Building out Accessible and Inclusive Public Transport for All

Implementation Process

Peshawar: Road to the Region’s First Gold Standard BRT - Technical Webinar
Organizations Involved

B, AFD & Provincial Government

Transport & Mass Transit Department Govt. of KPK

KPUMA

TransPeshawar

Peshawar Development Authority

City District Government

Funding

Sponsor

Execution

Operation & Maintenance

Execution of Civil Works

Land Acquisition
Implementation Process – Aiming for Gold Standard BRT

Consultant hired and project was designed aiming Gold Standard

Outsourcing of Construction

- Monitoring of Construction activities carried out by TransPeshawar

- Acceptance of Infrastructure by TransPeshawar

Outsourcing of Operation and Maintenance

- Procurement of Buses and ITS Equipment

- O&M Contracts and Contract Management

- Service Planning by TransPeshawar
Holistic Approach of Zu Peshawar

- GAP
- Aiming Gold Standard Features
- Contracting Models
- Stakeholder Inclusion
- Institutional Development
- Marketing and Awareness
- Integration
- Existing Industry Restructuring
Project Planning Process - Community Collaboration

People Centric Approach

- Identification of Key Stakeholders
- Identification of engagement modes
- Vulnerable Group Inclusion
- Profiling of City Public Transport Industry
- Route Planning
- Identification of Impacted Operators/ Business
- Selection of Bus Technology
- Surveys, Workshops, Focus Group Discussions
- Travel Demand Modeling
- Operational Model
- Institutional Development
- Capacity Building
- Financial and Economic Modeling
Implementation Process – Aiming for Gold Standard BRT

Integration

Fare
- Third Party Recharge
- Mobile Application for Payment
- Fare Media Integration for Bus + Bicycle

Physical
- On-Station Transfers
- Bus and Platform Integration for Feeders
- Bicycle Sharing System Integration with Stations

Operational + Informational
- Operating hours
- Multiple Routes Integration
- Common Media Platform Bus + Bicycle

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Vehicle Technology

Inclusive Design and Features for Passengers

- Clean Vehicle Technology (Hybrid)
- Plug-in Charging (Slow and Fast Chargers)
- Low fuel Consumption
- Low Floor Buses
- Universal Accessible
- CCTV
- On-Board Passenger Information System
- Branding and Bus Design
- Infotainment Screens and Advertisement
### Resilience

- Improved Drainage System
- Energy Efficient Lighting
- Efficient Air Conditioning System in Buses to cater extreme Weather
- Station utilize Passive Design. Including long overhangs and Louvers
- Water Fountains at Stations
- Backup Power Generators & UPS
- Fuel Storage Tank at Depots
- Grade Separated Structure at all Critical Junctions
- Turnaround and Parking Facility at Multiple Location
- Provision of Flexibilities in Contracts
- Robust Scheduling and Data Analysis
Bus Industry Restructuring Program

Bus Industry Restructuring Surveys

Bus Industry Profiling

Impacted Employees and Owners

- Identification of Impacted Routes
- Type of Vehicles
- Assessment of Vehicles
- Defining Mechanism for Inclusion
- Profiling of Employees
- Profiling of Owners
- Demographic Analysis
- Profit and Loss Assessment
- Compensation Mechanism
Inclusion of Impacted Stakeholders

Employees
- Drivers
- Conductors
- Mechanics
  - Get Employment in Service Contracts

Owners
  - Finalizing the Scrapping and Inclusion Policy
  - Enlistment of Owners and Vehicles
    - Get Scapping Money + One Year Business Loss Compensation
    - OR
    - Take Alternate Routes Outside BRT Network
Bus Scrupping Process

**Scrupping Program**

- Establishment of Scrutiny and Physical Verification Committee
- Enlistment of the Owners and Vehicle
- Assessment of Vehicle through Committee
- Payment to Owner along with One Year Compensation
- Hiring of Scrupping Company
- Setting up the Yard with Facilities
- Handover of Vehicles for Scrupping
- Collection of Revenue from Scrapped Vehicles
- Maintain Records and Address any Grievance
Network Design and Route Planning - Improvements

STRATEGIES

- Started from single stopping trunk route
- Addition of 5 Direct routes
- Addition of 1 Stopping and 3 Express routes
- New services planned based on AFC data and citizen participation
- Travel time and routes planned to compete private vehicles travel time
- Integration of new Services with identified main line transfer stations
- Utilization of dedicated corridor in direct and express services
- Six intermediate turnarounds allow multiple route operations especially in high demand sections
Marketing and Branding

Zu Peshawar

Unique Branding for Buses, Stations and Signages

Bicycle Kiosks Digital Screens

Station Digital Screens

Bus Digital Screens

Mobile App

Social Media

Website

Helpline

Bicycle Kiosks Digital Screens

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<table>
<thead>
<tr>
<th>Sr. Number</th>
<th>Description</th>
<th>Stats</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Peak Day Ridership</td>
<td>267,000</td>
</tr>
<tr>
<td>2.</td>
<td>Zu Cards Sold</td>
<td>1.2 Million</td>
</tr>
<tr>
<td>3.</td>
<td>Fare (distance based)</td>
<td>Rs. 10 for first 5km and increase of Rs. 5 for every 5 Km</td>
</tr>
<tr>
<td>4.</td>
<td>Number of Buses</td>
<td>158</td>
</tr>
<tr>
<td>5.</td>
<td>Number of Routes</td>
<td>5 Direct, 2 limited Stops, 3 Express</td>
</tr>
<tr>
<td>6.</td>
<td>Female Employment</td>
<td>Increased from 0% to 10%</td>
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<tr>
<td>7.</td>
<td>Female Ridership</td>
<td>Increased from 2% to 20%</td>
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<tr>
<td>8.</td>
<td>PPHPD</td>
<td>9,900</td>
</tr>
<tr>
<td>9.</td>
<td>Commercial Speed on Express Route</td>
<td>34km/h</td>
</tr>
</tbody>
</table>
Ridership Trend

Monthly Passengers August 2020 - February 2022

- 2nd Wave of Covid-19
- 3rd Wave of Covid-19
- 4th Wave of Covid-19
Urban Transformation
Standardization of Advertisement Business

TransPeshawar has standardized the advertisement business in Peshawar and also attracts good non-fare revenue stream to finance operational cost.
Lessons Learned

- Adopt innovation
- Roles/responsibilities & decision making
- Interface management
- Hire the right people

Planning, planning and planning
Manage risks
Supply and O&M of M&E equipment shall be integrated
Flexibility in design/construction
Thank You

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