

Report: 2017.274
Date: 1 August 2017
File: CCAB-20-320

Committee: Sustainable Transport Committee

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Key findings from the 2016/17 Public Transport Passenger Satisfaction Survey

1. Purpose

To present to the Sustainable Transport Committee the results of the Public Transport Passenger Satisfaction Survey (the 2016/17 Survey).

2. Background

The New Zealand Transport Agency (the Transport Agency) requires annual surveying of public transport customers to determine the level of customer satisfaction.

The key questions and methodology are set by the Transport Agency to ensure results are comparable across regions and operators.

GWRC add further questions to allow further analysis of customer needs and better identify opportunities for improvement to the Metlink service.

Gravitas Research and Strategy Limited were commissioned to develop and conduct the survey in accordance with the Transport Agency's guidelines. Surveying took place between 3 May and 29 May, 2017. Gravitas staff members surveyed a total number of over 3,800 public transport customers. The survey uses a 0-10 rating scale where 0 is extremely dissatisfied and 10 is extremely satisfied. A positive result is measured by the total responses in the 6-10 range.

A copy of the executive summary of the 2016/17 survey is attached to this report (**Attachment 1**), along with a single page infographic summarising the highlights of the 2016/17 Survey (**Attachment 2**).

A copy of the full report is available on the Councillor document portal. The full report plus the summary infographic will be made available online to the

public, in the Customer Services section of the Metlink website, following today's meeting.

3. General results

3.1 Key results

Customer response remains positive this year, with overall satisfaction with the 'current trip' (on which the customer was surveyed) being 1% less than the last year at **92%**. By mode, this has reduced 2% for bus (to 92%), remained steady for rail (at 93%) and increased 2% (at 99%) for ferry.

Overall these results show that satisfaction with Wellington's Metlink public transport network is continuing to achieve a high standard of service, comparing favourably with New Zealand's other large, multi-modal public transport network, Auckland Transport (which stands at 90% over-all satisfaction with the current trip).

Over-all 2016/17 satisfaction scores (for all modes combined)

Over-all satisfaction with current trip	92%
Over-all satisfaction with Wellington's public transport system	86%
Over-all satisfaction with stops/stations/wharfs	91%
Likely-hood to recommend public transport to others	87%

3.2 Core drivers of satisfaction

Gravitas has identified items among the survey topics that are considered to be 'core drivers of satisfaction'. These are areas of influence where small improvements in services have significant payoff in terms of customer experience.

The top performing core drivers of satisfaction include:

Aspect of service	Share of positive ratings
Personal security during trip	95%
The ease of getting on/off vehicle	94%
The stop/station/wharf being easy to get to	91%
Comfort of the inside temperature	90%
Your personal safety at the stop/station/wharf	88%

The lowest performing drivers of satisfaction include:

Aspect of service	Share of positive ratings
Information about service delays and disruptions	67%
The stop/station/wharf providing shelter from weather	70%
The value for money of the fare	75%
The service being on time	78%
How convenient it is to pay for public transport	78%

Over-all there has been a slight 1 to 2% reduction in satisfaction scores from the previous year. This may be a result of survey timing with events, a building expectation of service from customers or within the margin of error. Further analysis will be undertaken in the coming weeks to understand this.

3.3 Prioritising and responding to customer experience improvements

With GWRC’s stronger focus on customer experience, the survey has become an important opportunity to identify and prioritise areas of Metlink service most needing improvement.

These insights will be used to understand, prioritise and target customer experience improvements over the coming year. A plan of activities to target improvements to these core drivers of activity will be presented at the next Sustainable Transport Committee.

4. Consideration of Climate Change

The matters requiring decision in this report have been considered by officers in accordance with the process set out in the GWRC Climate Change Consideration Guide. No decision is being sought in this report.

4.1.1 Mitigation assessment

Mitigation assessments are concerned with the effect of the matter on the climate (i.e. the greenhouse gas emissions generated or removed from the atmosphere as a consequence of the matter) and the actions taken to reduce, neutralise or enhance that effect.

Monitoring customer satisfaction enables GWRC to understand how best to maintain and increase public transport patronage, which can contribute to a reduction in gross regional greenhouse gas emissions by reducing the number of trips made in private vehicles.

4.1.2 Adaptation assessment

Adaptation assessments relate to the impacts of climate change (e.g. sea level rise or an increase in extreme weather events), and the actions taken to address or avoid those impacts.

Officers recommend that the impacts of climate change have no direct relevance to the matters addressed by this paper. Officers will be reviewing the impacts climate change could have on public transport services across the region as part of ongoing program of work designed to understand the effects climate change will have on GWRC's activities over the long term.

5. Conclusions

- Satisfaction with current trip remains steady and positive, comparing favourably to similar public transport networks, such as Auckland Transport.
- There is a slight 1% to 2% over-all drop in scores which will be further analysed.
- The lowest performing areas of service performance provide a valuable prioritisation framework for this year's customer experience improvement programme.

6. Communication

The 2016/17 survey is expected to be of interest to the general public, public transport user groups, stakeholders and operators and the following action is being taken:

- A media release will be circulated to the usual media outlets
- An infographic will go on the Metlink and GWRC websites
- A full copy of the survey research report will go on the Metlink website
- A Service Update will circulate out to **25,180** MyMetlink accounts informing public transport users of the results
- A push notification will go out to **25,327** users of the Metlink Commuter App.

7. The decision-making process and significance

No decision is being sought in this report

7.1 Engagement

A letter will be sent to operators, providing a link to, and informing them of, the completed 2016/17 Survey.

8. Recommendations

That the Committee:

1. *Receives the report.*
2. *Notes the content of the report.*

Report approved by:

Wayne Hastie
General Manager
Public Transport

Attachment 1 Executive Summary of 2016/17 Transport Passenger Satisfaction Survey

Attachment 2 Summary infographic