

What do public transport customers need? Perceptions from MENA citizens

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RESEARCH SCOPE

User-Oriented Public Transport is a CTE MENA research project conducted in cooperation with regional universities to investigate the current public transport perceptions among citizens of five MENA cities: **Algiers, Amman, Beirut, Casablanca, Muscat**

RESEARCH OBJECTIVES

Goal – Generate new knowledge on users' and non-users' public transport perceptions with the aim of **supporting urban transport stakeholders** to match user expectation and to develop a safer and more **attractive public transport system** for all citizens

Objective 1 – Identify users' perceptions on public transport services and factors influencing their mode choice

Objective 2 – Understand women's mobility and their expectations for a safer and more secure access to public transport

METHOD

Data collection

Female and male car users, taxi users and public transports users have been interviewed in March 2017 in the five partner cities



Analytical framework

Based on the **user needs pyramid**, 32 questions on perception have been asked and analysed in correlation with the socio-economic characteristics, mobility tools and habits of the respondents

CONTACT INFORMATION

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INFORMATION: AT THE RIGHT PLACE AND TIME

You know where to find information for your trip

Big data use to enhance from experience and others customers in real-time, BUEP Day

PT map, Amman (transport)

WOMEN'S PRIVACY AND SECURITY

How to ensure women's security in public transport services?

Women-only services (taxi, carriage, room in stations, etc.)

Urban design and planning with a greater attention to women's needs

Perception among women customers

Algeria (Bus), Amman, Casablanca (Tram), Algiers (Rail), Beirut, Muscat, Casablanca (Bus)

Female customers in Casablanca and in Amman

SAFE WAY TO/FROM THE STATION

How to change the negative perception on safety issues on the way to/from the stations?

Targeted awareness campaign, urban street visual guidance

Driver behavior: pedestrians first!

Production safety brochure by RTA

Awareness campaign, Casa Tramway

CHANGE TRAVEL BEHAVIOR AND MODAL CHOICE

Reasons for not using public transport

130/168 Especially in Amman and Muscat

66/168 Especially in Amman and Algiers

Reasons for using public transport

57/168 Especially in Casablanca and Muscat

336/884 Less in Casablanca

How to dissuade youth from buying a car?

Mobility Education

Awareness campaign among young people

GOBY Cycling Tour 2017, Lebanon

Technical visit with children, Casablanca

WELL DESIGNED AND MARKETING SERVICE

You like the design of public transport services

Casablanca (Tram), Amman, Beirut, Algiers, Muscat, Casablanca Tram

How to break negative perceptions among users and non-users?

Dubai metro, Algiers metro

CLEAN STATIONS

Air quality

Casablanca (Tram), Algiers (Rail), Beirut, Muscat, Casablanca, Algiers, Amman

Cleanliness

Dubai metro

How to ensure clean stations and vehicles?

Forbidding eating or drinking in stations and vehicles (in Dubai)

Include cleanliness KPI and penalties in tender specifications

Casablanca tram

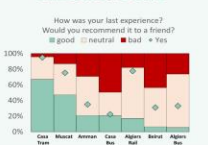
LEARN TO TRAVEL COLLECTIVELY

Almost all respondents in the 5 cities are annoyed by other passengers' behavior!

How to mitigate these negative impacts?

Bushell to go in and out of the metro, Dubai

CUSTOMERS AS BEST AMBASSADORS



HELPFUL AND FRIENDLY STAFF

Drivers and staff are helpful in case of incidents / ...

Casablanca (Tram), Amman, Beirut, Algiers, Muscat

Training and empowerment of public transport staff

Bus driver monitoring and compliance with safety rules

COMPENSATE WAITING TIME

How long are you usually waiting? What is the max delay you can accept?

ALGIERS, CASABLANCA, AMMAN, BEIRUT, MUSCAT

More than half of the respondents in all 5 cities think that there aren't enough shelters and seats in waiting areas.

How to ensure a comfortable waiting time for customers?

Shelters with AC/heating system

Smart bus shelter in Dubai

Additional services: wifi, toilets, shopping, free books