



NTA Mystery Shops  
 Dublin Bus  
 Quarter 1 2020  
 41300972



# Outline of Presentation

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- 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’.



178 mystery shops were conducted during Quarter 1 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. 9 Dublin Bus Head Office interviews were also completed and included in Quarter 1 data.



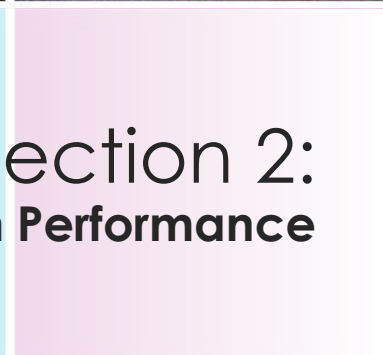
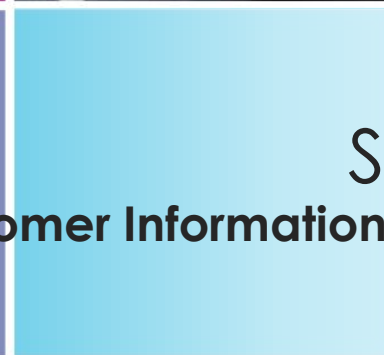
The mystery shops were carried out by trained Kantar Millward Brown interviewers, following an initial pilot and briefing session. These interviewers use portable HAPI (HandHeld Personal Interviewing) devices which enable both discreet and effective captures of location, bus and driver details at stops, when boarding, on board and after alighting buses.



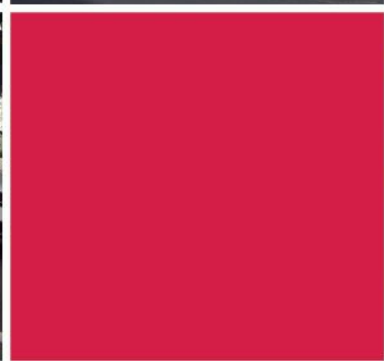
Quarter 1 2020: 6<sup>th</sup> January – 15<sup>th</sup> March 2020



We have used the following symbols to indicate significant differences versus previous quarter i.e. Qtr 4 September – December 2019<sub>Q4</sub> or year on year changes for same quarter last year i.e. Qtr 1 January – March 2019<sub>Q1</sub>



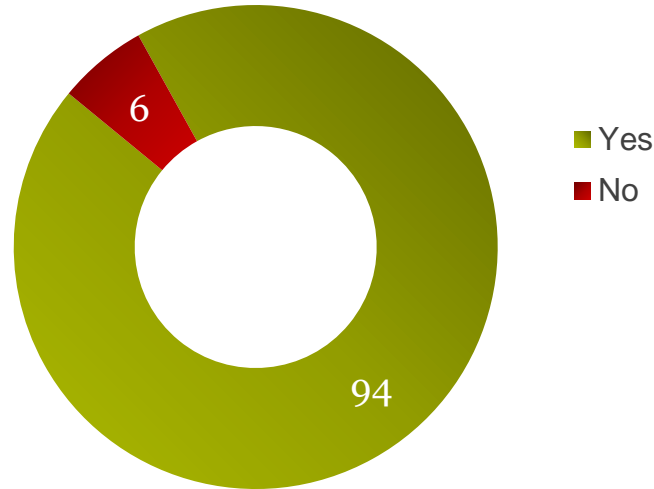
## Section 2: Customer Information Performance



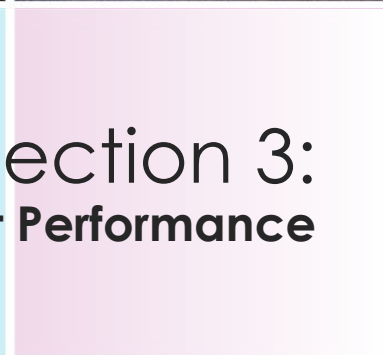
**Fares:** Virtually all interviewers found the fares were displayed clearly at the entrance to the bus.

Base: (178)

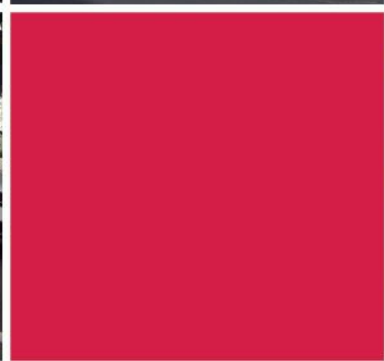
**Q1 2020**  
**Q26 Were the Fares Displayed Clearly at the Entrance?**  
(178)  
%



↕ = Statistically significant differences are versus Qtr 1 Jan - Mar 2019<sub>Q1</sub>, Qtr 4 Sep - Dec 2019<sub>Q4</sub>



## 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 3 out of 4 noted the centre doors opening when alighting the bus, once again a significant improvement versus last year.

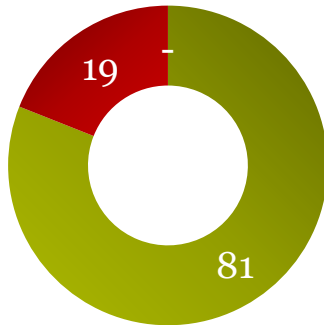
Base: (137), IF YES TO CENTRE DOORS Q39, (63), EXCLUDING BUSES WITH NO ALIGHTING PASSENGERS

77% assessed buses with centre doors

Q1 2020

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

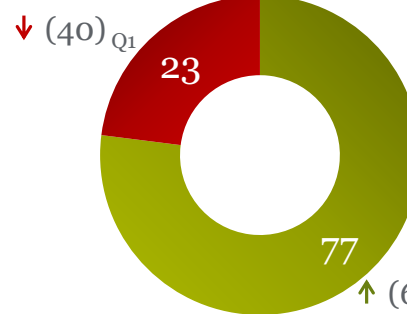
(63)  
 %



- Yes
- No
- There was an obstruction

Q70 Centre Doors Open for Passengers\*  
 [Alighting Passengers]

(137)  
 %



- Yes
- No

↓↑ = Statistically significant differences are versus Qtr 1 Jan - Mar 2019<sub>Q1</sub>, Qtr 4 Sep - Dec 2019<sub>Q4</sub>

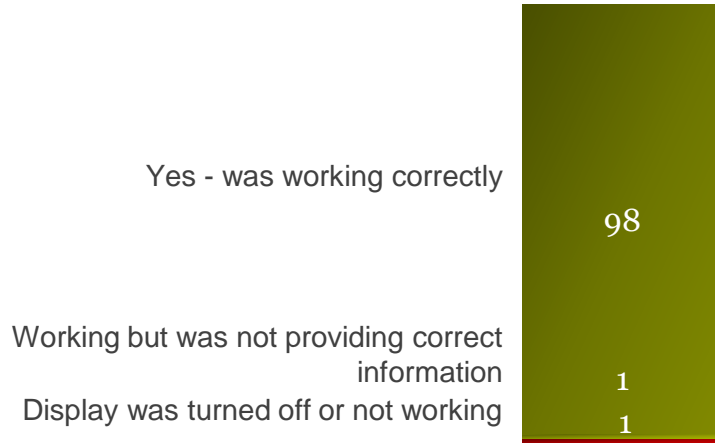
\*\*Buses with no alighting passengers excluded

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

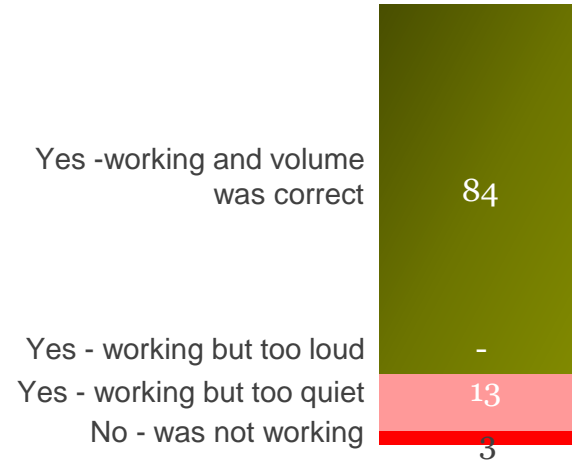
Base: (177), ALL WHO COULD SEE A DISPLAY / HEAR AN ANNOUNCEMENT

**Q1 2020**

**Q80\* Electronic Displays for Next Stop Working**  
%



**Q81\* Automatic Next Stop Announcement Working**  
%



↕↗ = Statistically significant differences are versus Qtr 1 Jan - Mar 2019<sub>Q1</sub>, Qtr 4 Sep - Dec 2019<sub>Q4</sub>

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

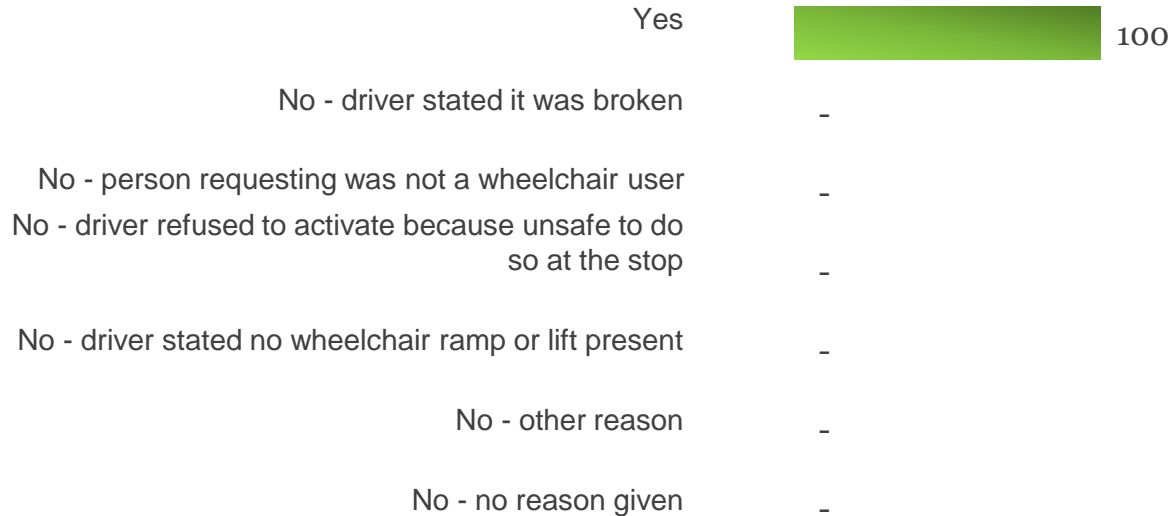




# Wheelchair Ramp/Lift: All observed requests for a wheelchair ramp were activated

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

**Q1 2020**

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

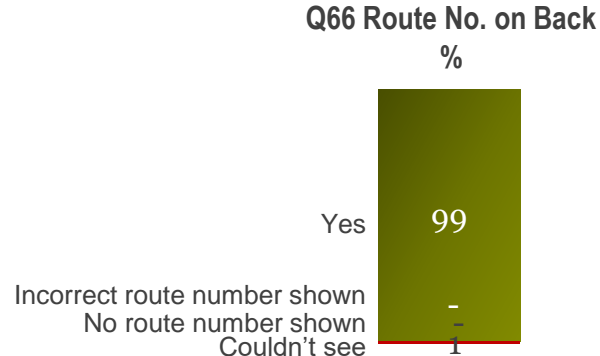
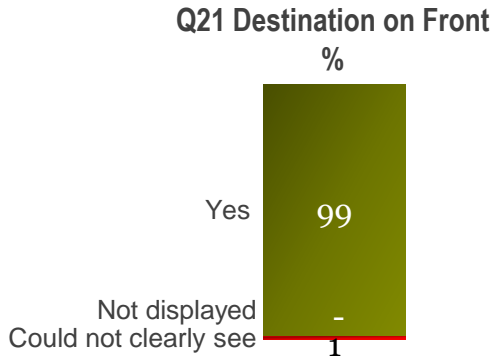
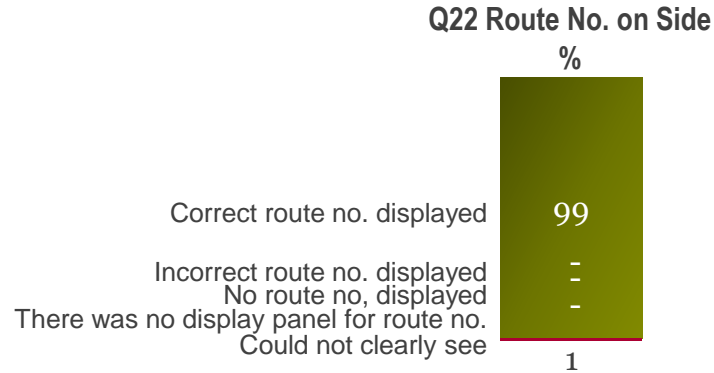
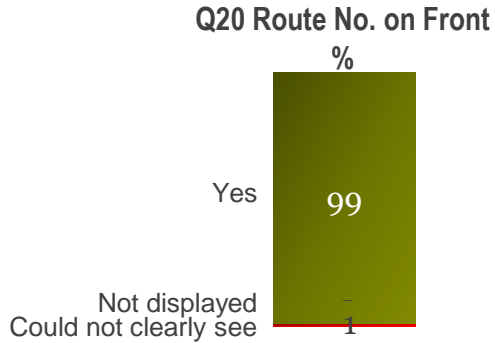



 = Statistically significant differences are versus Qtr 1 Jan - Mar 2019<sub>Q1</sub>, Qtr 4 Sep - Dec 2019<sub>Q4</sub>

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

Base: (178)

## Q1 2020



↓↑ = Statistically significant differences are versus \* Qtr 1 Jan - Mar 2019<sub>Q1</sub>, Qtr 4 Sep - Dec 2019<sub>Q4</sub>

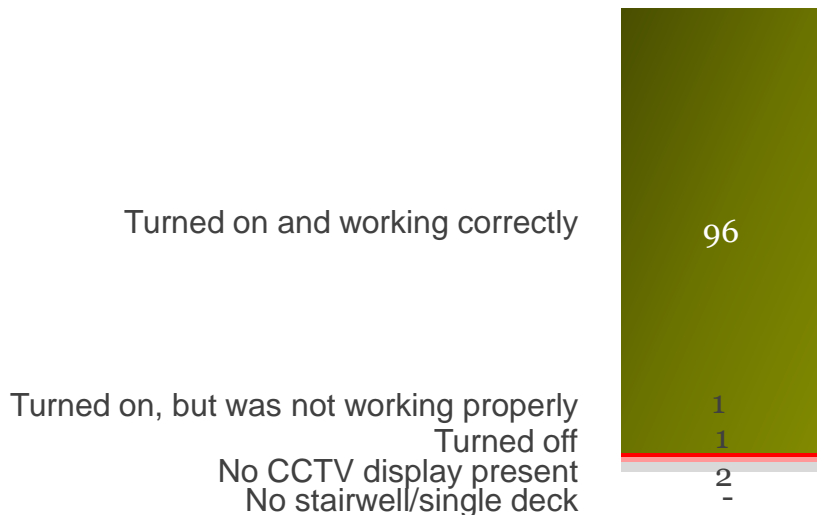
**CCTV:** The vast majority of buses had CCTV screens in the stairwells and they were turned on and functioning correctly, minimal reports of no CCTV display present or turned off

Base: (137), IF CCTV Camera Present

### Q1 2020

#### Q61 CCTV in Stairwell

%

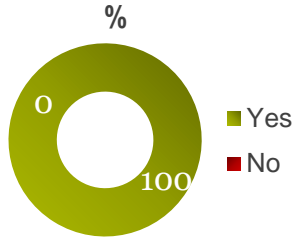


↕ = Statistically significant differences are versus Qtr 1 Jan - Mar 2019<sub>Q1</sub>, Qtr 4 Sep - Dec 2019<sub>Q4</sub>

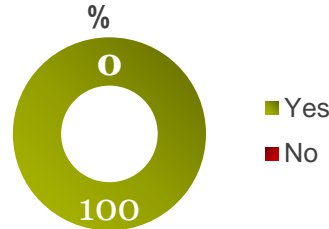
**Fare Payment:** All ticket machines and leap card readers and pole were found to be functioning correctly. Over 9 out of 10 report they could see the Leap Card reader fare charged at the driver.

Q1 2020

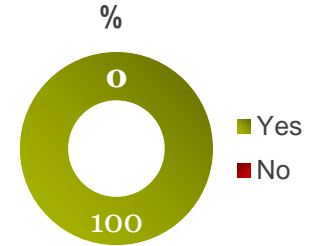
**Q32 Cash Fare (86)**  
Ticket Machine Working Correctly



**Q34 Leap Card Reader Present at Driver Working Correctly (46)\***

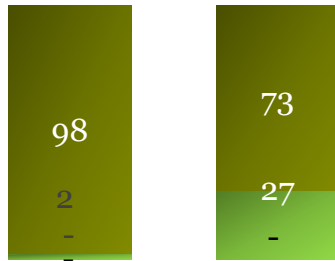


**Q37 Pole Mounted Leap Card Reader Working Correctly (46)\***



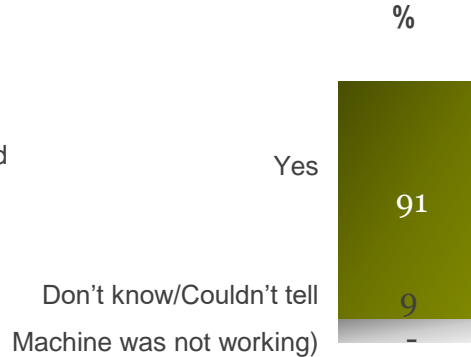
**Q33 Cash Fare\* Given Printed Ticket/Change Receipt**

Exact Change (42)      Not Exact Change (44)



\* = Multicoded Question

**Q35 Leap Card Reader at Driver See Fare Charged (46)\***



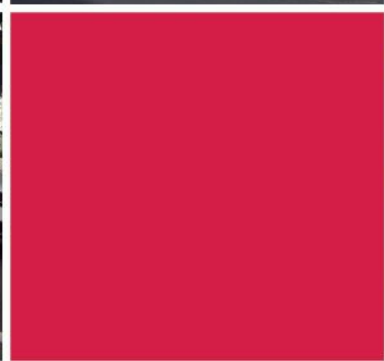
Payment Methods were split as follows:

- 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 1 Jan - Mar 2019<sub>Q1</sub>, Qtr 4 Sep - Dec 2019<sub>Q4</sub>



## Section 4: Cleanliness Performance



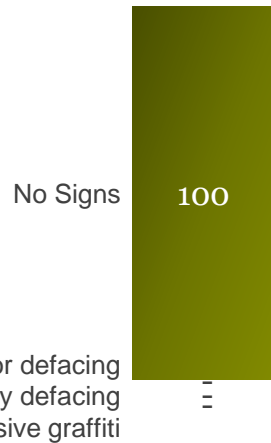
# Assessment of Seats: All bus seats were found free of graffiti and no damage to seats on all occasions. Over 8 in 10 found that seats were clean, with some significant incidences of dust, crumbs and gum or ingrained dirt.

Base: (178)

## Q1 2020

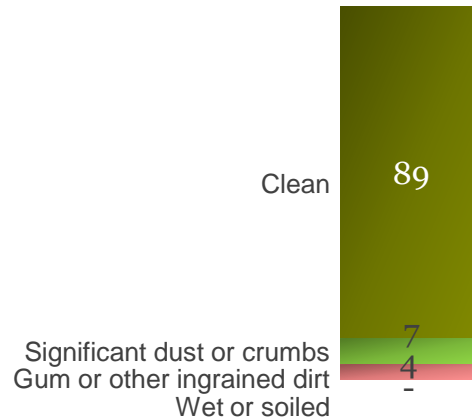
Q46 Graffiti on Seats

%



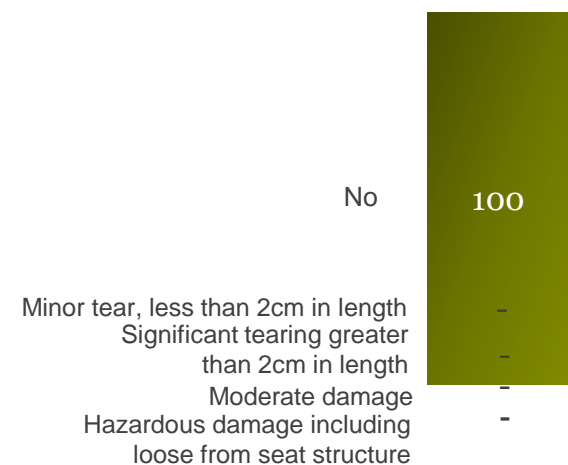
Q47 Cleanliness of Seats

%



Q48 Damage to Seats

%

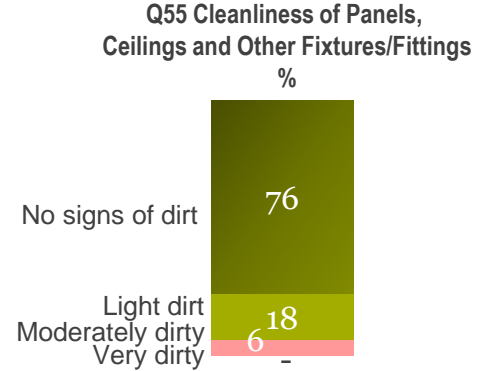
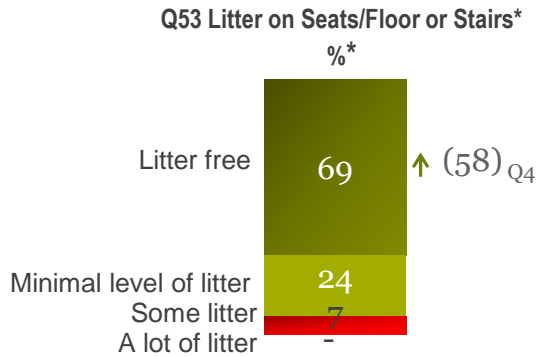
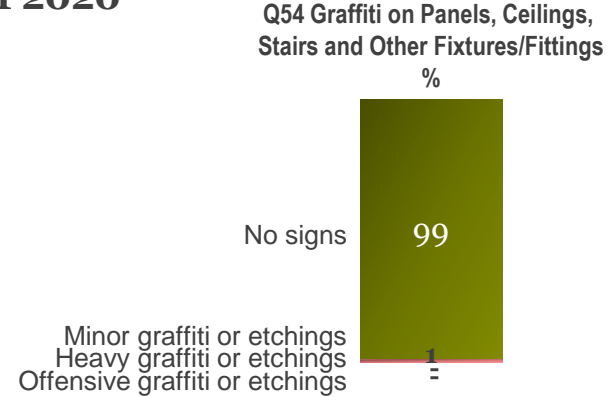
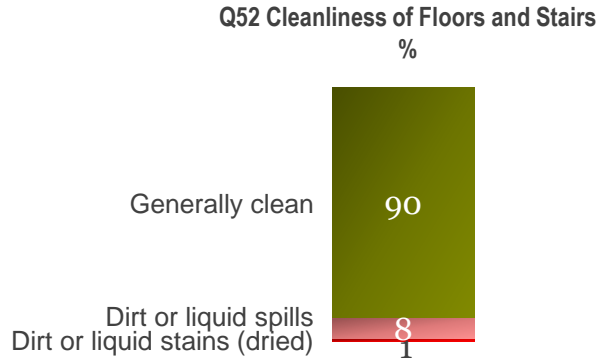


↕↗ = Statistically significant differences are versus Qtr 1 Jan - Mar 2019<sub>Q1</sub>, Qtr 4 Sep - Dec 2019<sub>Q4</sub>

**Bus Interior:** In general the floors and stairs are clean. There is a significant improvement since the last quarter on levels of litter (69% litter free) with a further 1 in 4 claiming minimal levels of litter. Minimal levels of graffiti reported. Over 3 in 4 claim no dirt on panels, ceilings and other fixtures, minimal levels of light/moderate dirt.

Base: (178)

**Q1 2020**



↓↑ = Statistically significant differences are versus Qtr 1 Jan - Mar 2019<sub>Q1</sub>, Qtr 4 Sep - Dec 2019<sub>Q4</sub>

# Bus Windows: No signs of graffiti or reports of etchings on bus windows. Half found the bus windows had no signs of dirt, under a third report light dirt.

Base: (178)

## Q1 2020

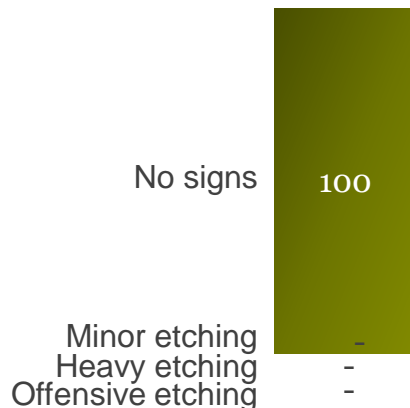
### Q49 Graffiti on Windows

%



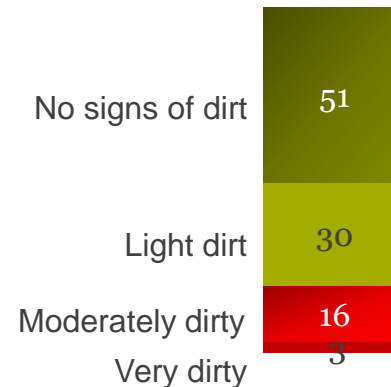
### Q50 Etching on Windows

%



### Q51 Cleanliness of Windows

%



↓↑ = Statistically significant differences are versus Qtr 1 Jan - Mar 2019<sub>Q1</sub>, Qtr 4 Sep - Dec 2019<sub>Q4</sub>

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?



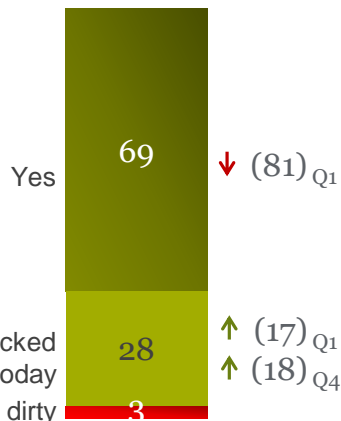
**Front/Side of Bus:** Over two thirds report the front and sides of the bus were clean a significant decrease versus last year. Increase in reports of light dirt picked up during operations of the day for both the front/side and rear of the bus from the last quarter, the dirt appears to have been picked up during the operation of the day. The majority report no visible damage to the front/side of the bus.

Base: (178)

## Q1 2020

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

%



↓ (81) Q1

↑ (17) Q1

↑ (18) Q4

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

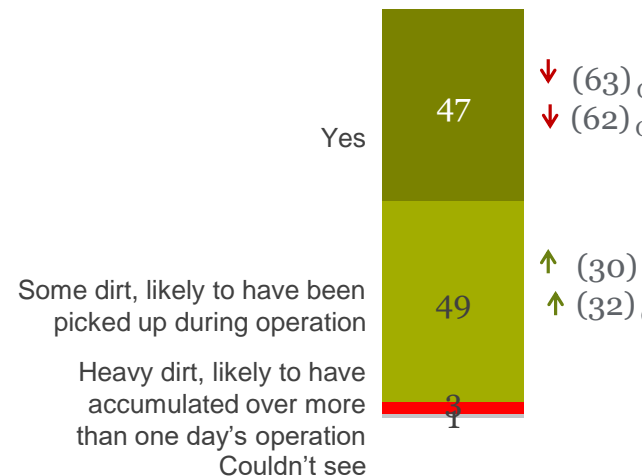
%



Light paintwork scratches only  
Minor bodywork damage  
Serious damage to bodywork

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

%



↓ (63)

↓ (62)

↑ (30)

↑ (32)

↓↑ = Statistically significant differences are versus Qtr 1 Jan - Mar 2019<sub>Q1</sub>, Qtr 4 Sep - Dec 2019<sub>Q4</sub>

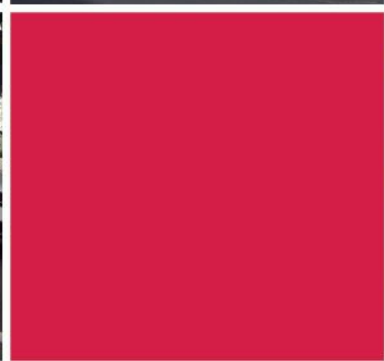
Q23 Were the front and side of the bus clean?

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.

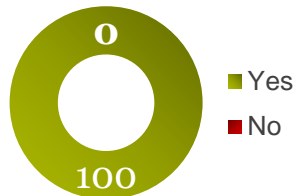
Base: (178)

Q1 2020

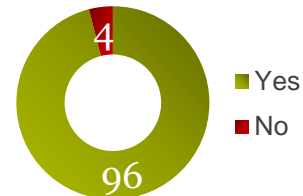
## Questions to Driver

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

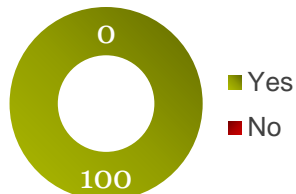
Q27 Helpful



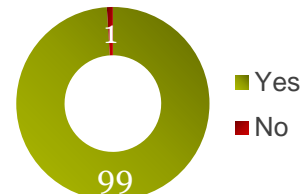
Q30 Driver Wearing Uniform



Q28 Polite



Q31 Driver Well Presented



↕ = Statistically significant differences are versus Qtr 1 Jan - Mar 2019<sub>Q1</sub>, Qtr 4 Sep - Dec 2019<sub>Q4</sub>

# Driver Interaction: There were no disputes reported this quarter

Base: (), If yes to DRIVER DISPUTE Q85

## Q1 2020

Q86 How did driver handle situation? ()

%

Polite

Professional

Friendly

Indifferent or ignored passenger

Rude or sarcastic

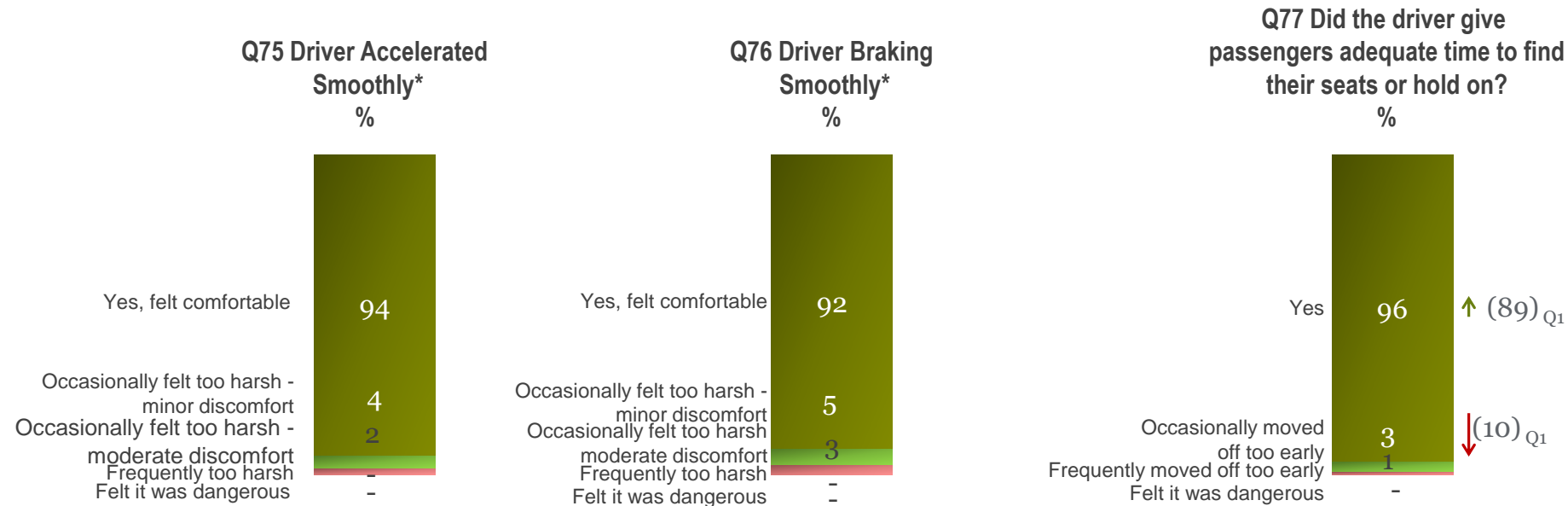
Abusive

↕↗ = Statistically significant differences are versus Qtr 1 Jan - Mar 2019<sub>Q1</sub>, Qtr 4 Sep - Dec 2019<sub>Q4</sub>

# 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: (178)

## Q1 2020



↓↑ = Statistically significant differences are versus Qtr 1 Jan - Mar 2019<sub>Q1</sub>, Qtr 4 Sep - Dec 2019<sub>Q4</sub>

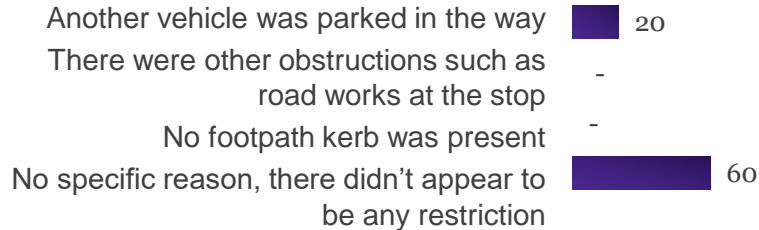
**Pulling up to kerb:** In total there were only five incidents of the bus not pulling up to the kerb and in two instances another vehicle was parked in the way, there didn't appear to be any reasons in the three other cases. Similarly for alighting one instance of vehicles parked in the way or no specific reason in the other two instances.

Base: (5), IF NO TO PULL UP CLOSE TO KERB Q37/2, (3) IF NO TO PULL UP CLOSE TO KERB Q71/2

## Q1 2020

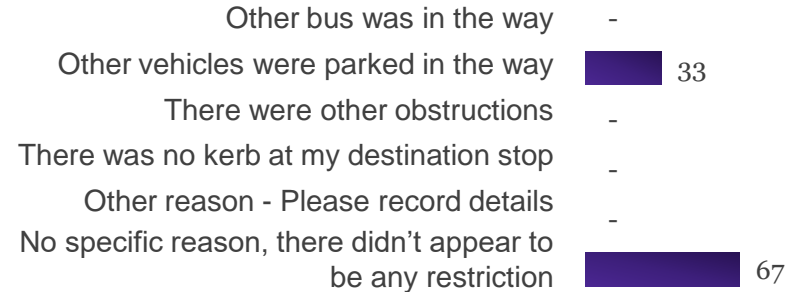
### Q38 Why did the bus not pull up to the footpath kerb (5) Boarding

%



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

%



↓↑ = Statistically significant differences are versus Qtr 1 Jan - Mar 2019<sub>Q1</sub>, Qtr 4 Sep - Dec 2019<sub>Q4</sub>

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

Base: (172), ALL THOSE REQUESTED TO STOP

**Q1 2020**

## 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

-

\* Question rebased off those whose bus was requested to stop

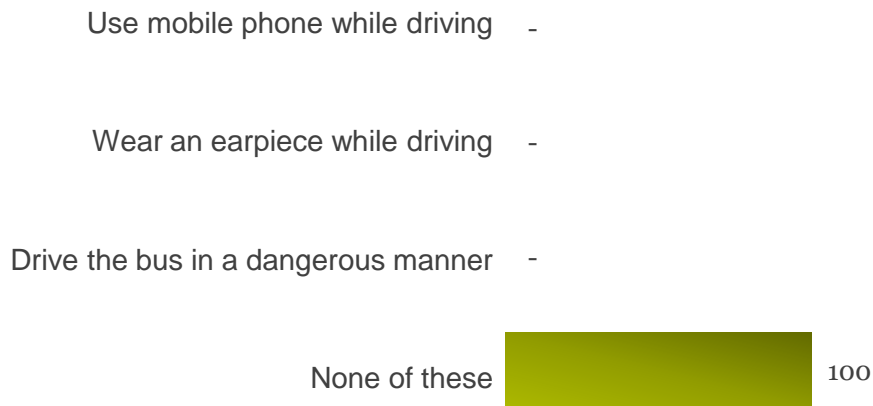
↕↗ = Statistically significant differences are versus Qtr 1 Jan - Mar 2019<sub>Q1</sub>, Qtr 4 Sep - Dec 2019<sub>Q4</sub>

# Driver Behaviour: There were no reports of a driver issues. Under 2 in 5 claim a driver listened to radio/music and practically no mentions of holding long conversations.

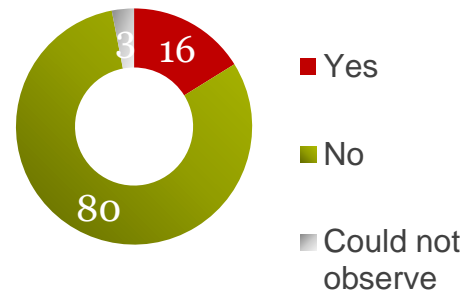
Base: (178)

Q1 2020

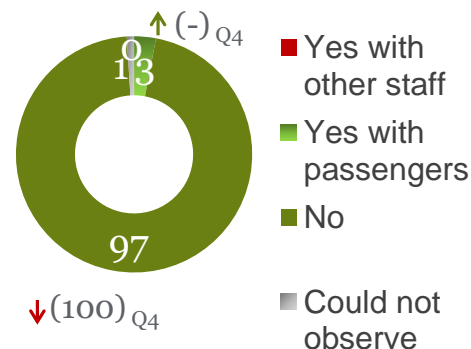
## Q78 Did Bus Driver do Any of the Following:



## Q79 Driver Listening to Music/Radio



## Q80 Driver Hold Long Conversations



↓↑ = Statistically significant differences are versus Qtr 1 Jan - Mar 2019<sub>Q1</sub>, Qtr 4 Sep - Dec 2019<sub>Q4</sub>

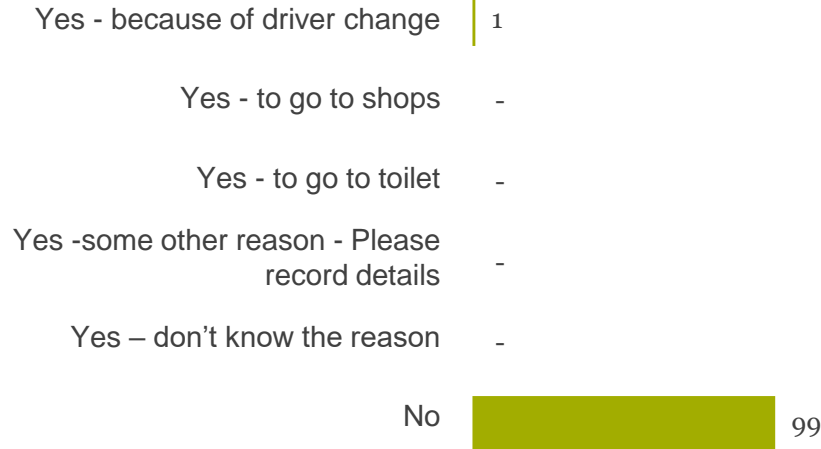




# Driver Actions: The bus was unattended in one instance for a driver change

Base: (178)

## Q1 2020

### Q81 Driver Left Bus Unattended



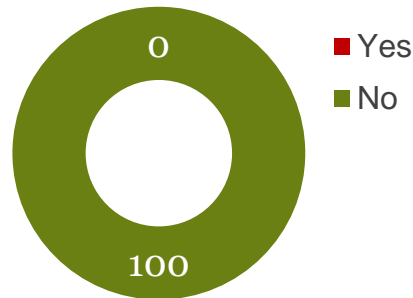

 = Statistically significant differences are versus Qtr 1 Jan - Mar 2019<sub>Q1</sub>, Qtr 4 Sep - Dec 2019<sub>Q4</sub>

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

Base: (178)

Q1 2020

Q87 Bus Diverted/Terminated Early



↕↗ = Statistically significant differences are versus Qtr 1 Jan - Mar 2019<sub>Q1</sub>, Qtr 4 Sep - Dec 2019<sub>Q4</sub>

- 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?