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Energy efficiency by using daily customer's quality observations to improve public transport

## ENERQI – An Intelligent Energy Project

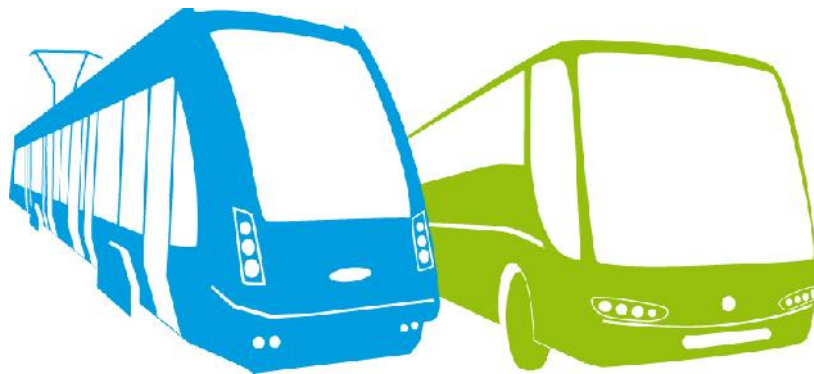


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## The challenge

- the needs and expectations of the customers are not always taken into account fully
- most quality monitoring systems capture the quality perceived by the customers only indirectly or in large intervals
- the use of new technologies, like internet, monitoring software, databases and innovative customer involvement techniques is hardly taking place



## The mission

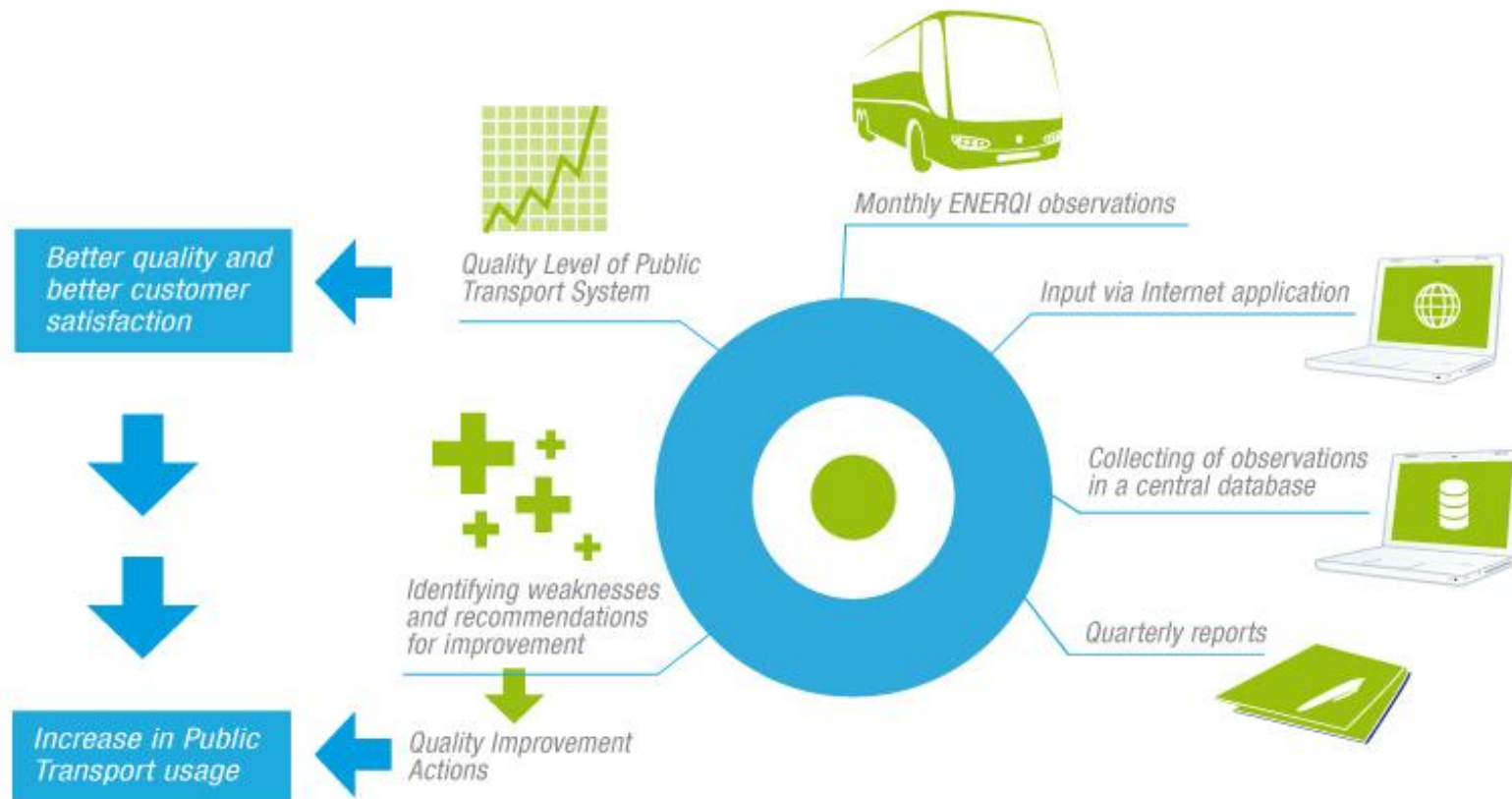
- increase the number of public transport users by focusing on customer needs
- remove barriers
- change the citizens' attitude towards public transport
- embed striving for customer satisfaction and needs in daily public transport management
- improve the quality of public transport
- save energy



## The approach

- innovative quality management system: a pool of passengers act as quality observers
- they answer questionnaires on a wide range of quality related issues regarding the public transport lines that they are using
- this is done on a continuous basis
- and the results are used to increase the hospitality and quality of the public transport service





## The ENERQI Quality Loop





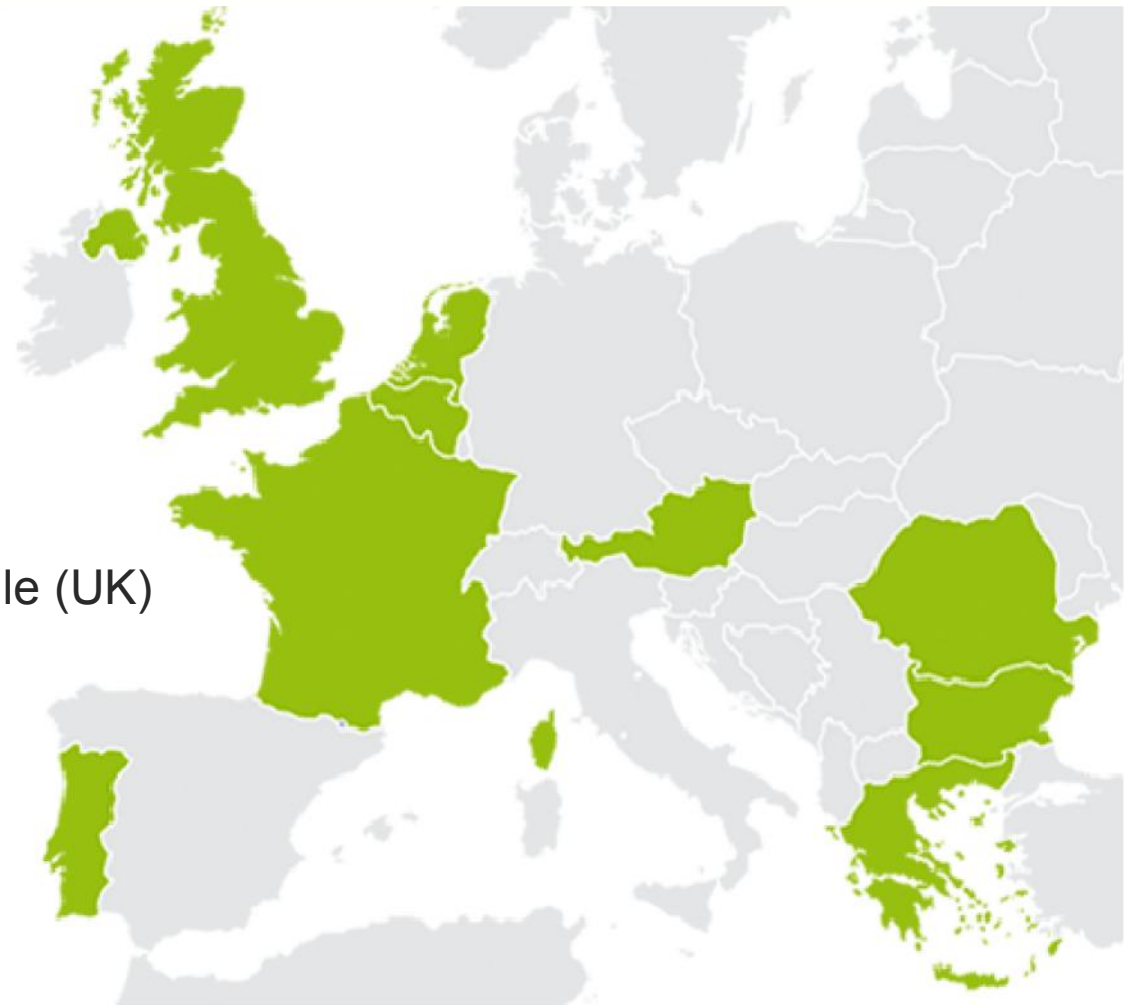
## The outcome

- more than 90,000 observations done by 4,000 observers
- 64 improvement actions with evaluated results
- information about the 8 test sites where the ENERQI-approach has been implemented
- information material, guidelines and instructions for followers
- ENERQI as a standard for quality monitoring in public transport



## ENERQI test sites

- Lisbon: CARRIS (PT)
- Athens: OASA (GR)
- Plovdiv: Hebros Bus (BG)
- Graz: Grazer Linien (AT)
- Lancashire: Burnley and Pendle (UK)
- Alba Iulia: STP (Ro)
- Toulouse: TISSEO (FR)
- Brabant: Arriva, Veolia (NL)



## STATUS EU

- Common methodology & common questionnaire (base on DIN EN 13816 norm) developed May 2011
- Interactive multi lingual web tool for management of questionnaires, assignments and data finished in October 2011 in each partner language with a full common questions catalogue + possibility to create new and share questions
- ENERQI can now take up followers



## Status NL

- Kwaliteitsverkenner started in 2005
- Co-operation between:
  - DTV Consultants (organizer)
  - Province of North Brabant (PT authority)
  - Reizigersoverleg Brabant (passengers federation)
  - Arriva (2 concessions: East Brabant & Meierij)
  - Veolia (3 concessions: Middle & West Brabant, Breda- Oosterhout-Utrecht)
- On average 500 volunteers active
- On average 500 observations done per month
- Full integration within ENERQI on 1<sup>st</sup> of december 2011



**Ward ook kwaliteitsverkenner!**

Reist u ook geregeld mee de bus? En wilt u meewerken aan goed, veilig en openbaar busvervoer?



# Wanted Local Observers

**Do you use Burnley and Pendle Travel's bus services? If you do we need your help.**

Observers are needed to help monitor the quality of bus services in the area, to take part email: [enerqiproject@lancashire.gov.uk](mailto:enerqiproject@lancashire.gov.uk) or visit [www.enerqi-online.eu](http://www.enerqi-online.eu)



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## STATUS UK

Lancashire County Council undertakes voluntary partnership working with Transdev Burnley and Pendle

UK faced with severe budget reductions

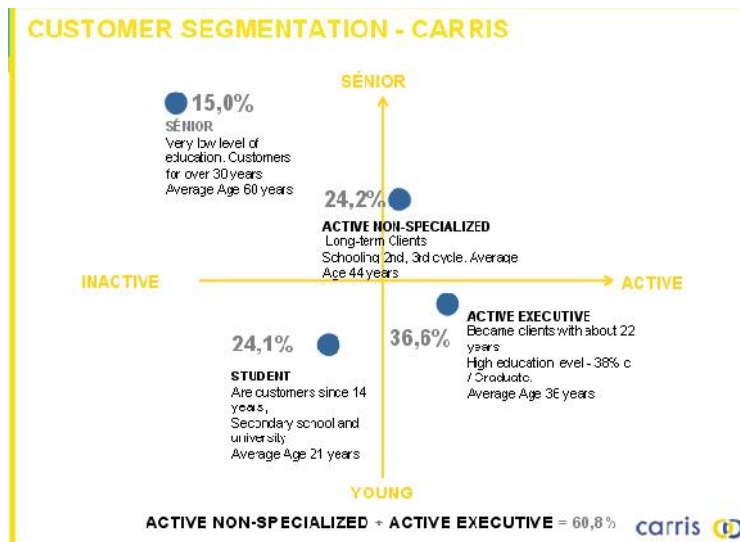
Recruitment will start now by using:

- customer database of B& P with 8000 contacts
- on bus posters and in local Travel Information Centres
- advertising in TB&P Customer Magazine article
- press Release
- local contacts



## STATUS PT

- Recruitment done by posters in busses, trams and metros and through telephone
- 1483 observers recruited !!!
- Monthly lottery and regular telephone contact
- Feedback also through newsletter
- Observations on the whole CARRIS network will start in December 2011
- Major service reductions foreseen due to economic crisis
- ENERQI will be used to monitor impact of reductions





The screenshot shows the STP website interface. At the top, there is a search bar and a phone number 0800 800 787. Below the search bar, there are navigation links for Home, Licențe noi, Cămine, Licențe, Cămine noi, Info, Măști, Autogara, Licențe, and SHERO. The main content area features a 'BINE ATI VENIT' banner with a photo of red buses. Below the banner is a 'PLANIFICARE TRASEU' section with a map and a 'PLANIFICARE TRASEU' form. To the right, there is a 'INDICATOR STANCA MEZII' section with a weather indicator showing -7 and +7. At the bottom, there is a 'STP ESTE MEMBRU' section with logos for UTP and UTP.

## STATUS RO

- 250 observers are recruited, recruitment on the whole bus network continues
- 90 observations already entered via the online web tool
- questionnaires are normally used on paper format
- STP has a new website starting with 2011, offering an online route planner, a link to ENERQI website for both users and observers, 360° photos for each bus stop and more
- STP organized **The cinema bus** project, as a marketing campaign, to attract new customers and observers towards their PT services.



## STATUS BG

- Recruitment done through target groups (senior citizens clubs, high schools, clubs for people with mobility issues) and by communication campaigns on stations, busses and in public buildings
- 1077 written questionnaires distributed, 500 expected to be returned by the end of November
- Only 3 online observers, more to come (mostly students)
- Cyrillic alphabet was difficult to implement in web tool
- Hebros Bus is going to optimize the heating/cooling in the busses and plans to improve their passenger information

## STATUS GR

- 65 volunteers already recruited, recruitment continues
- Questionnaire is finished, in Greece written questionnaires with data entry afterwards will be used.
- Monitoring will start in December 2011 on 1 metro line, 1 tram line and 20 – 25 bus lines



ΟΡΓΑΝΙΣΜΟΣ  
ΑΣΤΙΚΩΝ  
ΣΥΓΚΟΙΝΩΝΙΩΝ  
ΑΘΗΝΩΝ



Εταιρικό Προφίλ ▾ Δράσεις ▾ Μετακίνηση ▾ Για τον Επιβάτη ▾ Εισιτήρια - Κάρτες ▾ ΑΜΕΑ ▾ Νέα ▾ Προκλήξ

ENERqi  
ΒΕΛΤΙΩΣΤΕ ΤΑ  
**MMM**  
ΠΟΥ  
ΧΡΗΣΙΜΟΠΟΙΕΙΤΕ!  
Η ΓΝΩΜΗ ΣΑΣ  
ΜΕΤΡΑΕΙ!  
1 | 2 | 3 | 4 | 5 | 6 |





# STATUS AU

- Mass communication started in November 2011
- Already 80 active observers
- Goal is to attract between 500 and 700 observers
- Monitoring will be done on the whole network of Grazer Linien

**WERDEN SIE GRAZ LINIEN-TESTERIN!**

**KONTAKT**  
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In Zusammenarbeit mit der  
Forschungsanstalt für Mobilität (FAM)





**WERDEN SIE GRAZ LINIEN-TESTERIN!**  
im Rahmen des EU-Projekts ENERQI

**ENERQI**  
Die Idee von Intelligenter Energie wurde im Rahmen des EU-geförderten Projekts ENERQI parallel in 8 Ländern durchgeführt. Sie wird die Servicequalität der öffentlichen Verkehrsmittel weltweit verbessern und international ausrollen.  
Für weitere Informationen kontaktieren Sie unsere Website: [www.enerqi-online.eu](http://www.enerqi-online.eu)



Intelligenter Energie





**WOLLEN SIE UNS DABEI UNTERSTÜTZEN, DIE SERVICEQUALITÄT WEITER ZU VERBESSERN, DANN MACHEN SIE MIT!**

**WIE KÖNNEN SIE UNS UNTERSTÜTZEN?**  
Ganz einfach: Sie fahren mit unseren Linien und berichten über Ihre Beobachtungen.  
Der Fragebogen besteht aus 50 Fragen, mit denen Sie alle Aspekte der Fahrt bewerten: vom Pünktlichkeitsfaktor, bis hin zum Personalverhalten. Falls Sie umsteigen, gibt es zusätzliche Fragen.

**WAS HABEN SIE DAVON?**  
Sie helfen einem wichtigen Projekt, um die Servicequalität der öffentlichen Verkehrsmittel zu verbessern und sie weiter zu nutzen. Und das kommt auch Ihnen zugute.  
Außerdem werden Gutscheine und kleine Geschenke unter dem Namen Intelligenter Energie vergeben.

**WELCHE VORAUSSETZUNGEN MÜSSEN SIE HABEN UM MITMACHEN ZU KÖNNEN?**  
Sie müssen immer wieder die Grazer Linien und haben Interesse, über Ihr Feedback unsere Servicequalität zu verbessern.

**WIE VIEL ZEIT KOSTET SIE DAS?**  
Fast keine! Sie brauchen nur ein paar Minuten, um die Fahrt zu beenden, zum Shoppen, zu Freizeitaktivitäten ... und Sie erhalten zurücklegen für diesen Fragebogen. Dies ist ein Service, den Sie kostenlos und ohne weitere Kosten erhalten.

**WIE KANN ICH MITMACHEN?**  
Kontaktieren Sie uns telefonisch, per E-Mail oder über [www.enerqi-online.eu](http://www.enerqi-online.eu). Sie werden Sie gerne kontaktieren!

**WERDEN SIE GRAZ LINIEN-TESTERIN!**



## STATUS FR

- Recruitment will start in January 2012 done by a subcontractor
- Monitoring will start in February 2012
- Plan is to monitor the whole network of Toulouse (metro's, trams and busses)
- Still ongoing discussion on the frequency and way of questioning

## If you want to know more?

[www.enerqi-online.eu](http://www.enerqi-online.eu)

Or contact:

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- Renske Martijnse
- Patrick van Egmond

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