

Kunming Bus: "Online Booking and Ride Sharing"

By Lin Youxin

Recently, Kunming Public Transport Group of Yunnan Province, guided by the mobility demand of passengers, innovated its "sharing bus" business. From May 1 to 31, the business has provided "point-to-point" travel services for 55,000 passengers.

The bus will depart after pooling by online booking

CHENG Gang, director of the production and operation department of Kunming Public Transport Group, introduced that "sharing bus" belongs to customized bus service. In the beginning of April, the "sharing bus" business was launched on the "Spring City e Lu Tong" App and the WeChat applet "Customized Route of Kunming Bus e Lu Tong", which can meet the differentiated, personalized and quality mobility needs of passengers by means of "online booking and ride sharing".

Apart from ensuring the normal operation of conventional public transport, Kunming Public Transport Group has launched diversified public transport services such as customized public transport, on-time bus and campus bus as supplements. It is learned that "sharing bus" belongs to a kind of customized bus business, and Kunming Bus Group has upgraded its operation services using Internet technology. Passengers can enter the "Customized Ride Sharing" section on the Applet to choose departure place, destination, travel time, number of passengers, number of luggages, etc. After the information is submitted, the back office of the applet will automatically match the passengers who hope to share ride. When there are 3 passengers or a passenger "buys out" the bus (that is, pay the fare for 3 people at one time), the company will allocate a bus according to the passengers needs, and arrange a bus at a stop closest to the starting point to immediately depart to ensure that passengers can travel within 20 minutes.

Dispatching bus as required to provide spacious and convenient riding experience for passengers

The ride sharing business is not limited to the conventional fixed routes and bus shifts, and the "sharing bus" service has changed from fixed route operation to dynamic shift operation, and adopts the service mode of dynamic route as required, dynamic stops and dynamic departure time.

"Before I went home from the airport, I had to transfer to buses and subways carrying my big bags. Later, my friend took me to experience 'sharing bus' and it really helped me go home easier," said Ms. Wang who travels frequently. "Sharing bus" can go to areas not covered by regular bus routes. As a result, citizens can set their routes and destinations according to their own needs, thus saving their travel time.

"There are six people in our dormitory. Every time we travel together, we have to take two taxis," said a college student, "Now we prefer to choose a sharing bus, which is not as crowded as regular buses, and the price is acceptable."

It is learned that the price of "sharing bus" is as follows: 5 yuan per person within 10 kilometers, 8 yuan per person within 10 to 15 kilometers. If the distance is more than 15 kilometers, 1 yuan per kilometer will be added to the basic fee of 8 yuan, and passengers will pay fee via the applet after successful matching.

CHENG Gang introduced that at the beginning of April, the waiting points for "sharing bus" were only set at three bus stations of Kunming Changshui International Airport, Kunming Station and Kunming South Station, respectively, but with the increase of the number of stations, the number of passengers placing orders also increased correspondingly. "At present, we provide 258 bus stations as waiting points. In the future, according to the actual development and passengers feedback, we will continuously expand the pilot range and give more choices for passengers," said CHENG Gang.