

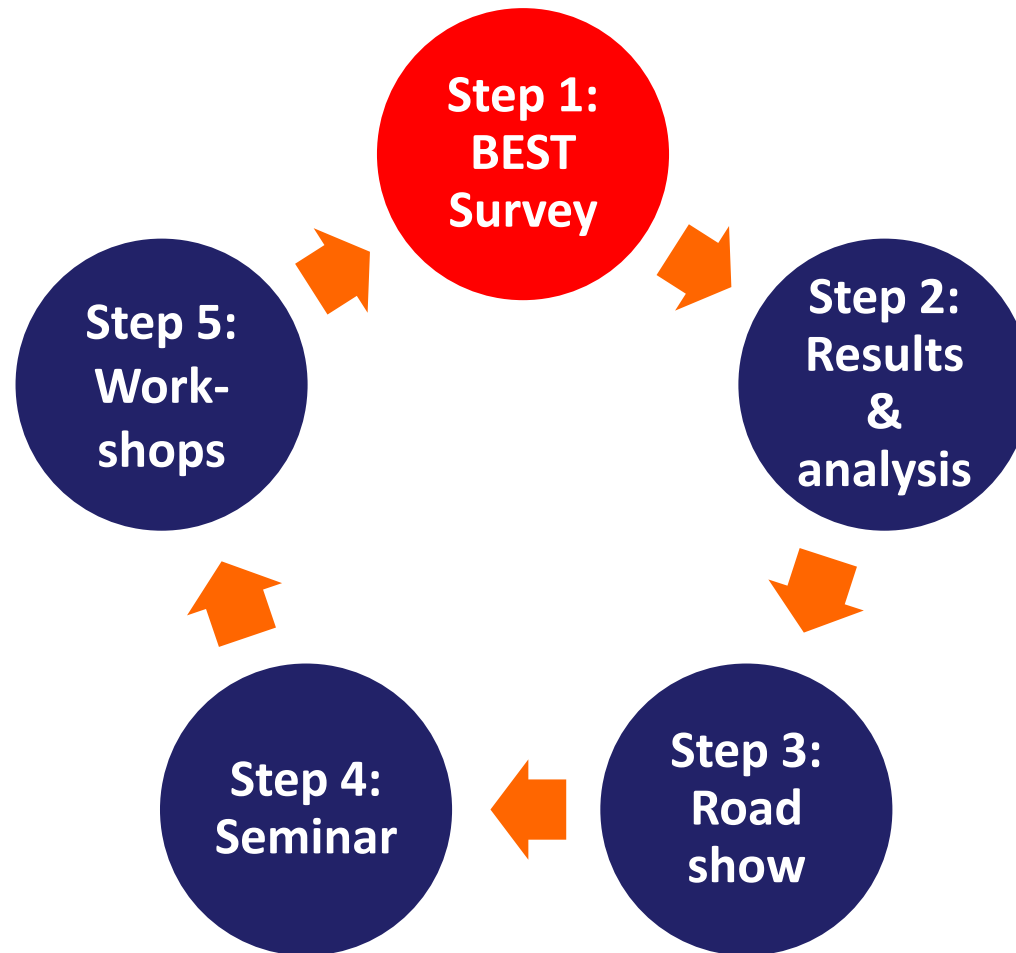
Benchmarking in European Service of public Transport - BEST

BEST: The future of benchmarking in public transport?

Brussels , 29th of November 2011

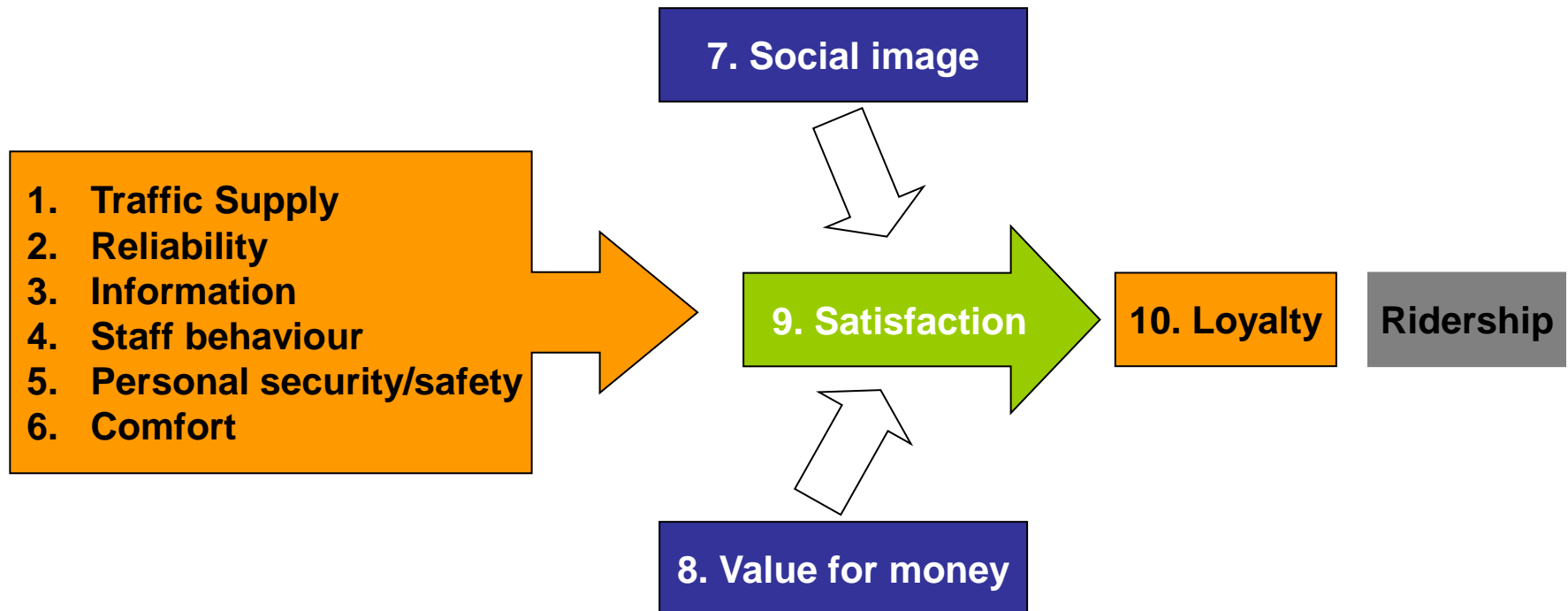
Kjetil Vrenne, BEST Project Manager

BEST working process



The Survey

- 1.000 telephone interviews
- Citizens aged 16 +
- Conducted in March
- Perceived quality - on a 5-point scale
- 10 dimensions / 27 statements)
- Special questions might be added



Questions - example

SOCIAL IMAGE

Question 7

Next topic is about the *social image* of the public transport.

READ OUT IF NECESSARY; Scale/To which extent do you agree to the statements ...?

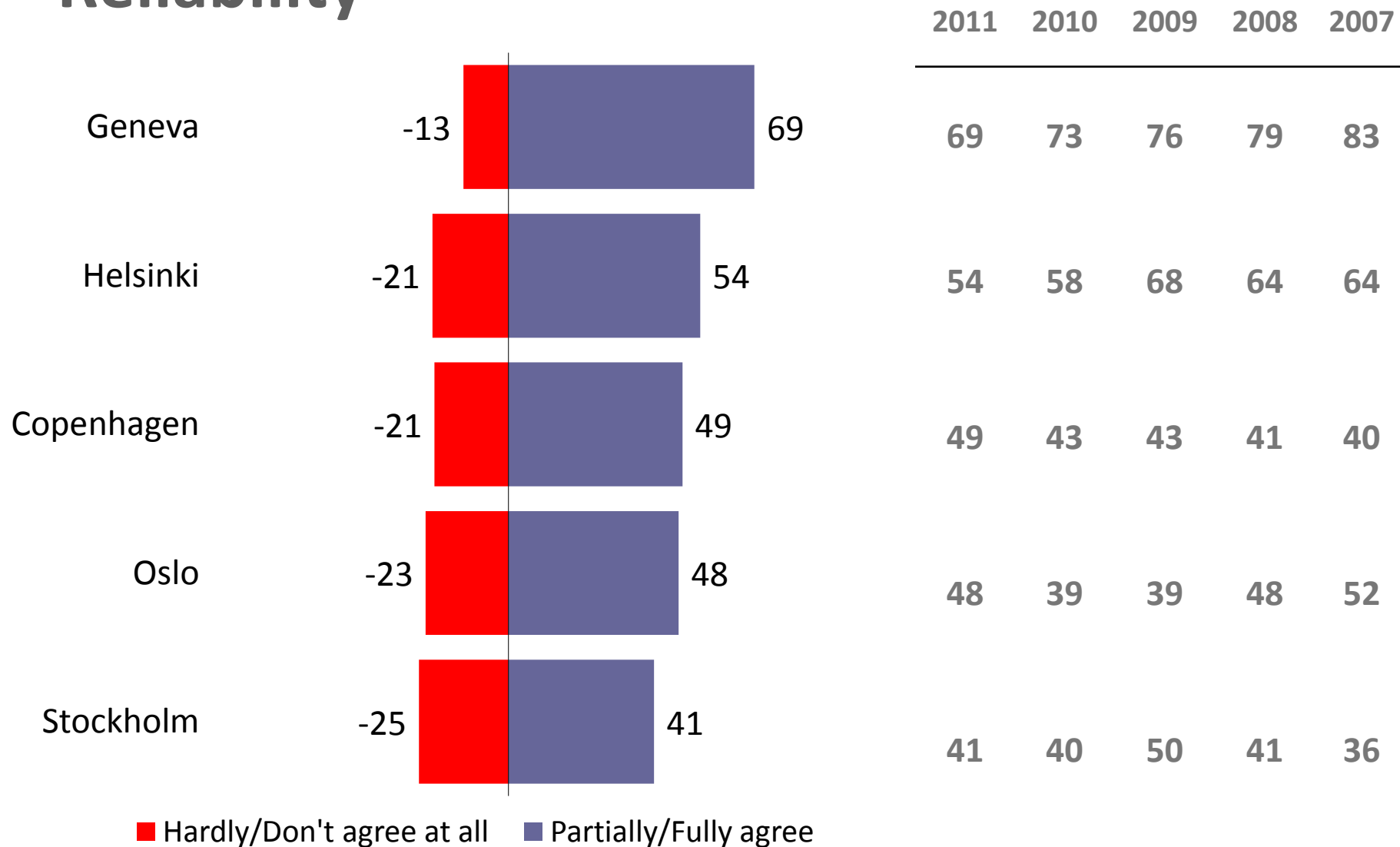
ROTATE STATEMENTS

Don't agree at all	Hardly agree	Neutral	Partially agree	Fully agree	Don't know / no answer
1	2	3	4	5	6

- A More people will travel with public transport in the future *
- B Public transport is good for the environment *
- C Public transport is beneficial to society *

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Reliability



Start page

Index scores

Quality element scores

Subgroups

Priorityplan

Tables

Log off

BEST

Subgroup

City

Total



OSL Total



Refresh

Export

Save favorite

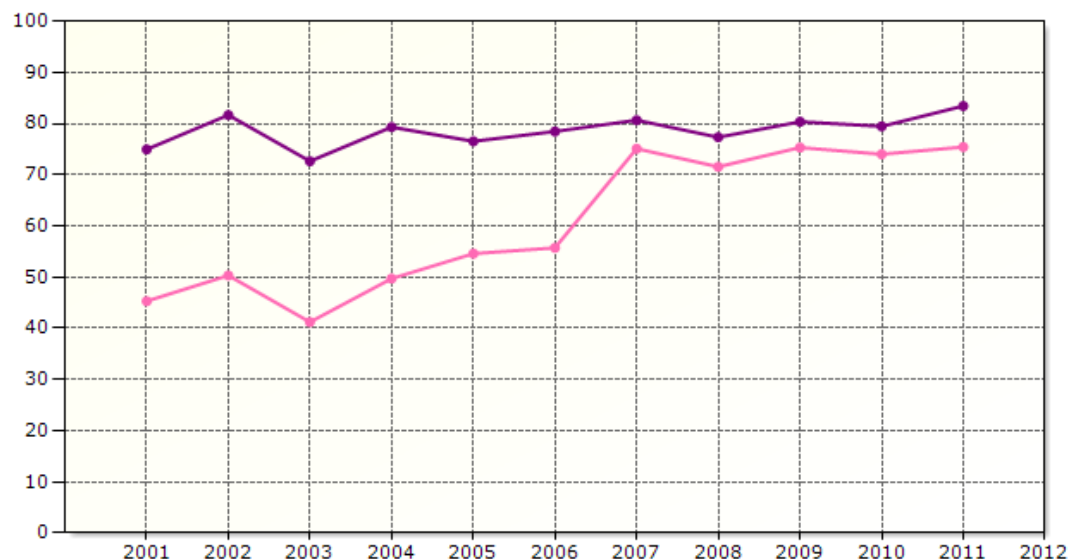


BEST 2011-11-12

QUALITY ELEMENT SCORES

OSL Total

Subgroup: Total



- ☐ PT is good for work/school trips
- ☐ PT is good for trips e.g. shopping, leisure
- ☐ PT is good for trips in the city centre
- ☐ PT is good for trips outside the city centre
- ☐ Nearest stop is close to where I live
- ☐ Travel time on PT is reasonable
- ☐ Waiting time is short at transfers
- ☐ I am satisfied with the number of departures
- ☐ PT mostly runs on schedule
- ☐ It is easy to get the information needed
- ☐ Information is good when traffic problems occur
- ☐ The information is good in stops and terminals
- ☐ The staff answers my questions correctly
- ☐ The staff behaves nicely and correctly
- ☒ I feel secure at stations and bus stops
- ☐ I feel secure on board busses and trains
- ☐ I am not afraid of traffic accidents when using PT
- ☐ Travelling with PT is comfortable
- ☐ Transfers are easy
- ☐ The busses and trains are modern
- ☐ The busses and trains are clean
- ☐ I normally get a seat when I travel with PT
- ☐ Are metro stations clean?
- ☒ More people will travel with PT in the future

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[Quality element scores](#)
[Subgroups](#)
[Priorityplan](#)
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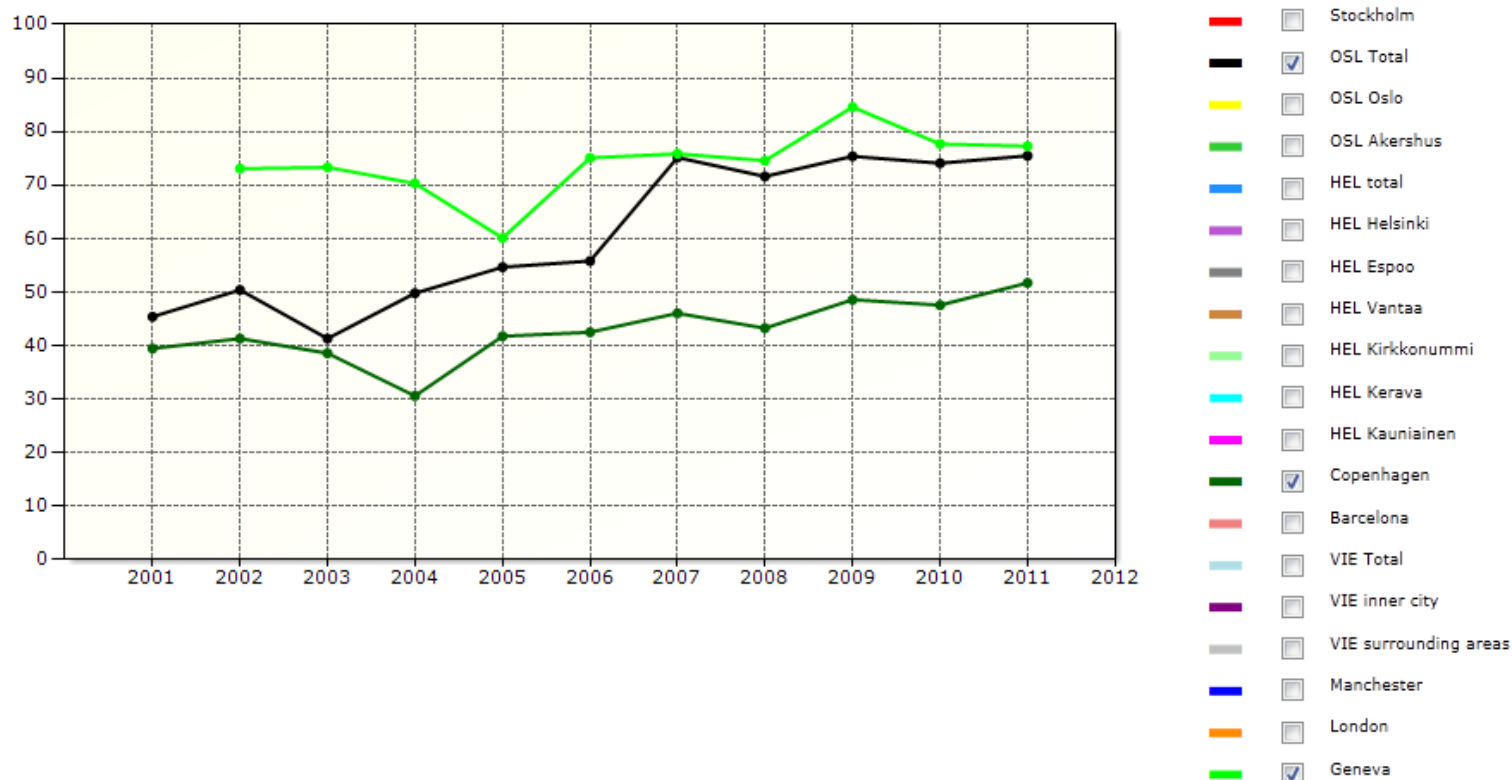
Subgroup: Total
 Quality element: More people will travel with PT in the future
[Refresh](#)
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BEST 2011-11-12

QUALITY ELEMENT SCORES

More people will travel with PT in the future - per city

Subgroup: Total



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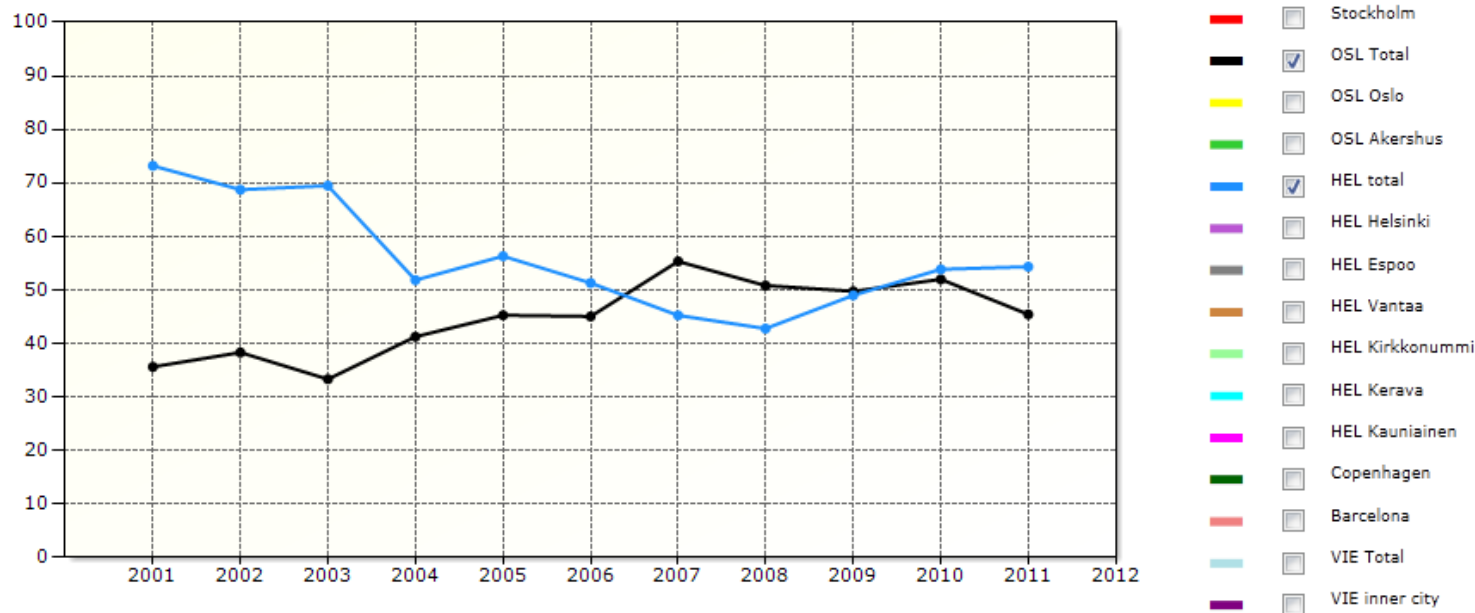
Subgroup: 1 selected
 Quality element: PT fares are reasonable

BEST 2011-11-12

QUALITY ELEMENT SCORES

PT fares are reasonable - per city

Subgroup: Retired



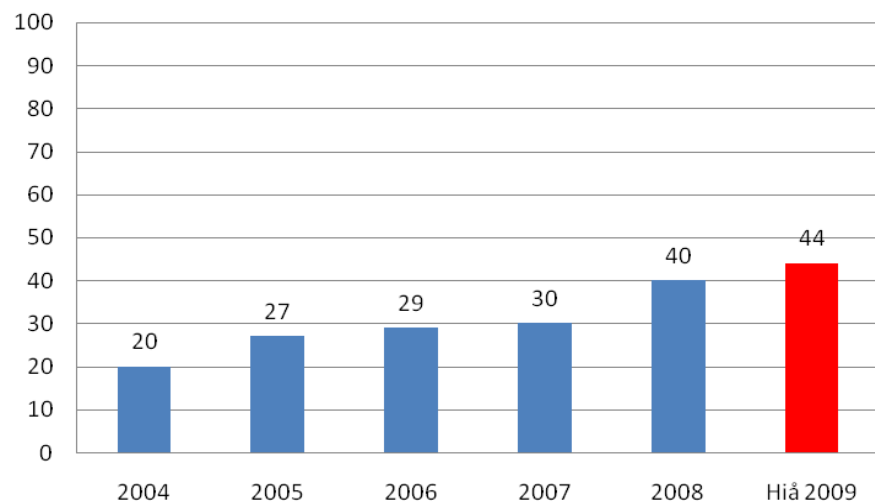
Relevant benchmark data

Results

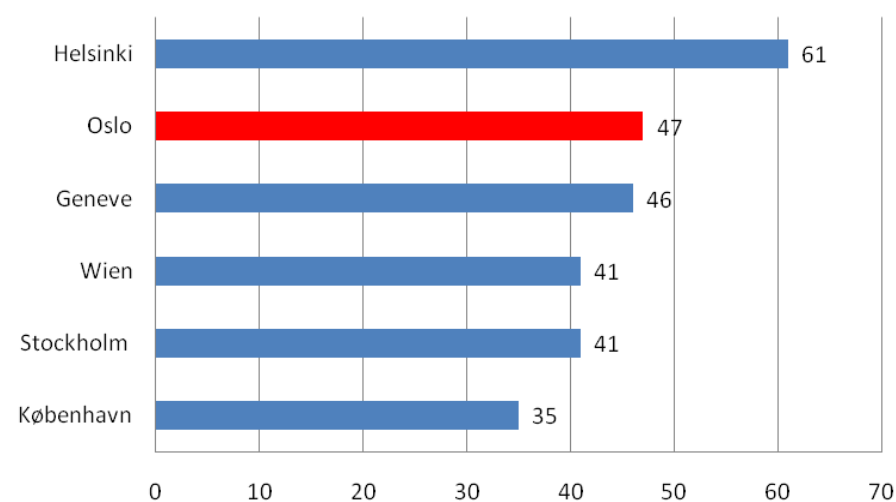
Resultatoversikt

	WIEN	HELSINKI	GENEVE	STOCKHOLM	OSLO	KØBENHAVN
Tilfredshet	41	82	84	74	42	54
Kollektivbudet	48	48	71	43	57	54
Punktlighet	45	48	74	50	31	43
Informasjon	41	52	75	52	41	44
Personalesoppfølging	40	58	78	58	71	48

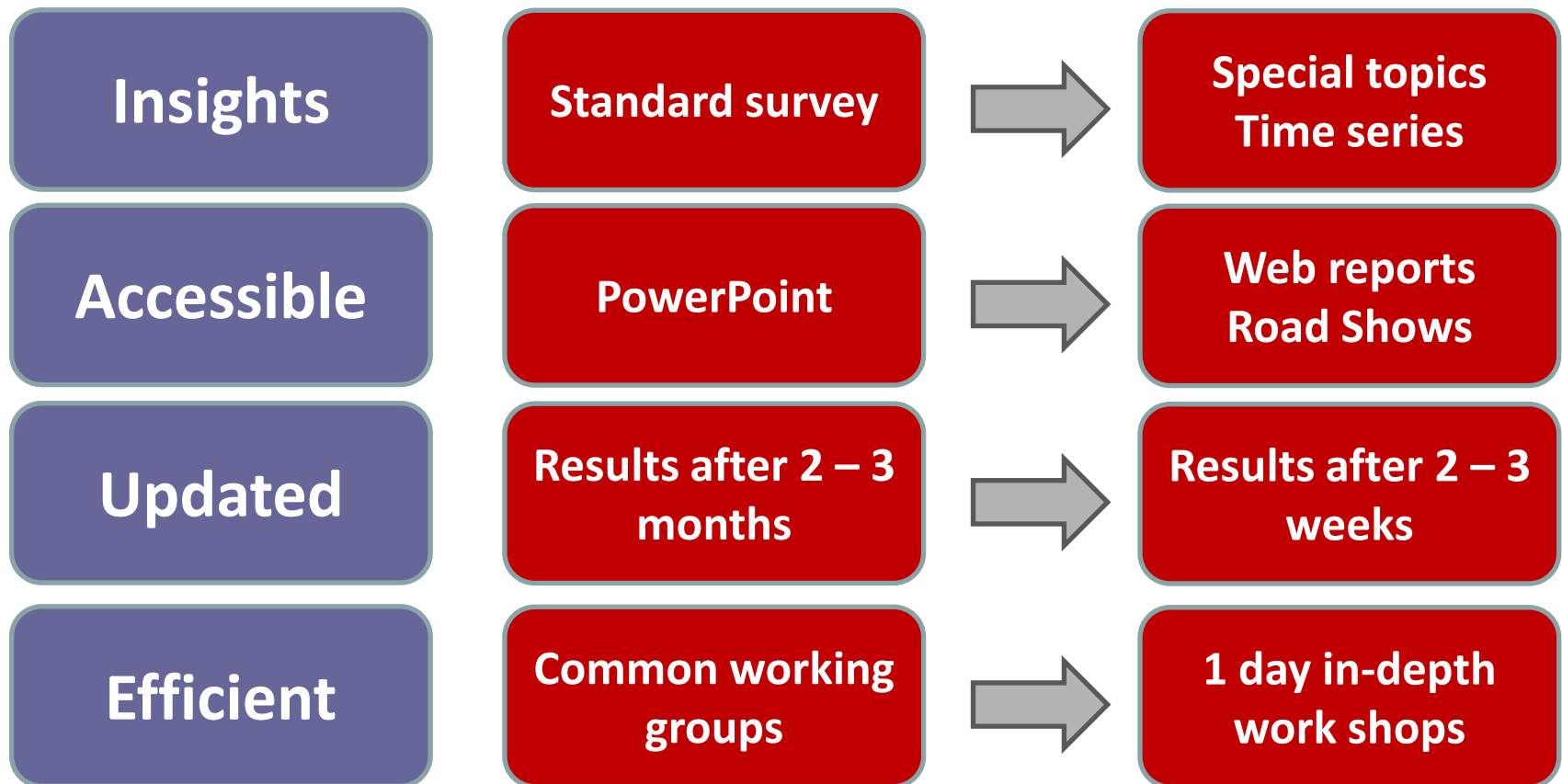
Andelen av de spurte som er tilfreds med prisen på kollektivreisen (i %), Oslo



Andelen av de spurte som svarer at kollektivtransporten er verdt prisen (%), 2009



Lessons learned



Nordic cities to enter key figures in the BEST database

1. Statistical background information
2. Public Transport (system and capacity)
3. Public Transport Demand
4. Financial key figures
5. Quality
6. Ratios 1 (supply & demand ratios)
7. Ratios 2 (financial)

EMTA Barometer data might be included



Future development of BEST

1. **More complete benchmarking:** Soft data and hard facts in a common database
2. **Focus on workshops & networking:** Continue to improve workshops for PT professionals. Use the survey to collect additional benchmark info when needed
3. **Reduce costs:** Look for ways to reduce costs of data collection
 - Other data collection methods
 - Use existing data
4. **New participants:** Increase the number of participating cities

BEST Survey milestones 2012

Dec '11:	Invitation to participate in BEST
Jan '12:	Deadline for joining
Mar '12:	Fieldwork BEST Survey 2012
Apr '12:	Reports & analysis
Apr/May '12:	Road shows
May 24-25 '12:	BEST Annual Seminar, Barcelona
Oct / Nov '12:	Work shops

Costs for participating in BEST is currently approx. 25.000 euros per year

For more information about BEST

See our website:

<http://best2005.net>

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