

Objectives of the measure

- **At measure level:**
 - Improve the measurement of the perceived quality of public transport systems;
 - Improve the credibility of quality measurements in public transport systems;
 - Adopt measures that facilitate experimentation of public transport by new segments of users;
 - Define and evaluate measures to improve the quality and speed of public transport services.
- **Contributing to city level objectives of:**
 - Increase the attractiveness of PT systems;
 - Increase satisfaction and perceived quality of PT systems;
 - Increase PT ridership.

Description of the measure

- **Situation before:**

The perceived quality of PT systems is subject of heated discussions amongst policy makers, with many operators not having systematic mechanisms for measuring quality and/or a lack of credibility in those assessments. There are indications that the quality of the service perceived by active customers is better than that perceived by non-customers of the system.

- **General description:**

This measure will work towards the improvement of the quality and efficiency of bus services in Lisbon, by addressing issues related with the perception of quality of the system, its effective communication and improvement. Essentially the measure will explore and implement mechanisms to improve the management of perceived quality and better coordinate this analysis amongst different operators. There is also a perception that a gap persists between the quality evaluation from PT customers and the opinion of non-users, which means that better communication and system experimentation may attract new users to PT. Finally, there is also a need to explore better data sharing with stakeholders, particularly with the view of identifying measures to improve the overall quality and efficiency of the PT system. The measure will focus on three major areas: i) better understanding of the perceived quality of the bus services, ii) explore ways to use large scale events to promote 'experimentation' of public transport services, notably through the creation of new digital ticket products that particularly facilitate this process; and iii) study mechanisms to make public transport services more attractive, in particular by focusing on quality and speed of the service.

- **Sub-measures description**

- **LIS_10_01:** Conduct Passenger Satisfaction Surveys for a better understanding of the perceived quality of the bus services: promote exchange of good practices in terms of measurement of quality of PT services between partners and review customer feedback and service evaluation processes (e.g. mystery clients and satisfaction studies); exchange results of satisfaction studies; and exchange experience and explore the potential of certification schemes.
- **LIS_10_02:** Development of new Digital PT Tickets for events to explore ways to use large scale events to promote 'experimentation' of public transport services, notably through the creation of new digital ticket products that particularly facilitate this process; this measure shall include both the development of tickets, the planning of special service offerings (including possible needs of data acquisition) and the launch of digital products and/or communication campaigns.
- **LIS_10_03:** Analysis and implementation of measures to improve PT services, by studying mechanisms to make public transport services more attractive, in particular by focusing on quality and speed of the service: analyse the results of quality assessment and considering the work in other measures related

with commercial speed and customer needs, identify and implement measures to improve the attractiveness of PT systems.

▪ **Measure outputs:**

This measure will deliver:

- A review of PT quality assessment studies at CARRIS and TML, making the approach more consistent;
- Improved data sharing between CARRIS, TML and CML regarding the perceived quality of public transport;
- Development of a novel framework to use large-scale events for PT experimentation campaigns, and its implementation in pilot studies;
- Implementation of feasible solutions to improve PT services identified in other measures' activities (namely, LIS_03 and LIS_08).

▪ **Supporting activities:**

- Creation of a working group with CARRIS and TML, with possible extension of other public transport operators, to discuss and better coordinate quality assessment;
- Creation of a working group with CARRIS, TML [and other public transport operators] and CML to share information about quality assessments in public transport and discuss improvement mechanisms.

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

This measure is related to other measures in the city of Lisbon:

- LIS_02: Promote, extend services and prioritise PT;
- LIS_03: To improve the mobility planning;
- LIS_06: To improve comfort, convenience and safety of PT interfaces;
- LIS_07: To create a new Multimodal Digital Mobility Services (MDMS);
- LIS_08: To implement campaigns and partnership initiatives.

Target groups and/or geographical impact areas

- **Target groups:** Current and potential PT customers, and PT operators.
- **Geographic impact area:** Lisbon Metropolitan area.

Stakeholders

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

- **PTOs:** Carris and Carris Metropolitana aim to re-evaluate and enhance their PT service offer;
- **Cities and authorities:** The city entities can collaborate in the improvement of PT services;
- **Service providers:** Companies providing customer satisfaction studies/analysis;
- **Passengers:** Current and potential PT customers;
- **Organisers of large-scale events;**
- **Providers of digital mobility solutions;**

U-tools support

The implementation of this measure will be actively supported by four IT tools from the UPPER toolkit:

- **U-NEED:** This tool shall aid the analysis of the current state of the network and the detection of inefficiencies in the PT services and network design. Such information can be employed to devise new strategies and measures to improve the PT service;

- **U-TWIN:** This tool will allow the monitoring of the PT services during operation, as well as the detection of incidents that may impact the quality of the provided services. This information is of utmost importance to ensure an early response to service disruptions. Furthermore, the use of this tool during large-scale events shall allow a more in-depth analysis of the mobility patterns during these events;
- **U-SIM.plan:** This tool shall enable the simulation of different measures and strategies relating to PT service changes and improvements. This information will be extremely important in the selection of actions to undertake in the continued enhancement of PT supply, and in the preparation of large-scale events in the city.
- **U-GOV:** This tool will supply a novel platform to engage and interact with PT users in closer and more direct fashion. As such, it may provide prime conditions to conduct satisfaction surveys and elicit more in-depth responses than those feasible with traditional surveying methods.

Link to other UPPER measures

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

- **IDF_05:** Promote the use of the PT service by visitors in large events;
- **VAL_03:** To optimise public transport offer based on advanced technology;
- **VAL_07:** To provide the citizens with clear and accessible information before and during the trip;
- **IDF_08:** Improve public perception of PT;
- **MAN_05:** Modernize and increase the attractiveness of digital sales channels and private sector partnerships;
- **BUD_01:** To improve the efficiency and convenience of PT service;
- **BUD_03:** To understand dependencies between the level of service and passenger satisfaction.

Process of implementation of the measure

Stages	Description	Intermediate milestones
Design	Revise current customer satisfaction studies and analysis in CARRIS and TML. Revise the application of standards and guidelines in this area.	- Establish a functioning working group in the field of quality measurement.
Preparation	Engage with the City of Lisbon to discuss results of quality studies and establish measures to improve performance.	- Creation of a working group to share information about quality assessments in public transport and discuss improvement mechanisms.
Implementation	Implement experimentation campaigns, associated with particular large-scale events (or other alternative mechanisms to enhance attraction of new customers).	- Implement campaigns and experimentation pilots; - Monitoring of results.

Sub-measures and preliminary indicators

Measure	Sub-measure (if applicable)	Impact indicators
LIS_10	LIS_10_01: Passenger Satisfaction Surveys	<ul style="list-style-type: none"> - Passenger Evaluation KPIs (TBD); - Modal share of PT; - Number of transported passengers; - Commercial speed; - PT delays/punctuality index.
LIS_10	LIS_10_02: Digital PT Tickets for events	<ul style="list-style-type: none"> - Number of developed modalities/Number of events (where Digital tickets are available); - Number of requested/issued tickets per event; - Number of transported passengers using digital tickets; - PT ridership during events.
LIS_10	LIS_10_03: Analysis and implementation of measures to improve PT services	<ul style="list-style-type: none"> - Modal share of PT; - Number of transported passengers; - Commercial speed; - PT delays / punctuality index.