

The use of ubiquitous real-time bus passenger information in Scotland

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1 Abstract

Ubiquitous real-time passenger information (URTPi) enhances the service of public transport for passengers as well as enables travellers to make both pre-trip and en route travel choices. We investigate the factors driving the use of URTPi and the sources and the contents of information preferred by passengers by means of a bus passenger survey. The survey took place in the city of Edinburgh in 2017 and 1645 responses were collected.

Model results show that the use of URTPi is influenced by passenger demographics and trip characteristics. Length, purpose and familiarity with the trip are the trip characteristics that affect the retrieval of URTPi. In addition, passengers' age, profession and residence exhibit statistically significant impact. Passengers tend to use URTPi for longer trips compared to short trips. Time of day does not exhibit any statistically significant impact on the use of URTPi. Passengers' desired contents of information depend on demographics of passengers. Among the sources of URTPi, mobile apps are preferred for familiar, morning trips and by female participants, while Google Maps and travel websites are more popular for unfamiliar and midday trips.

2 Presentation slides

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