

007 Investigation: Greenlane as a destination vs customer route demand.

Background:

The 007 was investigated due to on-going conversations on route variants. Currently the 007 serves Greenlane Clinical Centre by going into the hospital grounds and using the bus stops present there. There has been on-going discussion if the 007 needs to serve Greenlane Clinical Centre by going into the hospital grounds, or to straighten the route and use the stops outside the Greenlane Clinical Centre on Greenlane West Road. The investigation was carried out to see the customer demand of Greenlane Clinical Centre as a destination on the route versus the route demand/other destinations on the route.

Method:

Data for analysis will be gathered in two forms:

- **Quantitative Data : AT Hop Data**
AT Hop data will be extracted from Business Objects reports to provide data on concession types, time of day patronage, time of day passenger type and boarding and alighting for each stop on the 007 route.
- **Qualitative Data: Visual observations**
The 007 will be travelled at different times during the day to visually see the customer demand, key boarding/alighting destinations on route, current patterns and what is generally occurring.

Findings:

AT Hop data findings:

Greenlane Clinical Centre



There is a distance of roughly 200m from stop outside Greenlane Clinical Centre to the new proposed bus stop inside the clinic grounds.

Visual observations:

Greenlane Clinical Centre

