



NTA Mystery Shops Dublin Bus Quarter 3 2019

41300621



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’.



206 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 2019: 17th June – 10th September 2019



We have used the following symbols to indicate significant differences versus previous quarter i.e. Qtr 2 March – June 2019_{Q2} or year on year changes for same quarter last year i.e. Qtr 2 June – Sep 2018_{Q3}



Section 1: Stop Maintenance Performance



Advertising at Bus Stops: very low level of third party advertising on bus shelter glass and bus stop poles

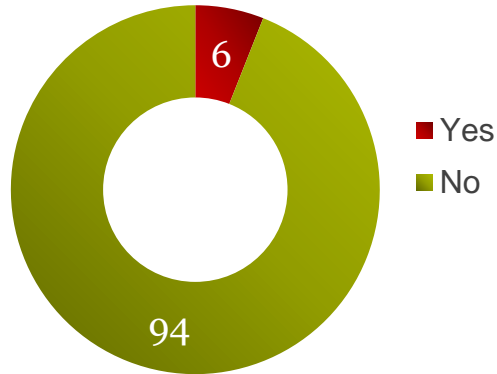
Base: (134) IF YES TO BUS STOP POLE AND FLAG Q7

Q3 2019

**68% observed a Bus Stop Pole
& Flag**

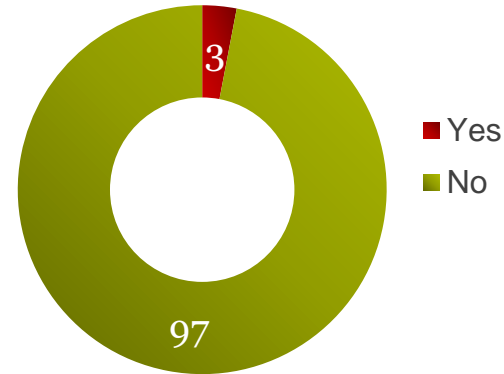
**Q14 Third Party Commercial
Advertising on Bus Shelter glass**

(86)
%



**Q15 Third Party Commercial
Advertising on Bus Stop Pole**

(134)
%



↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2019_{Q2}

Q14 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)

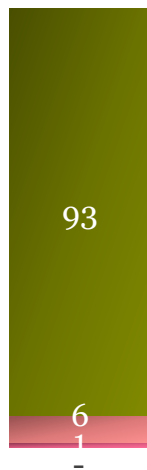
Q15 Are there any third party commercial advertisements or notices (excluding graffiti, stickers, or bus operator related advertisements) on the operator's bus pole?

Bus Shelters: the vast majority found the bus stop poles & shelters to be in good condition, with only one mention of hazardous damage with a temporary shelter under construction

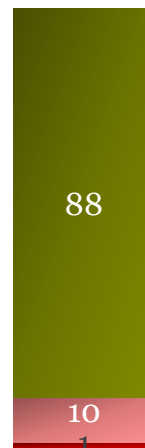
Base: (86) IF YES TO BUS SHELTER Q4/2, (134) IF YES TO BUS STOP POLE AND FLAG Q7/1

Q3 2019

**Q8 Condition of
the Bus Pole
(134)
%**



**Q9 Condition of
the Bus Shelter
(86)
%**



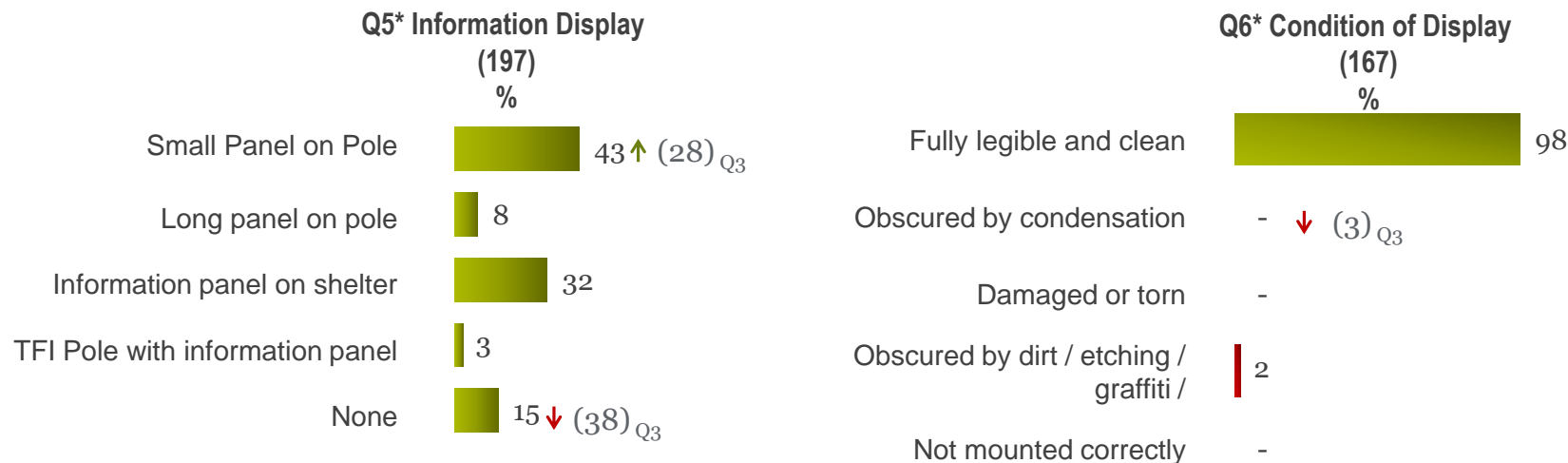
"Temporary shelter. Under reconstruction"



↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2019_{Q2}

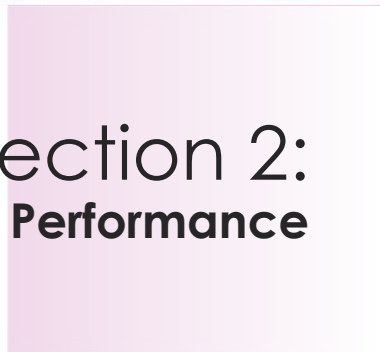
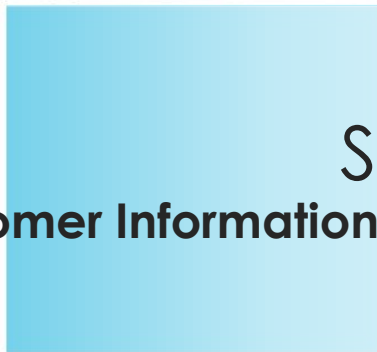
Information Display: similar to last quarter, there has been a significant increase year on year in those seeing information displays, over half of these being a small panel on the pole; minimal incidences of being obscured

Base: (197), IF POLE OR SHELTER AT Q4

Q3 2019



  = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2019_{Q2}



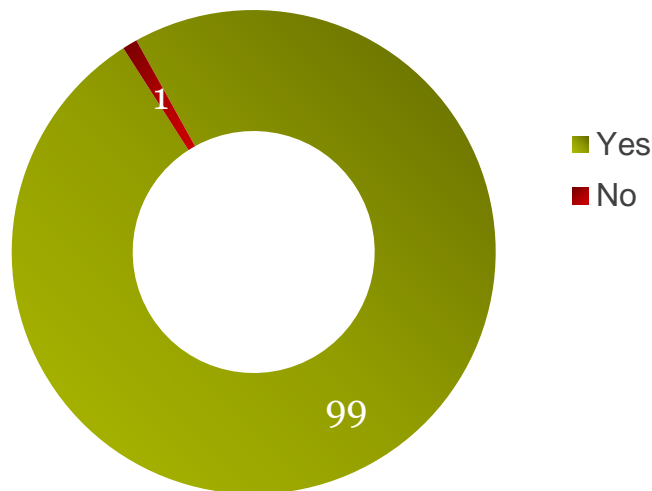
Section 2: Customer Information Performance



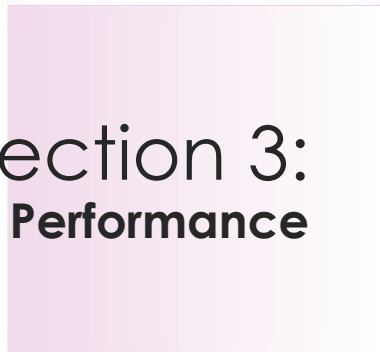
Fares: Virtually all interviewers found the fares were displayed clearly at the entrance to the bus.

Base: (206)

Q3 2019
Q26 Were the Fares Displayed Clearly at the Entrance?
(206)
%



↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2019_{Q2}



Section 3: Bus Equipment Performance



On Board Displays/Announcements: All bar one found the electronic displays were working correctly. Positive to see there has been a significant decline year on year in next stop announcements not working

Base: (205), ALL WHO COULD SEE A DISPLAY / HEAR AN ANNOUNCEMENT

Q3 2019

Q59* Electronic Displays for Next Stop Working %

Yes - was working correctly

99

Working but was not providing correct information
Display was turned off or not working

-
-

Q60* Automatic Next Stop Announcement Working %

Yes - working and volume was correct

85

Yes - working but too loud
Yes - working but too quiet

13

No - was not working

2

None on the bus

-

↓ (7) Q3

↕ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2019_{Q2}

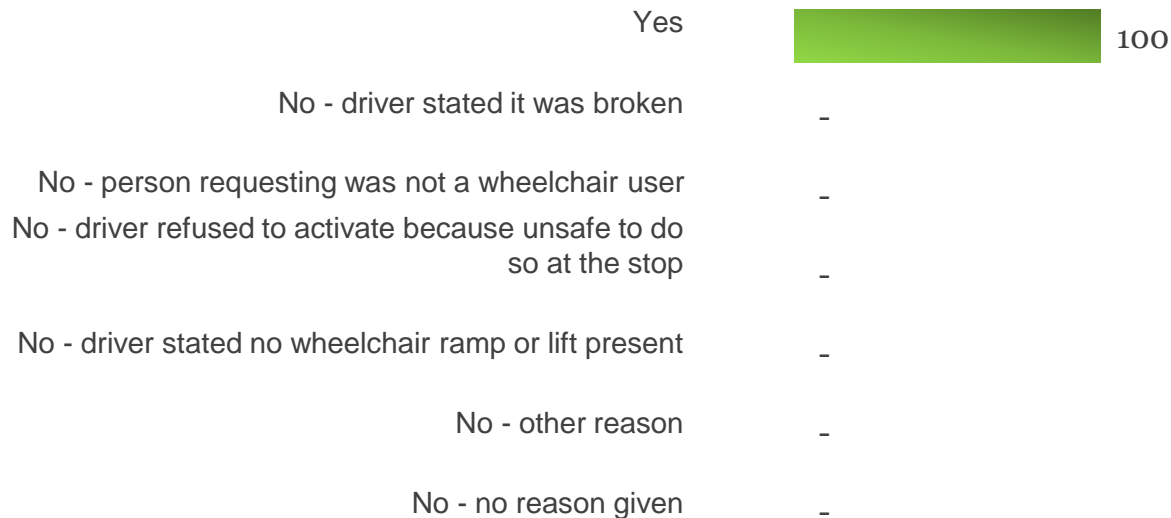
* Question rebased off those who could see a display / hear an announcement

Wheelchair Ramp/Lift: All five observed requests for a wheelchair ramp were activated

Base: (5) If yes to WHEELCHAIR RAMP OR LIFT REQUEST Q90/1

Q3 2019

**Q91 Wheelchair Ramp/
Lift Activated Upon Request**
(5)*
%

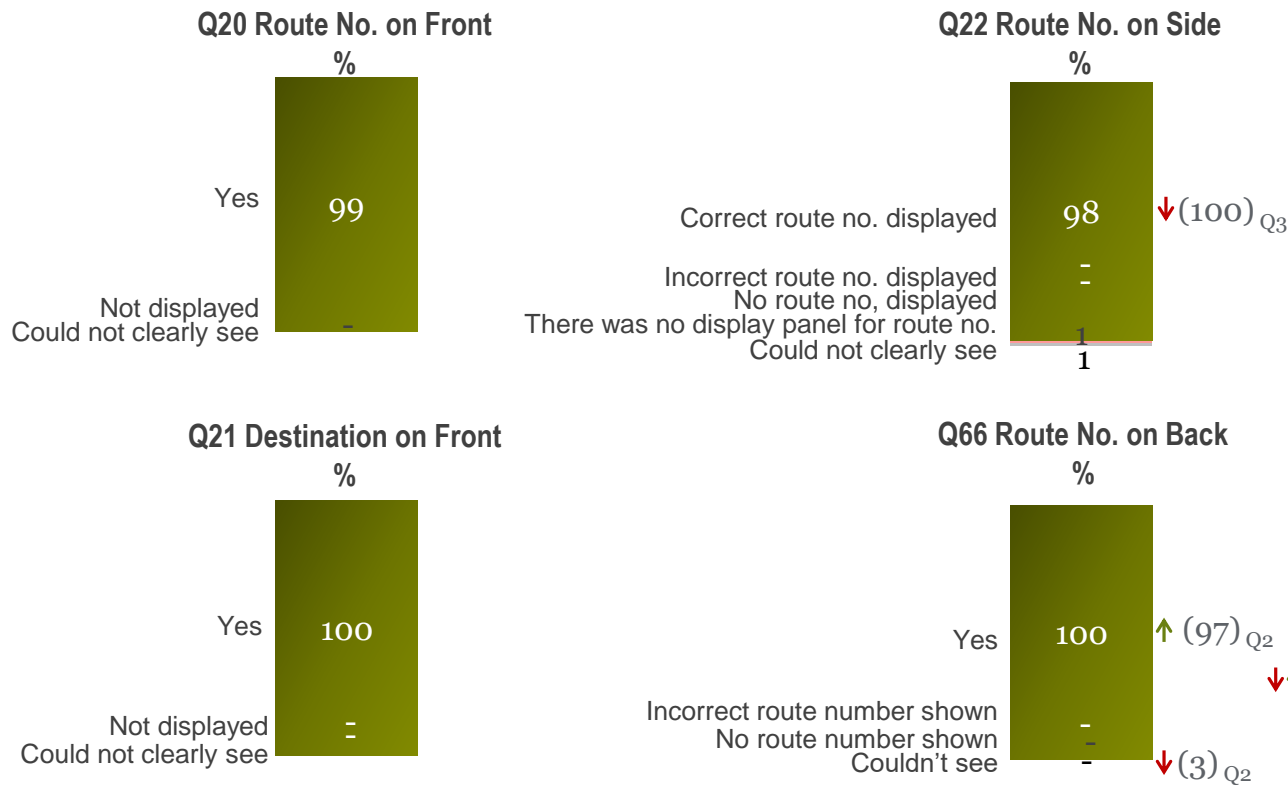


↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2019_{Q2}

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

Base: (206)

Q3 2019



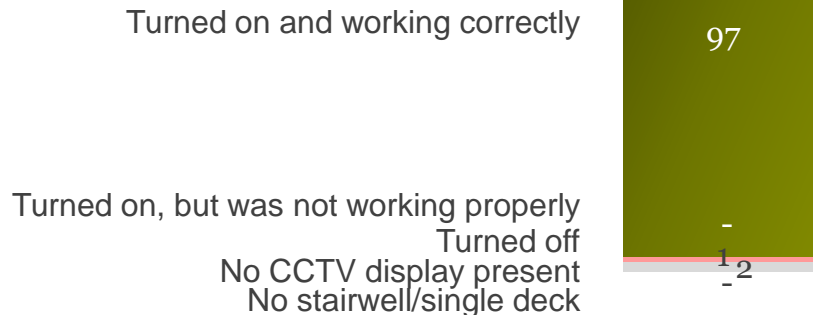
CCTV: In the vast majority of buses that had CCTV cameras present the CCTV screens in the stairwells were turned on and functioning correctly, minor report of no CCTV display present or turned off

Base: (160), IF CCTV Camera Present

Q3 2019

Q61 CCTV in Stairwell

%



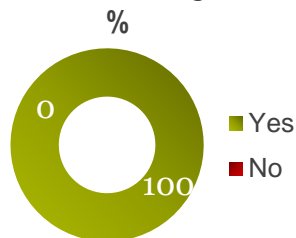
↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2019_{Q2}

Fare Payment: All ticket machines and leap card readers were found to be functioning correctly.

Over four in five Leap Card users could see the fare charged when using the reader at the driver

Q3 2019

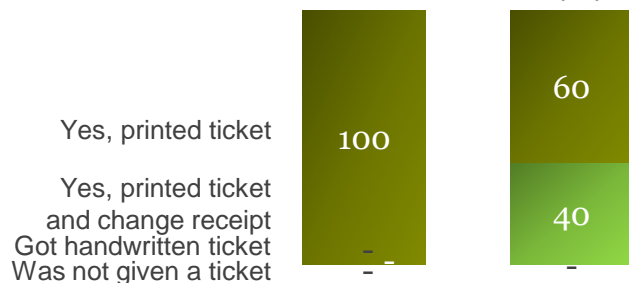
Q32 Cash Fare (106)
Ticket Machine Working Correctly



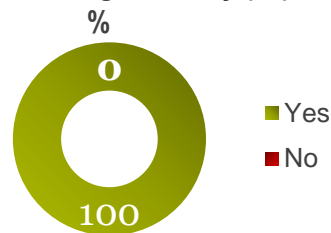
Q33 Cash Fare*
Given Printed Ticket/Change Receipt

%

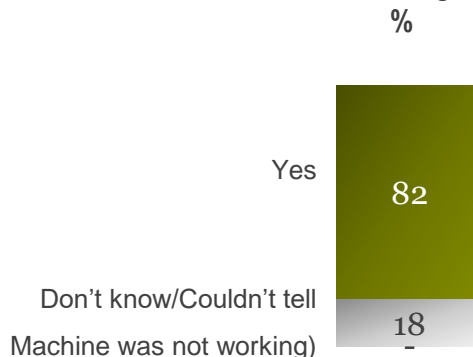
Exact Change (51) **Not Exact Change (55)**



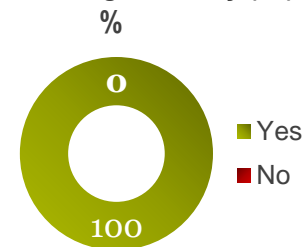
Q34 Leap Card Reader Present at Driver Working Correctly (50)*



Q35 Leap Card Reader at Driver See Fare Charged (50)*



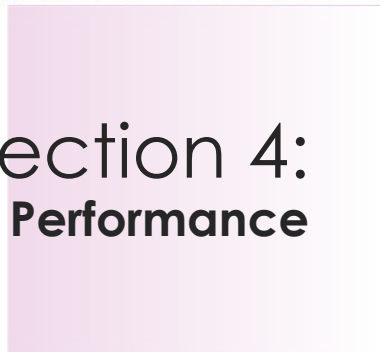
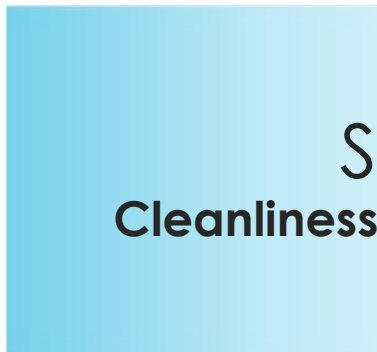
Q37 Pole Mounted Leap Card Reader Working Correctly (50)*



Payment Methods were split as follows:

- 50% Cash exact change
- 25% Cash not exact change
- 25% Leap Card Reader at Driver
- 25% Pole Mounted Leap Card Reader

↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2019_{Q2}



Section 4: Cleanliness Performance



Assessment of Seats: All bus seats were found free of graffiti and damage on all occasions, a significant improvement year on year. Over 9 in 10 found that seats were clean, with minor incidences of dust, crumbs and dirt

Base: (206)

Q3 2019

Q46 Graffiti on Seats

%

No Signs

100

↑ (92) Q₃

Minor graffiti or defacing
Heavy defacing
Offensive graffiti

0

↓ (8) Q₃

Q47 Cleanliness of Seats

%

Clean

92

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

5
2
0

Q48 Damage to Seats

%

No

100

↑ (93) Q₃

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

0

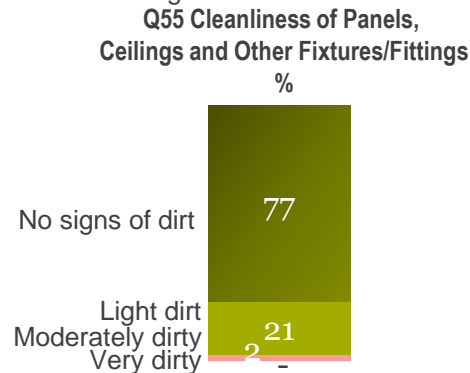
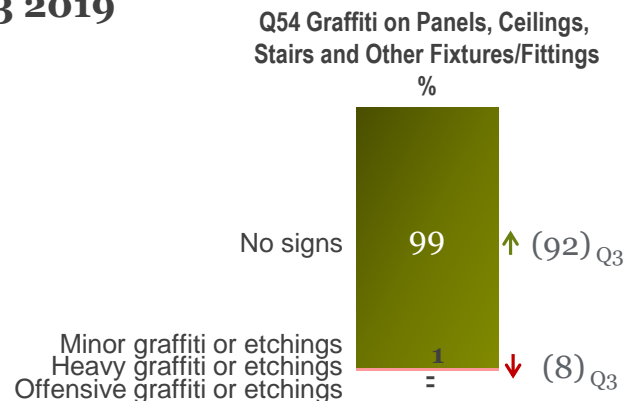
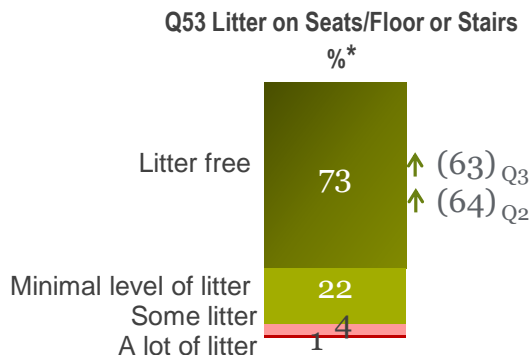
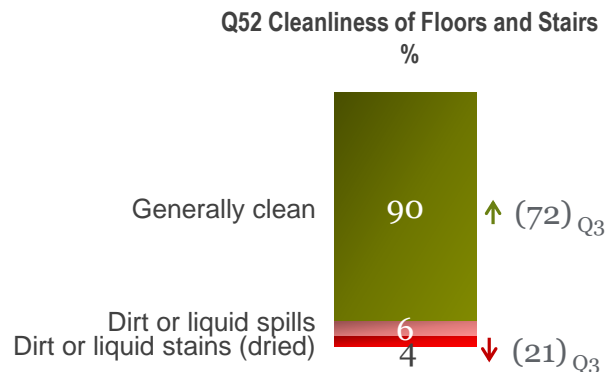
↓ (7) Q₃

↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2019_{Q2}

Bus Interior: There have been significant improvements year on year with inside buses and a significant increase in litter free since last quarter. Only minor mentions of dried dirt or liquid stain on floors or stairs, down year on year. A fifth saw minimal levels of litter on seats/floors and minor mentions of some or a lot of litter

Base: (206)

Q3 2019



↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2019_{Q2}

Bus Windows: No signs of graffiti or etchings on bus windows, both measures show a significant improvement on last year. Nearly two thirds found the bus windows had no signs of dirt, a significant uplift vs the same time last year

Base: (206)

Q3 2019

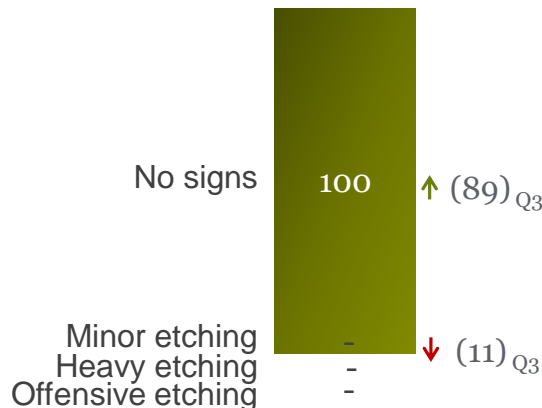
Q49 Graffiti on Windows

%



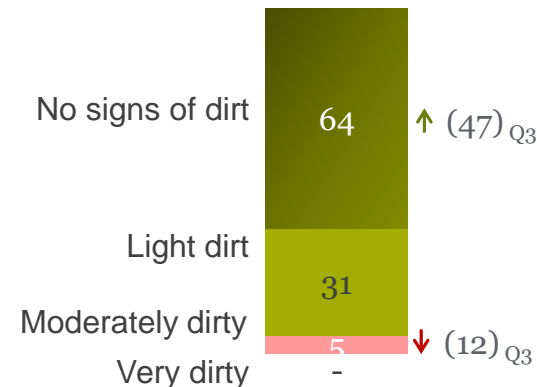
Q50 Etching on Windows

%



Q51 Cleanliness of Windows

%



↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2019_{Q2}

Note: Hosepipe ban in effect over the summer of 2018

Front/Side of Bus: Minimal reporting of any signs of visible damage, such as light scratches, to the front/side of the buses. 9 out of 10 felt the front and sides of the bus were clean a significant increase on this time last year and 8 out of 10 said the back of the bus was clean, significantly up from last year and last quarter

Base: (206)

Q3 2019

**Q23 Cleanliness of Front/
Side of Bus**

%

Yes

91

↑ (83) Q3

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

8

1

↓ (15) Q3

Light paintwork scratches only
Minor bodywork damage
Serious damage to bodywork

**Q24 Visible Damage to
Front/Side of Bus**

%

No Visible Damage

97

3

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

**Q69 Was the Rear
of Bus Clean?**

%

Yes

82

↑ (72) Q3

↑ (73) Q2

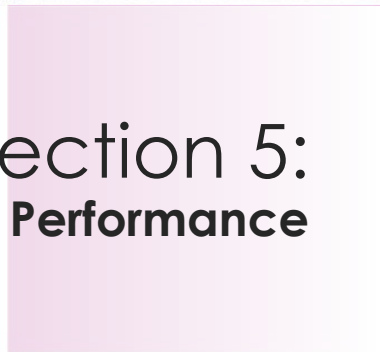
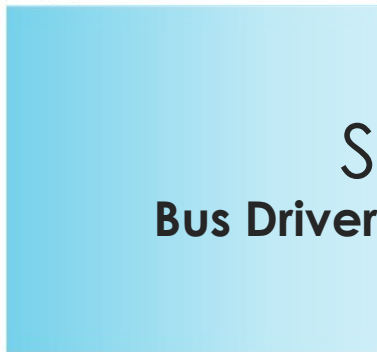
17

↓ (27) Q3

↓ (27) Q3

↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2019_{Q2}

Note: Hosepipe ban in effect over the summer of 2018



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, marginal changes in terms of being well presented

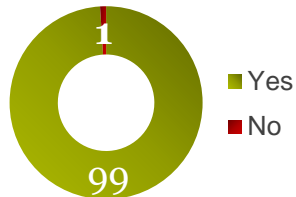
Base: (206)

Q3 2019

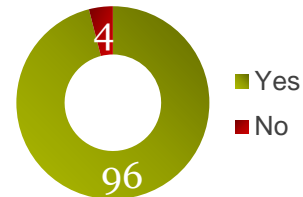
Questions to Driver

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

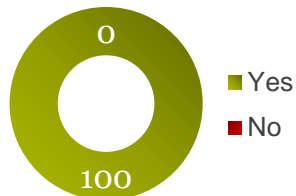
Q27 Helpful



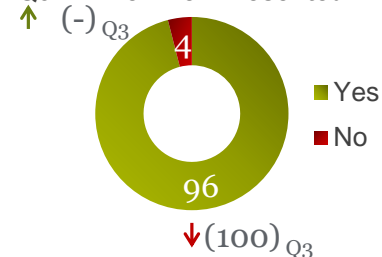
Q30 Driver Wearing Uniform



Q28 Polite



Q31 Driver Well Presented



↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2019_{Q2}

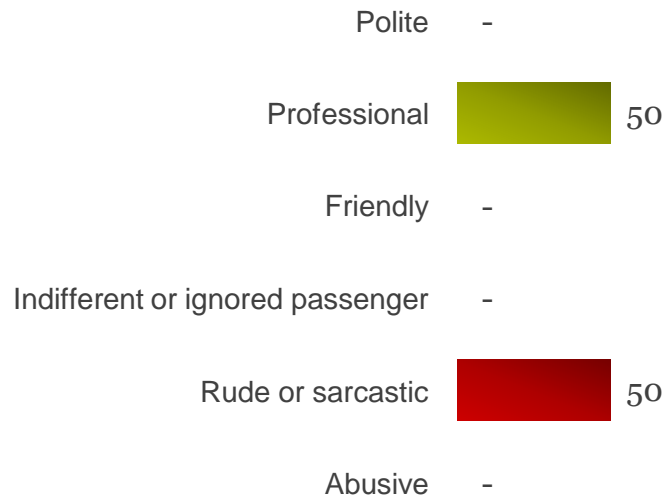
Driver Interaction: On the two occasions when a driver dispute was observed, one driver was thought to handle the situation in a rude or sarcastic manner and the other one professionally

Base: (2), If yes to DRIVER DISPUTE Q85

Q3 2019

Q86 How did driver handle situation? (2)*

%

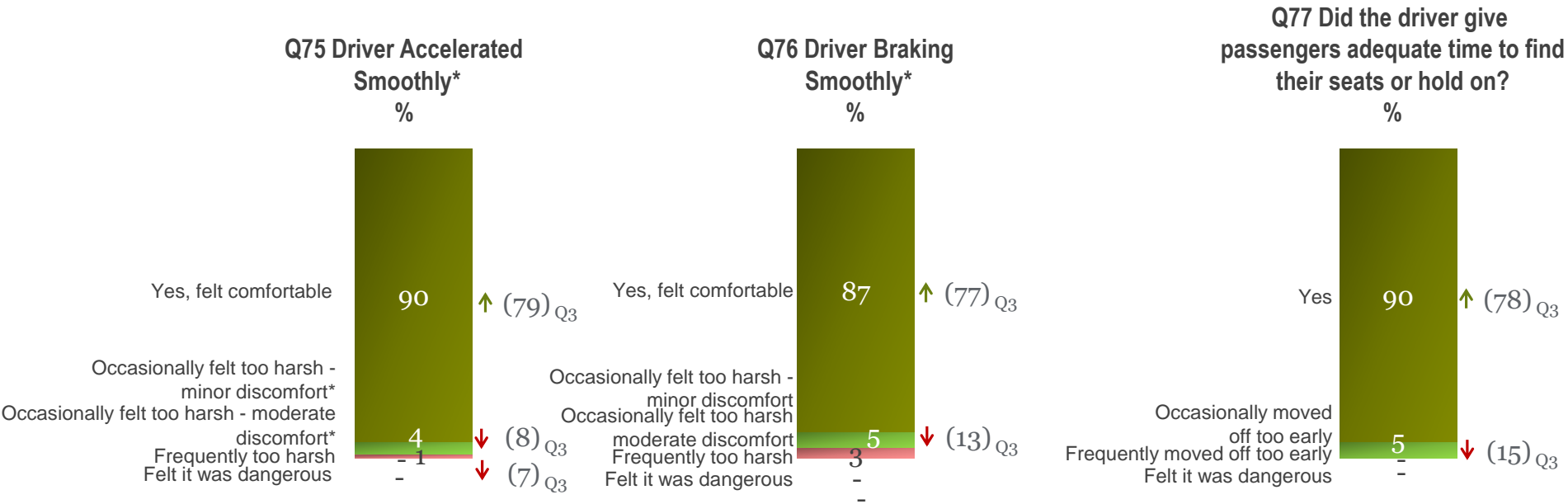


↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2019_{Q2}

Bus Safety: The majority felt that drivers both braked and accelerated smoothly and gave people adequate time to find a seat or hold on; these are significant improvements compared to this time last year.

Base: (206)

Q3 2019



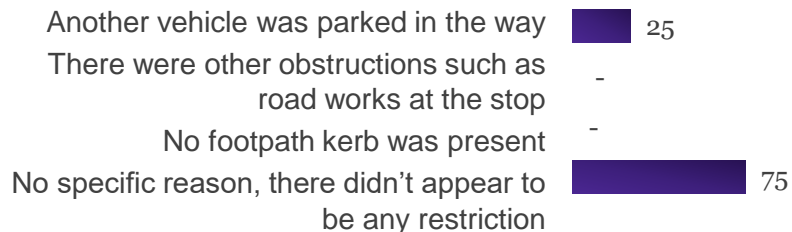
↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2019_{Q2}

Pulling up to kerb: In total there were only five incidents of the bus not pulling up to the kerb and in only one case was a vehicle in the way, there didn't appear to be any reasons in the four other cases

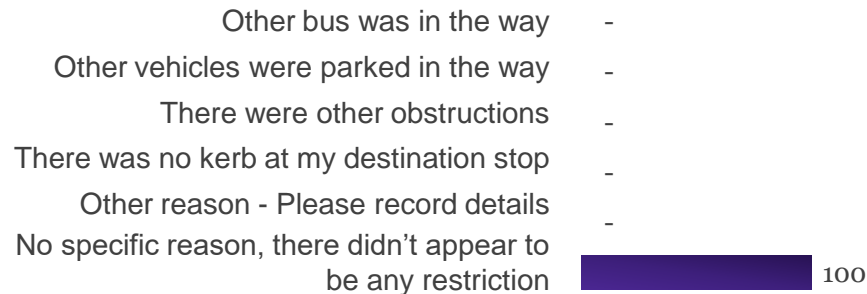
Base: (4), IF NO TO PULL UP CLOSE TO KERB Q37/2, (1) IF NO TO PULL UP CLOSE TO KERB Q71/2

Q3 2019

Q38 Why did the bus not pull up to the footpath kerb (4)* Boarding %



Q72 Why did the bus not pull up to the kerb (1)* Alighting %



↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2019_{Q2}

Driver Actions: The buses stopped to pick up passengers on all occasions when requested.

Base: (205), ALL THOSE REQUESTED TO STOP

Q3 2019

Q84 Stopped to Pick Up Passenger

%

Yes

100

↑ (98)_{Q3}

Could not always stop as bus was full

—

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

—

↕ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2019_{Q2}

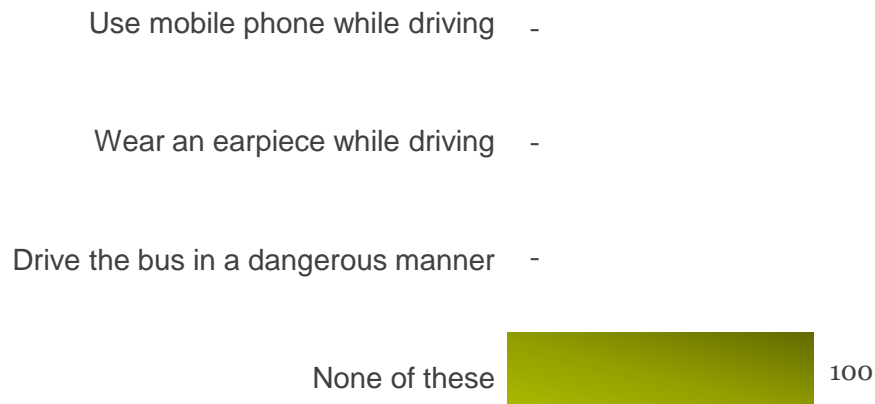
* Question rebased off those whose bus was requested to stop

Driver Behaviour: There were no reports of a driver issues. Only about one in ten said a driver listened to radio/music and very limited mentions of holding long conversations

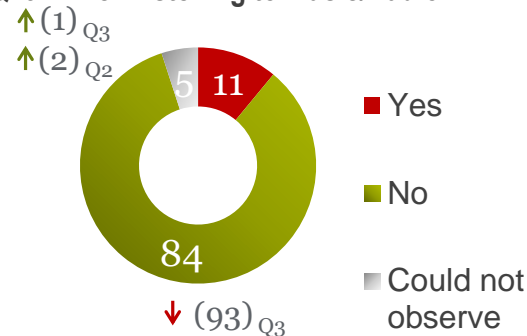
Base: (206)

Q3 2019

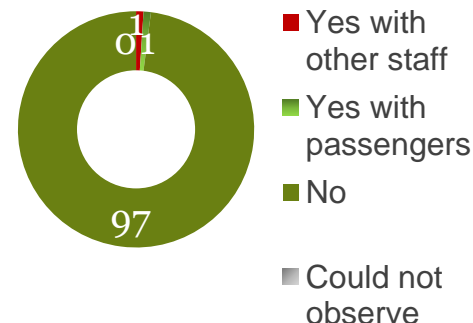
Q78 Did Bus Driver do Any of the Following:



Q79 Driver Listening to Music/Radio



Q80 Driver Hold Long Conversations



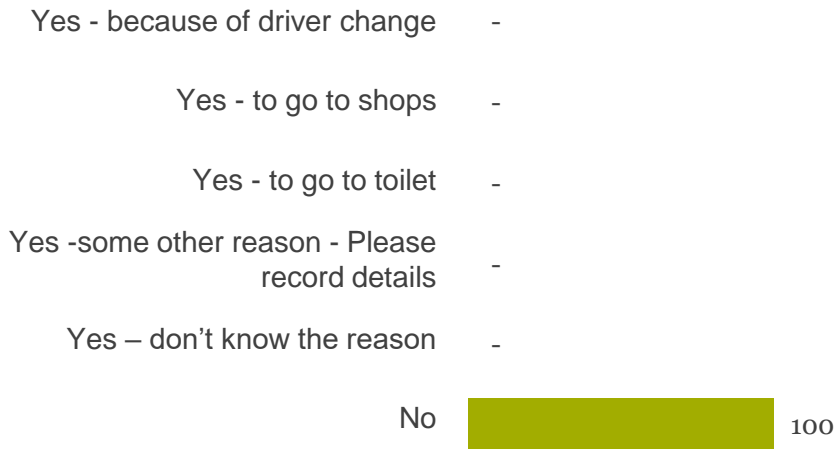
↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2019_{Q2}



Driver Actions: No report any instances of drivers leaving buses unattended

Base: (206)

Q3 2019

Q81 Driver Left Bus Unattended



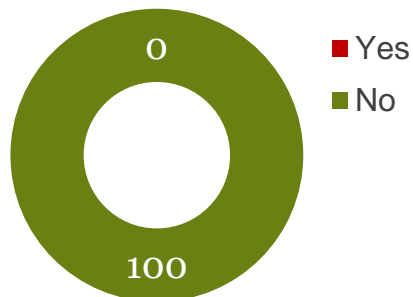

 = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2019_{Q2}

Diversion or Terminated Early: No reports of buses diverted or terminated early this quarter

Base: (206)

Q3 2019

Q87 Bus Diverted/Terminated Early



↓↑ = Statistically significant differences are versus Qtr 3 Jun - Sep 2018_{Q3}, Qtr 2 Mar - Jun 2019_{Q2}