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KMB Introduces an Advanced Electronic Survey System

Up to 90% of surveys conducted by KMB are now digitalized with the introduction of the advanced “Electronic Survey System”. KMB is the first bus company in Hong Kong to introduce the survey system, which enhances efficiency, reliability and accuracy of data, and shortens by half the time involved in conducting surveys and generating reports. The increase in efficiency enables KMB to obtain more accurate data on passenger requirement patterns for each route, so as to provide tailor-made services for passengers by route development planning. By employing an electronic medium for data input and storage of final reports, KMB is enabled to reduce by over 20,000 sheets its annual use of paper, conforming to the company’s policy of conserving the environment.

Mr Mark Leung, Head of KMB’s Planning and Development Department, said, “ The introduction of this advanced ‘Electronic Survey System’ not only allows more efficient utilization of resources, an increase in efficiency and a reduction in the use of paper, but also enables the generation of more reliable and accurate data, with which KMB can provide bus services designed to meet passengers’ travel needs.”

Initiated and developed by KMB and its supplier, the comprehensive “Electronic Survey System” processes the three most common types of survey conducted, namely the boarding and alighting survey, screen-line survey and waiting time survey.

The system adopts an electronic medium for data input. By entering the data directly into a Personal Digital Assistant (PDA), data stored in the memory stick of the PDA can then be transferred directly to the survey system in Headquarters for further processing and analysis. Since the system does not involve manual data input, the efficiency and accuracy of the survey is greatly improved. In the past, the time for conducting surveys and generating reports was two weeks. With the introduction of the system, the time required is reduced to one week.

Improved calculating methods and techniques are also employed in the survey system to ensure the accuracy of data. The system also supports an online enquiry system, through which planning and development staff can retrieve updated boarding and alighting data of different routes, enabling them to be more responsive to market needs and provide tailor-made services for passengers.

At present, KMB survey staff collect information regarding daily bus operations on buses or at bus stops. The information collected includes boarding and alighting patterns, bus capacity patterns, and passengers’ opinions about bus services, which are necessary for route planning, frequency adjustment, and the compilation of reports for submission to the Transport Department regularly. When conducting the boarding and alighting survey, survey staff record the number of boarding and alighting passengers at each bus stop for a particular route. In the case of the screen-line survey, survey staff record the capacity at a point for a route, while for the waiting time survey, the average waiting time at a particular bus stop is recorded. All these surveys aim at investigating the travelling pattern of passengers, and ascertaining whether existing bus services meet the requirements of passengers or not.

Last year, a total of 130 frequency-improvement and capacity-improvement projects were carried out in response to the results of the surveys.

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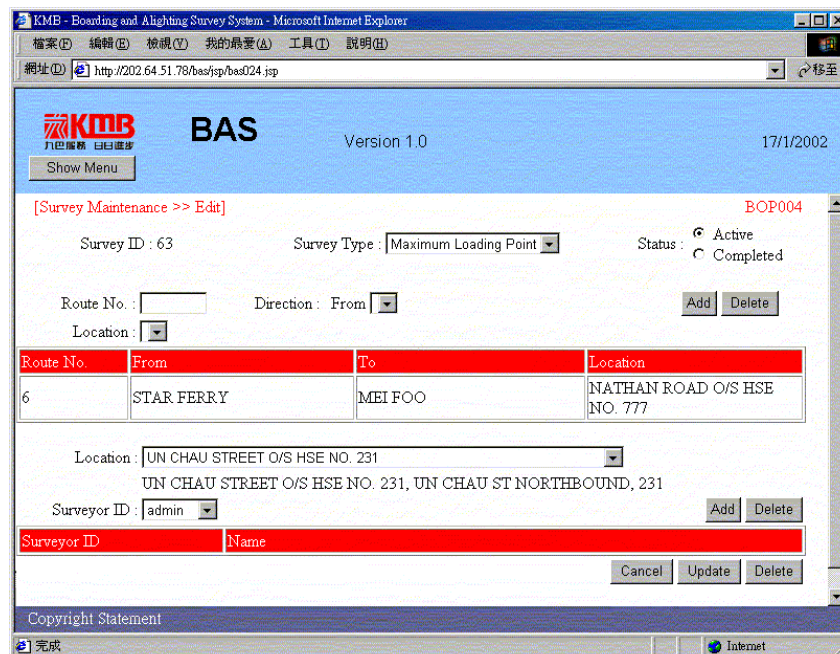
When conducting the Boarding and Alighting Survey, KMB survey staff enters the data directly into the Personal Digital Assistant.



When the survey has been completed, Headquarters staff transfer the data stored in the memory stick into the Electronic Survey System to generate reports.



By employing an electronic medium for data input, large amounts of paper can be saved.



The Electronic Survey System supports an online enquiry system, through which planning and development staff can retrieve boarding and alighting data.



The newly introduced Electronic Survey System enhances efficiency and shortens by half the time involved in conducting surveys and generating reports.