



IDF_08: Improve public perception of PT

This measure aims to reduce the gap between the perception of PT quality and the actual PT quality of service. The QoS is already monitored by the regional transport authority every trimester through several quantitative indicators: regularity, punctuality, information, nudget, comfort, safety, accessibility for disabled people, etc. To encourage people to shift from private cars to PT or to retain current PT users, the measure aims to communicate more effectively about the positive QoS indicators. Communication and education activities are the main actions of measure IDF_8.

To evaluate the communication and educational actions, which started at the end of 2023 and will continue until 2026, the perception of QoS (not the QoS itself) will be measured at the start and again at the end of the project. To fulfill this task, l'Institut Paris Region will lead various surveys.

The surveys are qualitative and aim to provide a comparable starting point regarding modal share and quality of service (punctuality, regularity, cleanliness, passenger information, etc.) on VGP's territory for comparison at the end of the UPPER project. This measure plans several surveys and focus group:

- Baseline quality of service survey in 2023/2024
- Comparative quality of service survey in 2026, at the end of UPPER, to see evolutions
- Baseline 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 users' expectations in terms of QoS and to better align with their needs, ultimately improving the perception and use of PT through enhanced QoS.

The baseline survey was launched in May 2024, and the answers are currently being collected. VGP initiated a campaign through their channels to recruit more respondents. A communication campaign has been planned with the objective of communicating more precise QoS indicators and gaining a better understanding of user expectations.

The survey was built on 3 types of users to cover the most prevalent use case on the territory of VGP:

- Inhabitants of VGP/people that work in VGP, students/ both
- Respondents must be at least 16 years of age to be GDPR compliant
- And they must use at least 2 times per week the transport system to be presented the whole survey.

Different channels of diffusion and various pools of respondents were utilized as follows:

- Known and identified sources were employed, including an internal panel with local stakeholder and a panel shared with involved partners.
- Social media were used to reach users outside of the known panels. A recruitment campaign was launched on Facebook and Instagram, with a localization factor based on VGP's territory to target public transport users.
- Additionally, with the assistance of VGP, institutional sources were reached, such as the local chamber of commerce, communes, and the communauté d'agglomération, which could connect with users through newsletters and social media.

The survey covered 5 main themes:

- Transport Category usage and frequency of usage



- Bus theme
- Train theme
- Tramway theme
- And user profile.

Per transport mode (bus, train, tramway), the following sub-themes were addressed:

- Offer
- User information
- Comfort/cleanliness
- User service
- Security
- Global impressions.

Each question in these themes is responded using a Likert scale.

The purpose of this questionnaire is to gain a deeper understanding of users' evaluations of the transportation system and their overall impressions. These insights will be compared with the Key Performance Indicators (KPIs) as assessed in contracts with the transport authority, to identify differences and similarities. This comparison aims to explore the reasons behind any discrepancies and to better align services with users' expectations.

One of the challenges is represented by the communication campaign which requires authorization from local operators, the regional railway operator, and possibly the regional mobility authority, as well as support from VGP, making its approval uncertain. The survey's completion has been postponed to mid-July 2024, with the next step being the analysis of the results in July 2024.