



Bus Rapid Transit Systems in Asia

Coalition for Success?

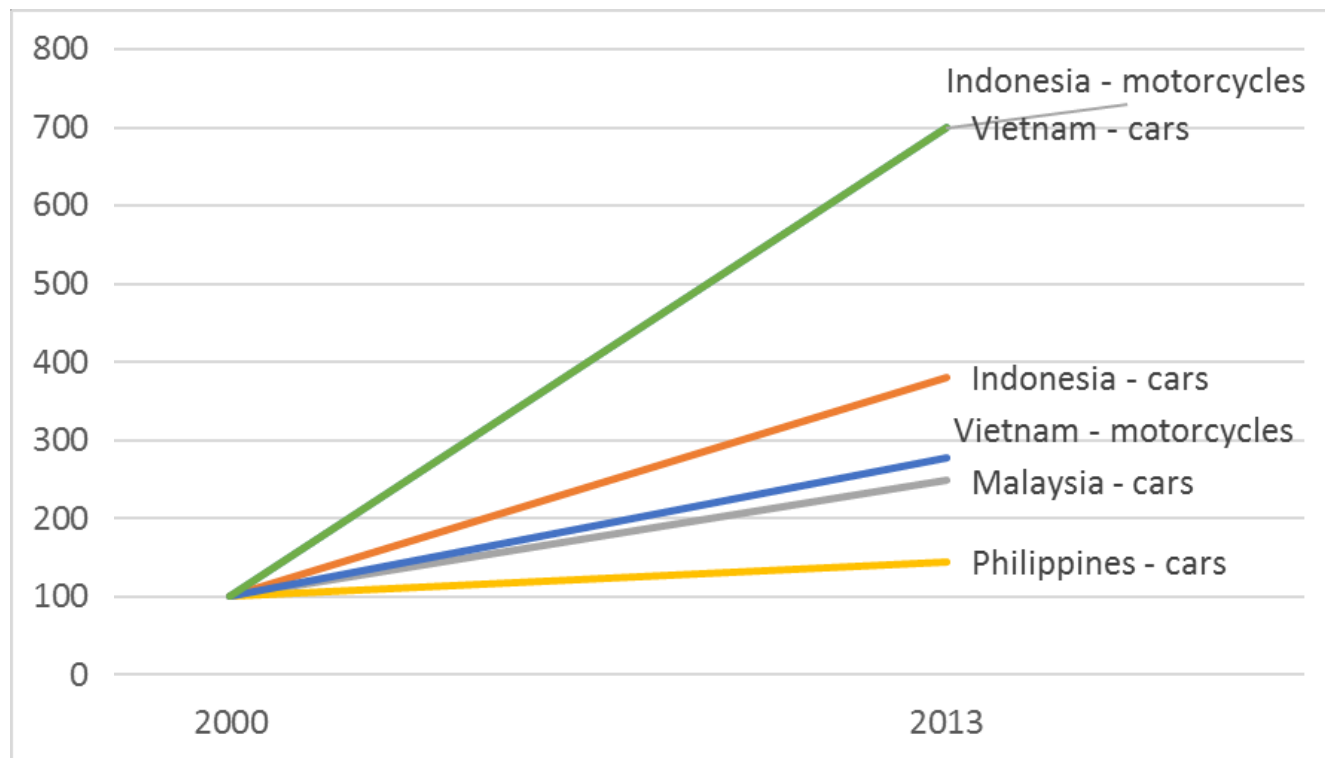
Dr. Jen JungEun Oh, Transport Cluster Leader for Vietnam

July 26, 2017



Context – Motorization in ASEAN

- In 2050, 43% of world's total passenger-km in Asia
- Rapid motorization in ASEAN – during 2000-13



Development of public transport



Construction is over and the system is launched
→ end of story?

No! It's just a beginning!



Launch of Hanoi BRT, Dec 31, 2016

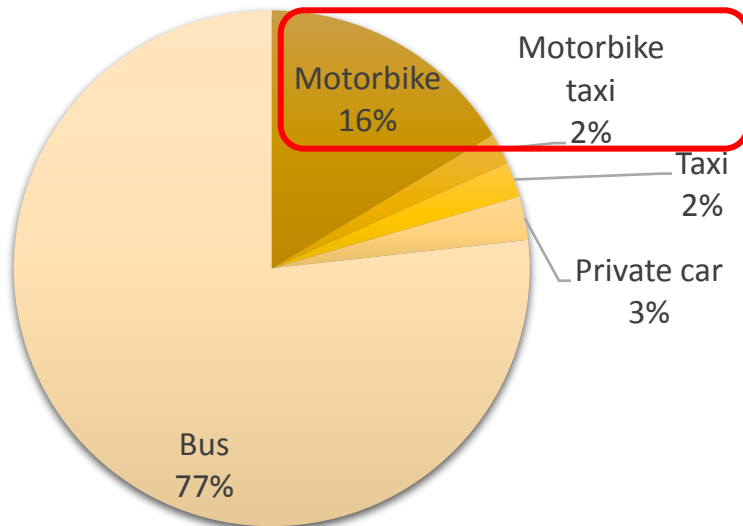
- After 9 years of implementation
- In city of 7+ mil people, 4 mil motorbikes (PT modal share ~ 7%)



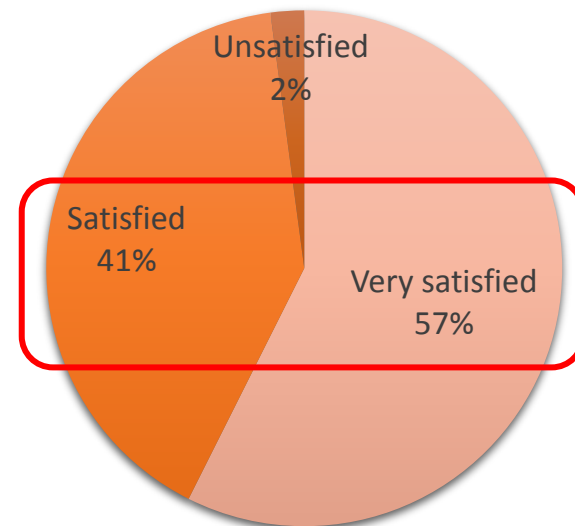
Hanoi BRT 6-month Scorecard

- Ridership increased from 10,000 passengers/day in January 2017, to over 14,000 in May 2017
- Some encouraging facts:

Before BRT, I used...

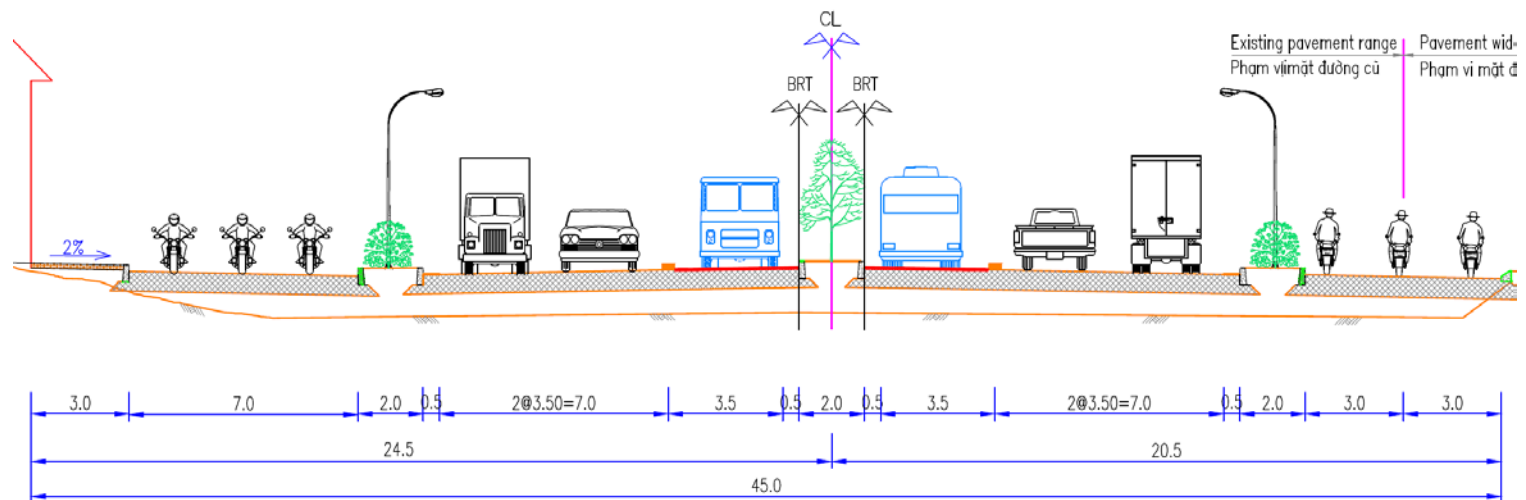


BRT users are...



Various challenges in the journey thus far

- Preparation and implementation
 - Legal basis / technical standards to enable new design features of BRTs were lacking (median, dedicated lanes)
 - Technical difficulties of complex contracts
 - Uncertainty of operating cost – challenges of tariff policy
 - What about existing operators?



Various challenges in the journey thus far

- After launch
 - Public awareness and communications – “what is BRT?”
 - Disagreement over traffic management solutions, among police, bus operation management center, ...
 - Capturing the market – how to attract customers?
 - The bottom line – financial sustainability



Hanoi is not alone

Jakarta, Indonesia



Lagos, Nigeria



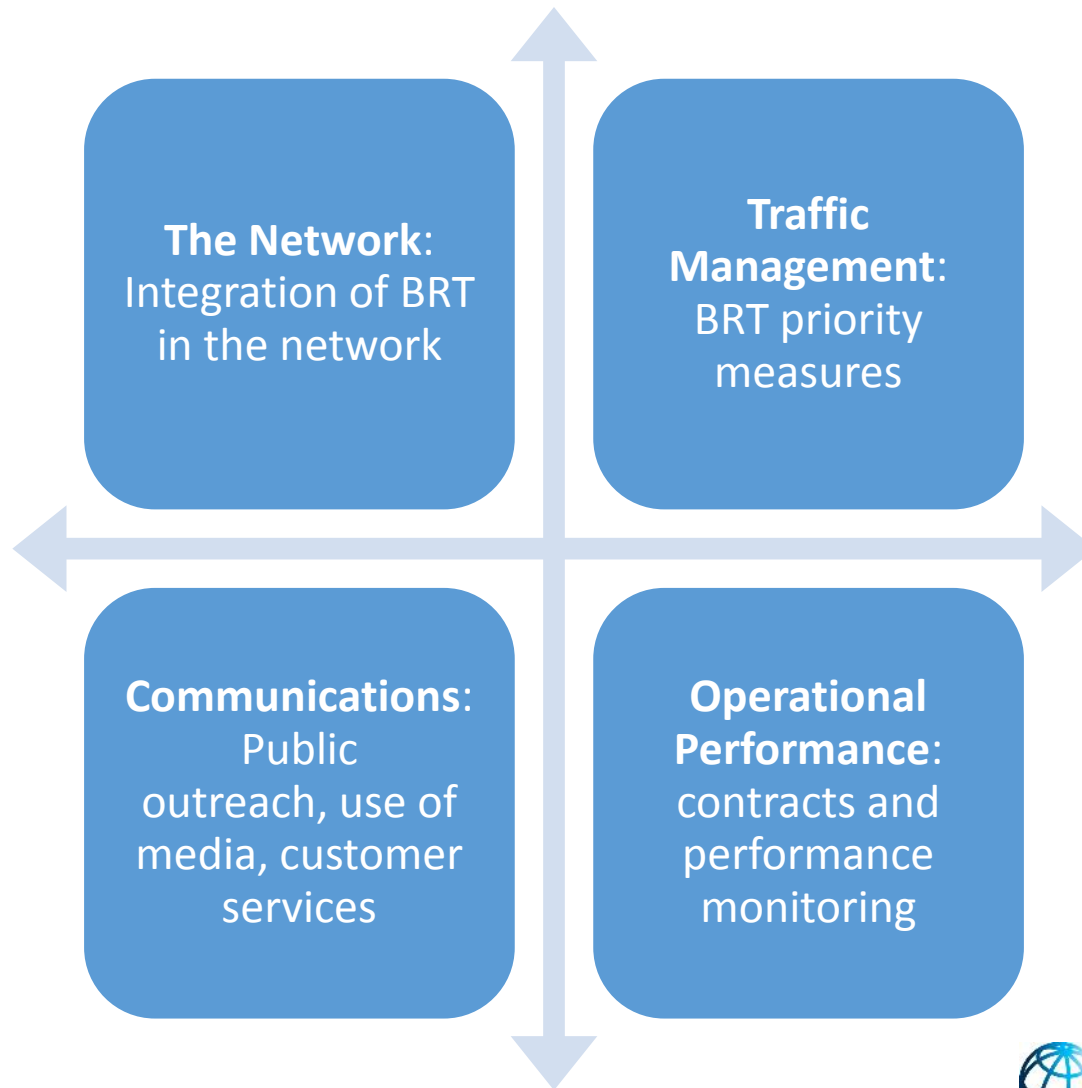
Pune, India



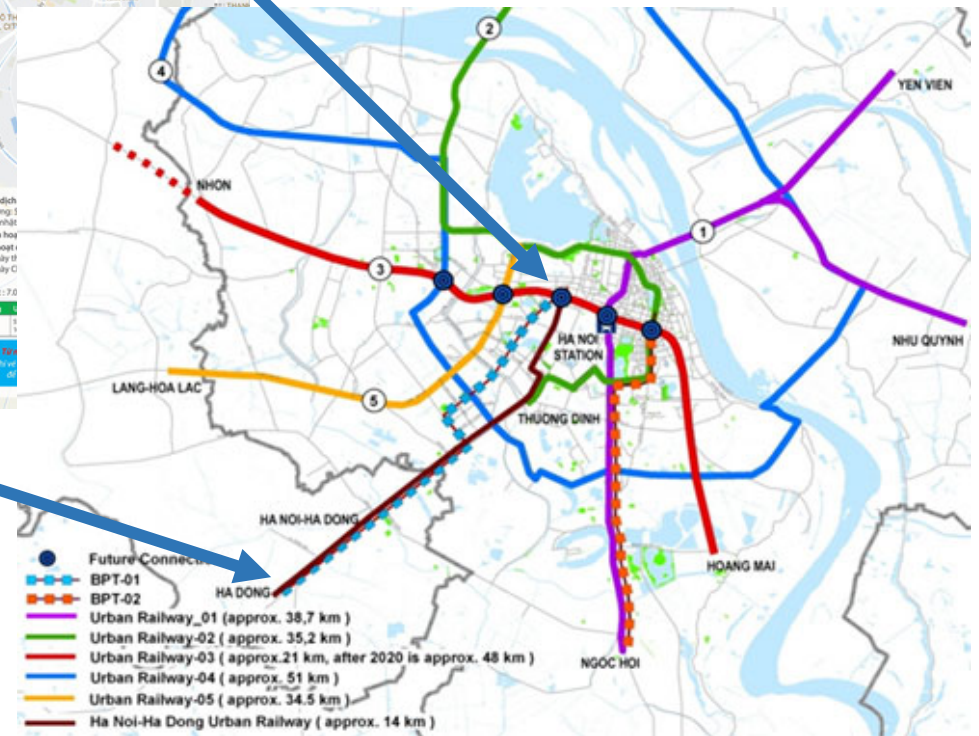
Mexico City, Mexico



Key Common Challenges

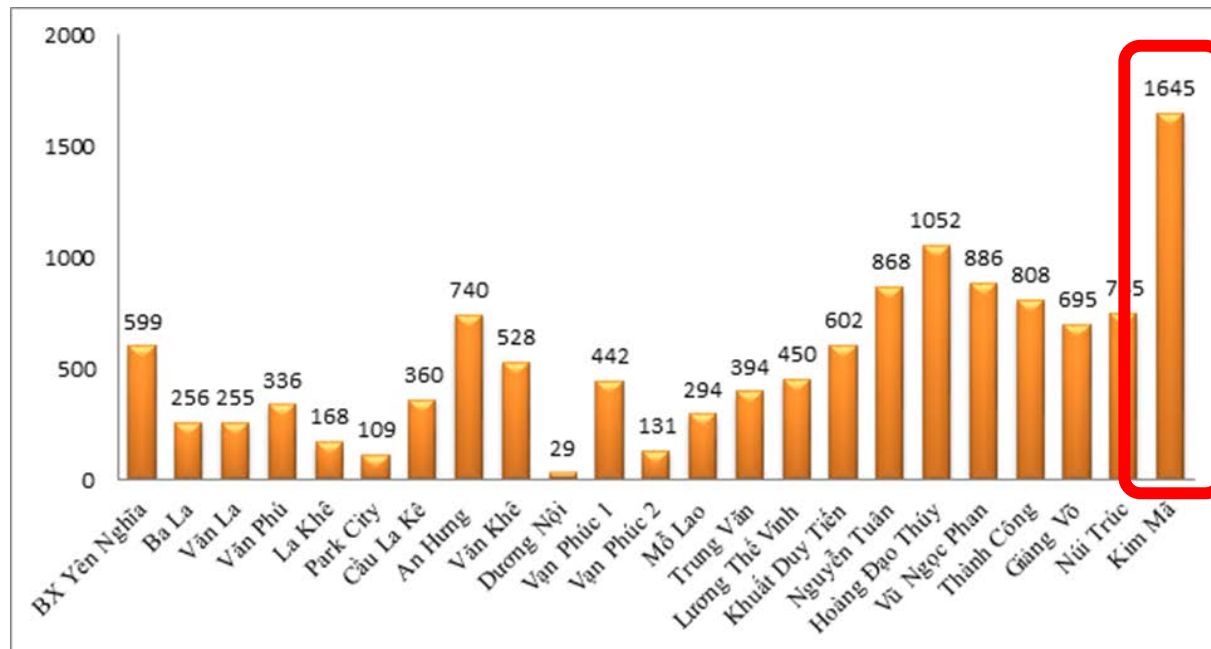


The Network: connectivity, integration



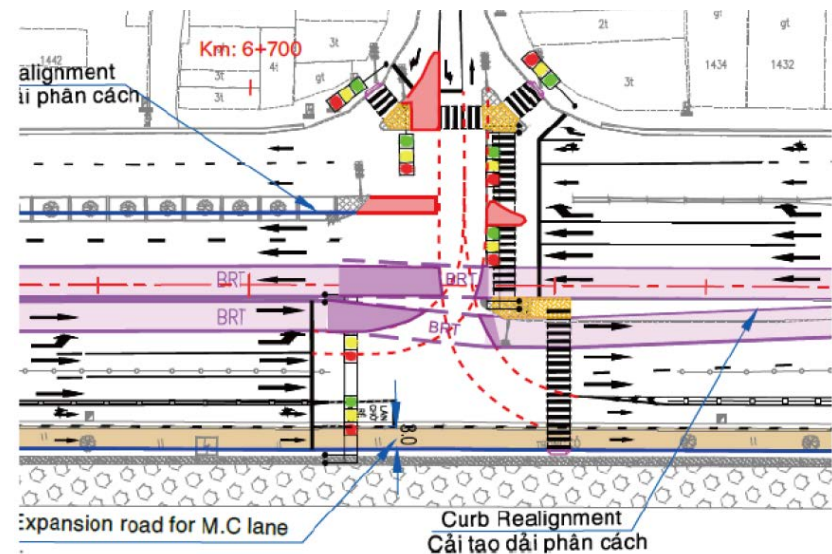
The Network: connectivity, integration

- Integration not only among mass transit systems but with feeder modes, non-motorized modes is crucial
- Number of users at stations often provide useful information about connection demand



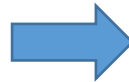
The Busway. BRT priority, traffic management

- Priority treatment for BRT
 - Dedicated busway: Physical segregation? Enforcement?
 - Priority signals at intersections: all buses? Only buses behind schedule?
- Traffic management goals: Efficiency AND Safety



The Operation: contracting, performance

- Business model
 - What does public sector finance vs. private operators?
 - Is there existing efficient competition in the market?
 - Are there capable, experienced operators?
 - Who will take traffic risks, especially the first line? City government or the operator?
 - Terms of contract, performance indicators, payment conditions, penalties?



The Communication: outreach, media, services

- There is no shortcut → *Keep communicating!*
- Branding and consistent messaging
 - Criticism is inevitable – no system is perfect
 - Persistently communicate the benefits of the system, as well as the city's long-term vision
 - Be open to receive constructive feedback
- But ultimately, service quality speaks for itself



Can we help each other tackle challenges?

- Network of Asia BRT Cities
 - CityNet member cities with BRT systems currently operating, under development, or planned

CITYNET



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- Knowledge sharing and cooperation among cities during preparation, implementation and after the launch, through:
 - Regular workshops, high-level seminars
 - Technical exposure visits/exchange visits
 - Exchange of data/reports relevant to the theme
 - Web-based forums to discuss thematic topics



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You are the community – Join us!

City Governments

Architects and Designers



Academia

Technical experts

Citizens and Civil Societies

Private sector

Thank you!

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