



NTA Mystery Shops Dublin Bus Quarter 3 2018

41300195



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

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’.



213 mystery shops were conducted during Quarter 3 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 3 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 3 2018: 18th June – 9th September 2018



We have used the following symbols to indicate significant differences versus previous quarter i.e. Qtr 2 April – June 2018 or year on year changes for same quarter last year i.e. Qtr 3 July – Sep 2017
Significant differences are tested at 95% confidence and above.



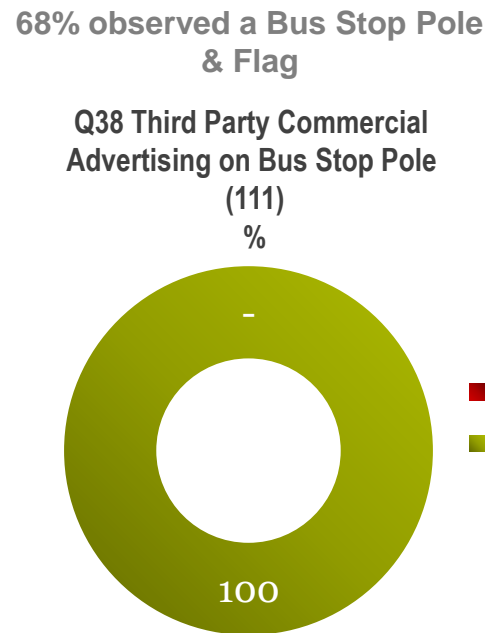
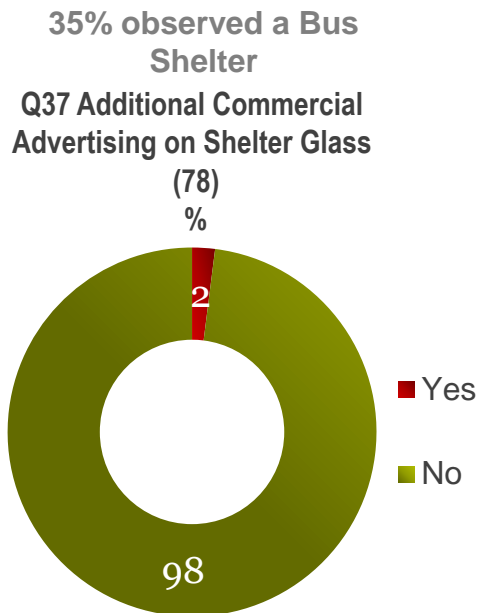
Section 1: Stop Maintenance Performance



Advertising on Shelter of Bus Stop: This quarter, almost all interviewers saw no signs of commercial advertising present on the bus stop pole or shelter.

Base: (78), IF YES TO BUS SHELTER Q30/1, (111) IF YES TO BUS STOP POLE AND FLAG Q29

Q3 2018



↕ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2018_{Q2}

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?

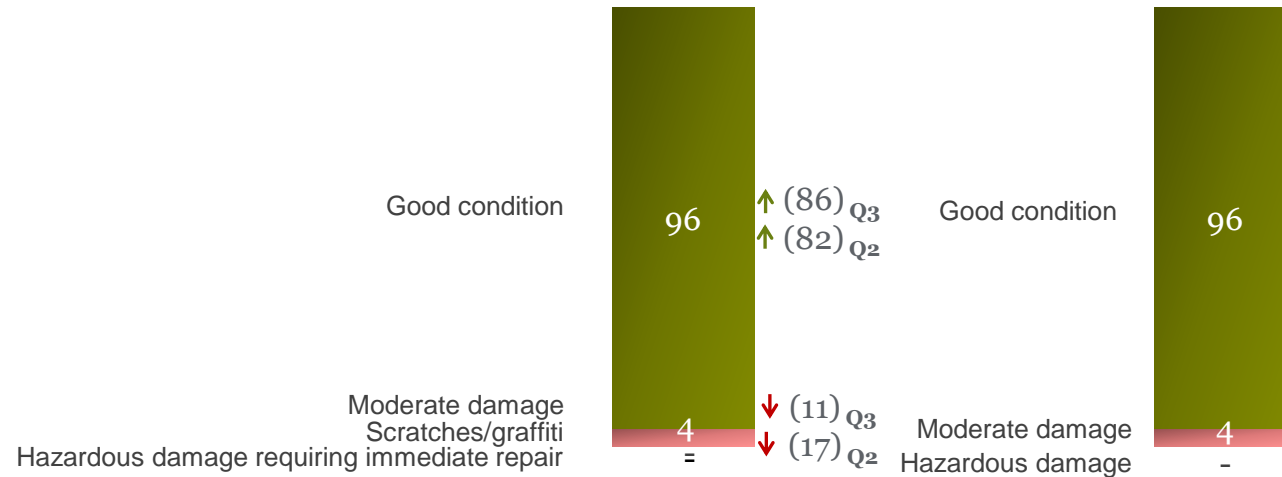
Bus Shelters: Almost all interviewers found the bus stop poles to be in good condition; increasing both year on year and quarter on quarter. Bus shelters were thought to be in good condition by almost all interviewers with minimal instances of moderate damage.

Base: (54), IF YES TO BUS SHELTER Q30/1, (111) IF YES TO BUS STOP POLE AND FLAG Q29/1

Q3 2018

Q29b Condition of the Bus Pole (111) %

Q31 Condition of the Bus Shelter (54)%



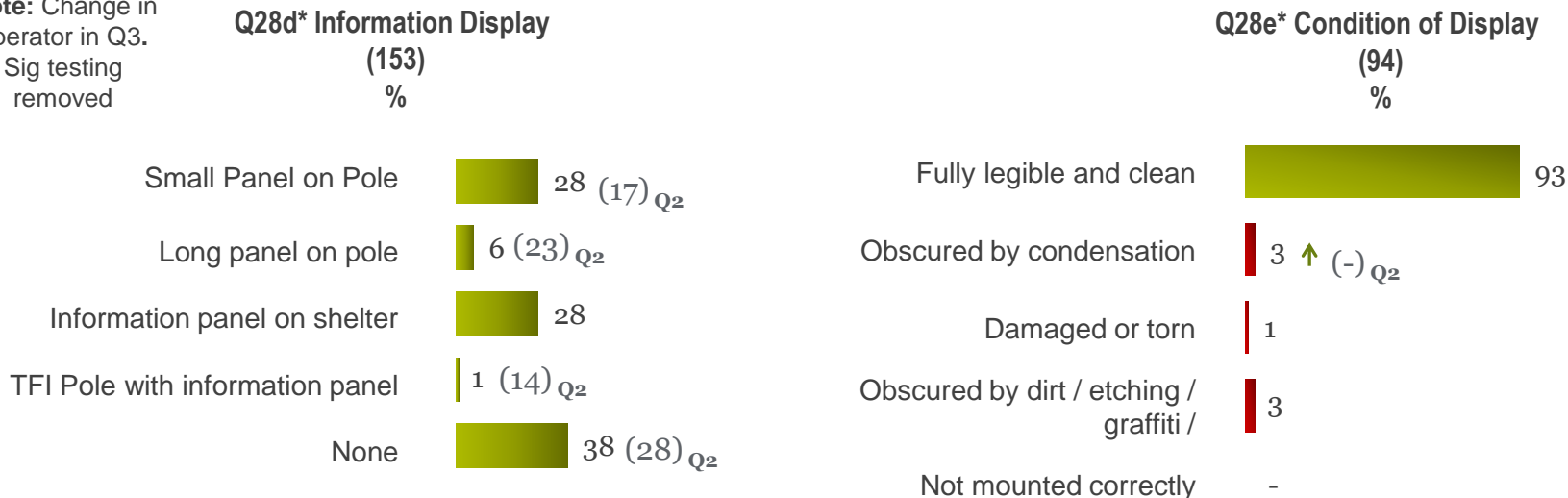
↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2018_{Q2}

Information Display: Just under three in ten saw an information panel on the shelter, similar to last quarter, while a further third saw a small panel on the pole, increasing from last quarter. Declines are seen amongst those who observed a long panel on the pole and a TFI pole with information panel. However almost four in ten saw none of these. For those that saw a display, most felt that they were fully legible and clean with minimal instances of damage reported.

Base: (153), IF POLE OR SHELTER AT Q28C

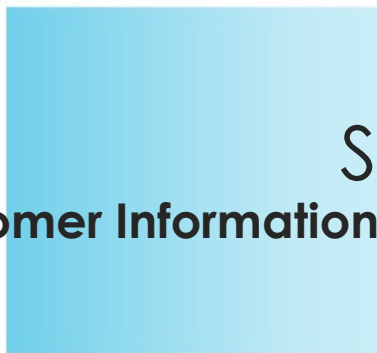
Q3 2018

Note: Change in operator in Q3. Sig testing removed



↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2018_{Q2}

* New for Q1 2018



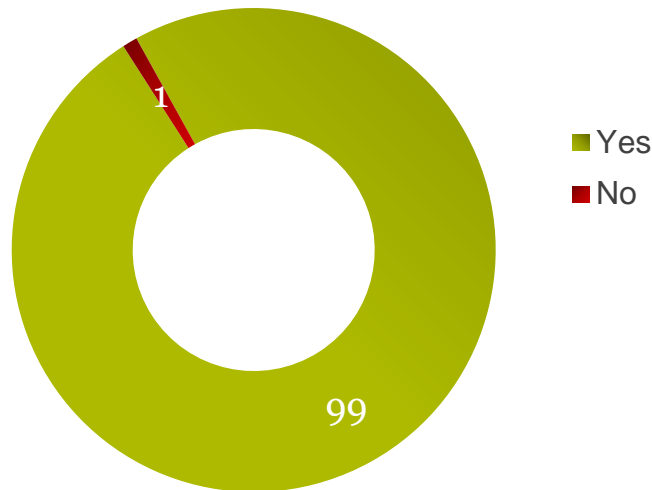
Section 2: Customer Information Performance



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

Base: (203)

Q3 2018
Q50 Were the Fares Displayed Clearly at the Entrance?
(203)
%



↕ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2018_{Q2}

Timetable: Almost all interviewers saw a bus stop number visible on the bus stop flag. Just under half saw a printed timetable present, while a quarter saw an operative date; both significantly down versus last quarter and last year.

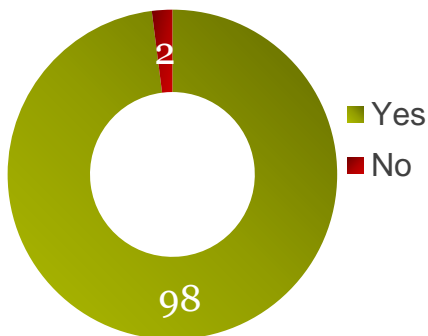
Base: IF YES TO BUS STOP POLE AND FLAG Q29/1 OR BUS SHELTER Q30/1, IF YES TO PRINTED TIMETABLE Q34/1

Q3 2018

Note: New operator in Q3. Sig testing removed

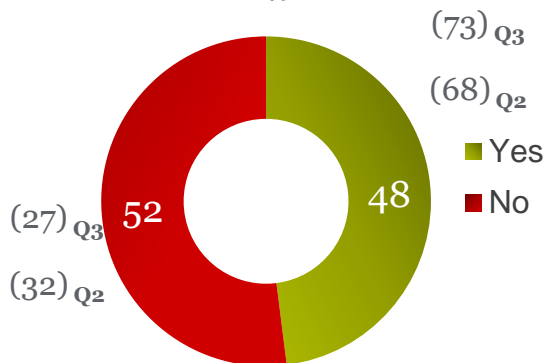
Q32 Bus Stop Number Visible

(153)
%



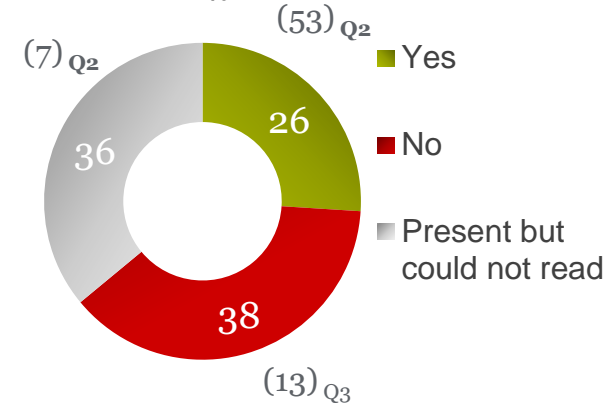
Q34 Printed Timetable Present

(111)
%



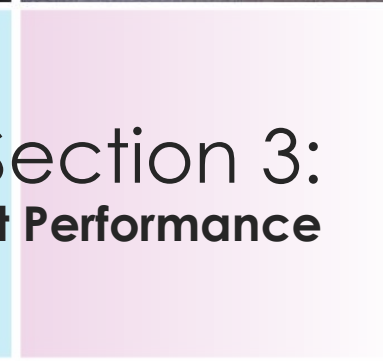
Q36 Operative Date Present

(111) Q3
(53) %
(76) Q3
(53) Q2



↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2018_{Q2}

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, 3 in 5 interviewers reported seeing the centre doors opening, a significant decline both versus last year and last quarter. Over half noted the centre doors opening when alighting the bus.

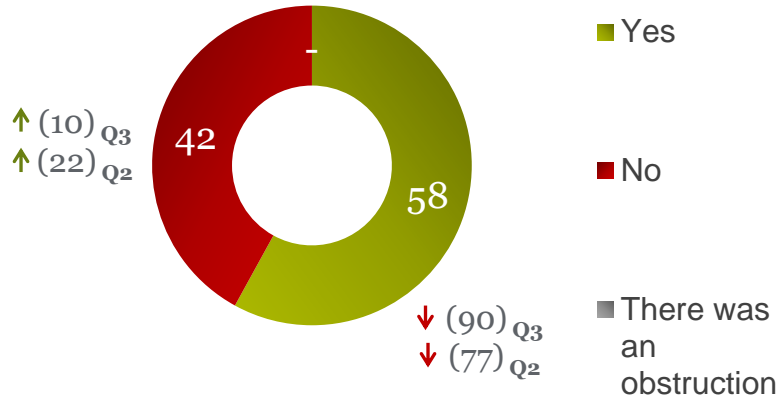
Base: (136), IF YES TO CENTRE DOORS Q63, (81), EXCLUDING BUSES WITH NO ALIGHTING PASSENGERS

67% assessed buses with centre doors

Q3 2018

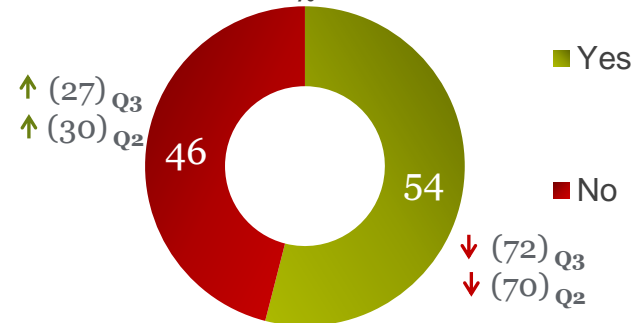
****Q64 Did the Driver Open the Centre Doors?***
 [Boarding Passengers]

(81)
 %



Q91 Centre Doors Open for Passengers*
 [Alighting Passengers]

(136)
 %



↕ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2018_{Q2}

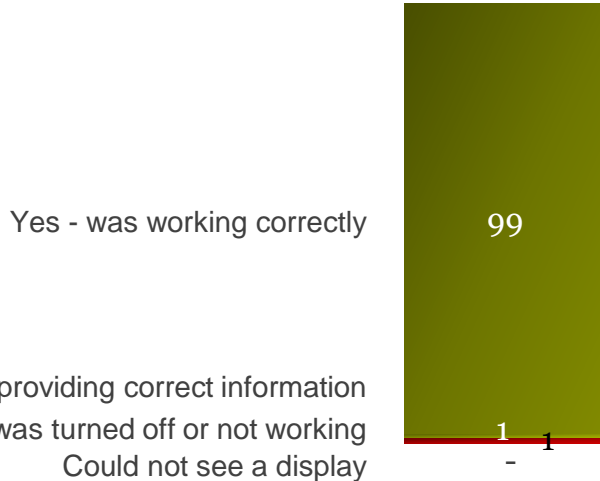
*Interviewer instructions updated in Q2 2018
 **Buses with no alighting passengers excluded

On Board Displays/Announcements: Almost all interviewers who could see a display found that it was working correctly. 4 in 5 found the next stop announcement was working correctly, a significant drop versus last year, while 1 in 10 felt it was working but too quiet.

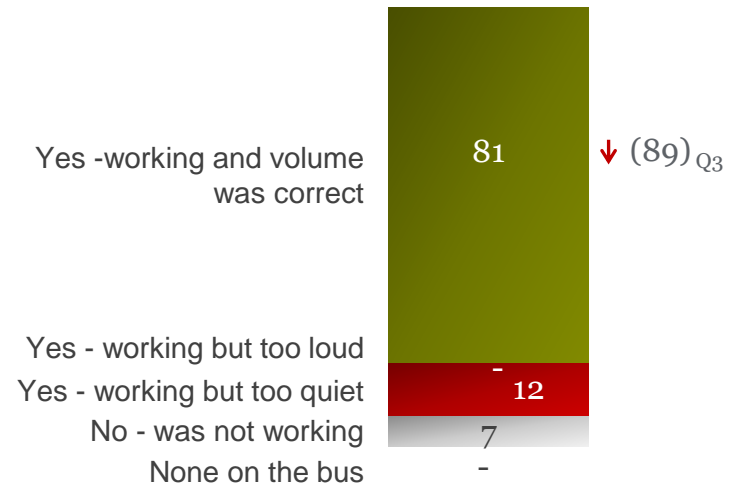
Base: (201), ALL WHO COULD SEE A DISPLAY / HEAR AN ANNOUNCEMENT

Q3 2018

Q80* Electronic Displays for Next Stop Working
%



Q81* Automatic Next Stop Announcement Working
%



↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2018_{Q2}

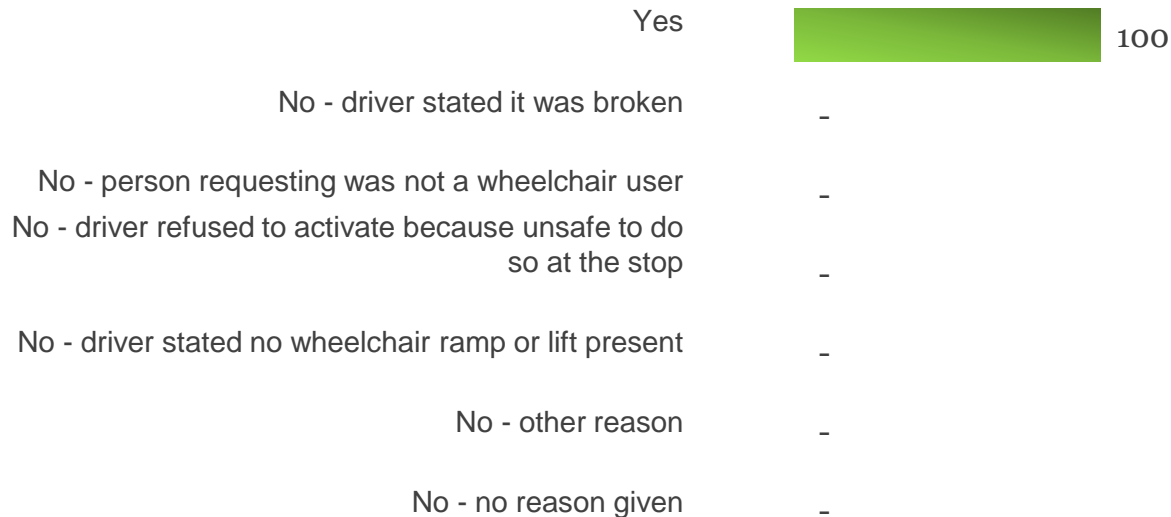
* Question rebased off those who could see a display / hear an announcement

Wheelchair Ramp/Lift: For the 11 interviewers who saw a wheelchair ramp requested, all found that it was activated upon request

Base: (11) If yes to WHEELCHAIR RAMP OR LIFT REQUEST Q105/1

Q3 2018

Q106 Wheelchair Ramp/ Lift Activated Upon Request (11) %

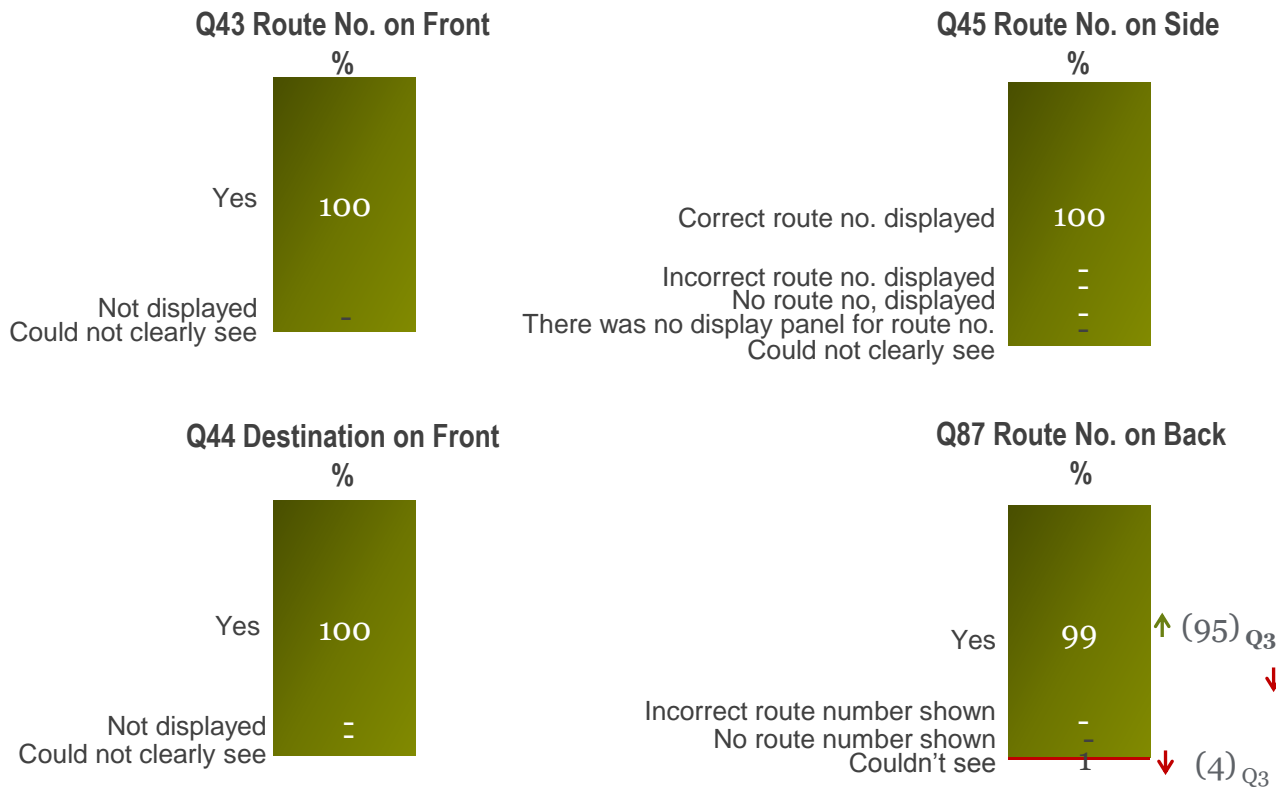


↕↗ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2018_{Q2}

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: (203)

Q3 2018



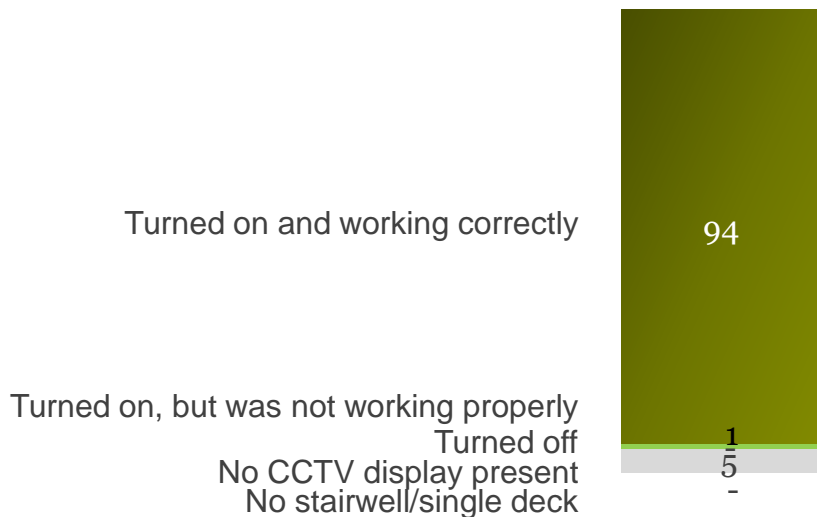
CCTV: Over 9 in 10 interviewers found the CCTV screens in the stairwells to be turned on and functioning correctly.

Base: (136), IF CCTV Camera Present

Q3 2018

Q82 CCTV in Stairwell

%

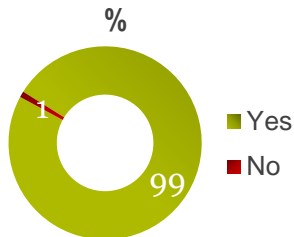


↕ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2018_{Q2}

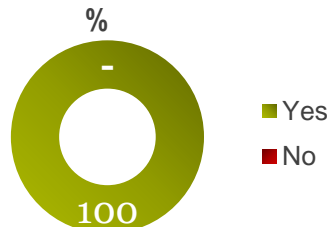
Fare Payment: Ticket machines and leap card readers were found to be present and functioning correctly by almost all interviewers. Of those interviewers paying in cash, all received a printed ticket or change receipt where appropriate, whilst 3 in 4 Leap interviewers were able to see what fare they were charged at the driver.

Q3 2018

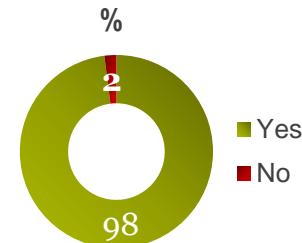
Q56 Cash Fare (105)
Ticket Machine Working Correctly



Q58a Leap Card Reader Present at Driver Working Correctly (52)

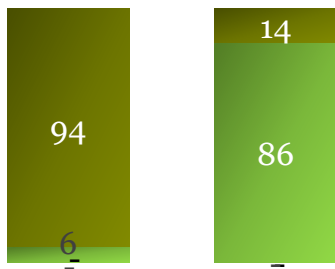


Q60a Pole Mounted Leap Card Reader Working Correctly (46)



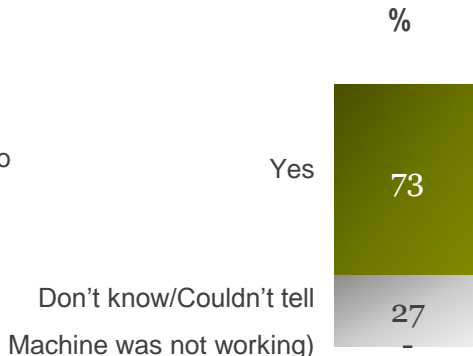
Q57a Cash Fare Given Printed Ticket/Change Receipt

Exact Change (54) Not Exact Change* (51)



* = Amended to single code

Q59a Leap Card Reader at Driver See Fare Charged (52)*



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 2016

↕ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2018_{Q2}



Section 4: Cleanliness Performance



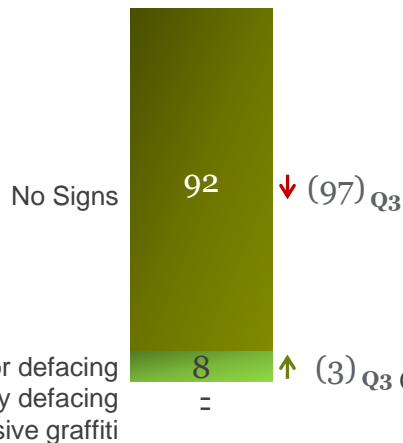
Assessment of Seats: Bus seats were found to be clean and free of graffiti and damage on almost all occasions, however scores have significantly declined across the board versus last year.

Base: (203)

Q3 2018

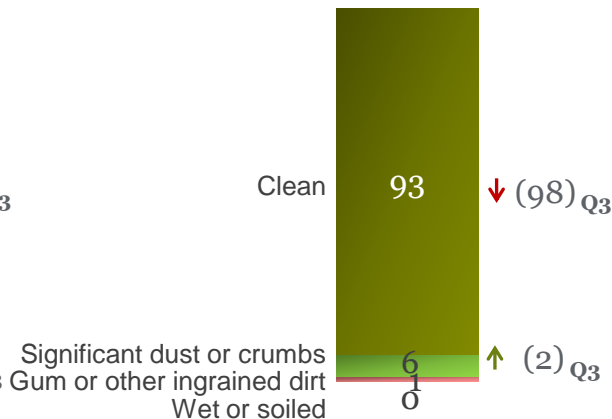
***Q69 Graffiti on Seats**

%



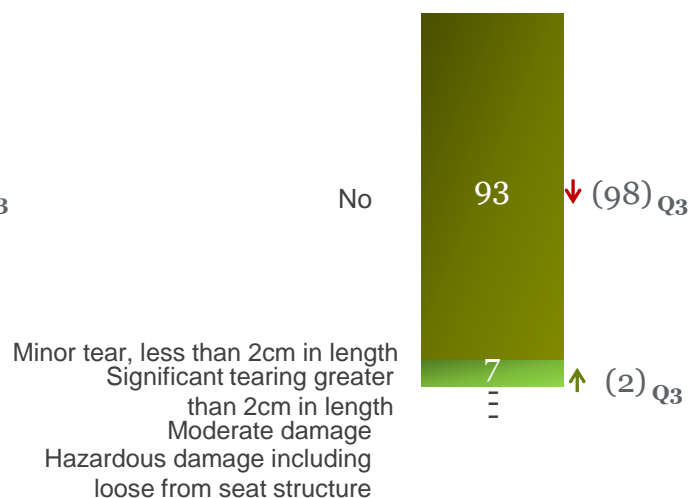
***Q70 Cleanliness of Seats**

%



***Q71 Damage to Seats**

%



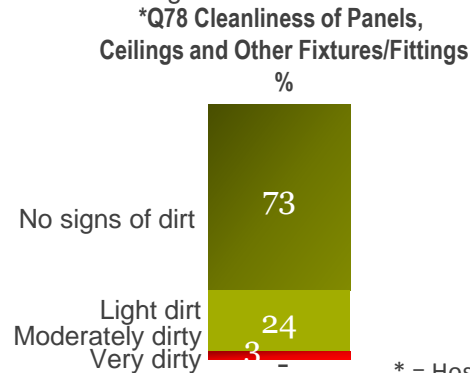
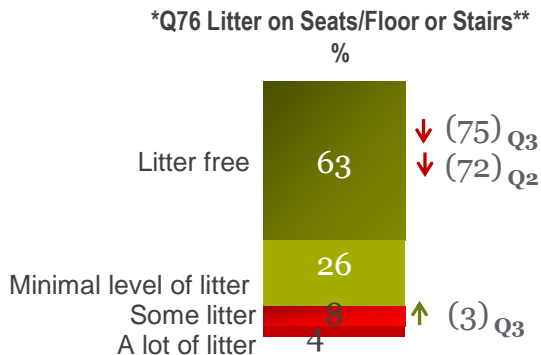
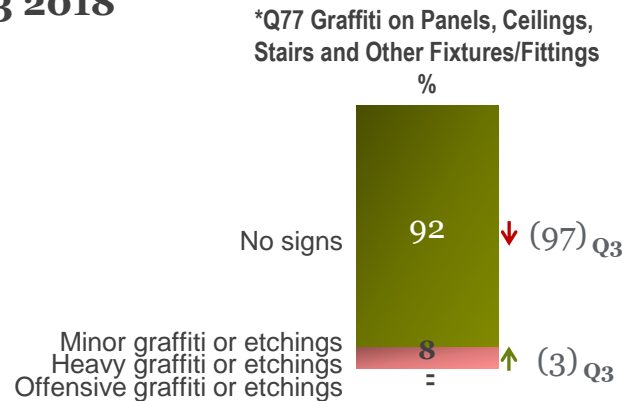
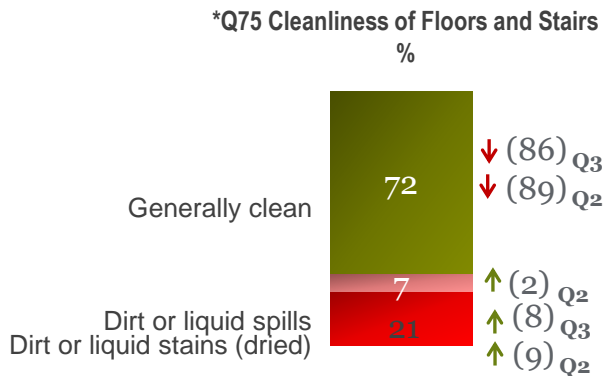
↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2018_{Q2}

* = Hosepipe ban in place during Q3 fieldwork

Bus Interior: The majority of interviewers found the bus interiors to be clean and free of graffiti or dirt, however scores are in decline across the board.

Base: (203)

Q3 2018



**Question amended in Q2 2016

↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2018_{Q2}

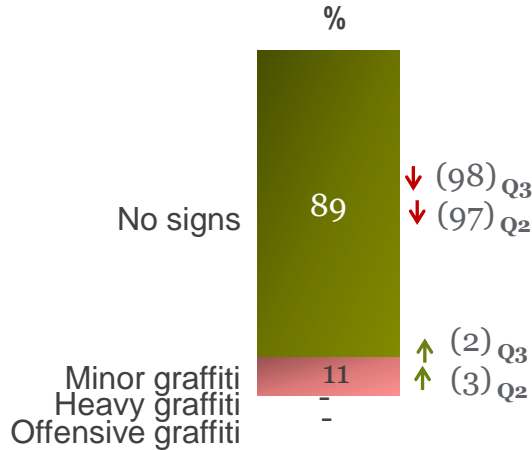
* = Hosepipe ban in place during Q3 fieldwork

Bus Windows: The majority of interviewers reported no signs of graffiti or etchings on bus windows, although scores have slipped both quarter on quarter and year on year. Just under half found the bus windows had no signs of dirt, again declining both quarter on quarter and year on year. Reports of minor graffiti and etching as well as light and heavier dirt are all on the rise.

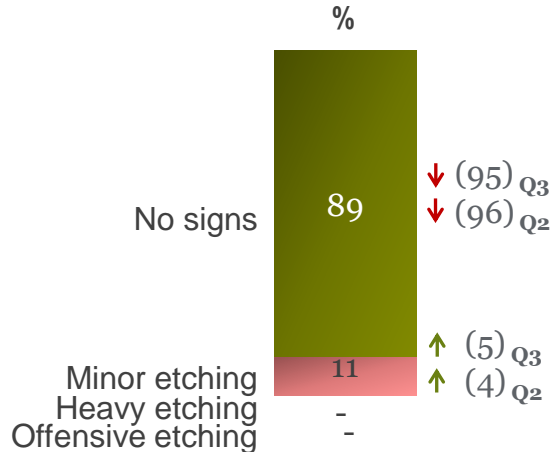
Base: (203)

Q3 2018

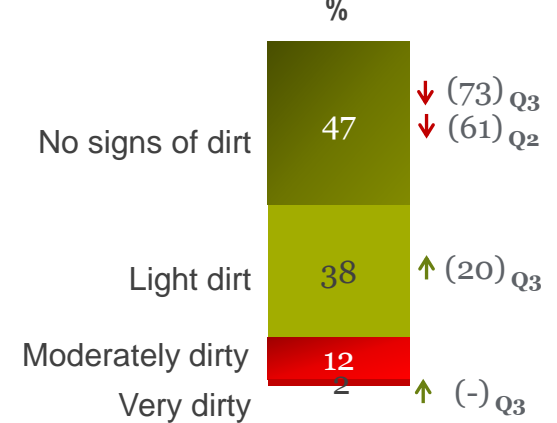
***Q72 Graffiti on Windows**



***Q73 Etching on Windows**



***Q74 Cleanliness of Windows**



↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2018_{Q2}

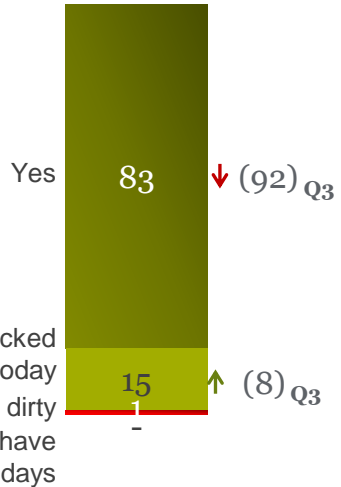
* = Hosepipe ban in place during Q3 fieldwork

Front/Side of Bus: Encouragingly, no interviewers reported any signs of visible damage to the front/side of the buses. 4 in 5 felt the front and sides of the bus were clean, significantly down versus last year, while those who found the rear of the bus was clean has also declined.

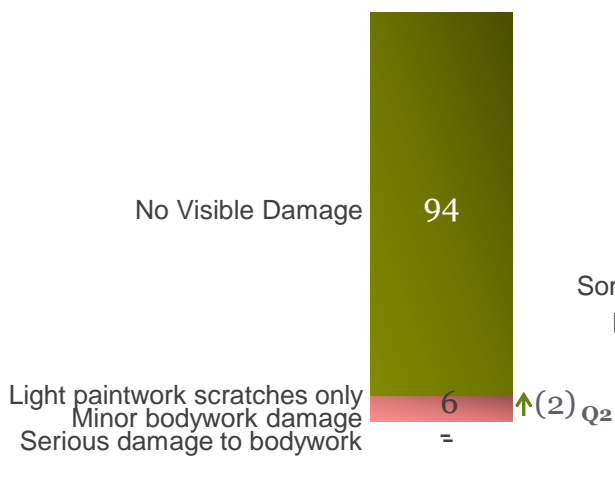
Base: (203)

Q3 2018

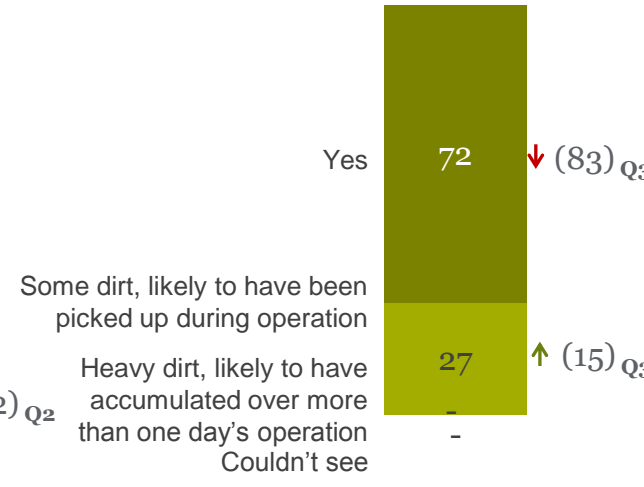
Q47 Cleanliness of Front/Side of Bus
 %



Q48 Visible Damage to Front/Side of Bus
 %



***Q90 Was the Rear of Bus Clean?**
 %



↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2018_{Q2}

* = Hosepipe ban in place during Q3 fieldwork

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. Some significant drop offs seen in drivers wearing uniform both quarter on quarter and year on year.

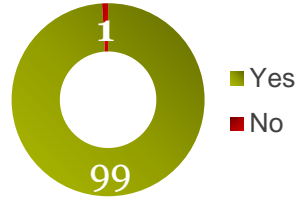
Base: (203)

Q3 2018

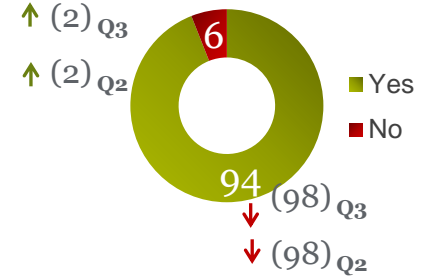
Questions to Driver

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

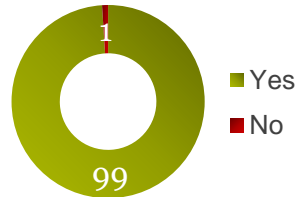
Q51 Helpful



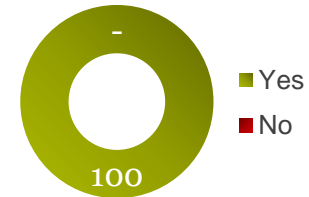
Q54 Driver Wearing Uniform



Q52 Polite



Q55 Driver Well Presented



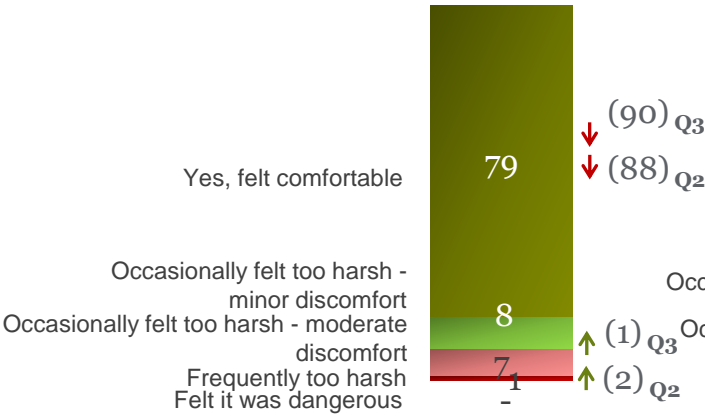
↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2018_{Q2}

Bus Safety: The majority of interviewers felt that drivers both braked and accelerated smoothly during their journey, however significant drop offs are seen both quarter on quarter and year on year. 4 in 5 interviewers felt that passengers were given enough time to find their seats or hold on, however this is also in decline both versus last year and last quarter.

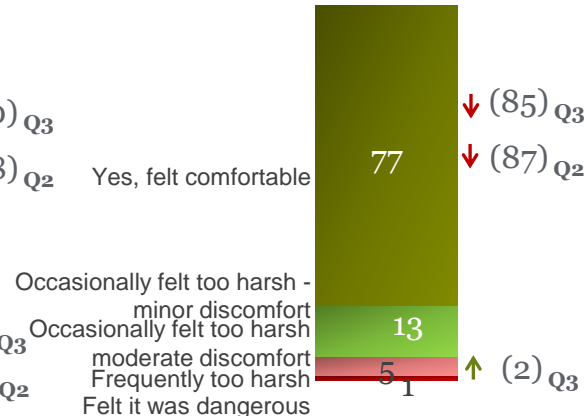
Base: (213)

Q3 2018

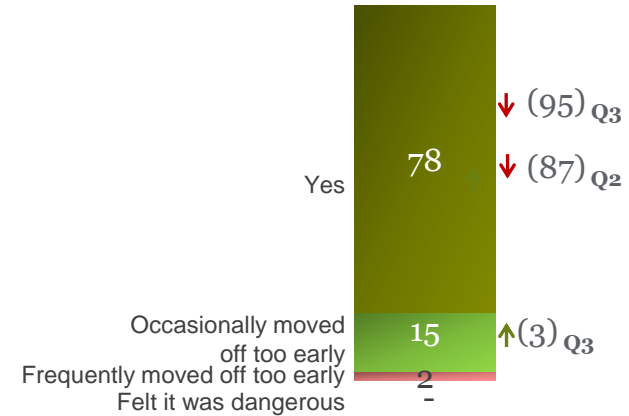
Q94 Driver Accelerated Smoothly*
%



Q95 Driver Braking Smoothly*
%



Q96 Did the driver give passengers adequate time to find their seats or hold on?
%



*Question amended in Q2 2016

↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2018_{Q2}

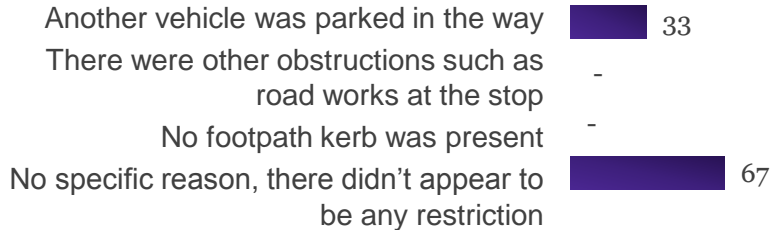
When Getting on the Bus: 6 interviewers found that the bus did not pull up to the footpath kerb when they boarded the bus. On 4 of these occasions, there didn't appear to be any specific reason for the restriction while on the 2 occasions, another vehicle was parked in the way. Of the 3 interviewers who noted that the bus did not pull up to the kerb as they alighted the bus, 2 reported that there was no specific reason for the restriction while the other observed other vehicles parked in the way.

Base: (6), IF NO TO PULL UP CLOSE TO KERB Q61/2, (3) IF NO TO PULL UP CLOSE TO KERB Q92/2

Q3 2018

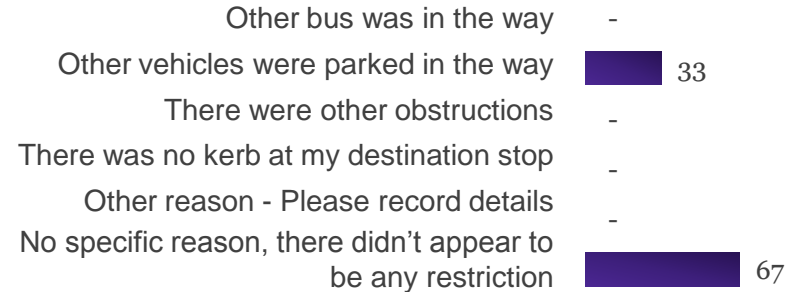
Q62 Why did the bus not pull up to the footpath kerb (6) Boarding

%



Q93 Why did the bus not pull up to the kerb (3) Alighting

%



↕ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2018_{Q2}

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

Base: (192), ALL THOSE REQUESTED TO STOP

Q3 2018

Q102 Stopped to Pick Up Passenger

%

Yes

98

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

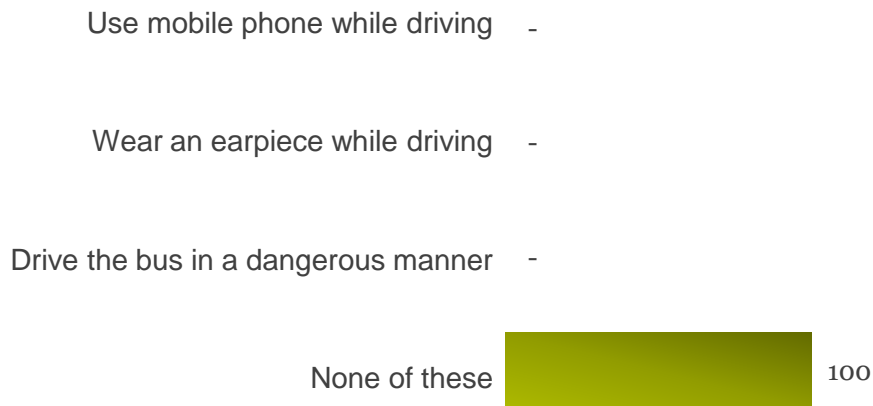
↕ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2018_{Q2}

Driver Behaviour: Positively, there were no reports of drivers engaging in any reckless behaviour again this quarter. 9 in 10 saw no signs of drivers listening to the radio, a significant increase versus last year, whilst almost all saw no signs of drivers holding long conversations with other passengers or staff, again, increasing versus last year.

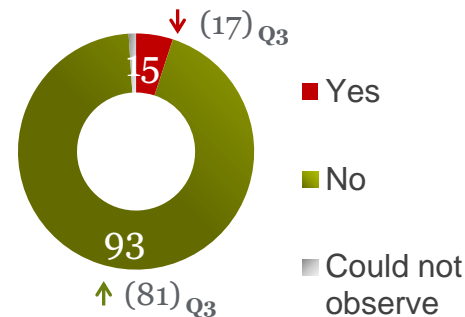
Base: (203)

Q3 2018

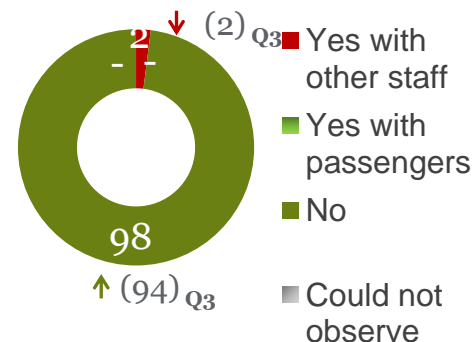
Q97 Did Bus Driver do Any of the Following:



Q98 Driver Listening to Music/Radio



Q99 Driver Hold Long Conversations



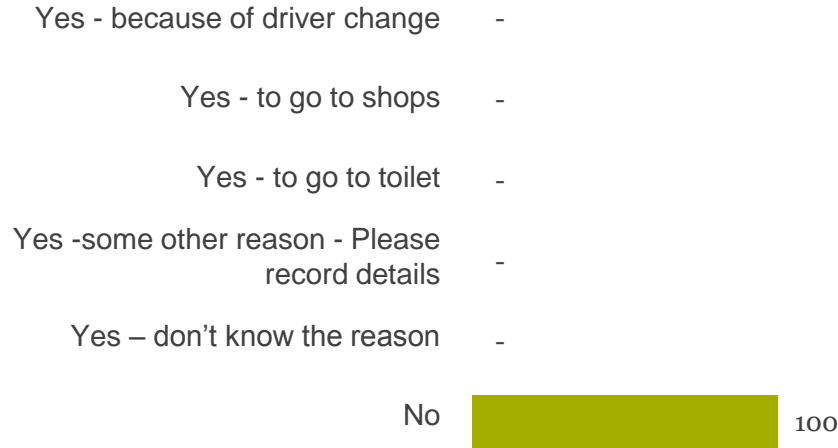
↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2018_{Q2}

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

Base: (203)

Q3 2018

Q100 Driver Left Bus Unattended



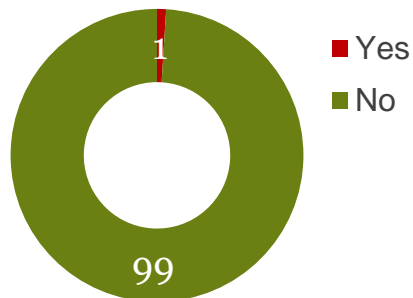
↕ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2018_{Q2}

Diversion or Terminated Early: Almost all interviews reported no early diversions or terminations this quarter

Base: (203)

Q3 2018

Q107 Bus Diverted/Terminated Early



↕ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2018_{Q2}

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?