



NTA Mystery Shops Go Ahead - ODMA Quarter 4 2019

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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’.



99 mystery shops were conducted during Quarter 4 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 4 2019: 9th September – 22nd December 2019



We have used the following symbols to indicate significant differences versus previous quarter i.e. Qtr 3 June – September 2019 _{Q3}



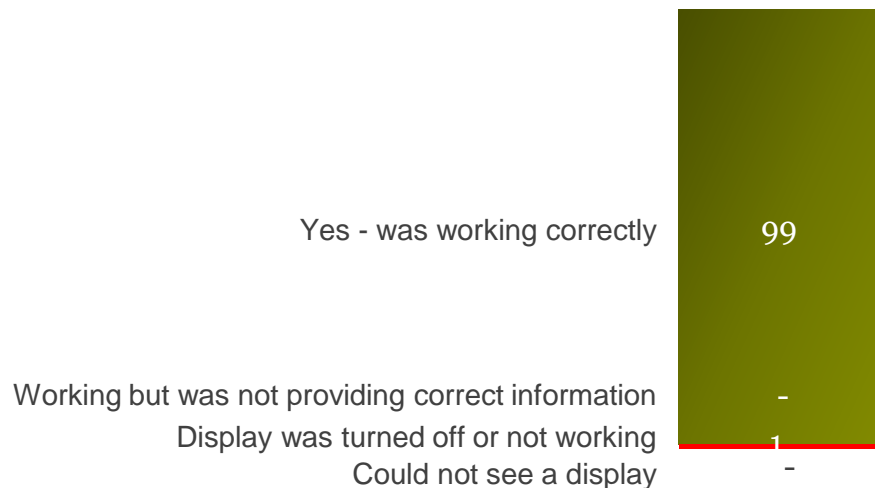
Section 2: Bus Equipment Performance

On Board Displays/Announcements: Virtually all could see a working electronic displays working correctly. Over 9 in 10 found the next stop announcement was working correctly and volume was correct. Minimal mentions announcement being either too loud or too quiet.

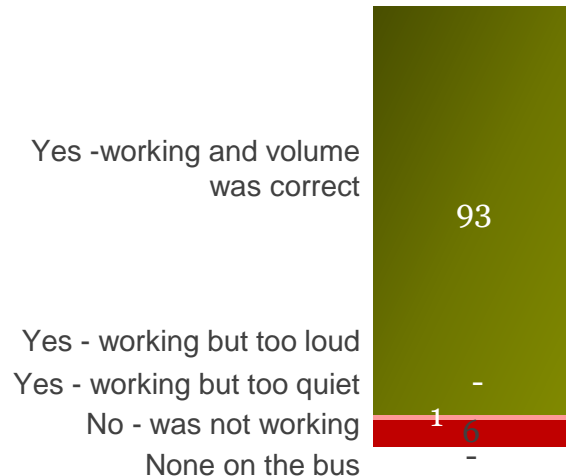
Base: (99), ALL WHO COULD SEE A DISPLAY / HEAR AN ANNOUNCEMENT

Q4 2019

Q59* Electronic Displays for Next Stop Working
%



Q60* Automatic Next Stop Announcement Working
%



↕ = Statistically significant differences versus, Qtr 3 Jun - Sep 2019_{Q3}

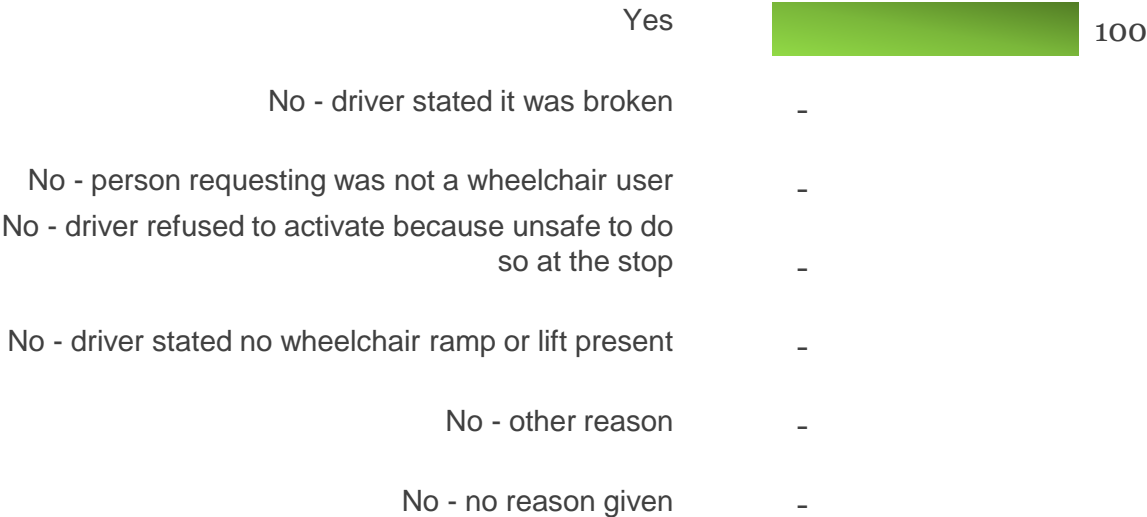
* Question rebased off those who could see a display / hear an announcement

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

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

Q4 2019

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



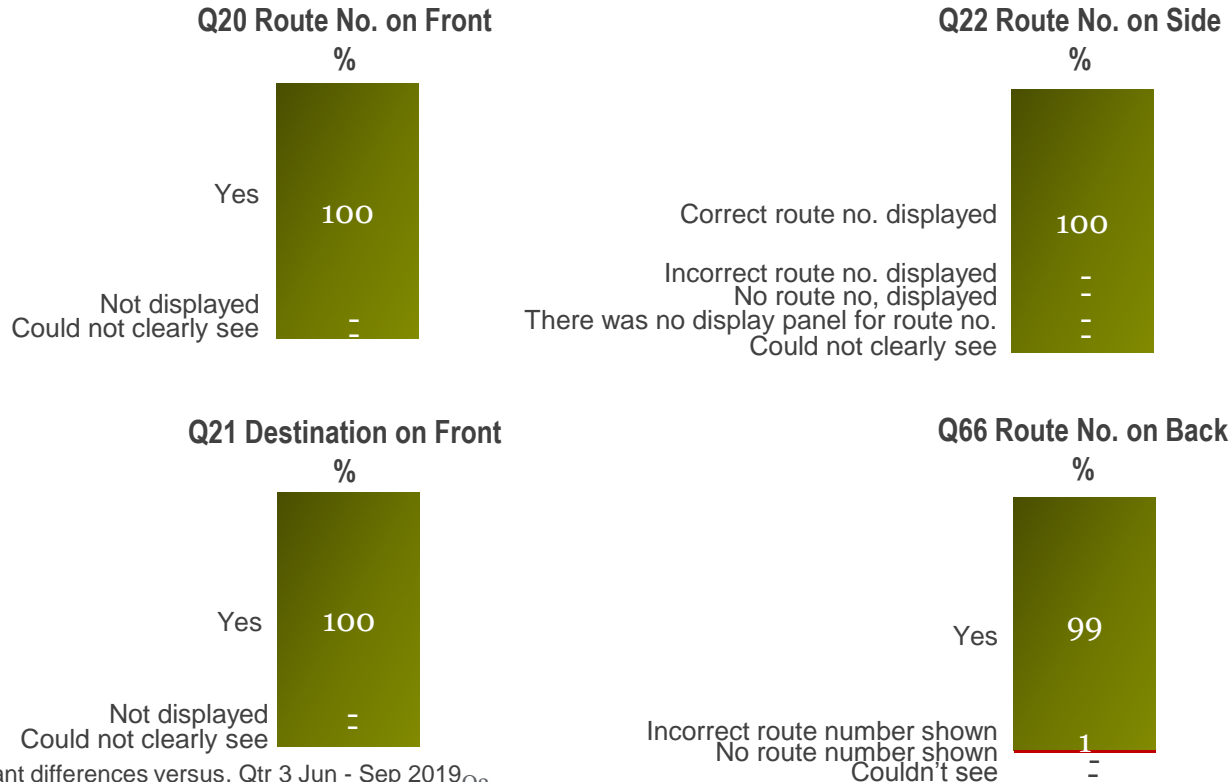
*Caution small base size

↓↑ = Statistically significant differences versus, Qtr 3 Jun - Sep 2019_{Q3}

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 the route number on side and back a small instance of an incorrect number shown

Base: (99)

Q4 2019



↓↑ = Statistically significant differences versus, Qtr 3 Jun - Sep 2019_{Q3}

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

Base: (51), IF CCTV Camera Present

Q4 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

-

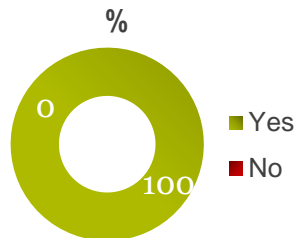
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↓↑ = Statistically significant differences versus, Qtr 3 Jun - Sep 2019_{Q3}

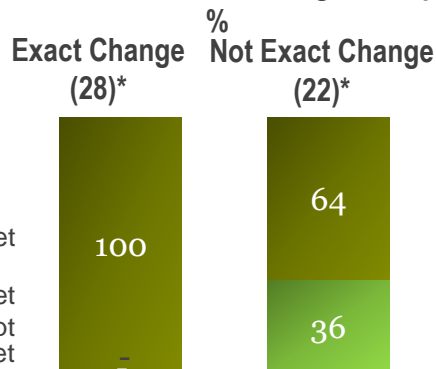
Fare Payment: Ticket machines and Leap card readers were found to be functioning correctly on all occasions. Of those mystery shoppers who were paying in cash, all received a printed ticket or a change receipt where appropriate, over 4 in 5 shoppers were able to see what fare they were charged when boarding the bus.

Q4 2019

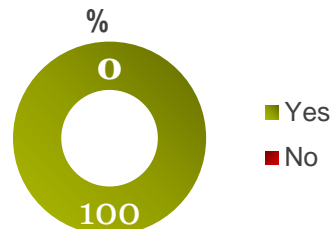
Q32 Cash Fare (50)
Ticket Machine Working Correctly



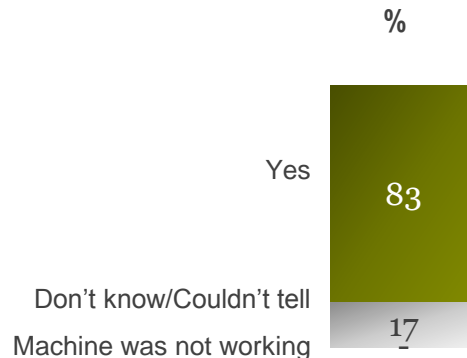
Q33 Cash Fare*
Given Printed Ticket/Change Receipt



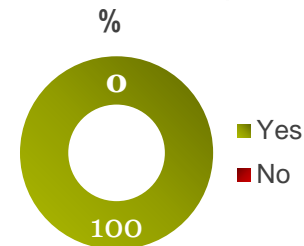
Q34 Leap Card Reader Present
at Driver Working Correctly (23)*



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



Q37 Pole Mounted Leap Card
Reader Working Correctly (26)*



↓↑ = Statistically significant differences versus, Qtr 3 Jun - Sep 2019_{Q3}

*Caution small base size



Section 3: Cleanliness Performance

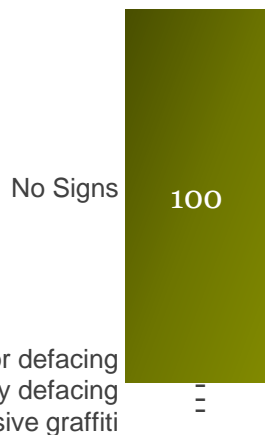
Assessment of Seats: Bus seats were found to be free of graffiti and damage on all occasions. Almost all found that seats were clean, with just minimal mentions of dust or crumbs or ingrained gum or dirt.

Base: (99)

Q4 2019

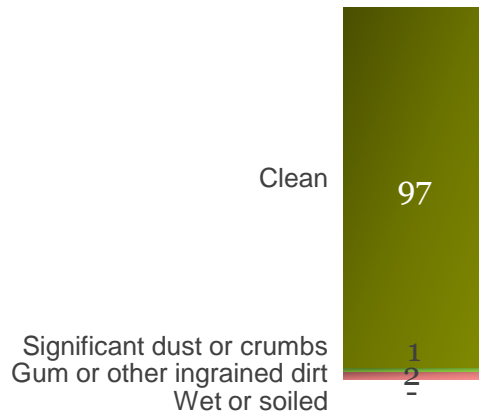
Q46 Graffiti on Seats

%



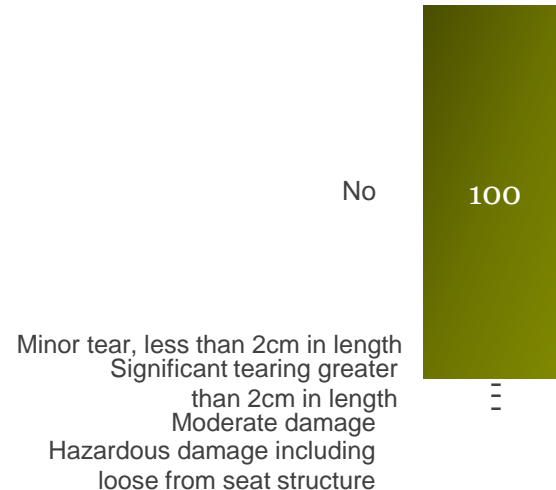
Q47 Cleanliness of Seats

%



Q48 Damage to Seats

%

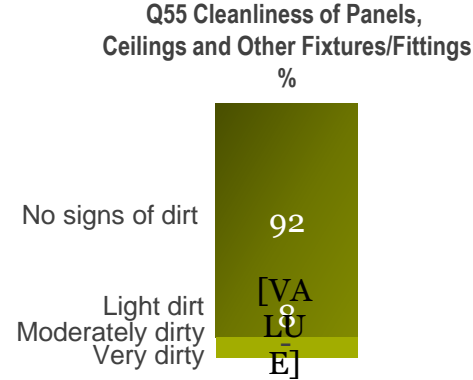
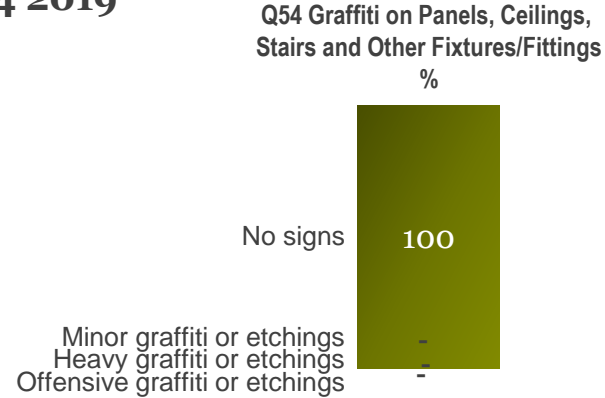
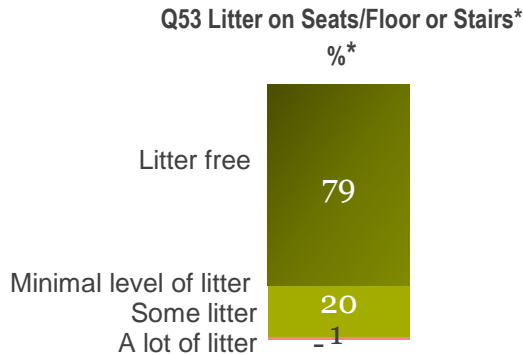
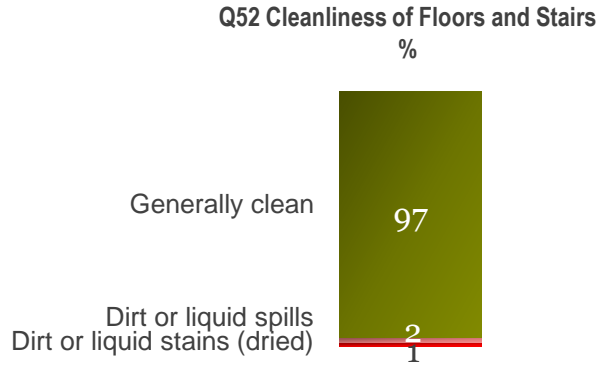


↓↑ = Statistically significant differences versus, Qtr 3 Jun - Sep 2019_{Q3}

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: (99)

Q4 2019



↓↑ = Statistically significant differences versus, Qtr 3 Jun - Sep 2019_{Q3}

Bus Windows: No reports of graffiti on bus windows. Virtually no signs of etching. Under 1 in 5 saw light dirt on the windows, with minimal mentions of moderate dirt.

Base: (99)

Q4 2019

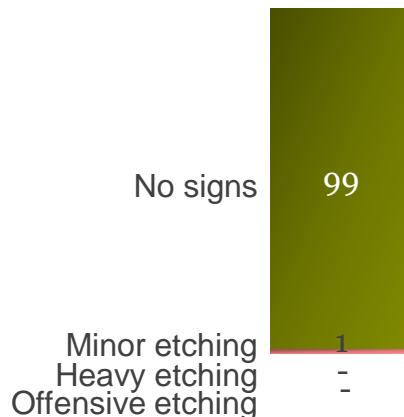
Q49 Graffiti on Windows

%



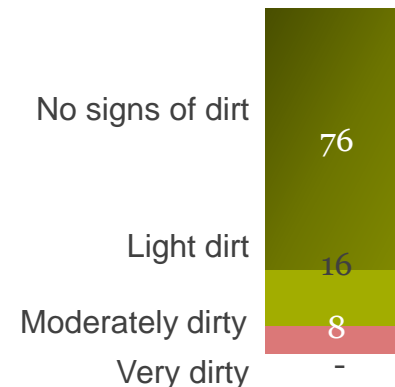
Q50 Etching on Windows

%



Q51 Cleanliness of Windows

%



↓↑ = Statistically significant differences versus, Qtr 3 Jun - Sep 2019_{Q3}

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 8 out of 10 report the front of the bus to be clean, over 1 in 10 report levels of dirt picked up during operations of the day which is an increase verses Q3. Virtually no mentions of visible damage, if so only light or minor. Over 8 in 10 report the rear is also clean with some dirt picked up during the day's operations.

Base: (99)

Q4 2019

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

%

Yes

87

13

↑(4) Q3

-

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

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

%

No Visible Damage

96

1

3

-

Light paintwork scratches only
Minor bodywork damage
Serious damage to bodywork

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

%

Yes

82

18

-

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

↓↑ = Statistically significant differences versus, Qtr 3 Jun - Sep 2019_{Q3}

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

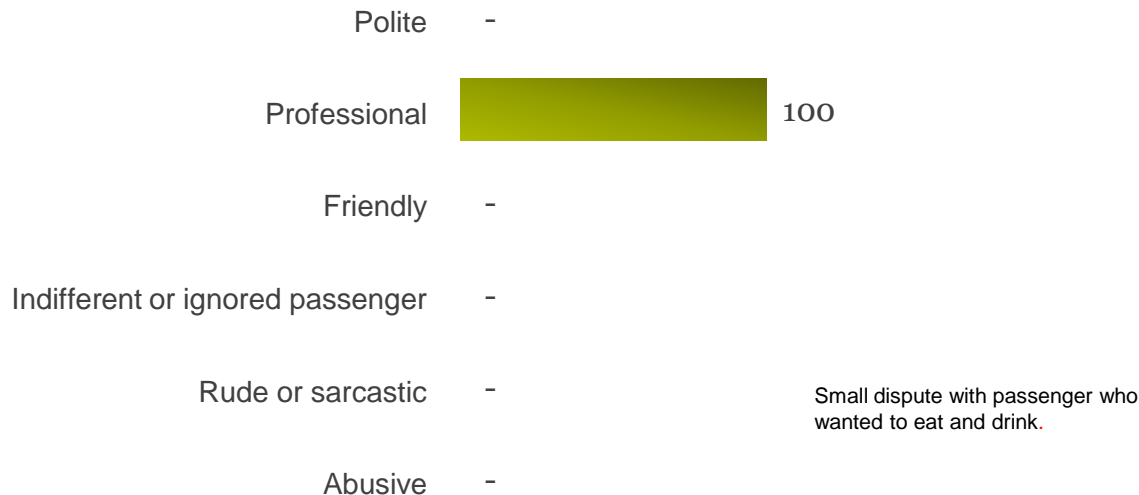
Driver Interaction: On the 1 occasion where a driver dispute was observed, the driver was thought to handle the situation in a professional way.

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

Q4 2019

Q104 How did driver handle situation? (1)*

%



↓↑ = Statistically significant differences versus, Qtr 3 Jun - Sep 2019_{Q3}

*Caution small base size

Driver Assessment: Once again this quarter drivers are very highly regarded in terms of both attitude and presentation. We see a significant increase for those wearing uniforms versus Q3.

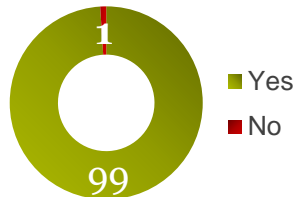
Base: (99)

Q4 2019

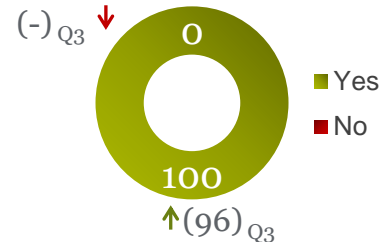
Questions to Driver

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

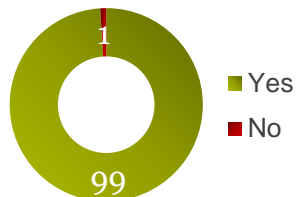
Q27 Helpful



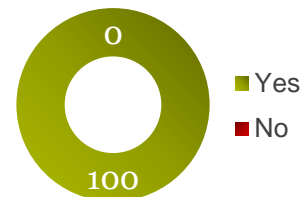
Q30 Driver Wearing Uniform



Q28 Polite



Q31 Driver Well Presented

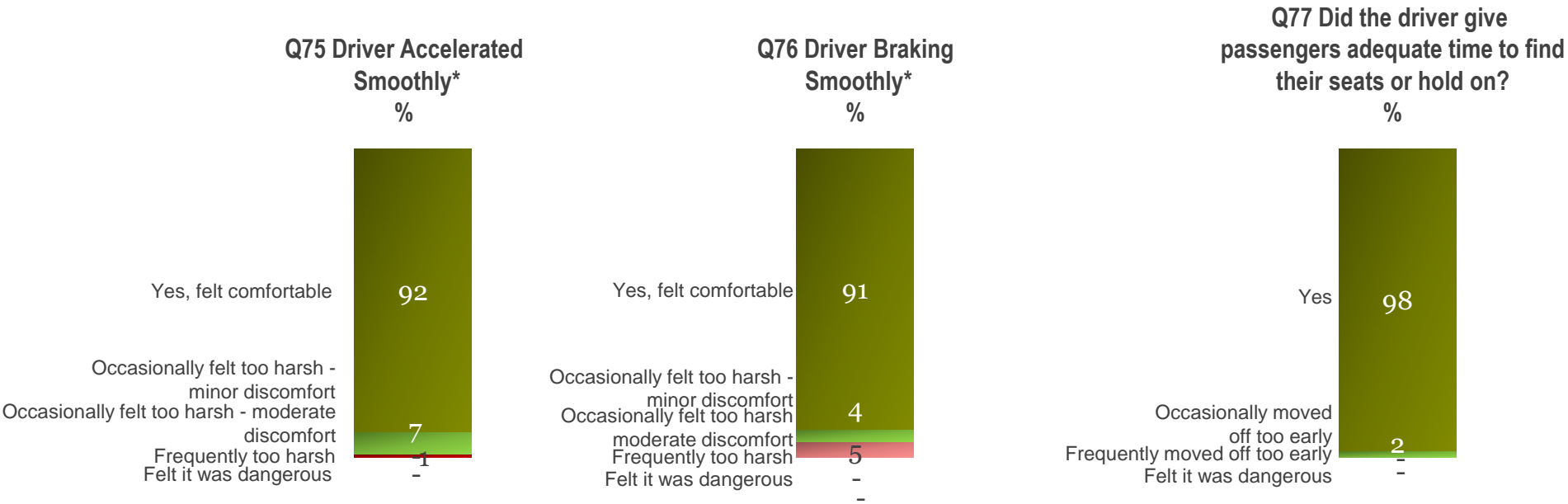


↓↑ = Statistically significant differences versus, Qtr 3 Jun - Sep 2019_{Q3}

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. Almost all felt that passengers were given enough time to find their seats or hold on

Base: (99)

Q4 2019



↓↑ = Statistically significant differences versus, Qtr 3 Jun - Sep 2019_{Q3}

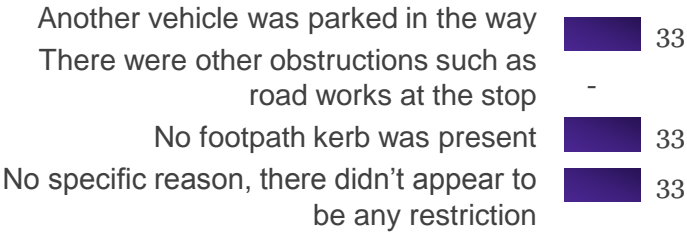
Q75	Generally, did the bus driver accelerate smoothly?
Q76	Did the bus driver brake and take corners smoothly?
Q77	Did the driver give passengers adequate time to find their seats or hold on?

When Getting on the Bus: only 3 found that the bus did not pull up to the footpath kerb when they boarded the bus, there were various reasons for this – vehicles parked in the way, no kerb at the stop or no specific reason observed. No instances reported where the bus did not pull up to the kerb when alighting the bus.

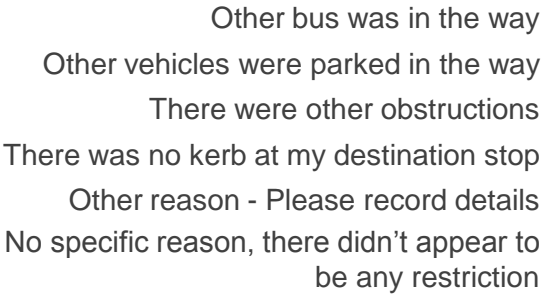
Base: (3), IF NO TO PULL UP CLOSE TO KERB Q61/2, (0) IF NO TO PULL UP CLOSE TO KERB Q92/2

Q4 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 (0)* Alighting %



↓↑ = Statistically significant differences versus, Qtr 3 Jun - Sep 2019_{Q3}

*Caution small base size

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

Base: (98), ALL THOSE REQUESTED TO STOP

Q4 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

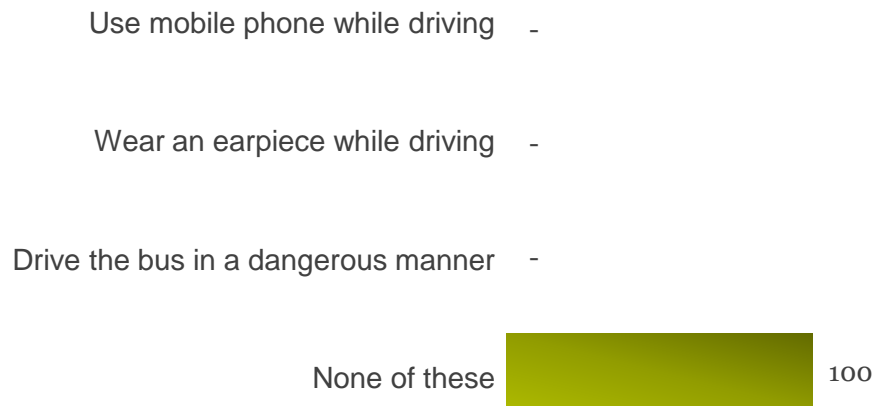
↕ = Statistically significant differences versus, Qtr 3 Jun - Sep 2019_{Q3}

Driver Behaviour: Positively, once again this quarter, there were no reports of drivers engaging in any reckless behaviour. Once again this quarter over 9 in 10 saw no signs of drivers listening to the radio. Almost all saw no signs of drivers holding long conversations with other passengers or staff.

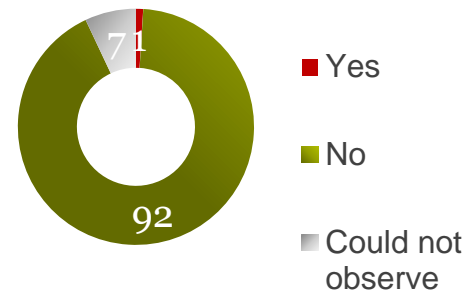
Base: (99)

Q4 2019

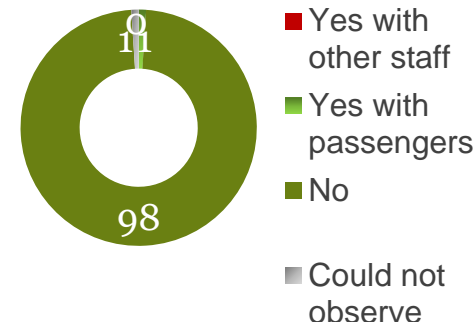
Q78 Did Bus Driver do Any of the Following:



Q79 Driver Listening to Music/Radio



Q80 Driver Hold Long Conversations



↓↑ = Statistically significant differences versus, Qtr 3 Jun - Sep 2019_{Q3}

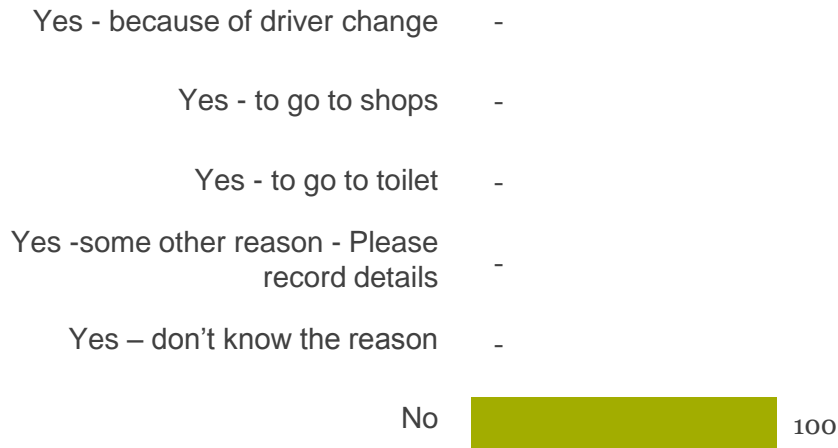
27	Q78	Did the bus driver do any of the following while driving?
	Q79	Did the driver listen to music or the radio whilst driving?
	Q80	Did the driver hold long conversations with other people on the bus while driving?

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

Base: (99)

Q4 2019

Q100 Driver Left Bus Unattended

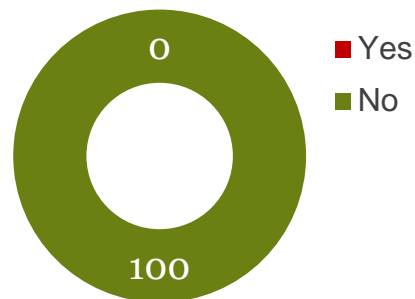


↓↑ = Statistically significant differences versus, Qtr 3 Jun - Sep 2019_{Q3}

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

Base: (99)

Q4 2019
Q87 Bus Diverted/Terminated Early



↕ = Statistically significant differences versus, Qtr 3 Jun - Sep 2019_{Q3}