MTC
CHENNAI

Chennai's Perception of
Premium Bus Service

ITDP
INDIA

January 2025

Prepared by

The Institute for Transportation and Development Policy (ITDP) works with cities worldwide to promote sustainable, equitable, and inclusive urban transport. The vision of ITDP is to create healthy and liveable communities with streets safe for walking & cycling, high-quality public transport, traffic reduction mechanisms, and people-centred mobility policies. ITDP is a not-for-profit organisation headquartered in New York City with offices in China, Brazil, Indonesia, East Africa, Mexico, and the United States.

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Acknowledgements

We extend our sincere thanks to the Metropolitan Transport Corporation (Chennai) Ltd and the Project Management Unit at MTC Chennai for their continuous support and inputs for the development of this report. Their expertise has been crucial in shaping this document.

Chennai's perception of Premium Bus Service

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Summary

Public transport is the cornerstone of sustainable urban mobility, offering an efficient and environmentally friendly alternative to private vehicle use. Enhanced public transportation can bring significant benefits to cities, including reduced air pollution, traffic congestion, and road accidents. However, in recent years, public transportation systems in many cities, including Chennai, have experienced a decline in ridership. This decline can be attributed to factors such as overcrowding, lack of modern amenities, and the increasing private vehicle registrations, and ride-hailing services.

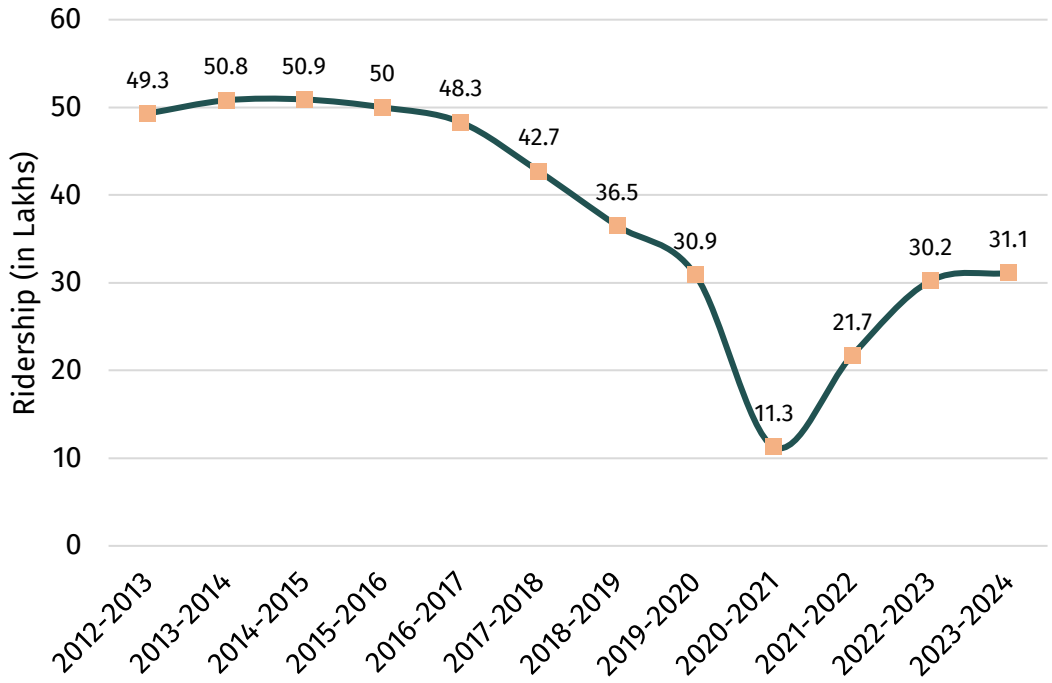

Figure 1: Public bus ridership in Chennai over the years[1]

To address some of these issues and provide a superior travel experience, offering premium bus services with features such as air-conditioned comfort, Wi-Fi, real-time tracking, and app-based seat booking is an effective solution.

Premium buses can potentially drive a shift from private cars to public transportation by directly addressing the concerns of urban commuters. With features like enhanced comfort and convenience, they offer a hassle-free travel experience that appeals to those seeking an alternative to car usage. By reducing dependency on private vehicles, premium buses can significantly ease traffic congestion and contribute to lowering urban emissions.

To assess public perception and interest in premium bus service, a survey was conducted among 471 Chennai residents. This survey aimed to gather insights into commuter preferences, pricing expectations, and feature priorities for the proposed premium bus service.

[1] *Source: Review of the Performance of State Road Transport Undertakings Report, MoRTH* & MTC Annual Reports

Key findings from the survey include:

- **Interest in Premium Bus Services**: 78% of respondents expressed interest in premium bus services, particularly those who currently depend on cab services for their daily commutes.
- **High Demand Near IT Hubs**: Commuters travelling to and from IT hubs showed the highest demand for premium bus services, with 88% of surveyed individuals in these areas willing to switch to premium bus services.
- **Willingness to Pay**: Survey results indicate that potential users in Chennai are willing to pay between ₹4.1 and ₹8.3 per kilometre for premium bus services. On average, a commuter is willing to pay approximately ₹75 for their journey, with an average travel distance of 12 kilometres, using the premium bus service.
- **Preferred Time Slot**: Evening peak hours (4 PM to 8 PM) emerged as the most popular choice, with 92% of respondents selecting this time slot as one of their preferred options for travel.
- **Key Origin Points**: Anna Nagar, Velachery, and Adyar ranked as the top three origin points, collectively accounting for 25% of all recorded origin locations, highlighting significant demand in these areas.
- **Key Features Driving Adoption**: Features like air conditioning, Wi-Fi facilities, comfortable seating, and real-time tracking were highly valued to attract people to use premium bus service.

This report provides a detailed analysis of the survey results and proposes actionable insights to guide planning and implementation of the premium bus service.

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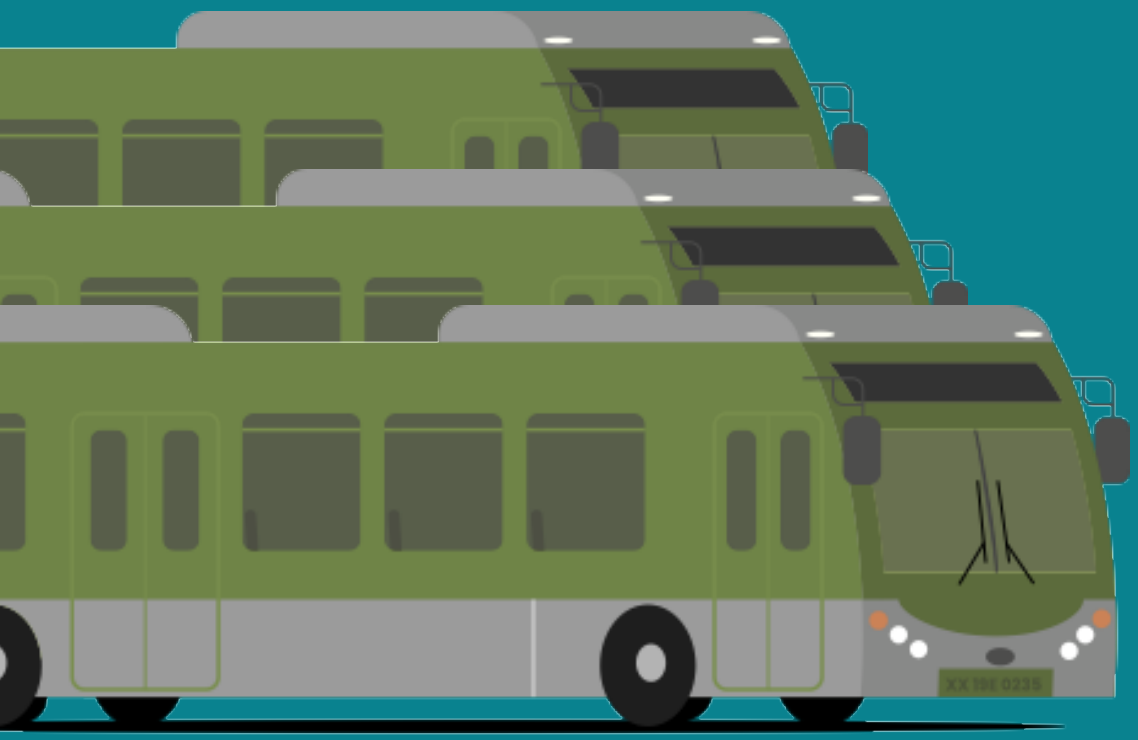


01

Introduction

Public transportation systems play a vital role in urban mobility, providing an affordable and sustainable alternative to private vehicles. However, Chennai has seen a significant increase in private vehicle registrations postCOVID-19, leading to higher levels of air pollution and traffic congestion. The dependency on private vehicles has not only reduced public transport ridership and strained the city's infrastructure but has also contributed to deteriorating urban living conditions.

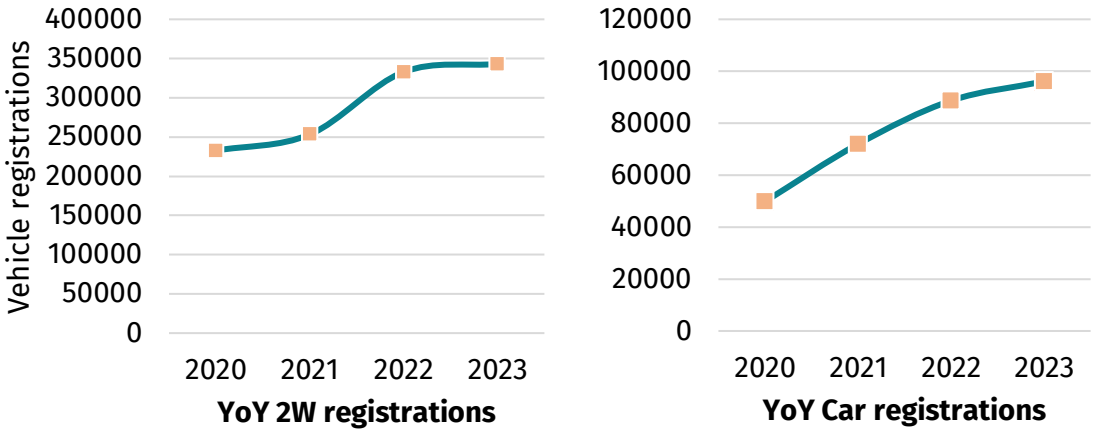


Figure 2: Private vehicle registrations in Chennai[2]

Sl. No	Travel Mode	2008	2018
1	Walk	28.00%	25.10%
2	Bicycle	6.00%	2.90%
3	Auto-rickshaw	4.00%	7.10%
4	Car/van	6.00%	7.10%
5	Two-wheeler	25.00%	29.60%
6	Bus	26.00%	22.60%
7	Train	5.00%	5.60%

Table 1: Chennai modal share of 2008 and 2018[3]

The premium bus service aims to tackle these challenges by providing a superior public transport option designed to attract private vehicle users, particularly car users. Encouraging commuters to switch from private vehicles to premium buses helps to ease road congestion, reduce pollution, and enhance road safety. These buses are designed to provide comfort, reliability, and convenience, making public transport a viable alternative for those who currently depend on cars or cabs for their daily commute.

Reducing the number of private vehicles on the road can significantly decrease greenhouse gas emissions and contribute to a healthier urban environment. Moreover, the enhanced features of the premium bus service, such as air-conditioning, app-based assured seat booking, Wi-Fi services, and real-time tracking, are tailored to meet the expectations of today's urban commuters. This initiative also aligns with the UNDP Sustainable Development Goals, particularly Goal 11 on Sustainable Cities and Communities.

[2] Vahan Dashboard (https://vahan.parivahan.gov.in/vahan4dashboard/vahan/dashboardview.xhtml)
[3] Comprehensive Mobility Plan for Chennai Metropolitan Area, 2019

02

Survey

To understand the demand for premium bus services among the residents of Chennai, a survey was conducted to assess the preferences and concerns of the target group. The survey for the premium bus service was designed to gather comprehensive insights into the preferences, behaviours, and expectations of the potential users. The insights gathered will inform the design and implementation of the service tailored to the needs of Chennai's residents, while also promoting sustainable urban mobility.

The objective of the survey was to:

- To understand the willingness of residents to use premium bus services.
- To gather pricing preferences for these services.
- To identify desired corridors and timings.

2.1. Target Group

The survey primarily focuses on individuals aged 21 to 50 who use private vehicles for commuting to work, recreational, and commercial activities. This demographic was chosen to evaluate the potential for shifting private vehicle users to the premium bus service.

2.2. On the Ground Survey

An on-the-ground survey was conducted using mobile phones and tablets equipped with applications to ensure accurate data recording and entry for analysis. The survey questionnaire (Annexure I) was pre-loaded into these applications, allowing respondents to provide their inputs to the surveyors that were recorded through their devices.

2.3. Sampling Method:

- **Stratified Sampling:** The survey region was divided into various strata based on demographics and land use to ensure diverse participation.
- **Sample Size:** With Chennai generating 157 lakh trips per day, a target of 385 samples was set based on a 95% confidence level and a 5% margin of error[4]. However, 471 samples were successfully collected.

2.4. Survey Locations:

The survey covered a mix of weekday and weekend hotspots, as outlined below:

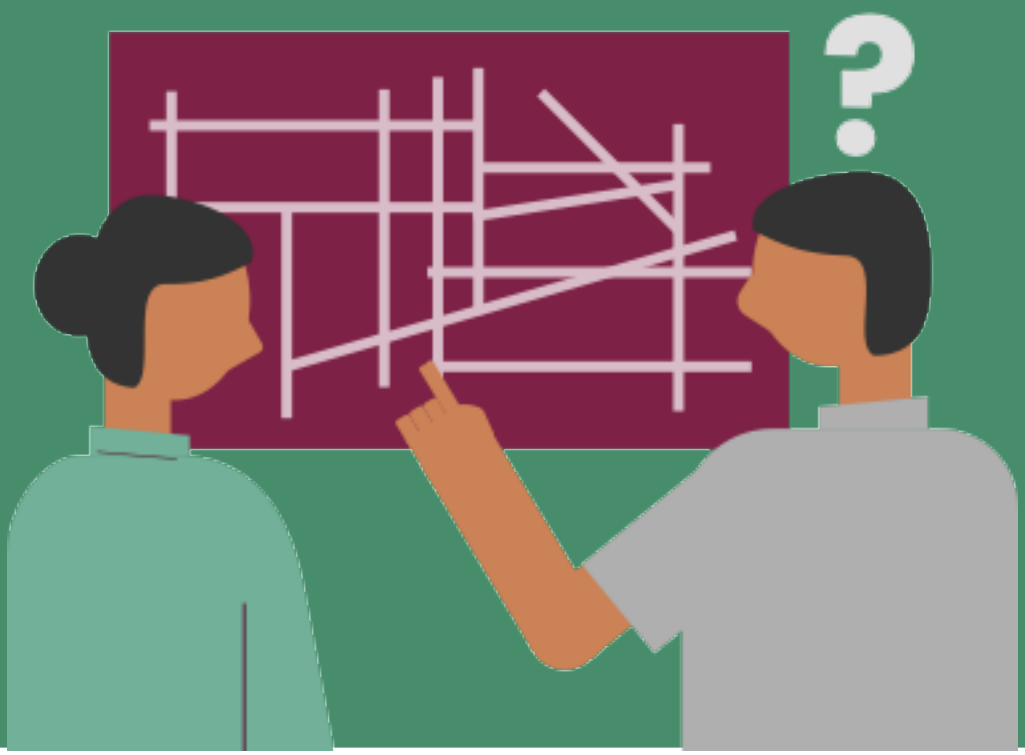
Weekdays	IT Hubs	Sholinganallur
		Tharamani
		Siruseri
		Tambaram – Perungalathur
		Ambattur – Anna Nagar
		Guindy
	Residential Areas	Anna Nagar
		Velachery
		Adyar
	Public Transport Interchanges	Koyembedu
		Central

[4] https://www.surveymonkey.com/mp/sample-size-calculator/

		Alandur
		Kelambakkam
Weekends	Recreational Areas	Marina Beach
		Government Museum
		Valluvar Kottam
		Phoenix Market City
		Express Avenue
		VR Mall
	Commercial Areas	T Nagar
		Nungambakkam

2.5. Data Analysis

The survey responses were analysed to identify key patterns and derive actionable insights. The analysis focused on essential metrics, such as residents' willingness to adopt premium services, pricing preferences, and expectations for features. These findings offer valuable insights and practical recommendations that will guide the planning and implementation of the premium bus service, ensuring it effectively meets the needs of Chennai's residents and contributes to the success of the initiative.



03

Survey Analysis and Insights

The survey was conducted in 22 localities/corridors, selected based on the target group. On average, 21 samples were collected from each locality. The survey locations included residential locations, recreational places, commercial locations, IT corridors, and public transport interchanges.

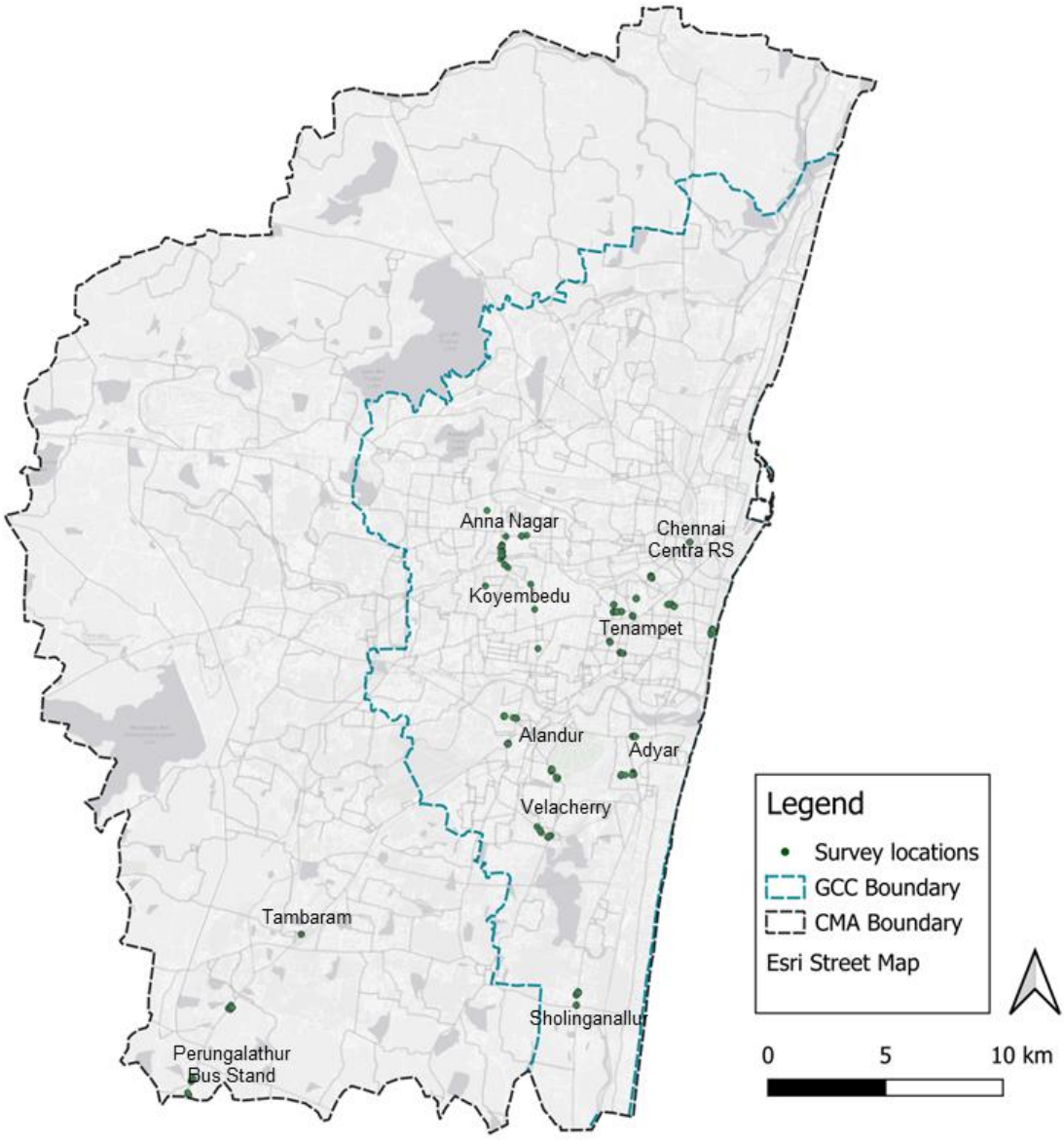


Figure 3: Surveyed locations

3.1. Demographic Insights

3.1.1. Age and Gender Distribution

The survey captured responses from a diverse age group, ranging from young professionals aged 21 to individuals aged 50. Notably, 98% of respondents fell within the 21 to 40 age brackets, representing the core demographic of working professionals most likely to benefit from and adopt the premium bus service. Among the respondents, 52% were aged 21-30, while 46% were aged 31-40, highlighting a near-equal distribution within this target group.

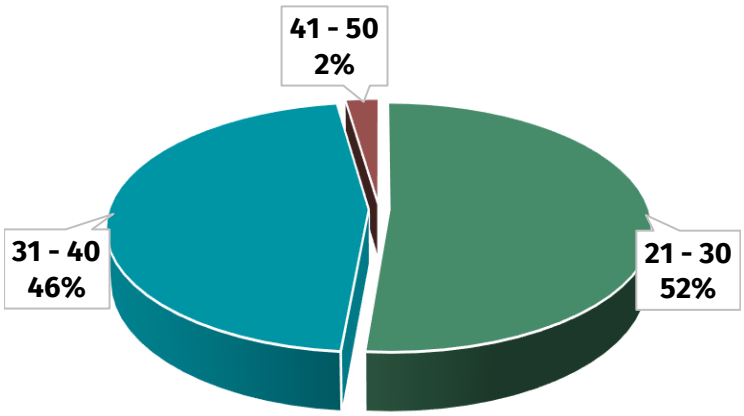


Figure 4: Age distribution

Figure 5: Gender distribution

Furthermore, the survey results had 75% of respondents being male and 25% female, providing valuable insights into the preferences of both genders for premium commuting options.

3.1.2. Occupational Insights

The survey captured responses from individuals across a wide range of occupations, including IT/Tech professionals, government employees, self-employed individuals, business owners, students, and others. Notably, over 41.2% of respondents were from the IT/Tech sector, highlighting the significant reliance of this group on daily commutes for work. Other private jobs constituted 28.5% of the respondents, while business owners accounted for 11.7%. Government employees and students made up smaller portions of the survey, at 9.3% and 7.9%, respectively.

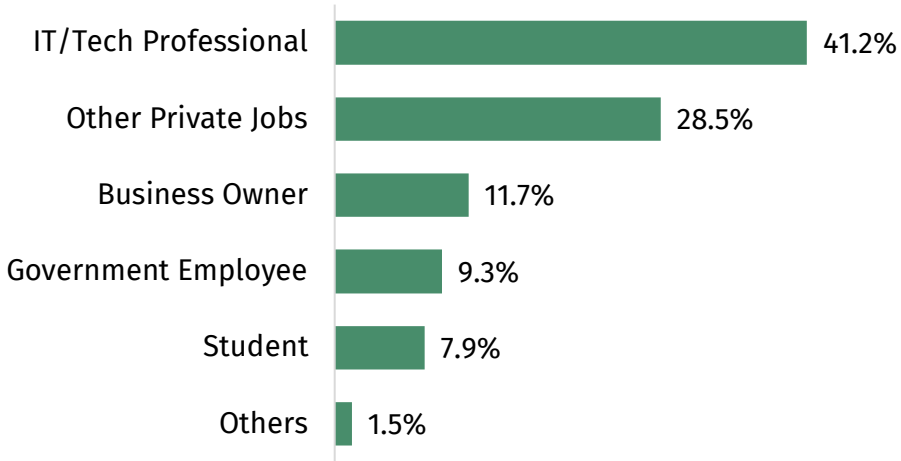


Figure 6: Occupational distribution

The survey covered diverse occupational representation, their commuting needs and the potential demand for premium bus services across such groups.

3.1.3. Individual Monthly Income

Understanding income patterns is vital for shaping pricing strategies that align with the financial capabilities of the target audience while promoting accessibility and inclusivity. The income data from the survey revealed important economic trends among respondents. Over 58.6% of participants reported earning between ₹50k and ₹1 lakh per month, representing the core demographic most likely to afford premium bus services. Additionally, 30.8% of respondents earned less than ₹50k per month, 8.9% of respondents earned between ₹1 lakh and ₹2 lakh, while a smaller fraction, 1.7%, earned above ₹2 lakh.

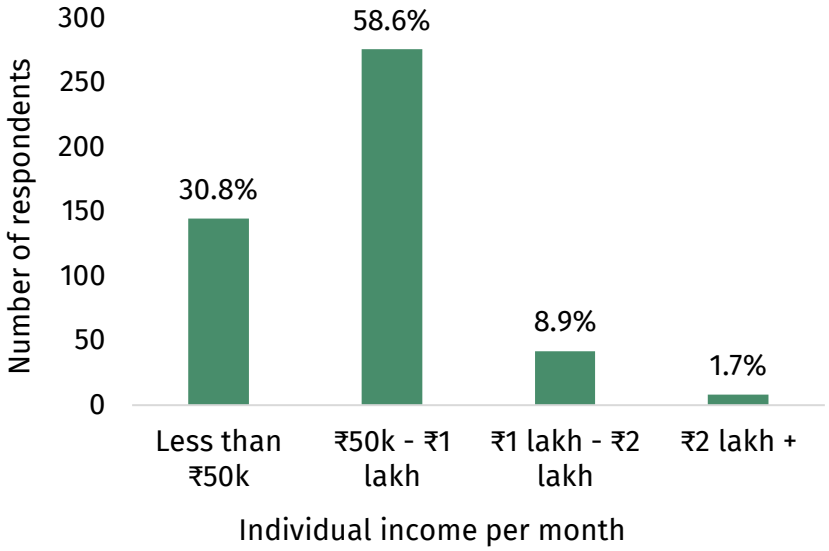


Figure 7: Individual income distribution

This distribution provides valuable insights into the income diversity of the target group who commute to the surveyed locations, enabling the service to be tailored for a broad spectrum of income groups.

04

Existing Travel Characteristics

4.1. Current Modes of Transportation

The survey revealed a diverse range of commuting preferences, with respondents relying on private vehicles, cabs, two-wheelers, public transport, and other options. A substantial portion of respondents—57.8%—used private cars or cabs, indicating a clear opportunity to shift these commuters to premium bus services. Specifically, 31% of respondents used private cars, while 26.8% relied on cabs for their daily commute. 18.7% of respondents used organised public transport, including public buses and the metro. Other modes of transport, such as auto-rickshaws and share autos, accounted for a very small portion of the survey, making up only 0.6%. These insights underscore the significant potential for premium bus services to attract commuters currently using private or semi-organised transport options.

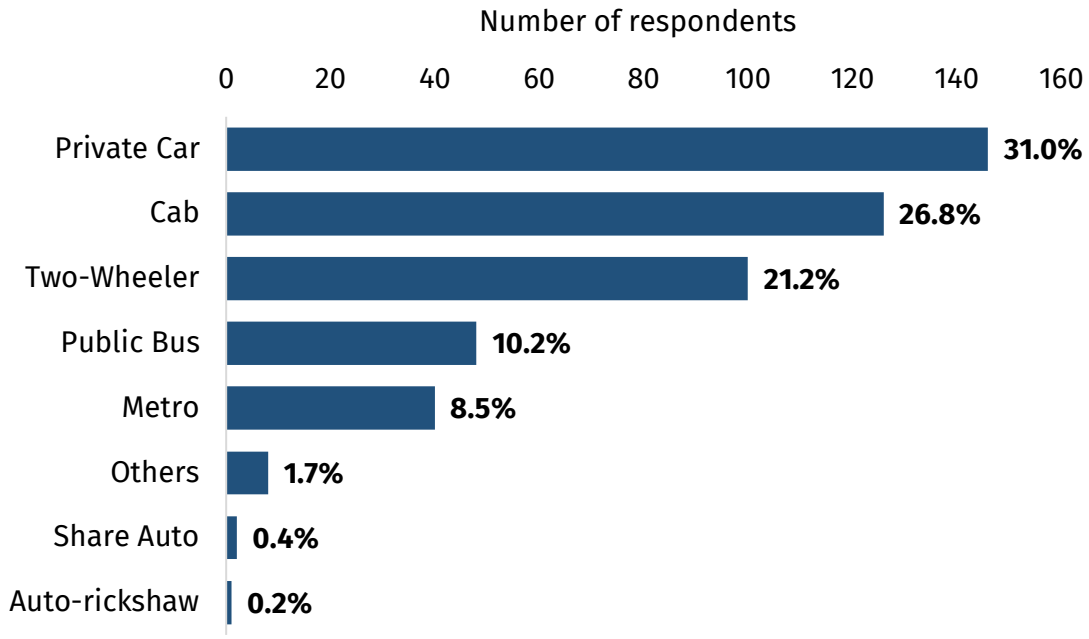


Figure 8: Modes of transportation distribution

4.2. Commute Distance and Time (one-way)

The survey revealed that majority of the respondents (35.0%) travel between 10 and 15 kilometres one way daily, followed by 27% travelling between 5 and 10 kilometres. A significant portion of commuters also travel between 15 and 20 kilometres (22.5%). In total, close to 38% of respondents travel less than 10 kilometres per day, and 73% of the respondents travel less than 15 kms per day.

When it comes to travel time, 37.8% of respondents spend between 15 and 30 minutes commuting, and 34.4% report spending 30 to 45 minutes on their one-way daily journey. In total, 72.2% of commuters spend between 15 and 45 minutes on their daily commute, highlighting the substantial time spent on travel, particularly during peak hours. This presents a strong opportunity for premium bus services to cater to these commuters by offering comfort and well-designed amenities that could reduce travel fatigue and make premium buses an appealing alternative to private vehicles.

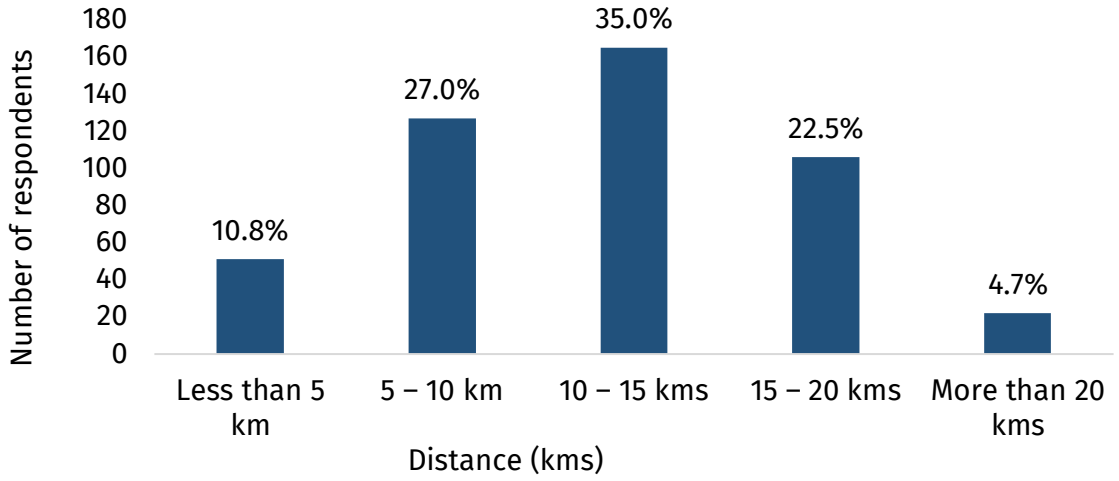


Figure 9: Commuting distance distribution

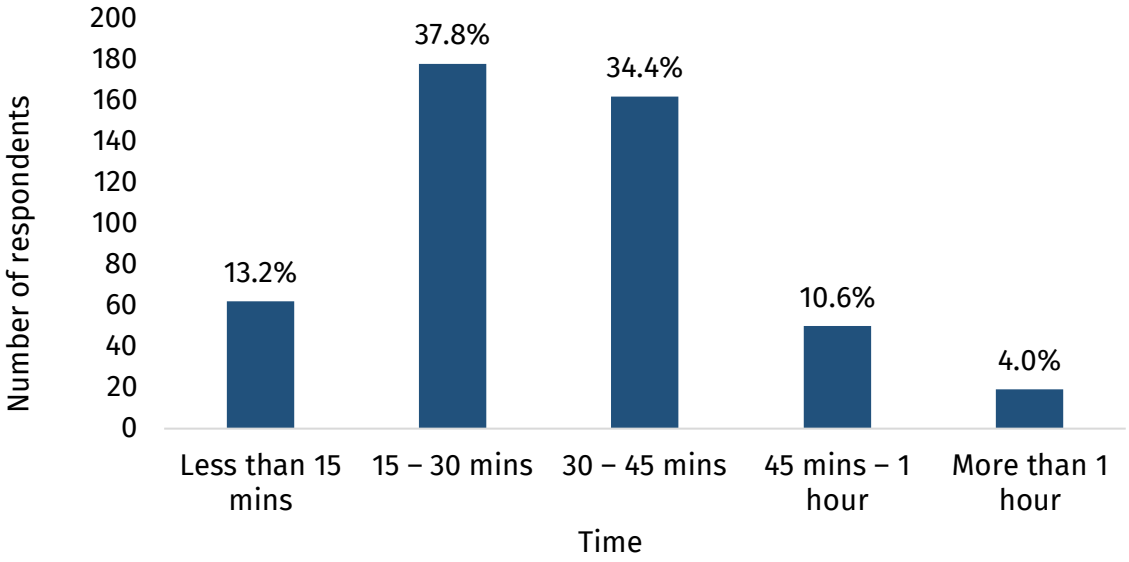


Figure 10: Daily commute time distribution

4.3. Daily Travel Expenses (one-way)

Respondents reported varied daily travel costs, with 48.2% spending less than ₹50 on their one-way commute, while 31.6% reported spending between ₹51 and ₹100. A smaller proportion (12.7%) spent between ₹101 and ₹150, and 7.4% spent more than ₹150. Almost 80% of respondents spend up to ₹100 on their one-way commute, with 44.3% spending between ₹51 and ₹150. This cost distribution suggests that for premium bus services to be attractive, their pricing should be competitive with existing options while delivering superior value, particularly through enhanced features, comfort, and convenience. Ensuring affordability while offering added benefits will be key to shifting commuters to premium service.

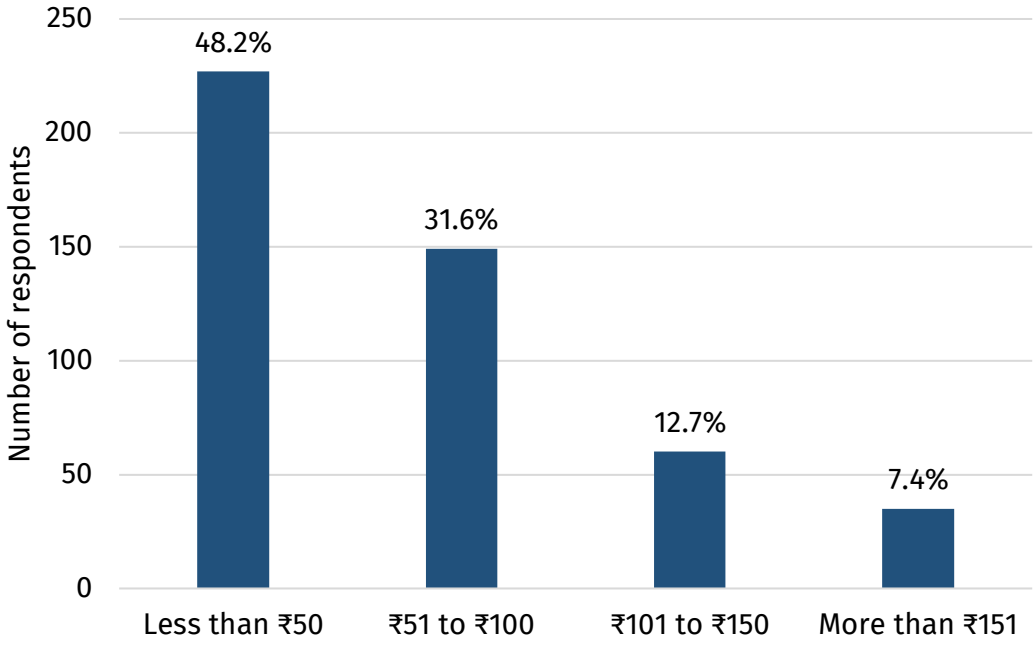


Figure 11: Daily travel expenses distribution

05

Interest towards Premium Bus Services

5.1. Willingness to Adopt Premium Services

A significant majority of respondents (78%) expressed interest in adopting premium bus services, particularly if the cost was competitive with or lower than their current travel expenses. This willingness was notably higher among those who currently use cabs (96%), metro (95%), and public buses (88%), indicating a strong potential to target these segments. Additionally, 66% of private car users and 63% of two-wheeler users also showed interest, demonstrating the broader appeal of the service.

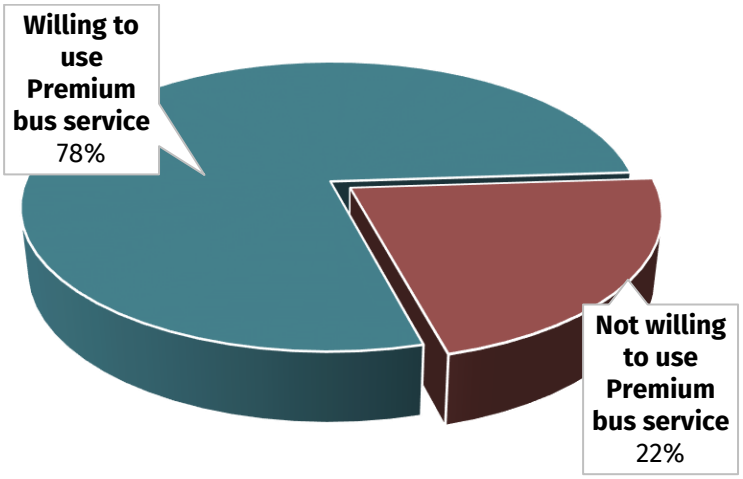


Figure 12: Willingness to adopt premium bus service

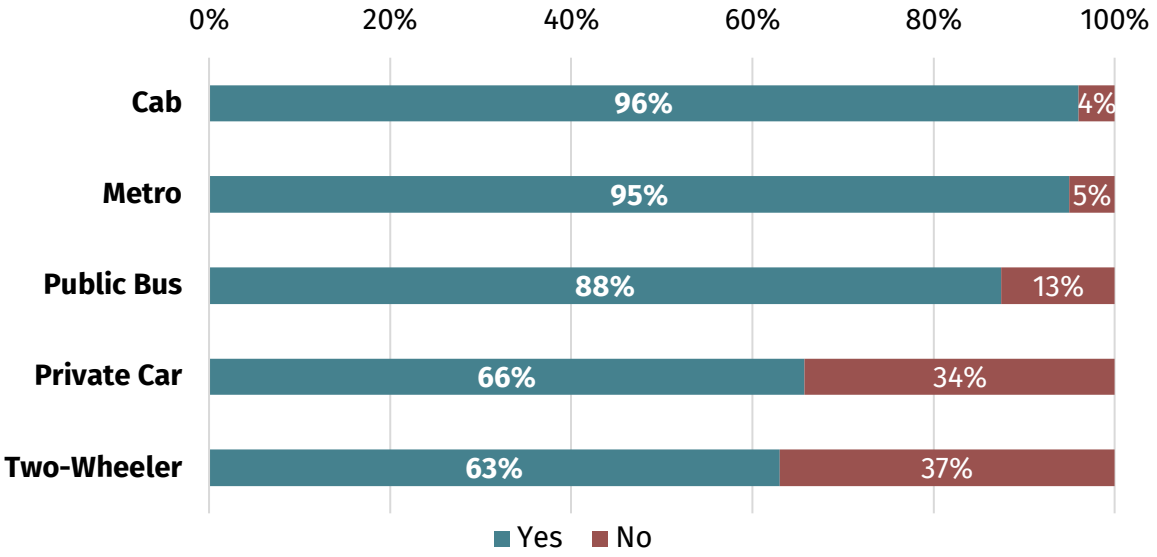


Figure 13: Willingness to adopt premium bus service - mode-wise disaggregation

The demand for premium bus services was particularly high in IT hubs, where 88% of respondents expressed interest, followed by Public Transport Interchanges at 82%, highlighting their importance as key points for premium bus adoption. Commercial areas and residential zones also displayed considerable demand, with 76% and 74% respectively, suggesting that premium buses could cater effectively to both work and home commuters. Notably, major recreational areas saw slightly lower interest (68%), indicating that targeting work-related and residential areas might be a more effective strategy.

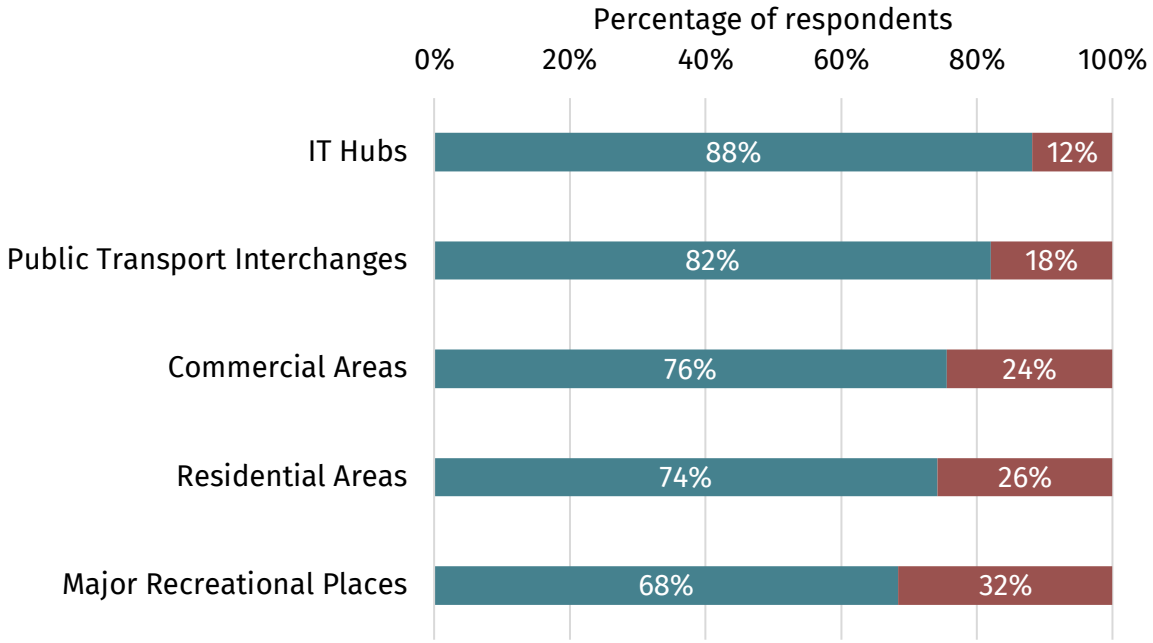


Figure 14: Willingness to adopt premium bus service - location-wise disaggregation

Overall, the survey reveals that premium buses have the potential to attract a wide range of commuters, especially those currently relying on cabs, metro, and public transport, as well as those in key locations like IT hubs and transport interchanges.

5.2. Preferred Pricing

Respondents displayed a clear preference for affordable pricing, with the majority (62.5%) indicating they are willing to pay between ₹50 and ₹100 for a one-way trip on the premium bus service. This aligns closely with their daily travel spending patterns, reinforcing the importance of setting fares that balance both affordability and operational viability. Additionally, 32.9% of respondents are willing to pay less than ₹50, further highlighting the demand for competitive pricing to attract budget-conscious commuters.

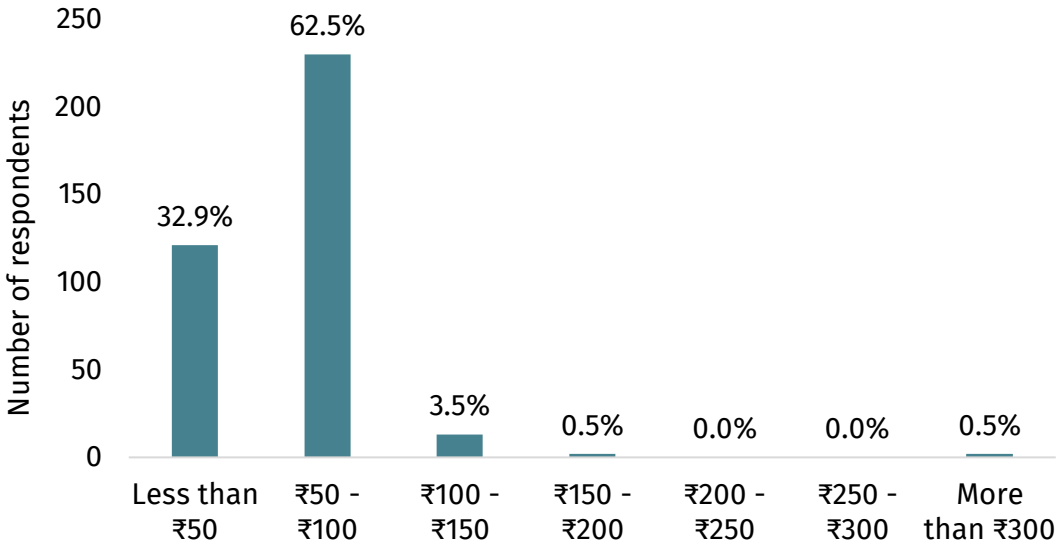


Figure 15: Preferred pricing

In total, 95.4% of respondents are willing to pay up to ₹100 for their premium bus travel, demonstrating strong interest in the service within this price range. Interestingly, 61.5% of these respondents travel between 10 and 20 kilometres to reach their destination, further confirming the demand for a reasonably priced service for mid-range commutes.

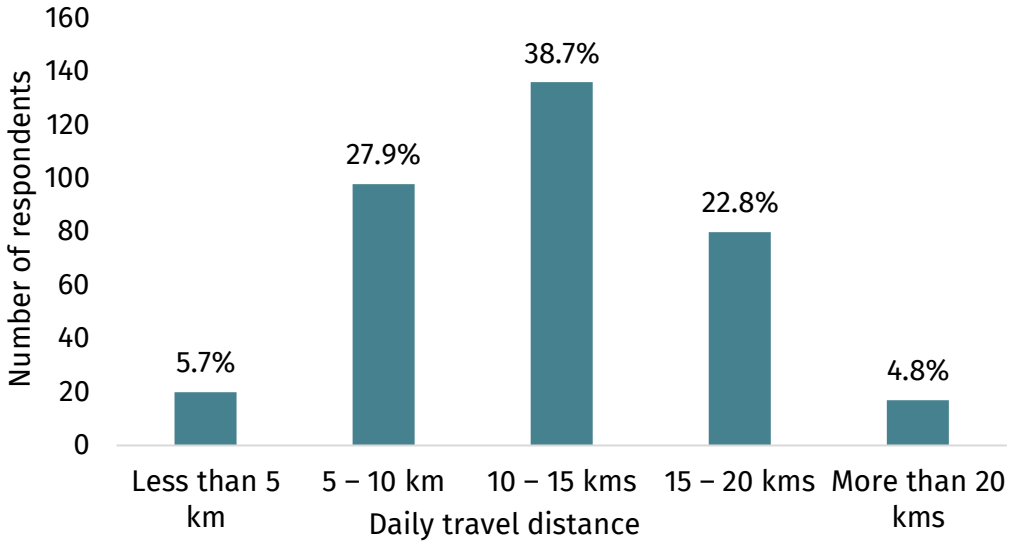


Figure 16: Daily travel distance by respondents willing to pay up to ₹100

Survey findings indicate that potential users of premium bus services in Chennai are willing to pay between ₹4.1 and ₹8.3 per kilometre[5], providing a useful benchmark for setting pricing strategies that reflect both commuter expectations and operational costs. On average, a commuter is willing to pay approximately ₹75 for their journey, with an average travel distance of 12 kilometres, using the premium bus service.

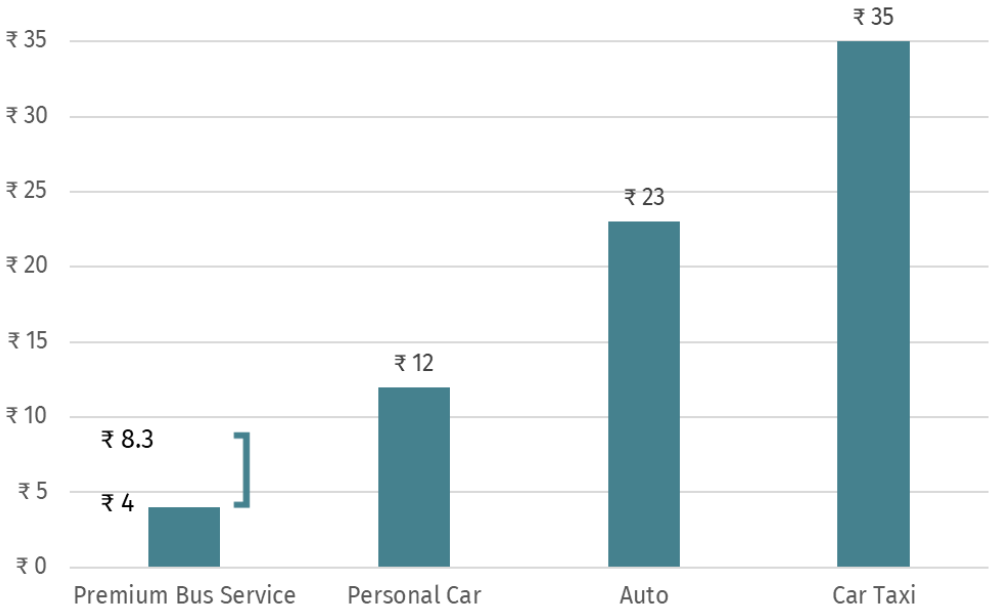


Figure 17: Cost per km comparison[6]

[5] Correlated based on respondents' capacity to pay and their daily commute distance
[6] Personal car – ITDP Analysis, Auto and Car Taxi were based on a 10km trip in Rapido

5.3. Priority Corridors

Respondents provided information on their origin and destination locations, including PI N codes, which can help identify key OD patterns and the relevant commuting corridors in Chennai for prioritising premium bus services. The analysis indicates high-demand corridors, particularly those linking residential areas with IT hubs and business districts, as suitable options for initial or pilot deployment.

5.3.1.Origin Patterns

The analysis of origin points among the respondents indicates that Anna Nagar (600040), Velachery (600042), and Adyar (600020) emerge as the top origin points, collectively accounting for 25% of the total origin points recorded in the survey. This highlights a significant demand for improved connectivity from these locations.

Sl. no	Origin PIN code	Origin area	Count	Percentage of overall origin points
1	600040	Annanagar	41	10%
2	600042	Velachery	38	9%
3	600020	Adyar	26	6%
4	600002	Chintadripet	14	3%
5	600014	Royapettah	13	3%
6	600017	T.Nagar	12	3%
7	600004	Mylapore	12	3%
8	603103	Kelambakkam	12	3%
9	600008	Egmore	10	2%
10	600053	Ambattur	10	2%

Table 2: Top 10 origin locations

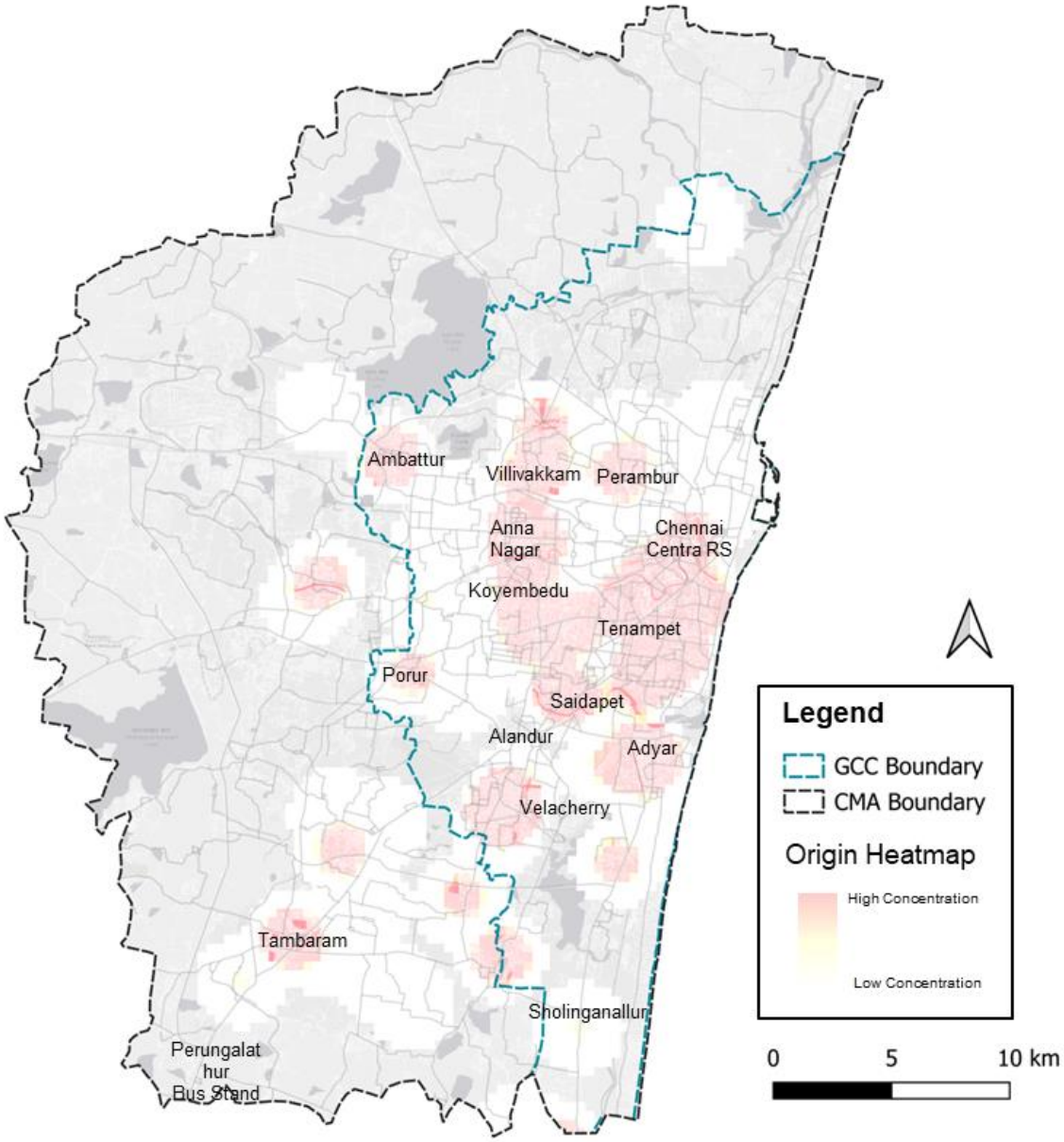


Figure 18: Origin heatmap

The areas with high concentration of origin points in Chennai based on the survey results are presented in Figure 18. The top 10 origin points identified in the survey contribute to 45% of the total origin points, reflecting a concentrated demand from these key areas. Other locations, including Chintadripet, Royapettah, T. Nagar, and Mylapore, also stand out, each contributing 3%, underscoring their importance as pivotal residential and commercial hubs.

5.3.2. Destination Patterns

Regarding destination points, the survey findings indicate that Nungambakkam (600034) is the most prominent, contributing 8% of the total destination points, followed by Royapettah (600014) at 7%. Guindy (600032) and Ambattur (600053) are also significant, each accounting for 6%, Sholinganallur, Teynampet, and Annanagar, each contributing 5%, underscoring their roles as major IT/employment and activity centres. Notably, the top 10 destination points account for 55% of the total destination points identified in the survey, offering critical insights for designing targeted and efficient transport services.

Sl. no	Destination PIN code	Destination area	Count	Percentage of overall destination points
1	600034	Nungambakkam	25	8%
2	600014	Royapettah	21	7%
3	600032	Guindy	19	6%
4	600053	Ambattur	18	6%
5	600119	Sholinganallur	17	5%
6	600018	Teynampet	15	5%
7	600040	Annanagar	15	5%
8	600113	ITTI Taramani	15	5%
9	600006	Greams Road	14	4%
10	600008	Egmore	12	4%

Table 3: Top 10 destination locations

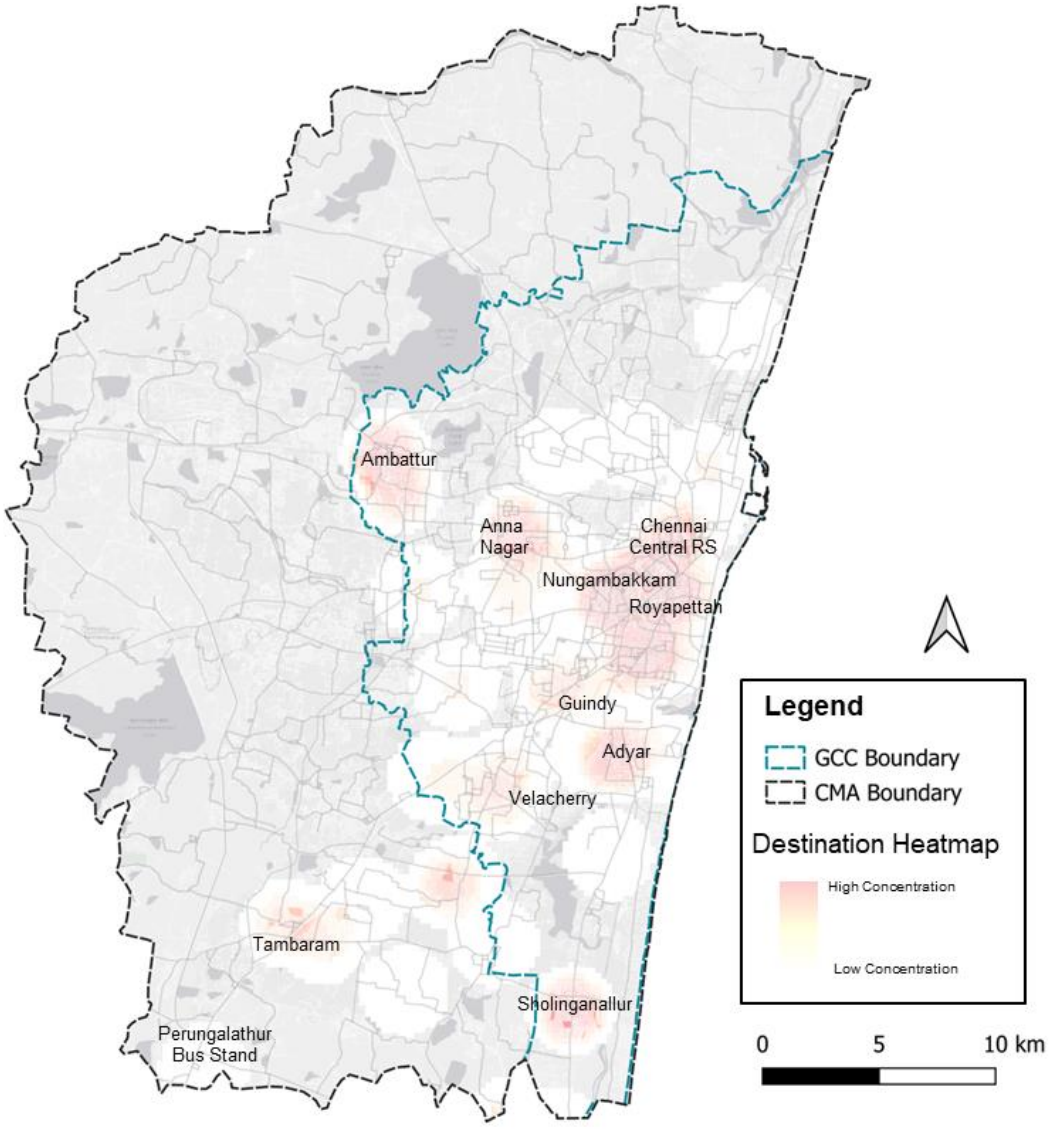


Figure 19: Destination heatmap

Based on spatial insights from the city's OD patterns, the potential corridors with high demand for premium bus services were identified. These demand corridors predominantly run through major residential neighbourhoods, employment, transit, and commercial hubs reflecting the commuting needs of a large segment of the population.

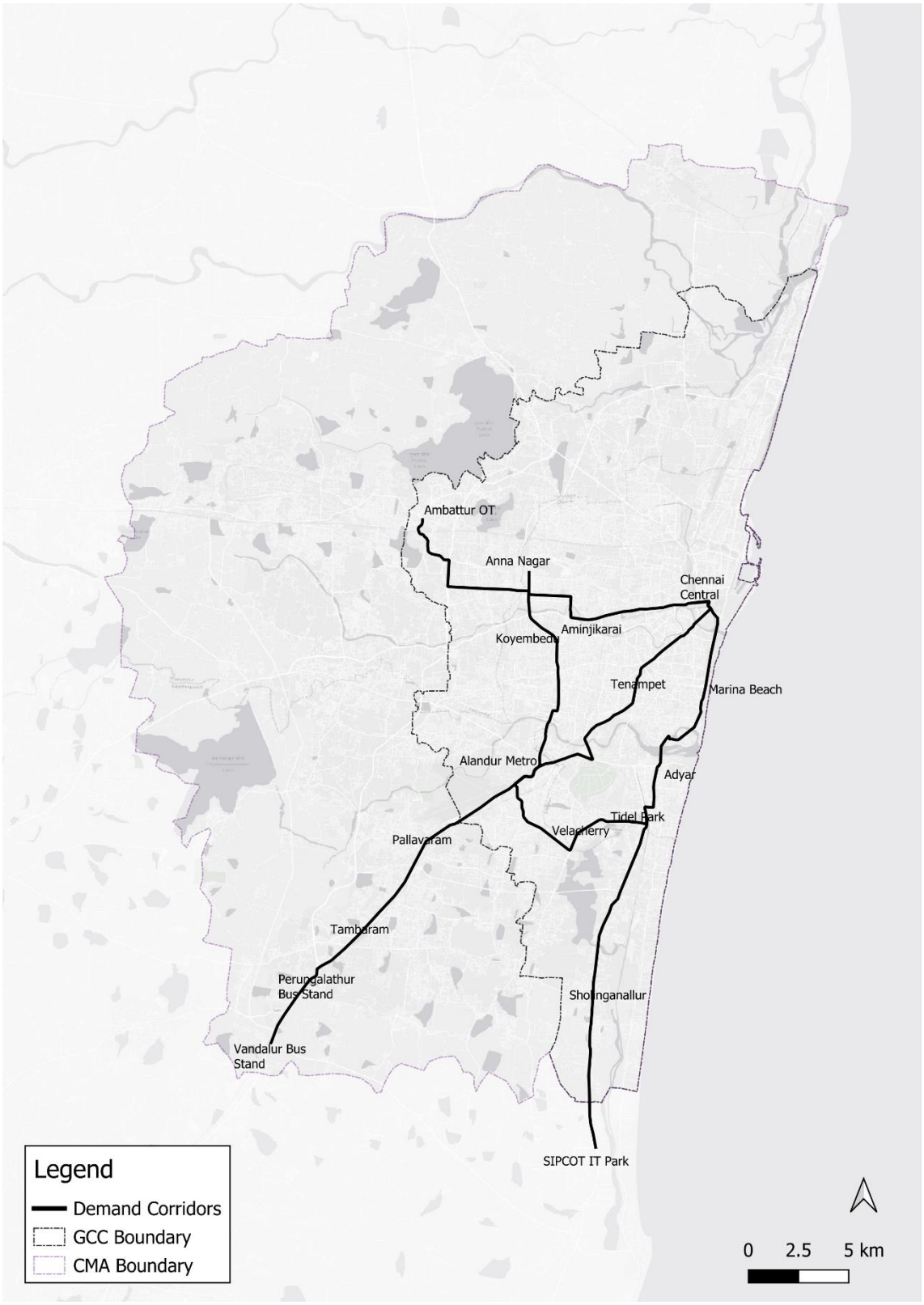


Figure 20: Demand corridors

Based on the identified demand corridors, potential routes suggestions for pilot implementation as are provided below. Further studies and stakeholder consultations can also play a pivotal role in tailoring the service to maximise its effectiveness.

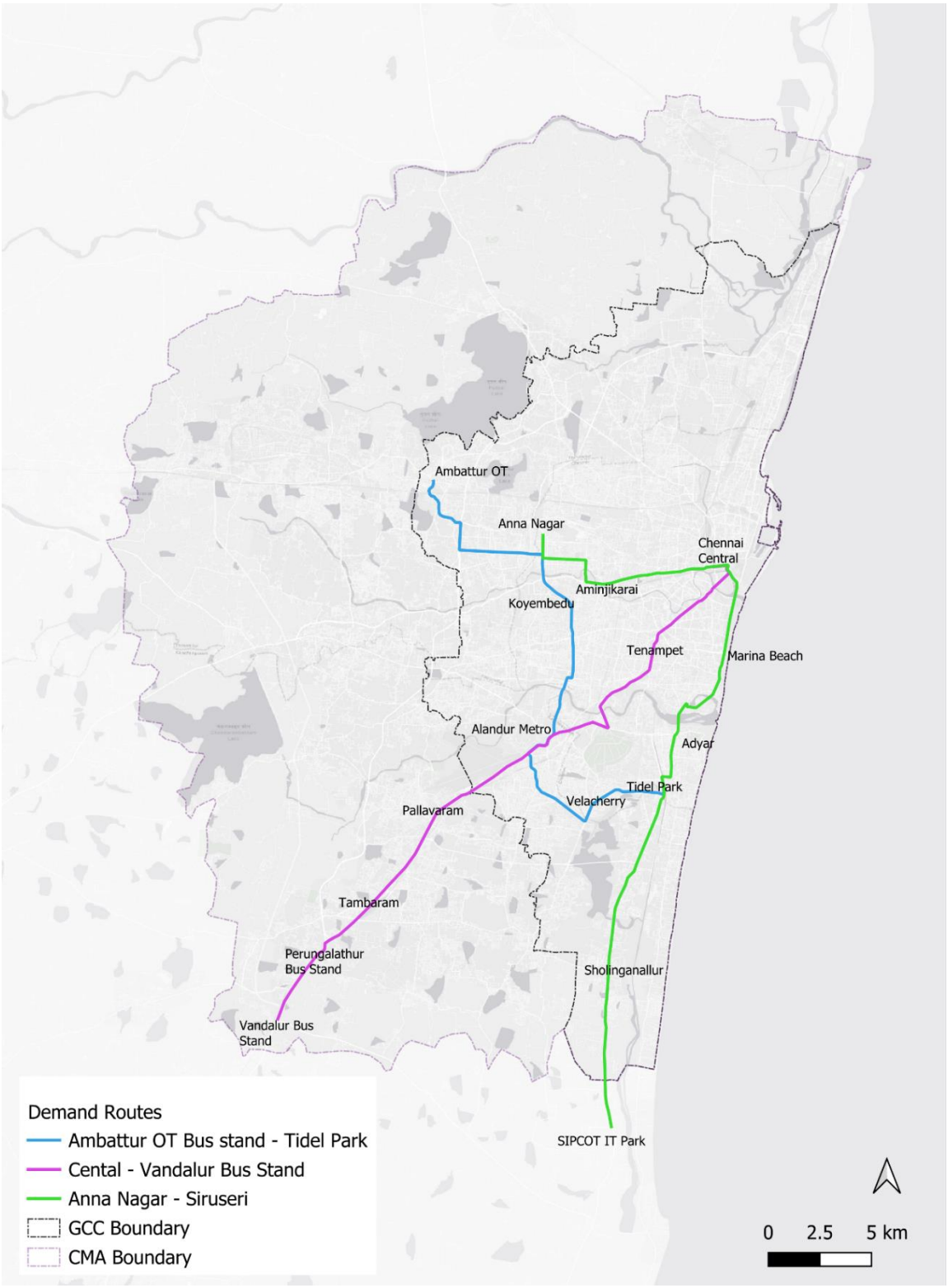


Figure 21: Potential routes

Route 1: Ambattur OT – Tidel Park via Koyembedu, Alandur, Velachery

The survey results indicate significant demand for premium bus services along this corridor. Operating buses on this route will serve the commuting needs, providing connectivity between key residential and employment hubs in Chennai City.

Sl. no	Origin	Destination	Via	Route distance
1	Ambattur OT Bus stand	Tidel Park	Koyembedy, Alandur, Velacherry	31 kms

Table 4: Route 1 - Ambattur OT to Tidel Park via Koyembedu, Alandur, Velachery

Route 2 – Chennai Central to Perungalathur via GST Road

With the presence of major IT parks, Chennai airport, commercial and residential locations along the corridor, it is recommended to operate premium buses in this corridor to connect key origin and destination points.

Sl. no	Origin	Destination	Via	Route distance
1	Central	Perungalathur	Airport, Chrompet	30 kms

Table 5: Route 2 – Chennai Central to Perungalathur via GST Road

Route 3 – Anna Nagar to Siruseri via Chennai Central, Sholinganallur

The route from Anna Nagar to Siruseri via OMR is proposed as a potential premium bus corridor due to the high concentration of IT parks and educational institutions along the stretch, leading to substantial commuter demand. This route serves key employment hubs, including Tidel Park, SIPCOT IT Park, as well as several educational institutions and transport hubs making it a critical link for daily travel.

Sl. no	Origin	Destination	Via	Route distance
1	Anna Nagar	Siruseri	Central, Adyar, Sholinganallur	52 kms

Table 6: Route 3 – Adyar to Siruseri via Sholinganallur

5.4. Preferred Payment Mode

The survey revealed strong preferences among respondents regarding payment methods for the premium bus service. A significant 91% of respondents indicated a preference for using mobile payment apps (e.g., Paytm, Google Pay) as their first choice, reflecting the growing trend towards digital transactions. Credit/debit cards were the second most popular payment option, with 71% of respondents opting for this method, highlighting the continued reliance on traditional payment systems. Additionally, 77% of respondents expressed interest in a monthly pass subscription, particularly if it offered discounts, indicating a preference for cost-effective and convenient options for regular commuters. These insights suggest that integrating mobile payment options, along with flexible subscription plans, would greatly enhance user convenience and encourage frequent use of the service.

91% of the respondents voted as **1st** choice of payment method

71% of the respondents voted as **2nd** choice of payment method

77% of the respondents voted as **3rd** choice of payment method

Figure 22: Preferred payment mode

5.5. Features Influencing Adoption

Respondents identified air-conditioning (98%), Wi-Fi facilities (95%), and comfortable seating (93%) as the most essential features for encouraging the use of premium bus services. Safety features, including CCTVs and panic buttons (78%) were also highly valued. Additionally, mobile or laptop charging points (74%) and a real-time bus tracking application (70%) reflect the growing demand for digital convenience and work-friendly amenities. While entertainment options like TV or music (33%) and overhead luggage racks (7%) received less emphasis, incorporating the high-priority features would significantly distinguish the premium service from existing options and cater to commuter preferences.

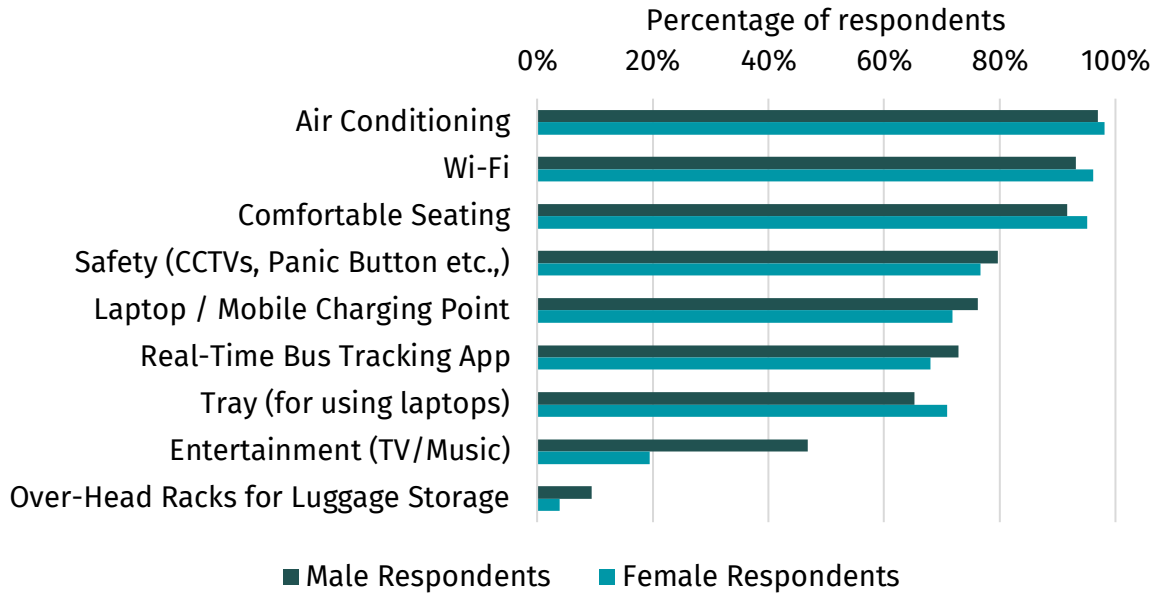


Figure 23: Features influencing adoption

5.6. Preferred Schedule

The survey highlighted respondents' preferred schedules, revealing distinct peak times for demand. Evening peak hours (4 PM - 8 PM) emerged as the most favoured time slot, with 92.1% of respondents indicating preference, followed closely by afternoon hours (11 AM - 4 PM) at 89.7% and morning peak hours (8 AM - 11 AM) at 89.1%. Early morning hours (5 AM - 8 AM) and late-night slots (8 PM - 12 AM) also demonstrated steady demand, with 85.6% and 84% preference rates, respectively. These insights emphasise the need for frequent and reliable services not only during peak hours but also throughout the day to accommodate diverse commuter requirements.

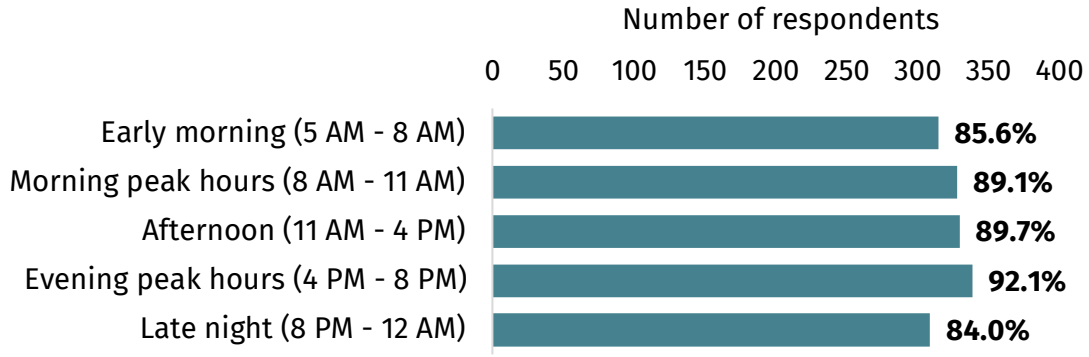
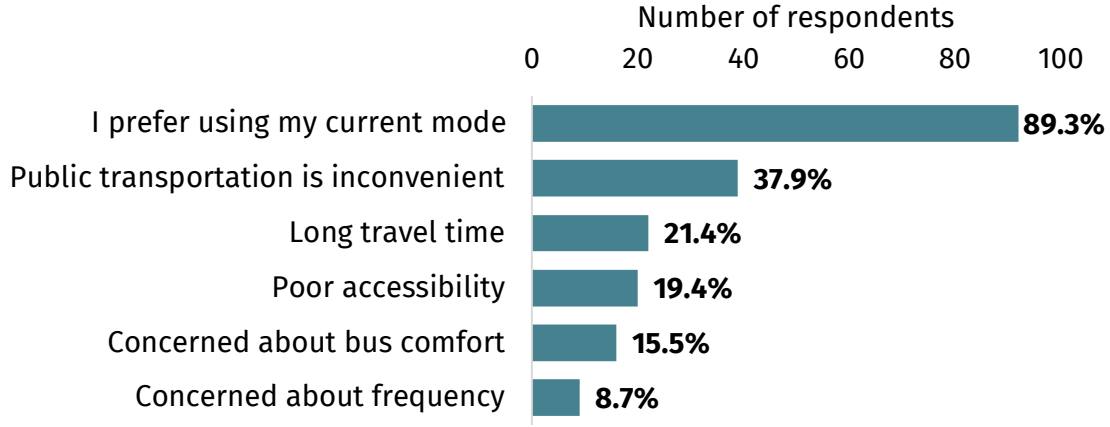


Figure 24: Preferred schedule

5.7. Barriers to Adoption

Among the 22% of the respondents who were hesitant to use the premium bus service, a significant 89.3% of them indicated a preference for using their current mode of transport, which points to a strong attachment to existing commuting habits. Respondents also voted on inconvenience of public transportation (37.9%), long travel times (21.4%), and poor accessibility (19.4%) as key barriers to adopting premium services. Additionally, 15.5% expressed concerns about the comfort and cleanliness of buses, while 8.7% were worried about punctuality and frequency. Addressing these challenges through improved service quality, convenience, and clear communication will be critical in overcoming reluctance and boosting ridership.



This insight highlights the need to focus on reliability, accessibility, and comfort to increase the appeal of premium services among commuters.

06

Recommendations

6.1. Pricing Strategy

- To make the premium bus service appealing to potential users, it is crucial to offer competitive pricing that aligns with their daily travel budgets.
- Survey results show that potential users in Chennai are willing to pay between ₹4.1 and ₹8.3 per kilometre for their journeys. Hence, it is recommended to price the cost per km within this range to ensure affordability and encourage adoption, while also considering operational costs and profit margins.
- Implementing a tiered pricing structure based on travel distance, combined with discount fares for group commuters and monthly passes for regular commuters, can enhance both affordability and the perceived value of the service.

6.2. Service Design

- Survey data highlights high demand along corridors connecting key residential neighbourhoods (e.g., Anna Nagar, Velachery), employment zones (e.g., OMR, Teynampet), commercial areas (eg. Nungambakkam) and transit corridors (eg. Central, Koyembedu). Prioritising such corridors for route planning is recommended. Potential routes for a pilot implementation to test feasibility and user response, can also be considered (highlighted in 5.3):
    - Ambattur OT – Tidel Park (via Koyembedu, Alandur, Velachery)
    - Chennai Central to Perungalathur (via GST Road)
    - Anna Nagar – Siruseri (via Sholinganallur)
- To meet user expectations, it is recommended to equip buses with air-conditioning, comfortable seating, Wi-Fi, charging points, and real-time tracking, all of which were identified as the major amenities preferred by respondents in the survey.
- The evening peak hour (4 PM – 8 PM) demonstrates the highest demand for premium bus services. To cater to this increased demand, it is crucial to ensure frequent bus services during these hours, with a headway of 10 minutes. Maintaining consistent punctuality and reducing delays during this peak period will be essential in establishing a dependable and efficient service.

6.3. Booking and Payment Methods:

- Developing a dedicated premium bus service app allowing users to book tickets, check schedules, track buses in real-time, and receive notifications. This app can also be integrated with the existing public bus service systems, enabling seamless transfers and fare management between the premium and regular services.
- Integrating mobile payment apps (e.g., Paytm, Google Pay) as the primary payment option for ticketing transactions, as 91% of respondents prefer this method.
- Offering credit/debit card payments as the second option, as 71% of respondents selected this method as their preferred alternative for payment transactions.
- A tap-and-go system using NFC-enabled validators for credit/debit cards and transit cards can also be explored.

6.4. Passenger Safety and Security

- Installing CCTV cameras in all buses to enhance passenger safety and provide real-time surveillance. This will deter any unlawful activities and ensure that passengers feel secure during their journey.
- Incorporating emergency communication systems, such as panic buttons, to alert authorities or bus staff during critical situations

6.5. Technical Recommendations

- Based on the EV adoption targets set by NITI Aayog, allocating 40% of the premium bus fleet to be electric to gauge operational feasibility and environmental benefits is recommended.
- In the case of internal combustion engine (ICE) buses, exclusively utilising BS6-compliant vehicles to minimise emissions. These buses will adhere to the latest environmental standards, contributing to reduced air pollution and improving the overall emission reduction of the fleet.
- Implementing telematics systems for real-time monitoring of bus performance, including vehicle location, speed, fuel consumption, and driver behaviour. This data can be leveraged to optimise routes, improve fuel efficiency, and ensure safe driving practices.
- Leveraging commuter data to forecast demand, identify trends, and make data-driven decisions for route planning and service improvement.
- Integrating ticketing systems with other means of public transport, such as Chennai Metro Rail Limited (CMRL), to enhance the passenger experience. This integration allows passengers to use a single card or app for seamless transfers across different modes of transport, reducing friction in travel and improving user convenience
- Equipping buses with features that accommodate disabled and elderly passengers, such as wheelchair ramps, designated seating areas, and low-floor buses for easy access.

6.6. Marketing and Awareness

- Launching targeted campaigns to educate commuters about the benefits of premium bus services, highlighting comfort, cost savings, and environmental impact.
- Using social media and app-based platforms to engage with the tech-savvy segment of the population.

6.7. Addressing Barriers

- Improve accessibility by Integrating premium bus stops with metro stations (e.g., Alandur, Guindy), ensuring last-mile connectivity.
- Upholding high cleanliness standards by having a dedicated team responsible for regular maintenance and upkeep of the buses, thereby building user confidence.
- Installing QR codes inside buses for commuters to provide feedback and address issues.

07

Annexure

Premium Bus - Survey Questionnaire

Surveyor Name:

Survey location:

(GPS coordinates of the survey location)

Section 1: Demographic Information

1. **Age:**
    - 21 - 30
    - 31 - 40
    - 41 - 50
    - 51 - 60
    - 60+
2. **Gender:**
    - Male
    - Female
    - Other
3. **Occupation:**
    - IT/Tech Professional
    - Government Employee
    - Self-Employed
    - Business Owner
    - Other (Please specify): _____

Section 2: Existing travel characteristics

1. **What is the Origin pin code/location name:**
2. **What is the Destination pin code/location name:**
3. **Current Primary Mode of Transportation:**
    - Private Car
    - Cab
    - Two-Wheeler
    - Public Bus
    - Auto-rickshaw
    - Share Auto

- Metro
- Other (Please specify): _____

4. **What is the distance you travel one-way by your primary mode?**
    - Less than 5 km
    - 5 – 10 km
    - 10 – 15 kms
    - 15 – 20 kms
    - More than 20 kms
5. **How much are you paying per day for your travel currently** (Two-way travel)
    - Less than 100 Rs
    - 100 Rs to 200 Rs
    - 200 Rs to 300 Rs
    - More than 300 Rs
6. **What is your average commute time** (One-way)
    - Less than 15 mins
    - 15 – 30 mins
    - 30 – 45 mins
    - 45 – 1 hour
    - More than 1 hour

Section 3: Willingness to Use Premium Bus Services

"Premium bus services are a new concept designed to provide a better travel experience compared to regular public transport. These services typically include features like air-conditioned buses, comfortable seating, Wi-Fi, real-time tracking, and convenient boarding points. The goal is to offer a more reliable, safe, and comfortable commute for daily travelers at an affordable price."

1. **Would you be interested in using the premium bus service for your daily commute if it costs less than your current travel expenses?**
    - Yes
    - No
    - Maybe

2. **How much would you be willing to pay for premium bus service?** (One-way trip)
    - More than 300 Rs

- 300 Rs to 250 Rs
- 250 Rs to 200 Rs
- 200 Rs to 150 Rs
- 150 Rs to 100 Rs
- 100 Rs to 50 Rs
- Less than 50

3. **Which payment method would you prefer?** (Ranking)
    - Mobile Payment Apps (e.g., Paytm, Google Pay)
    - Credit/Debit Card
    - NCMC cards/Singara Chennai Card
    - Monthly Pass Subscription with discounts
4. **What is your preferred boarding/alighting point for the premium bus service?**
    - Nearby existing bus stop
    - Nearby metro station
    - Nearby a major office complex/road
    - Other (Please specify): _____
5. **If a premium bus service were introduced in your city, what features or services would attract you to use it?** (Select all that apply)
    - Air Conditioning
    - Wi-Fi
    - Comfortable seating
    - Tray (for using laptops)
    - Laptop/mobile charging point
    - Real-time bus tracking app
    - Entertainment (TV/Music)
    - Over-head racks for Luggage storage
    - Safety (CCTVs, panic button etc..)
    - Other (Please specify): _____
6. **If no, what are your reasons for not considering premium bus services?** (Select all that apply)
    - I prefer using my current mode
    - Public transportation is inconvenient

- Long travel time
- Poor accessibility
- I am concerned about bus comfort/cleanliness
- Concerned about punctuality/frequency
- Other (Please specify): _____

7. What time slots are you most likely to use this service? (Check all that apply)

- Early morning (5 AM - 8 AM)
- Morning peak hours (8 AM - 11 AM)
- Afternoon (11 AM - 4 PM)
- Evening peak hours (4 PM - 8 PM)
- Late night (8 PM - 12 AM)

7. What are the top 3 things that would help you to shift to public transportation?

- Safety inside transport
- Ride Comfort/ ease of traveling
- Accessibility to transport station
- Cost of Service
- Information Availability (related to routes, prices etc)
- Travel Time
- Ease of travel (Direct Routing/No. of Interchanges)
- Frequency
- Customer Service

8. **Household Income:**

- Less than ₹50k per month
- ₹50k - ₹1 lakh per month
- ₹1 lakh - ₹2 lakh per month
- ₹2 lakh+ per month

Section 4: Feedback

9. Do you have any additional feedback or suggestions for the premium bus service?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