

Task 3

Best practices of Integrated Transport Systems have dug into “customer oriented systems”, developing customer experience departments in order to better identify needs and plan around them. Which practice is done in your city to measure satisfaction of public transport users? Does it consider evaluating on the following items?

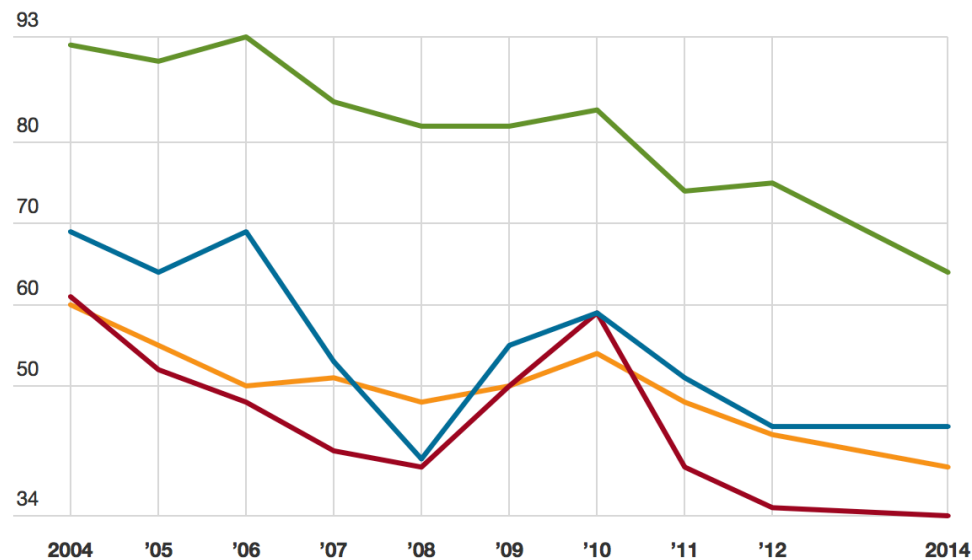
- Coverage
 - Availability
 - Travel times
 - Reliability
 - Flexibility
- Accessibility

We conducted a recent study on the evaluation of Transport Image, conducted by the National Association of Public Transport, which were heard 3,300 people in the Metropolitan Region of Sao Paulo and that includes, in general, the items mentioned above (coverage, availability, travel times, reliability, flexibility and accessibility). The result of this research shows that transport in Sao Paulo had his worst rating of the users in a decade.

AVALIAÇÃO DO TRANSPORTE PÚBLICO EM SP É A PIOR EM 10 ANOS

Avaliações excelente/bom, em %

■ Metrô ■ Ônibus metropolitano (EMTU) ■ Trem (CPTM) ■ Ônibus



Fontes: TCM, ANTP

The biggest drop was in relation to the Metro user and the main explanation is overcrowding and delays of system expansion works.

Buses continue with the worst rating among the major ways and is one of the explanations for their low speed of 15 km/h in 2014, and the goal was 25 km/h.

Trains also had the worst numerical mark in ten years.

This can be explained due to the high demand for transport and the lagged supply, aggravating the waiting time, overcrowding and dissatisfaction. To give you an idea, in ten years, the subway network grew 36% and users increased 92%.

The rate charged is also considered inadequate for most of the modes in relation to the service offered.

TARIFA ÓTIMA/BOA EM RELAÇÃO AO SERVIÇO

Em %

