



NTA Mystery Shops Go Ahead - ODMA Quarter 2 2019

41300621

Outline of Presentation



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

Background to Research



This research programme monitors service, quality and compliance with contractual Go Ahead 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 Go Ahead through the eyes of its ‘customers’.



102 mystery shops were conducted during Quarter 2 with mystery shoppers acting as passengers while waiting for and on board selected Go Ahead ODMA routes around Dublin. A broad spread of bus routes were covered across different days of the week and times of the day in line with NTA guidelines.



The mystery shops were carried out by trained Kantar Millward Brown interviewers based on the same approach used for Dublin Bus for the past few years. 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 2019: 25th March – 18th June 2019

This is the first wave for Go Ahead ODMA mystery shopping so there are no previous waves to compare data.

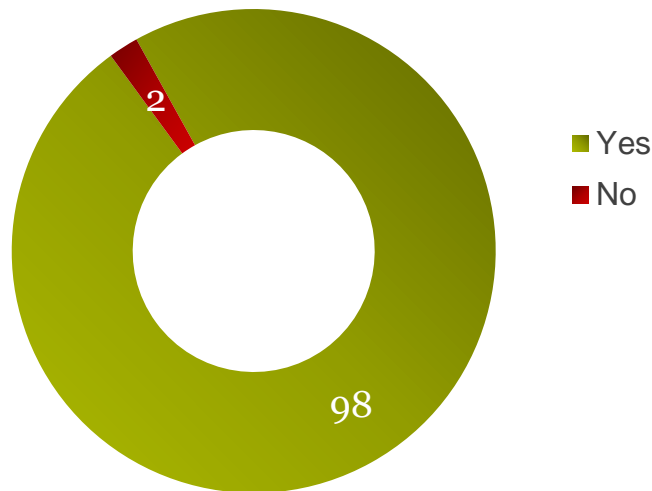


Section 1: Customer Information Performance

Fares: Nearly all found the fares were displayed clearly at the entrance to the bus.

Base: (102)

Q2 2019
Q50 Were the Fares Displayed Clearly at the Entrance?
(102)
%



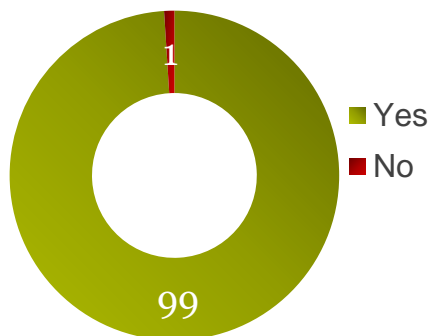
Timetable: Almost all saw a bus stop number visible on the bus stop flag. 7 in 10 saw both printed timetables and timetables with operative dates present at the bus stop.

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

Q2 2019

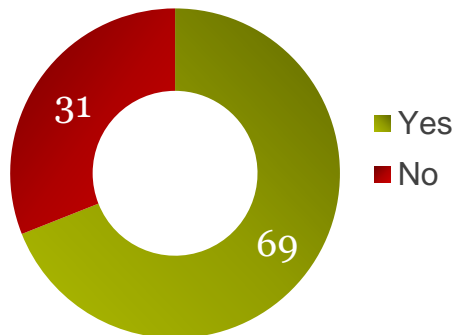
Q32 Bus Stop Number Visible

(98)
%



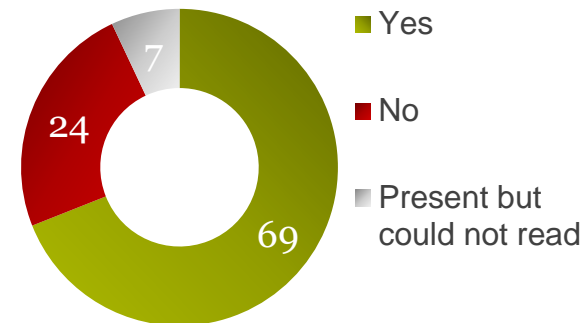
Q34 Printed Timetable Present

(97)
%



Q36 Operative Date Present

(67)
%





Section 2: Bus Equipment Performance

When Getting on the Bus:

Upon boarding the bus, nearly 9 out of 10 reported seeing the centre doors opening for departing passengers. Over 2 in 5 noted the centre doors opening when alighting the bus.

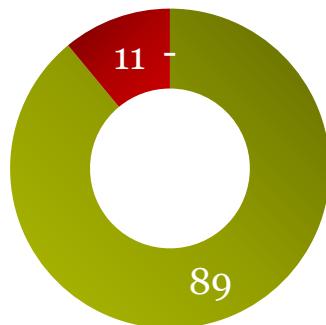
Base: (61), IF YES TO CENTRE DOORS Q63, (19), EXCLUDING BUSES WITH NO ALIGHTING PASSENGERS

60% assessed buses with centre doors

Q2 2019

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

(19)
%



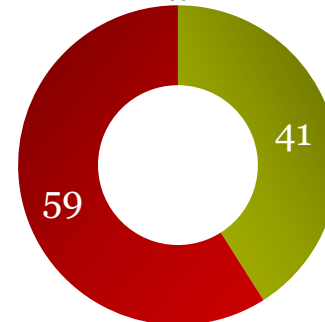
■ Yes

■ No

■ There was an obstruction

Q91 Centre Doors Open for Passengers
[Alighting Passengers]

(61)
%



■ Yes

■ No

***Buses with no alighting passengers excluded, further details to be provided by NYA*

On Board Displays/Announcements: Almost all who could see a display found that it was working correctly. Over 4 in 5 found the next stop announcement was working correctly.

Base: (102), ALL WHO COULD SEE A DISPLAY / HEAR AN ANNOUNCEMENT

Q2 2019

Q80* Electronic Displays for
Next Stop Working
%

Yes - was working correctly

97

Working but was not providing correct information

Display was turned off or not working

Could not see a display

2 1 -

Q81* Automatic Next Stop
Announcement Working
%

Yes - working and volume
was correct

88

Yes - working but too loud

Yes - working but too quiet

No - was not working

None on the bus

3

4

5

-

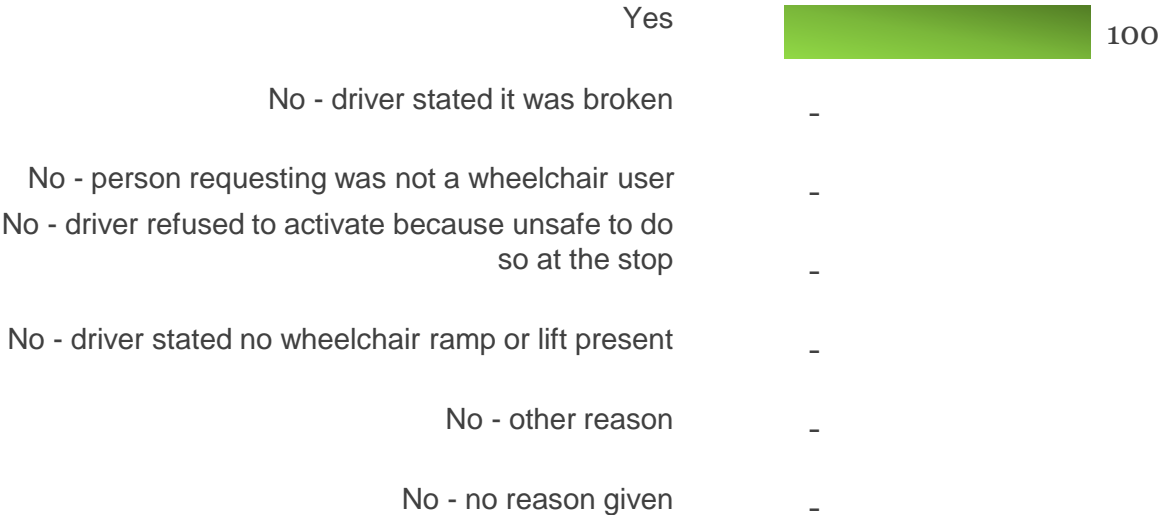
* Question rebased off those who could see a display / hear an announcement

Wheelchair Ramp/Lift: For those who saw a wheelchair ramp requested, all reported that it was activated upon request

Base: (6) If yes to WHEELCHAIR RAMP OR LIFT REQUEST Q105/1

Q2 2019

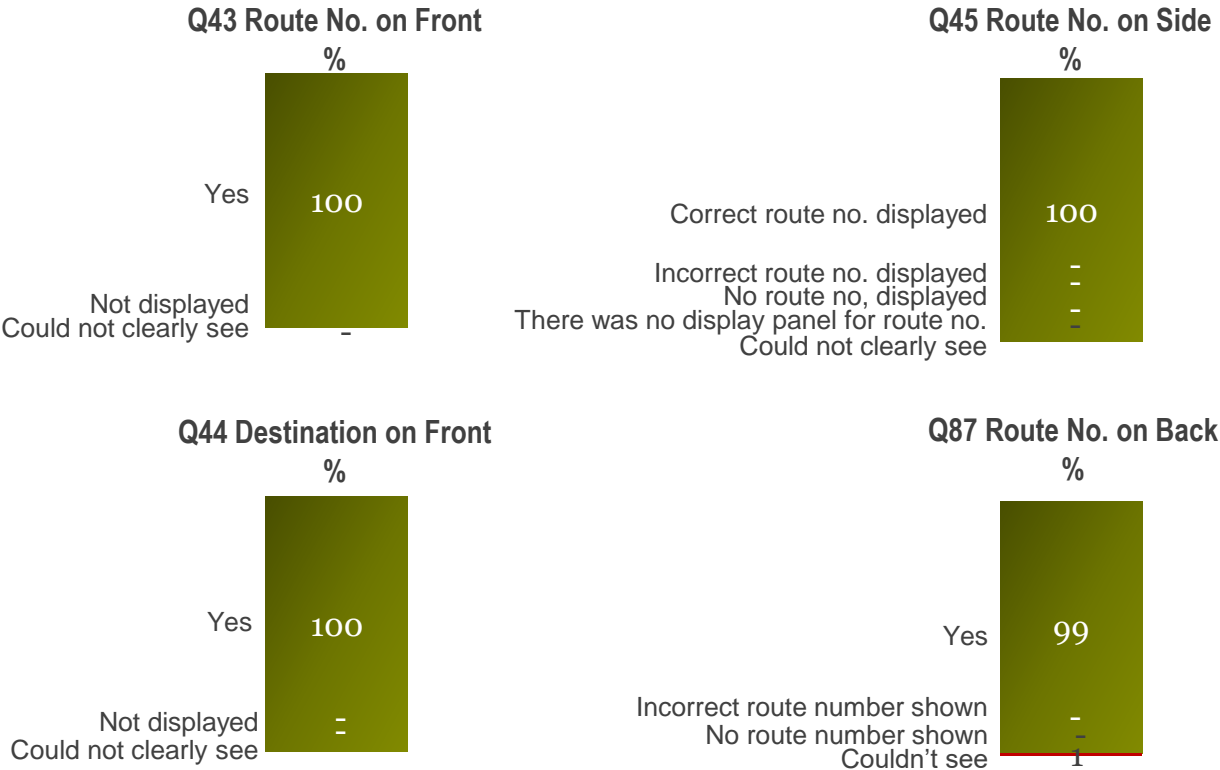
Q106 Wheelchair Ramp/
Lift Activated Upon Request
(6)
%



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

Base: (102)

Q2 2019



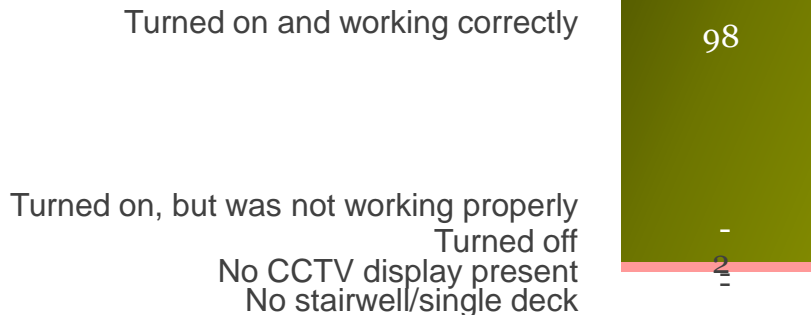
CCTV: Virtually all found the CCTV screens in the stairwells to be turned on and functioning correctly.

Base: (61), IF CCTV Camera Present

Q2 2019

Q82 CCTV in Stairwell

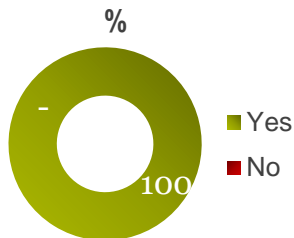
%



Fare Payment: Ticket machines and Leap card readers were found to be present and functioning correctly on almost all occasions. Of those interviewers paying in cash, nearly all received a printed ticket or change receipt where appropriate, however, only 3 in 5 Leap interviewers were able to see what fare they were charged when boarding the bus

Q2 2019

Q56 Cash Fare (52)
Ticket Machine Working Correctly

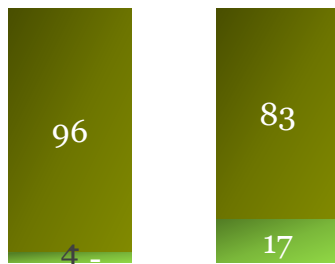


Q57a Cash Fare*
Given Printed Ticket/Change Receipt

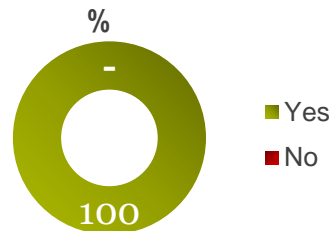
%

Exact Change (28) Not Exact Change (24)

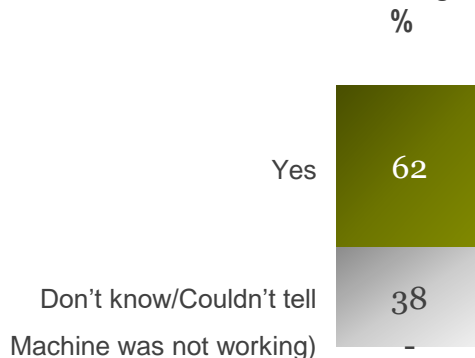
Yes, printed ticket
Yes, printed ticket and change receipt
Got handwritten ticket
Was not given a ticket



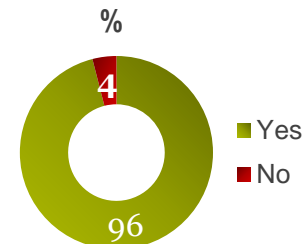
Q58a Leap Card Reader Present at Driver Working Correctly (26)



Q59a Leap Card Reader at Driver See Fare Charged (26)*



Q60a Pole Mounted Leap Card Reader Working Correctly (24)





Section 3: Cleanliness Performance

Assessment of Seats: Bus seats were found to free of graffiti and damage on all occasions. Over 9 in 10 found that seats were clean.

Base: (102)

Q2 2019

Q69 Graffiti on Seats

%

No Signs

100

Minor graffiti or defacing
Heavy defacing
Offensive graffiti

Q70 Cleanliness of Seats

%

Clean

94

Significant dust or crumbs
Gum or other ingrained dirt
Wet or soiled

2
- 4

Q71 Damage to Seats

%

No

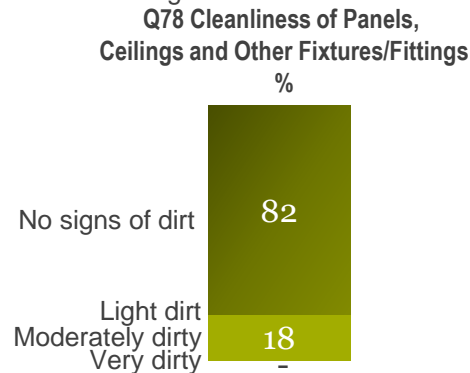
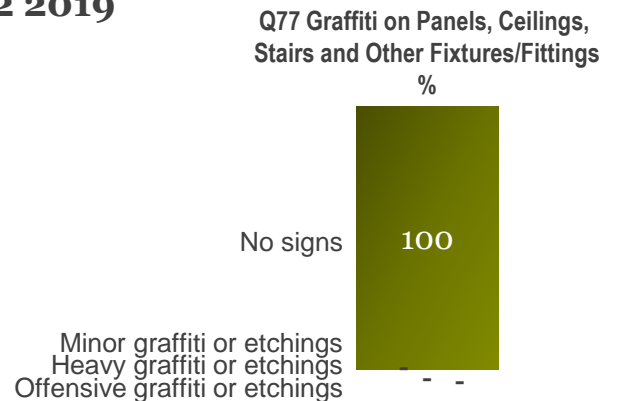
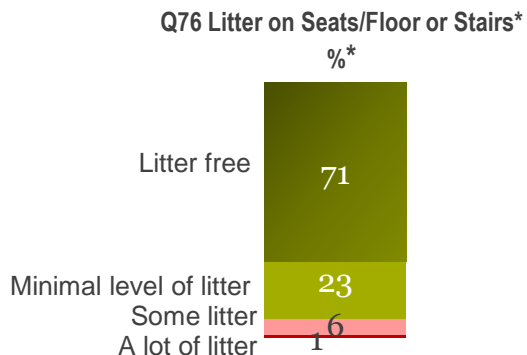
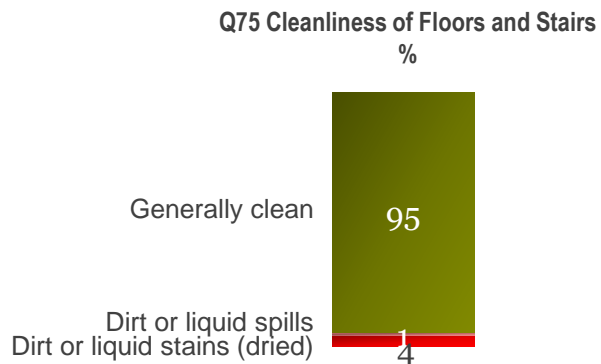
100

Minor tear, less than 2cm in length
Significant tearing greater
than 2cm in length
Moderate damage
Hazardous damage including
loose from seat structure

Bus Interior: The majority found the bus interiors to be clean and free of graffiti or dirt. 1 in 4 saw minimal levels of litter, and a small proportion some/a lot of litter, with 2 in 5 seeing signs of moderate dirt.

Base: (102)

Q2 2019



Bus Windows: No reports of graffiti on windows minor reports on etchings on bus windows. 1 in 4 saw light dirt on the windows, with minimal mentions of moderate dirt.

Base: (102)

Q2 2019

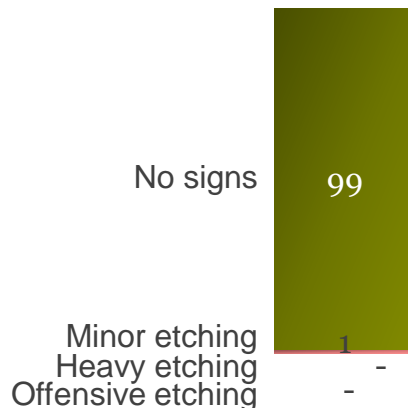
Q72 Graffiti on Windows

%



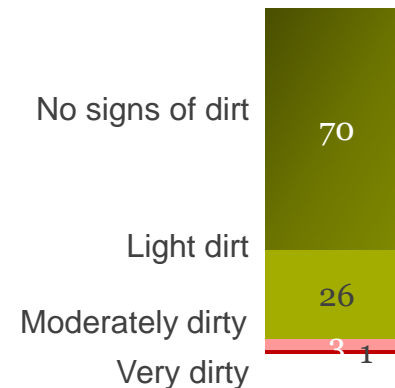
Q73 Etching on Windows

%



Q74 Cleanliness of Windows

%



Front/Side of Bus: Over 9 out of 10 report the outside front/side of the bus to be clean and over 4 in 5 report the rear to be clean. 9 in 10 reported no visible damage, if so only light or minor

Base: (102)

Q2 2019

Q47 Cleanliness of Front/
Side of Bus

%

Yes

92

8

-

Light dirt, likely to have been picked
up during operations today
Moderately dirty
Very dirty, likely to have
accumulated over several days

Q48 Visible Damage to
Front/Side of Bus

%

No Visible Damage

94

3

3

Light paintwork scratches only
Minor bodywork damage
Serious damage to bodywork

Q90 Was the Rear
of Bus Clean?

%

Yes

87

11

1

Some dirt, likely to have been
picked up during operation
Heavy dirt, likely to have
accumulated over more
than one day's operation
Couldn't see

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 4: Bus Driver Performance

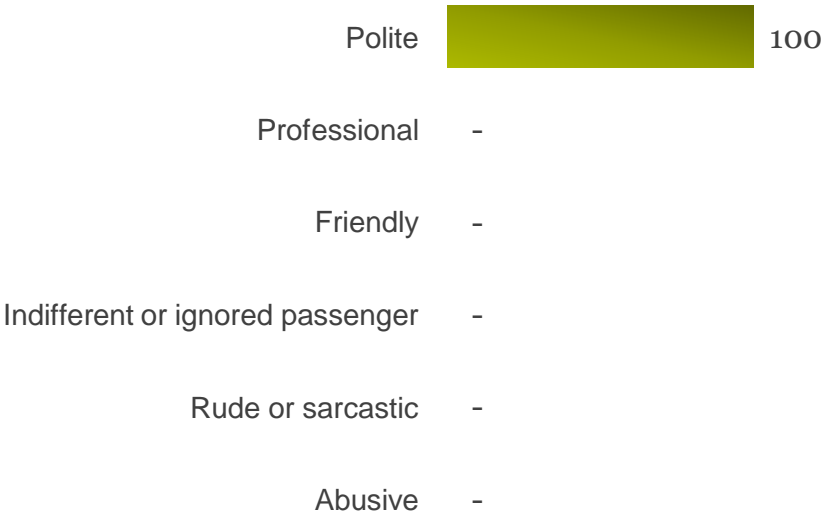
Driver Interaction: On the 1 occasion where a driver dispute was observed, the driver was thought to handle the situation in a polite way.

Base: (1), If yes to DRIVER DISPUTE Q103

Q2 2019

Q104 How did driver handle situation? (1)

%



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

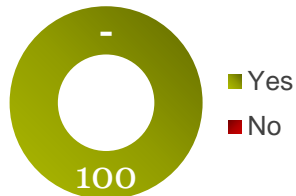
Base: (102)

Q2 2019

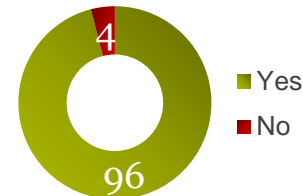
Questions to Driver

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

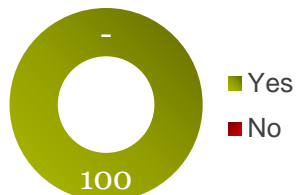
Q51 Helpful



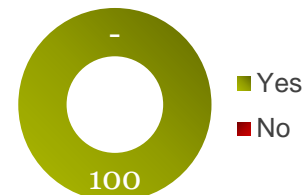
Q54 Driver Wearing Uniform



Q52 Polite



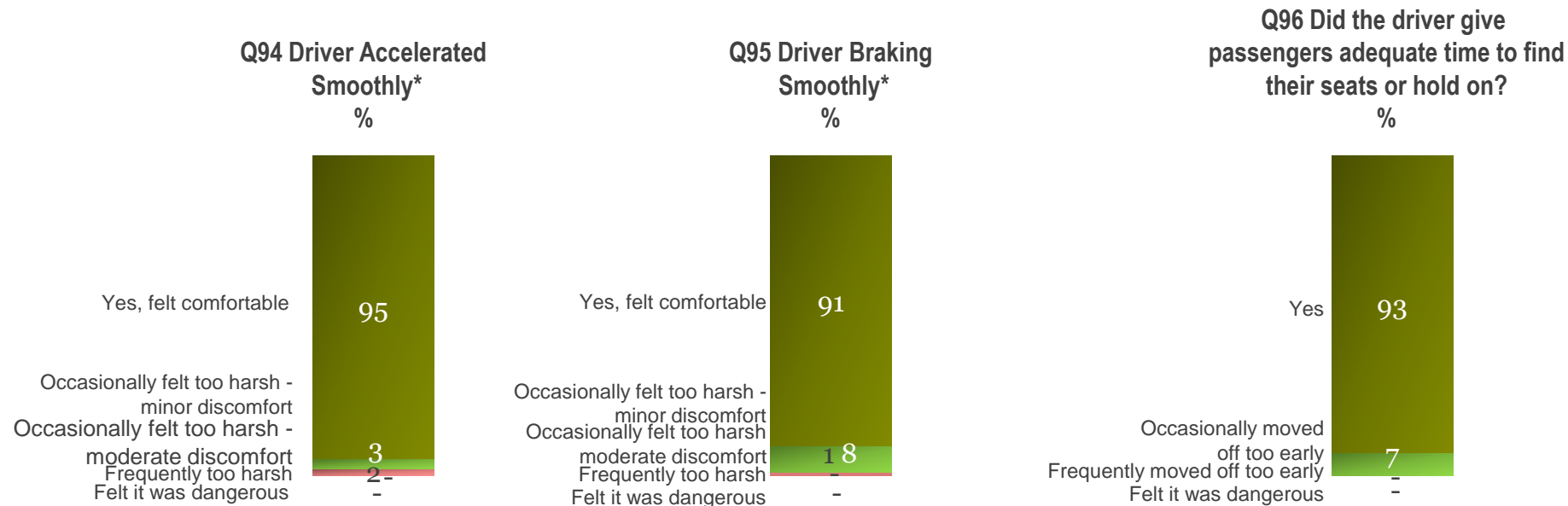
Q55 Driver Well Presented



Bus Safety: The majority felt that drivers both braked and accelerated smoothly during their journey. Almost all felt that passengers were given enough time to find their seats or hold on

Base: (102)

Q2 2019

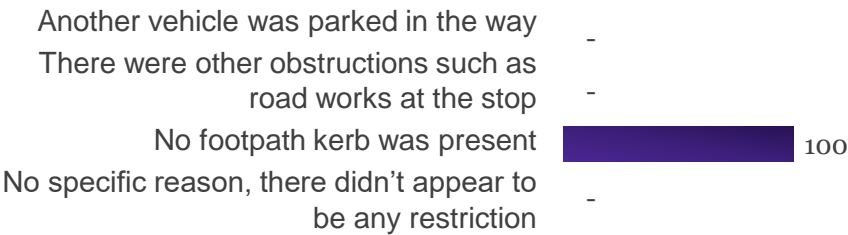


When Getting on the Bus: only 3 found that the bus did not pull up to the footpath kerb when they boarded the bus as there was no footpath kerb present. Of the 3 who noted that the bus did not pull up to the kerb as they alighted the bus, 2 reported that there was no specific reason for the restriction

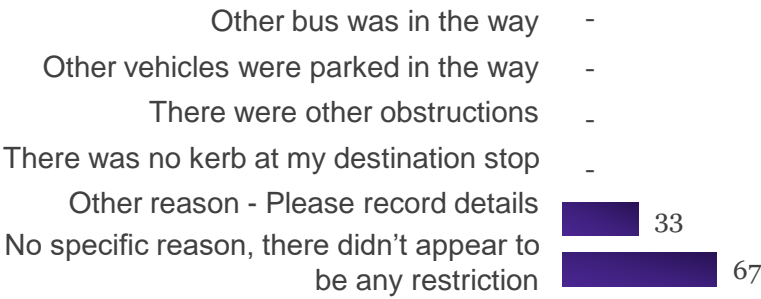
Base: (3), IF NO TO PULL UP CLOSE TO KERB Q61/2, (3) IF NO TO PULL UP CLOSE TO KERB Q92/2

Q2 2019

Q62 Why did the bus not
pull up to the footpath kerb (3) Boarding
%



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



Driver Actions: The driver always stopped when requested to do so

Base: (101), ALL THOSE REQUESTED TO STOP

Q2 2019

Q102 Stopped to Pick Up Passenger

%

Yes

100

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

=

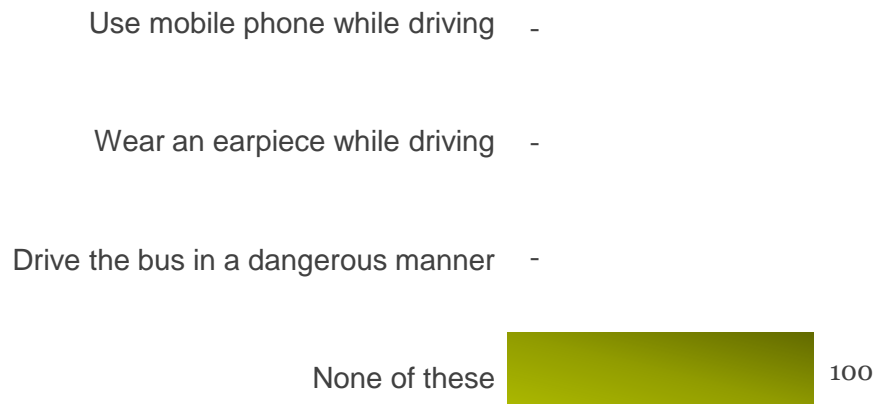
* Question rebased off those whose bus was requested to stop

Driver Behaviour: Positively, there were no reports of drivers engaging in any reckless behaviour. 4 in 5 saw no signs of drivers listening to the radio whilst almost all saw no signs of drivers holding long conversations with other passengers or staff.

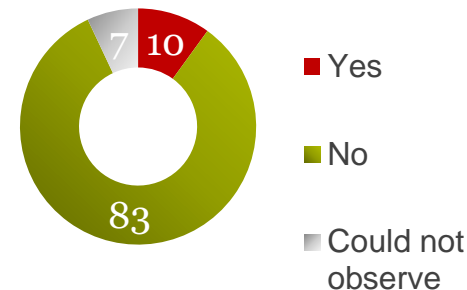
Base: (102)

Q2 2019

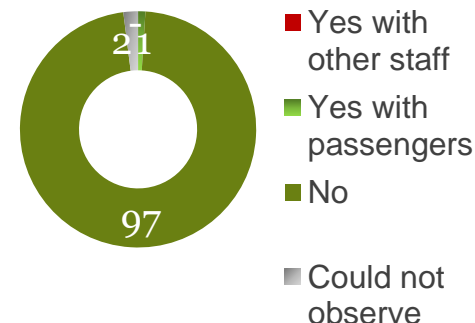
Q97 Did Bus Driver do Any of the Following:



Q98 Driver Listening to Music/Radio



Q99 Driver Hold Long Conversations

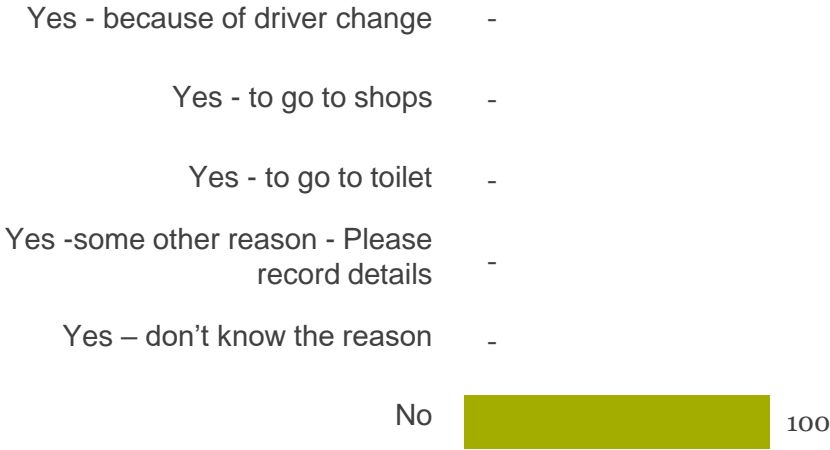


Driver Actions: Interviewers did not report any instances of drivers leaving buses unattended.

Base: (102)

Q2 2019

Q100 Driver Left Bus Unattended

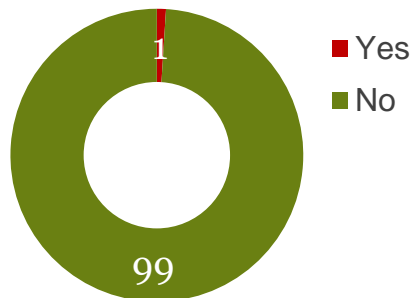


Diversion or Terminated Early: Only one report of an early diversion or termination.

Base: (102)

Q2 2019

Q107 Bus Diverted/Terminated Early



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?