Improving EDSA Bus Services

Usad EDSA Consultation

22 September 2015
MAJOR CAUSES OF TRAFFIC

- Increasing number of private vehicles
- Bus stop congestion
- On street competition among buses/jeepneys
NEED TO PRESERVE HIGH SHARE OF PUBLIC TRANSPORT USE

1.3 million person-trips

2.6 million person trips

8.9 million person- trips

6.1 million person trips

Sources: 2013, JICA roadmap2014, DOTC Road Transport Rationalisation Study (2014)
COMPARING GROWTH OF PRIVATE CARS AND ROAD PUBLIC TRANSPORT VEHICLES IN METRO MANILA

Source: Land Transportation Office (2014)
Vision

Public transport as the number one choice of every person for their daily commute, even if they have the option of using a car or motorcycle.
Frequency of PUV Services
Current Demand for Public Transport

AM Peak (6-9am) Origin and Destinations
Small Zones (479)
Thickest lines equate to between 1000 and 3500 trips
Current Network Utilisation
Dense concentration of transit movements in Manila City

Concentration of transit movements around Pasay and Baclaran

High level of road transit movements along EDSA

Cubao is a key trip attractor and interchange location given MRT, LRT PUJ and PUB services all converging around the Araneta Centre and other retail outlets

Key interchange location around Balintawak

Key trip attractor and interchange location at SM City North and Trinoma

High number of movements along Quezon Ave and Espana Boulevard

Key interchange location at PHILCOA

Concentration of transit movements around Pasay and Baclaran
Dense concentration of movements at Fairview and Novaliches

Concentration of boarding and alighting movements all along Commonwealth Avenue

High number of movements at Alabang at the southern end of the Metro

Dense concentration of movements at Bicutan

Northern areas of Metro Manila

Southern areas of Metro Manila
Proposed network of mass transit routes

15 trunk-feeder routes (plus EDSA)

Linking areas of highest demand

Creating network of transit routes

Strong interchange between routes
Medium- to Long-term Solutions

1. BRT on:
   a. Quezon Avenue
   b. EDSA
   c. Others
2. MRT-3 Capacity Expansion
3. LRT-1 Extension (to Bacoor), LRT-6
4. LRT-2 East and West Extensions
5. MRT-7 (Commonwealth Avenue)
6. LRT-4 (Ortigas to Taytay)
7. North-South Railway (Malolos-Manila-Los Banos)
Metro Manila BRT (studies conducted)
1. Quezon Avenue
2. EDSA
3. C5 and Roxas Blvd
MM BRT - EDSA
About 1,200 buses
63 BRT stations
20 routes across Metro Manila
1.65 M passenger trips daily
Guadalupe Bridge with BRT
Objectives of Express Bus

- Get commuters to their destinations in shorter time
- Provide commuters with additional options for public transport
- Introduce higher quality services to attract car users to use buses
Evaluation of 2015 Express Bus Pilot

- Significant travel time savings for commuters (min. 30 minutes saved per trip)
- Large demand from riding public
- No negative impact on travel speeds in mixed traffic lanes
- Huge economic benefits for very little investment
Two Express Bus Initiatives

- Point-to-Point (Non-Stop) Service (with Regular and Premium categories)
- EDSA Limited Stop Service
Features of Point-To-Point (Non-Stop) Service

- Loading and unloading only at off-street areas or terminals (to be arranged by bus operator)
- Airconditioned 11-13 meter bus; wifi; GPS; CCTV; Automatic Fare Collection
- Online and mobile phone apps for seat reservation/ticketing
- No standing passengers
- Drivers on fixed salary and benefits
- Fares proposed by applicant (no pre-determined fare), but for LTFRB approval
What is an Off-Street Loading/Unloading Area or Terminal?

Examples are commercial parking lots, driveways, church/school/office parking lots, commercial complexes or shopping malls

Where passengers can alight and board, away from on-street competition among public transport vehicles
Regular vs. Premium P-to-P Service

**Regular Service**
- Could be existing EDSA aircon bus
- Normal tourist bus seating configuration

**Premium Service**
- Maximum four (4) seats per row (business class/reclining type)
- EURO IV or better emissions

Note: Once application is received and while buses are being ordered, applicant should begin service within 30 days, possibly by chartering local buses (25% of units within 30 days; 50% of units within 60 days).
PREMIUM BUS SERVICE

✓ Attracting private car users to shift to public transport through:

REST TIME  QUALITY TIME  LUXURY SEATS AND AMENITIES
Some Examples of Routes for P-To-P Service

- Fairview to Makati CBD
- Fairview to Ortigas Center
- Fairview to BGC
- Alabang to Makati CBD
- Alabang to Ortigas Center
- Alabang to BGC
- North EDSA to Makati CBD
- Ortigas Center to Makati CBD
- Cubao to Makati CBD
EDSA Aircon Bus Limited Stop Service

- Existing EDSA Aircon City Bus Operators to shift 10% of their units to Limited Stop Service (or P-To-P Regular Service) within 2 months (20% by 6 mos.; 30% by 12 mos.)

- Use existing (but fewer) bus stops

- Maximum 2 stops on EDSA per direction; outside of EDSA, maximum 6 stops in each direction including starting and ending points (Total: 8 stops each way)

- Route and stops determined in consultation with bus operators

- Route may be shorter than current franchise route so long as it follows same alignment

- Up to 20% higher fare can be proposed, but fare subject to LTFRB approval
Target

1. 10% of EDSA aircon city buses offering express services by end 2015 (30% by end 2016)

2. Point-to-Point Express Buses (Regular and Premium) launched by October 2015

Note: In Seoul and Singapore, for example, 25%-30% of city buses offer express or limited stop services.
Benefits of Express Services

For Commuters

- Faster travel time
- Higher quality services (convenience, comfort, access to bus information)
- More travel options

For Bus Operators

- More round trips with faster travel time
- Potential to charge higher fares for better service
- Expand market by attracting private vehicle users

For Government

- Decongest bus stops
- Reduction in private vehicle use
- More efficient public transport option (increased people throughput)
Comments/Questions?

Thank You!
Reference Slides
EDSA Morning Rush Hour

- Non-Bus: 87% for Road space occupied, 28% for Passengers transported
- Bus: 72% for Road space occupied, 13% for Passengers transported
Optimum PUV Network
Proposed Measures for Very Short Term (next 6 months)

1. Express buses on EDSA (30% of all aircon buses) (LTFRB)
2. Lift number coding for buses (MMDA)
3. Lengthen bus stops (DPWH or MMDA)
4. Designate yellow lanes on Quezon Avenue and Commonwealth, toll roads (MMDA, DOTC, DPWH)
5. Make yellow lanes exclusive for buses, jeeps, FXs, and high-occupancy vehicles (MMDA, DOTC, DPWH)
6. Extend Fairview-Baclaran route to NAIA Terminal 3 (LTFRB)
7. GPS Tracking and greater control of dispatch of buses (LTFRB, MMDA)
Proposed Measures in Short-Term (6-12 months from September 2015)

1. New bus routes (all with regular/express services)
   a. C-5 (Batasan to FTI)
   b. Alabang/Zapote Rd. to Lawton (via Roxas Blvd.)
   c. Dasmarinas to Lawton (via Roxas Blvd.)
   d. Paliparan to Lawton (via Roxas Blvd.)
   e. NAIA (all terminals) to Makati, Ortigas, and North Avenue- express but sub-premium prices
   f. (others being studied)

2. Yellow lanes on all roads with buses with 3 lanes or above.
Lift Number Coding of EDSA Buses?

**Concern:** More buses = More congestion, more bad driving behavior

**Solution:**

1. Need system to enable: (i) real time monitoring of bus operations and driver behavior using GPS; (ii) central control of dispatching/bus intervals; (iii) two-way communication with bus driver

2. Installation of automatic fare collection (AFC) device on buses will provide GPS plus two-way communication device (shows willingness to follow traffic rules)

**Proposal:** EDSA buses that install AFC device will be immediately exempted from number coding; all EDSA buses should install AFC device by 1 April 2016
Express Bus Classifications

Express Bus Overall Program

Regular
From Existing EDSA Aircon Bus Franchises

Pt to Pt
From 30% of Existing EDSA Aircon Buses

Limited stops
From 30% of Existing EDSA Aircon Buses

Premium
New franchises

Pt to Pt

Higher Quality; Target Car Users
Financial Viability of P-to-P Service

Example: Fairview to Ortigas Center

Regular P-to-P Service

- 4 round trips per day
- PHP 75 per passenger
- Average passengers per round trip = 70
- Daily ridership = 280
- 280 riders x P75 = P21,000

Note: If fare is PHP 80, revenue is P22,400

Premium P-to-P Service

- 4 round trips per day
- PHP 120 per passenger
- Average passengers per round trip = 42
- Daily ridership = 168
- 168 riders x P120 = P20,160

Note: If fare is PHP 150, revenue is P25,200
What Commercial Property Owners Can Do

- Provide off-street areas where express buses can load and unload
- Ensure such areas are comfortable, well-lighted and safe (and facilitate transfers to other modes of public transport)
- Provide signage around the property to identify where public transport can be accessed
- Provide electronic signboards where PUV arrivals and departures can be posted
- Promote culture of ‘park and ride’/‘kiss and ride’
Reform of Public Transport

6 KSF (Key Success Factors)

1. Political Leadership, Strong Authority
2. Paradigm Shift:
   - Change of Revenue Scheme (No more Pax-based)
   - TDM, Car-space transform to PT, NMT or Reduction
3. ICT Based Scientific Administration
4. Consensus Building with Citizen Committee
5. Sustainable, Solid Budget
6. Think Tank, Policy Development Hub

Maximize people throughput, not vehicle