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**THE RELATIONSHIP BETWEEN FARE LEVELS, POPULATION
AND INCOME AND PUBLIC TRANSPORT RIDERSHIP
IN NAIROBI**

A CASE STUDY OF KENYA BUS SERVICES (KBS) 11

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**A thesis submitted in part fulfillment for the
degree of Master of Arts in Planning in the
University of Nairobi**

June, 1989

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ABSTRACT

This thesis explores a number of issues that affect public transport ridership with particular emphasis on fare levels.

Everyone is an expert in transportation, their expertise being drawn from daily personal experiences. It is hoped, however, that the use of mathematics in this thesis will somewhat resolve the dilemma of multiplicity of opinions through factual evidence, and that the models derived can be of use to transport planners and managers.

A comprehensive look at some of the factors identified as influencing ridership has been attempted, with indications on their effect. Three of these factors, fare levels, population and income have been used for the deriving of a mathematical model. Towards the end, an attempt has been made to indicate the implications of all the factors on transport planning and management.