Using Bus Ticketing Data to Improve Community Wellbeing

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| Being able to travel around your city is vital for wellbeing – it connects you with your friends and family, social events, churches and marae, essential services like groceries and medical appointments, and areas of the city designed for physical exercise. In this way it touches on all four dimensions of the Te Whare Tapa Wha model – physical, mental and emotional, social and spiritual wellbeing.Public transport is an essential part of any transport network. It provides transport options for those who don’t own a car or aren’t able to drive, which includes all our young people. It provides a viable alternative to car ownership for those frequently travelling in peak congestion or wanting to avoid paying for parking in the urban area, and it is a way that our city can decrease its carbon emissions by encouraging shared transport options.New methods of data collection connected to bus ticketing systems are enabling planners to have a far greater understanding of how passengers are interacting with our bus network. It can tell us where people are waiting for a bus and whether those people are students, elderly or permanently unable to drive. It can also tell us where journeys start and end, enabling us to see trends and commonalities.This data can be used to made decisions about infrastructure, including where bus shelters and seating would be of the most benefit to passengers waiting for their bus. It can be used to assess the need for single vehicle journeys rather than journeys that require transfers, and it can also be used when planning route changes or new routes. |