

# **Data-Based Public Transport Policy**

## **Customized to Suit Different Users**

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### **Summary**

1. Public policy can be made more effective through the implementation of data-based policies that reflect citizens' level of satisfaction. It is necessary to revisit the prevalent view that the use of information and communications technology to improve urban facilities will always achieve this aim.

2. Bus information terminals (BITs), which provide real-time transport information, have been installed across Seoul every year since 2005. Currently, about one-third of all bus stops in Seoul have BITs.

- The number of BITs in Seoul has jumped since KT entered the BIT business in 2014. In 2016, 300 BITs were installed and 400 BITs are expected to be installed in 2017.

3. BITs were conducive to the balanced distribution of traffic during the years 2005–2015, but citizens did not report a commensurate increase in satisfaction with bus service during those same years.

- BITs played a positive role in increasing satisfaction with bus service before and during 2010, when smartphones were not yet in widespread use. But since 2011, statistics show that BITs have not contributed in any meaningful way to increased satisfaction levels.
- However, for people aged 50 and older who had difficulty using the transport system, BITs increased satisfaction with bus service throughout the period studied.

### **Policy Implications**

- ① Regarding big data on real-time bus transport, which is collected and managed by local governments, data that presents a low risk of invasion of privacy should be provided to research institutes so that it can be used to refine public transport policies.
- ② It is necessary to improve the BIT policy, which involves huge expenditures to install the terminals. Services related to bus data might be more effective if they shifted their focus to services for smartphones.
- ③ The BIT policy should be revamped as a service for those who have difficulty using public transport, such as elderly people—for example, by making the type larger or adding voice service.