



# Unfolding Story of Public Transport Revival in Bhubaneswar



## Capital Region Urban Transport



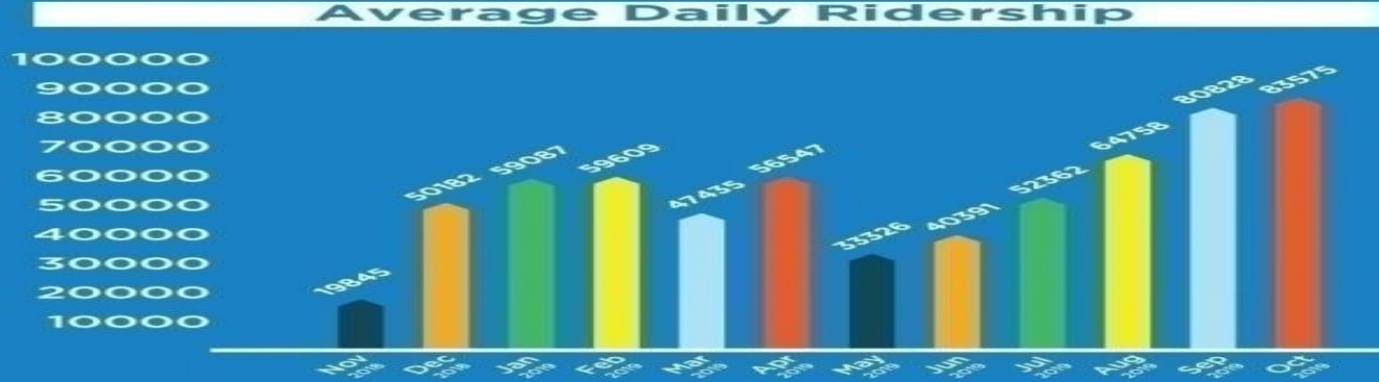


- Limited to bus operations
  - PPP under net-cost contract
  - 150+ fleet; 50k ridership
- No supporting infrastructure
- Lacked effective monitoring
- Lacked vision for city's mobility
- By 2018, the fleet size dwindled to 25 with just 7k daily pax
- Thus prompted rethink!

- 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





**May to October: Ridership 33,000 to 85,000. Revenue 5 Lakhs to 12 Lakhs**

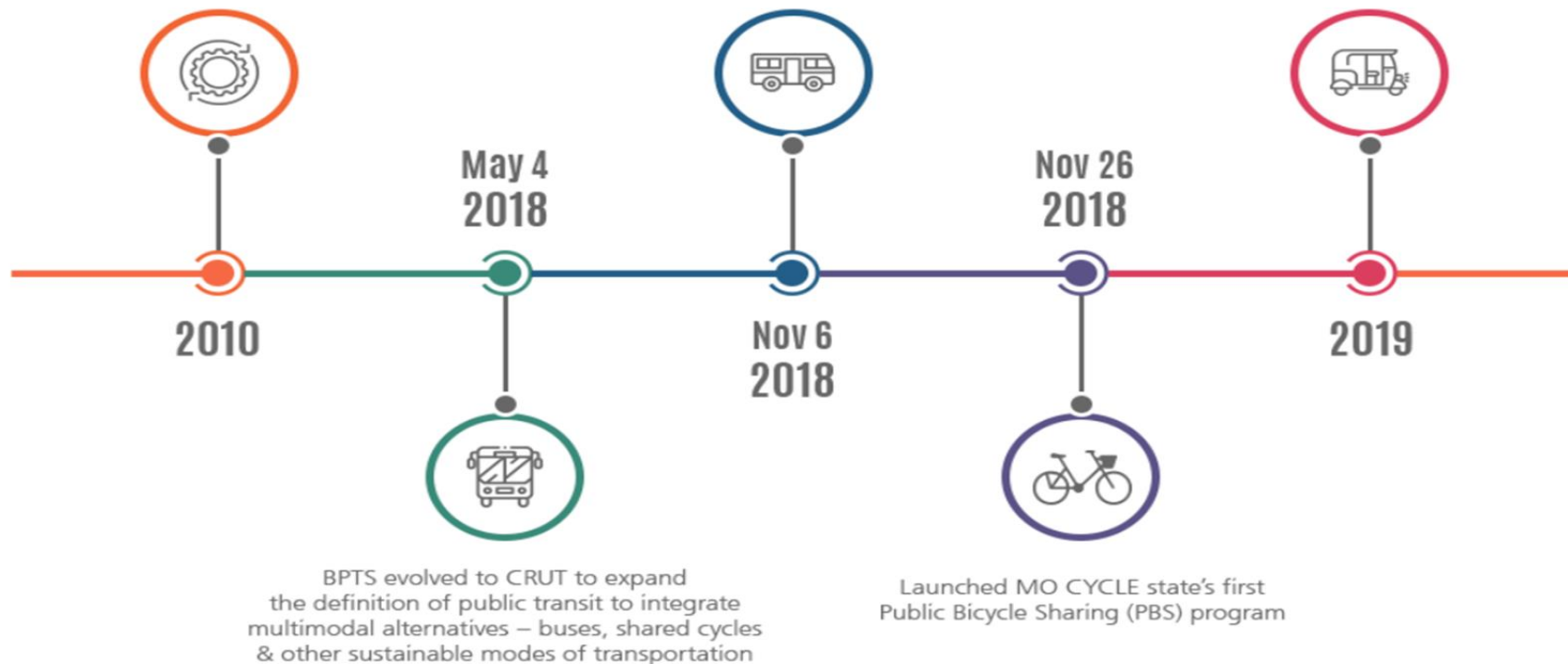
# THE JOURNEY



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)



- 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

# Short Term Action Plan

(15<sup>th</sup> May – 15<sup>th</sup> October)

# Communication

## 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

## Training & Capacity Building

Skilling of Conductors & Drivers on SOP's; Customer Interactions

## Outreach

Social Media, Grievance Redressal, News Media, Outdoor

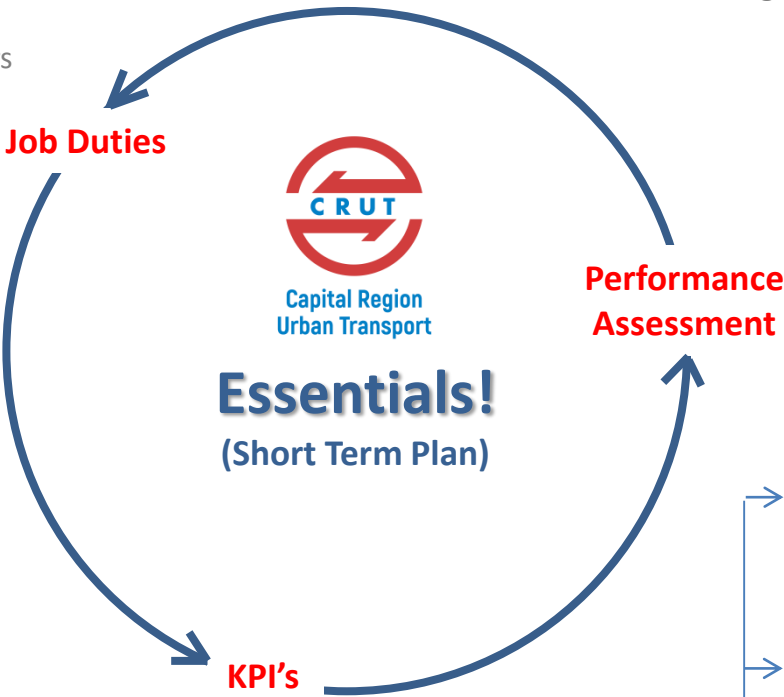
## AVLS/FCS Reports

Finalising Report Formats; Fixing Software/Hardware Issues

## ETM GUI Changes

Ease of Issuing Tickets; Meeting Performance Criterion

# Technology (ITS)



## Ticketless Travel Penalty

Approving Policy from Govt/Board; Communication to Passengers; Implementation

## Night Halt Terminals

Parking & Staff/Technology Infrastructure at Cuttack & Khurda

# Governance



# 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.

## ➤ **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

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 CANTEN TERMINAL**



TOLL FREE NO: 18003450061



Capital Region Urban Transport

Bhubaneswar • Cuttack • Puri



MASTER CANTEN BUS STAND | FIRE STATION BQS (BARAMUNDA)  
RASULGARH BQS | VANI VIHAR BQS | 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



## SOCIAL MEDIA POST



## SOCIAL MEDIA POST



6 SEP 2019

## SOCIAL MEDIA POST



14 SEP 2019

## SOCIAL MEDIA POST



7 SEP 2019



11 SEP 2019

## SOCIAL MEDIA POST



## OUR PRIDE OUR HEROES ISRO.



7 SEP 2019

## LET'S NOT TURN A BLIND EYE ଜାଣିବେଳା ବଦଳୁ ଗାଁ



17 SEP 2019

## SOCIAL MEDIA POST



17 SEP 2019



19 SEP 2019

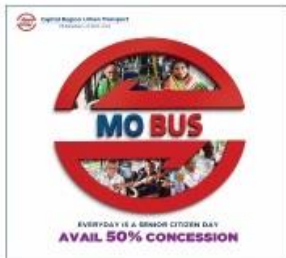
## SOCIAL MEDIA POST



21 AUG 2019



21 AUG 2019



21 AUG 2019



22 AUG 2019



24 AUG 2019

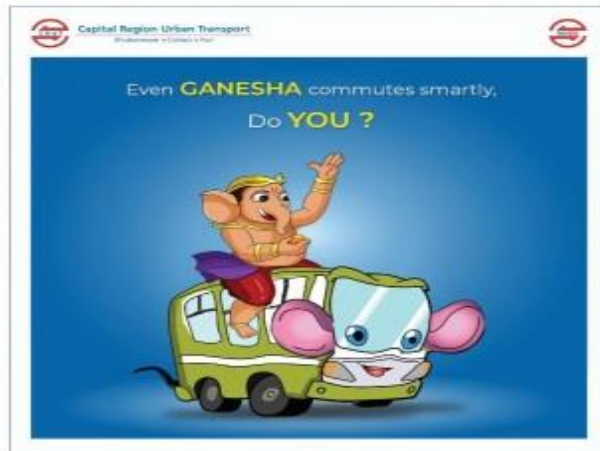


25 AUG 2019

## SOCIAL MEDIA POST



1 SEP 2019



2 SEP 2019



# Training & Capacity Building



# CAPACITY BUILDING - SKILL TRAINING



Safety , Security and Legal Procedures

Thorough Knowledge of the Route Maps

First Aid/ Emergency Handling Procedures

Overview of Local Culture, Art, Cuisine and Traditions-By SME

Gender Sensitivity and Inclusion

Customer Handling and Negotiation Skills

Road Safety Management

ETM Usage-Intensive Training

Body language, Communication/ Soft Skills

Health, Personal Hygiene

Driver's Console-Intensive Training





- **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)**

Technology Partner —————



- **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 1<sup>st</sup> ANNIVERSARY CELEBRATION



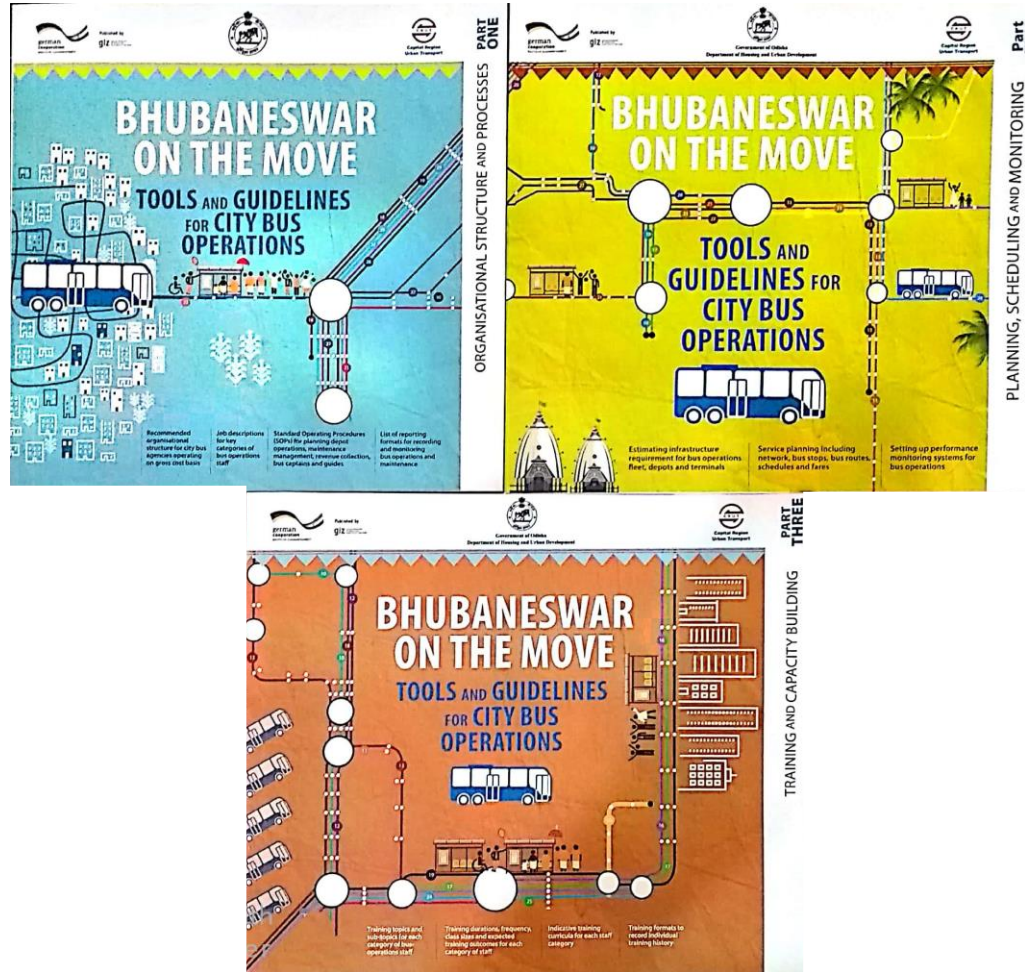
# THE ROAD AHEAD

- Achieving the 17 Lakh Revenue by 31<sup>st</sup> 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





# BHUBANESWAR ON THE MOVE: TRANSIT GUIDEBOOK



**Thank You**