Reinventing Public Transport and Mobility in the ‘New Normal’

Webinar by Centre of Science and Environment, India
25 May 2020
Alok Jain, Managing Director, Trans-consult Asia Ltd.
COVID-19 IMPACT: LOCKDOWN
WHAT IS THE PROBLEM?

Source: cnn.com
COVID-19 IMPACT ON PUBLIC TRANSPORT

- COVID-19 has severely affected the ridership and financial position

Impact of coronavirus on public transit usage

% change in public transit usage relative to typical usage prior to the outbreak

- Singapore: -20.8%
- Hong Kong: -40.7%
- Bangkok: -49.1%
- New York - New Jersey: -57.9%
- Kuala Lumpur: -76.1%

Source: MOOVIT  STRAITS TIMES GRAPHICS
#SocialDistancing, #StayAway #StayHomeSaveLives #TravelBan has made people averse from #PublicTransport

TfL - stay home, don't travel, save lives 🔵

@TfL

The world's most iconic transport network. 🌍

instagram.com/transportforlo...

© London, England ☞ tfl.gov.uk/about
I urge all Londoners to do their bit to keep our transport workers safe by only using public transport if you have no other alternative

– Sadiq Khan
**PROBLEM**

1. Reduced demand
   - Rising unemployment
   - WFH
2. Social distancing
3. Funding

*No certainty about anything anymore.*
*We can only speculate about the scenarios that may re-define the role of passenger transport.*
COVID-19

- Automobile sector is spending for post-COVID-19 recovery with emotional advertising
COVID-19 DIGITAL TOOLS TRACKING MOVEMENT

- **Documentation**: using technology to say where people are, where they have been or what their disease status is
- **Modelling**: gathering data which help explain how the disease spreads
- **Contact tracing**: identifying people who have had contact with others known to be infected

**Wealth of data**

Phone companies know roughly where all their mobile customers are. Internet companies such as Bytedance, Facebook, Google and Tencent gather scads of data about what their billions of users are doing where because advertisers will pay to tailor ads.

Modellers can use data from both kinds of company to fine-tune predictions of the spread of disease.
INTEGRATION

Institutional integration
Ticket integration
Physical integration
Communication & Information integration
DEMAND RESPONSIVE TRANSIT

Demand

Traditional Public Transport
Fixed Schedule, Fixed Route, Fixed Fare

Capacity

Demand

Demand Responsive Transport

Capacity
TFL’S DIAL-A-RIDE SERVICE

• Free door-to-door service for older people or those with disabilities who may have difficulty accessing the conventional public transport
MICRO-MOBILITY

• First-mile / Last-mile
• Feeder services
• Docked or dock-less

• Supply – demand mismatch
• Difficult to make them all-weather
• Safety issues
• Right-of-way conflicts
COVID-19 IMPACT: SOCIAL DISTANCING
COVID-19 IMPACT: MASKS
COVID-19 COMMUNICATION HASHTAGS

- Top six categories are identical

<table>
<thead>
<tr>
<th>Rank</th>
<th>Hashtags</th>
<th>By Profiles</th>
<th>In Posts</th>
</tr>
</thead>
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<tr>
<td>1</td>
<td>Coronavirus</td>
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<td>7,464</td>
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<td>Covid_19</td>
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<td>4</td>
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<td>887</td>
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<td>5</td>
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<td>covid</td>
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<td>7</td>
<td>social distancing</td>
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<td>8</td>
<td>yomequedecasa</td>
<td>395</td>
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<td>15</td>
<td>stay healthy</td>
<td>251</td>
<td>373</td>
</tr>
</tbody>
</table>

Source: The impact of Covid-19 Report; Socialbakers data from 1 Feb 2020 to 21 March 2020
COVID-19 SOCIAL MEDIA IMPACTS

• Sharp rise in demand for online content
  • Facebook saw a 70% increase in time spent in Italy

• Small efforts give big results
  • A little wit and humor
PUBLIC TRANSPORT IS NOT ALONE
Hong Kong COVID-19 Response
COVID-19 IMPACT IN HONG KONG

• Transport businesses experienced a drop of nearly 40% in fare income on weekdays, and 50% to 60% at the weekend
• However, all buses and trains have been running as normal without a single day’s disruption
• No lockdown
• No restrictions on movement
• No new local infections for over a month
CITY ON ALERT

Primary and secondary schools were shut since January and only opening gradually now
PUBLIC HEALTH CONTROL MEASURES

• Comprehensive public education programme
• Enhanced surveillance system for case detection
• Application of modern technology for contact tracing
• Isolation of patients & quarantine of contacts
• Intensive control efforts target at areas needing greater attention:
  • Hospital settings
  • Residential care home for the elderly
  • Border control
• Environmental hygiene improvement programme
THE REGULATORY RESPONSE

- to issue health advice to the public transport sector.

- to step up publicity efforts.

- to monitor preventive measures taken by transport operators.
MTR’S ACTION PLAN

Extensive measures to ensure the health and safety of passengers

• intensified cleaning of, and increased airflow in, stations and trains;
• provision of face masks to passengers as required
There's a simple rule. You say it again, and you say it again, and you say it again, and you say it again, and then again and again and again and again and again, and about the time that you're absolutely sick of saying it is about the time that your target audience has heard it for the first time.

- https://www.economist.com/united-states/2013/07/13/the-war-of-the-words
COMPREHENSIVE FINANCIAL SUPPORT

Citizens and commuters
• One-off cash grant of HK$10,000 to all HK Permanent Residents
• **Public Transport Fare Subsidy Scheme**, which benefits ~3.8 million commuters to get a subsidy amounting to 1/3 of their public travel expenses exceeding the threshold of HK$400/month with a cap of HK$400. The threshold was lowered to HK$200 a month.
• **MTR** to cut fares by 20% for 6 months starting July 1, 2020.

Employment Support Scheme
• 50% of wages, capped to HK$9,000/per month for 6 months
<table>
<thead>
<tr>
<th>Anti-epidemic Fund</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>First round</strong></td>
<td><strong>Fuel Subsidy</strong></td>
</tr>
<tr>
<td></td>
<td>• Reimburse 1/3 fuel/electricity cost between 1 July 2019 and 30 June 2020.</td>
</tr>
<tr>
<td><strong>Second round</strong></td>
<td><strong>Subsidy for regular repair and maintenance costs and insurance premium</strong></td>
</tr>
<tr>
<td></td>
<td>• Reimburse regular repair and maintenance costs and insurance premium from 1 April to 30 September 2020.</td>
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</tbody>
</table>
## Anti-epidemic Details

**Fund**

<table>
<thead>
<tr>
<th>First round</th>
<th>Fuel Subsidy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• HK$1.0 discount/litre of LPG for 12 months for LPG vehicles.</td>
</tr>
<tr>
<td></td>
<td>• Reimburse 1/3 of the actual fuel cost for 12 months for petrol/diesel vehicles</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Second round</th>
<th>One-off subsidy to the green minibus (GMB)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Non-accountable subsidy of HK$30,000 per vehicle</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>One-off subsidy to the registered vehicle owners of taxis and red minibuses (RMBs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• One-off non-accountable subsidy of HK$30,000 per vehicle</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Subsidy to taxi and RMB drivers</th>
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</thead>
<tbody>
<tr>
<td>• A monthly subsidy of HK$6,000 for each eligible active taxi and RMB driver for 6 months.</td>
</tr>
<tr>
<td>• Drivers not fully meeting the eligibility requirements of an active driver, a lump sum of HK$7,500</td>
</tr>
</tbody>
</table>
### NON-FRANCHISED BUSES, SCHOOL BUSES, AND HIRE CARS

<table>
<thead>
<tr>
<th>Anti-epidemic Fund</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>First round</strong></td>
<td><strong>One-off subsidy to the registered owners</strong>&lt;br&gt;• One-off non-accountable subsidy of HK$20,000 for each licensed non-franchised public bus.&lt;br&gt;• One-off non-accountable subsidy of HK$10,000 for each licensed school light bus, and hire car.</td>
</tr>
<tr>
<td><strong>Second round</strong></td>
<td><strong>One-off subsidy to the registered owners</strong>&lt;br&gt;• One-off non-accountable subsidy of HK$30,000 for each licensed non-franchised bus, school light bus and hire car.</td>
</tr>
</tbody>
</table>
Companies that harness creativity and data in tandem have growth rates twice as high as companies that don’t.
RECOVERY OPTIONS

- Review of regulatory frameworks
- Cooperation and collaboration
- Policy measures against car usage
- Improve performance and efficiency of public transport
- Identify new areas of revenue generation (non-fare revenue)
- Marketing and communication
- Make employees into ambassadors

<table>
<thead>
<tr>
<th>Country</th>
<th>Facemask requirement</th>
<th>Date required (if mandatory)</th>
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</thead>
<tbody>
<tr>
<td>Australia</td>
<td>NO</td>
<td></td>
</tr>
<tr>
<td>Austria</td>
<td>YES</td>
<td>14 April</td>
</tr>
<tr>
<td>Belgium</td>
<td>YES</td>
<td>4 May</td>
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<tr>
<td>Canada</td>
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<tr>
<td>China</td>
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<td>Depending on city</td>
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<td>Danmark</td>
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<tr>
<td>Finland</td>
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<td>Germany</td>
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<td>27-29 April, depending on state</td>
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<td>Greece</td>
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<td>Hong Kong</td>
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<tr>
<td>Italy</td>
<td>YES</td>
<td>4 May</td>
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<tr>
<td>The Netherlands</td>
<td>Recommended/Mandatory</td>
<td>Mandatory from 1 June</td>
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<tr>
<td>New Zealand</td>
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<td>21 April</td>
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<td>South Korea</td>
<td>Recommended/Mandatory</td>
<td>Mandatory on Metro during rush hours since 13 May</td>
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<tr>
<td>Spain</td>
<td>YES</td>
<td>4 May</td>
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<tr>
<td>Switzerland</td>
<td>Recommended</td>
<td></td>
</tr>
</tbody>
</table>
‘We Are Not Essential. We Are Sacrificial.’

I’m a New York City subway conductor who had Covid-19. Now I’m going back to work.

By Sujatha Gidla
Ms. Gidla is an M.T.A. conductor and author.

May 5, 2020

Tragic deaths of 33 bus workers, including 29 drivers, among bus operators in London.

https://www.nytimes.com/2020/05/05/opinion/coronavirus-nyc-subway.html

COVID-19 SOCIAL MEDIA STRATEGY

• Focus on **growing your following** not your revenue
• Partner with **influencers** (more valuable than brands)
• More **content** to meet higher consumption
• **Social impact** is highly valued
• Keep relevant by **continued presence**
• **Crowd fund** your strategy
ALL WELL
THAT ENDS
WELL
THANK YOU!

@alokjainhk / @transconsult1

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