



NTA Mystery Shops Go Ahead - ODMA Quarter 3 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’.



100 mystery shops were conducted during Quarter 3 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 3 2019: 17th June – 8th September 2019

This is the second wave for Go Ahead ODMA mystery shopping.



We have used the following symbols to indicate significant differences versus previous quarter i.e. Qtr 2 March – June 2019 _{Q2}

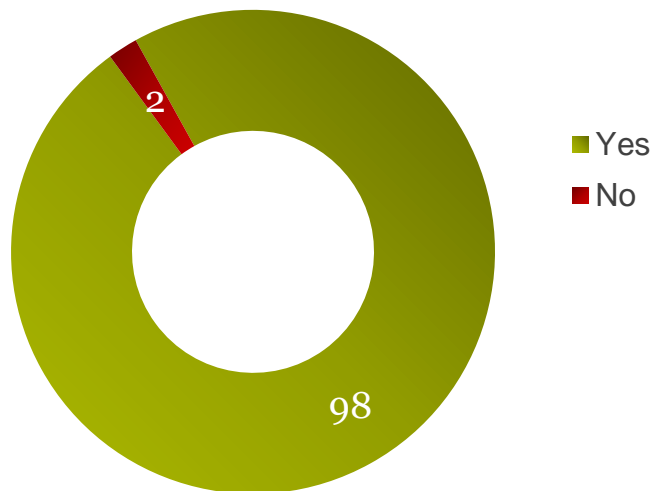


Section 1: Customer Information Performance

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

Base: (100)

Q3 2019
Q26 Were the Fares Displayed Clearly at the Entrance?
 (100)
 %



↓↑ = Statistically significant differences versus, Qtr 2 Mar - Jun 2019_{Q2}



Section 2: Bus Equipment Performance

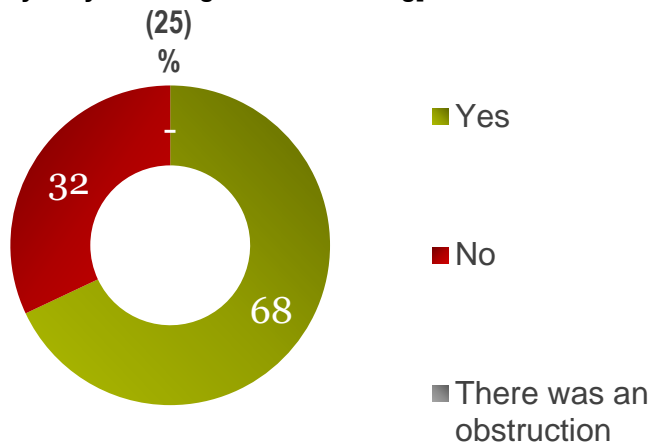
When Getting on the Bus: Upon boarding the bus, two thirds reported seeing the centre doors opening for departing passengers. Over half noted the centre doors opening when alighting the bus.

Base: (53), IF YES TO CENTRE DOORS Q39, (25), EXCLUDING BUSES WITH NO ALIGHTING PASSENGERS

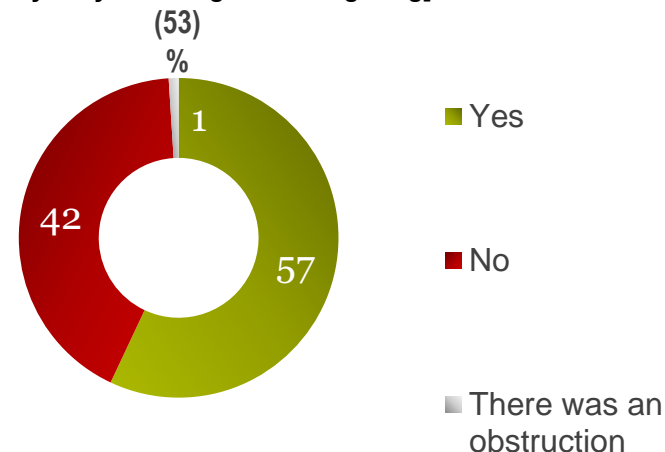
60% assessed buses with centre doors

Q3 2019

****Q40 Did the Driver Open the Centre Doors?
[When Mystery Passenger was boarding]**



**Q70 Did the Driver Open the Centre Doors?
[When Mystery Passenger was alighting]**



↓↑ = Statistically significant differences versus, Qtr 2 Mar - Jun 2019_{Q2}

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

On Board Displays/Announcements: Virtually all could see a working electronic display. Over 9 in 10 found the next stop announcement was working correctly. Small instances of either too loud or too quiet.

Base: (100), ALL WHO COULD SEE A DISPLAY / HEAR AN ANNOUNCEMENT

Q3 2019

**Q59* Electronic Displays for
Next Stop Working**
%

**Q60* Automatic Next Stop
Announcement Working**
%

Yes - was working correctly

99

Yes -working and volume
was correct

92

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

2

No - was not working

3

None on the bus

3

0

1

0

Working but was not providing correct information
Display was turned off or not working
Could not see a display

↕ = Statistically significant differences versus, Qtr 2 Mar - Jun 2019_{Q2}

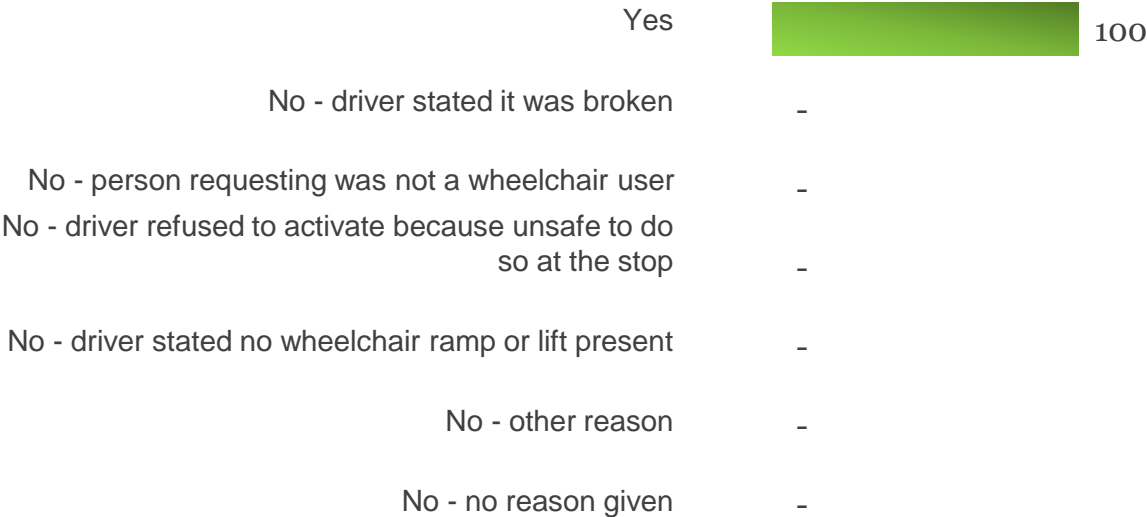
* Question rebased off those who could see a display / hear an announcement

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

Base: (2) If yes to WHEELCHAIR RAMP OR LIFT REQUEST Q90/1

Q3 2019

Q91 Wheelchair Ramp/
Lift Activated Upon Request
(2)
%

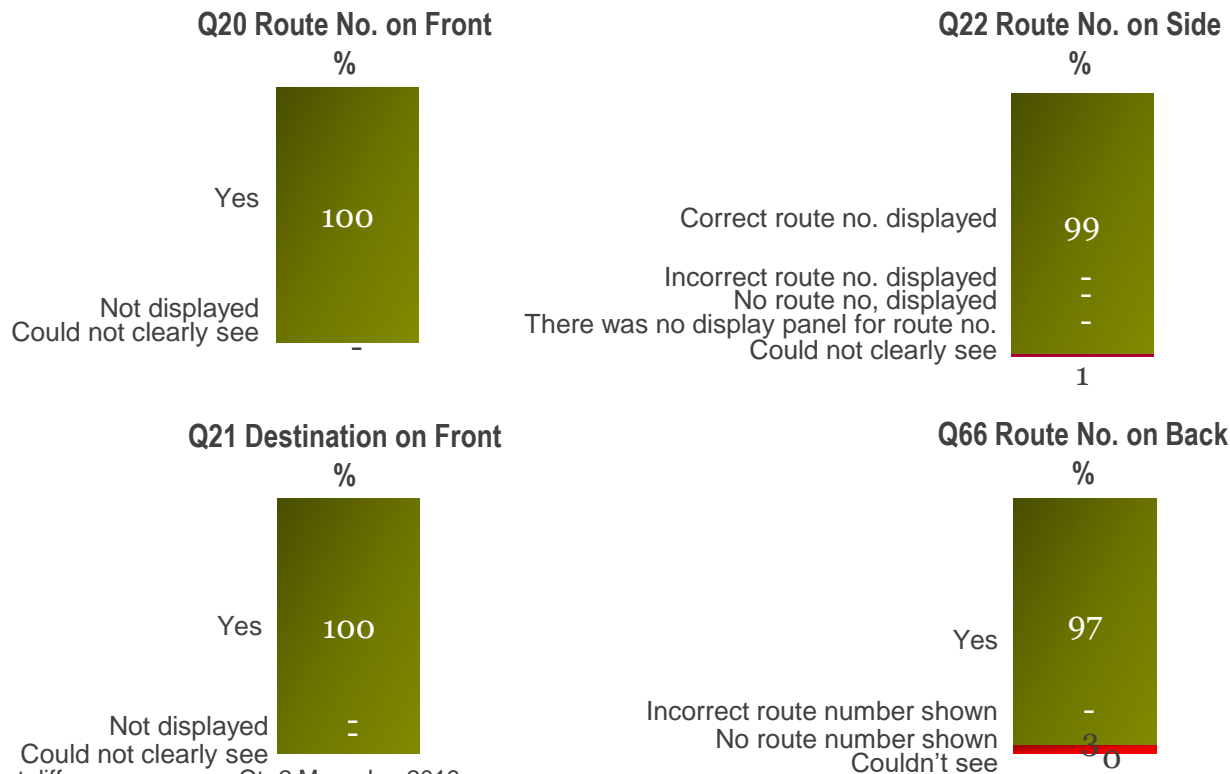


↓↑ = Statistically significant differences versus, Qtr 2 Mar - Jun 2019_{Q2}

Route Number and Destination Visible: All found both the route numbers & destinations to be clearly visible on the front of the bus. Virtually all saw route no on side and back

Base: (100)

Q3 2019



↓↑ = Statistically significant differences versus, Qtr 2 Mar - Jun 2019

CCTV: All CCTV screens in the stairwells were turned on and functioning correctly

Base: (53), IF CCTV Camera Present

Q3 2019

Q61 CCTV in Stairwell

%

Turned on and working correctly

100

Turned on, but was not working properly
Turned off
No CCTV display present
No stairwell/single deck

-

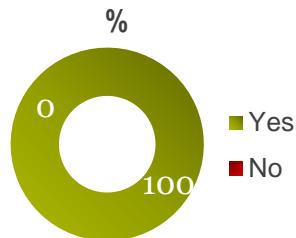
=

↓↑ = Statistically significant differences versus, Qtr 2 Mar - Jun 2019_{Q2}

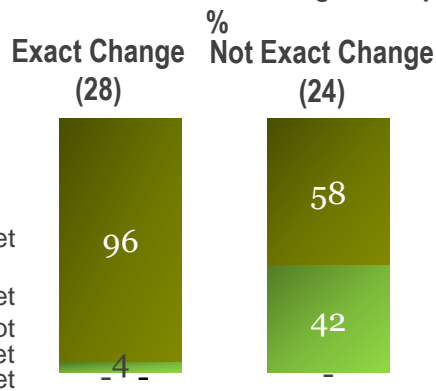
Fare Payment: Ticket machines and Leap card readers were found to be functioning correctly on almost all occasions. Of those interviewers paying in cash, nearly all received a printed ticket or change receipt where appropriate, however, just under 3 in 4 Leap interviewers were able to see what fare they were charged when boarding the bus

Q3 2019

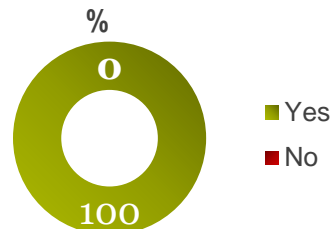
Q32 Cash Fare (52)
Ticket Machine Working Correctly



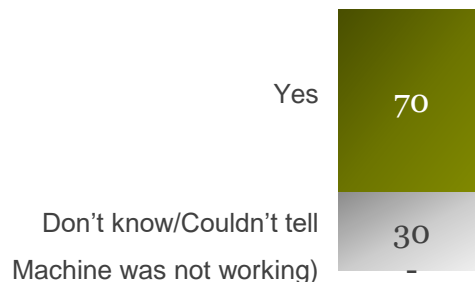
Q33 Cash Fare*
Given Printed Ticket/Change Receipt



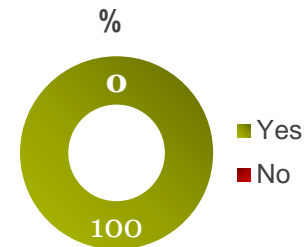
Q34 Leap Card Reader Present
at Driver Working Correctly (23)



Q35 Leap Card Reader at Driver
See Fare Charged (23)*



Q37 Pole Mounted Leap Card
Reader Working Correctly (25)



↓↑ = Statistically significant differences versus, Qtr 2 Mar - Jun 2019_{Q2}



Section 3: Cleanliness Performance

Assessment of Seats: Bus seats were found to be free of graffiti and damage on all occasions. Almost all found that seats were clean.

Base: (100)

Q3 2019

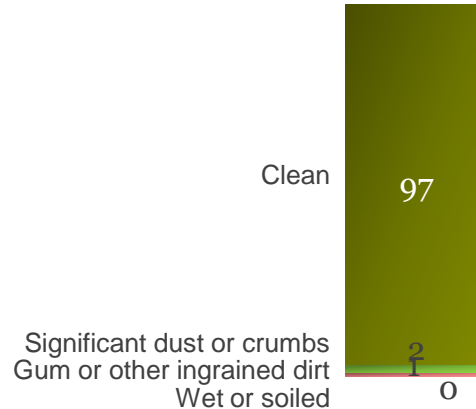
Q46 Graffiti on Seats

%



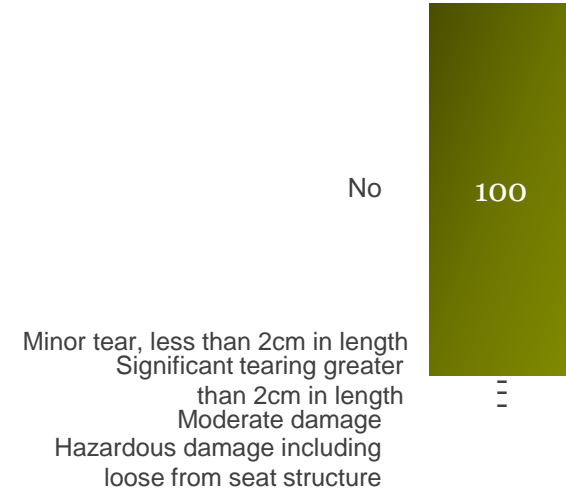
Q47 Cleanliness of Seats

%



Q48 Damage to Seats

%

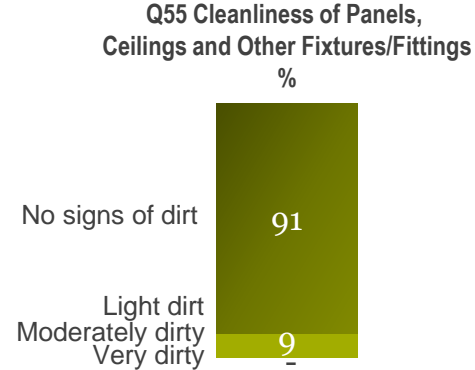
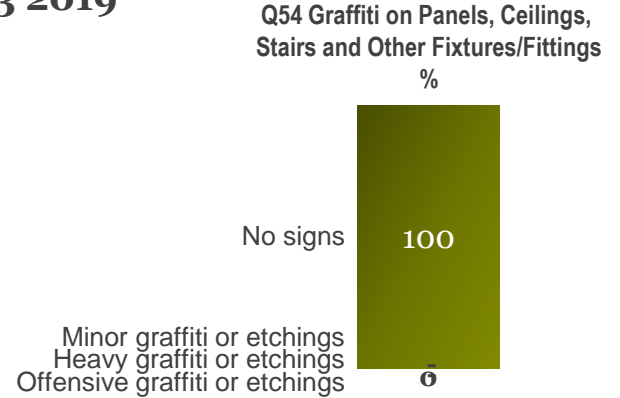
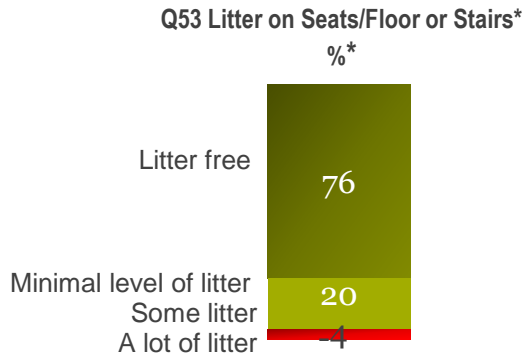
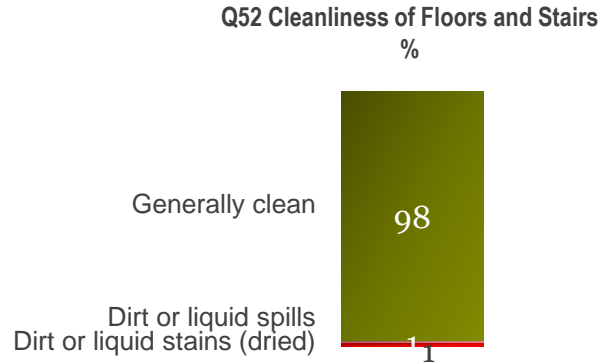


↓↑ = Statistically significant differences versus, Qtr 2 Mar - Jun 2019_{Q2}

Bus Interior: The majority found the bus interiors to be clean and free of graffiti or dirt. 1 in 5 saw minimal levels of litter, and a small proportion of litter reported, with minimal levels of light dirt on panels, fixtures and fittings

Base: (100)

Q3 2019



↓↑ = Statistically significant differences versus, Qtr 2 Mar - Jun 2019_{Q2}

Bus Windows: No reports of graffiti or etchings on bus windows. 1 in 5 saw light dirt on the windows, with minimal mentions of moderate dirt.

Base: (100)

Q3 2019

Q49 Graffiti on Windows

%



Minor graffiti
 Heavy graffiti
 Offensive graffiti

Q50 Etching on Windows

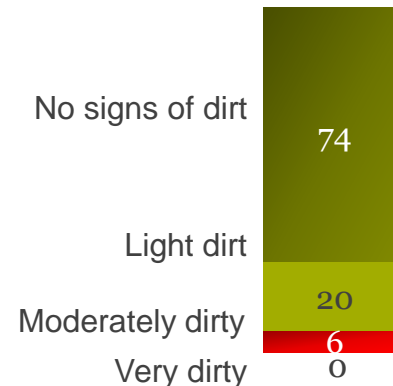
%



Minor etching
 Heavy etching
 Offensive etching

Q51 Cleanliness of Windows

%



No signs of dirt
 Light dirt
 Moderately dirty
 Very dirty

↕ = Statistically significant differences versus, Qtr 2 Mar - Jun 2019_{Q2}

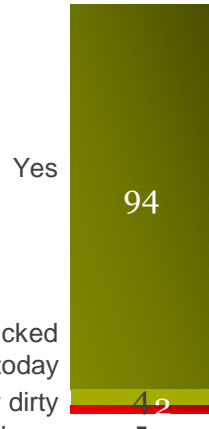
- Q49 What best describes level of graffiti on windows?
- Q50 What best describes level of etching on windows?
- Q51 What best describes level of cleanliness of windows?

Front/Side of Bus: Over 9 out of 10 report the outside front/side of the bus to be clean and also there is no visible damage, if so only light or minor. 9 in 10 report the rear is also clean with some dirt picked up during the day

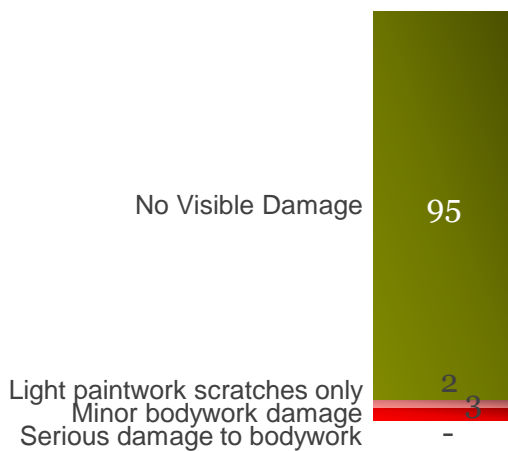
Base: (100)

Q3 2019

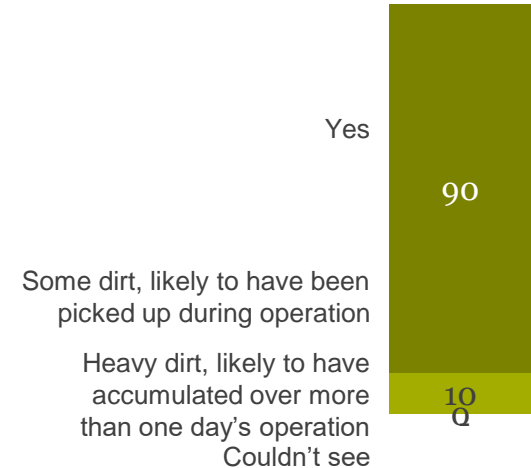
**Q23 Cleanliness of Front/
Side of Bus**
%



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



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



↓↑ = Statistically significant differences versus, Qtr 2 Mar - Jun 2019_{Q2}

Q23 Were the front and side of the bus clean?
Q24 Was there visible damage to the front or side of the bus?
Q69 Was the rear of the bus clean?



Section 4: Bus Driver Performance

Driver Assessment: Once again this quarter drivers are very highly regarded in terms of both attitude and presentation.

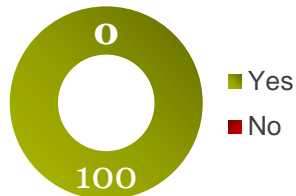
Base: (100)

Q3 2019

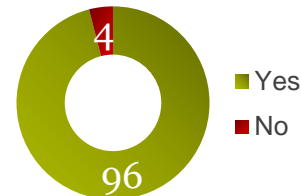
Questions to Driver

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

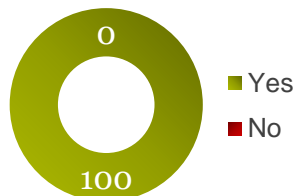
Q27 Helpful



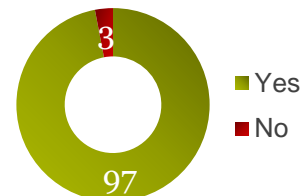
Q30 Driver Wearing Uniform



Q28 Polite



Q31 Driver Well Presented

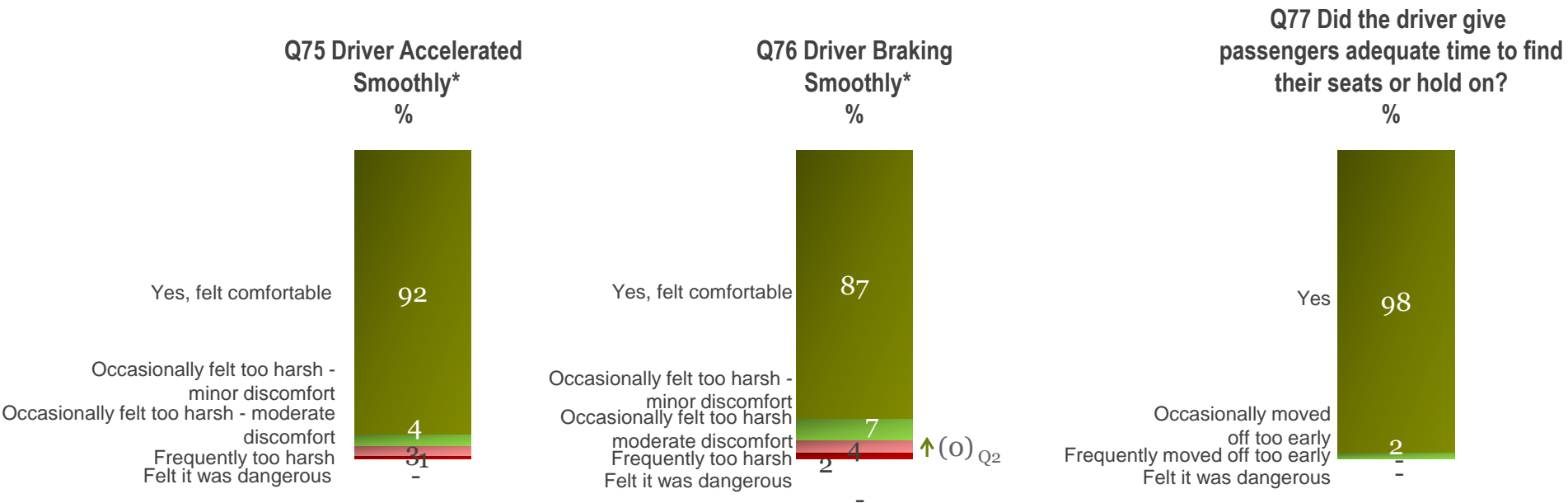


↓↑ = Statistically significant differences versus, Qtr 2 Mar - Jun 2019_{Q2}

Bus Safety: The majority felt that drivers both braked and accelerated smoothly during their journey, some incidents reported of braking occasionally too harsh with minor discomfort which should be monitored. Almost all felt that passengers were given enough time to find their seats or hold on

Base: (100)

Q3 2019



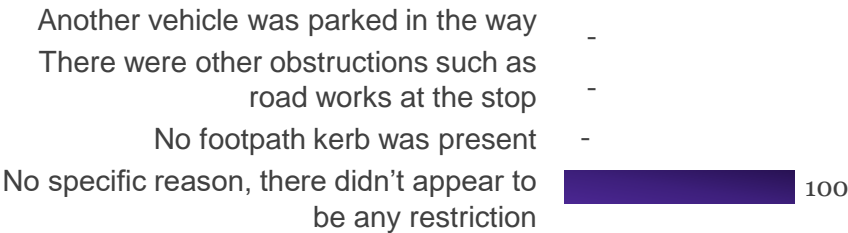
↓↑ = Statistically significant differences versus, Qtr 2 Mar - Jun 2019_{Q2}

When Getting on the Bus: only 3 found that the bus did not pull up to the footpath kerb when they boarded the bus and there was no specific reason for this. 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 and the other reason was as there was an other bus in the way

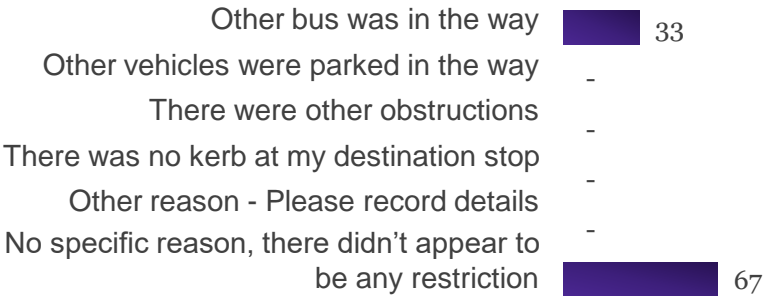
Base: (3), IF NO TO PULL UP CLOSE TO KERB Q61/2, (3) IF NO TO PULL UP CLOSE TO KERB Q92/2

Q3 2019

Q38 Why did the bus not
pull up to the footpath kerb (3) Boarding
%



Q72 Why did the bus not pull
up to the kerb (3) Alighting
%



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

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

Base: (100), ALL THOSE REQUESTED TO STOP

Q3 2019

Q84 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

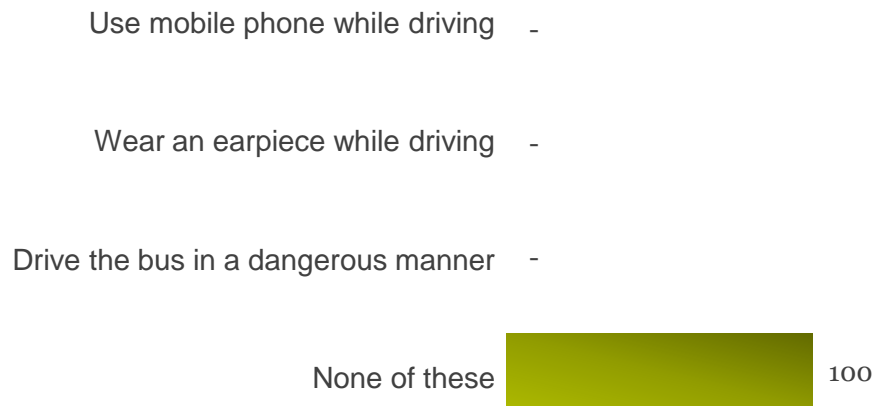
↕ = Statistically significant differences versus, Qtr 2 Mar - Jun 2019_{Q2}

Driver Behaviour: Positively, again this quarter, there were no reports of drivers engaging in any reckless behaviour. Over 9 in 10 saw no signs of drivers listening to the radio which is a significant improvement from Q2. Almost all saw no signs of drivers holding long conversations with other passengers or staff.

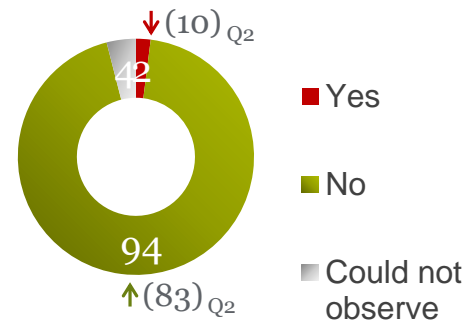
Base: (100)

Q3 2019

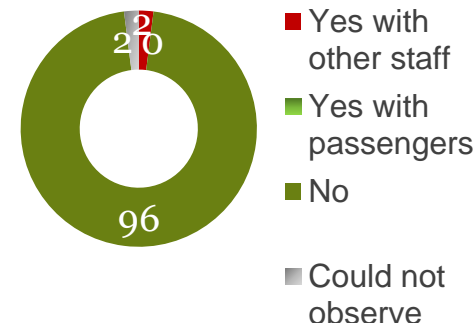
Q78 Did Bus Driver do Any of the Following:



Q79 Driver Listening to Music/Radio



Q80 Driver Hold Long Conversations



↓↑ = Statistically significant differences versus, Qtr 2 Mar - Jun 2019_{Q2}

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

Base: (100)

Q3 2019

Q81 Driver Left Bus Unattended

Yes - because of driver change -

Yes - to go to shops -

Yes - to go to toilet -

Yes -some other reason - Please
 record details -

Yes – don't know the reason -

No  100

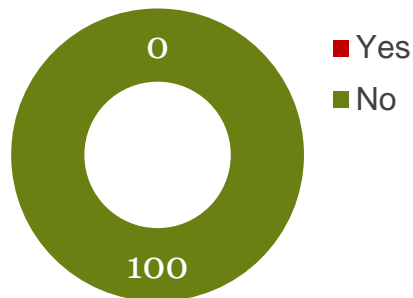
↓↑ = Statistically significant differences versus, Qtr 2 Mar - Jun 2019_{Q2}

Diversion or Terminated Early: No reports of an early diversion or termination.

Base: (100)

Q3 2019

Q87 Bus Diverted/Terminated Early



↕↗ = Statistically significant differences versus, Qtr 2 Mar - Jun 2019_{Q2}