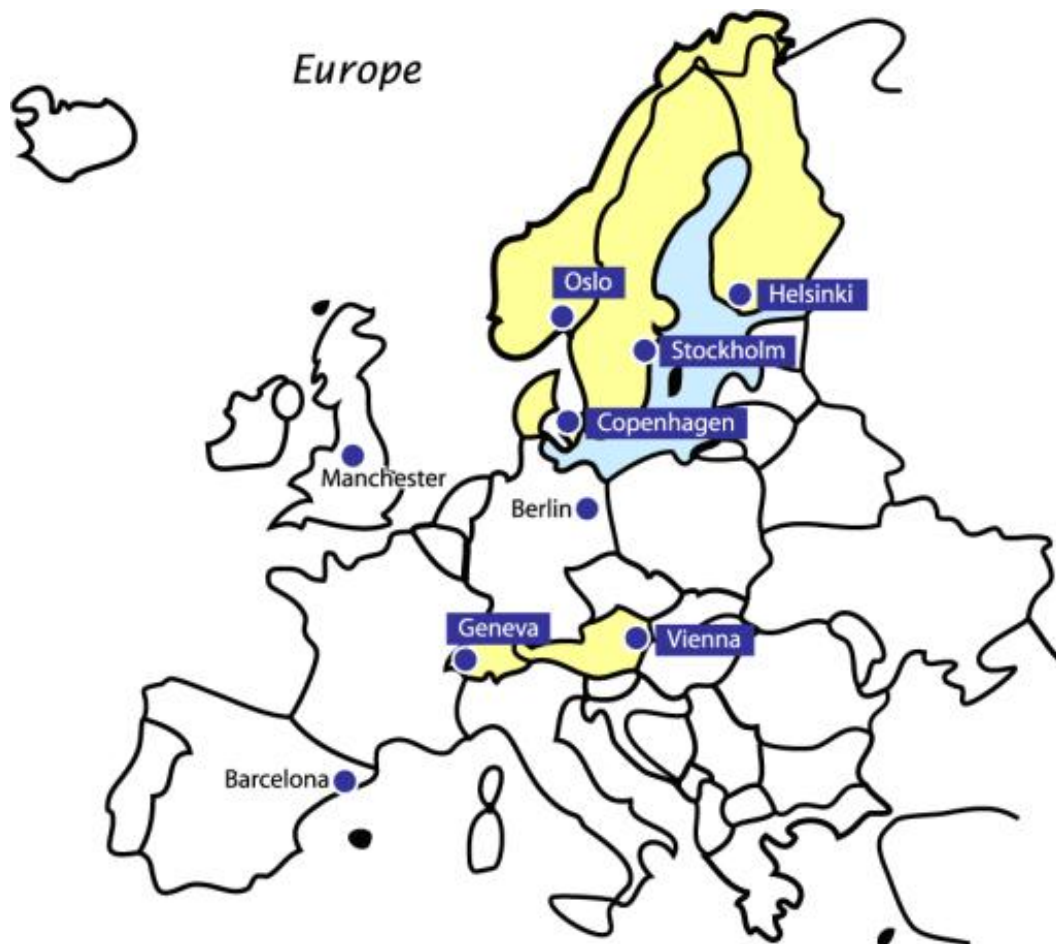


BEST 2012

Benchmarking of customer satisfaction with public transport in Europe



BEST: BENCHMARKING OF CUSTOMER SATISFACTION WITH PUBLIC TRANSPORT IN EUROPE

BEST stands for Benchmarking European Service of public Transport. It is a non-profit project that started in 1999 with the overall objective to increase the use of public transport in European urban areas. In 2011 the following cities participated in BEST:

1. Copenhagen
2. Geneva
3. Helsinki
4. Oslo
5. Stockholm



FOCUS ON CUSTOMERS AND EXCHANGE OF IDEAS AND EXPERIENCE

The BEST Survey compares how the citizens' perceive the public transport service. The BEST objective is to strengthen public transport organisations' focus on customers' needs and expectations, and to establish a learning process among public transport professionals in Europe. The BEST way of working involves 5 steps:

- Step 1:** Common survey conducted in March
- Step 2:** Reports with benchmark results distributed in the beginning of April (and results made available in a web based reporting solution)
- Step 3:** BEST road show in each participating city in the end of April
- Step 4:** BEST Seminar in May
- Step 5:** In depth workshops on selected topics from September to November

STEP 1: COMMON SURVEY

A common survey is conducted each year in the beginning of March. This is the only survey in Europe that collects comparable satisfaction data for public transport on a regular basis – and is in this respect a unique source of information. So far the BEST database includes over 80.000 interviews with citizens in European cities from 2001 to 2011.

1.000 citizens are interviewed in each of the participating cities / regions about their attitudes to public transport. This makes it possible to compare results and benchmark the participating cities, and gain insights into the differences between them. In this way each city gets a better understanding of how well the public transport service performs in the eyes of the customer. The survey collects data about how citizens' perceive the following aspects of public transport:

- | | |
|--|---------------------------------|
| 1. Citizens' Satisfaction (overall satisfaction with public transport) | 5. Staff Behaviour |
| 2. Traffic Supply | 6. Personal Security and Safety |
| 3. Reliability | 7. Comfort |
| 4. Information | 8. Social Image |
| | 9. Value for Money |
| | 10. Loyalty |

In addition a couple of special topics are included each year. In 2011 the special topic was related to frequency of departures vs. walking distances.

STEP 2: BENCHMARK RESULTS DISTRIBUTED

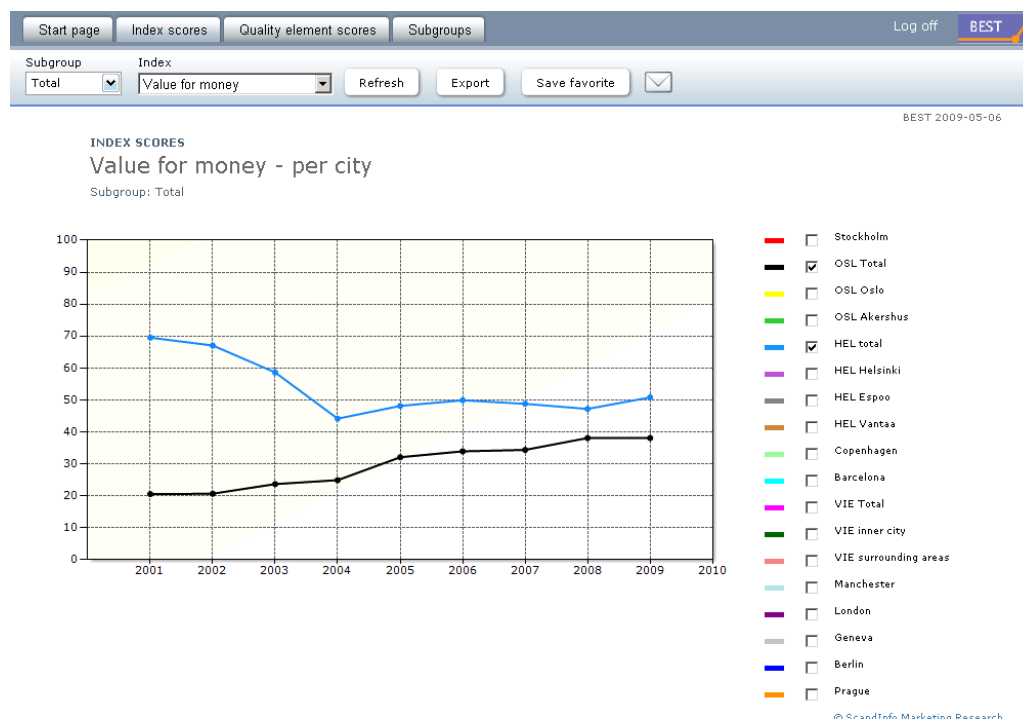
The benchmark results are made available to the BEST participants in a number of different reports. The table below shows the main results for the 2011 survey (see <http://best2005.net> "Public reports" for more results). Helsinki achieved the highest overall satisfaction score in 2011. 78 % of the population in Helsinki was satisfied with the public transport system in general.

Figure 1: BEST performing city per index

Index 2011	Helsinki	Geneva	Stockholm	Oslo	Copenhagen
Citizen satisfaction	78	75	72	67	57
Traffic supply	68	67	62	61	58
Reliability	54	69	41	48	49
Information	52	67	45	50	49
Staff behaviour	59	73	63	71	67
Security & safety	75	74	73	86	76
Comfort	61	63	57	60	60
Social image	87	86	85	89	73
Value for money	55	34	44	37	24
Loyalty	81	74	65	64	46

In 2009 a new web based reporting solution was introduced. The reporting solution makes the BEST data collected from 2001 to 2011 easy accessible to participating cities. From 2011 it is also possible to export all results from the web report to Excel.

Figure 2: Index comparisons – between cities



From 2012 the web report will also include key figures for the Nordic cities that will supplement the citizen satisfaction data currently in the BEST web report. The key figures will be related to:

1. Statistical background information
2. Public Transport (system and capacity)
3. Public Transport Demand
4. Financial key figures
5. Quality
6. Ratios 1 (supply & demand ratios)
7. Ratios 2 (financial ratios)

STEP 3: BEST ROAD SHOW

The results including a benchmark analysis that highlights the differences between the participating cities are discussed in a "road show" in each city. At the same time it is discussed if there are certain projects or topics that should be presented at the BEST Seminar.

STEP 4: BEST SEMINAR IN BARCELONA 24TH AND 25TH OF MAY 2012

Each year a seminar is held for the BEST participants in a European city. The main objective of the seminar is to exchange ideas and experiences, and to create and maintain a network between public transport professionals. At the Geneva seminar in 2011 a number of special projects / topics from each city were presented. Among the topics presented at the seminar was:

1. Helsinki region fare and ticketing system 2014 (Helsinki)
2. The simplification of the tram network in Geneva (Geneva)
3. New Public Transport Law in Sweden 2012 (Stockholm)
4. Customer Satisfaction Model 2011 & SMS ticket and mobile ticket (Copenhagen)
5. New customer segmentation model (Oslo)

At the seminar topics for in-depth work shops during the autumn 2011 was discussed. The participants suggested over 20 different topics.

STEP 5: IN DEPTH WORKSHOPS

Based on the suggested work shops topics from the seminar – four one day workshops are being held during the autumn of 2011. The goal of the work shops is to create an arena where experts in a certain field can meet and spend a whole day exchanging ideas & experiences.

The workshops are held in Copenhagen, Helsinki, Oslo and Stockholm and covered the topics:

1. Developing the PT Network
2. The use of soft data & hard facts. How to implement databases and reporting solutions?
3. Customer segmentation
4. New business models in public transport

At the work shops participants discussed the current situation in each city and common challenges on the basis of presentations made by each participating city. Normally between 10 and 20 persons attended at each of the workshops.

MORE INFORMATION ABOUT BEST

TO PARTICIPATE: To participate in BEST 2012 or to get more information, contact BEST Vice Chairman Antti Vuorela, Head of Operational Research Group in HSL, by e-mail antti.vuorela@hsl.fi or telephone +35 840 50 44 582, or BEST Project Manager Kjetil Vrenne by e-mail kjetil.vrenne@vrenne-enable.no or telephone + 47 922 53 471.

DEADLINE FOR PARTICIPATING IN BEST 2012: 27th of January 2012.

BEST NEWSLETTER: To receive a newsletter about BEST send your e-mail address to BEST Project Manager Kjetil Vrenne (e-mail kjetil.vrenne@vrenne-enable.no)

BEST web site: <http://best2005.net>.