Quality Partnerships

Investment, not Subsidy

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Enable A-S-I

AVOID long distances to get all things done, with integrated PLANNING

SHIFT To most efficient mode for each situation, with good GOVERNANCE

IMPROVE Sustainability of each transport mode with smart TECH & DESIGN
Sustainability

- Do not waste resources
- Do not accumulate hazards
- Do not accumulate deficits

Environmental
Economic
Social
Transport Business

- Business Plan
- Capable Organisation
- Track Record
- Project Ideas
- Application to Bank

Mobility Policy

- Sustainable Urban Mobility Plan
  - Metropolitan Transport Executives
  - Pilot Actions
  - Good Practice examples
- Application to Funding Institution

Finance

Funding
Market Economy's 7P

- **Business Plan**
- **Place**
- **Price**
- **People**
- **Process**
- **Physical evidence**
- **Promotion**

**Mobility Services Market**

**Farebox Revenues**

**Operators**

**Costs**

- **Economic**
- **Environmental**
- **Social**

https://www.smartinsights.com/marketing-planning/marketing-models/how-to-use-the-7ps-marketing-mix/
Public Policy Market Facilitation and External Benefits

Public Authorities

Avoiding excessive costs with integrated planning
Shift towards a sustainable mode with good governance
Improve sustainability of each transport mode with smart tech & design

Market

Transport Systems

Mobility Services Market

Spatial Planning

Capacity building

Mobility Plans

Daily Experience

Farebox Revenues

External Benefits

Costs

Operators

Price

Place

People

Process

Physical evidence
Operating Subsidies

- Poor Market Facilitation
- Lacking Market Response
- Less Farebox Revenue
- Less Net External Benefits
- Poorer Market Facilitation

Vicious Circle

SUBSIDIES TO MEET OPERATOR COSTS

- Operators
- Costs
- Farebox Revenues
- External Benefits

Social & Environment

Public Authorities
“Quality (Bus) Partnership”

**create conditions for operating benefits,**

- coordinate policies: transport, land use, fiscal, etc.
- allocate space, infrastructure to the most efficient modes
- organise inter-operator; inter-modal competitive cooperation
- facilitate investment in capital-intensive transport systems
- more demand = more services ready to meet it

**DO NOT compensate operating deficits**

- deficit = failure to ensure the above
- subsidy = diminished capacity to correct mistakes

Apply A-S-I
Mobility Hub

What is transit-oriented development (TOD)?

TOD allows the transport operator to benefit from alternative revenue, and increased ridership. In turn, this provides opportunity for better services to be offered to the public.

AVOID
Long distances to get all things done with transport PLANING
SHIFT
Most efficient mode for each situation GOVERNANCE
IMPROVE
Sustainability of each transport mode TECH & DESIGN

https://connectivity.asean.org/resource/transit-oriented-development/
Bus Rapid Transit (BRT): general principles apply

Coherent vision, policy, regulatory, planning & investment

Efficient use of resources, market success, operating benefits
Transjakarta, Indonesia

- 15+ years, oldest BRT in ASEAN
- 230+ km, longest in the World
- Feeder buses
- Integrated with urban rail
- 800,000+ daily users
  (Jakarta pop.:10 million, metro: 35 million)
- Public operator
- Low fare policy

- Still expanding …
  … enough?
Bangkok, Thailand

- 7 years operation
- 13+ km short
- Feeder bus to urban rail
- 25,000 daily users
  (Bangkok pop.: 8 million, metro: 14 million)

- CLOSED
- Too little …
  … too modest
Sunway Line, Malaysia

- Opened 2015
- 5.4 km, 7 stations
- Elevated track, eBuses
- Intermodally connected
- 16,000+ daily users
- PPP
- High fare policy

- All boxes ticked
- Not BRT, really, but a facility inside a PPP development
Manila, Philippines

- N years proposing & planning
- 17 km (phase 1)
- Parallel to urban rail (...)
- 230,000 capacity
  (Metro Manila pop.: ca 15 million)

“For the longest time, BRT projects were not moving in Metro Manila and Cebu. But now, given what we have experienced with COVID-19, this [BRT] has taken center stage,” Dizon said.
Political investment

- Low
- High

Operating Subsidy

- High
- Low

Stalled
Self-regulation
Government allocation
Quality Partnership
THANK YOU!

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