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**Kingston University Bus Communication Survey**

Key Findings of the University Bus Communication Survey

February 2018

Green Connectors / Kingston University Sustainability Hub

**Introduction**

The aim of carrying out this survey was to collect qualitative data based on the 2017 Bus User Survey. Additionally, it looked at the new features of video screens and ceiling advertisements. Primarily, the focus is considered communication with regards to the bus. The survey was conducted from 19th January 2018 to 9th February 2018, and an copy can be found at the end of this report.

**Results**

**Question 1 - Do you feel the KU Bus is often late? And why?**

The results of this question support the Bus User Survey, which identified punctuality as a concern, as many feel the bus is often late. Traffic at peak times was identified as the only regular cause of delays. However, customers showed an understanding that this is likely to occur.

**Question 2 - Do you use the transport section of the KU app? And how could it be improved?**

This question assesses the transport section of the University app in general as this was not assessed in the Bus User Survey. Also, it provides a context to the following question on the Tracker. A majority of people use the app showing it is useful. Although, the results show it would be more effective if made simpler, as this would increase ease of use.

**Question 3 - Do use the KU Bus Tracker? And how could it be improved?**

Question 9 of the Bus User Survey showed that the Tracker was rated poorly by customers. However, this latest research shows it is used by lots of students, meaning it is considered useful. Areas for improvement identified are making the identification of buses easier, and the direction they are travelling. Also, as the map has multiple features it can be confusing, so something like a key would make the features clearer. Furthermore, many respondents find the Tracker to be slow.

**Question 4 - How useful are the video screens on the buses at communicating information which is of interest to you?**

The research has highlighted many people have not noticed the screens, or find the content is not interesting. Therefore, the information is not being effectively communicated. To improve this the content should be regularly updated to keep people interested, and it should be relevant. For example, the KU2 is mainly first year students in halls, so should advertise areas such as accommodation. Results from this question also highlighted that many screens don’t seem to be working, which is vital to make sure students can start engaging with them.

**Question 5 - How useful are the ceiling advertisements on the buses at communicating information which is of interest to you?**

Ceiling advertisements were seen to have less recognition than the video screens. Combined with a lack of interesting information this means they are highly ineffective. A major issue highlighted by a respondent is that they just blend in. Therefore, measures should be taken to ensure they stand out more and provide clear and relevant information.

**Question 6 - How effective do you find the driver announcements at communicating information which is of interest to you?**

Driver announcements were considered by customers to be very effective and clear at communicating information, such as what stop is next. However, it was made clear they are very ineffective due to limited use. As this is a method of communication that works well, increased use should be considered.

**Question 7 - Would you recommend the KU Bus service to your friends, and why?**

A clear majority of respondents said they would recommend the service showing they do feel the benefits outweigh the issues with the service. The main trend in the reasons for this is that the bus is free, and convenient running between campuses and halls.

**Question 8 - Is there anything you would like to add? – For instance, what improvements can be made to the KU Bus service?**

Many issues were brought up with this question, that had not been addressed by the other questions. Another aspect of punctuality not considered before was the bus leaving early. This is a major source of reducing customer satisfaction, however is easily addressed by emphasising time management to the drivers. Additionally, increased frequency of buses was mentioned several times, as well as the idea of reviewing the bus timetable to ensure it leaves at more suitable times. For example, the KU2 leaves Penrhyn Road at 2:55, just before lectures end, and doesn’t come for another 30 minutes so it is often more convenient to walk. Another idea brought up was wanting increased announcements of bus stops, either through drivers, or the onboard video screens.

**Key Recommendations**

The first key recommendation would be to stop buses from leaving stops early, as customers are far less understanding of this than buses arriving late due to traffic. This can be easily prevented by effective time management.

The clarity of where buses are stopping can also be improve. Using driver announcements would be an effective and popular method for this. In particular, this should be implemented in September and October to make clear to new students and remind current students of where the bus stops.

The app has many useful features, however it should be reviewed to see if they are all necessary, with the aim of simplifying the app so it provides a clearer experience. The Tracker is used by many people but can be hard to understand particularly at first. Steps should be taken to better explain this feature and aid ease of use.

The new features of video screens and ceiling advertisements need to be made to stand out more. For example, using blue colours blends in too well. The information also needs to be regularly updated and targeted. Screens also need to be monitored to ensure they are not suffering technical issues.

Many would recommend this service, but simple changes can ensure an effective bus service is being operated and increases satisfaction.

**University Bus Communication Survey**

**Uni Bus Communication Survey**

The following survey will assess the effectiveness of communication on the university bus service

Please enter your K number below, to enter a prize draw to win a reusable **KeepCup.**

**K Number:**

1. **Do you feel the KU Bus is often late? And why?**
2. **Do you use the transport section of the KU app? And how could it be improved?**
3. **Do use the KU Bus Tracker? And how could it be improved?**
4. **How useful are the video screens on the buses at communicating information which is of interest to you?**

**Uni Bus Communication Survey**

1. **How useful are the ceiling advertisements on the buses at communicating information which is of interest to you?**
2. **How effective do you find the driver announcements at communicating information which is of interest to you?**
3. **Would you recommend the KU Bus service to your friends, and why?**
4. **Is there anything you would like to add? – For instance, what improvements can be made to the KU Bus service?**

**Many thanks for taking part in this survey!**