

The concept of a dynamic and flexible Intelligent Subscription Bus Service (I-Service) was developed, and two integrated questionnaires were conducted among the commuters of a large university campus. To determine travel times to the campus by I-Service, a digital urban road network map with travel time databases was produced, and software was developed to calculate optimum routes using these databases. Travel times for each participant were determined by the shortest travel time principle. The proposed hypothetical service was introduced to participants, and anticipated advantages for each participant were reported back to them by means of a second questionnaire to determine if they would prefer using I-Service. As a result, a 49% modal shift potential from all other modes in general and a 52% modal shift potential from private car to I-Service were found.