Unfolding Story of Public Transport Revival in Bhubaneswar

Capital Region Urban Transport
THE BACKGROUND

- Limited to bus operations
  - PPP under net-cost contract
  - 150+ fleet; 50k ridership

- No supporting infrastructure
- Lacked effective monitoring
- Lacked vision for city’s mobility
- By 2018, the fleet size dwindled to 25 with just 7k daily pax
- Thus prompted rethink!

- Expanded scope to all forms of public transport – bus, PBS & e-rickshaws (to be launched)
- PPP under gross cost contracts
  - 200 buses; 85k ridership
  - 150 buses more to be added
  - 2k bicycles
- 2 depots under development; 200 BQS erected
- 125 crore Capital
- Investment on robust IT system
- Learning from Past & from Peers
TARGET ONE LAKH

1 LAKH RIDERS
BY 15TH OCT 2019
May to October: Ridership 33,000 to 85,000. Revenue 5 Lakhs to 12 Lakhs
BPTS formulated to manage & operate the bus services in Bhubaneswar & between Puri, Bhubaneshwar, Cuttack & Khurda.

Rolled out its new buses under title ‘MO BUS’ meaning my bus.

CRUT plans to introduce e-rickshaws (MO E-RIDE)

May 4 2018

Nov 6 2018

Nov 26 2018 2019

BPTS evolved to CRUT to expand the definition of public transit to integrate multimodal alternatives – buses, shared cycles & other sustainable modes of transportation

Launched MO CYCLE state’s first Public Bicycle Sharing (PBS) program
VISION

01 • Expand the reach of public transportation
(increasing mode share in public transportation)

02 • Systemizing the information with real-time technologies
(Improving service frequency – 30min to 7min with live tracking)

03 • Improve customer experience by creating bi-directional communication channels
(Traditional helpline number will be supported with multiple online & offline channels – campaign & social media)
**Bus Operations**

- Daily Ops Reconciliation
  - SOP for SLA; Schedule Km; Dead Km; Route Deviations; Breakdowns; Technology Malfunctions; RAT Investigations; Others
- Schedule Adherence
  - SOP for Ensuring Adherence, Identification of Scheduling Issues

**Technology (ITS)**

- AVLS/FCS Reports
  - Finalising Report Formats; Fixing Software/Hardware Issues
- ETM GUI Changes
  - Ease of Issuing Tickets; Meeting Performance Criterion

**Short Term Action Plan**

(15th May – 15th October)

**Communication**

- Training & Capacity Building
  - Skilling of Conductors & Drivers on SOP’s; Customer Interactions
- Outreach
  - Social Media, Grievance Redressal, News Media, Outdoor

**Governance**

- Ticketless Travel Penalty
  - Approving Policy from Govt/Board; Communication to Passengers; Implementation
- Night Halt Terminals
  - Parking & Staff/Technology Infrastructure at Cuttack & Khurda

**Essentials!**

(Short Term Plan)
Operational Measures
OPERATIONAL MEASURES

- **Issue and Start**
  - The Bus Guide (Conductor) must issue tickets to all the passengers at O-D Terminal.
  - Recently deployed the Traffic Controllers at major points.

- **Halt and Go**
  - The Bus Captain (Driver) must halt at every BQS and minimum 2-3 minutes halt at major traffic generating points.
  - The Traffic Controllers ensure this.

- **Shout and Load**
  - The Bus Guide should do the hawker’s job also to attract the passenger
  - Appointed one person to do this job at Railway Station O-D Terminal
  - This process will continue until passengers become familiar with routes and destinations.
OPERATIONAL MEASURES

- **Introduction of Night-out Schedule**
  - To minimize the dead kilometre introduced night out schedule at Cuttack saving Rs. 2.5 crore per year. Planning to introduce night out at Khurda also

- **Introduction of Holiday Schedule**
  - Curtailing some services on Sundays and major holidays to minimize the dead run

- **Special Services for Corporate Sector**
  - Discussion are going on to provide Special Service to TCS and Infosys

- **Service and Fare Optimisation**
  - AC buses at Non-AC fares during winter months
  - Optimising AC bus operations
MO BUS app is designed to allow commuters to get:

• Journey planning
• Live-tracking
• Provides route information
• Allows electronic ticket purchasing
• Offers special discounts through online pass
MO BUS PASS

Capital Region Urban Transport
Bhubaneswar, Cuttack, Puri

PHYSICAL MONTHLY PASS
NOW AVAILABLE AT
MASTER CANTEEN TERMINAL

TOLL FREE NO: 18003450061

Freedom Monthly Pass
1 DAY LEFT
BUY NOW

Capital Region Urban Transport
Bhubaneswar, Cuttack, Puri

MASTER CANTEEN BUS STAND | FIRE STATION BGS (BARAMUNDA) | RASULGARH BGS | VANI VIHAR BGS | CUTTACK LINK ROAD (NEAR ICICI BANK)

TOLL FREE NO: 18003450061
Communication Strategy
Route Maps has been prepared in Odia and English

Till now 85 Route Maps have been installed
CUSTOMER FRIENDLY INITIATIVES

• News on the Wheels- Free English & Odia news papers in buses
• Books also will be provided as Library on Wheels
Social Media Outreach
Training & Capacity Building
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• Bhubaneswar Smart City Ltd. (BSCL) is supporting CRUT for IT components
• BSCL has provided Electronic Ticket Vending Machine (ETVM), Automatic Fare Collection System (AFCS) application and Automatic Vehicle Location System (AVLS)

• Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) is giving Technical Cooperation under the SMART-SUT project. (Providing Urban Transport Experts, Capacity Building Programs and preparation of documents of best practices of Bus Operations)
THE ROAD AHEAD

- Achieving the 17 Lakh Revenue by 31st Dec’19
- Doubling the Fleet of Buses paving the way towards achieving 20% Mode Share
- Identifying spaces for depot and terminals across the jurisdiction
- Budgetary allocation for transit improvement
- Open up transit data for third party applications & public scrutiny
Thank You