

Transport for London



David Brown BA CMILT
Managing Director
Surface Transport

Transport for London

Caroline Pidgeon AM
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Dear Caroline,

Re: Transport Committee investigation into door-to-door transport services in London

Thank you for your letter to Peter Hendy of 25 January 2010 and your invitation to contribute to the Committee's scrutiny, for which I am grateful. I am replying on Peter's behalf.

Since the committee last met in March 2009 to consider the Dial-a-Ride (DaR) service significant progress has been made in this area of door to door service provision across London. Key achievements that I am pleased to report are:

- 6.7% increase in the number of trips completed in 2009/10;
- The 'refusal' rate has decreased year to date to 8.8% (from 10.5%) and more recently to 6.1%;
- 6.9% increase in demand, year to date;
- In the last 4 week period, 94 out of every 100 trip requests have been scheduled;
- An increase in satisfaction with the DaR booking service (from a score of 73 to 79 in the most recent quarterly survey).

These achievements and other developments are described in detail in the first part of this letter.

MAYOR OF LONDON

Availability

During 2009/10 DaR has continued to build on the improvements of last year when the service delivered 1,178,322 trips. This was nearly 5% (51,000) more trips than during 2007/08. As of early February 2010, completed trips have further increased by 6.7% (66,000) and the refusal rate has fallen from 10.5% to 8.8% across London, whilst demand for the service has increased by 6.9%. At the end of the third quarter, we forecast that DaR would complete 1.3m trips in the full year, however following very high cancellations by passengers during the recent adverse weather; the year end outcome is now estimated at 1.26m. Even so, this represents an increase of 82,000 trips compared with trips completed in 2008/09. Delivery of 1.4m annual Dial-a-Ride trips remains an aspiration, and we believe it is more achievable now that the IT system difficulties we experienced in the early part of the 2009/10 financial year have been largely resolved. DaR have been actively promoting the service over the last 6 months, specifically to stimulate demand for trips at quieter times of day when the service has some spare capacity, this will contribute to the attainment of operating 1.4m trips each year.

DaR's computer system continued to suffer from reliability problems until the end of June 2009, when new in-house hardware was implemented. This has now provided DaR with an effective and reliable system allowing the small scheduling team to focus on enhancing trip delivery. Two phases of substantial improvements to service delivery have taken place since July 2009. These were:

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*(*Completed trips in periods 10 & 11 were affected by high levels of cancellations by passengers due to adverse weather conditions)*

Further details of service delivery improvements during 2009/10 are shown graphically in Appendix A.

Efficiency

Driver trips per shift

The number of trips undertaken by a driver during their shift is influenced by a range of factors. These principally include:

- The change to customer focused scheduling;
- Proportion of wheelchair passengers due to the substantially longer boarding/alighting times to secure the wheelchair;
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Cost per trip

The forecast year end cost per trip is £23.53 based on 1.3m completed trips. This compares favourably with £27.06 in 2007/08 and £26.30 in 2008/09. As DaR and its members are now able to benefit from the stable computer scheduling system, future costs per trip are expected to further reduce as completed trips increase and other efficiencies are achieved. (Note: all costs are at 2009/10 values)

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Booking process

Call Answering

The achievement of a stable and effective computer system has, as expected, generated significant improvements in the booking process. In particular call durations have reduced, enabling more calls to be handled more quickly reducing the time taken to be answered by a Reservationist.

There have been on-going reductions in call answer times throughout the year. In January 2010 (period 11) average time to be answered at 90 seconds was less than two thirds of the time experienced in April 2009 by callers. A summary of performance is shown in Appendix B.

DaR continues to have an extremely high surge of incoming telephone calls immediately after the booking centre opens. Although call wait times are lengthened during this peak period, in recent weeks the early morning peak is being cleared shortly after 1000 on Monday - Wednesday and around 1100 on Thursday and Friday, when bookings are also taken for the weekend. The success in attending to the morning peak of calls is clearly illustrated by the differential answer times between 0900-1000hours and 1000-1100 hours.

On booking days in January 2010, approximately 90 calls out of the 2050 calls received rang off before the caller spoke with a Reservationist. This amounts to 4.4% of calls and of these approximately one fifth were rung off within 15 seconds of the call being made.

The improvements in the booking process are reflected in the improving Customer Satisfaction scores and a substantial reduction in complaints.

Telephony

Phase 1 of the new telephone system was introduced in October 2009. Features of the first phase included the playing of music to callers placed on hold, the provision of length of queue time information to callers and simpler press button options. Introduction of music whilst on hold removes any doubt for customers that they are connected to the call centre and that will be answered by a Reservationist shortly.

Phase 2 is under development involving groups of members and is scheduled for introduction in late Spring 2010. This will provide, for those who wish to use them, facilities for self service cancellations, confirmations and bookings to 'favourite' destinations.

Internet Booking

An internet booking facility is under development with the involvement of a group of members who are familiar with using the internet for purchasing goods and services. This facility will provide the same features as Telephony Phase 2 on an equitable access basis to those enjoyed by those who wish to continue using the telephone booking service.

Customer Satisfaction

The subjective experiences of DaR customers are measured by TfL through a quarterly Customer Satisfaction Survey (CSS). The most recent CSS for Quarter 3 2009/10 (field work conducted in November 09) reported overall satisfaction unchanged at 91 out of 100 and satisfaction with the booking process up to 79 out of 100 (compared with 73 out of 100 for 2008/9). TfL also conducts a Mystery Traveller Survey (MyTS) to provide additional data on members' experiences regardless of whether or not a booking is successful. The MyTS is produced twice a year and the most recent report is for Quarter 2 2009/10

Copies of CSS and MyTS reports are included as an Appendices D & E.

Improvements in service delivery have resulted in significant reductions in the level of complaints from members and their representatives. Details of these reductions are shown in appendix F.

Consultation and Engagement

During 2009 DaR has been very active in engaging and consulting with members, members' representatives and groups where there may be potential members. In addition to the twice yearly meetings with the 14 DaR Local Area Panels, managers have undertaken over 60 meetings with groups and representatives since April 2009. DaR senior managers have also had quarterly meetings with Transport for All and participated in the wider TfL engagement with the Independent Disability Advisory Group (IDAG).

Separately, to inform and support the development of the new telephony and internet booking facilities consultation has been undertaken with groups of DaR members during the year.

Non-active members

TfL conducts customer research with members who are registered with the service but who have not been travelling. The most recent of these 'Non-active users' surveys' was completed in July 2009 and it found that the most common reasons cited for not travelling with DaR were reasons outside of DaR's control. The two principal reasons non-active members cited for not using the service were:

- 28% said they had not used DaR recently because they were now using other modes of transport including mainstream bus services and private transport;
- 27% said that their disability, age or illness made it difficult to go out at all

Just 8% said they had not used DaR because their bookings had not been accommodated.

A copy of the market research report is included as appendix G.

Marketing

Since April 2009, over 6000 organisations and individuals involved with London's disabled and elderly residents have been mailed details of the DaR service.

London Councils' proposals

You also requested TfL's views on proposals being developed by London Councils to integrate existing door-to-door services. As of mid October 2009, London Councils had considered and agreed (at the Transport & Environment Committee) a high level strategy with the aim to bring together door-to-door transport services across London. How such a strategy could be implemented and whether there is a business case for doing so are still to be developed. It must be acknowledged that such a strategy will need to be encompassed within TfL's existing financial envelope for DaR services.

TfL is involved in London Council's Project Board so that we can understand the implications of their proposed strategy on users of the DaR, Capital Call and Taxicard services and the role TfL may play in delivering the new system and the funding implications.

We are not in a position to anticipate these issues at this time, given that London Councils' strategy is at a relatively early stage of development.

We are, however, keen to ensure that the improvements delivered to the London-wide Door to Door services over the last few years are sustained and built upon, and will be working closely with London Councils ensuring that this is considered within their proposals.

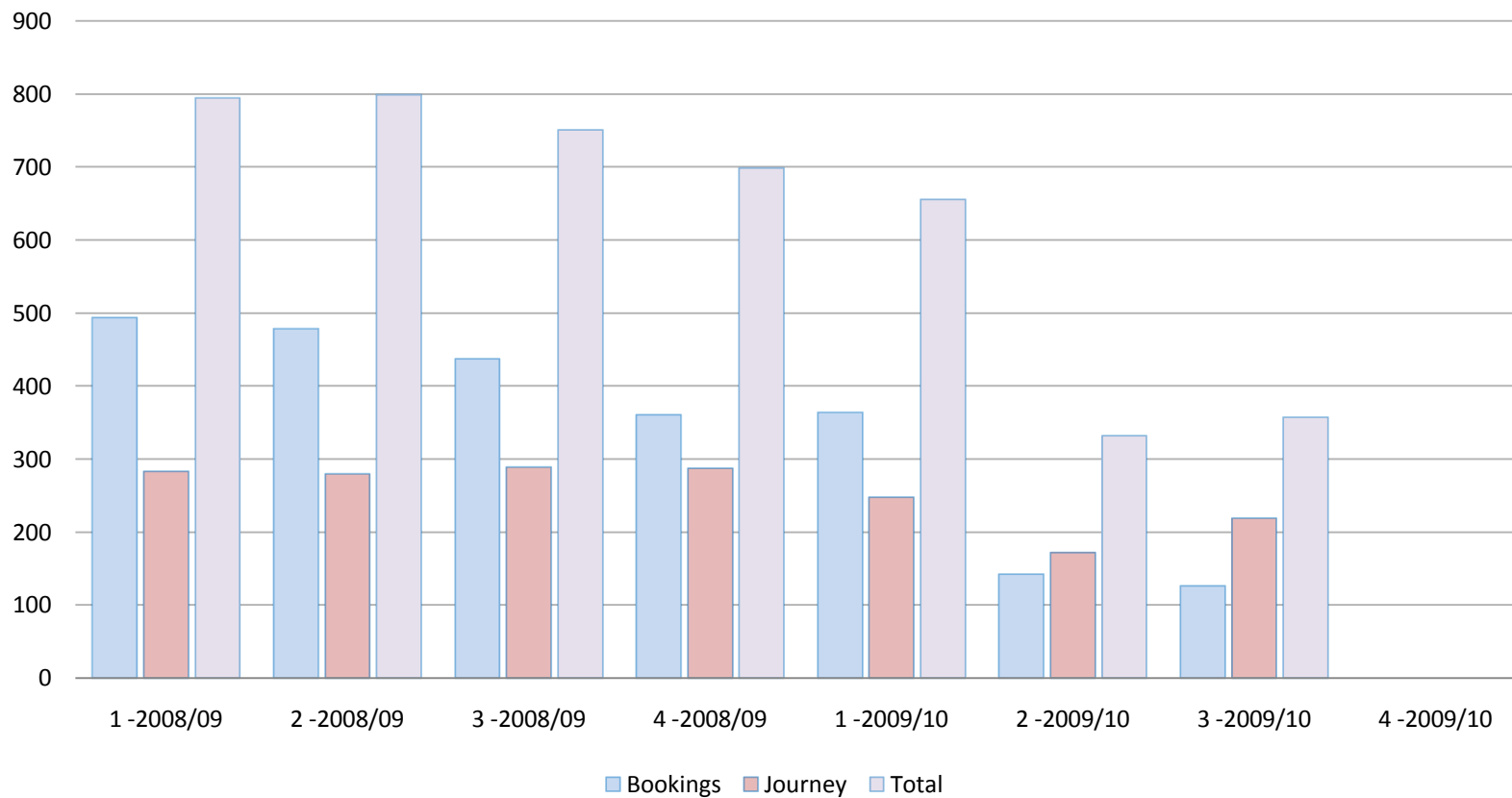
Yours sincerely,

David Brown
Managing Director – Surface Transport

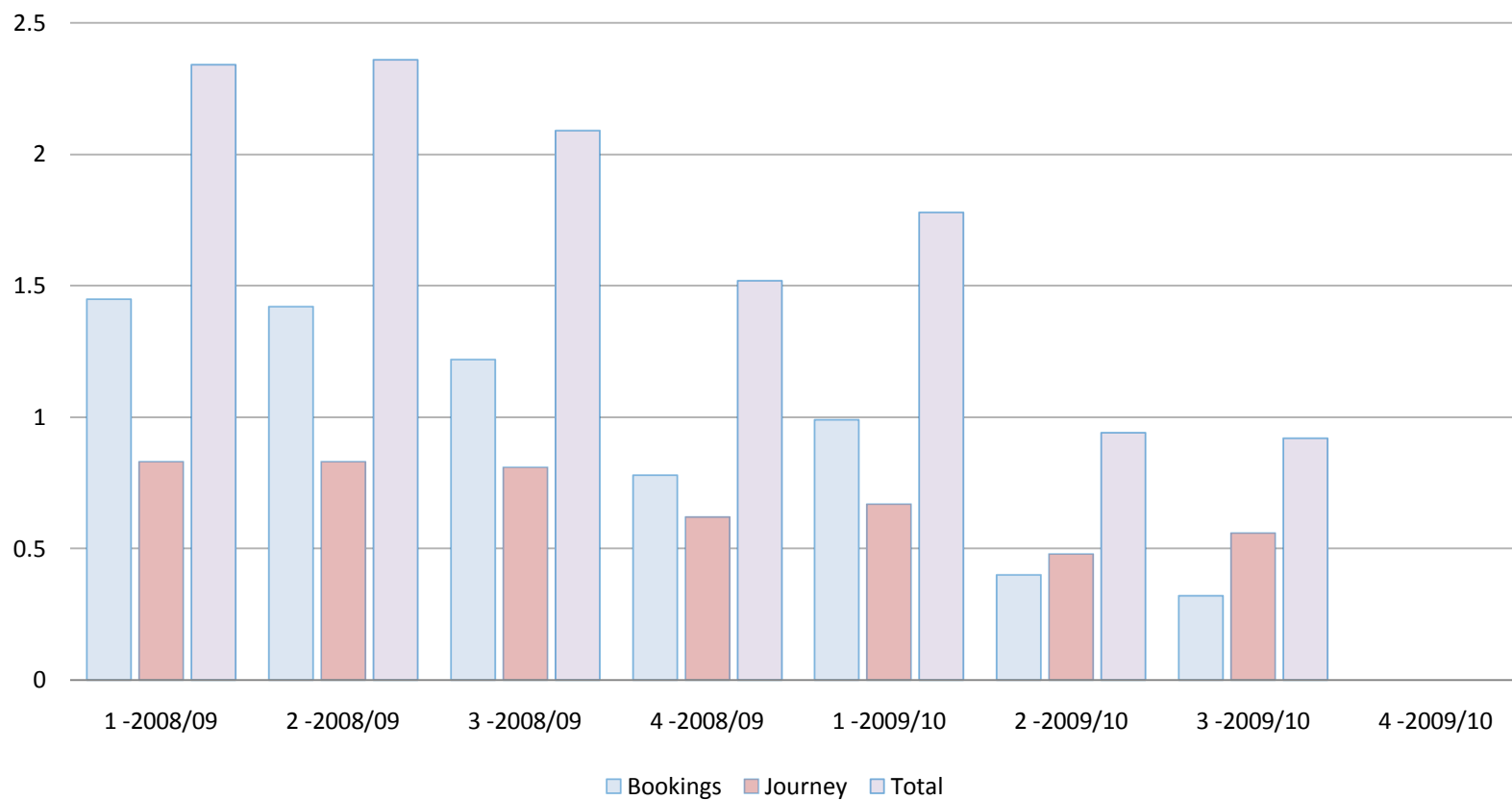
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Appendices	A	Trip Delivery Graphs
	B	Call Answer Times
	C	Consultation and Engagement
	D	Customer Satisfaction Survey 2009/10 Quarter 3
	E	Mystery Traveller Survey 2009/10 Quarter 2
	F	Complaint trends
	G	Non-Active Members Study 2009

Number of Complaints



Complaints Per 1000 Trips Requests



Appendix C

Dial a Ride Engagement with Stakeholders and Representatives

Date	Organisation Representatives	Borough
PERIOD 1		
02/04/2009	Cottons and Fanbridge Sheltered Housing	Havering
02/04/2009	Barking and Dagenham Access Group	Barking and Dagenham
02/04/2009	The Willows	Harrow
22/04/2009	Harrow Pensioners Forum	Harrow
22/04/2009	St John's Wood Synagogue	Westminster
28/04/2009	Methodist Church Hall	Havering
25/11/2009	The Big Talk	Croydon
27/04/2009	Westminster Falls Prevention Team	Westminster
29/04/2009	Rosie Grewal - visit	
01/05/2009	Age Concern Hillingdon	Hillingdon
28/04/2009	The Salvation Army	Haringay
30/04/2009	RNIB	All London
PERIOD 2		
11/05/2009	Notting Hill Housing Association	Camden
13/05/2009	Croydon Mobility Forum	Croydon
16/05/2009	Mobility Awareness Day	All London
PERIOD 3		
05/06/2009	Wandsworth Mobility Forum	Wandsworth
05/06/2009	James Brokenshire MP	Havering
16/06/2009	Angela Watkinson MP	Havering
16/06/2009	Waltham Forest Disability	Waltham Forest
18/06/2009	Kingston Council Overview Commission	Kingston
00/01/1900	Hackney Festival for Older People (launch)	Hackney
PERIOD 4		
30/06/2009	Harrow Service users forum	Harrow
30/06/2009	Kingston - disability organisations	Kingston
07/07/1989	Richmond equality partnership meeting	Richmond
14th July	Havering Scrutiny committee	Havering
PERIOD 5		
07/08/2009	Campbel Court Sheltered Housing Residents Group	Haringey
09/07/2009	Barnet Housing - Sheltered Housing	Barnet
27/07/2009	Croydon Mobility Forum	Croydon
11/08/2009	Crane Community Centre	Twickenham
21/08/2009	Sutton Centre for Independent Living	sutton
PERIOD 6		

06/10/2009	Salvation Army (Enfield)	Enfield
10/09/2009	Redbridge People First	Redbridge
10/09/2009	Jewish Care	All London
10/09/2009	Kingston Accessibility Day - Transport for All	Kingston
16/09/2009	EastEnd Pensioners Action Group	Tower Hamlets
17/09/2009	Tower Hamlets Accessibility Day	Tower Hamlets
17/09/2009	Japanese visitors	n/a
PERIOD 7		
23/09/2009	Southwark mobility forum	Southwark
25/09/2009	Hillingdon Mobility Forum	Hillingdon
25/09/2009	Disablity Capital Conference	All London
30/09/2009	Croydon Mobilty Forum	Croydon
10/08/2009	Meeting with Faryl Velmi (TfA)	All London
08/10/2009	Nottinghill Housing Trust	Islington
23/10/2009	Jewish Care /Friday group	Hampstead
PERIOD 8		
02/11/2009	Transport for all conference	All London
05/11/2009	Chalkhill Cumminity Centre	Brent
06/11/2009	Total Health Care (Stroke Action Enfield)	Enfield
11/11/2009	RNOAF Northwood Old Folks Ass.	Hillingdon
12/11/2009	Jewish Care / Thursday group	Hampstead
PERIOD 9		
17/11/2009	Haggerston Stroke Group	Hackney
17/11/2009	Community Transport Association Conference (London)	All London
23/11/2009	Ilford Blind Assosiation	Redbridge
24/11/2009	Croydon Big Talk	Croydon
03/12/2009	Southwark Council Transport Meeting	Southwark
04/11/2009	Disablity Croydon	Croydon
PERIOD 10		
04/01/2009	Meeting with Faryl Velmi (TfA)	All London
PERIOD 11		
21/01/2010	Southwark Disability Forum	Southwark
21/01/2010	Tower Hamlets Mobilty Panel	Tower Hamlets
28/01/2010	Chalkhill Cumminity Centre Thursday +60 Group	Brent
16/02/2010	73 Mildmay Street (contact Esme)	Islington
08/02/2010	H A F A D , Greswell Street	Hammersmith & Fulham
10/02/2010	Wandsworth Mobilty Forum	Wandsworth



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Since April 2009, over 6000 organisations and individuals involved with London's disabled and elderly residents have been mailed details of the DaR service.

London Councils' proposals

You also requested TfL's views on proposals being developed by London Councils to integrate existing door-to-door services. As of mid October 2009, London Councils had considered and agreed (at the Transport & Environment Committee) a high level strategy with the aim to bring together door-to-door transport services across London. How such a strategy could be implemented and whether there is a business case for doing so are still to be developed. It must be acknowledged that such a strategy will need to be encompassed within TfL's existing financial envelope for DaR services.

TfL is involved in London Council's Project Board so that we can understand the implications of their proposed strategy on users of the DaR, Capital Call and Taxicard services and the role TfL may play in delivering the new system and the funding implications.

We are not in a position to anticipate these issues at this time, given that London Councils' strategy is at a relatively early stage of development.

We are, however, keen to ensure that the improvements delivered to the London-wide Door to Door services over the last few years are sustained and built upon, and will be working closely with London Councils ensuring that this is considered within their proposals.

Yours sincerely,

David Brown
Managing Director – Surface Transport

Enc (....)

Appendices	A	Trip Delivery Graphs
	B	Call Answer Times
	C	Consultation and Engagement
	D	Customer Satisfaction Survey 2009/10 Quarter 3
	E	Mystery Traveller Survey 2009/10 Quarter 2
	F	Complaint trends
	G	Non-Active Members Study 2009



Mystery Traveller Survey Disabled Travellers

Dial-a-Ride Report – Q2 2009/10

Prepared for:
Transport for London

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GfK NOP

**Mystery Traveller Survey – Disabled Travellers
Dial-a-Ride Report – Q2 2009/10**

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1. EXECUTIVE SUMMARY

This twice yearly survey conducted by GfK Mystery Shopping on behalf of Transport for London has been designed to provide an objective measurement of the Dial-a-Ride service.

Fieldwork dates for Q2 0910 ran from 27/06/09 to 18/09/09. During this quarter there were 68 attempted journeys and 64 journeys were taken. All assessments for the Paddington depot were carried out by wheelchair users. Assessments of the Orpington and Southall depots were carried out by wheelchair users and those with mobility impairments. Wimbledon depot was assessed by wheelchair users, travellers with visual impairments and mobility impaired travellers. Palmers Green received assessments from a visually impaired traveller and a traveller with impaired mobility. Woodford depot was assessed by travellers from all three impairment groups.

Booking calls for all depots are now routed via the Management Control Centre (MCC).

Key Findings

Booking the Journey

- While some aspects of booking the journey were less positive this quarter, the percentage of successful bookings was slightly up on Q4 0809.
- After a major reduction in the time taken for callers to get through to an operator during Q4 0809, average waiting time has increased this quarter from 2 minutes 58 seconds to 3 minutes 23 seconds.
- 50% of callers were able to get through to the booking service on their first call, compared to 64% during Q4 0809.
- Operators scored less well for helpfulness and politeness this quarter. No operator was given the lowest rating for helpfulness but 1 operator was given the lowest rating for politeness.

Getting on the Bus

- The overall score for whether the vehicle arrived on time remained static at 98.
- Politeness of the driver was scored at 72, compared with 75 for Q4 0809.
- Helpfulness of the driver was scored a little more positively this quarter, 79 compared to 77.
- Mobility impaired and visually impaired travellers scored maximum for feeling safe during their journey. However, wheelchair users gave a less positive score for this aspect this quarter, down 5 from 96 to 91.

Getting off the bus

- The score for ease of using lifts or ramps was a little more positive this quarter; however the general aspect of ease of alighting was rated a little less positively.

2. METHODOLOGY

This twice yearly survey has been designed to provide an objective measurement of the Dial-a-Ride service. It is part of the Mystery Traveller Survey (MTS) using disabled travellers which provides an objective assessment of bus, taxi, PHV, street pavements and Dial-a-Ride services.

Travellers using the Dial-a-Ride service assess the telephone booking facility, boarding and alighting the vehicle, the quality of ride and the manner of the telephone operator and driver of the vehicle.

There were 68 attempted assessments during Q2 0910, which were split as follows:

Depot	Total attempted assessments	Wheelchair users	Travellers with mobility impairments	Travellers with visual impairments
Orpington	11	8	3	0
Paddington	12	12	0	0
Palmers Green	5	0	2	3
Southall	11	8	3	0
Wimbledon	16	12	1	3
Woodford	13	8	2	3
Total	68	48	11	9

3. INTERPRETING THE RESULTS

During each journey the traveller records the quality of service attributes on a five-point scale, which is converted to a score out of 100 (in a few cases, a scale of fewer than five points is used). 'Yes/No' questions are also converted to a score out of 100. In all cases the higher the score out of 100, the better the service.

True percentages are shown as XX% in this report; all other figures shown are scores out of 100.

For some measures charts have been included to show trended data across the current and previous quarters. Where appropriate, assessor comments have been included.

In reviewing the results, the following points should be taken into consideration;

- **Low base sizes by depot and by impairment group**
- **It is acknowledged that travellers who live close to Depot boundaries may be served by vehicles from different Depots. For the purposes of this report, journeys are assigned to a specific Depot based on the location of the traveller (information supplied by Dial-a-Ride).**

4. BOOKING THE JOURNEY

Booking calls for all London Depots are now routed via the Management Control Centre, following a phased switchover which was completed on 1st September 2008. From Q4 0809 only the MCC will be scored for measures concerning journey booking.

Travellers were able to get through to the booking service at their first attempt in 50% of calls made this quarter, 34 of the attempted 68 bookings. During Q4 0809, 64% of callers (43 of the 67 attempted bookings) got through on the first attempt.

Travellers are permitted to abandon their booking after 6 attempts if they wish, however some do persist beyond this point. 1 call was abandoned this quarter.

Number of attempts to get through to the MCC

1	2	3	4	5	6 or more	Booking abandoned
34	13	9	2	2	7	1

Telephone greeting given by operator

	MCC Q2 0910	MCC Q4 0809
London Dial-a-Ride	79%	82%
Good morning / afternoon	60%	63%
(First name) speaking	54%	67%
(How) may I help you?	63%	63%

Ease of conversation

The majority of travellers (64 of 67 calls answered, 96%) found the initial greeting from the operator clear and easy to understand. 3 travellers felt that the operator did not allow them time to finish their sentences without interruption. These results are slightly less positive compared to Q4 0809 where 97% of travellers found the initial greeting clear and only 1 caller was not allowed to finish their sentences.

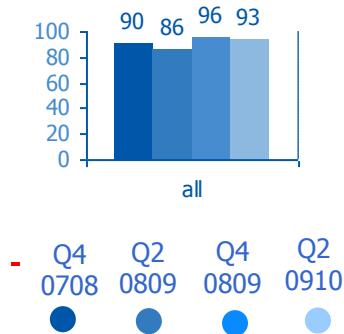
Wait until call answered by operator

The average time taken for calls to be answered by an operator was 3 minutes 23 seconds for Q2 0910. This compares with an average of 2 minutes and 58 seconds during Q4 0809.

Key details repeated to caller to confirm understanding

The score for whether the key details of the booking were repeated back to the caller was down by 3 points to 93 this quarter.

Did employee repeat key details to confirm?



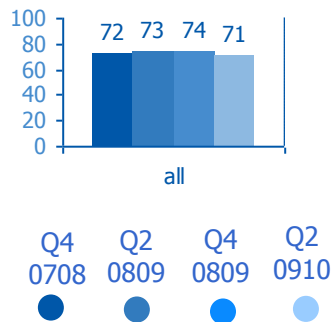
NB – From Q4 0809 all calls routed via MCC

Helpfulness of operator

After steady gains since Q4 0708, the score for the helpfulness of the operator was down by 3 to 71.

Most travellers (54 of 67, 81%) rated the operator as 'Good, helpful' or 'Excellent'. No caller rated their operator as 'Deliberately unhelpful', although 3 callers rated the operator as 'Poor'.

How helpful was the operator?



NB – From Q4 0809 all calls routed via MCC

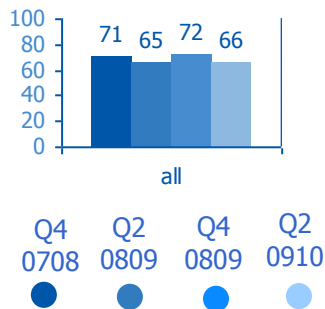
Politeness of operator

After gaining 7 points for Q4 0809, the score for the politeness of the operator was down by 6 points to 66 this quarter.

60% of callers (40 of 67) rated the operator as 'Good' or 'Excellent'. 1 traveller, a wheelchair user with Paddington Depot, gave their operator the lowest rating and made the following comment.

"The operator who took my call was very rude and said that they could not understand me and said that I should speak up. I could not do this due to my illness. They put the phone down on me. I was angry and I called again and a different operator answered this time. I explained to them what had just happened and they apologised but none of the members of staff gave me their names."

How polite was the employee?



NB – From Q4 0809 all calls routed via MCC

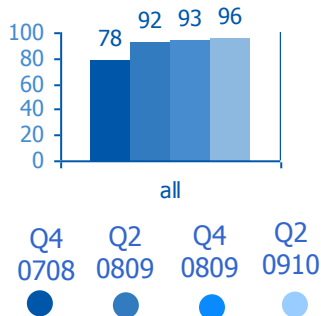
Number of successful bookings

The majority of callers were able to book their journeys and the score for this measure was 96, up 3 points on Q4 0809.

Of a total of 67 attempted booking calls, 95% (64) were successful; 57 (85%) at the time of the call and a further 7 (10%) being confirmed with a follow-up call. This compares with Q4 0809 where 93% of calls resulted in a booking (62 of 67); 58 (87%) at the time of the call and 4 (6%) being confirmed later.

3 travellers had their journeys refused at the time of the call compared to 5 during Q4 0809. Overall, a higher percentage of travellers were able to book their journeys this quarter.

Were you successful in making a booking?



NB – From Q4 0809 all calls routed via MCC

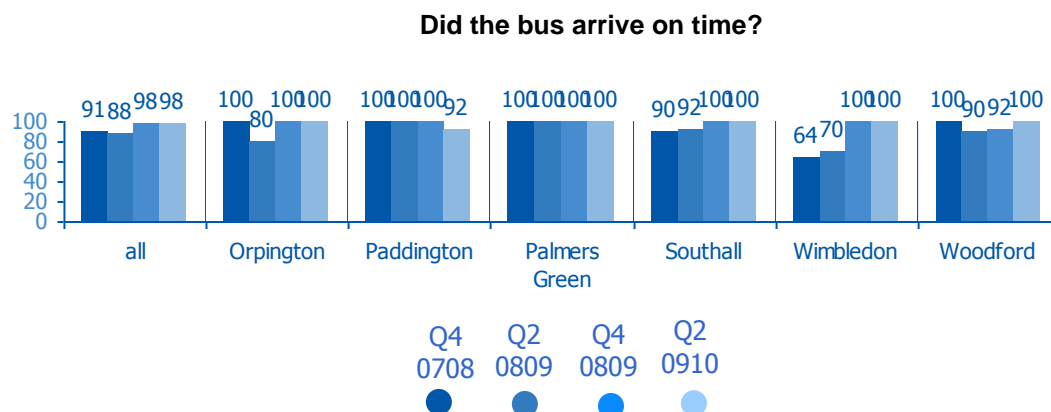
Requested changes made to bookings (by operator)

Of the 64 callers who were able to book their journeys, 19 (28%) were asked to change some aspect of their journey, most commonly the time at which they wished to travel. This compares with 37% of callers who were asked to change during last quarter.

5. GETTING ON THE BUS

Bus arriving within agreed time

63 of the 64 vehicles booked arrived within the agreed time. The overall score for whether the vehicle arrived within 30 minutes of the agreed time was unchanged this quarter, at 98. Individual depot scores continued to be high with all depots at maximum, with the exception of Paddington scoring 92.



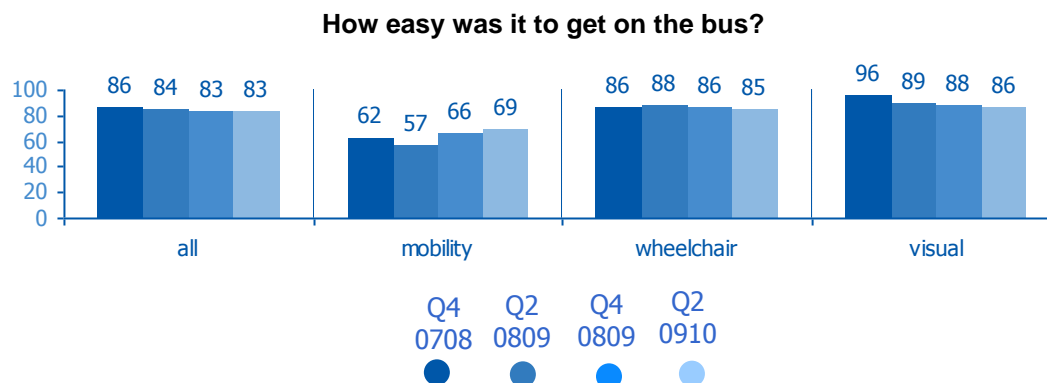
1 traveller, whose vehicle did not arrive within the agreed time, telephoned Dial-a-Ride to enquire of its whereabouts. They were told that the vehicle was on its way and the vehicle arrived 30 minutes after the agreed time.

All travellers were able to make their journeys.

Ease of getting in the bus

The overall score for ease of getting into the Dial-a-Ride vehicle was unchanged from Q4 0809 at 83.

The score from visually impaired travellers fell back by 2 points to 86 and wheelchair users scored 85, compared to 86 last quarter. Only mobility impaired travellers had a more positive experience than last quarter; their score was up by 3 to 69.



The majority of travellers (57 of 64, 89%) rated boarding as fairly or very easy. No one rated boarding as very difficult although 3 travellers, 2 wheelchair users and 1 mobility impaired traveller, gave a rating of fairly difficult.

The mobility impaired traveller who rated boarding as fairly difficult made the following comment.

“The lower step would not come out. The driver said that they had reported it three days previously. It did come out eventually.”

A wheelchair user had difficulty manoeuvring into the space available as their bus was fairly busy. They made the following comment.

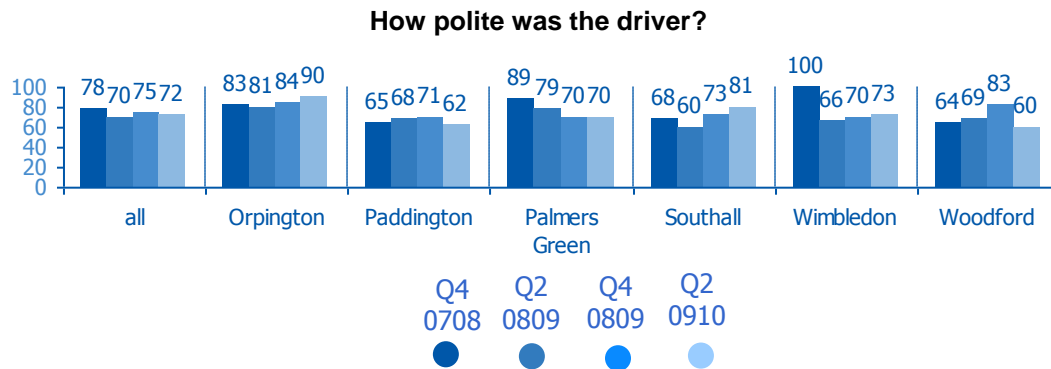
“This was a new bus with a side entrance and I had to park my wheelchair in a space with a fold up seat.”

Driver politeness and helpfulness

The overall score for the politeness of the driver was down by 3 points to 72 this quarter. Orpington Depot scored highest amongst the depots at 90, up 6 points from the previous quarter. Woodford Depot achieved the lowest score with 60 (down from 83), followed by Paddington with 62 (down from 71).

The majority of travellers (50 of 64, 78%) found their driver 'Good' or 'Excellent' for politeness. No one rated their driver as 'Rude' although 2 travellers, 1 from Paddington Depot and 1 from Woodford Depot, rated their driver as 'Poor'. The traveller with Paddington, a wheelchair user, had booked Dial-a-Ride to go to the theatre. The vehicle was late arriving and the traveller telephoned Dial-a-Ride to find out where it was. The traveller made the following comment.

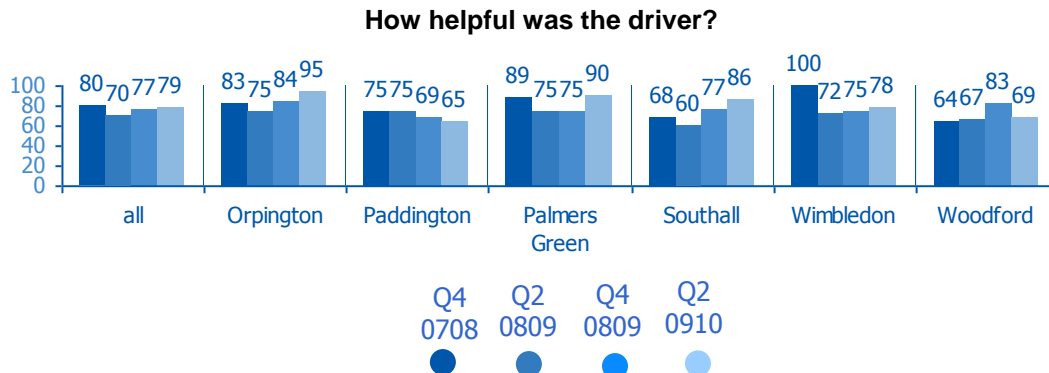
"The driver ignored us and did not apologise for being late and not knowing the way or about me missing the play. We got there when the interval started. We had missed the first half so when the second half started we did not know what it was about."



The overall score for the helpfulness of the driver was up from 77 to 79 this quarter. 4 of the 6 depots had improved scores by varying amounts ranging from 3 to 15 points. As with the politeness measure above, Paddington and Woodford Depots are the lowest scorers.

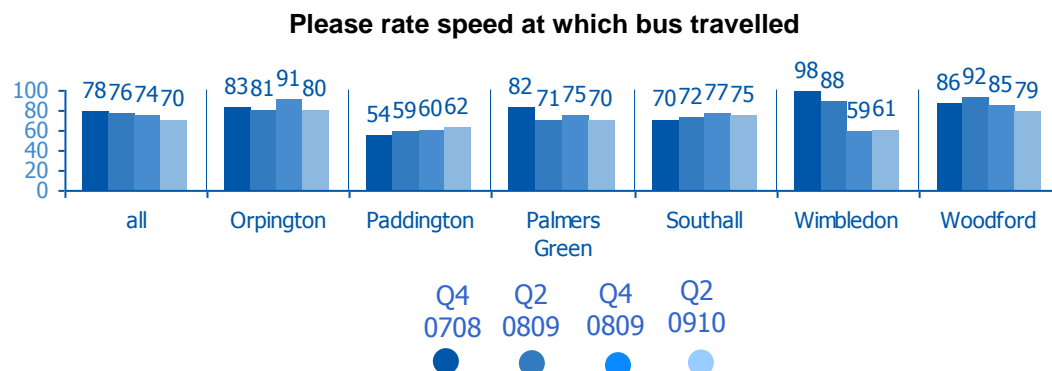
The majority of travellers (55 of 64, 86%) rated their driver as 'Good' or 'Excellent' for helpfulness. The wheelchair user who rated their driver as 'Rude' for politeness also rated them as 'Totally unhelpful' and made the following comment.

"The driver was completely unconcerned about the passengers during the journey. The driver did not know the way and drove all over London instead of going directly to Victoria. Even when they got there, they did not know where the theatre was."



The speed the bus was travelling

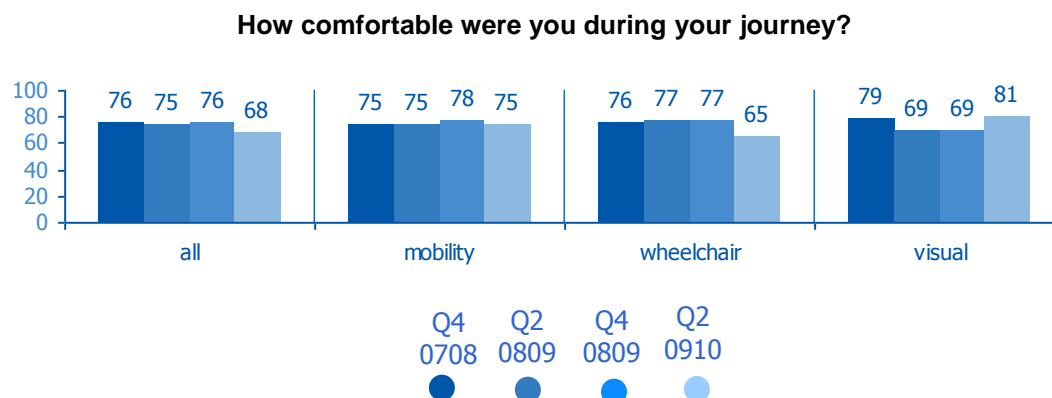
The overall score for the speed at which the bus travelled has fallen steadily since Q4 0708 and reached 70 this quarter. Only 2 of the 6 depots improved their score this quarter, Paddington by 2 points to 62 and Wimbledon by 2 points to 61. Scores for the other 4 depots fell by between 2 and 11 points.



Over two thirds of travellers (44 of 64, 69%) rated the vehicle speed as either 'OK for road conditions' or 'Excellent'. No one felt in danger because of the speed of the vehicle; however 4 travellers felt that the vehicle travelled at a fast speed for the road conditions.

Comfort during journey

The overall score for this measure fell this quarter, from 76 to 68. The mobility impaired travellers' score remained in line with previous results. Wheelchair users scored 65 compared with 77 last quarter. Visually impaired travellers gave 81, 12 points up on last quarter.

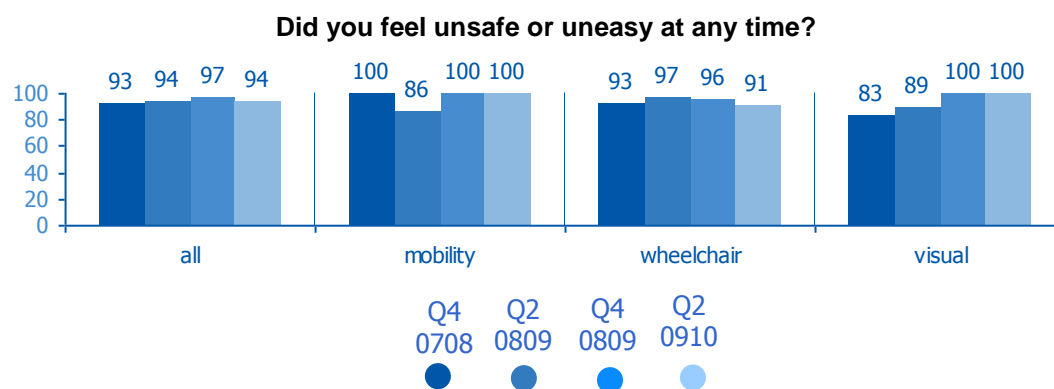


The journey was rated as quite or very comfortable by 44 travellers (69%), although 1 traveller, a wheelchair user with Orpington Depot, rated their journey as very uncomfortable and made the following comment.

"Travelling at the back of the bus seemed to accentuate the speed humps."

Feeling of safety during journey

Scores from mobility and visually impaired travellers held at maximum this quarter. The score from wheelchair users, however, fell by 5 points to 91. This has impacted on the overall score which fell from 97 to 94 this quarter.



4 travellers, all wheelchair users, reported feeling unsafe or uneasy during their journey. 2 of these travellers made the following comments.

"The driver was driving too fast and kept complaining about the other drivers. They were shouting things like, "Come on", "Get a move on" and "Get out of the way"."

"The way the bus was driven around corners and turning left and right made me jolt around in my wheelchair."

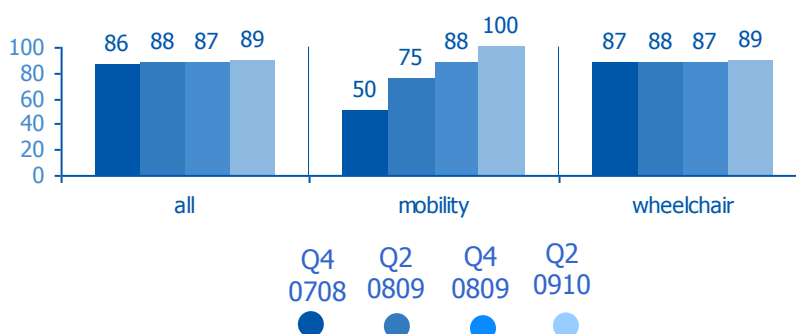
6. GETTING OFF THE BUS

Ease of using the lift / ramp

The overall score for this measure has remained fairly consistent over the last 2 years and was 89 this quarter. It should be noted that only 1 mobility impaired traveller used the ramp to alight from the vehicle.

37 wheelchair users used the lift or ramp to exit the vehicle and the majority (32 of 37, 86%) found the apparatus fairly or very easy to use. No traveller reported the lift or ramp as fairly or very difficult to use.

How easy was it to use the lift?



Ease of getting out of the bus

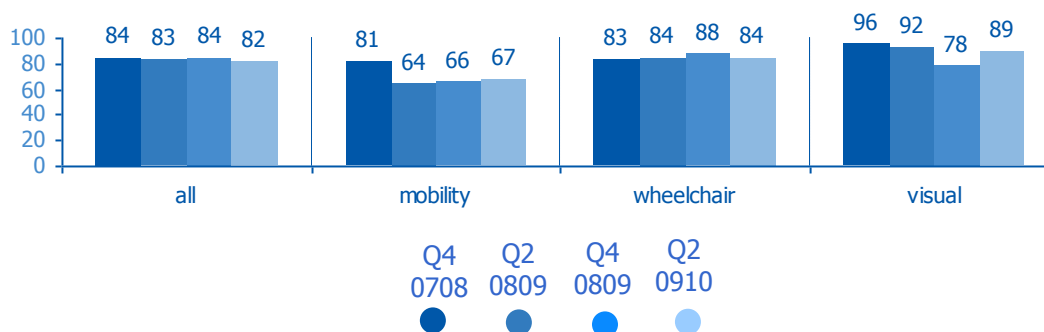
The overall score for ease of alighting from the vehicle fell by 2 points this quarter to 82. Scores from both mobility impaired travellers and wheelchair users remained consistent with previous quarters. The score from visually impaired travellers improved by 11 points from 78 to 89 (the sample size for this group is only 9).

The majority of travellers (53 of 64, 83%) rated alighting as fairly or very easy. While no traveller found alighting very difficult, 2 travellers, both wheelchair users, found alighting fairly difficult. They made the following comments about their experience.

"I was instructed to drive my wheelchair forward towards the rear of the bus and then to back all of the way up to the entrance. It was difficult to make a turn onto the ramp as I could not see where I was going."

"The ramp was very steep as there was no kerb. I was fearful of falling so the driver assisted me."

. How easy was it to get out of the bus?



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Dial-a-Ride Non-Active Members Study 2009 Research Report

Prepared for: TfL
Prepared by: Michael Stone / Joy Mhonda
Job Number: TfL JN: 08223; Syn. JN: 09-0444
Date: June 24 2009

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1 Executive summary

This report presents the findings from the 2009 Dial-a-Ride Non-Active Members Study. 'Non-active members' are defined as Dial-a-Ride members who have not used the service for at least two months prior to this survey being conducted in March 2009. There were 28,847 members who fell into this category which represents 58% of the total membership of just under 50,000.

The survey found that the top reasons for not using the D-a-R service amongst non-active members are use of other modes instead and disability, age or illness making it difficult to go out at all. Most of the other reasons for not using Dial-a-Ride (more) relate to service issues.

Fifty six per cent of non-active members who have made or attempted to make bookings have on at least one occasion got through to the booking service only to find that the service required was unavailable. Twenty nine per cent have had the experience of being unable to get through to someone who could take a booking, and 23% successfully made one or more bookings but then had the booking cancelled by Dial-a-Ride on at least one occasion.

Twenty four per cent of those who have experienced past problems with the booking service are unlikely to use the service in the future. This suggests that service issues discourage future usage among members.

Sixty four per cent of non-active users rating the overall D-a-R service claim to be satisfied, giving the service a rating of 7+ (out of 10). When calculated as a mean score, and multiplied by a factor of 10, satisfaction for non-active members rating the service stands at 67 out of 100 (higher than the overall percentage as the satisfied have been more likely to express their satisfaction more strongly than the dissatisfied express their dissatisfaction). Overall satisfaction for the Customer Satisfaction Survey¹ (CSS) conducted with active

¹ Conducted by GfK NOP (February 2009)

members stands at 92; this is 25 points higher than satisfaction with non-active members. It is worth noting that the CSS asks active members to rate their last journey, taking into account various service aspects, whilst this survey (with non-active members) asks members (including those who have never travelled) to give their satisfaction of the D-a-R service as a whole.

The survey shows a correlation between actual use of the D-a-R service and satisfaction. Eighty three per cent of non-active members who had actually travelled at least two months prior to this survey are satisfied with various service aspects of their last journey (giving the service a rating of 7+ out of 10). When calculated as a mean score, and multiplied by a factor of 10, satisfaction among this group stands at 80 out of 100. The survey shows a narrower gap between non-active members who have actually travelled and active members participating in the CSS. It is worth noting that both non-active members who had actually travelled at least two months prior to this survey and active members are asked the same question.

The main spontaneously mentioned service aspect that non-active members would like to see improved is that the service is more reliable/dependable. This is followed by requests that the service takes them shopping and goes to other places/further. When prompted, preferred improvements are mainly to improve the booking service, improve reliability and improve the availability of vehicles each mentioned by over one in five of non-active users.

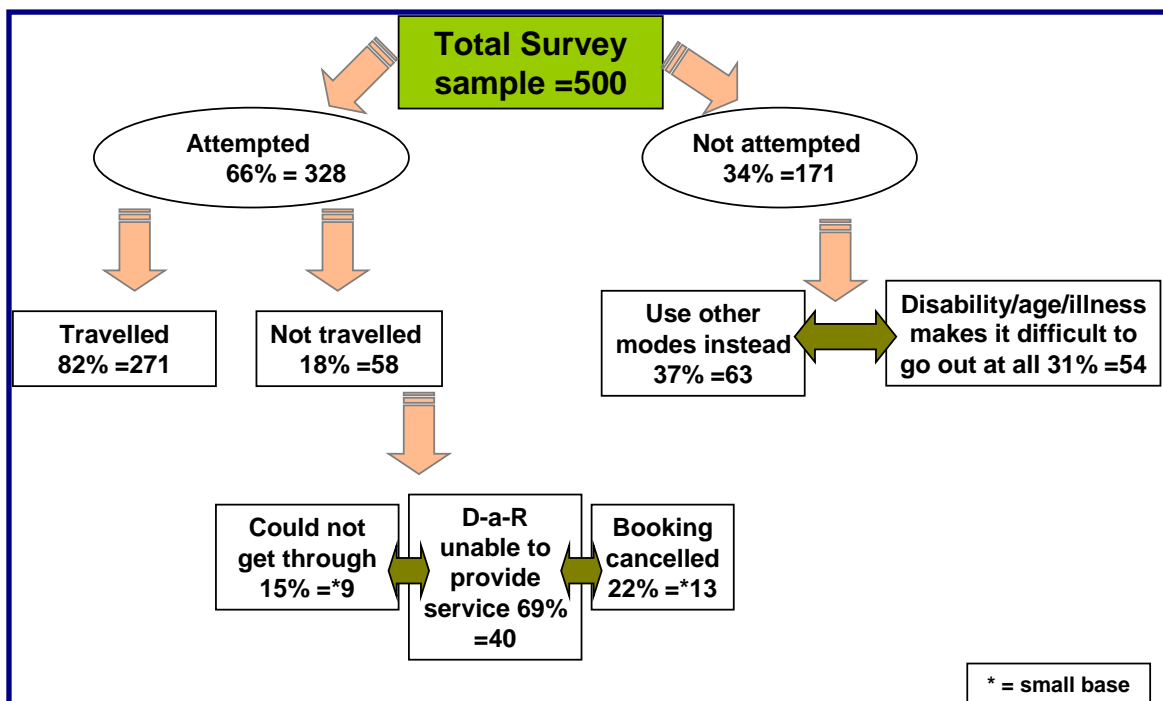
In terms of availability of service, more than half (53%) of non-active members would prefer Dial-a-Ride to have better daytime availability during the week and around a fifth (18%) would choose better daytime availability at weekends. Levels of demand for evening travel are much lower.

Claimed intention to use Dial-a-Ride in the future is high. Almost three-quarters (73%) of non-active members say they are very or fairly likely to use the service in the future, which represents a significant increase on 2006. There was a correlation between likelihood to use Dial-a-Ride in the future and dependency on the service. Nine in ten of those claiming to use the service for all or most journeys are likely to say they will use it in the future.

Since 2006, there has been little change to the proportion of non-active Dial-a-Ride members who go out for any type of journey at least once a week: four out of five do so. The most commonly made journeys are shopping and outings with a medical purpose, such as visits to the doctor or hospital. Non-active Dial-a-Ride members are most likely to travel by car or on the ordinary bus for these outings.

One in twenty (5%) non-active members do not go out at all. This low figure suggests that non-usage of the Dial-a-Ride service is not simply related to an inability of non-active members to go out. Having said that, around a quarter admit that they do not use Dial-a-Ride more because disability, age or illness makes it difficult for them to go out.

Summary of Survey Results



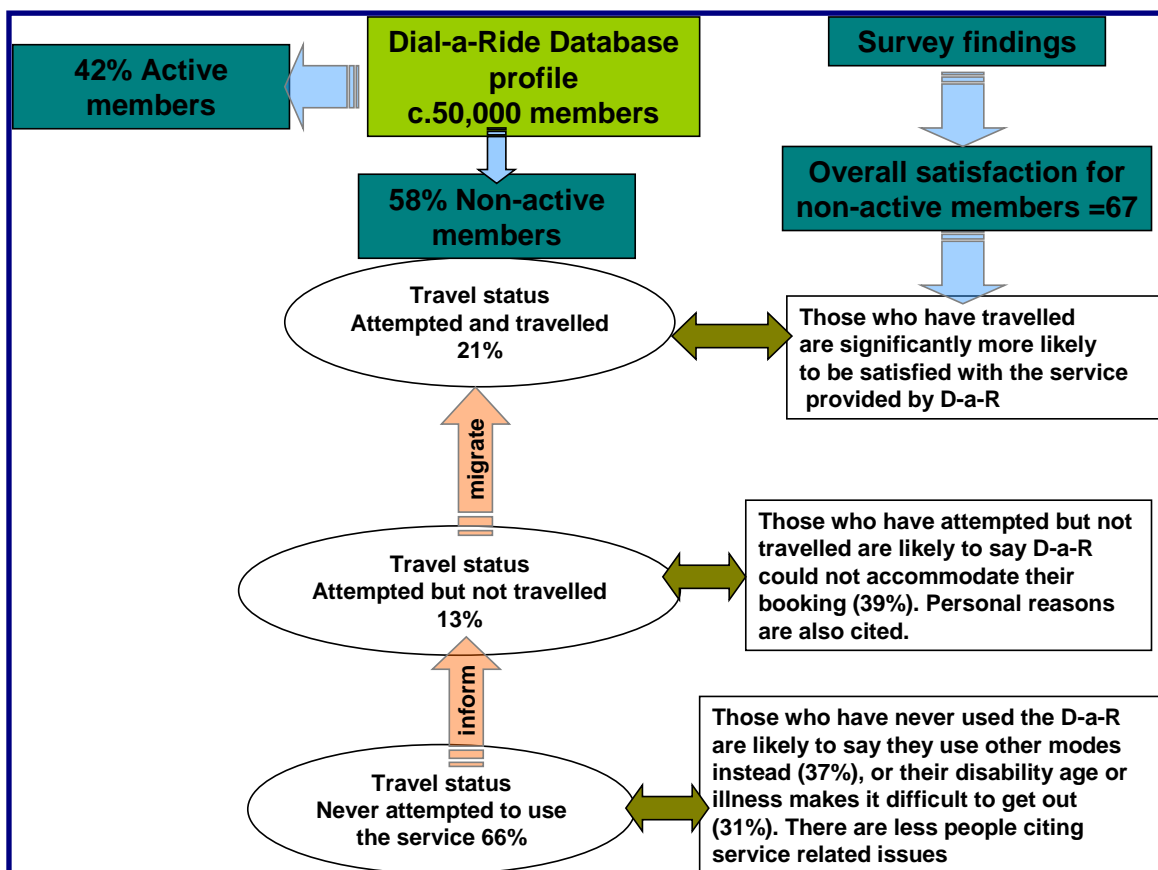
In order to allow for making detailed inferences about reasons for non use the 2009 'Non-Active User Survey' used quotas to ensure statistically robust numbers in each of the three main groups of non users ; the sample was drawn as below:

- Attempted and have never travelled =33%
- Attempted and travelled at least two months prior to this survey = 32%
- Never attempted to use the service =35%

The sample was then weighted back to replicate the actual D-a-R non-active user profile as shown below:

- Attempted and have never travelled =13%
- Attempted and travelled at least two months prior to this survey = 21%
- Never attempted to use the service =66%

Therefore, we can confidently report that the survey result reflect those of D-a-R members. The chart below gives a visual illustration of the D-a-R database profiles and the key survey findings for each group.



2 Introduction

This report presents the findings from the 2009 Dial-a-Ride Non-Active Members Study.

2.1 Background

Dial-a-Ride is a door-to-door bus service for Londoners who have difficulties using conventional public transport. Dial-a-Ride is concerned that there is a proportion of registered members of the service who do not make any journeys with the service or are not utilising the service more regularly.

Non active users for the purposes of this study were defined as those who had not used the service for at least two months prior to the survey or had never used the service since they joined. As in 2004 and 2006, this survey aims to uncover reasons for non-use and pin-point areas and initiatives which would encourage greater use among all Dial-a-Ride members.

In 2004, Synovate conducted research into the reasons why registered members were not using the service. This research was revisited in 2006 in a similar way, but with additional objectives of determining whether the introduction of extended hours (during the evenings and weekends) would encourage people to use the service, and also assess the level of demand. The 2009 survey aims to update overall perceptions of the service provided by Dial-a-Ride, explore behaviour and also measure satisfaction among non-users.

Additionally, this survey will draw comparisons from 2006 where possible in order to gauge any movement in perceptions since the last survey.

2.2 Objectives

The main objectives of the research were to:

- Identify the reasons why people are registered with D-a-R but not travelling at present
- measure the service-related reasons for not using Dial-a-Ride
- identify whether service-related reasons for not using Dial-a-Ride relate to recent service experiences
- identify the personal circumstances for not using Dial-a-Ride, including hearing/communication problems, vehicle access problems and health deterioration issues
- measure the extent to which non-usage of Dial-a-Ride is due to members' image of its positioning relative to themselves
- measure the perceived role of Dial-a-Ride within the total range of transport modes that non-users can access
- Pinpoint areas for improvement

2.3 Research Method

The research was undertaken in March 2009 and comprised a telephone survey with non-active members. As in 2006, there was an acknowledgement that some members would not be able to participate in the research. In order to overcome any such issues, in cases where the member could not participate, a carer was interviewed if the registered non-user was unable to participate in the telephone interview, (a method previously adopted for the Dial-a-Ride CSS survey). In total 21% of interviews were conducted with carers.

The survey was undertaken between 16th to 30th March 2009, and consisted of 500 interviews.

2.4 Quotas and Weighting

Quotas were set in order to represent all non-active user groups in the survey. The groups and proportions were set as follows:

- Attempted and have never travelled =33%
- Attempted and travelled but not in the two months prior to this survey = 32%
- Never attempted to use the service =35%

In addition to the quotas on non-user groups, age and gender quotas were set in line with the non-user profile. At the analysis stage, results were then weighted back to reflect the true profile of Dial-a-Ride non-users, in terms of age, gender and non-user type as shown below:

Weighting profile:

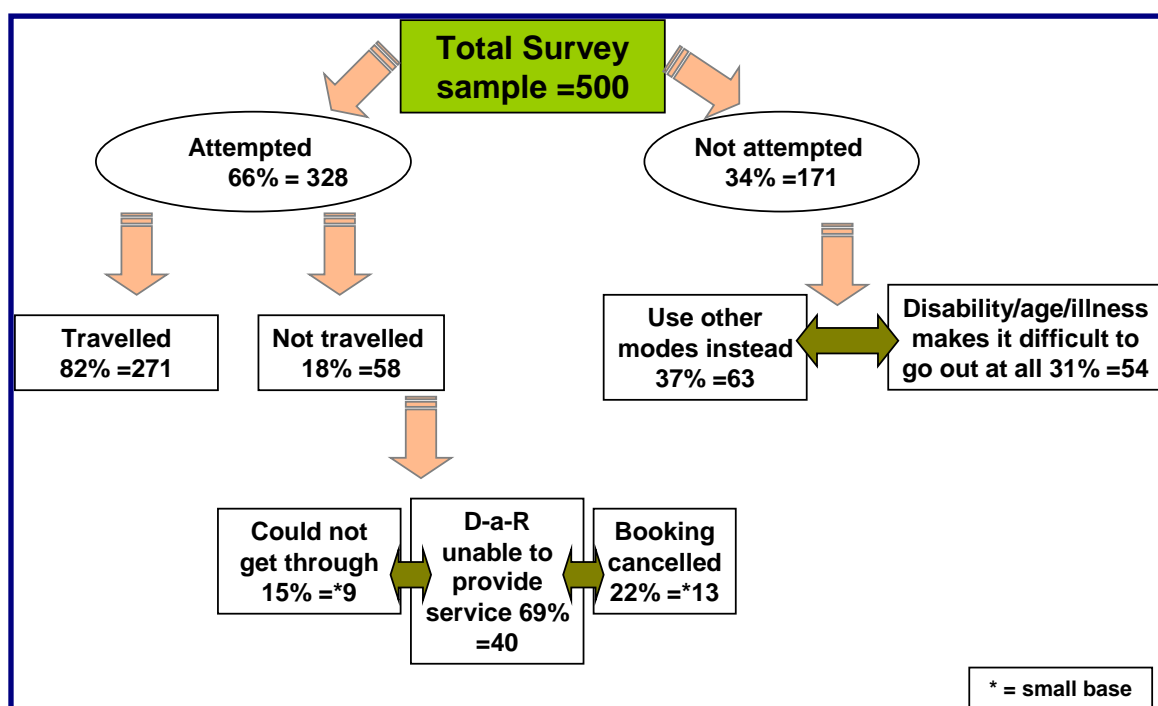
	Percentage
Gender	
Male	29%
Female	71%
Age	
0-64	19%
65-79	29%
80+	52%
Travel Status	
Attempted and have never travelled	13%
Attempted and travelled	21%
Never attempted to use the service	66%

3 Non active user profile

Overall, 500 Dial-a-Ride members were interviewed for the 2009 'Non-Active User Survey'. Two thirds of members (66%) had attempted to use the D-a-R service and of these, eight in ten (82%) had travelled at some time but not in the two months prior to this survey.

A third of members interviewed had not attempted to travel. The main reason given for not travelling by this group was that they use other modes instead. A third had not attempted to use the service because their disability, age or illness makes it difficult to go out at all.

The chart below gives a visual picture of behaviour and perceptions of non-active members who participated in the survey. It is worth noting that the proportion reporting to have attempted to use the D-a-R service in the survey is much greater than the actual numbers recorded as having used the service on the D-a-R database.

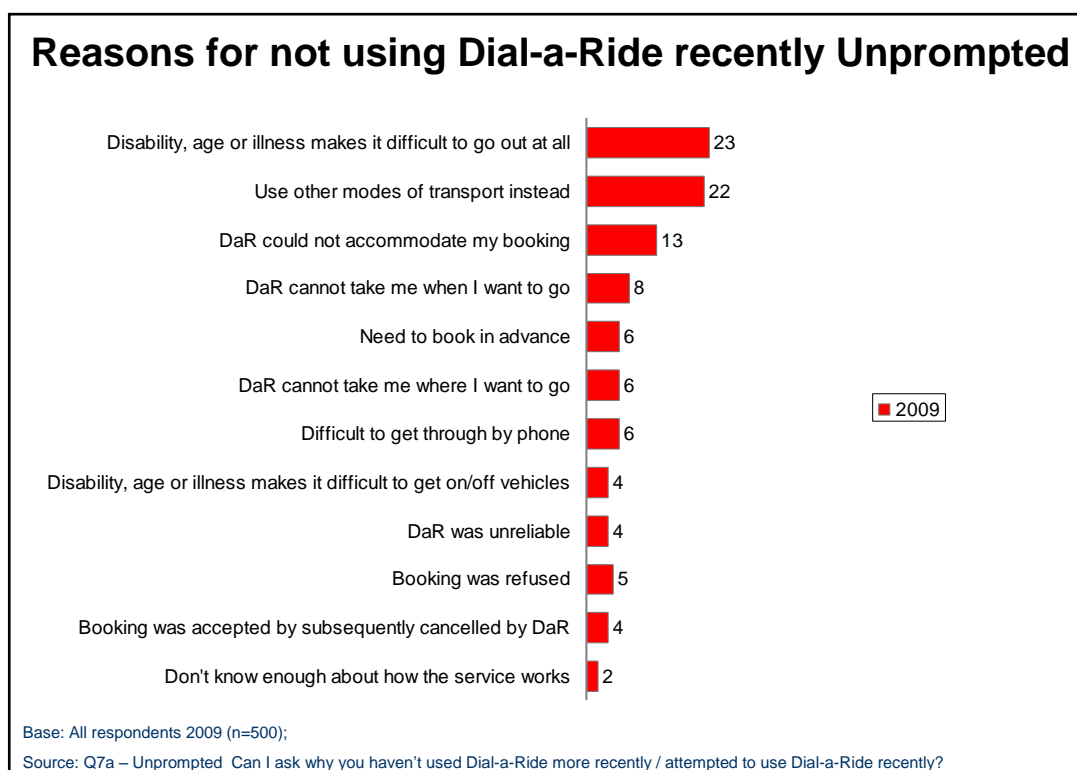


4 Main findings

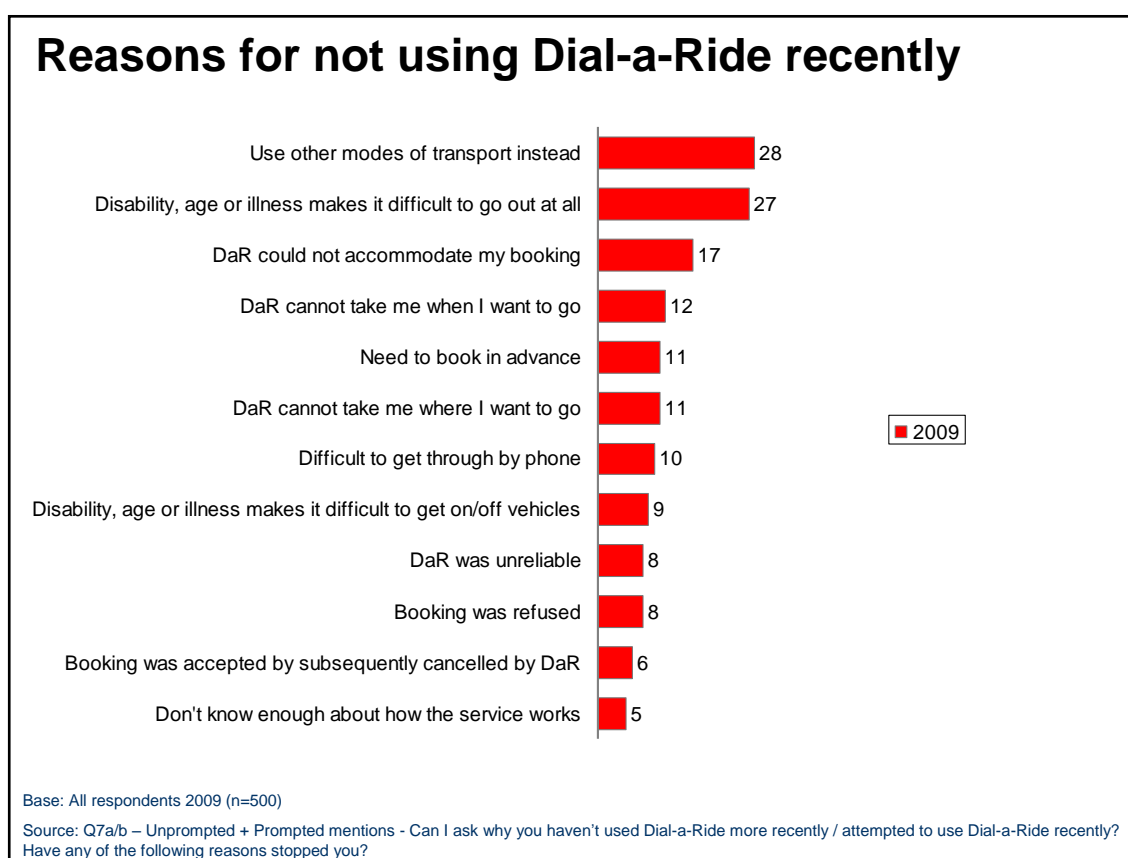
4.1 Reasons for not using Dial-a-Ride

Non-active members were asked why they had not used the Dial-a-Ride service either recently or not at all. They were initially asked for reasons why they have not used the service recently without prompting, after which they were read a list of possible reasons they had not spontaneously mentioned and asked which, if any, applied. Members could give more than one reason for not using the service.

As shown in the chart below, the top two most mentioned unprompted reasons for not recently using the Dial-a-Ride service are personal, therefore beyond D-a-R's remit. Over one in five *use other modes instead of D-a-R* and a similar proportion have not used the service recently because their *disability, age or illness makes it difficult to go out at all*. There are also service related issues mentioned, with the top reason being that D-a-R could not accommodate their booking. Other unprompted reasons given are shown in the chart below.



The following chart shows total (unprompted and prompted) responses with both prompted and unprompted responses combined. Again, the two top reasons are personal, with 28% saying they *use other modes of transport instead* and 27% saying their *disability, age or illness makes it difficult to go out at all*.



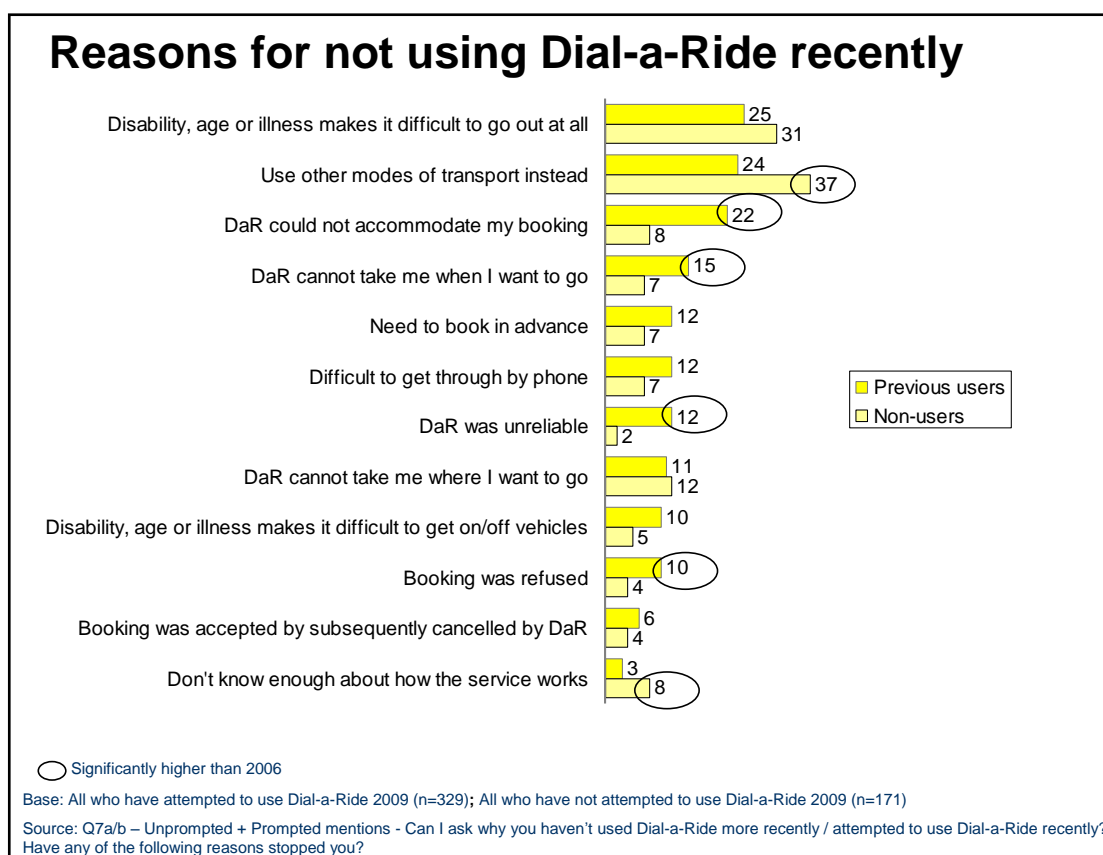
Most of the other reasons mentioned relate to service issues. Seventeen per cent of members have not used Dial-a-Ride (more) because *Dial-a-Ride could not accommodate my booking* (17%), *you need to book in advance* (11%) and it was *difficult to get through by phone* (10%). Additionally, around one in ten continue to say that they do not use the service because *it cannot take me when I want to go* (12%) and *where I want to go* (11%).

Interestingly, one in twenty (5%) non-active users don't use Dial-a-Ride service simply because they *don't know enough about how the service works*.

There are some significant differences between those who have attempted to use D-a-R and those who have not. The chart below shows that those who have never used the

service are more likely to have access to other modes of transport than those who have attempted to use the service (37% vs. 24%) which could explain the reason for non or reduced use among this group. Again, those who have never used the service are also significantly more likely to say that they *don't know enough about how the service works* (8% vs. 3%).

Unsurprisingly, those who have attempted to use the service are significantly more likely than those who have not to claim that Dial-a-Ride *could not accommodate my booking* (22% vs. 8%), *cannot take me when I want to go* (15% vs. 7%), *was unreliable* (12% vs. 2%) and that their *booking was refused* (10% vs. 4%).



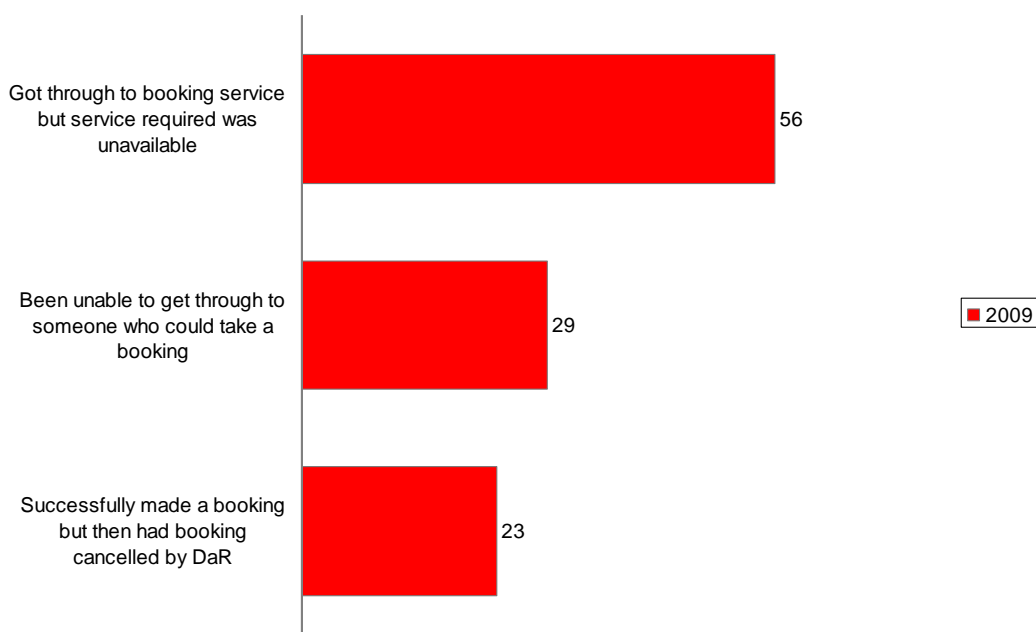
4.2 Service Related Problems Experienced with Dial-a-Ride

Overall, seven in ten of those with booking experience had experienced a problem with getting through to make a booking, the service they required being unavailable or had experienced a cancellation.

More than half (56%) of the non-active members who have made/attempted to make Dial-a-Ride bookings have on at least one occasion got through to the booking service but the service they required was unavailable. Almost three in ten (29%) have had the experience of being unable to get through to someone who could take their booking whilst almost a quarter (23%) had successfully made one or more bookings but then had a booking cancelled by Dial-a-Ride on at least one occasion.

Of particular concern is the fact that a fifth (19%) of those who have never actually used the D-a-R service to travel claim to have been unable to get through to someone who could take their booking and four in five of them (80%) got through to the booking service but the service they required was unavailable on at least one occasion. This suggests that there are non-active users who are attempting to use the service, but are being deterred from using it.

Problems experienced with Dial-a-Ride



Base: All with booking service experience 2009 (n=329)

Source: Q15a/Q16a/Q17a – Thinking about the times when you've contacted Dial-a-Ride, have you ever...?

Members experiencing problems with the booking service were also asked the frequency with which these problems had occurred. The table below shows that being unable to get through to the booking service is more likely to *happen most or some of the time* than having a booking refused or cancelled.

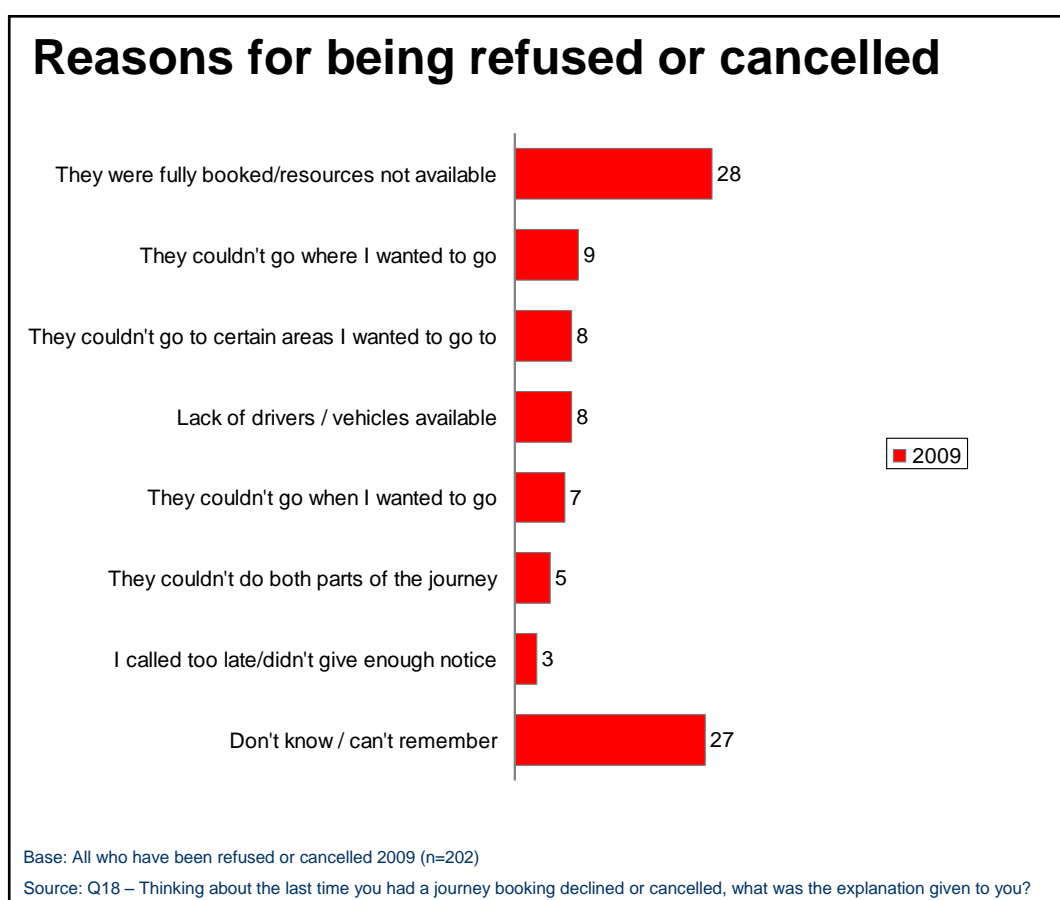
Problems experienced with Dial-a-Ride

	Unable to get through	Booking refused	Booking cancelled
	2009	2009	2009
Base n=	95	185	76
Significant difference (95%)	A	C	E
Happened all the time	7%	22% AD	15%
Happened most of the time	28% CE	16%	15%
Happened some of the time	46% CE	31%	30%
Happened rarely	15%	28% A	40% A
Don't know	4%	2%	0%

Source: Q15b/Q16b/Q17b – And how often did this happen; would you say it was...?

4.3 Reasons for Booking Refusal or Cancellation

Non-active members who have experienced problems with Dial-a-Ride were asked what reason they were given for having a booking refused or cancelled.



The most common reason given for refusal or cancellation is resources being *fully booked or not available* (28%). Although this is an issue of concern, it is encouraging to see that rather than a *lack of drivers/vehicles* (8%), it seems that the service becomes overbooked.

Other reasons for cancelling or refusing bookings relate to a perceived lack of flexibility in accommodating particular times and destinations, while around a quarter (27%) could not remember the reason they were given.

- Those saying *they couldn't go where I wanted to go* are more likely to have never used the service (18%) compared to 6% of those who had used 3 or more times

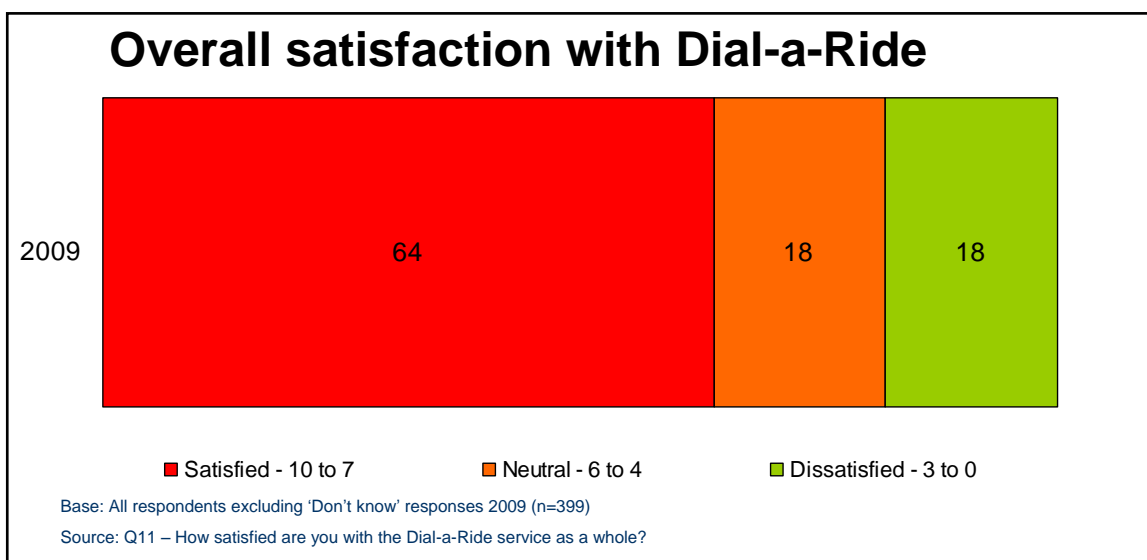
- Those who have been unable to get through to the booking service are more likely than non-active users overall to be registered as disabled (77% vs. 67%)
- Those who got through to the booking service but the service they required was unavailable are more likely to be part-time workers or those unable to work due to illness/disability (3% and 19% respectively vs. 1% and 12% respectively overall)
- Those who have experienced having a booking cancelled by Dial-a-Ride are more likely to be aged below 35 years (5% vs. 2% overall), to be unemployed due to illness/disability (23% vs. 12%) and to be registered as disabled (84% vs. 67% overall).

4.4 Satisfaction with Dial-a-Ride

4.4.1 Overall Satisfaction

Non-active members rated the Dial-a-Ride service as a whole at 67 out of 100. The satisfaction rating is calculated as a mean score, and multiplied by a factor of 10 in line with the D-a-R Customer Satisfaction survey (CSS) conducted among active members². In the CSS, active members gave the D-a-R service a rating of 92; this is 25 points higher than satisfaction with non-active members. It is worth noting that the CSS asks active members to rate their last journey, taking into account service aspects like the telephone call made and punctuality, whilst this survey (with non-active members) asks non-active members (including those who have never travelled) to give their satisfaction of the D-a-R service as a whole.

The chart below shows satisfaction for this survey expressed in percentages.



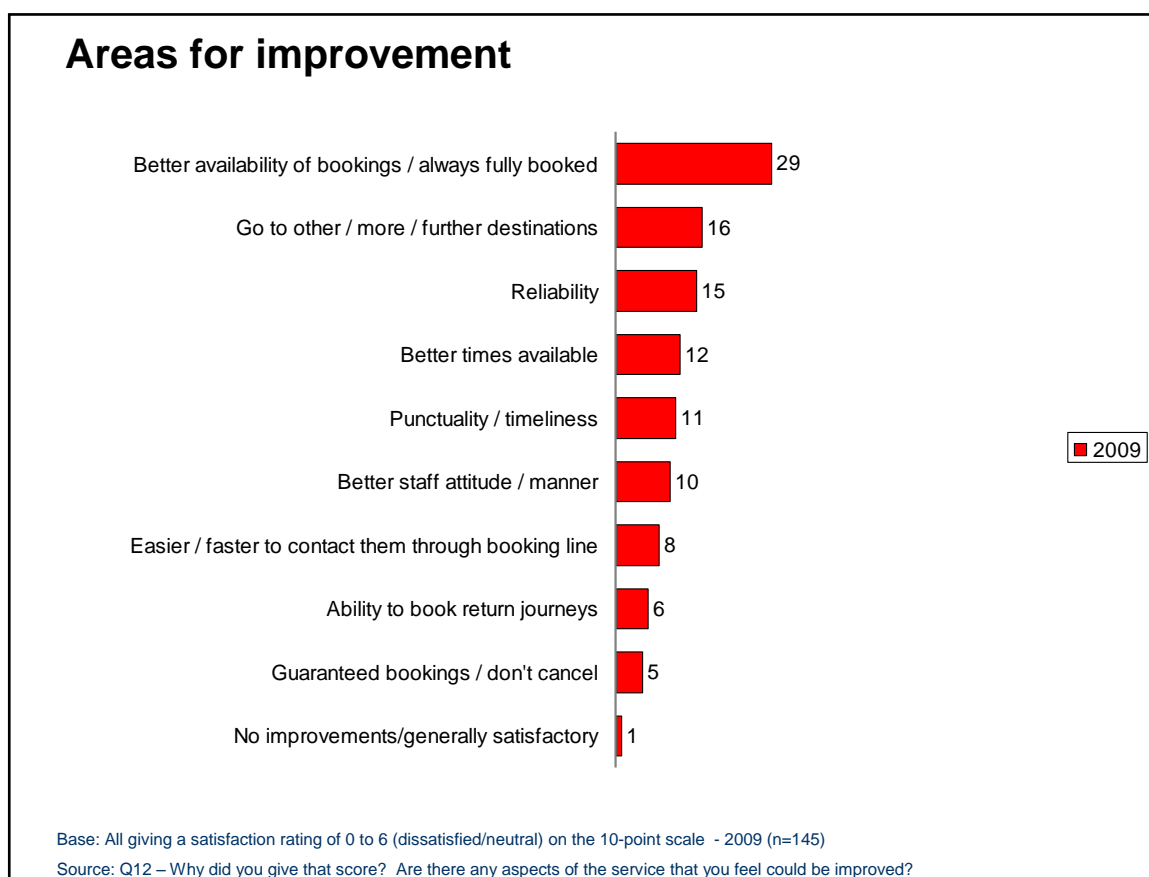
Non-active members were asked to provide a rating out of ten of their satisfaction with the Dial-a-Ride service, where 10 was extremely satisfied and 0 was extremely dissatisfied. Those who have never used the service were asked to base their rating on their perceptions rather than actual experience. Despite this instruction, overall, a fifth of respondents (20%) felt that they were unable to rate the Dial-a-Ride service. Two thirds

² Conducted by GfK NOP (February 2009)

(64%) of those giving a rating were satisfied with Dial-a-Ride. Around one in five (18%) gave the service a neutral score and a similar proportion (18%) are dissatisfied.

4.4.2 Reasons for Dissatisfaction

Non-active members who gave an 'overall satisfaction' score of 6 or below were asked whether there were any aspects of the service they felt could be improved. *Better availability of bookings* is the main aspect that non-active members say they would like to see improved. This is followed by requests that the service goes *to other / further destinations* and has greater *reliability*. This latter request is of particular concern to those aged 80 and above.

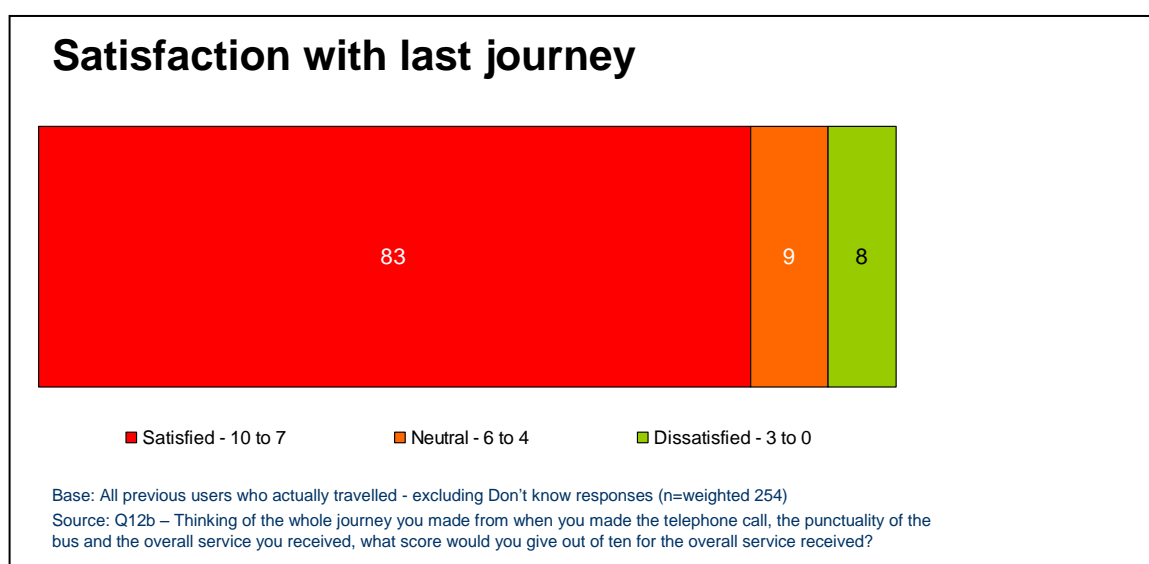


4.4.3 Satisfaction with last journey

Those who reported that they had travelled albeit not during the two months prior to this survey were asked how satisfied they were with the various elements of the last journey they made. This question was asked in the same way as in the CSS with active members.

Overall, non-active members who had travelled, but not during the two months prior to this survey rated the service at 80 out of 100. As shown earlier (section 4.4.1), the satisfaction rating among active members stands at 92. The survey findings show that there is a strong correlation between actual use of the service and satisfaction. The CSS satisfaction rating among active members is 12 points higher than among non-active members who have travelled, but not during the two months prior to this survey, as shown earlier, when those who have never travelled are factored in, the difference goes up to 25.

The chart below shows satisfaction among non-active members who had travelled, but not during the two months prior to this survey expressed in percentages.



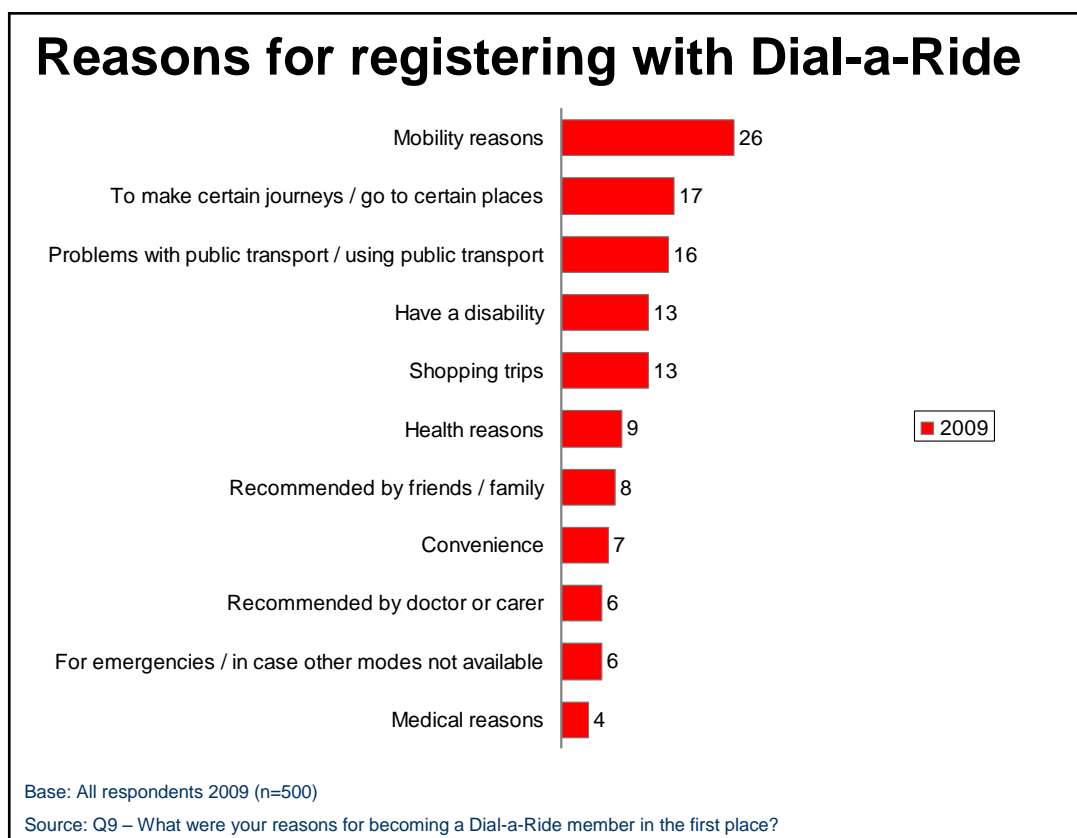
Non-active members who had previously travelled with Dial-a-Ride were asked to rate how satisfied they were with the last journey they made. They were asked to think of the overall journey, from the telephone call, punctuality of the bus and the overall service.

The chart on the previous page shows that satisfaction among this group is significantly higher than it is overall. Over eight in ten (83%) of those who have travelled with Dial-a-Ride were satisfied with their last journey (score of 7, 8, 9 or 10). Only one in twelve (8%) gave the service a low rating (score of 3 or below).

4.5 Dial-a-Ride usage

4.5.1 Reasons for registering with Dial-a-Ride

Non-active members were asked to describe why they had originally become a Dial-a-Ride member. The most frequently mentioned reasons for registering are shown in the chart below, highlighting a wide range of reasons given.



Mobility is the primary reason for becoming a member (26%), the second most mentioned reason is registering to make certain journeys or go to specific places (17%).

As illustrated in the chart above, *problems with using public transport* is mentioned as a reason for registering to be a member by 16%.

Females (15%) and those aged 80 or above (17%) are more likely than males (6%) and those aged below 80 (7%) to have registered in order to go on *shopping trips*

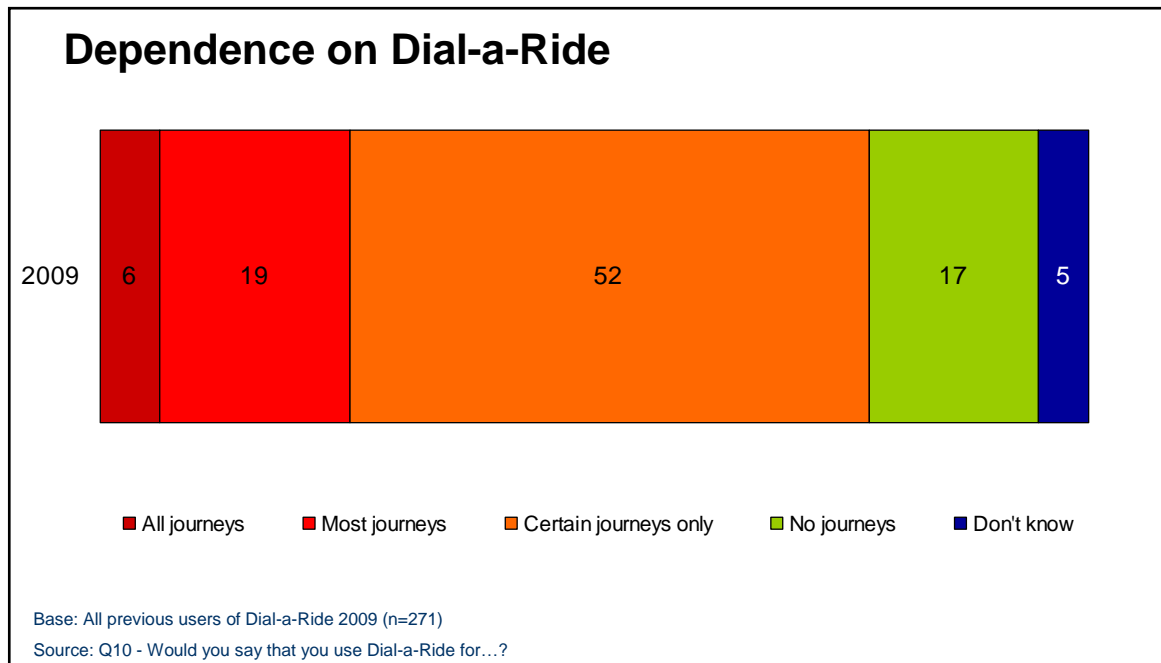
- Those aged below 80 are more likely than those aged 80 and above to have registered because they *have a disability* (18% vs. 9%).

4.5.2 Dependency on Dial-a-Ride

Non-active members who have previously used the service were asked the extent to which they make use of the Dial-a-Ride service.

With the survey focusing on people who have not used Dial-a-Ride for at least two months prior to being interviewed, high dependency on the service is expected to be low. While this is borne out by the chart overleaf, a quarter of members who have previously travelled use the service for all (6%) or most (19%) of the journeys they make. Around half of non-active members (52%) use the service to make certain journeys, leaving less than a fifth (17%) claiming to never use the service.

It is worth noting that there may be a degree of over claiming use of service. Over a half of those who claimed to have attempted to use the Dial-a-Ride service were noted as non-users on the D-a-R database.

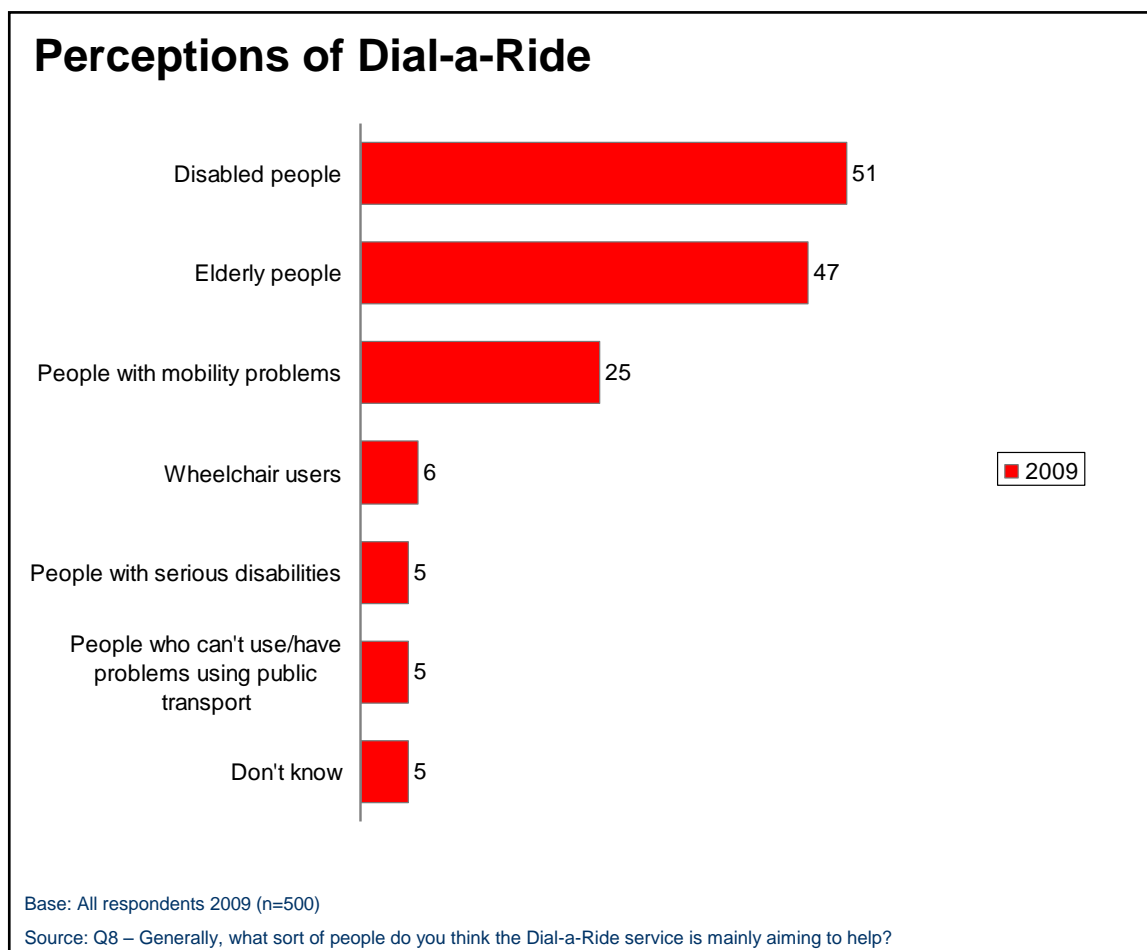


- Females are more likely than males to say that they never use Dial-a-Ride (20% and 10% respectively). Similarly, BAME groups are more likely than White groups to use the service for all journeys they make (16% vs. 5%).
- Those who are registered as disabled are more likely than those who are not to use the service for most journeys they make (22% and 2% respectively).

4.6 Perceptions of Dial-a-Ride

To gain a better understanding of how Dial-a-Ride is perceived by its members and therefore how well the service relates to them, non-active members were asked to describe the types of people that Dial-a-Ride is mainly aiming to help.

Dial-a-Ride is predominately perceived to be a service for disabled (51%) and elderly (47%) people. A quarter of members (25%) think it is a service for people with mobility problems.



The level of mentions of Dial-a-Ride being a service for elderly people (47%) is in line with the proportion of the sample that is aged 80 or above (51%). However, while around half of the sample (51%) perceives the service to be for disabled people, two-thirds of the sample (67%) are registered as disabled. This implies that some non-active members who are registered as disabled do not perceive Dial-a-Ride to be a service that is specifically catering to them.

The table below gives a more visual illustration of perceptions broken down by the age groups of non-active users.

- Those aged under 64 are more likely than those aged 80 or above to perceive Dial-a-Ride as being for disabled people (63% and 46% respectively). Whilst the younger age group is the least likely to associate the service with people with mobility problems.
- Those aged 65-79 years are the group least likely to perceive the service as being for elderly people (36%)
- Those aged below 80 are more likely than those aged 80 or above to perceive Dial-a-Ride to be for wheelchair users and people with serious disabilities.

Profile: Perceptions of Dial-a-Ride

	Respondent Age		
	16-64	65-79	80+
Base n=	95	145	255
Significant difference (95%)	A	B	C
Disabled people	63 C	52	46
Elderly people	51 B	36	52 B
People with mobility problems	14	31 A	26 A
Wheelchair users	11 C	8 C	2
People with serious disabilities	12 C	7 C	2
People who can't use/have problems using public transport	5	4	5
Don't know	5	3	5

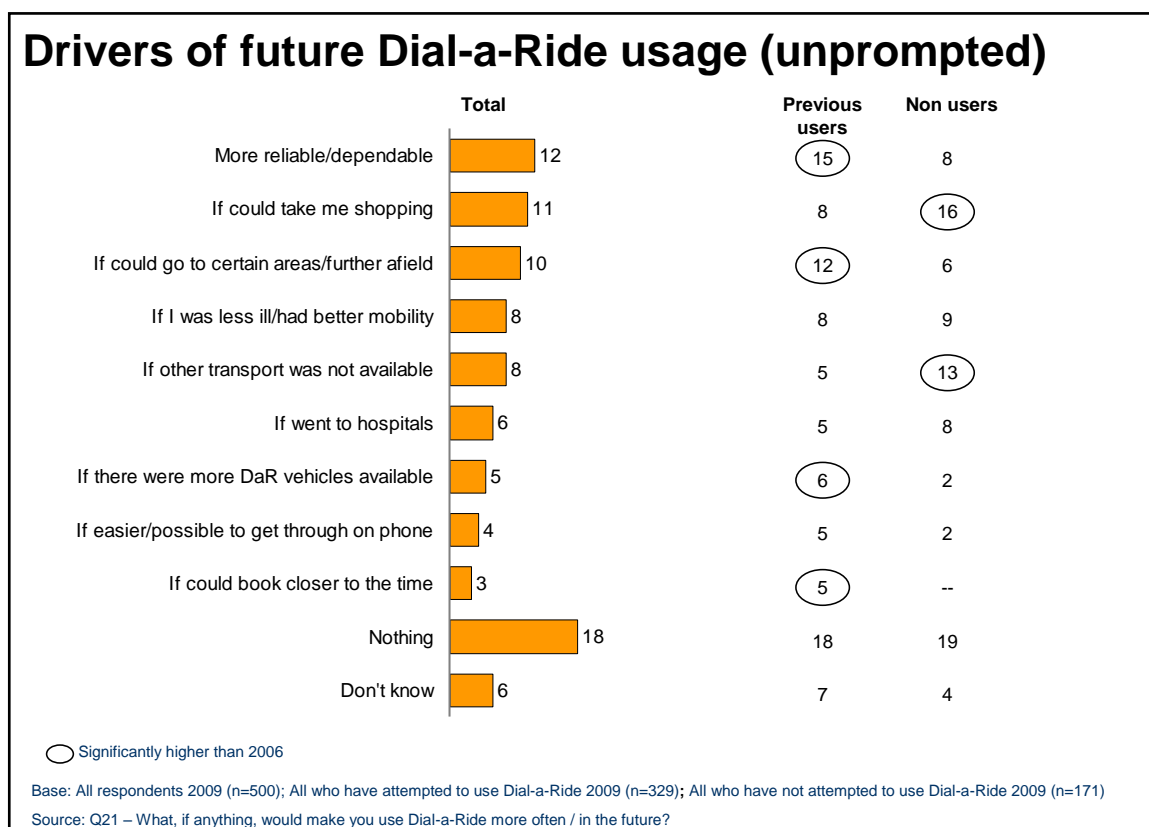
Source: Q8 – Generally, what sort of people do you think the Dial-a-Ride service is mainly aiming to help?

4.7 Improvements

4.7.1 Unprompted Improvements

Non-active Dial-a-Ride members were asked whether there was anything that would make them use the service more often or at all in the future. The chart below shows that a number of suggested improvements relate directly to the reliability and flexibility of the Dial-a-Ride service. These include the belief that if the service could take them on specific trips (*to certain areas; shopping; to hospitals*) they would use it more. It is worth noting that Dial-a-Ride service provision remit does not cover hospital trips. Only a minority make suggestions specifically about the booking process (*easier / possible to get through on the phone; book closer to the time*).

Interestingly, a sizeable minority of non-active members (18%) feels that there is nothing Dial-a-Ride can do to persuade them to use the service more often or at all. A further 8% admit that they would only use the service more if other transport was not available.

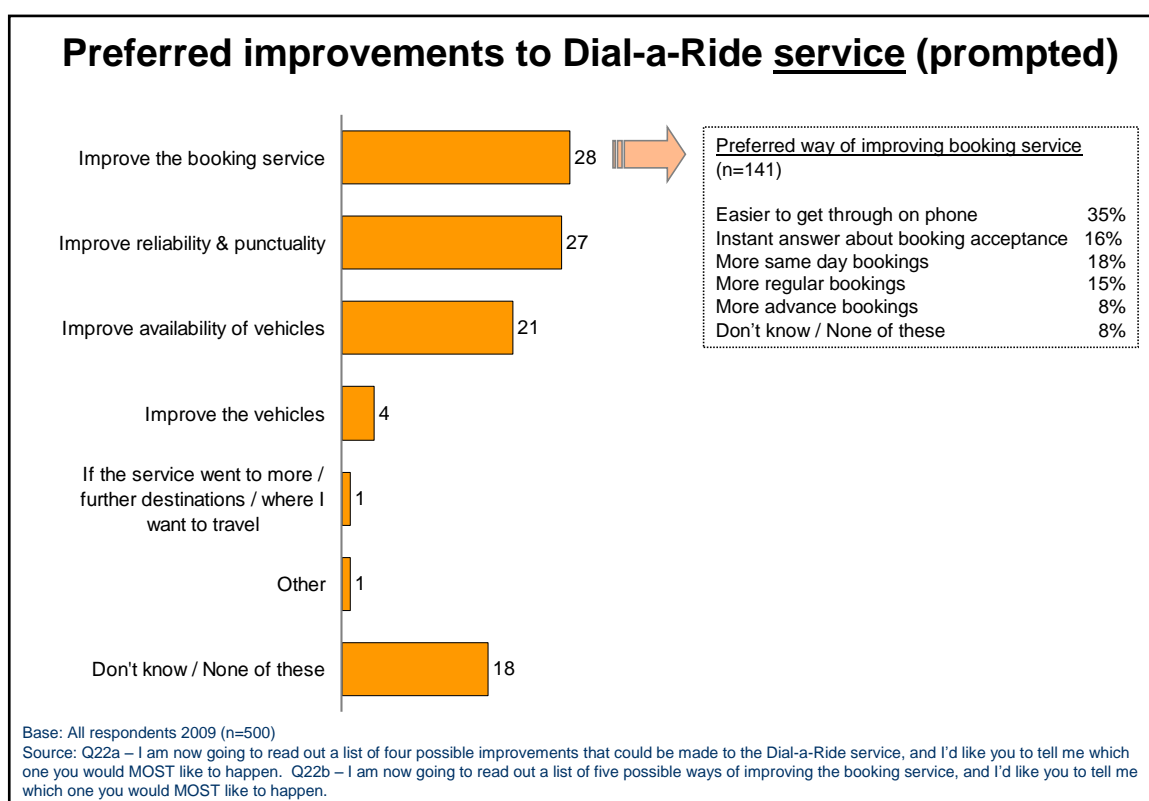


- Carers would be encouraged to use the service if it was more reliable/dependable (19%) whilst 11% of members shared this view. Conversely, members were more likely to say the possibility of taking shopping trips would encourage use (13%), this was less of an issue for carers.
- Non-users are more likely than previous users to say they would use Dial-a-Ride more if it *could take me shopping* (16% and 8% respectively) and *if other transport was not available* (13% vs. 5%).

4.7.2 Prompted Improvements

Non-active members were read a list of possible improvements that could be made to the Dial-a-Ride service, and were asked to select the one they would most like to see happen.

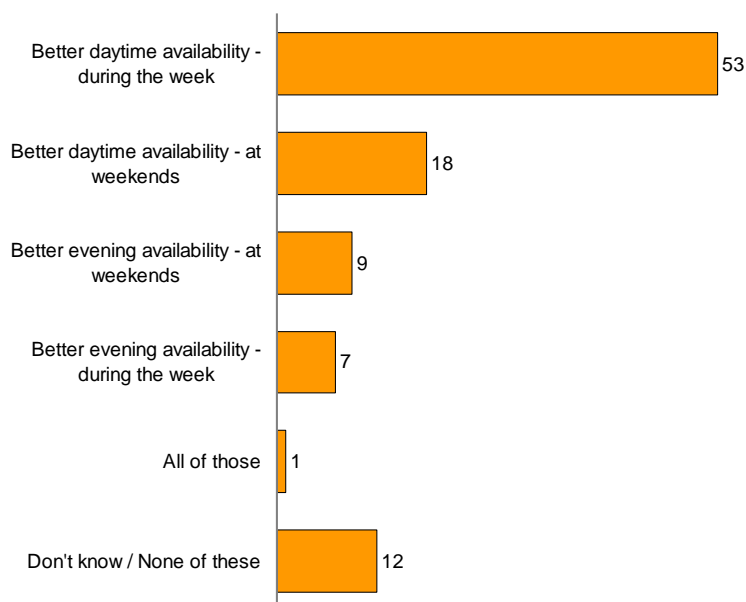
The chart below shows that almost three in ten (28%) would most like to see an improvement to the booking service, with a similar proportion (27%) asking for improved reliability and punctuality. Around one in five (21%) would like to see improved availability of vehicles, which presumably could lead to their booking requests being fulfilled. A similar proportion (18%) are either unable to decide which of these options they prefer or do not require any of the improvements.



Non-active members who opted for improvements to the booking service were asked to select a single improvement to the service which they would most like to happen. Around a third of this group (35%) say they would like it to be *easier to get through on the phone*. Around one in five (18%) would like *more same day bookings* to be available; one in six (16%) would like *an instant answer as to whether your booking can be accepted*; and a similar proportion (15%) would like *more regular bookings* to be available.

All non-active members were then asked to select their preferred improvement to the availability of vehicles. More than a half of non-active members (53%) would prefer Dial-a-Ride to have better daytime availability during the week. Around a fifth (18%) would choose better daytime availability at weekends. There is a lower level of demand for evening travel - either at weekends (9%) or during the week (7%). Around one in eight (12%) did not know which aspect of Dial-a-Ride could be improved.

Preferred improvements to Dial-a-Ride availability (prompted)



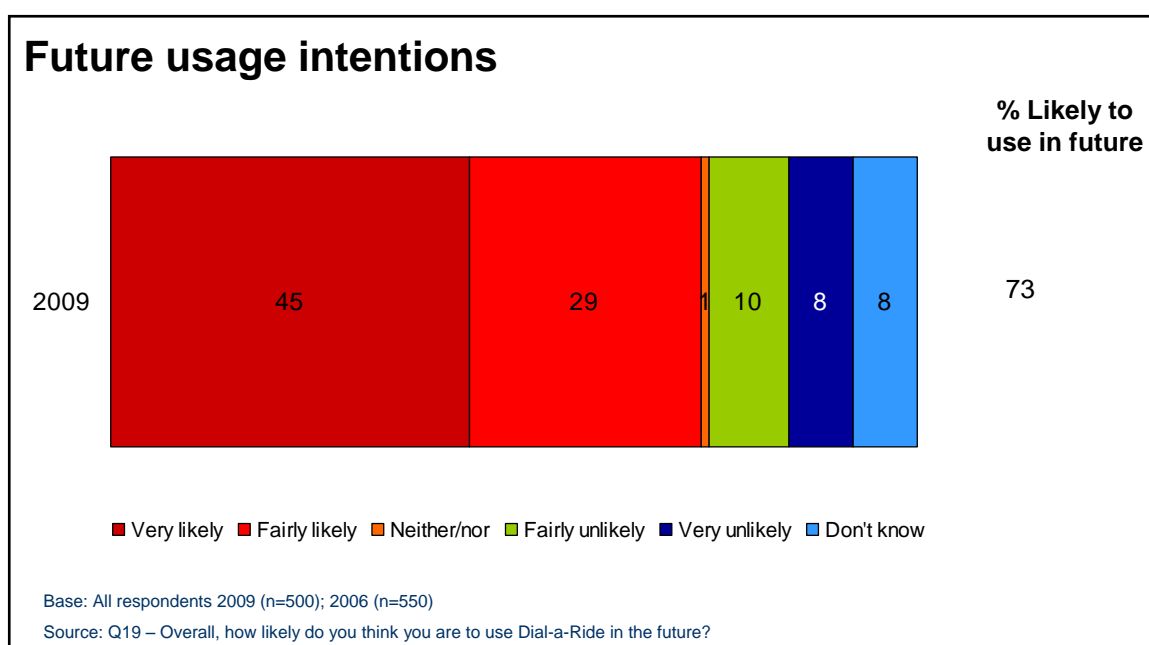
Base: All respondents 2009 (n=500)

Source: Q22c – I am now going to read out a list of four possible ways of improving the availability of Dial-a-Ride, and I'd like you to tell me which one you would MOST like to happen.

4.8 Future usage intentions

4.8.1 Likelihood to use Dial-a-Ride in the future

Non-active Dial-a-Ride members were asked how likely they would be to use the service in the future. The table below shows that future usage intention is high, with almost three-quarters of non-active members saying they are *very (45%) or fairly (29%) likely* to use the service in the future.



What is interesting is that although overall satisfaction stood at 64%, future likelihood to use the Dial-a-Ride service stands at three quarters. This suggests that there is still a willingness to utilise the service despite the slightly lower reported satisfaction.

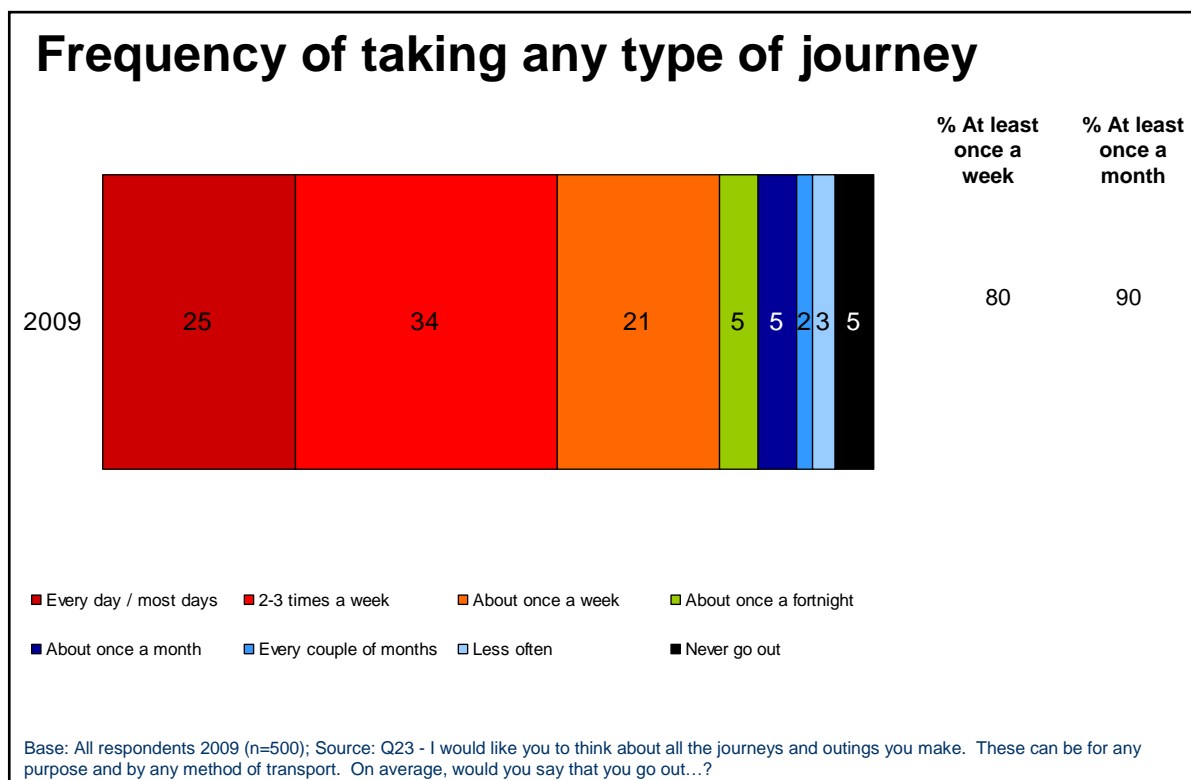
- Not surprisingly, the likelihood of using Dial-a-Ride increases in line with dependency on the service: 92% of those using the service for all or most journeys are likely to use it in the future compared to 60% of those who currently do not use it at all.

- A quarter (24%) of those who have experienced past problems with the booking service are unlikely to use the service in the future (compared with 18% overall), indicating that problems with the service provided can discourage future usage.
- Those who are registered as disabled (71%) are less likely to use the service in the future than those who are not (81%). This is possibly because they are greater users of black cabs, which can be perceived as providing more flexibility.
- Similarly, those aged below 65 years are less likely than other age groups to say that they will use Dial-a-Ride in the future.

4.9 General transport usage

4.9.1 Frequency of making journeys

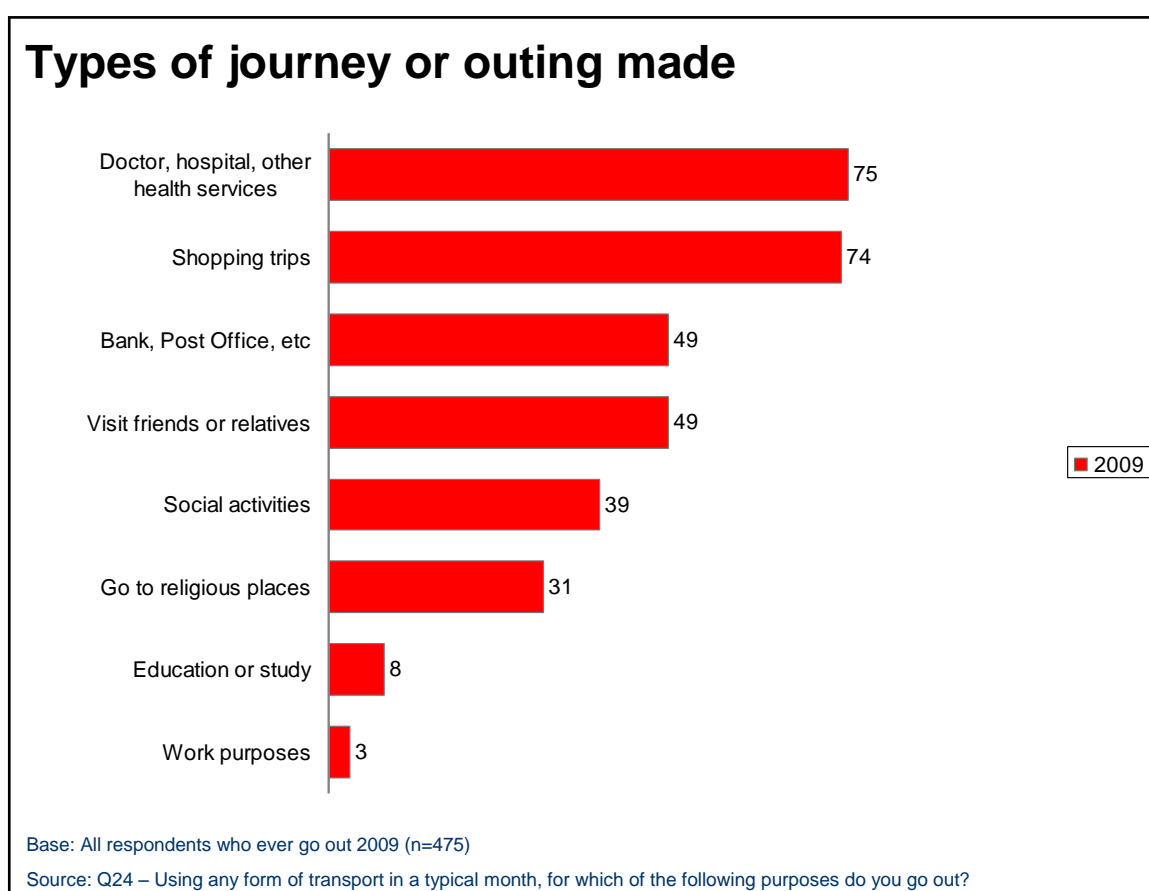
Dial-a-Ride non-active members were asked how often they tend to go out, taking into account any journey and any mode of transport used for these journeys.



The above shows that four out of five non-active members (80%) go out at least once a week. A quarter of non-active members go out on most days (25%). Only 5% of non-active members do not go out at all. The seemingly low proportion of people who never go out suggests that non-usage of the Dial-a-Ride service is not simply related to an inability of non-active members to leave their homes.

4.9.2 Types of Journeys Made

Non-active members who do go out were read a list of possible journeys or outings and asked to indicate which they made in a typical month. This was irrespective of whether the trip was made with Dial-a-Ride or another mode of transport.



As shown in the chart above, the most commonly made journeys are shopping and outings with a medical purpose, such as visits to the doctor or hospital. This fits with the age profile of the sample interviewed (51% were at least 80 years of age).

It is worth noting that D-a-R's service remit does not include transporting members to and from the hospital, this service is offered by the 'Non Emergency Transport Service'. This research did not explore whether people were aware of the types of journeys that are within the D-a-R remit.

Other significant mentions include going out *to the bank, post office, etc., to visit friends or relatives, for social activities and to religious places*. All of these were also mentioned in previous Dial-a-Ride surveys.

At the lower end of the scale, just one in twelve non-active members (8%) make trips for educational purposes. As might be expected, this is significantly higher among those aged below 80 years than it is in those aged over 80 years (15% vs. 1%).

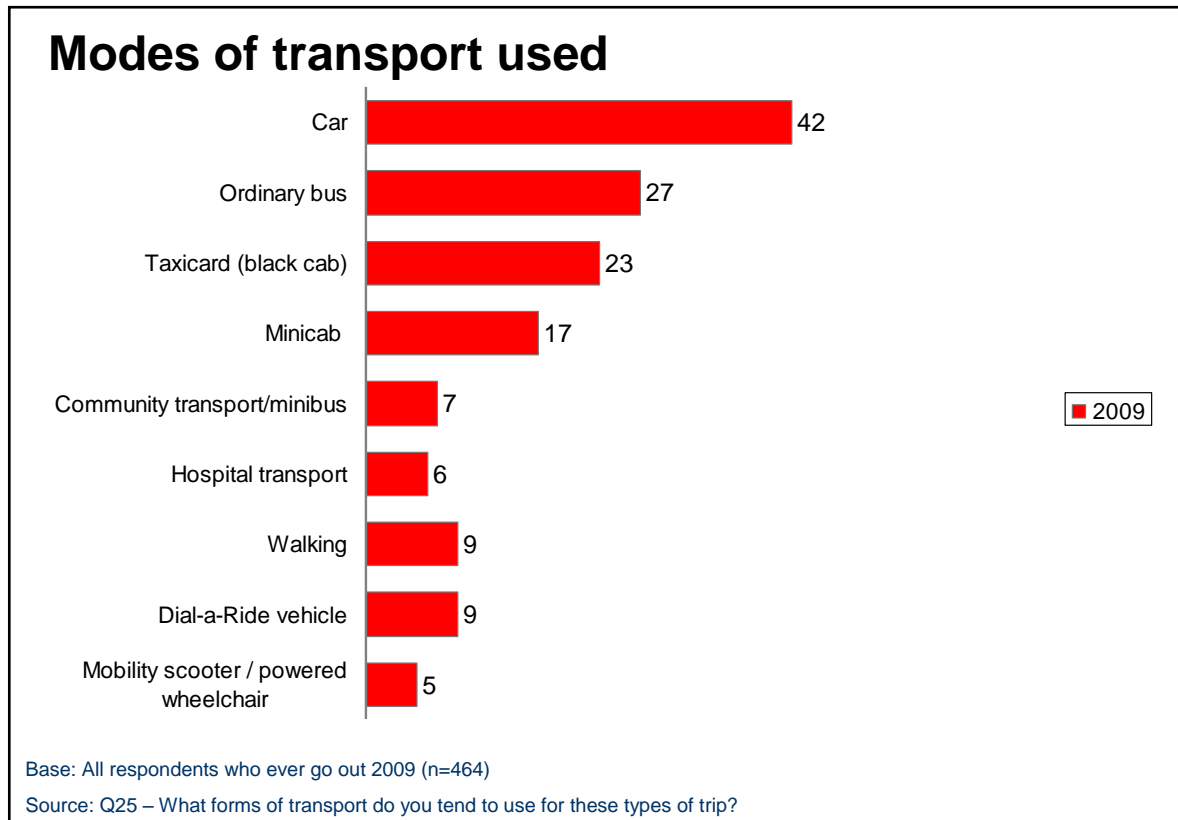
4.9.3 Modes of Transport Used

Non-active members who make outings were asked which mode(s) of transport they generally use. Although non-active members belong to the Dial-a-Ride scheme, they also tend to have a range of other transport options available to them.

The most widely used mode of transport is the car, which is used by more than two-fifths of non-active members (42%). Use of the ordinary bus is the second most common mode (27%).

Overall, 27% of all Non-active users have use of taxi card, either through a black cab or a mini cab and 2% use a minicab through the Capital Call Scheme.

Around one in ten (13%) use hospital or community minibuses as a mode of transport, and one in twenty (5%) use mobility scooters or powered wheelchairs.

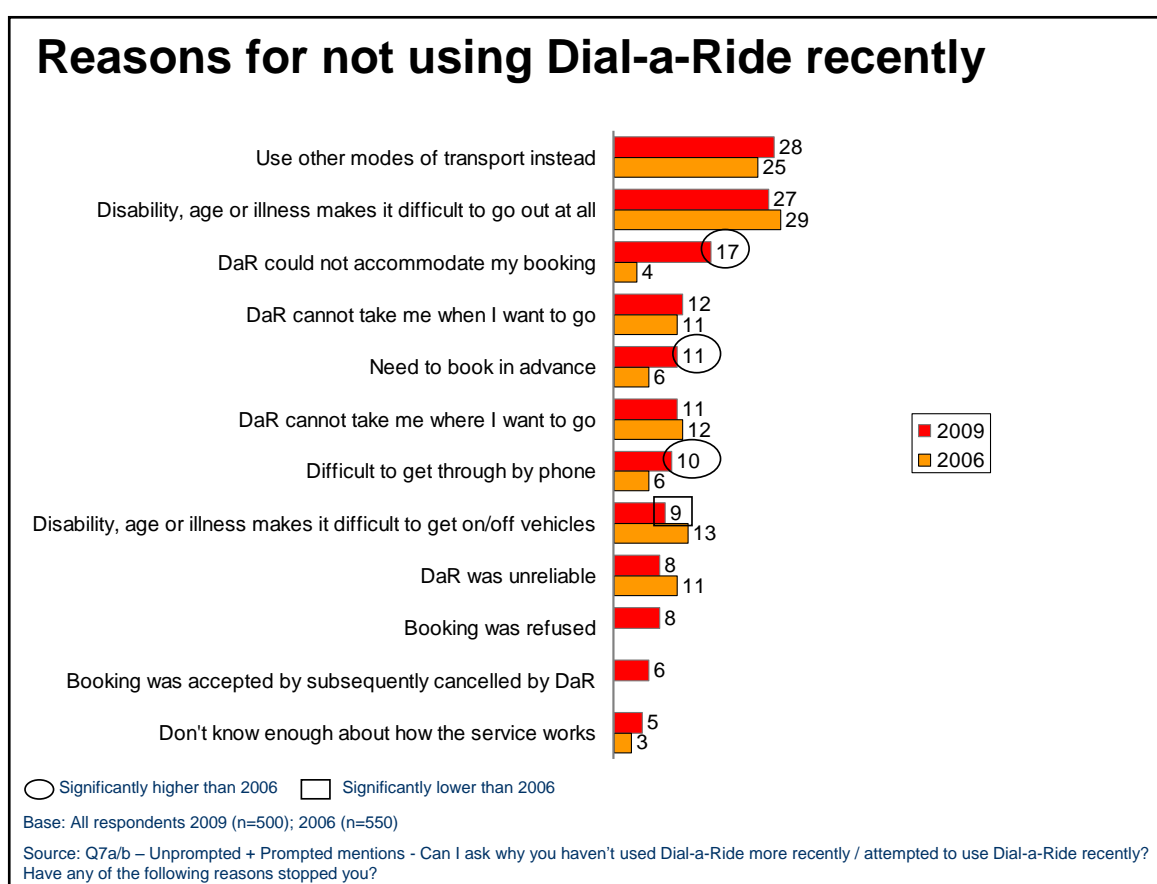


There are some notable subgroup differences by gender, age and disability.

- Males are more likely than females to use community transport (11% and 5% respectively) and mobility scooters (9% and 3% respectively). Conversely, females (45%) are more likely than males (34%) to use cars
- Those aged 65-79 years are more likely to use the Dial-a-Ride service (14%). Use of the service drops among the 80+ age group, with just 6% reporting use
- Those aged below 65 are more likely than those aged 65 and above to use community transport (13% vs. 5%), the Tube (10% vs. 5%) and mobility scooters (9% vs. 4%)
- Those who are registered as disabled are less likely than those who are not to use the ordinary bus (20% vs. 41%), but more likely to use black cabs (27% vs. 18%).

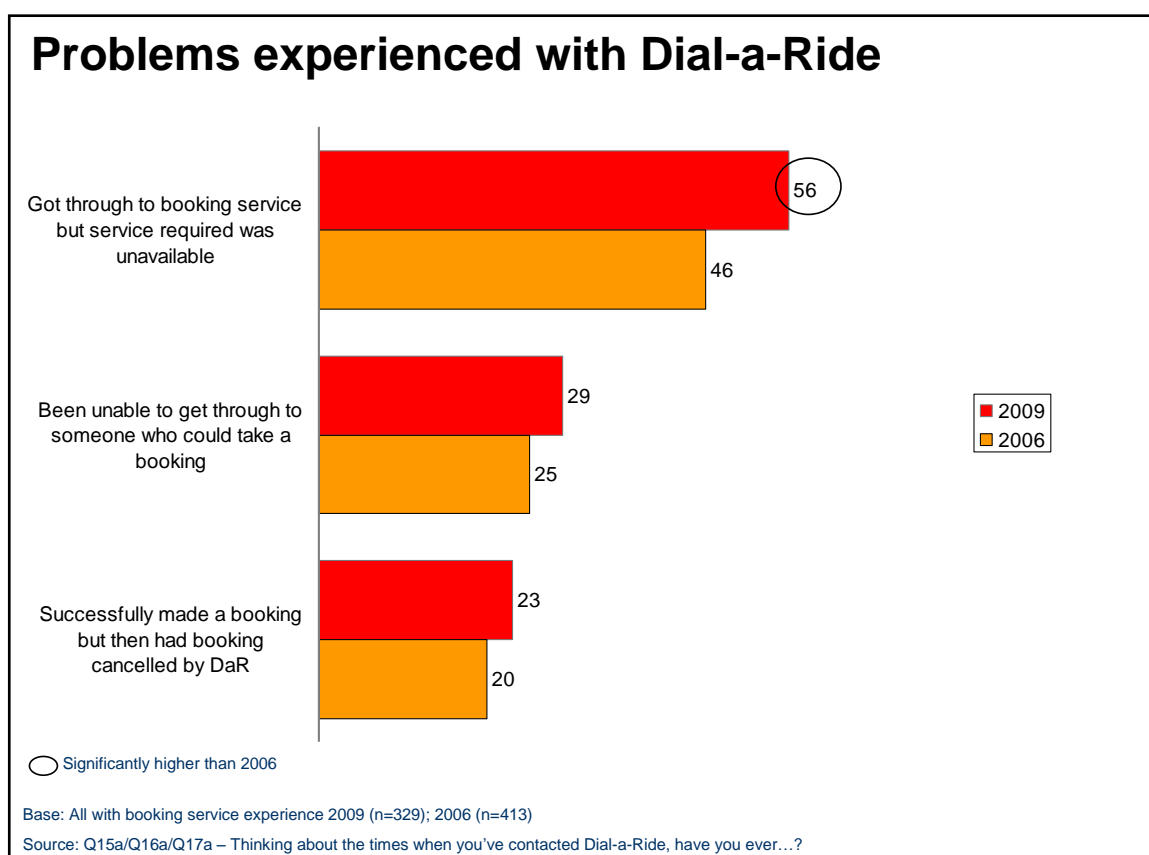
5 Comparisons with 2006

The following chart shows total (unprompted and prompted) responses for both 2009 and 2006. With both prompted and unprompted responses combined, as in 2006, the two top reasons are still *use other modes of transport instead* and that *disability, age or illness makes it difficult to go out at all*.



The chart below shows that in 2009 as in 2006, 56% of the non-active members who have made/attempted to make Dial-a-Ride bookings have got through to the booking service but the service they required was unavailable. As shown in the chart below, this is a significant increase from 2006 where 46% had this experience.

Consistent with three years ago, almost three in ten (29%) have been unable to get through to someone who could take their booking (25% in 2006). Almost a quarter (23%) had successfully made a booking but then it was subsequently cancelled by Dial-a-Ride, again this is in line with 2006 where 20% had this experience.



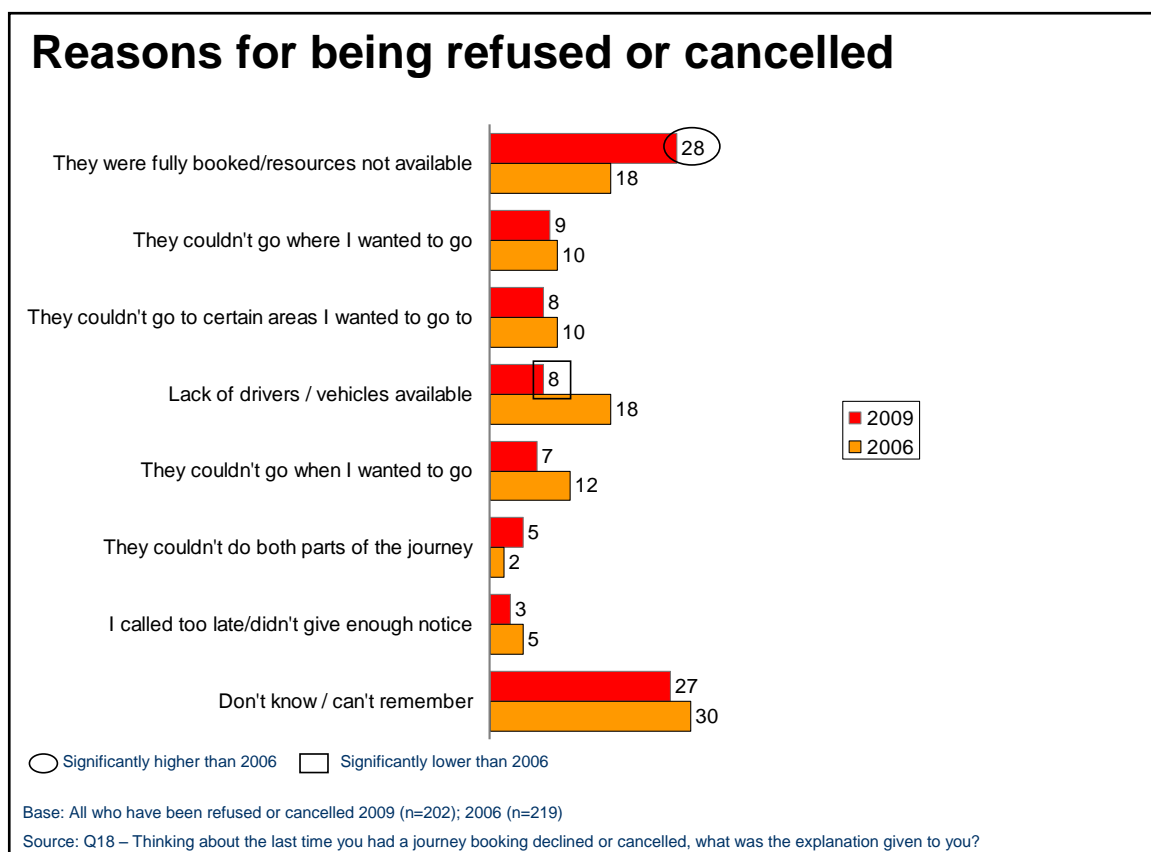
The table below shows that there has been a significant increase over the three-year period in the proportion of people saying that booking refusals *happen all of the time*.

Problems experienced with Dial-a-Ride

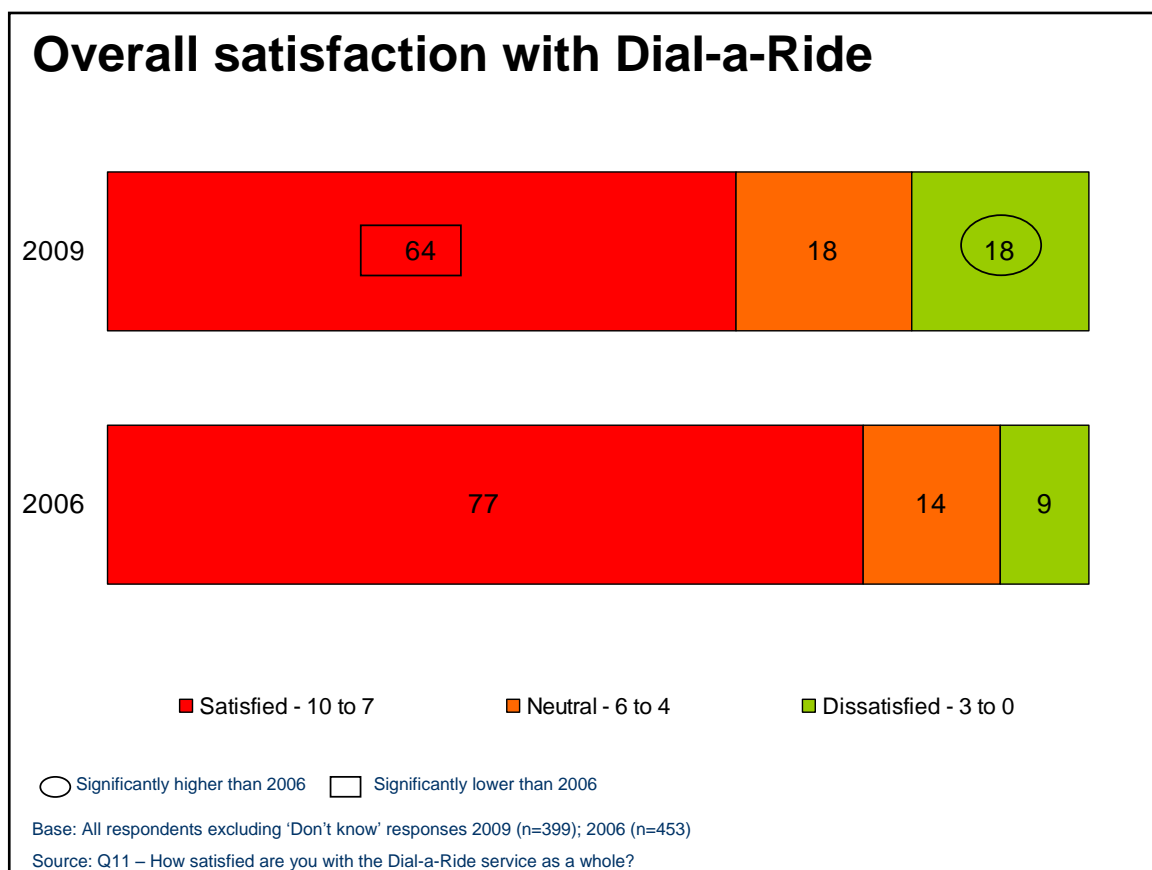
	Unable to get through		Booking refused		Booking cancelled	
	2009	2006	2009	2006	2009	2006
Base n=	95	105	185	197	76	83
Significant difference (95%)	A	B	C	D	E	F
Happened all the time	7%	12%	22% AD	7%	15%	7%
Happened most of the time	28% CE	18%	16%	15%	15%	10%
Happened some of the time	46% CE	42%	31%	36%	30%	32%
Happened rarely	15%	27% A	28% A	36%	40% A	47% B
Don't know	4%	1%	2%	6% BD	0%	4%

Source: Q15b/Q16b/Q17b – And how often did this happen; would you say it was...?

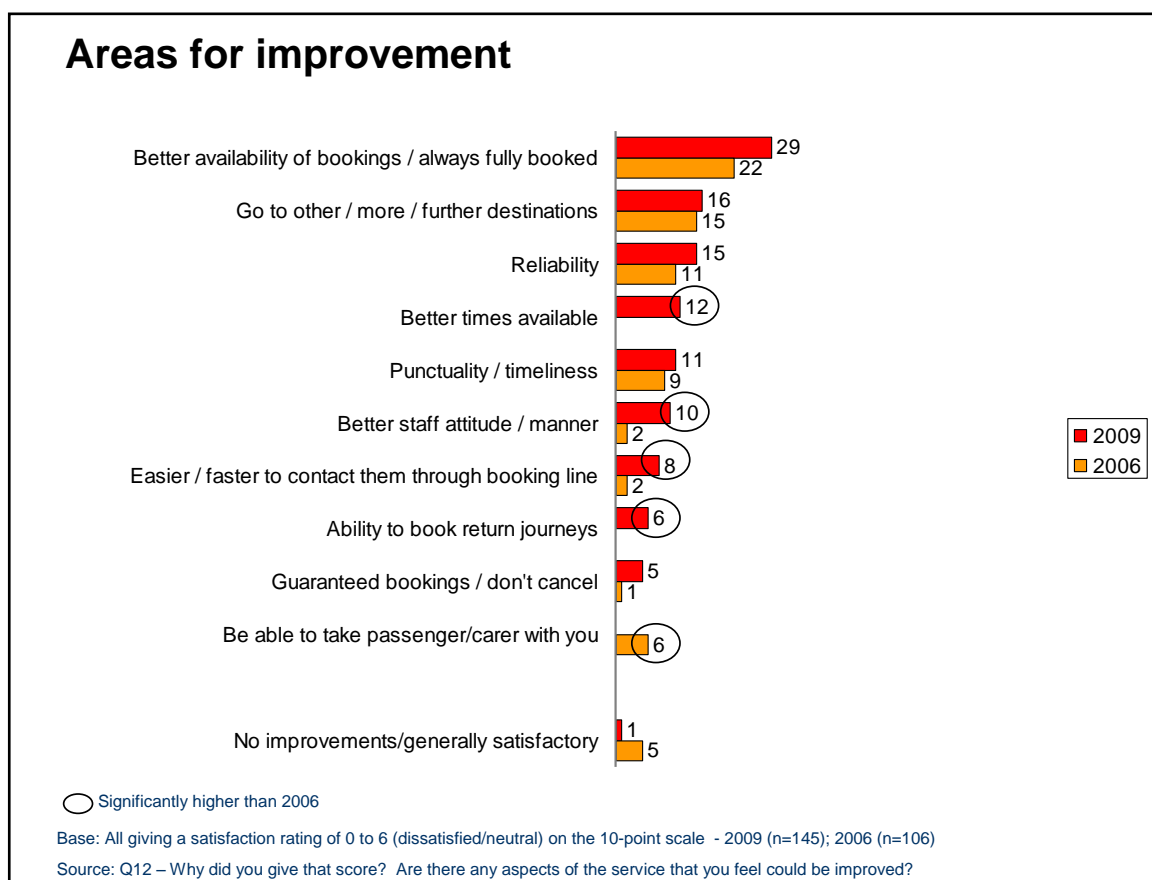
In 2009, the most common reason given for refusal or cancellation was due to resources being *fully booked or not available*. This is a significant increase on 2006.



As shown in the chart below, there has been a significant decline in satisfaction levels since 2006. Two thirds of those giving a rating (64%) now claim to be satisfied with Dial-a-Ride, in 2006, three quarters (77%) reported satisfaction.



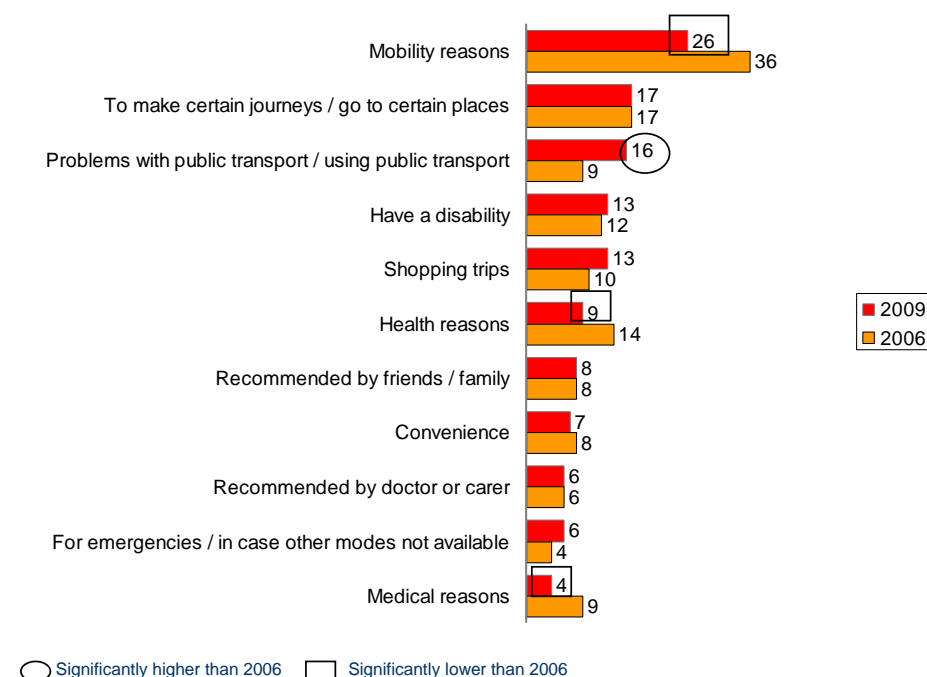
Those giving the D-a-R a satisfaction score of 6 or below were asked for areas for improvement. There have been significant increases since 2006 in requests for *better times available*, *better staff attitude/manner*, *easier/faster contact through the booking line* and the *ability to book return journeys*.



As in 2006, *mobility* remains the main reason for becoming a member. However, it is now mentioned by only around a quarter of non-active members (26%), this is a significant decline over the three-year period (-10%). Registering to make certain journeys or go to specific places remains unchanged from 2006.

As illustrated below, *problems with using public transport* is now more commonly mentioned as a message for registering to be a member than it was in 2006 (16% and 9% respectively). As in 2006, recommendations are still common, with 8% saying Dial-a-Ride was recommended by family or friends and 6% by their doctor or carer.

Reasons for registering with Dial-a-Ride

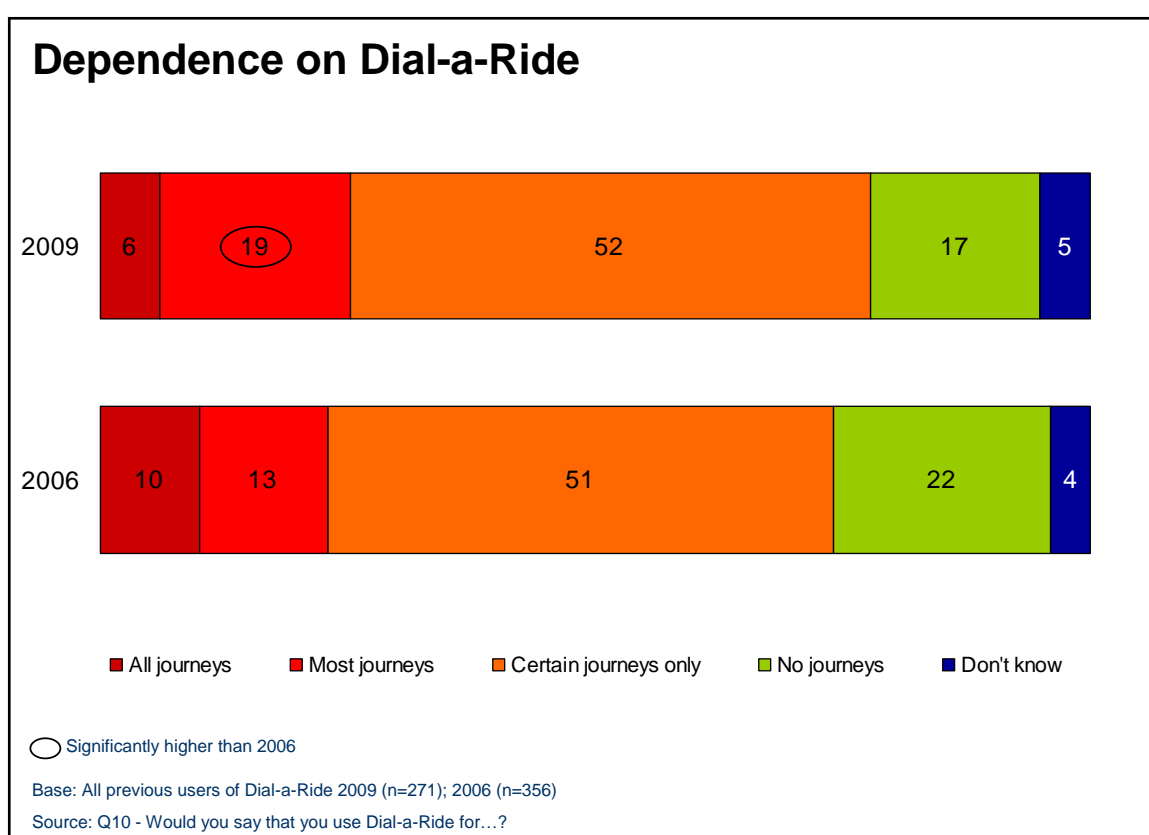


Base: All respondents 2009 (n=500) 2006 (n=550)

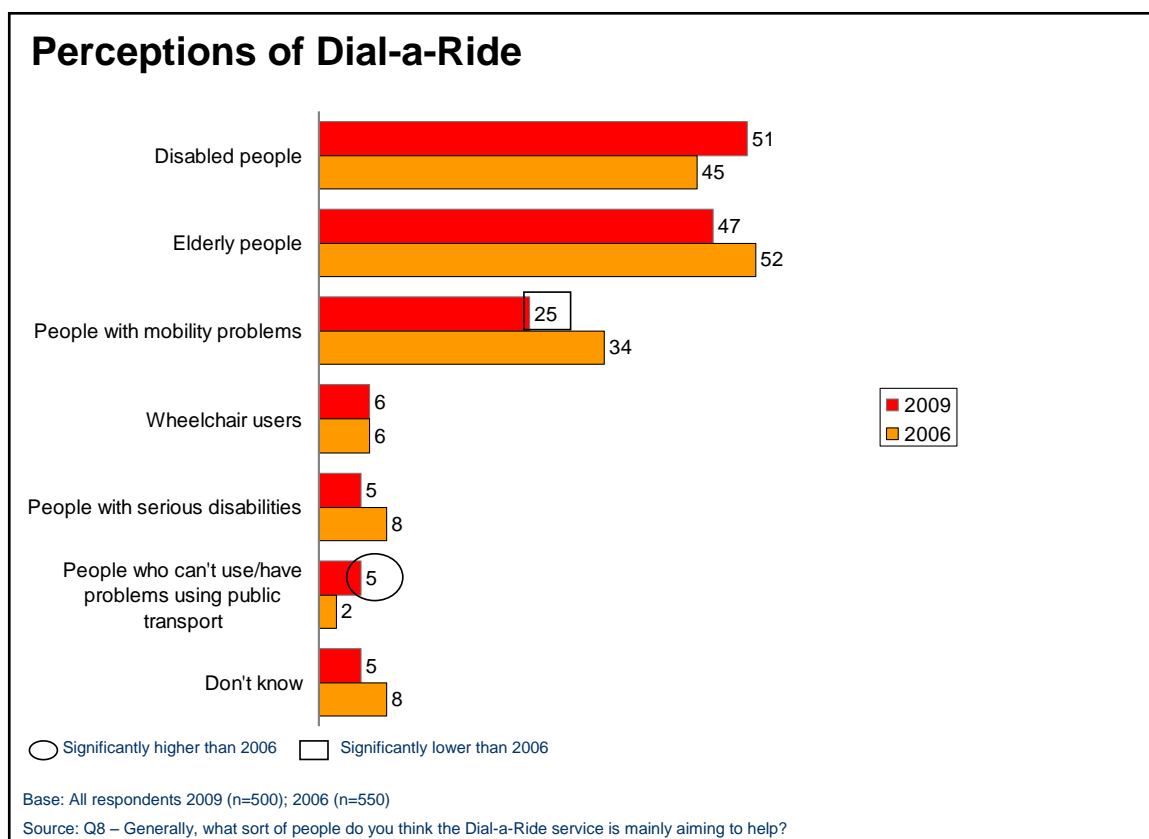
Source: Q9 – What were your reasons for becoming a Dial-a-Ride member in the first place?

Non-active members who have previously used the service were asked the extent to which they make use of the Dial-a-Ride service.

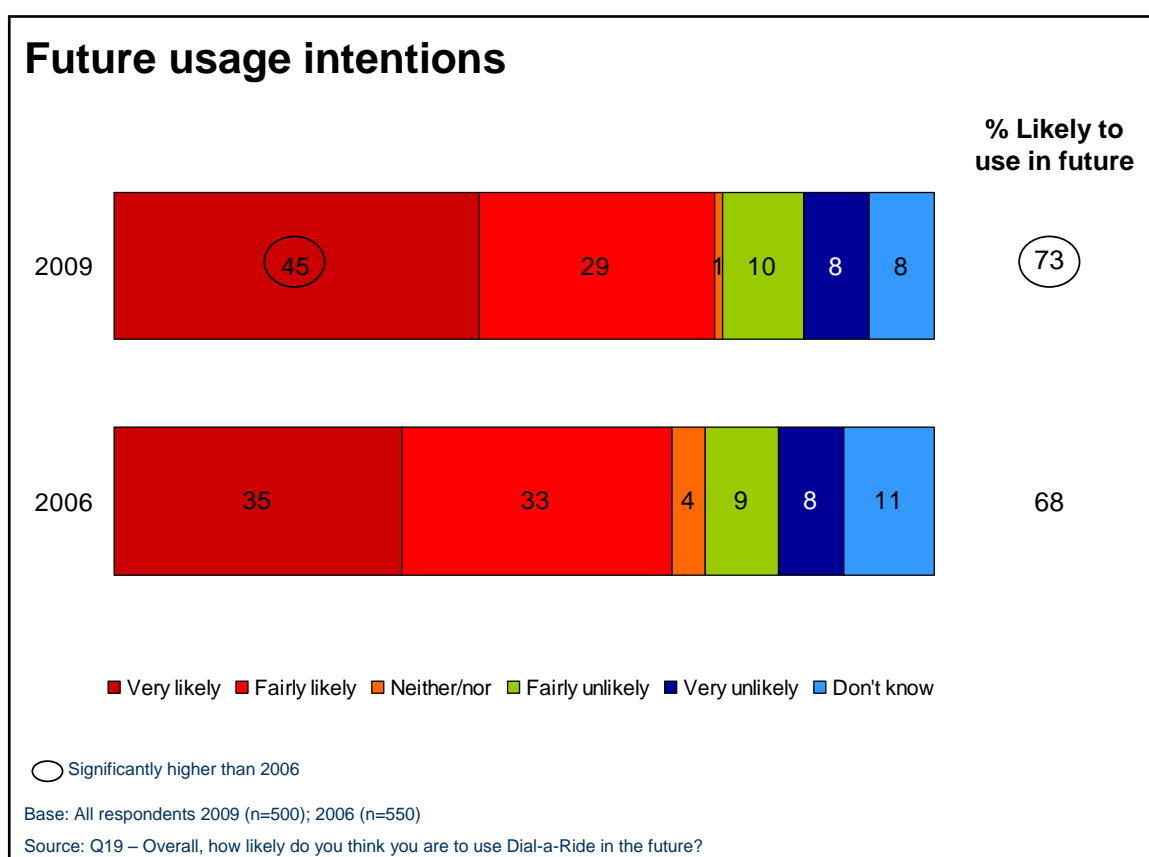
Overall, the findings for 2009 are fairly similar to 2006, except that there has been a significant increase (+6%) in the proportion saying they use Dial-a-Ride for most journeys.



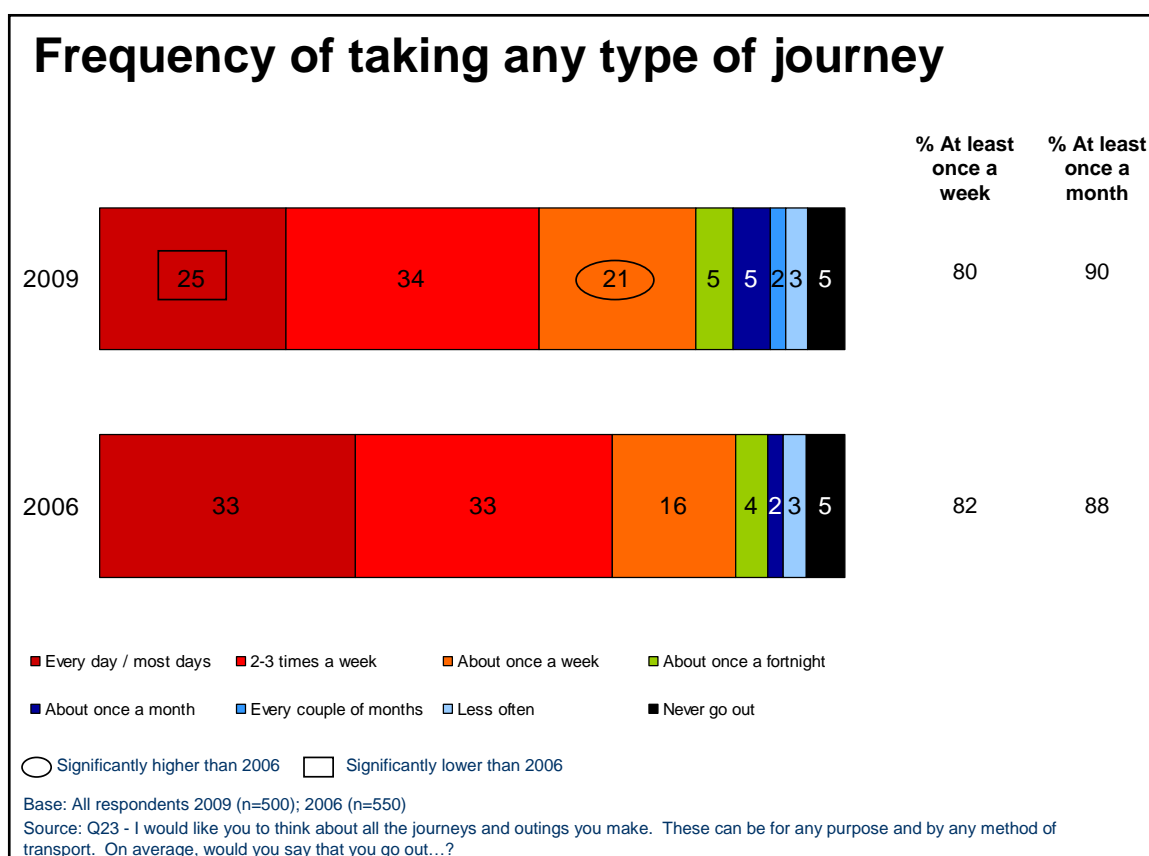
Dial-a-Ride is predominately perceived to be a service for disabled and elderly people, which is in line with previous survey findings. However, there has been a decline in the proportion who perceive Dial-a-Ride as a service catering for people with mobility problems (25% vs. 34% in 2006). Conversely, 2009 has seen an increase in the proportion who associate the service with people who can't use/have problems using public transport (5% vs. 2% in 2006).



The chart below shows that future usage intention is higher in 2009 than it was in 2006. In 2009, almost three-quarters of non-active members say they are likely to use the service in the future. This is a significant increase on 2006 where overall likelihood to use stood at under seven in ten.

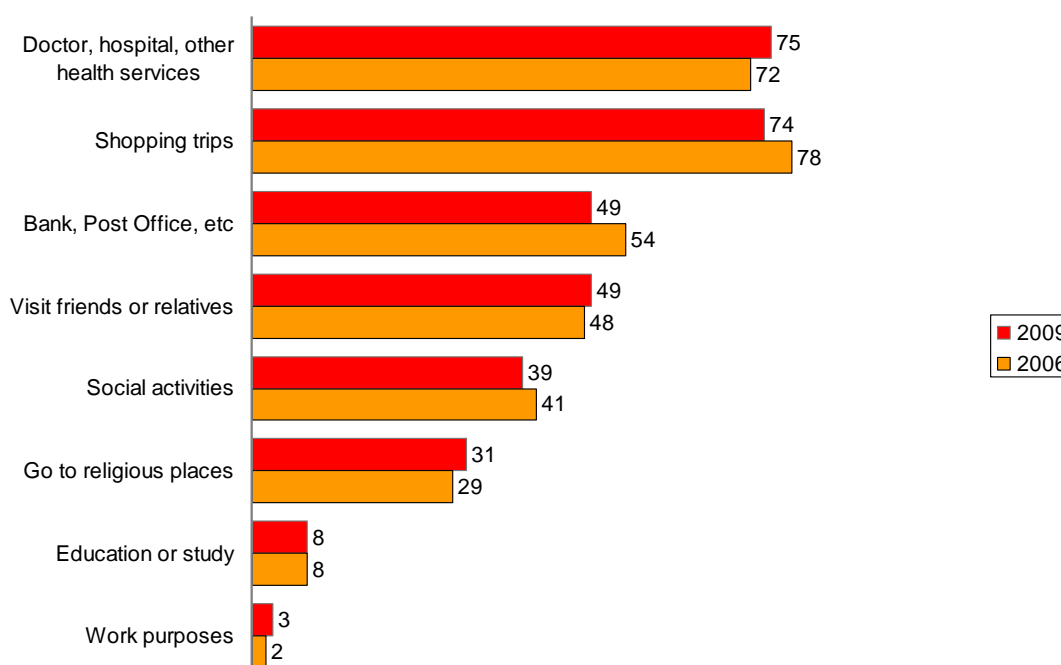


Four out of five non-active members go out at least once a week. This is comparable with 2006, where 82% reported that they went out at least once a week. However, whereas a third (33%) of non-active members were going out on most days in 2006, this has dropped significantly to only a quarter (25%) in 2009. Correspondingly, in 2009, there has been a significant increase in the proportion going out about once a week. Consistent with 2006, only 5% of non-active members do not go out at all.



In 2006 outings with a medical purpose and shopping visits were the most popular journeys in a typical month, each mentioned by three quarters of non-active users. All journeys typically made in a month in 2009 are in line with those made in 2006.

Types of journey or outing made



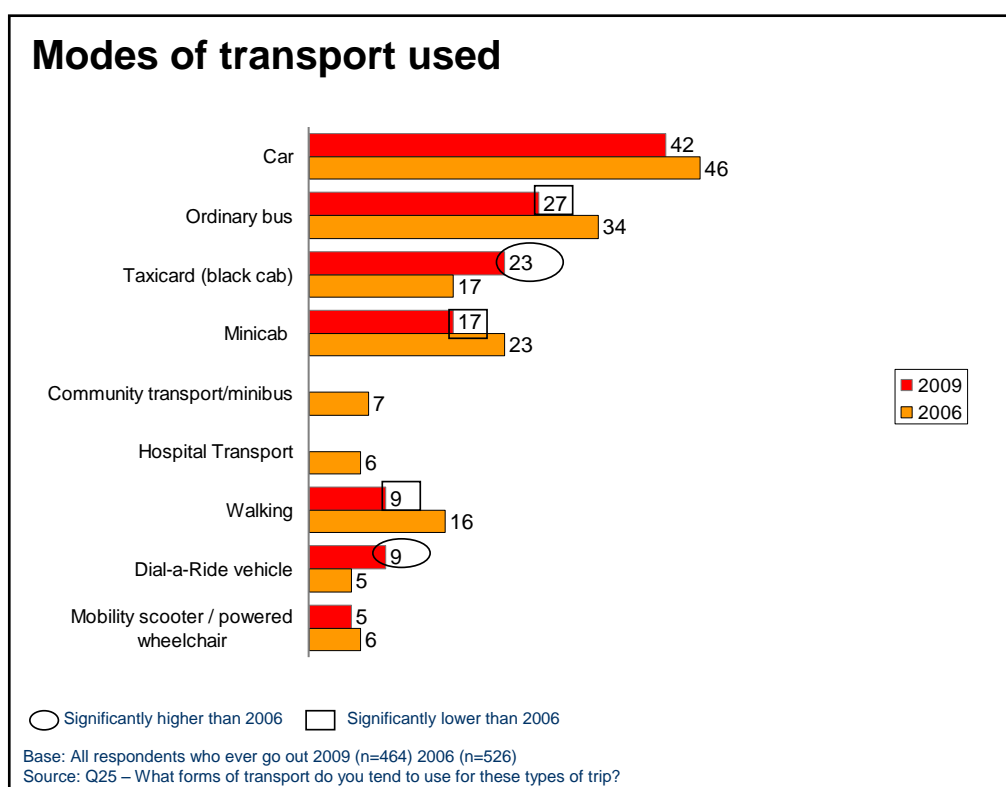
Base: All respondents who ever go out 2009 (n=475) 2006 (n=526)

Source: Q24 – Using any form of transport in a typical month, for which of the following purposes do you go out?

As seen in previous years, although non-active members belong to the Dial-a-Ride scheme, they also tend to have a range of other transport options available to them.

Consistent with 2006, the most widely used mode of transport is the car. Use of the ordinary bus remains the second most common mode, but the proportion using it has dropped significantly from around a third (34%) in 2006 to around a quarter (27%) in 2009.

Use of minicabs and walking as modes of transport have both significantly declined since 2006.



6 Non-Active Member Profile

Table 9a below shows the weighted profile of Dial-a-Ride non-active members interviewed in this research in 2009 and 2006.

Table 9a – Sample profile

	%	2009	2006
<i>Base n=</i>		500	550
Gender			
Male		29	23
Female		71	77
Age			
0-34		2	2
35-59		11	8
60-69		11	12
70-79		23	19
80+		51	57
Working			
Full-Time		<1	1
Part-Time		1	<1
No paid job (housewife/husband)		<1	<1
No paid job (illness/disability)		12	7
Unemployed		1	2
Retired		82	88
Student		3	1
Ethnicity			
White		78	84
Mixed		2	1
Asian		8	5
Black		7	4
% Registered Disabled		67	57
% Registered Blind		9	8
% Hearing Difficulties		32	32
% Difficulty in using telephone		16	14
% Member of Taxicard/Capital Call		55	43
Mobility Level			
Walk unaided with no difficulty		5	12
Walk unaided but with difficulty		13	14
Walk with stick/walking aid		58	55
Wheelchair		21	15
Other		2	<1

7 Non-Active Member Profile by Dial-a-Ride Usage

The table below shows the profile of members by Dial-a-Ride usage.

Table 9b – Sample profile by DaR usage

	%	All respondents	Attempted to use DaR		Number of times used DaR			
			Yes	No	Never	1-2	3-10	11+
Significant difference (95%)			A	B	C	D	E	F
Base n=		500	329	171	41	57	118	95
Gender								
Male	29		29	29	22	49 CEF	28 F	18
Female	71		71	71	78 D	51	72 D	82 DE
Age								
0-34	2		3	4	2	7	3	2
35-59	11		12	9	17	14	10	11
60-69	11		12	10	17 DEF	7	12	11
70-79	23		23	23	31	15	23	25
80+	51		49	54	33	58	52	49
Working								
Full-Time	<1		0	1	0	0	0	0
Part-Time	1		2	0	5	5	1	1
No paid job (housewife/husband)	<1		1	0	0	0	2	<1
No paid job (illness/disability)	12		13	10	20	11	10	15
Unemployed	1		1	0	0	2	1	<1
Retired	82		79	86	71	75	84	82
Student	3		3	3	1	8 E	2	2
Ethnicity								
White	78		79	77	73	71	83 D	81
Mixed	2		2	1	0	0	3	3
Asian	8		6	12 A	13	9	5	4
Black	7		7	8	3	10	6	5
% Registered Disabled	67		69	63	77	63	70	68
% Registered Blind	9		10	7	12	13	8	10
% Hearing Difficulties	32		33	30	42	35	33	32
% Difficulty in using telephone	16		16	16	15	28	14	13
% Member of Taxicard/Capital Call	55		55	55	49	58	63 F	47
Mobility Level								
Walk unaided with no difficulty	5		5	4	3	3	6	6
Walk unaided but with difficulty	13		12	14	6	13	11	13
Walk with stick/walking aid	58		57	60	62	64	55	57
Wheelchair	21		23	18	29	18	24	22
Other	2		2	3 A	0	3	1	2



Dial-a-Ride

Customer Satisfaction Survey

Q3 2009/2010

Report
November 2009
JN: 437670



Introduction (1)

- Dial-a-Ride Customer Satisfaction Survey has been conducted quarterly since 1995. GfK NOP have conducted the survey since November 2004. This report presents the findings of the wave conducted in November 2009.
- 612 users of the service were interviewed by telephone. As from May 2006, carers are interviewed if the user is unable to take part in the survey. In November the achieved sample consisted of 557 users and 55 carers.
- A number of satisfaction ratings are collected, with a score from 0-10, these have been multiplied by a factor of 10 to provide an index out of 100.
- In this report, results are shown for all Company, and where relevant, by operating areas.
- Dial-a-Ride used to be operated from six operating bases, but over the last four years it has centralised the booking function through the creation of a central control centre that takes all bookings. The migration of the operating areas to the new system is detailed below:

	Date of migration
Wimbledon	30 September 2005
Southall	23 December 2005
Paddington	8 January 2007
Palmers Green	4 June 2007
Orpington	22 October 2007
Woodford	1 September 2008



Introduction (2)

- Results have been weighted according to the usage levels of the six operating areas during the sampling period. The table below shows the usage by area during the sampling period and the unweighted and weighted base sizes by area.

	Passenger usage during the sampling period	Interviews achieved (unweighted)	Weighted base
Paddington	437	100	39
Palmers Green	1,341	100	120
Woodford	1,698	100	153
Wimbledon	1,041	112	94
Orpington	990	100	89
Southall	1,307	100	117
Total	6,814	612	612



Customer Satisfaction

- In November, overall satisfaction remained unchanged at 91.
- Customers who travelled in one of the new style red vehicles or in one of the old style red minibuses, both at 92, were marginally more satisfied with the service than those travelling in one of the silver vehicles (90). However, these differences are not statistically significant. Satisfaction with the overall service among wheelchair users fell by four points to 87. However, due to the low base size, this is not statistically significant.

Customer Satisfaction Ratings - Summary



Difference from previous wave	0
% Positive (80-100)	93%
% Negative (0-30)	1%



Booking Process

- Nearly half (46%) of the bookings were made by the users themselves (3% lower than in August); while there was a 5% increase in regular bookings (49%) and 5% were made by a friend or relative.

<i>All Company</i>		
% who made booking	<i>Nov-09</i>	<i>2009/2010 Year to Date</i>
Yourself	46%	50%
Friend or relation	5%	5%
Didn't book/have regular arrangement	49%	45%

- Customers who made the booking for the journey were asked whether they used the 0845 or the 0207 number to make their booking.
- Two thirds of customers (66%) used the 0845 number to make their booking (5% higher than in August), with a significant decrease of 9% in the number of customers who used the 0207 number.

<i>All Company</i>		
Score out of 100	<i>Nov-09</i>	<i>2009/2010 Year to Date</i>
Yes, I used the 0845 number	70	66
No, I used the 0207 number	26	30
Don't know	3	4



Booking Process

Number of Attempts

- In November, half of the customers (47%) got through on their first attempt (a fall of 3% compared with August). 40% called between 2 and 5 times and 8% called 6 or more times (down 3% compared with August). The average number of times customers had to call remained under three times.

% who made booking	<i>All Company</i>	
	<i>Nov-09</i>	<i>2009/2010 Year to Date</i>
Answered first time	47%	47%
Took 2-3 attempts	34%	25%
Took 4-5 attempts	6%	10%
Took 6-10 attempts	5%	8%
Took 11 or more attempts	3%	4%
Can't remember	4%	5%
Mean	2.64	3.02



Booking Process

Call Answering

- The proportion of customers who got through to the booking line on first attempt fell by 3% to 47%, however, this increase is not statistically significant.



Difference from previous wave

-3

Time Taken

- The average time taken to get through dropped by 1 minute to 9 minutes.



-1



Booking Process

Customer Satisfaction with Booking Process

- In November, satisfaction with the booking process improved slightly, up one point to 79.



Difference from previous wave

% Positive (80-100)

% Negative (0-30)

1

71%

6%

Customer Satisfaction with Helpfulness/Courtesy of Telephone Operators

- Satisfaction with helpfulness and courtesy of the telephone operators, at 87, was unchanged from August.



0

85%

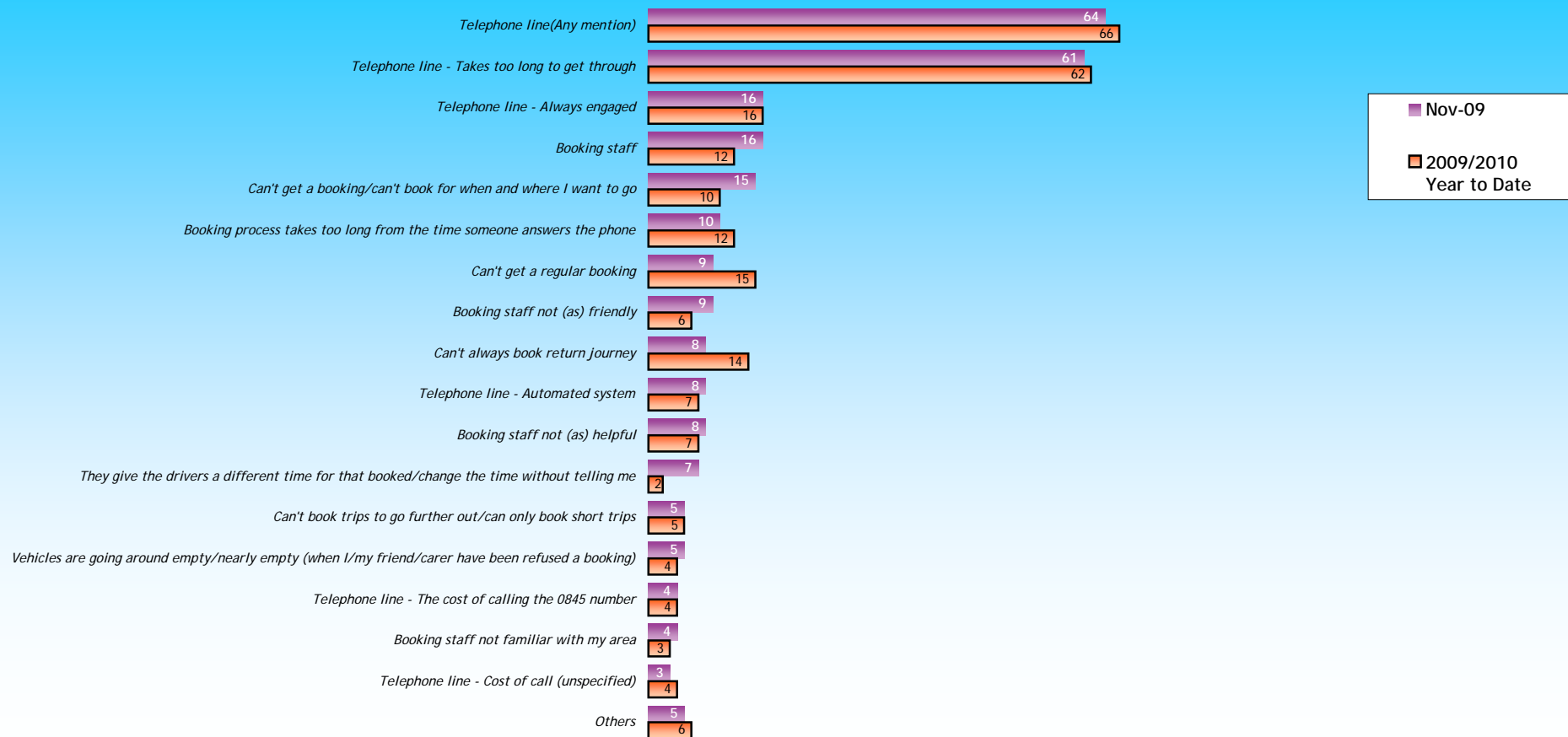
1%



Reasons for dissatisfaction with booking process

- Customers who gave a rating of 6 or less for their satisfaction with the booking process were asked why they were dissatisfied. Over half of the customers (52%) who gave a rating of 6 or less were dissatisfied because it "takes too long to get through" (

Reasons for dissatisfaction with booking process (%)





Availability of Bookings

Day

- The majority of customers (81%) continue to be able to travel with Dial-a-Ride on the day they want to make a journey all or most of the time, at the same level as in August. The proportion of customers who claim to be able to travel on the day they want all or most of the time is highest in Orpington (87%).

	All Company		Paddington	Palmers Green	Woodford	Wimbledon	Orpington	Southall
	Nov-09	2009/2010 Year to Date						
All of the time	43%	43%	33%	42%	38%	54%	45%	43%
Most of the time	38%	37%	49%	41%	43%	24%	42%	31%
Some of the time	15%	15%	14%	14%	14%	19%	12%	19%
Rarely	2%	2%	3%	1%	2%	1%	0%	5%
Never	1%	1%	0%	1%	2%	1%	1%	0%
Don't know	1%	1%	1%	1%	1%	2%	0%	2%
			<div></div> Highest Score					<div></div> Lowest Score

Time

- The proportion of customers able to travel with Dial-a-Ride at the time they want to make a journey all or most of the time rose marginally since August (77%, up 1%). Customers in Orpington (83%) are most likely to say they can travel at the time they want to.

	All Company		Paddington	Palmers Green	Woodford	Wimbledon	Orpington	Southall
	Nov-09	2009/2010 Year to Date						
All of the time	37%	37%	32%	36%	39%	38%	40%	35%
Most of the time	40%	40%	45%	42%	41%	42%	43%	32%
Some of the time	19%	17%	18%	19%	15%	18%	16%	29%
Rarely	1%	2%	3%	0%	2%	1%	0%	0%
Never	1%	1%	1%	0%	1%	0%	1%	1%
Don't know	2%	2%	1%	3%	2%	2%	0%	3%
			<div></div> Highest Score					<div></div> Lowest Score



Availability of Bookings

Places

- The majority of customers (80%) are able to travel with Dial-a-Ride to the places that they want to travel to all or most of the time (1% higher than in August). The proportion of customers who claim to be able to travel to the places they want is highest in Orpington (88%).

	All Company							
	Nov-09	2009/2010 Year to Date	Paddington	Palmers Green	Woodford	Wimbledon	Orpington	Southall
All of the time	51%	50%	44%	58%	46%	52%	55%	47%
Most of the time	29%	30%	36%	25%	33%	24%	33%	26%
Some of the time	15%	14%	9%	13%	15%	19%	9%	21%
Rarely	2%	2%	3%	0%	3%	2%	0%	2%
Never	1%	1%	3%	0%	1%	2%	0%	0%
Don't know	3%	3%	5%	4%	2%	2%	3%	4%
			<div></div> Highest Score					<div></div> Lowest Score



Vehicle Type

- Just over one third of trips (36%) were made in the old style red minibuses, 13% travelled in the silver people carriers, and 29% in the new style red minibuses. In November, over one in three customers in Palmers green and Woodford (37% and 38%) travelled in the new style red minibuses.

	<i>All Company</i>							
	<i>Nov-09</i>	<i>2009/2010 Year to Date</i>	<i>Paddington</i>	<i>Palmers Green</i>	<i>Woodford</i>	<i>Wimbledon</i>	<i>Orpington</i>	<i>Southall</i>
Dial-a-Ride Old style red minibus	36 %	42 %	48 %	29 %	30 %	38 %	34 %	47 %
Dial-a-Ride New style silver people carrier	13 %	14 %	18 %	13 %	6 %	21 %	28 %	2 %
Dial-a-Ride new style red minibus	29 %	24 %	12 %	37 %	38 %	18 %	21 %	29 %
Taxi or minicab	0 %	1 %	0 %	0 %	0 %	0 %	0 %	0 %
Community transport	3 %	3 %	3 %	2 %	1 %	4 %	3 %	4 %
Don't Know	20 %	16 %	19 %	19 %	25 %	20 %	14 %	18 %



Customer Satisfaction

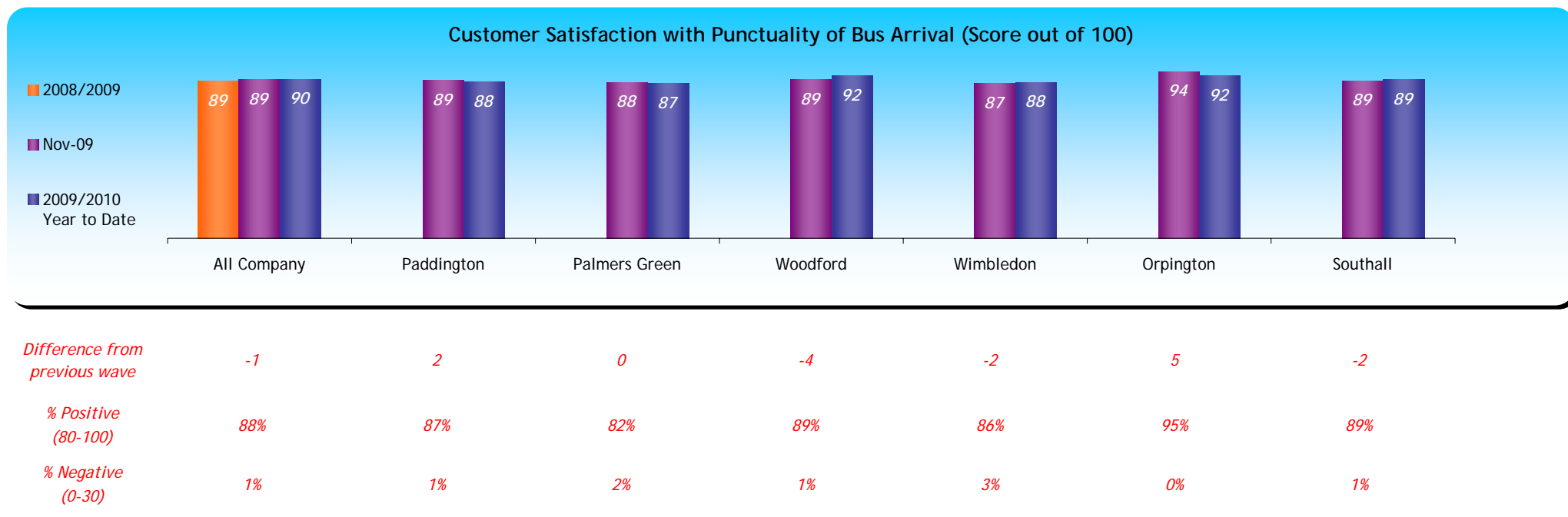
Score out of 100	All Company							
	Nov-09	2009/2010 Year to Date	Paddington	Palmers Green	Woodford	Wimbledon	Orpington	Southall
Bus Punctuality	89	90	89	88	89	87	94	89
Driver helpfulness and courtesy	95	95	94	95	95	94	96	96
Ease of getting on bus	92	92	91	91	93	92	89	95
Ease of getting off bus	92	92	91	90	93	93	90	94
The Smoothness and Freedom from Jolting	86	87	84	83	86	87	87	88
The Cleanliness of the Exterior of the Vehicle	94	93	93	93	95	91	95	94
The Cleanliness of the Interior of the Vehicle	94	94	93	95	95	93	95	95
			<div> <div></div> Highest Score <div></div> Lowest Score </div>					

- Dial-a-Ride customers were once again most satisfied with driver helpfulness and courtesy (95, no change from August).

The Journey

Customer Satisfaction with Punctuality of Bus Arrival (Outward and Return)

- The level of satisfaction with the punctuality of the bus fell by one point from August, to 89. The highest level of satisfaction was in Orpington, at 94.

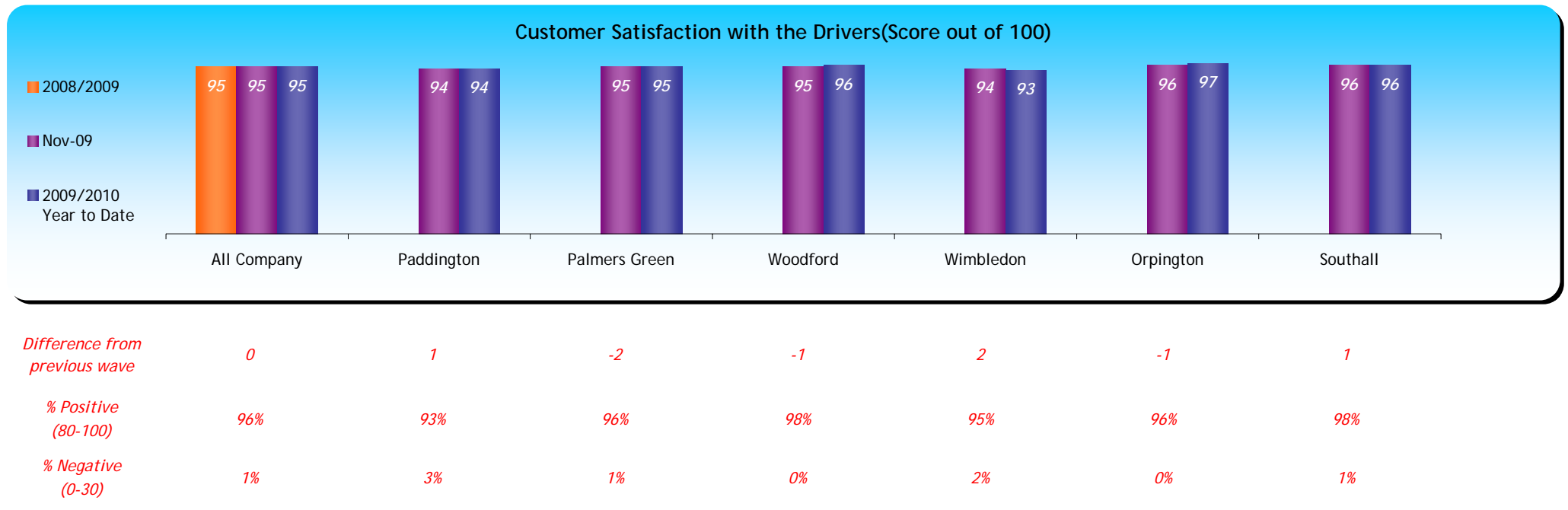




The Journey

Customer Satisfaction with the Drivers

- Satisfaction with the drivers stayed at the same level as August (95). In November, customers in Orpington and Southall were the most satisfied with the driver helpfulness and courtesy (both at 96).





The Journey

Customer Satisfaction with the Ease of Getting On the Bus

- Satisfaction with the ease of getting on the bus, at 92, was down one point from August. Wheelchair users' level of satisfaction with this aspect of their journey was also down one point compared with August, also at 92.





The Journey

Customer Satisfaction with the Ease of Getting Off the Bus

- Satisfaction with the ease of getting off the bus, at 92, has also fallen by one point. Wheelchair users' satisfaction with this aspect of their journey rose by one point to 92.



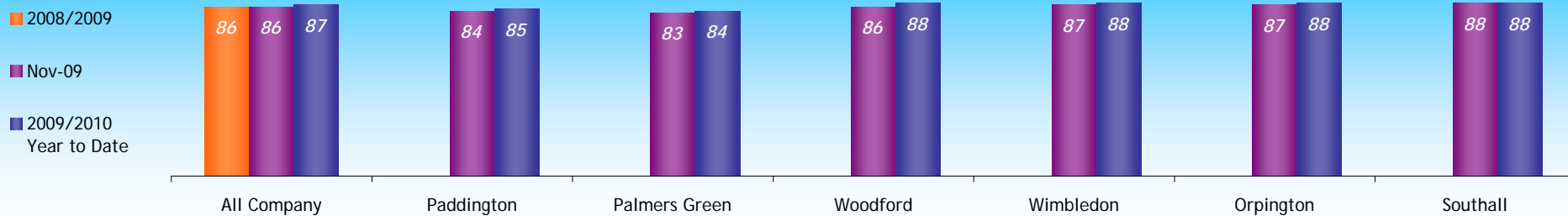


The Journey

Customer Satisfaction with the Smoothness and Freedom from Jolting During the Journey

- Satisfaction with the smoothness and freedom from jolting during the journey, at 86, is down two points from August. Satisfaction for this aspect of the journey was highest amongst those who travelled in one of the silver vehicles (at 88) compared with those travelling in the new style red vehicles (86) or in the old-style red vehicles (84). However, these differences are not statistically significant.
- Wheelchair users' satisfaction with the smoothness and freedom from jolting during their journey dropped by two points compared with August, down to 80. However, due to the low base size, this drop is not statistically significant.

Customer Satisfaction with the Smoothness and Freedom from Jolting During the Journey (Score out of 100)



Difference from previous wave

-2 -2 -1 -4 -3 0 1

% Positive (80-100)

82% 81% 76% 85% 82% 83% 84%

% Negative (0-30)

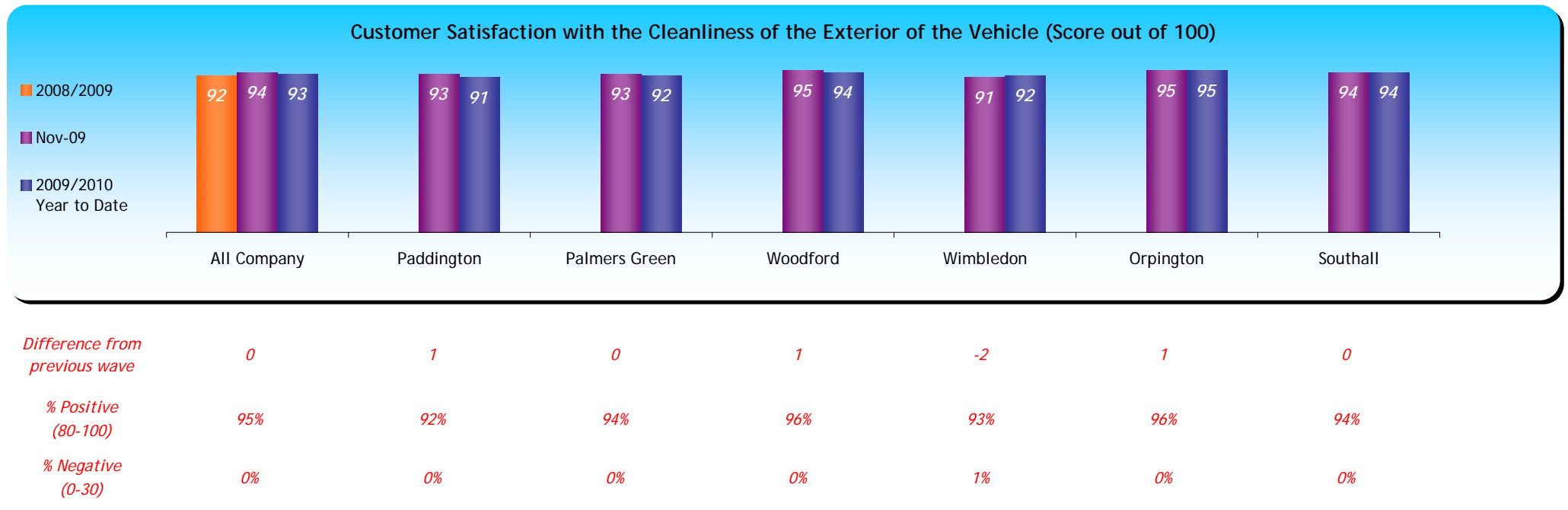
3% 2% 6% 3% 1% 2% 0%



Vehicle Cleanliness

Customer Satisfaction with the Cleanliness of the Exterior of the Vehicle

- Satisfaction with the cleanliness of the exterior of the vehicle was unchanged at 94. Wheelchair users' satisfaction with this aspect of their journey, at 90, rose by one point since August. However this change is not statistically significant.

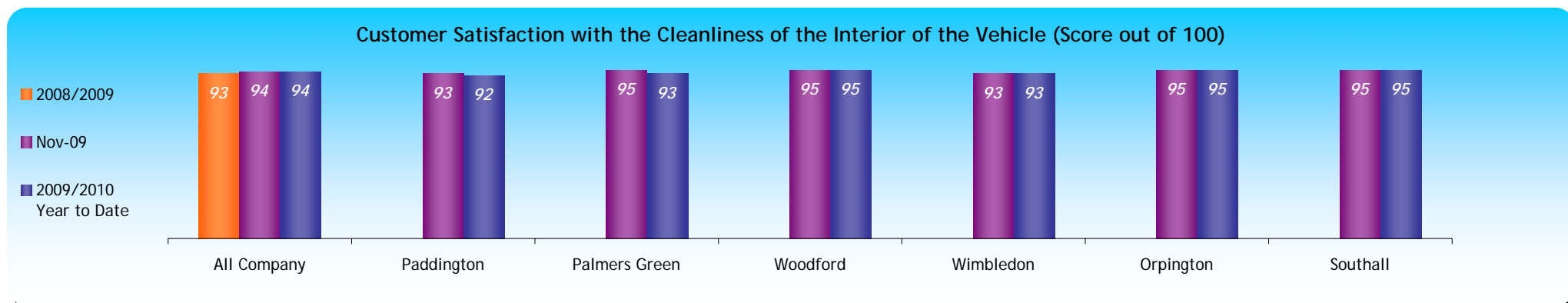




Vehicle Cleanliness

Customer Satisfaction with the Cleanliness of the Interior of the Vehicle

- Satisfaction with the cleanliness of the interior of the vehicle, at 94, stayed at the same level as in August. Wheelchair users' satisfaction with this aspect was up by one point (89), again this change is not statistically significant.



*Difference from
previous wave*

0 1 2 0 0 1 0

*% Positive
(80-100)*

95% 90% 96% 94% 97% 95% 97%

*% Negative
(0-30)*

0% 0% 0% 0% 1% 0% 0%



The Lift

Customer Satisfaction with the Ease of Using the Lift

- 20% of customers used the lift in November. Just under 1% mentioned that the lift was not working.
- Satisfaction with the ease of using the lift fell by one point to 91 and customers in Orpington were the most satisfied with the ease of using the lift (93).





* Caution, sample size too low for reliable interpretation



Wheelchairs & Seatbelts



Used wheelchairs?

- The majority of customers (90%) did not use a wheelchair at all during the journey.

All Company								
	Nov-09	2009/2010 Year to Date						
			Paddington	Palmers Green	Woodford	Wimbledon	Orpington	Southall
Yes	10%	8%	7%	11%	5%	14%	10%	14%
No	90%	92%	93%	89%	95%	86%	90%	86%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%
					 Highest Score			
								 Lowest Score

Secured by driver?

- The vast majority (98%) of the customers who did use a wheelchair during the journey had their wheelchair secured by the driver.

All Company								
	Nov-09	2009/2010 Year to Date						
			Paddington	Palmers Green	Woodford	Wimbledon	Orpington	Southall
Yes	98%	98%	100%	100%	100%	100%	100%	92%
No	2%	2%	0%	0%	0%	0%	0%	8%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%
					 Highest Score			
								 Lowest Score

* Caution, sample size too low for reliable interpretation



Wheelchairs & Seatbelts

Any problems with this?

- One customer in Palmers Green experienced problems with the securing of their wheelchair, stating that the lift tilted to one side and they had to be grabbed quickly by the driver .

All Company								
	Nov-09	2009/2010 Year to Date	Paddington	Palmers Green	Woodford	Wimbledon	Orpington	Southall
Yes	2%	3%	0%	10%	0%	0%	0%	0%
No	98%	97%	100%	90%	100%	100%	100%	100%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%



Highest Score



Lowest Score

* Caution, sample size too low for reliable interpretation

Seatbelts?

- The majority of customers (91%) had their seatbelt put on for them by the driver.

All Company								
	Nov-09	2009/2010 Year to Date	Paddington	Palmers Green	Woodford	Wimbledon	Orpington	Southall
Yes, driver put seatbelt on me	91%	90%	92%	93%	92%	87%	95%	89%
Yes, driver told me to put one on myself	2%	3%	3%	2%	0%	3%	0%	4%
No, I put one on myself	6%	7%	4%	3%	7%	10%	5%	6%
No	0%	0%	0%	1%	0%	0%	0%	0%
Don't Know	0%	0%	0%	0%	1%	0%	0%	0%



Highest Score



Lowest Score



Punctuality of Service - Outward Journey

Outward Journey

- Just over half of all buses (55%) for outward journeys arrived on time. The highest proportion of buses arriving on time was reported by customers in Paddington (61%).

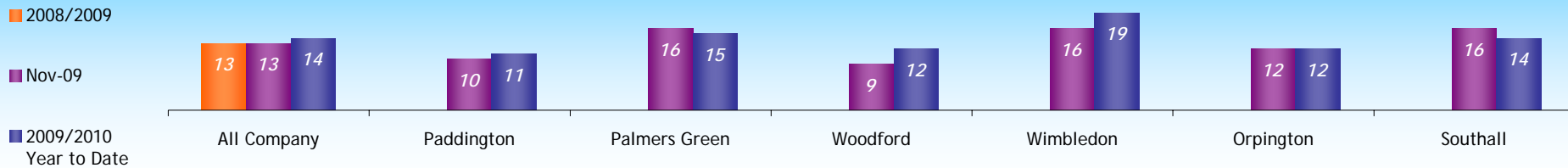
	All Company		Paddington	Palmers Green	Woodford	Wimbledon	Orpington	Southall
	Nov-09	2009/2010 Year to Date						
Early	24%	29%	17%	27%	21%	22%	33%	21%
On time	55%	57%	61%	51%	55%	50%	58%	60%
Late	14%	12%	19%	17%	14%	10%	10%	17%
<div><div></div> Highest</div> <div><div></div> Lowest Score</div>								



Punctuality of Service - Outward Journey

- Buses that didn't arrive on time for the outward journey were on average 13 minutes early (same as in August) or 14 minutes late (an increase of 3 minutes compared with August).

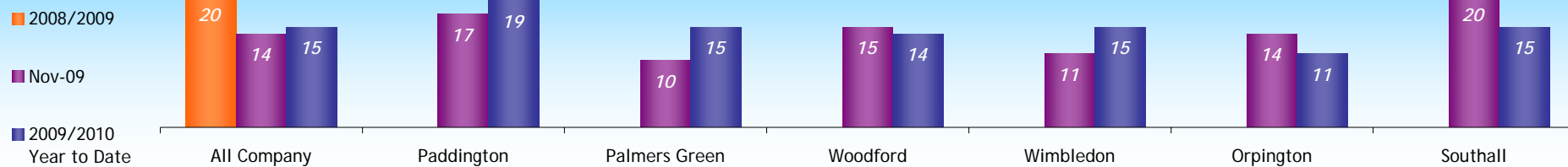
Average Minutes Early *



Difference from previous wave

0 -1 0 -3 -3 0 7

Average Minutes Late *



Difference from previous wave

3 -4 0 3 1 8 9



* Caution, sample size too low for reliable interpretation



Punctuality of Service - Return Journey

Return Journey

- Over half of buses (57%) booked for a return journey arrived on time, up 2% from August. The highest proportion of buses arriving on time was reported by customers in Palmers Green, at 66%.

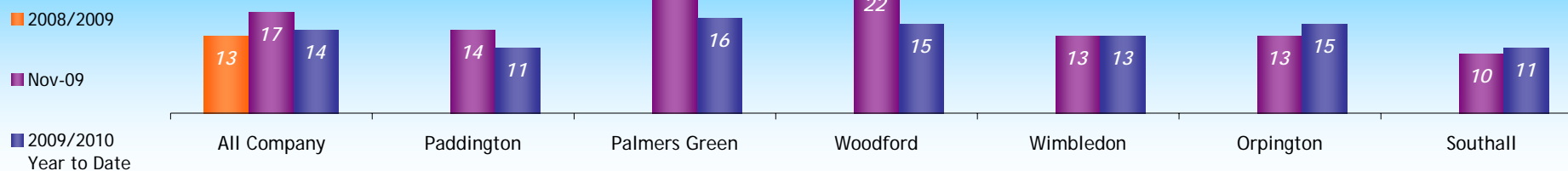
All Company								
	Nov-09	2009/2010 Year to Date	Paddington	Palmers Green	Woodford	Wimbledon	Orpington	Southall
Early	25%	29%	28%	17%	30%	20%	29%	28%
On time	57%	57%	48%	66%	49%	64%	62%	52%
Late	14%	12%	10%	10%	19%	16%	7%	15%
			 Highest Score		 Lowest Score			



Punctuality of Service - Return Journey

- Buses that didn't arrive on time for the return journey were on average 17 minutes early (up 3 minutes since August) or 17 minutes late (2 minutes later than in August).

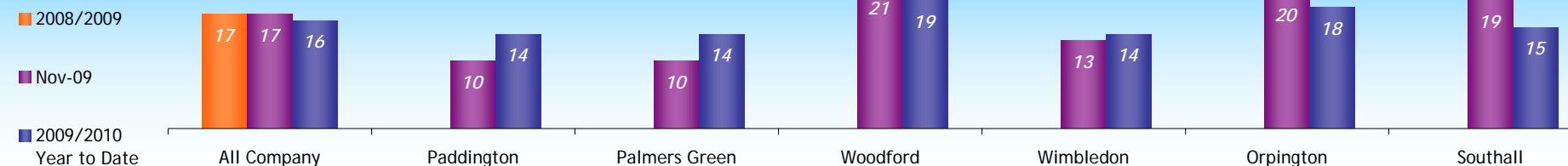
Average Minutes Early *



Difference from previous wave

3 5 14 6 0 -6 -1

Average Minutes Late *



Difference from previous wave

2 -3 -11 1 -1 -1 13

* Caution, sample size too low for reliable interpretation



Punctuality of Service

- In May 2008, questions were introduced to measure the incidence of late arrival of vehicles, cancellation of bookings by Dial-a-Ride and vehicles not showing up at all, during the last twelve months. Those who had experienced a late or non-arrival were then asked if Dial-a-Ride had contacted them to warn them this was going to happen.
- In November the incidence of late arrival of the vehicle was significantly higher than in August, up 5% to 50%. Less than one in three customers (29%) were contacted by Dial-a-Ride to inform them about the late arrival. The highest proportion of late arrivals was experienced by customers in Woodford (55%).
- The proportion of customers experiencing a cancellation in the last twelve months dropped slightly - down 1% to 11%. The highest proportion of cancellations was in Paddington (20%).

One in six customers reported the non-arrival of a bus (17%, unchanged from August). Palmers Green had the highest proportion of non-arrivals (23%). The lowest proportion saying that they were contacted by Dial-a-Ride to inform them about the non-arrival of the vehicle was in Wimbledon (6%) and in Woodford, where no one was contacted.

All Company								
	Nov-09	2009/2010 Year to Date	Paddington	Palmers Green	Woodford	Wimbledon	Orpington	Southall
In the last 12 months, have you experienced the bus arriving late?								
Yes	50%	49%	54%	51%	55%	49%	46%	47%
- DaR told respondent	29%	31%	33%	29%	22%	33%	37%	28%
No	48%	50%	45%	46%	43%	51%	52%	52%
Can't remember	2%	1%	1%	3%	2%	0%	2%	1%
In the last 12 months, have Dial-a-Ride contacted you to cancel a booked journey?								
Yes	11%	13%	20%	11%	6%	8%	17%	14%
No	87%	84%	78%	88%	89%	90%	82%	86%
Can't remember	2%	2%	2%	1%	5%	2%	1%	0%
In the last 12 months, have you experienced the bus not showing up?								
Yes	17%	18%	15%	23%	15%	14%	13%	20%
- DaR told respondent	11%	14%	27%	13%	0%	6%	15%	15%
No	82%	81%	84%	76%	83%	85%	87%	78%
Can't remember	1%	1%	1%	1%	2%	1%	0%	2%
<div><div></div>Highest Score<div></div>Lowest Score</div>								

Service Aspects

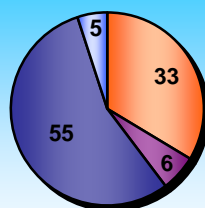
Service Aspects improving in the Last 3 Months - November 2009

- The proportion of customers who think that the service overall improved was unchanged from August, at 33%.

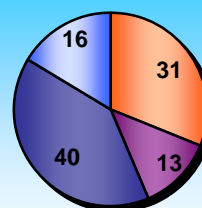
In November one in three customers (31%) think that the booking service overall has improved, the same figure as in August.



All Company (%)



Service overall



Booking service overall



Other Forms of Transport Used

- 80% of Dial-a-Ride customers have used at least one of the prompted forms of transport in the past three months - the same percentage as in August.

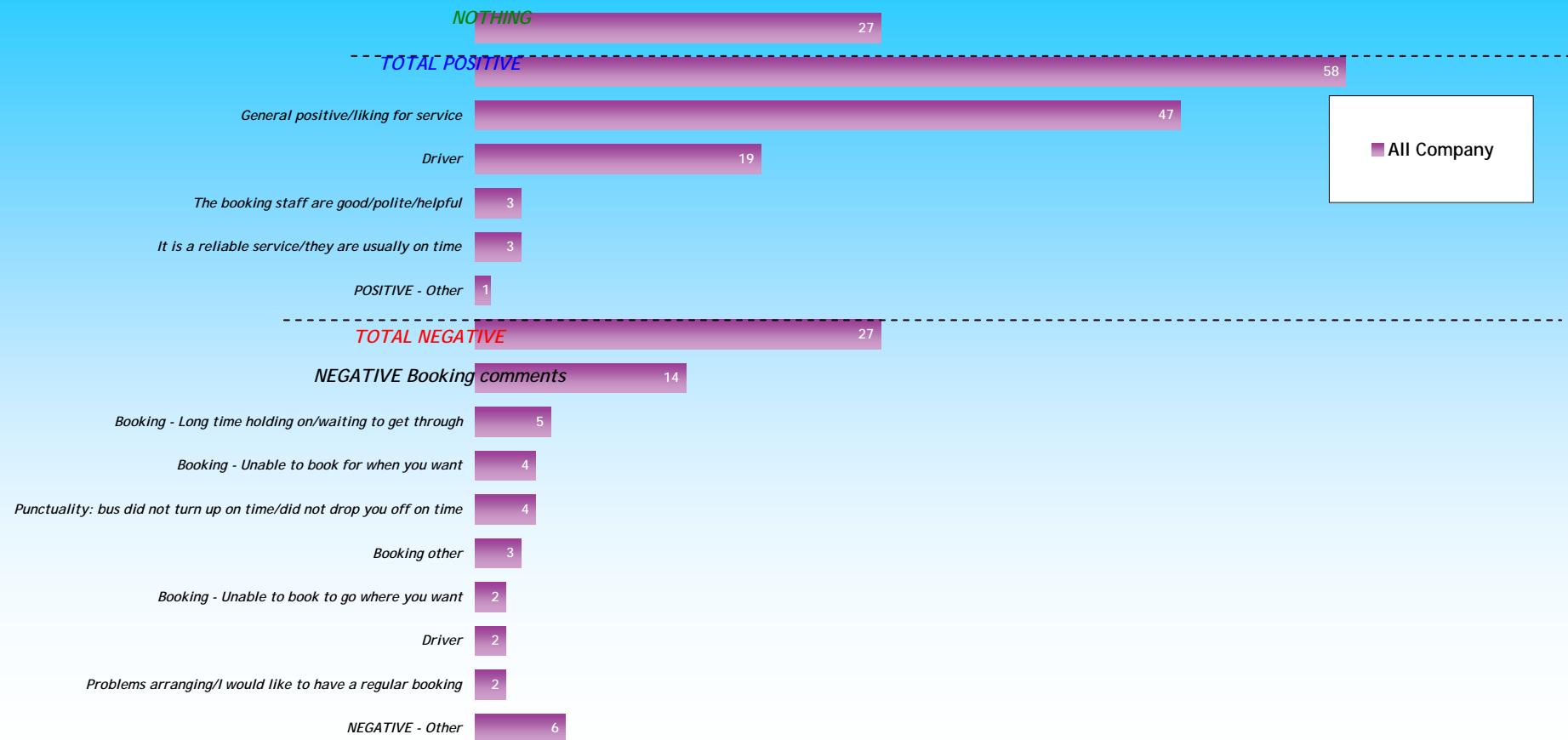
	<i>All Company</i>	
	<i>Nov-09</i>	<i>2009/2010 Year to Date</i>
Ordinary bus (overall)	42%	40%
Mobility bus	12%	14%
Community transport	16%	17%
Taxi or minicab using Taxi Card	42%	42%
Taxi or minicab not using Taxi Card	24%	27%
None	20%	19%



Further Comments

- Over half of Dial-a-Ride customers (58%) gave positive comments, an increase of 11% compared with August. The proportion of customers who made a negative comment rose marginally - up 1% to 27%. As in previous waves, the majority of the negative comments were regarding the booking service (14%).

Positive and Negative Comments (%)





Further Comments

- The highest proportion of positive comments were made by customers in Southall (63%). Customers in Paddington made the highest proportion of negative comments (31%).

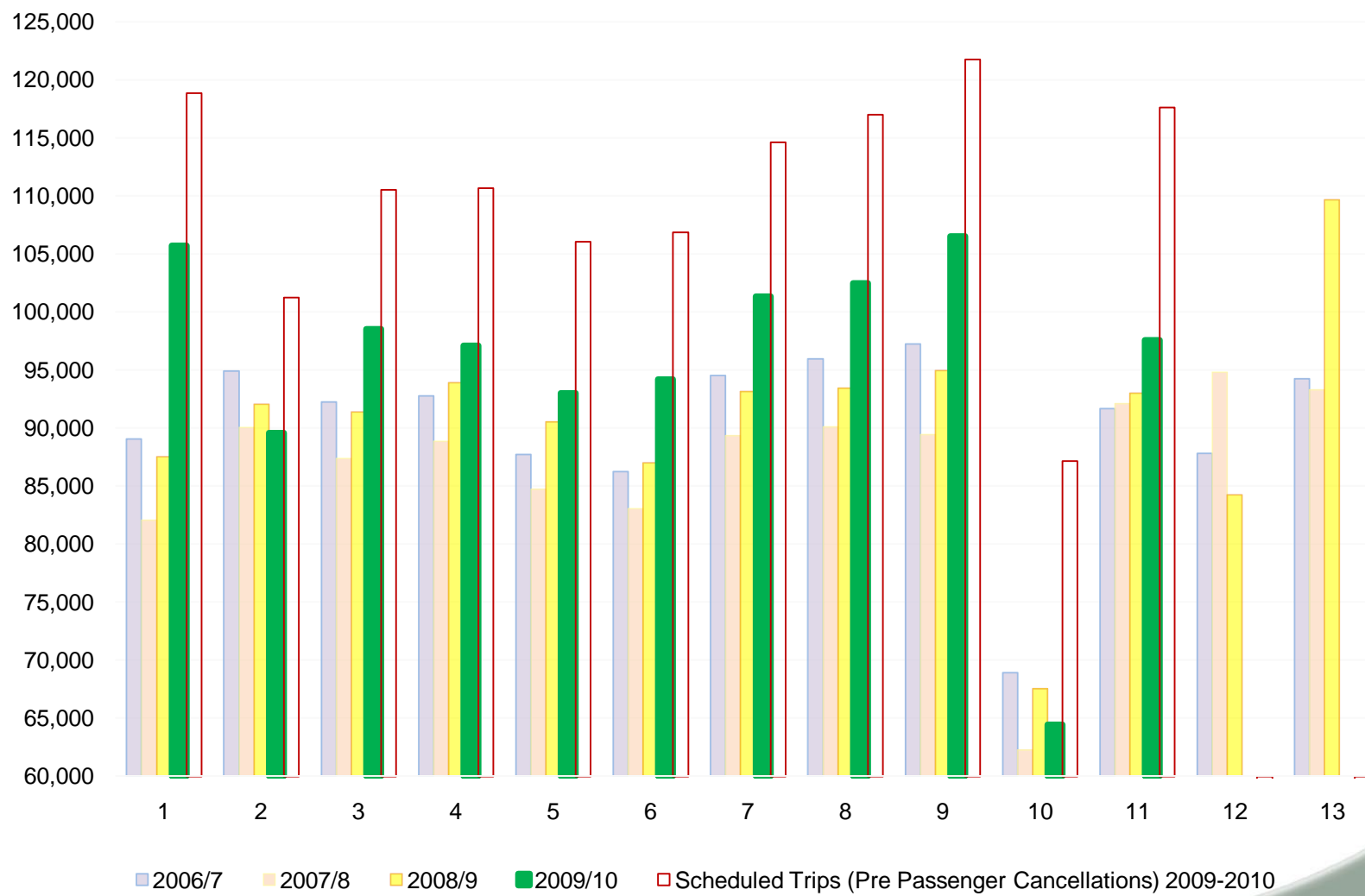
	<i>All Company Nov-09</i>	<i>Paddington</i>	<i>Palmers Green</i>	<i>Woodford</i>	<i>Wimbledon</i>	<i>Orpington</i>	<i>Southall</i>
Nothing	27%	24%	29%	27%	29%	33%	21%
Total Positive	58%	58%	51%	59%	58%	56%	63%
General positive/liking for service	47%	50%	42%	44%	47%	47%	53%
Driver	19%	23%	18%	19%	21%	19%	17%
The booking staff are good/polite/helpful	3%	2%	3%	4%	1%	4%	2%
It is a reliable service/they are usually on time	3%	2%	3%	4%	1%	4%	2%
Positive - Other	1%	1%	1%	2%	1%	1%	1%
Total Negative	27%	31%	30%	30%	23%	18%	30%
Negative Booking Comments	14%	17%	12%	20%	15%	7%	14%
Booking - Long time holding on/waiting to get through	5%	3%	4%	7%	4%	5%	5%
Booking - Unable To Book For When You Want	4%	3%	4%	4%	7%	2%	2%
Punctuality: Bus Did Not Turn Up On Time/Did Not Drop You Off On Time	4%	4%	5%	5%	2%	4%	1%
Booking other	3%	6%	1%	4%	3%	1%	4%
Booking - Unable To Book To Go Where You Want	2%	3%	2%	2%	4%	0%	3%
Driver	2%	4%	4%	0%	3%	1%	1%
Problems arranging/I would like to have a regular booking	2%	3%	1%	2%	3%	1%	2%
NEGATIVE - Other	6%	7%	3%	5%	5%	2%	11%
				Highest Score		Lowest Score	

Appendix B

Dial-a-Ride Booking Calls Average Call Answer Time

(mins:secs)	December 2008	April 2009	October 2009	January 2010
Peak – Between 09:00 hrs and 10:00 hrs	3:53	3:32	3:23	3:13
Peak – Between 10:00 hrs and 11:00 hrs	3:42	3:32	3:30	1:28
All Day	2:47	2:19	1:47	1:30

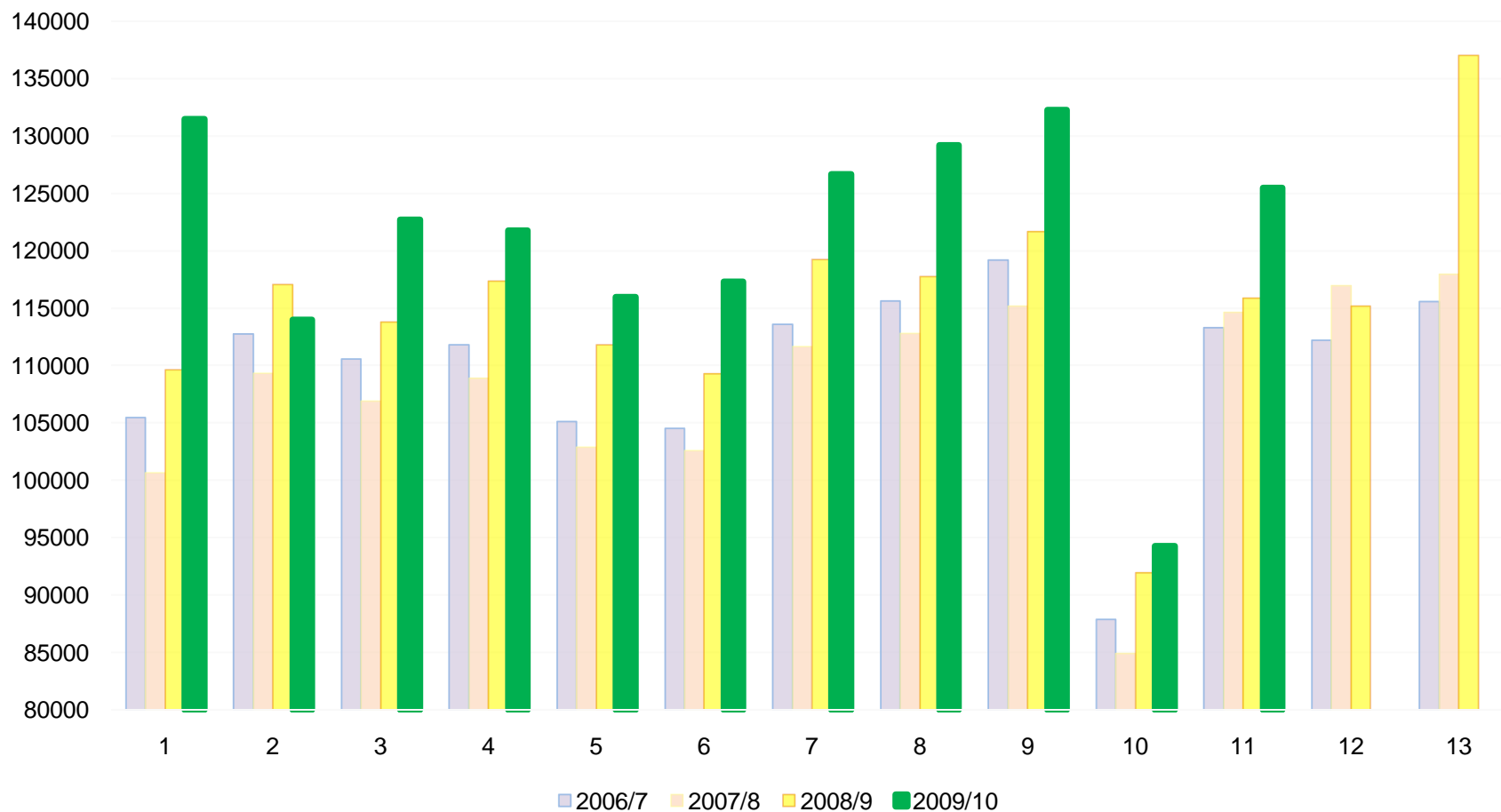
Dial a Ride Completed Trips 2006-10



Note: P1 & P13 are varying lengths each financial year



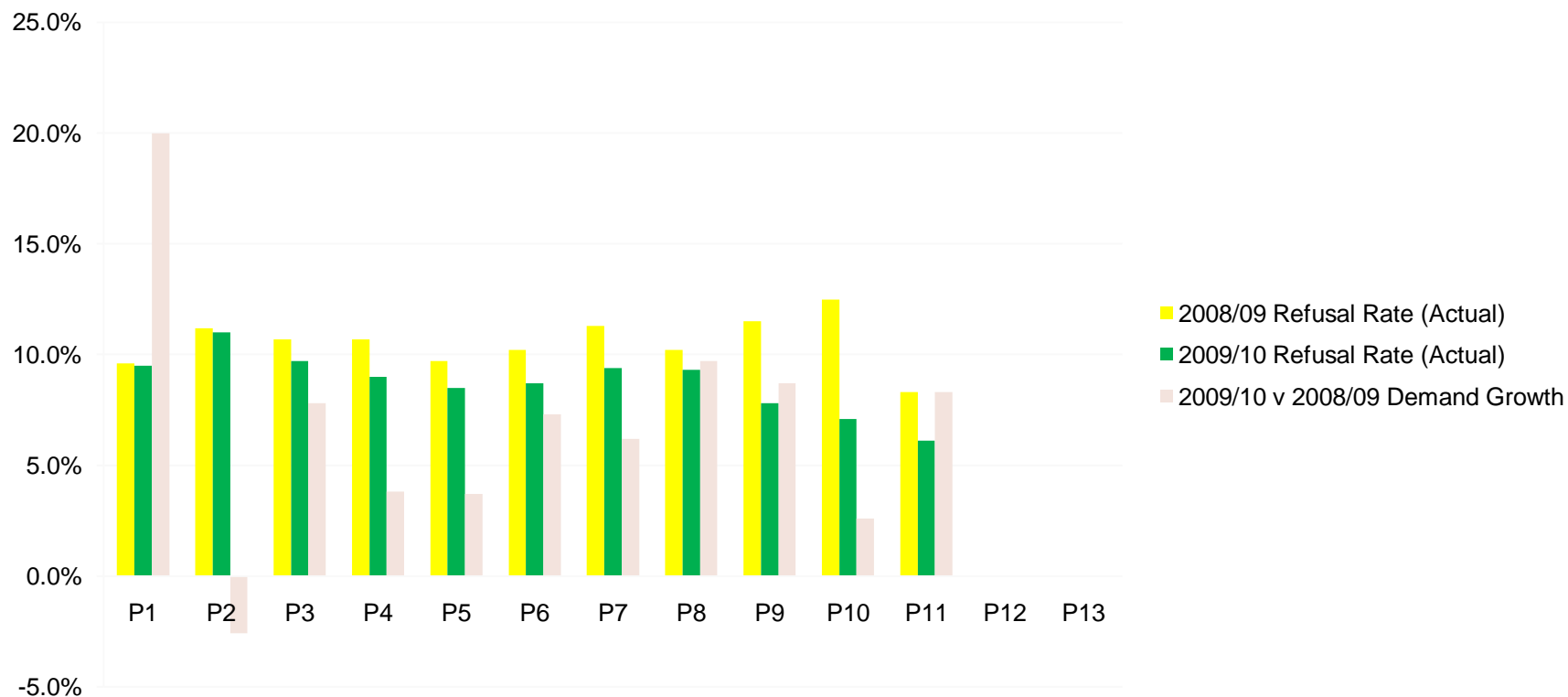
Dial a Ride Requests 2006-10



Note: P1 & P13 are varying lengths each financial year



Demand & Refusals 2008/09 - 2009/10



Note: P1 & P13 are varying lengths each financial year





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Caroline Pidgeon AM
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The Queen's Walk
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SE1A 2AA

21 April 2010

Dear Caroline,

Transport Committee Meeting – Dial-a-Ride

Following the committee meeting on 2nd March, I am pleased to provide clarification and updates to the issues raised in your letter of the 22nd March.

Since the meeting another financial year has also finished and I thought it would be helpful to take the opportunity to inform the committee of the continued year on year performance improvements being delivered by Dial-a-Ride (DaR).

1. Dial-a-Ride Performance 2009-10

Resolution of the computer problems in summer 2009 has enabled DaR to build on the improvements witnessed in 2008/09. Over the last year (2009/10) over 106,000 extra trips were scheduled and after cancellations by passengers DaR completed 1,254,746 trips. This was 76,424 (6.5%) more than the previous year. Whilst requests for the service increased by 5.7% the refusal rate reduced from 10.3% to 8.5%. A summary of performance is shown in Appendix A.

In the coming year DaR will continue to stimulate demand for the service at quieter times with the intention of meeting the Business Plan target of achieving 1.35 million trips in 2010/11.

2. Refusals

- 2.1 *How many times in the last 12 months from March 2009 has Dial-a-Ride offered a one way trip when a return trip has been requested?*

Reservationists will always seek to book outward and return trips when requested by the member. The scheduling system, however, records

and reports statistically on an individual trip basis as we do with mainstream buses and trains. To provide a full response to this question, I understand, would require each booking to be analysed manually and in some cases for the tracker notes[#] and telephone calls to be reviewed in order to link trips and identify one way booking requests. I am sure you will appreciate that this would be a mammoth exercise significantly disrupting the call centre and the service provided.

[# Tracker notes are free text entries made by the call centre detailing key points relating to the management of a specific booking request (e.g. one way only requested or notification to member of progress on scheduling wait listed trips)]

The reason for your request however is appreciated and DaR has commenced a controlled manual recording exercise of bookings as they are being requested. This will provide a snapshot and facilitate an estimated annual extrapolation. I will write to the committee with the findings of this exercise in early May 2010. I apologise for not being able to do so at this time but this exercise itself is still labour intensive to analyse.

- 2.2 *If a member of Dial-a-Ride is offered a one way trip but only declines this offer because they want a return trip, is this counted as a refusal or a passenger cancellation.*

When a DaR member requests a both ways booking which cannot be scheduled at the time of the call, the Reservationist will initially try to establish if there is flexibility in the requested times, especially if the trip is for shopping purposes. If a both ways booking is not available the Reservationist will ask the caller if they wish to try for a one way trip and make alternative arrangements for the other journey (e.g. by Taxicard). Only if the caller says yes, will we try for a one way journey. If the caller declines a one way trip at any stage during the booking call both the out and return are recorded as a refusal by the service (i.e. two refused trips) and is not counted as a passenger cancellation.

- 2.3 *If this is counted as a passenger cancellation what proportion of all passenger cancellations are composed of users declining on way trips?*

Please see my response to 2.2 above.

Across London, 1 in 9 scheduled trips are cancelled by DaR members on the day or eve of travel. Since November 2009 all trips that cannot be scheduled at the time of the booking call are wait listed unless the caller says otherwise. The wait list is now worked on until 20.00 hours on the day before travel in order to accommodate as many of these requests into the space made available following cancellations by passengers. This is delivering around 140 extra trips each day and contributing to the current successful scheduling of 93 out of every 100 requests.

3. **Funding**

3.1. *Please explain any particular factor that needs to be taken into account when considering the increase in operational expenditure since 2000 to ensure that appropriate comparison can be made.*

Transport for London took over direct operation of the DaR service in 2002. Key changes since that time have included:

- Internal accounting practices within Transport for London have changed progressively as the new organisation evolved. During the years 2002 – 2005 expenditure on vehicle leases, IT equipment, capital items and some centrally provided services were retained centrally and not apportioned to the business.
- As DaR has moved from a focus of maximising total trip quantity involving significant group trips towards improved trip access for all DaR members, the vehicle profile and fleet size has changed, with an increase in smaller four and eight passenger vehicles and a reduction in large 15 passenger buses. Both these factors have had an impact on per-trip costs, as well as the total number of trips. There has also been an investment in nearly 250 new vehicles in the last five years.
- Expenditure on operational premises has increased by over 70 pence a trip since 2004. This has arisen through periodic landlord rent reviews and the implementation in 2007 of a five year premises maintenance programme to ensure compliance with occupier's responsibilities and current legislative requirements, particularly those relating to health and safety.
- Employment conditions for staff have evolved over the decade as they have more generally. Enhanced training, health and safety changes and factors such as increased legal requirements for maternity/paternity leave have all incrementally influenced operational costs.

3.2. *Cost per trip at 2009/10 prices*

The committee's deliberations may be assisted by a comparison of per-trip costs at same year prices as summarised below. These include estimated provision in the first two years for centrally held charges.

2004/5	£21.65
2005/6	£22.96
2006/7	£25.65
2007/8	£27.32
2008/9	£26.30
2009/10	£24.43
2010/11	£ 23.18 (Forecast at <u>2009/10</u> prices)

Costs per trip are forecast to continue to decrease with a continued increase in completed trips and ongoing review of expenditures.

- 3.3. I am unable to give informed comment on accountancy practices and cost allocations in 2000 and 2001 as these were the responsibility of the local DaR charities.

4. Specific Member Issues

A summary of specific issues raised during the open session of the committee is contained within appendix B.

5. Customer Satisfaction

Since the committee meeting on 2nd March I have now received the 2009/10 Quarter 4 Customer Satisfaction Survey report. Continued improvements are seen across the range of issues but most notably in satisfaction with the booking process: in quarter 4 a score of 81 out of 100 was achieved compared to 73 in 2008/9.

	2008/09	2009/10	2009/10 Q4
Overall Satisfaction	90	91	92
Booking Process	73	78	81
Helpfulness of Reservationist	85	87	87
Satisfaction with driver	95	95	95

Your letter of 22nd March asked some fairly brief questions, however, I do appreciate that to respond fully has resulted in a lengthy reply. If any further information is required please do contact me again.

Finally, I am conscious that not all members of the Transport Committee have seen DaR's operations at first hand. If the committee members believe it would be helpful to visit DaR prior to the finalising of the committee's report, Andrew Miles, Government Relationship Manager, will be pleased to make the necessary arrangements for a date after the May 2010 elections. Andrew may be contacted at Andrew.Miles@tfl.gov.uk or on 020 3054 0153 / 07738 140 788.

Yours sincerely,



David Brown
Managing Director, TfL Surface Transport

Enc: Appendices A and B

**LONDON DIAL-A-RIDE
PERFORMANCE 2009/10 v. 2008/9**

APPENDIX A

	Requests	Refusals		Scheduled Trips		Passenger Cancellations		Service Cancellations		Completed Trips
		No	%	No	%	No	%	No	%	
2008/09	1,497,575	154,460	10.3%	1,343,115	89.7%	156,293	11.6%	8,500	0.6%	1,178,322
2009/10	1,583,531	134,273	8.5%	1,449,258	91.5%	191,931	13.2%	2,581	0.2%	1,254,746
Variance	85,956	-20,187	-1.8	106,143	1.8	35,638	1.6	-5,919	-0.4	76,424
	5.7%	-13.1%		7.9%		22.8%		-69.6%		6.5%

Specific Customer Issues

1. Elderly Person left waiting in cold and dark for DaR

I understand the details given at the meeting refer to an incident on 23rd November 2009 which was fully investigated at the time and a response given. The investigation included DaR's General Manager listening to the booking calls and meeting with the social club's organisers. In summary:

- The booking was made on behalf of the DaR member. The request was for a pick up at 2200 hours which was booked and agreed with the caller;
- At the caller's request the Reservationist also phoned the DaR member confirming the 2200 hours booking which the member affirmed was acceptable to her;
- It would appear that the DaR member subsequently went outside of the club after the bingo session finished at 2120 hours expecting to be picked up but her booking was for 2200hours;
- The General Manager confirmed with the club's organisers that the club does not shut at 2120 hours and the member could have waited inside in the warmth and the company of others;
- There are several DaR members travelling home from this club with two runs scheduled on a Monday night.

Whilst I fully understand the distress the lady felt on the night you will appreciate it was not through any failure on the part of Dial-a-Ride.

2. DaR Driver following member into their home.

DaR have a very clear policy that drivers, despite the fact that they have Enhanced Criminal Records Bureau clearance, do not cross the threshold into a member's personal accommodation. At the time of the committee meeting the local DaR management had not been able to complete their investigations into the complaint as the driver was unavailable. A holding email explaining the delay had been sent to the DaR member on the 22nd February. Our investigations have now been completed and action taken in accordance with our internal staff procedures. A closing letter has been sent to the DaR member.

3. Age Concern Havering

The Age Concern representative stated that the Saturday Club was on the point of collapse as attendance had dropped from 30 to 7 due to DaR's inability to provide transport. DaR's General Manager spoke with the representative after the meeting and has subsequently initiated contact on a number of occasions. Details were provided by Age Concern's representative on 16th April 2010, these are now being investigated by DaR to enable a full response to be given and appropriate action to be taken.

4. Availability of Membership Forms

Membership forms are available from both the TfL website and by direct request to DaR. We have been cautious of providing blank forms to organisations as history has shown that "stale stock" sits around and on many occasions these old completed forms have been sent to former DaR premises and not to Dial a Ride itself. Local groups and representatives can phone or email DaR and forms will be sent direct to the applicant the next working day. All the applications for membership are processed within two working days of receipt.

We have recognised that Transport for All, who raised the issue, have a London-wide representation with a higher level of enquiries than other local groups. We have therefore now supplied a box of forms to Transport for All.

5. Advance Bookings

Around 20% of casual bookings are "Advanced" due to their very time specific requirements and DaR successfully schedules 96 out of every 100 such requests. For the benefit of all members DaR does have to balance the deployment of its resources on a daily basis and at times unfortunately it is not always possible to confirm a very specific booking some two weeks in advance; to do so may preclude many others being able to travel. It is appreciated that these booking requests are especially important to the member and DaR is reviewing whether improvements can be made in the way requests are processed.

6. RNIB Complaint

The complaint referred to an incident in late 2009. Investigations at the time did conclude that DaR had erred and subsequently had not handled the situation as well as it could have done. The issue was discussed with staff at the time. The General Manager has made further contact with the RNIB representative and is reviewing what further action DaR can take for the future.