50 Were the Fares Displayed Clearly at the Entrance?**  
(205)  
%



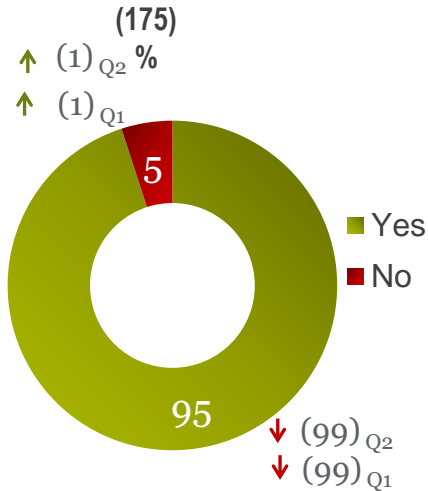
↕ = Statistically significant differences are versus Qtr 2 Mar - Jun 2017<sub>Q2</sub>, Qtr 1 Jan - Mar 2018<sub>Q1</sub>

**Timetable:** Almost all interviewers saw a bus stop number visible on the bus stop flag. Over two thirds saw printed timetables and over half saw timetables with operative dates present at the bus stop, a **significant decline versus last year.**

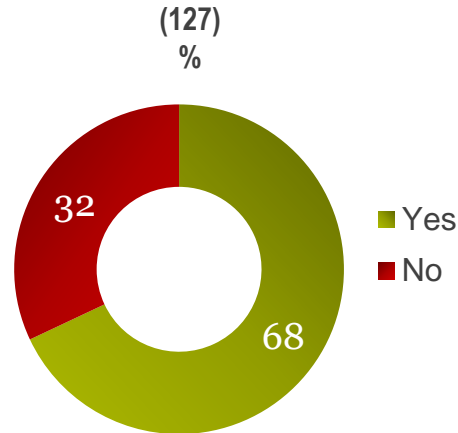
Base: IF YES TO BUS STOP POLE AND FLAG Q29/1 OR BUS SHELTER Q30/1, IF YES TO PRINTED TIMETABLE Q34/1

## Q2 2018

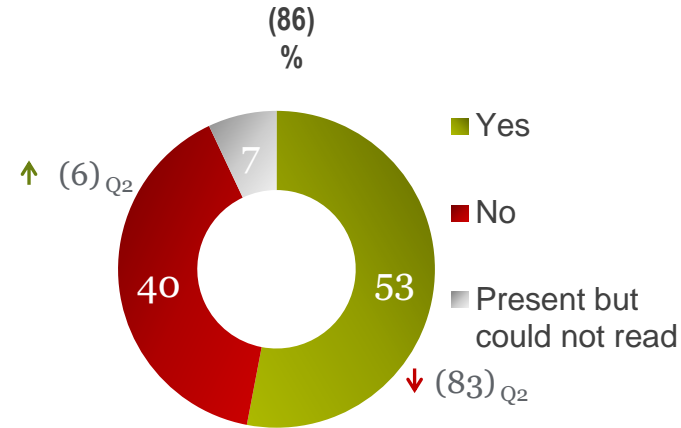
Q32 Bus Stop Number Visible



Q34 Printed Timetable Present



Q36 Operative Date Present

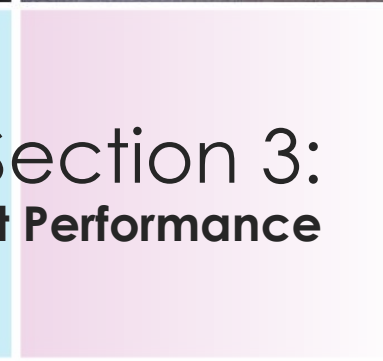


↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2017<sub>Q2</sub>, Qtr 1 Jan - Mar 2018<sub>Q1</sub>

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



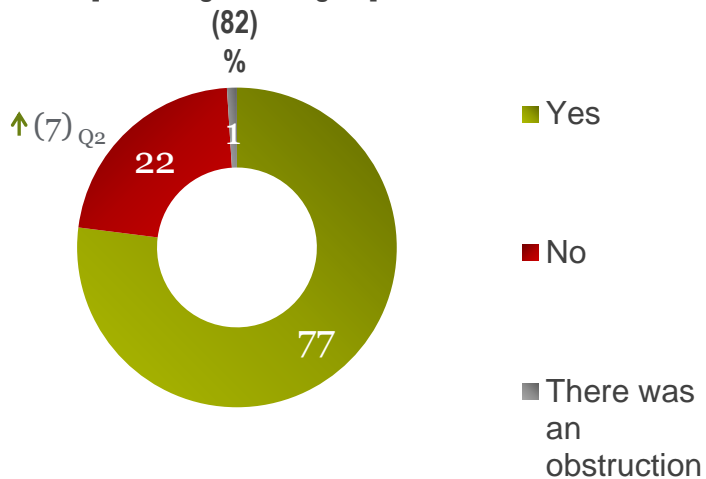
**When Getting on the Bus:** Upon boarding the bus, half of the interviewers reported seeing **the centre doors opening**, a significant **fall versus last year's quarter**; however a third reported that there were **no alighting passengers during their journey**. 7 in 10 noted the centre doors opening when alighting the bus.

Base: (127), IF YES TO CENTRE DOORS Q63, (82), EXCLUDING BUSES WITH NO ALIGHTING PASSENGERS

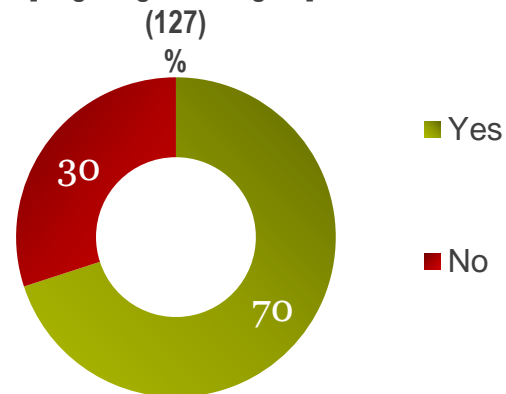
62% assessed buses with centre doors

Q2 2018

**\*\*Q64 Did the Driver Open the Centre Doors?\***  
[Boarding Passengers]



**Q91 Centre Doors Open for Passengers\***  
[Alighting Passengers]



↕↗ = Statistically significant differences are versus Qtr 2 Mar - Jun 2017<sub>Q2</sub>, Qtr 1 Jan - Mar 2018<sub>Q1</sub>

\*Interviewer instructions updated in Q2 2018  
 \*\*Buses with no alighting passengers excluded

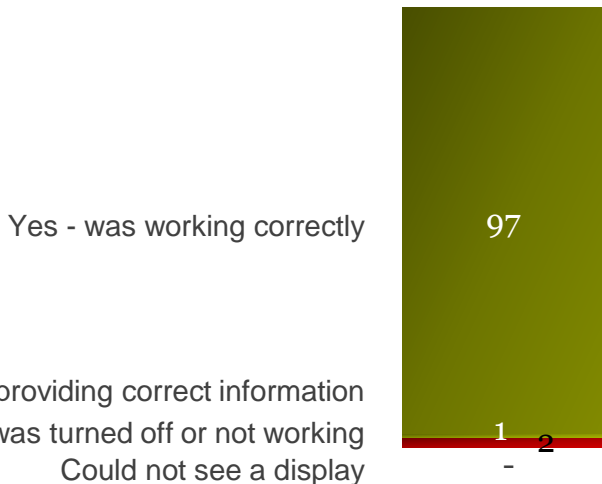


**On Board Displays/Announcements:** Almost all interviewers who could see a display found that it was working correctly. **Over 8 in 10 found the next stop announcement was working correctly, this is a significant drop versus last quarter**, while those who found **the announcement was too quiet are increasing**

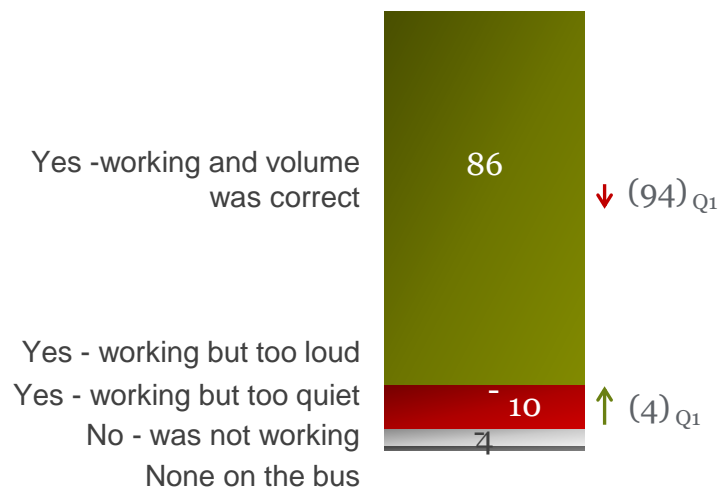
Base: (191), ALL WHO COULD SEE A DISPLAY / HEAR AN ANNOUNCEMENT

**Q2 2018**

**Q80\* Electronic Displays for Next Stop Working**  
%



**Q81\* Automatic Next Stop Announcement Working**  
%



\* Question rebased off those who could see a display / hear an announcement

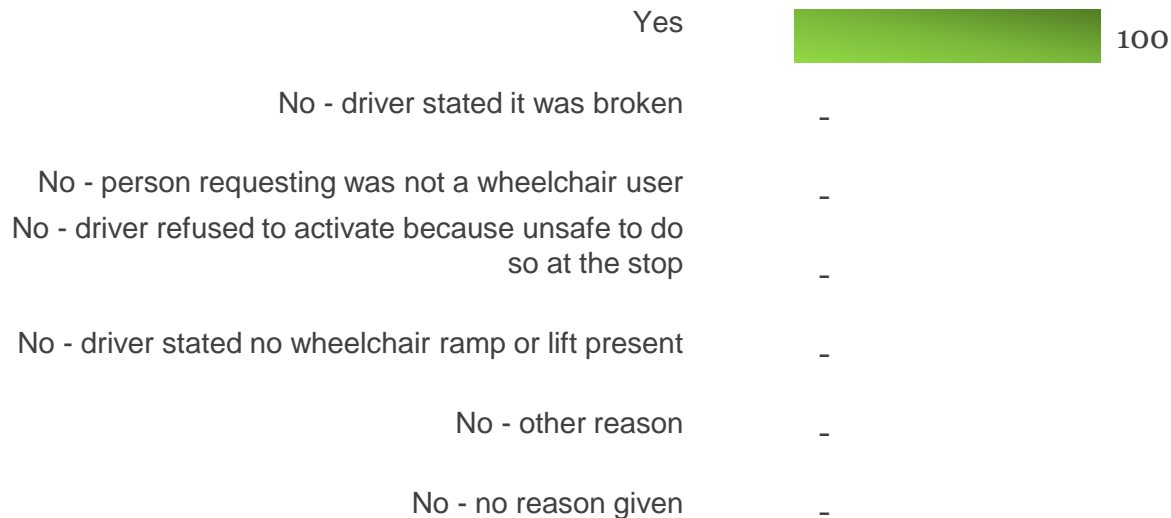
↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2017<sub>Q2</sub>, Qtr 1 Jan - Mar 2018<sub>Q1</sub>

# Wheelchair Ramp/Lift: For those interviewers who saw a wheelchair ramp requested, they found that **it was activated upon request**

Base: (7) If yes to WHEELCHAIR RAMP OR LIFT REQUEST Q105/1

## Q2 2018

### Q106 Wheelchair Ramp/ Lift Activated Upon Request (7) %

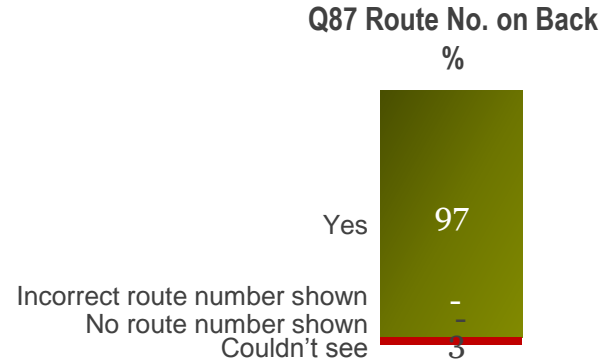
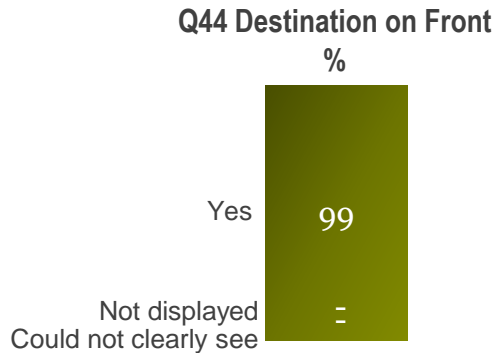
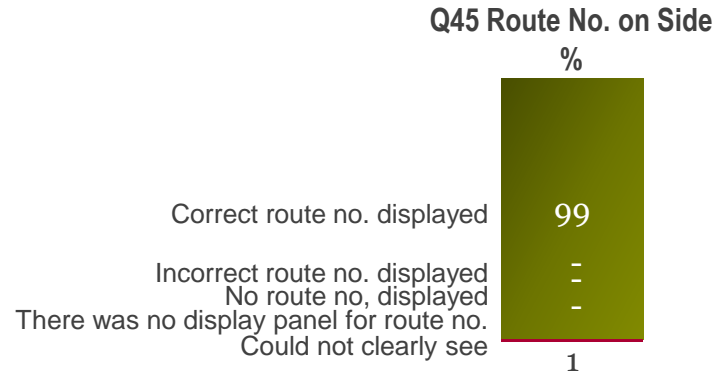
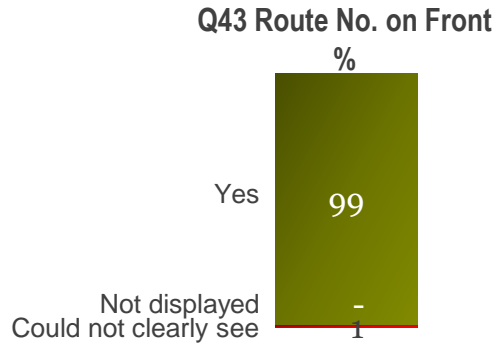


↕↗ = Statistically significant differences are versus Qtr 2 Mar - Jun 2017<sub>Q2</sub>, Qtr 1 Jan - Mar 2018<sub>Q1</sub>

# Route Number and Destination Visible: Almost all interviewers found **both** the route numbers & destinations to be clearly visible on all sides of the bus.

Base: (205)

Q2 2018



↓↑ = Statistically significant differences are versus \* Qtr 2 Mar - Jun 2017<sub>Q2</sub>, Qtr 1 Jan - Mar 2018<sub>Q1</sub>

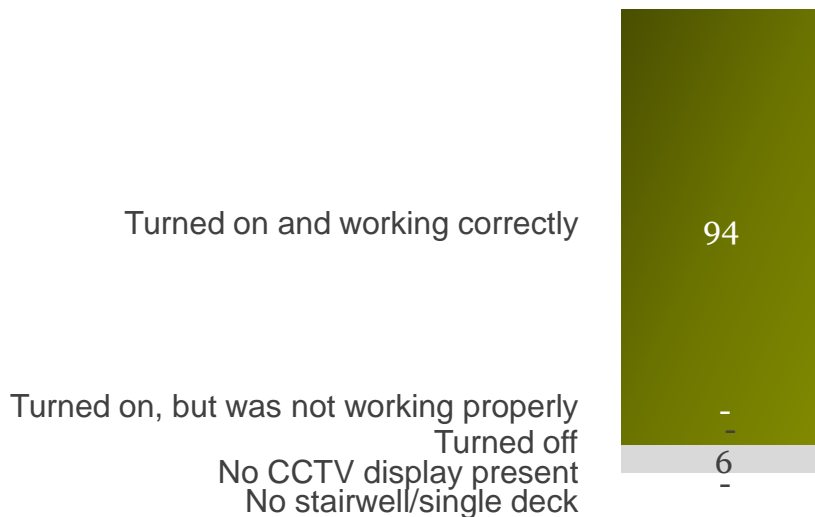
# CCTV: Over 9 in 10 interviewers found the CCTV screens in the stairwells to be **turned on** and functioning correctly.

Base: (127), IF CCTV Camera Present

## Q2 2018

### Q82 CCTV in Stairwell

%



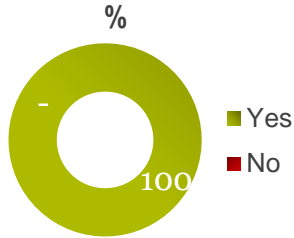
↕ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018<sub>Q2</sub>, Qtr 1 Jan - Mar 2018<sub>Q1</sub>



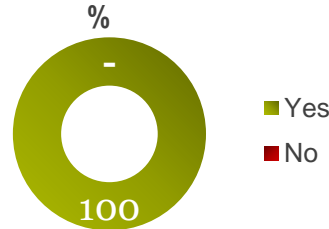
# Fare Payment: Ticket machines and leap card readers were found to be present and functioning correctly by almost all interviewers. Of those interviewers paying in cash, all received a printed ticket or change receipt where appropriate, whilst 7 in 10 Leap interviewers were able to see what fare they were charged when boarding the bus

Q2 2018

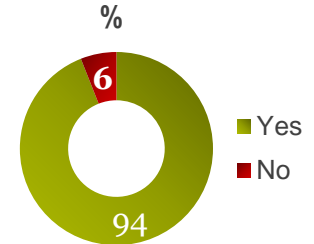
Q56 Cash Fare (99)  
Ticket Machine Working Correctly



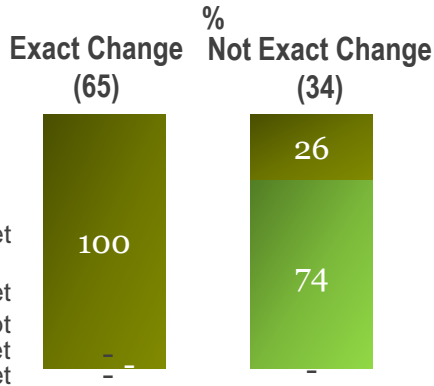
Q58a Leap Card Reader Present at Driver Working Correctly (55)



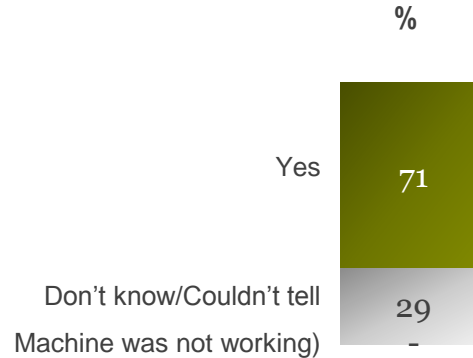
Q60a Pole Mounted Leap Card Reader Working Correctly (51)



Q57a Cash Fare\*  
Given Printed Ticket/Change Receipt



Q59a Leap Card Reader at Driver See Fare Charged (55)\*



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

\* = Question amended in Q2 2018

↕ = Statistically significant differences are versus Qtr 2 Mar - Jun 2017<sub>Q2</sub>, Qtr 1 Jan - Mar 2018<sub>Q1</sub>



# Section 4: Cleanliness Performance



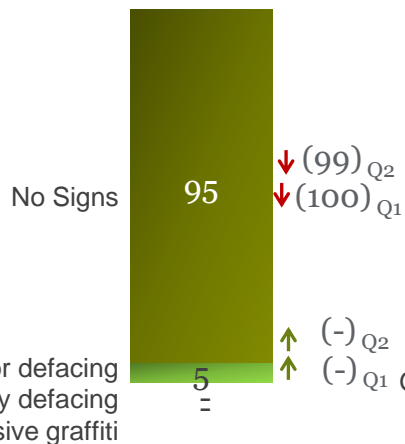
**Assessment of Seats:** Over 9 out of 10 seats were found free of graffiti and damage on almost all occasions. Nearly **9 in 10 interviewers found that seats were clean, however this is significantly down versus last quarter** with reports of dust, crumbs and other ingrained dirt again on the rise this quarter.

Base: (205)

## Q2 2018

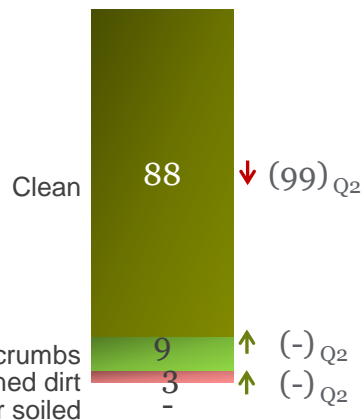
**Q69 Graffiti on Seats**

%



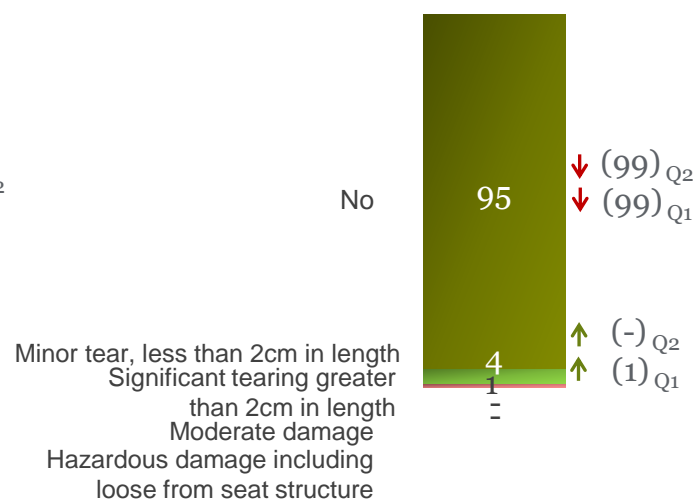
**Q70 Cleanliness of Seats**

%



**Q71 Damage to Seats**

%

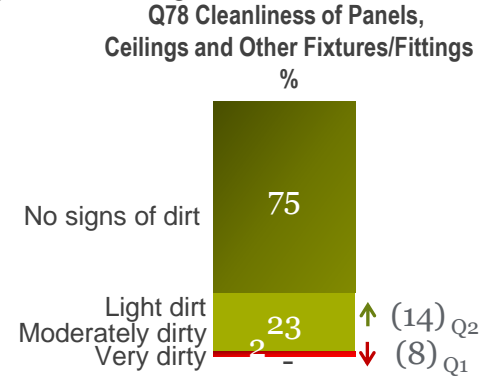
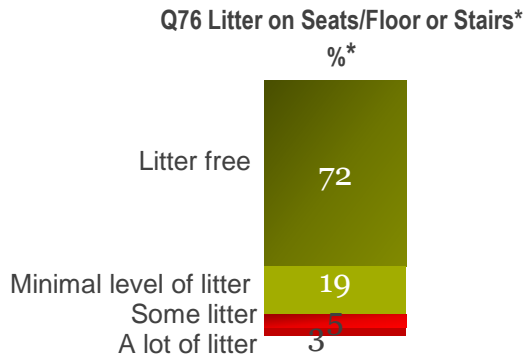
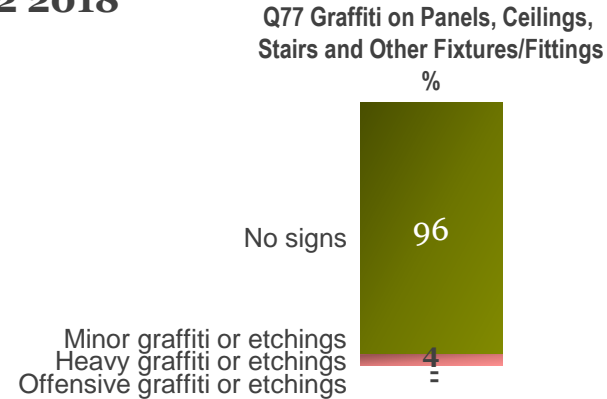
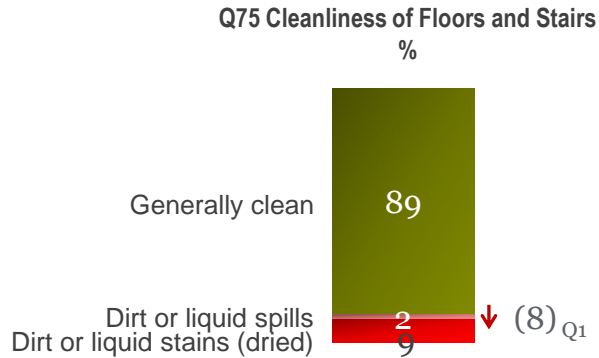


↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2017<sub>Q2</sub>, Qtr 1 Jan - Mar 2018<sub>Q1</sub>

# Bus Interior: The majority of interviewers found the bus interiors to be clean and free of graffiti or dirt. Less than 1 in 5 saw minimal levels of litter while **just under 1 in 4 saw signs of light dirt, a significant uplift this quarter.**

Base: (205)

## Q2 2018



\*Question amended in Q2 2016

↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2017<sub>Q2</sub>, Qtr 1 Jan - Mar 2018<sub>Q1</sub>

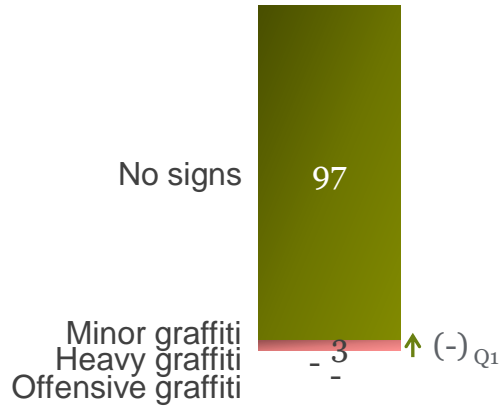


**Bus Windows:** Almost all interviewers reported **no signs of graffiti or etchings on bus windows**, but there are reports of **minor graffiti increasing versus last quarter**. The majority of interviewers found the bus windows had no signs of dirt, although this has dropped significantly year on year.

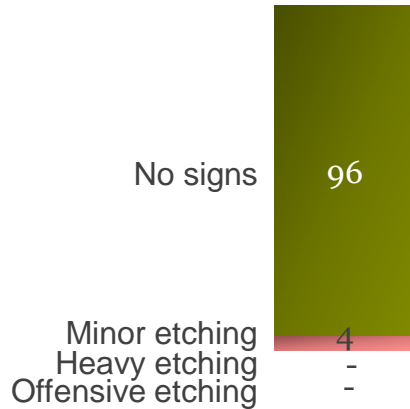
Base: (205)

## Q2 2018

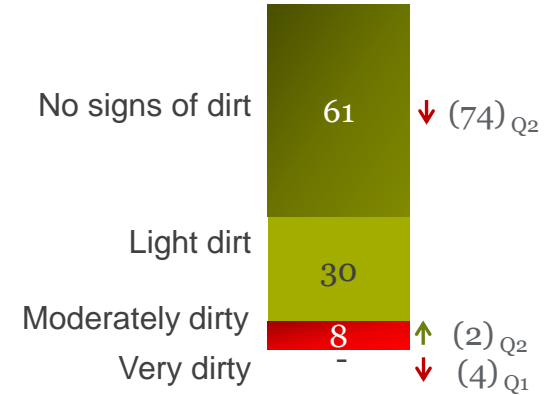
**Q72 Graffiti on Windows**  
%



**Q73 Etching on Windows**  
%



**Q74 Cleanliness of Windows**  
%



↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2017<sub>Q2</sub>, Qtr 1 Jan - Mar 2018<sub>Q1</sub>

Q72 What best describes level of graffiti on windows?

Q73 What best describes level of etching on windows?

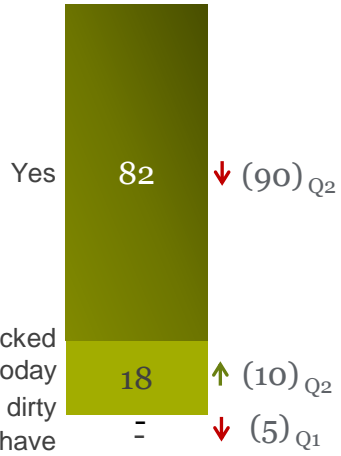
Q74 What best describes level of cleanliness of windows?

# Front/Side of Bus: Again this quarter it is encouraging to see **no interviewers reporting any signs of visible damage to the front/side of the buses.** Over 8 in 10 felt the front and sides of the bus were clean, significantly down from last year, while just under 3 in 4 found the rear of the buses were clean

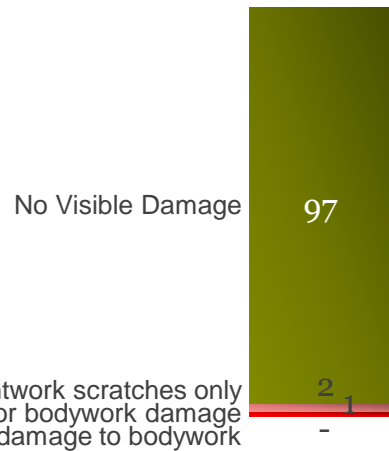
Base: (205)

Q2 2018

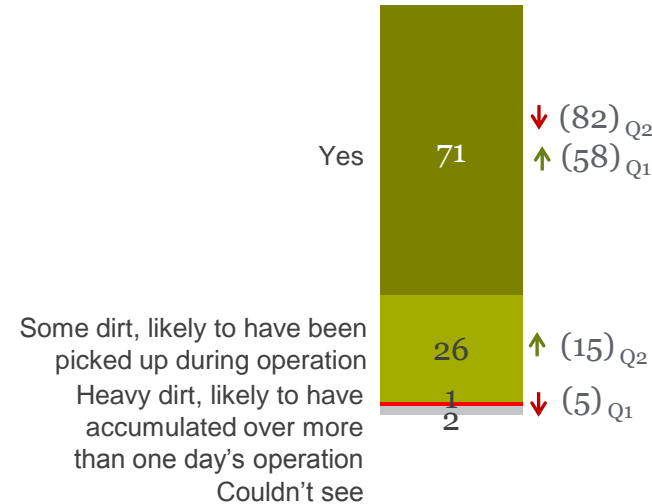
Q47 Cleanliness of Front/Side of Bus  
%



Q48 Visible Damage to Front/Side of Bus  
%



Q90 Was the Rear of Bus Clean?  
%



↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2017<sub>Q2</sub>, Qtr 1 Jan - Mar 2018<sub>Q1</sub>

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

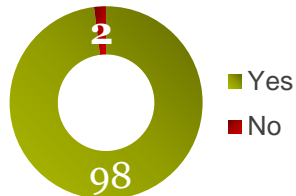
Base: (205)

**Q2 2018**

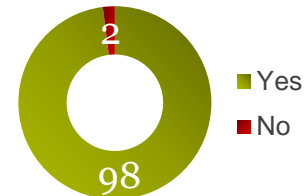
## Questions to Driver

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

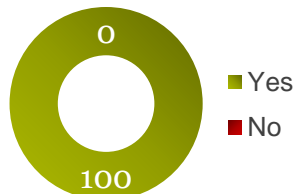
**Q51 Helpful**



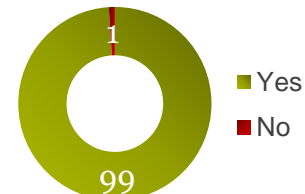
**Q54 Driver Wearing Uniform**



**Q52 Polite**



**Q55 Driver Well Presented**

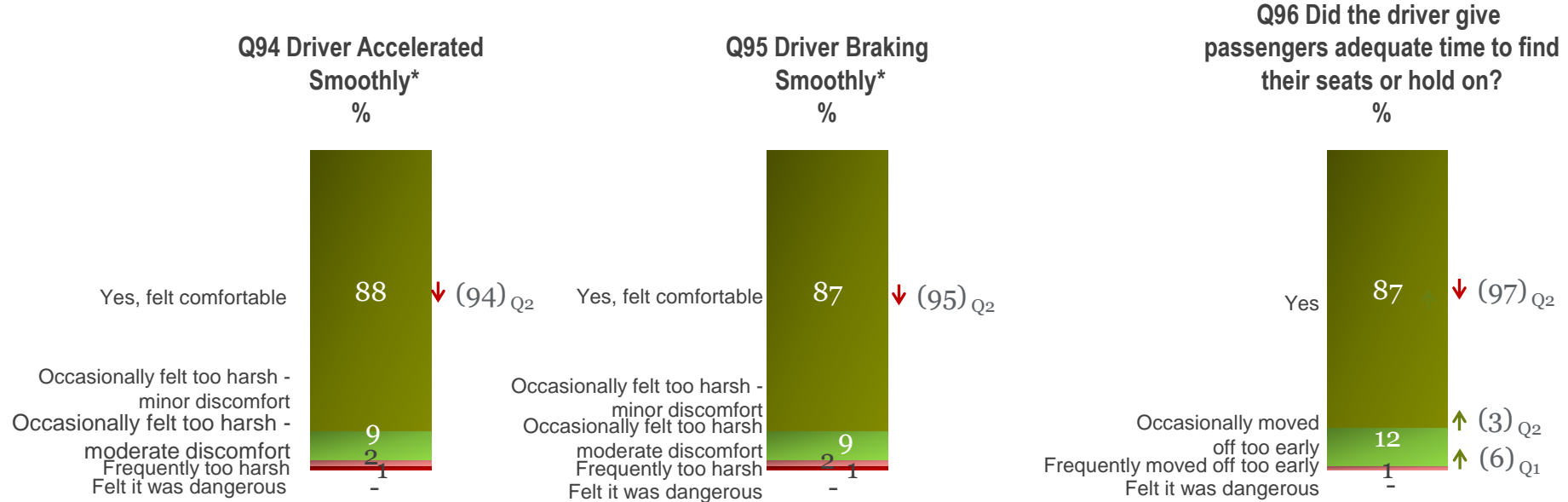


↕ = Statistically significant differences are versus Qtr 2 Mar - Jun 2017<sub>Q2</sub>, Qtr 1 Jan - Mar 2018<sub>Q1</sub>

# Bus Safety: Over 8 out of 10 interviewers felt that drivers both braked and accelerated smoothly during their journey, but there is a significant drop in the number of interviewers reporting drivers braking smoothly versus last year. A drop also in this quarter for those who all felt yes passengers were given enough time to find their seats or hold on

Base: (205)

## Q2 2018



\*Question amended in Q2 2016

↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018<sub>Q2</sub>, Qtr 1 Jan - Mar 2018<sub>Q1</sub>



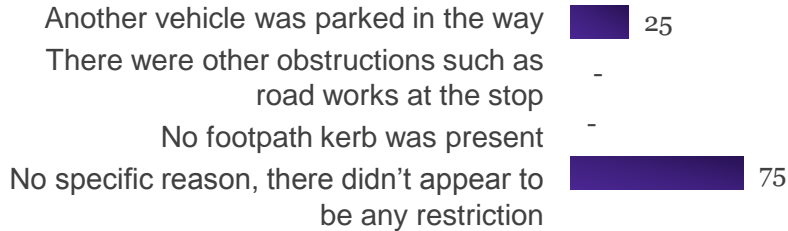
**When Getting on the Bus:** 4 interviewers found that the bus **did not pull up to the footpath kerb** when they boarded the bus. On 3 of these occasions, there didn't appear to be any specific reason for the restriction while on the other occasions, another vehicle was parked in the way. Of the 4 interviewers who noted that the bus did not pull up to the kerb as they alighted the bus, all reported that there was no specific reason for the restriction

Base: (4), IF NO TO PULL UP CLOSE TO KERB Q61/2, (4) IF NO TO PULL UP CLOSE TO KERB Q92/2

## Q2 2018

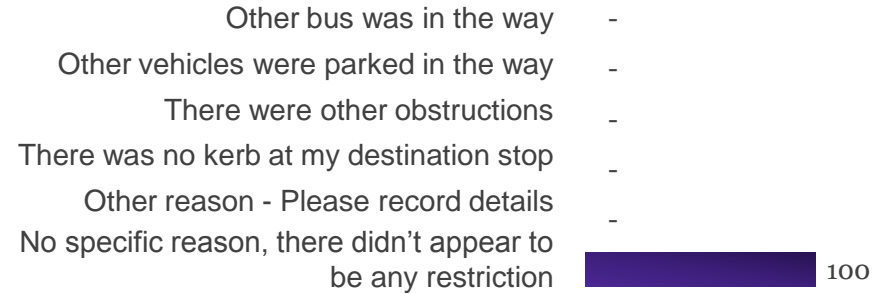
### Q62 Why did the bus not pull up to the footpath kerb (4) Boarding

%



### Q93 Why did the bus not pull up to the kerb (4) Alighting

%



↕ = Statistically significant differences are versus Qtr 2 Mar - Jun 2017<sub>Q2</sub>, Qtr 1 Jan - Mar 2018<sub>Q1</sub>

# Driver Actions: Almost all interviewers found that buses **always stopped** to pick up passengers when signalled to do so

Base: (205), ALL THOSE REQUESTED TO STOP

Q2 2018

Q102 Stopped to Pick Up Passenger

%

Yes

99

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

1

=

\* Question rebased off those whose bus was requested to stop

↕ = Statistically significant differences are versus Qtr 2 Mar - Jun 2017<sub>Q2</sub>, Qtr 1 Jan - Mar 2018<sub>Q1</sub>

Driver Behaviour: Positively, there were **no reports of drivers engaging in any reckless behaviour** again this quarter. There was a very low incidence of drivers listening to the radio whilst almost all saw no signs of drivers holding long conversations with other passengers or staff.

Base: (205)

Q2 2018

Q98 Driver Listening to Music/Radio

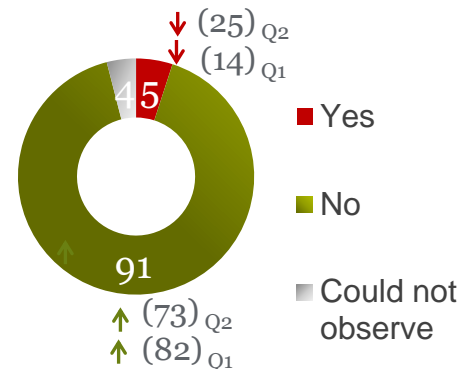
Q97 Did Bus Driver do Any of the Following:

Use mobile phone while driving -

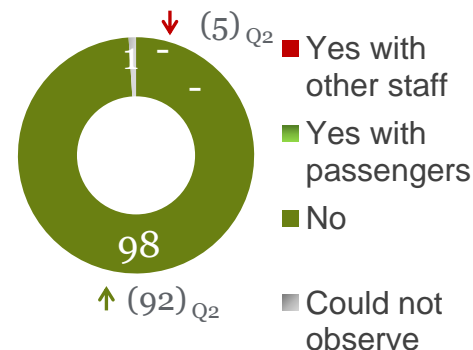
Wear an earpiece while driving -

Drive the bus in a dangerous manner -

None of these 100



Q99 Driver Hold Long Conversations



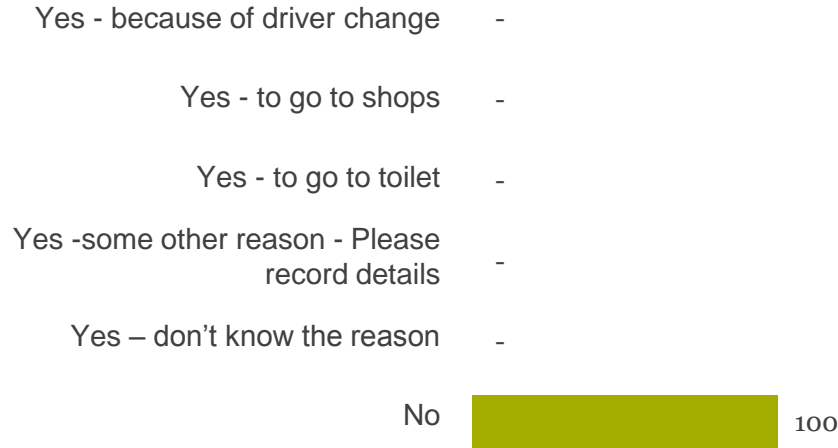
↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2017<sub>Q2</sub>, Qtr 1 Jan - Mar 2018<sub>Q1</sub>

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

Base: (205)

Q2 2018

## Q100 Driver Left Bus Unattended



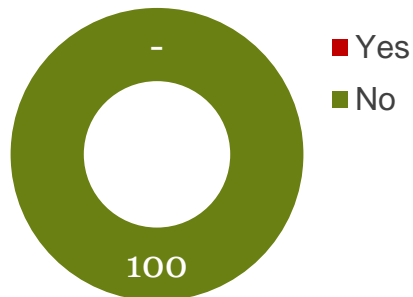
↕ = Statistically significant differences are versus Qtr 2 Mar - Jun 2017<sub>Q2</sub>, Qtr 1 Jan - Mar 2018<sub>Q1</sub>

# Diversion or Terminated Early: No interviews reported any early diversions or terminations this quarter

Base: (205)

## Q2 2018

### Q107 Bus Diverted/Terminated Early



↕ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018<sub>Q2</sub>, Qtr 1 Jan - Mar 2018<sub>Q1</sub>

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?