

Report 07.379
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Committee Passenger Transport Committee
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Annual Public Transport Customer Satisfaction Monitor - 2007

1. Purpose

To inform the Committee of key findings from the Public Transport Customer Satisfaction Monitor 2007.

2. Significance of the decision

The matters for decision in this report **do not** trigger the significance policy of the Council or otherwise trigger section 76(3)(b) of the Local Government Act 2002.

3. Background

The Public Transport Customer Satisfaction Monitor has been conducted on an annual basis since 2003. The overall purpose of this research is to examine public satisfaction with public transport services in the Wellington region and benchmark our performance year on year.

Specifically, the key objectives of the research are to:

- Determine actual and potential market size of public transport users.
- Assess the impact of changes in public transport services
- Identify areas requiring change to ensure ongoing improvement.
- Assess the extent to which customer satisfaction has changed since the benchmark in April 2003 and in subsequent years.

4. Findings

The key findings from the 2007 research are:

Overall

- Public transport services are highly regarded by the general public, with good satisfaction ratings in general.
- Wellington has a strong base of public transport users, though the total percentage of users in the last three months has dropped significantly from 75% in 2006 to 69% in 2007.
- Overall satisfaction with bus services has dropped significantly since 2006, and is now consistent with train services satisfaction.

Metlink

- Recognition of Metlink continues to grow, with 80% recognising the name when prompted.
- Metlink website usage has increased significantly, while call centre usage remains low and stable after a large reduction in 2006 compared to 2005.
- Satisfaction with both the website and call centre is high.

Moving forward

- The 2007 survey identified a number of areas needing more attention with high stated importance and high impact on customer retention.
- In line with the 2006 results, these include:
 1. Ease of accessing information regarding delays
 2. Real time electronic information at train stations
 3. Services arrive and leave on time

The Executive Summary is included as **Attachment 1** to this report. A full copy of the research report is available on request.

5. Communication

Michelle Smith will provide a brief presentation on the market research results at the Passenger Transport Committee Meeting on 26 June 2007.

Transport Operators were presented with the research results on 18 June 2007.

There will be a press release about the results, plus articles are planned for Metlink News and Elements.

6. Recommendations

That the Committee:

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

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Report approved by:

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Attachment 1: Public Transport Customer Satisfaction Monitor 2007, Executive Summary