



NTA Mystery Shops Dublin Bus Quarter 4 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’.



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



We have used the following symbols to indicate significant differences versus previous quarter i.e. Qtr 3 March – June 2019_{Q3} or year on year changes for same quarter last year i.e. Qtr 4 September – December 2018_{Q4}



Section 1: Stop Maintenance Performance



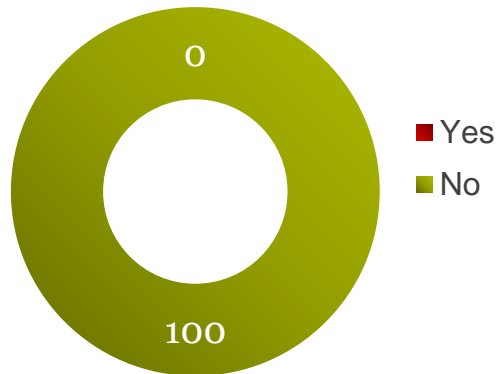
Advertising at Bus Stops: No mention of third party advertising on either the bus shelter glass or on bus stop poles

Base: (125) IF YES TO BUS STOP POLE AND FLAG Q7

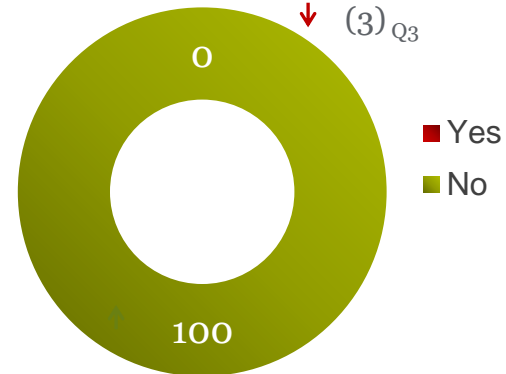
Q4 2019

94% observed a Bus Stop Pole & Flag

Q14 Third Party Commercial Advertising on Bus Shelter glass
(92)
%



Q15 Third Party Commercial Advertising on Bus Stop Pole
(177)
%



↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2019_{Q3}

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)

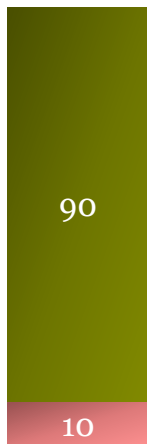
Q15 Are there any third party commercial advertisements or notices (excluding graffiti, stickers, or bus operator related advertisements) on the operator's bus pole?

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 significant crack and loose

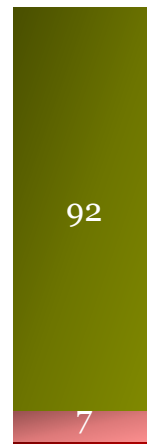
Base: , IF YES TO BUS SHELTER Q30/1, (125) IF YES TO BUS STOP POLE AND FLAG Q7/1

Q4 2019

Q8 Condition of the Bus Pole (125) %



Q9 Condition of the Bus Shelter (92) %



Small side panel with significant crack and loose
Too dark to take photo

Good condition

Moderate damage
Scratches/graffiti

Hazardous damage requiring immediate repair

Good condition

Moderate damage

Hazardous damage

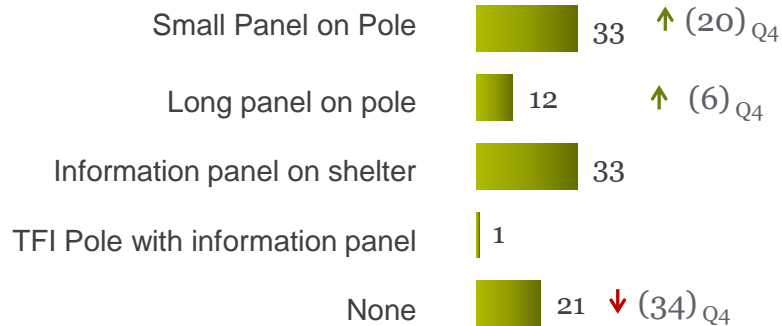
↕↗ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2019_{Q3}

Information Display: 8 in 10 report some information display, for those that report no display there is a significant fall versus last year. A significant increase for both small and long panels on poles. The condition of the display are fully legible and clean in the majority of cases with a significant uplift versus last year.

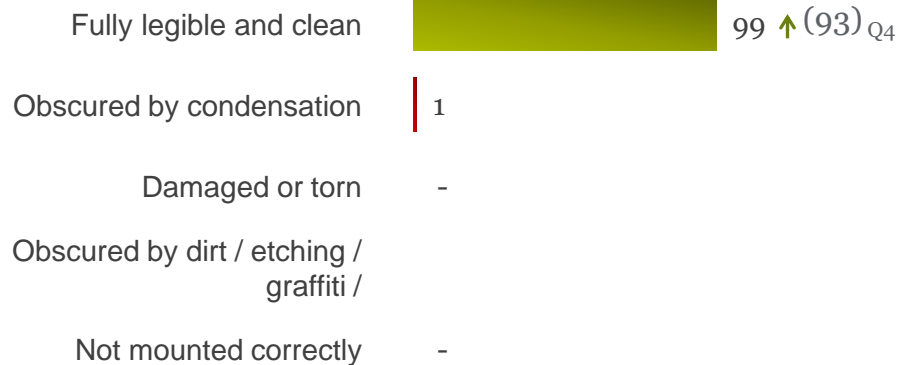
Base: (201), IF POLE OR SHELTER AT Q4

Q4 2019

Q5* Information Display (201) %



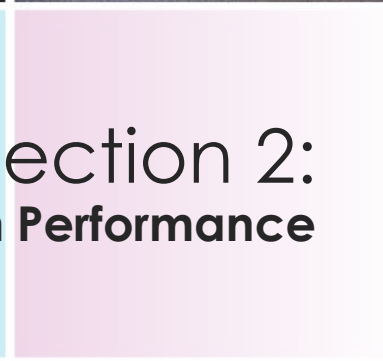
Q6* Condition of Display (159) %



↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2019_{Q3}

Q5 What type of information display was there present at the stop? SEE IMAGE EXAMPLE

Q6 How would you describe the condition of this information display?



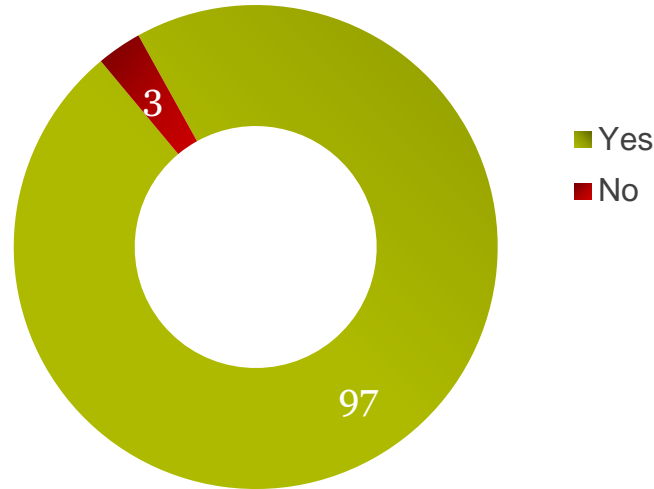
Section 2: Customer Information Performance



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

Base: (205)

Q4 2019
Q26 Were the Fares Displayed Clearly at the Entrance?
(205)
%



↕ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2019_{Q3}

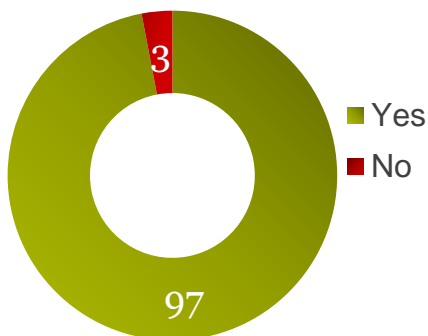
Visible Information: Almost all interviewers saw a bus stop number visible on the bus stop flag. Over 3 in 4 saw printed timetables a significant increase year on year. Over half report an operative date present at the bus stop, which is a decrease versus the last quarter but an increase year on year.

Base: IF YES TO BUS STOP POLE AND FLAG Q7/1 OR BUS SHELTER Q4/2, IF YES TO PRINTED TIMETABLE Q11/1

Q4 2019

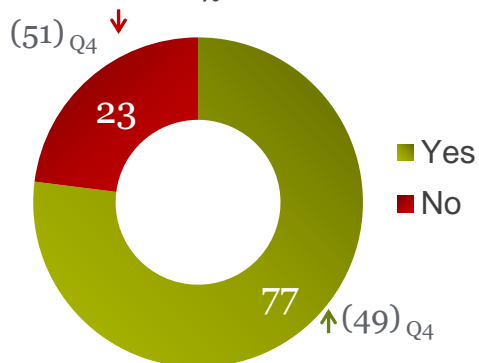
Q1a Bus Stop Number Visible

(202)
%



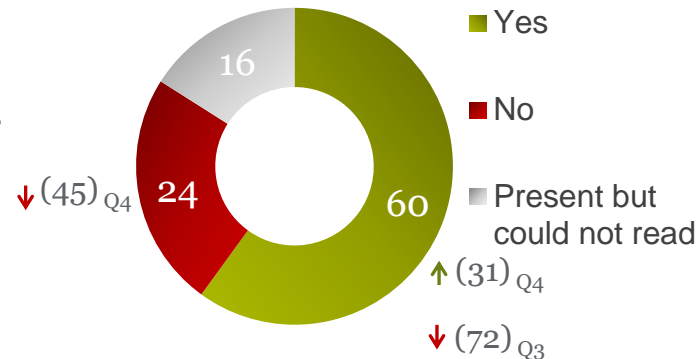
Q11 Printed Timetable Present

(196)
%



Q12 Operative Date Present

(151)
%



↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2019_{Q3}

- Q1a Is the bus stop number visible on the bus stop flag? This is an up to 6 digit number
 Q11 Is there a printed timetable, for the route you are using, on display at the bus stop
 Q12 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



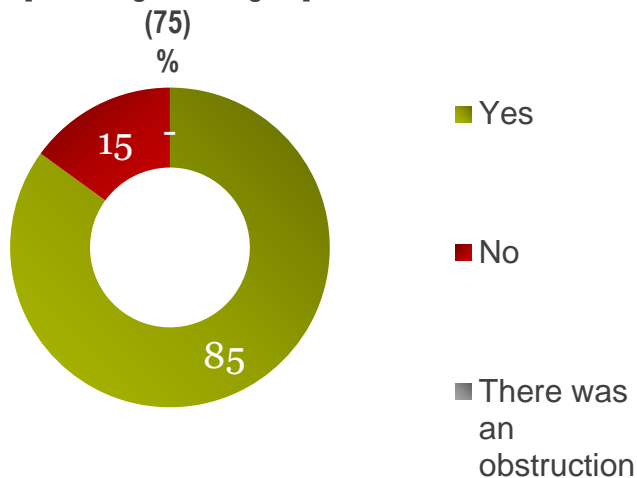
When Getting on the Bus: Upon boarding the bus, over 8 in 10 said the centre doors opened and over two thirds noted the centre doors opening when alighting the bus, once again an improvement versus last year.

Base: (169), IF YES TO CENTRE DOORS Q39, (76), EXCLUDING BUSES WITH NO ALIGHTING PASSENGERS

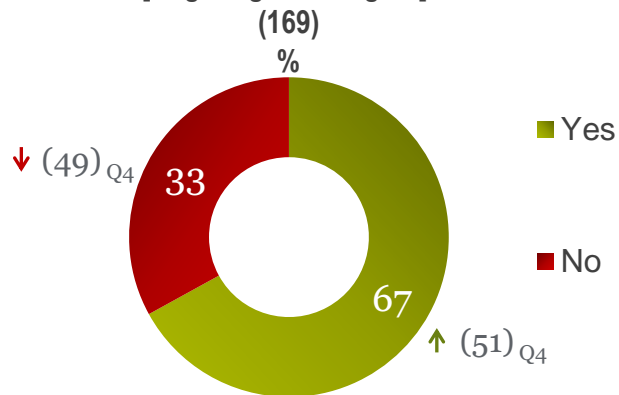
82% assessed buses with centre doors

Q4 2019

**Q40 Did the Driver Open the Centre Doors?
[Boarding Passengers]



Q70 Centre Doors Open for Passengers*
[Alighting Passengers]



↕ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2019_{Q3}

**Buses with no alighting passengers excluded

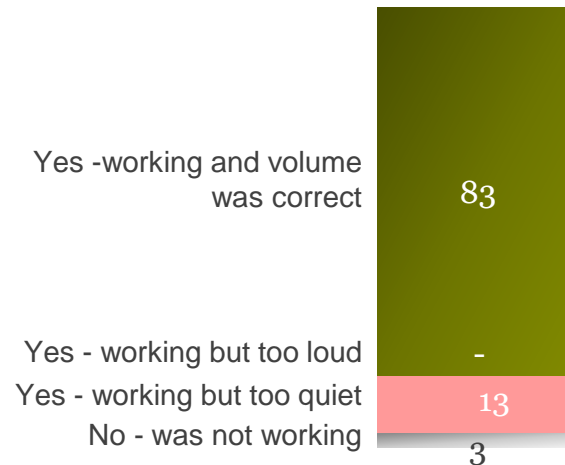
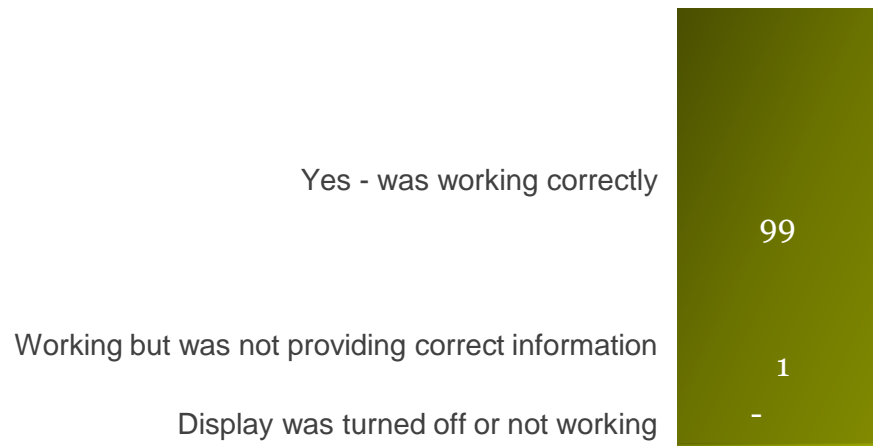
On Board Displays/Announcements: Almost all interviewers who could see a display found that it was working correctly. 8 out of 10 found the next stop announcement was working correctly, while over 1 in 10 felt it was working but too quiet.

Base: (204), ALL WHO COULD SEE A DISPLAY. Base: (203), HEAR AN ANNOUNCEMENT

Q4 2019

Q80* Electronic Displays for Next Stop Working
%

Q81* Automatic Next Stop Announcement Working
%



↕↗ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2019_{Q3}

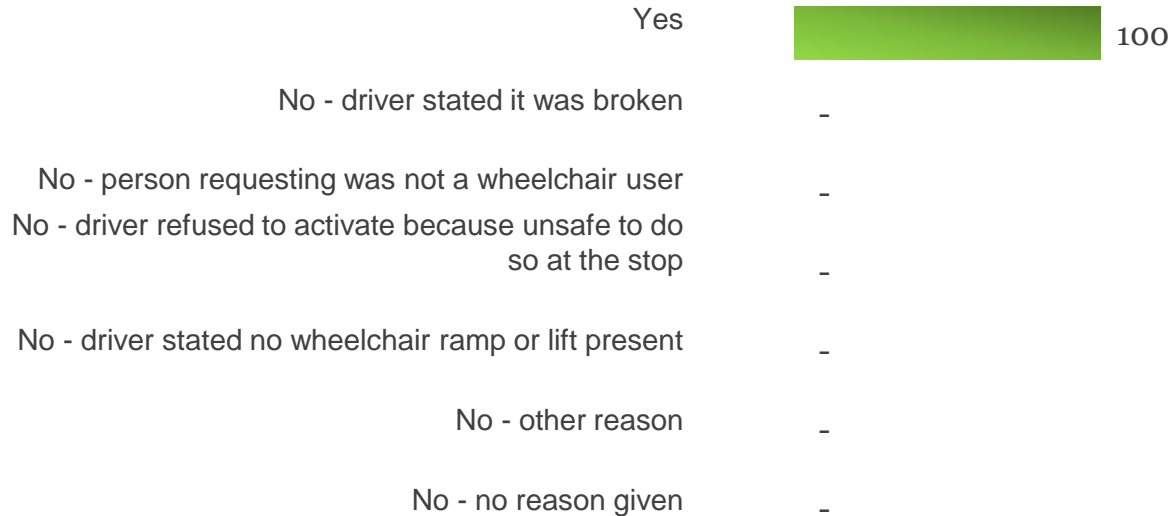
* Question rebased off those who could see a display / hear an announcement



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

Base: (6) If yes to WHEELCHAIR RAMP OR LIFT REQUEST Q90/1

Q4 2019

**Q91 Wheelchair Ramp/
 Lift Activated Upon Request**
 (6)
 %

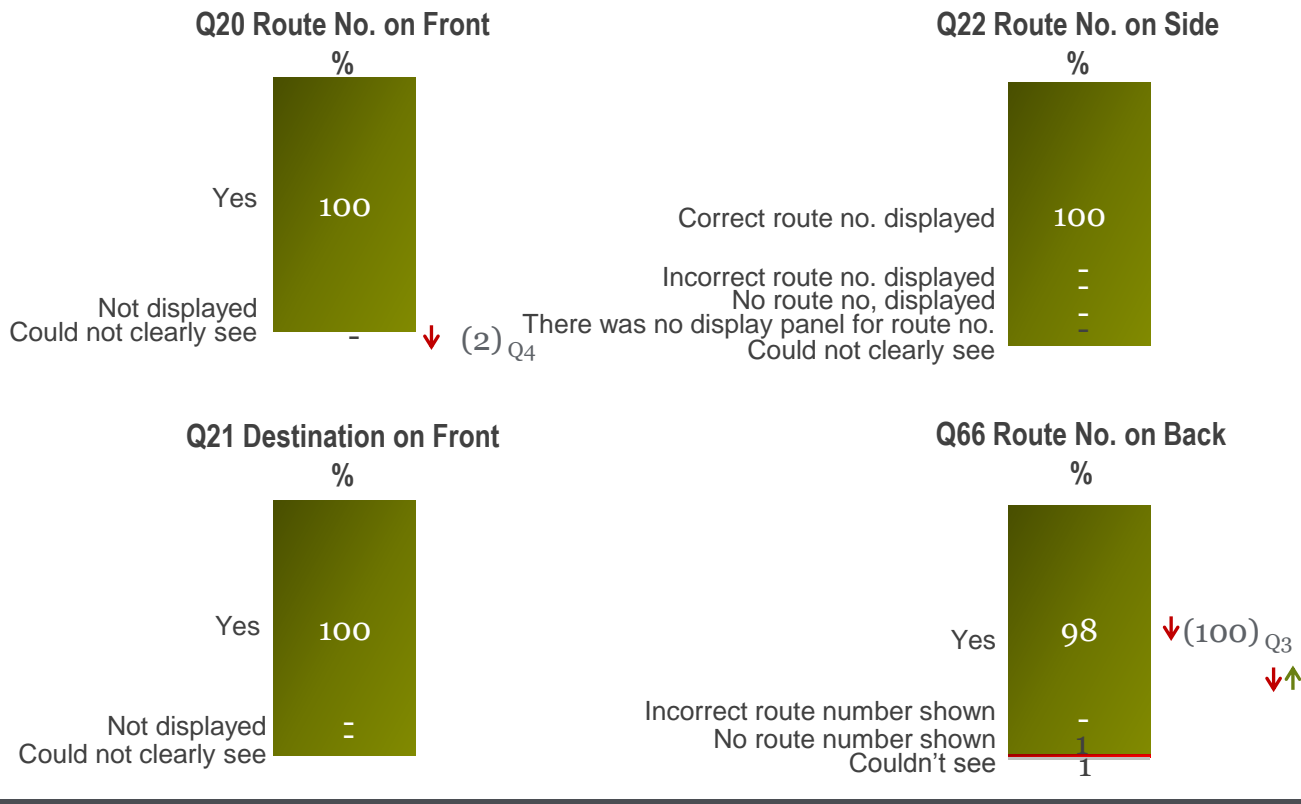



 = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2019_{Q3}

Route Number and Destination Visible: Almost all found both the route numbers & destinations to be clearly visible on all sides of the bus. Reports of route number on the back of the bus has fallen significantly versus the last quarter.

Base: (205)

Q4 2019



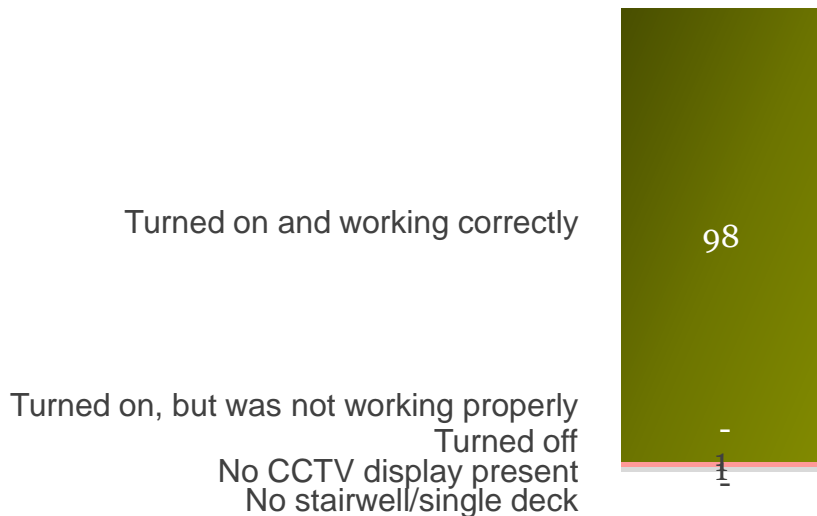
CCTV: In the vast majority of buses that had CCTV cameras present the CCTV screens in the stairwells were turned on and functioning correctly, minimal reports of no CCTV display present or turned off

Base: (169), IF CCTV Camera Present

Q4 2019

Q61 CCTV in Stairwell

%



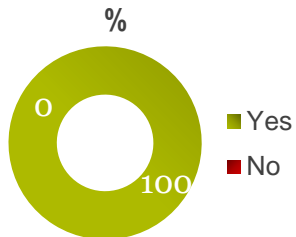
↕↗ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2019_{Q3}

Fare Payment:

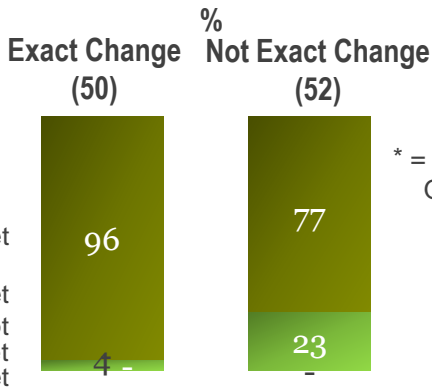
All ticket machines and leap card readers and pole were found to be functioning correctly. Nearly four in five Leap Card users could see the fare charged when using the reader at the driver.

Q4 2019

Q32 Cash Fare (102)
Ticket Machine Working Correctly



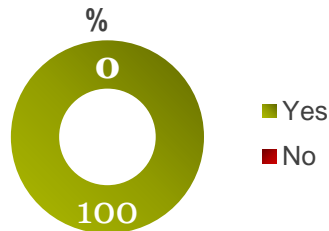
Q33 Cash Fare*
Given Printed Ticket/Change Receipt



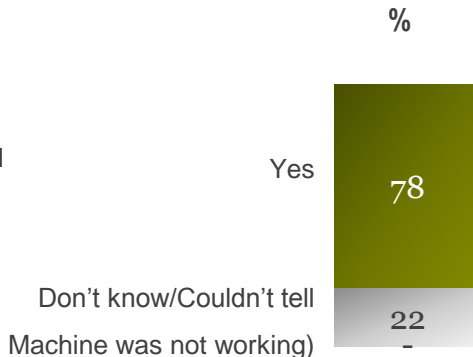
The questionnaire reads for the second answer 'Yes printed ticket and receipt' which is the 4%

* = Multicoded Question

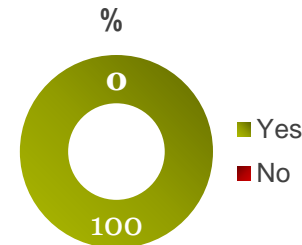
Q34 Leap Card Reader Present at Driver Working Correctly (50)



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



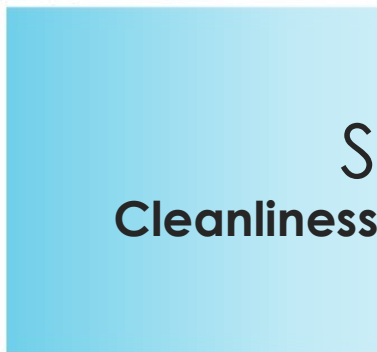
Q37 Pole Mounted Leap Card Reader Working Correctly (53)



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 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2019_{Q3}



Section 4: Cleanliness Performance



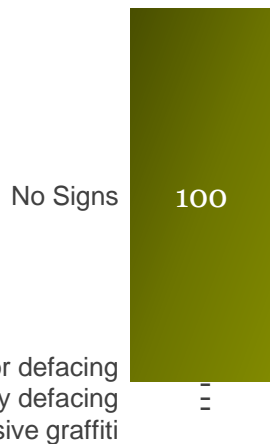
Assessment of Seats: All bus seats were found free of graffiti and damage on all occasions. Over 9 in 10 found that seats were clean, with some significant incidences of dust, crumbs and gum or ingrained dirt.

Base: (205)

Q4 2019

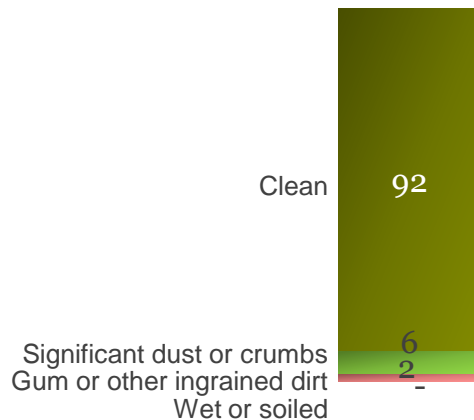
Q46 Graffiti on Seats

%



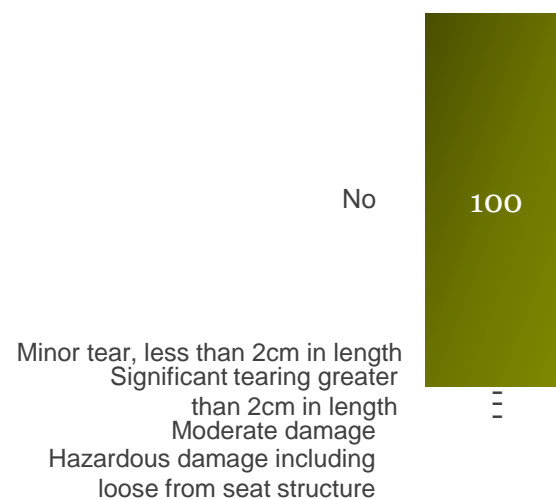
Q47 Cleanliness of Seats

%



Q48 Damage to Seats

%

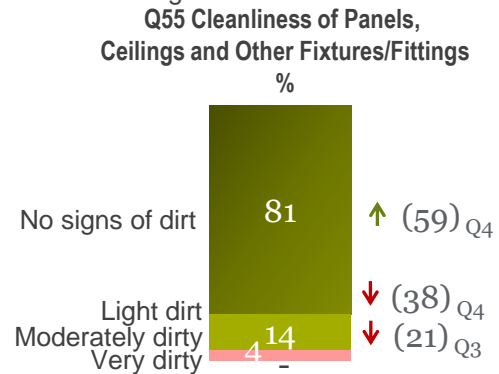
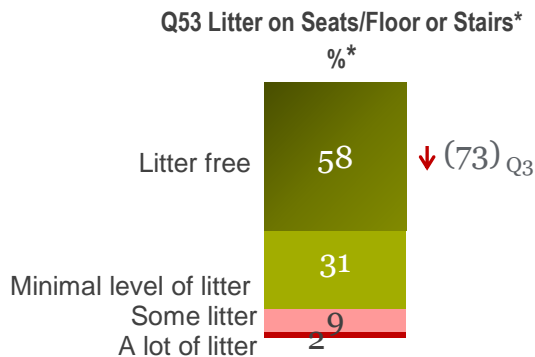
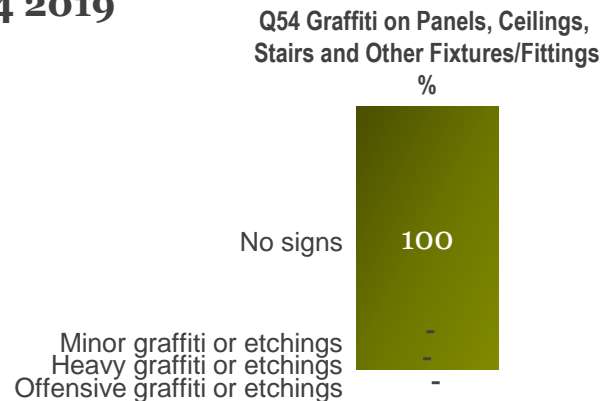
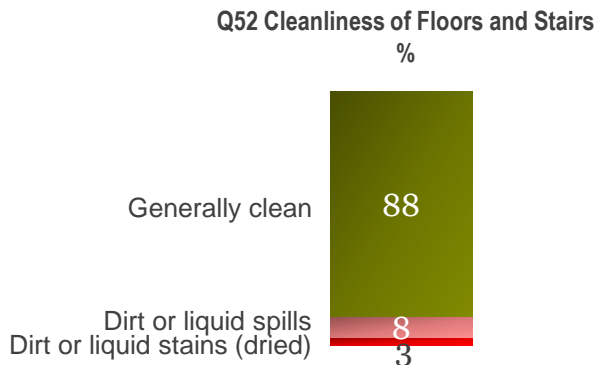


↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2019_{Q3}

BUS INTERIOR: In general the floors and stairs are clean. There is a significant improvement since the last quarter on levels of litter (58%) with a further 3 in 10 claiming minimal levels of litter. No signs of graffiti reported. A significant improvement in levels of dirt and over 8 in 10 claim there are no signs of dirt a significant improvement versus this time last year.

Base: (205)

Q4 2019



↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2019_{Q3}

Bus Windows:

No signs of graffiti and minimal reports of etchings on bus windows. Half found the bus windows had no signs of dirt, a significant decrease from the last quarter. Uplift in moderate dirt reported.

Base: (205)

Q4 2019

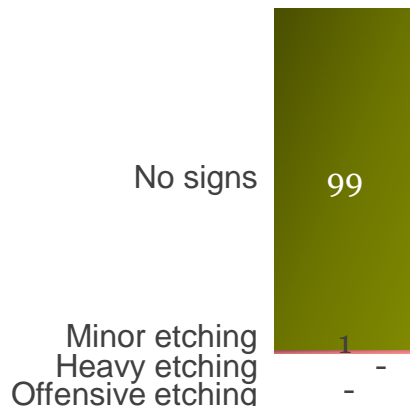
Q49 Graffiti on Windows

%



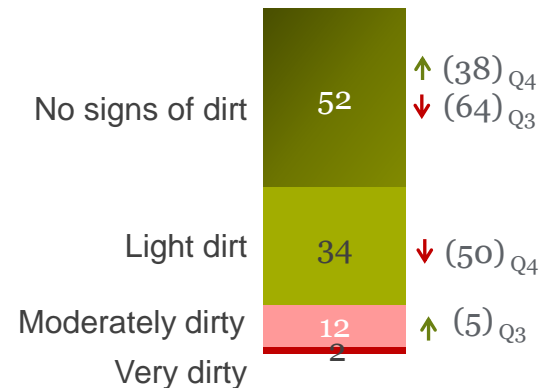
Q50 Etching on Windows

%



Q51 Cleanliness of Windows

%



↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, 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: No reporting of any signs of visible damage, such as a light scratches, to the front/side of the buses.

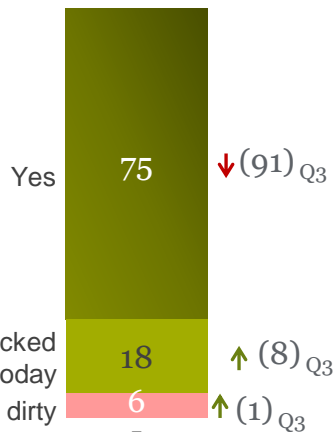
Over 7 out of 10 felt the front and sides of the bus were clean a significant decrease on the last quarter. Increase in reports of light dirt picked up during operations of the day for both the front/side and rear of the bus from Q3. The levels of some dirt at the rear of the bus was significantly up from the previous quarter.

Base: (205)

Q4 2019

Q23 Cleanliness of Front/Side of Bus

%



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

%



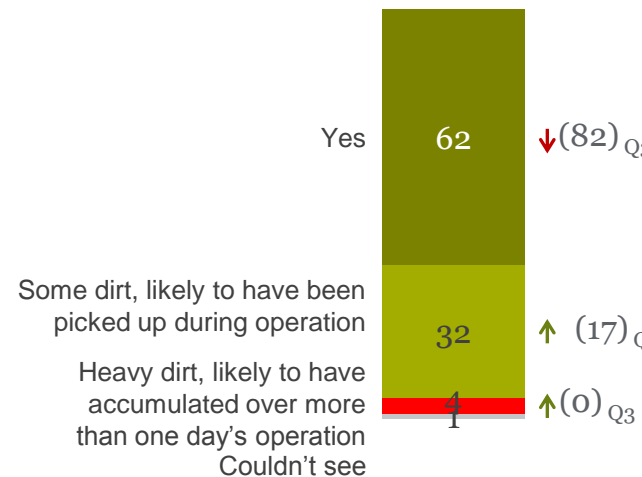
Light paintwork scratches only

Minor bodywork damage

Serious damage to bodywork

Q69 Was the Rear of Bus Clean?

%



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 are versus Qtr 4 Sep - Dec 2018_{Q4}, 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 5: Bus Driver Performance



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

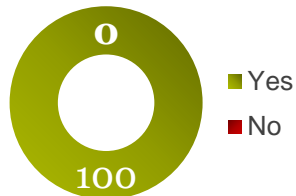
Base: (205)

Q4 2019

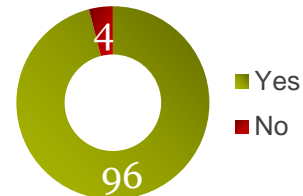
Questions to Driver

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

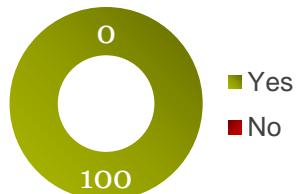
Q27 Helpful



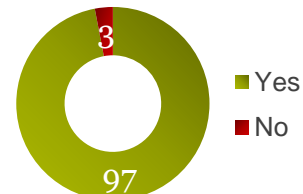
Q30 Driver Wearing Uniform



Q28 Polite



Q31 Driver Well Presented



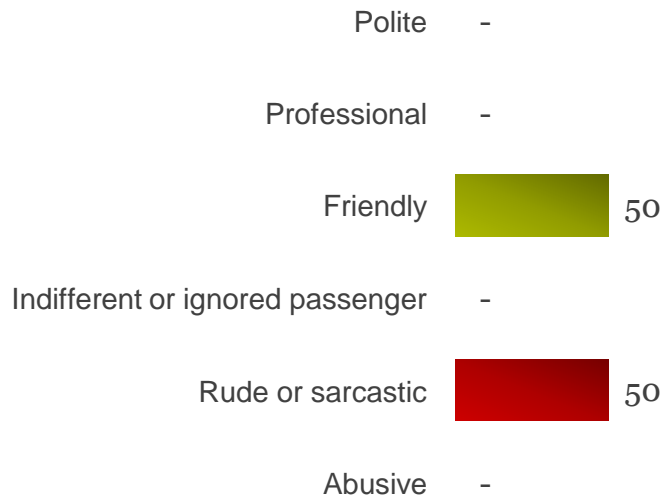
↕ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2019_{Q3}

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 in a friendly manner

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

Q4 2019

Q86 How did driver handle situation? (2)%



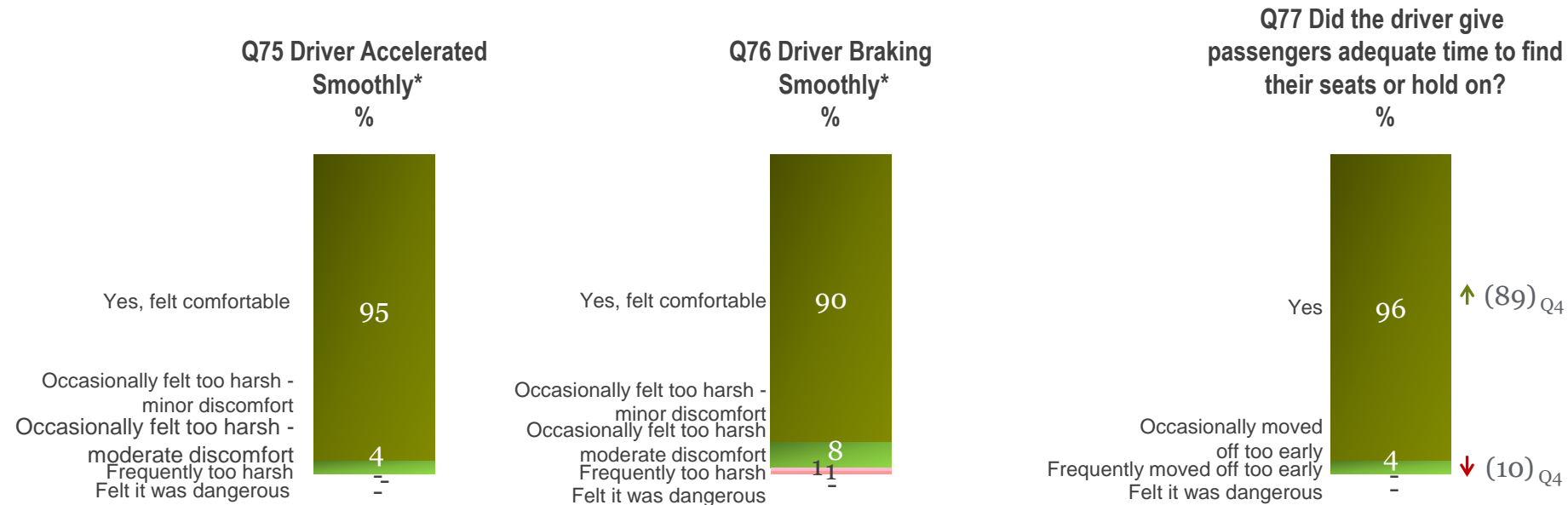
The passenger got on the bus, it was very busy and raining. Our interviewer was about half way down the bus, the lady was foreign and her English was not good, he told her she had to pay another €1.20 extra. The interviewer thought the driver could have been more helpful on this occasion, in the end another passenger paid the extra fare for the lady

↕ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2019_{Q3}

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

Base: (205)

Q4 2019



↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2019_{Q3}

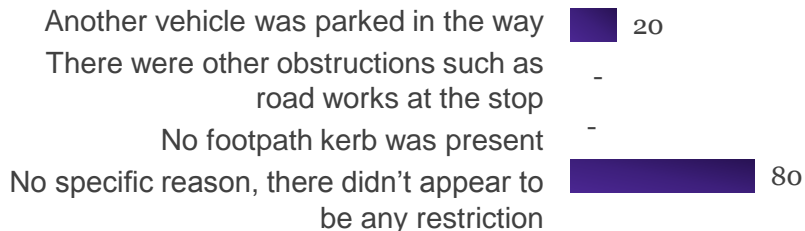
Pulling up to kerb: In total there were only five incidents of the bus not pulling up to the kerb and in one case was a vehicle in the way, there didn't appear to be any reasons in the four other cases

Base: (5), IF NO TO PULL UP CLOSE TO KERB Q37/2, (8) IF NO TO PULL UP CLOSE TO KERB Q71/2

Q4 2019

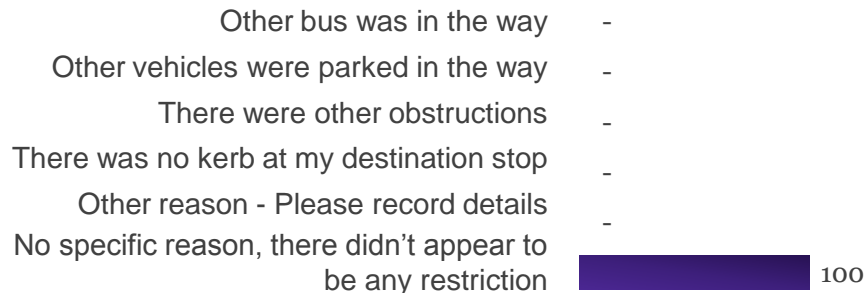
Q38 Why did the bus not pull up to the footpath kerb (5) Boarding

%



Q72 Why did the bus not pull up to the kerb (8) Alighting

%



↕ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2019_{Q3}

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

Base: (203), 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

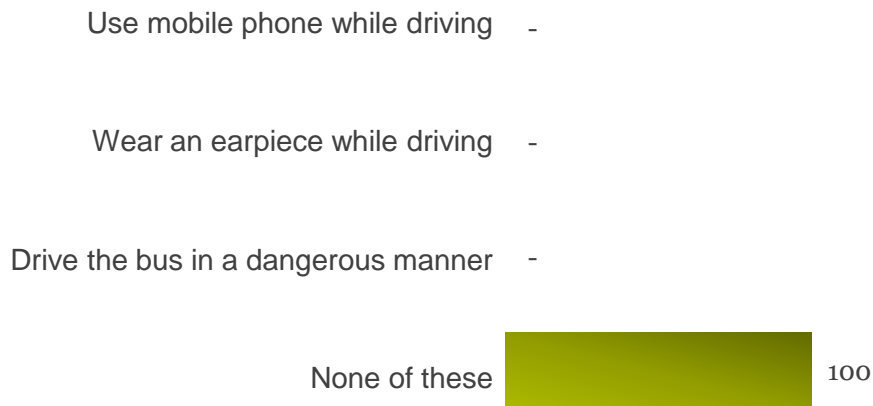
↕ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2019_{Q3}

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

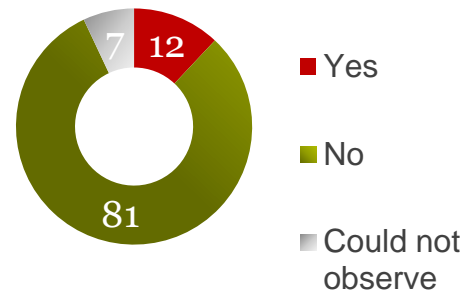
Base: (205)

Q4 2019

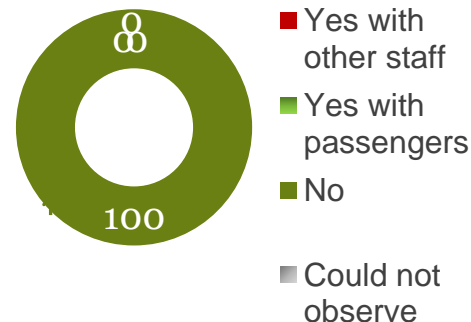
Q78 Did Bus Driver do Any of the Following:



Q79 Driver Listening to Music/Radio



Q80 Driver Hold Long Conversations



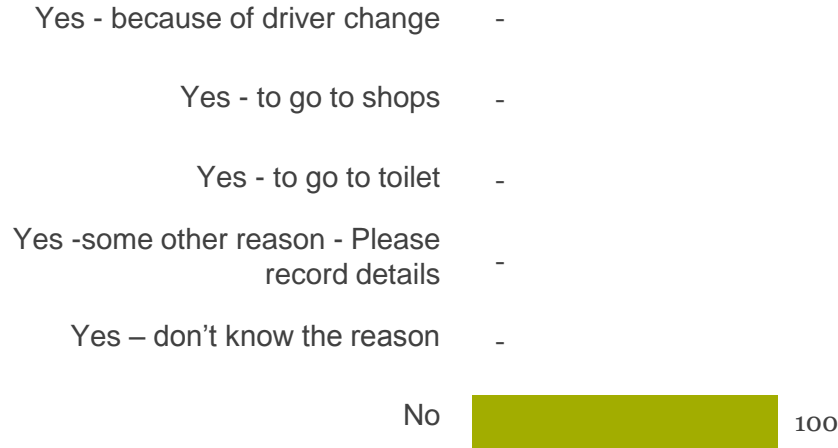
↕ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2019_{Q3}


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

Base: (205)

Q4 2019

Q81 Driver Left Bus Unattended



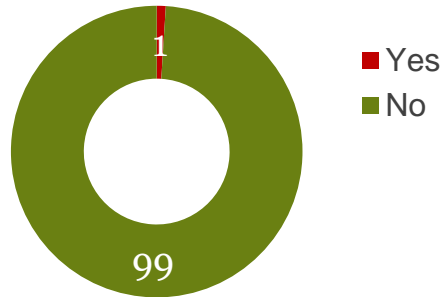
 = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2019_{Q3}

Diversion or Terminated Early: Just minimal level of buses diverted or terminated early this quarter

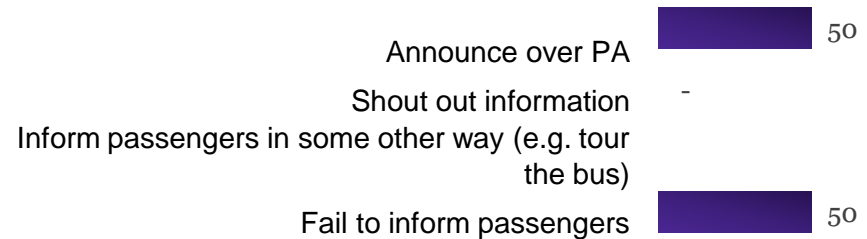
Base: (205)

Q4 2019

Q87 Bus Diverted/Terminated Early



Q82 If Bus Diverted (2)



↓↑ = Statistically significant differences are versus Qtr 4 Sep - Dec 2018_{Q4}, Qtr 3 Jun - Sep 2019_{Q3}

- Q87 Did bus terminate early or divert off course?
- Q88 Did driver do any of the following
- Q89 Were passengers told the reason for early termination or diversion off course?