

Objectives of the measure

- **At measure level:**
 - Facilitate the evaluation and collection of user's perception of public transport on VGP's territory
 - Better understand the users' perception on the quality of service (QoS) in its widest description : not only punctuality and regularity, but also through comfort, crowding levels, cleanliness...).
- **Contributing to city level objectives of:**
 - Reduce the existing gap between user perception and assessed QoS
 - Stimulate PT operators to improve the QoS and to support users in having a fair and objective opinion about PT services.
 - Improve users' satisfaction with the public transport
 - Communicate and educate users on good QoS indicators

Description of the measure

- **Situation before:**

This measure aims to reduce the gap between the perception of PT quality and the PT quality of service itself. The QoS is already quantified by the regional transport authority every trimester through several numerical indicators: regularity, punctuality, information, accompaniment, comfort, safety, accessibility for disabled people, etc. Even if QoS indicators are good, PT users may not be satisfied. And above all, those who don't take PT criticize this mode because they have a negative perception of it. In order to encourage people to shift from cars to PT or to encourage current PT users to remain in PT, we want to communicate more and better on the good indicators of QoS. Communication and pedagogy are the main actions of the measure 8.

In order to evaluate our actions of communications and pedagogy which will be led from the end of 2023 to 2026, we will measure the perception of QoS (not the QoS itself) today and at the end of the project. To fulfil this task l'Institut Paris Region will lead different surveys.

- **General description:**

The surveys are to be qualitative and aims to give a comparable starting point about modal share and quality of service (punctuality, regularity, cleanliness, passenger information...) on VGP's territory for us to compare with at the end of the UPPER project. This measure may be split in several surveys:

- Base quality of service survey in 2023/2024
- Comparative quality of service survey in 2026, at the end of UPPER to see evolutions
- Base modal split survey in 2023 through counts and a quick survey
- Comparative modal split survey in 2026, at the end of UPPER to see evolutions
- Serious games in August-September 2023

The final objective is to have a better understanding of user's expectations in terms of QoS and get closer to what they need and to overall improve the perception and use of PT through better QoS

- **Measure outputs:**

The surveys will ultimately result in several indicators, modal shares, and a global satisfaction score. The results will be comparable terms to terms as the survey should globally be the same and will be concatenated in an Excel form. The outputs would be measurable by the number of responses we get from the survey.

- **Supporting activities:**

In order to make this measure work we will be using different data bases that are already existing for other purposes to survey heterogenous groups of people in relation to transport questions. The "collectif mobilité IDF" is an example.

- **Interaction with other city measures: UPPER and non-UPPER measures**

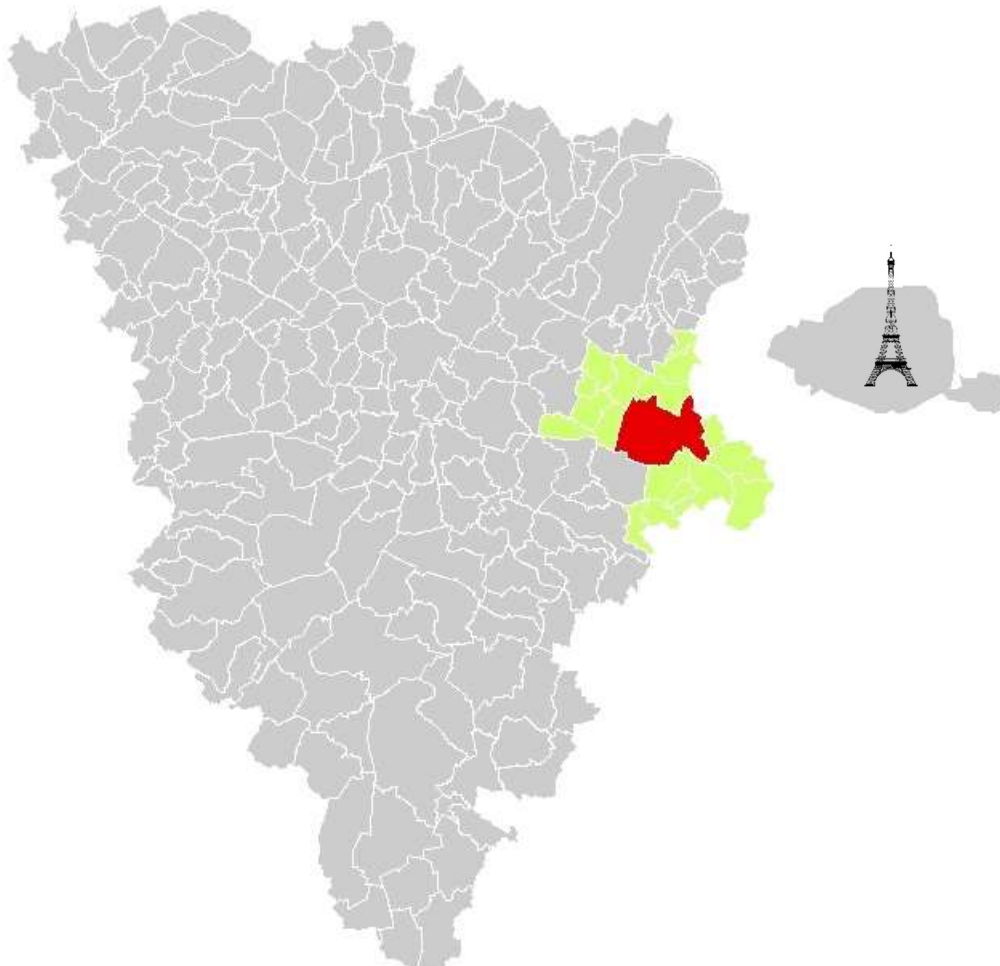
Irrelevant in our case

Target groups and/or geographical impact areas

- **Target groups:**

- Public transport users
- Targeted users will be people living and working in Versailles Grand Parc, people living in VGP and going to work elsewhere as well as people working in VGP but living outside the area.

- **Geographic implementation area:** The measure is targeted on the whole Versailles Grand Parc's territory as our panels are integrated on the whole territory. Hereafter is a map of the Yvelines department in Île-de-France Region. In red is the city of Versailles, and in green, the other cities that, together with Versailles, represent the Versailles Grand Parc "communauté d'agglomération". Versailles is located 18 km from Paris as a crow flies.



Stakeholders

The following stakeholders will be required for the implementation of this measure:

- **Collectif mobilité:** We have a partnership with them since several years. They will provide a part of the panel to survey as they have a substantial and representative sample in Île-de-France Region.
- **VGP:** Lead partner and host of the project
- **Institut Paris Region:** We will produce, lead, and process the survey.
- **(Operators:** if it is possible, it would be a nice touch to have a contact with them and imply them in the survey, but it is not likely)

U-tools support

This measure will not be actively supported by any IT tool of the UPPER toolkit.

Link to other UPPER measures

This measure is similar to UPPER measures implemented in other cities, especially:

- **BUD_03:** To understand dependencies between the level of service and passenger satisfaction

Process of implementation of the measure

Stages	Description	Intermediate milestones
Preparation	Design and shape the survey through LimeSurvey Prepare the survey in partnership with VGP Search for more panels/sources to enhance the finesse of the results	- 1st phase in late 2023/early 2024
Implementation	Send the questionnaire through the Collectif Mobilité panel/other sources if possible. Gather indicators such as: <ul style="list-style-type: none"> - Punctuality - Regularity - Comfort - Cleanliness - Crowd level (saturation) - Level of passenger information - Overall satisfaction - Modal shares 	- 2 nd phase in late 2026

Sub-measures and preliminary indicators

Measure	Sub-measure (if applicable)	Impact indicators
IDF_08	N/D	<ul style="list-style-type: none"> - Number of participants in the survey - Representativeness of surveys - Number of channels used