

25/5/2020

Reinventing Public Transport and Mobility in the 'New Normal

Webinar by Centre of Science and Environment, India
25 May 2020

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COVID-19 IMPACT: LOCKDOWN





WHAT IS THE PROBLEM?



Source: cnn.com



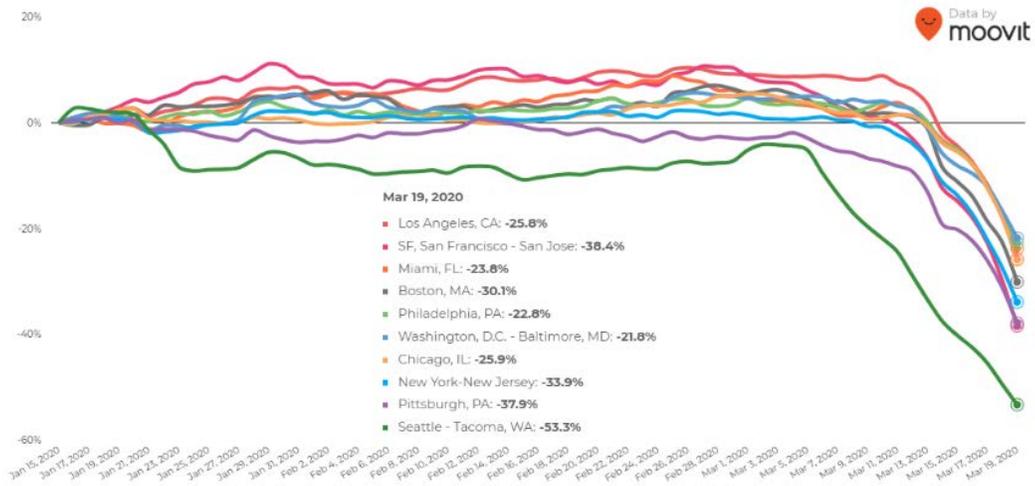
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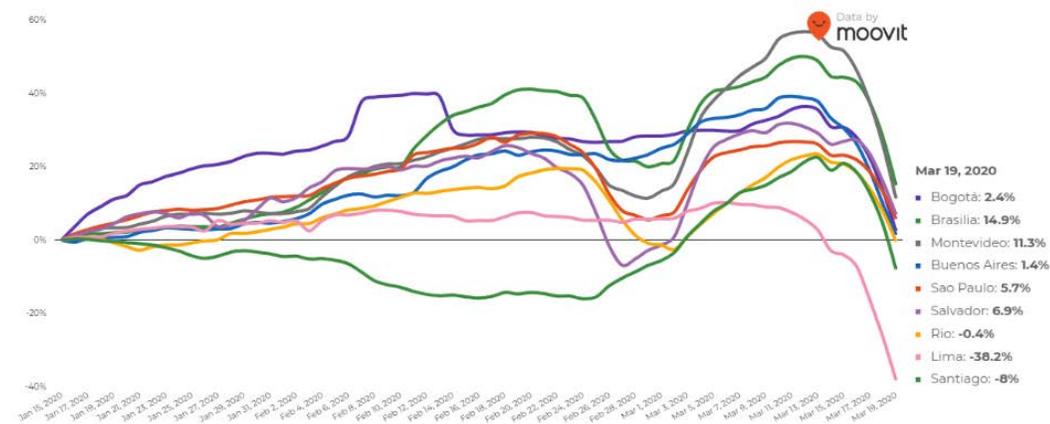
COVID-19 IMPACT ON PUBLIC TRANSPORT

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

Coronavirus: Effect on Public Transit Usage In the US

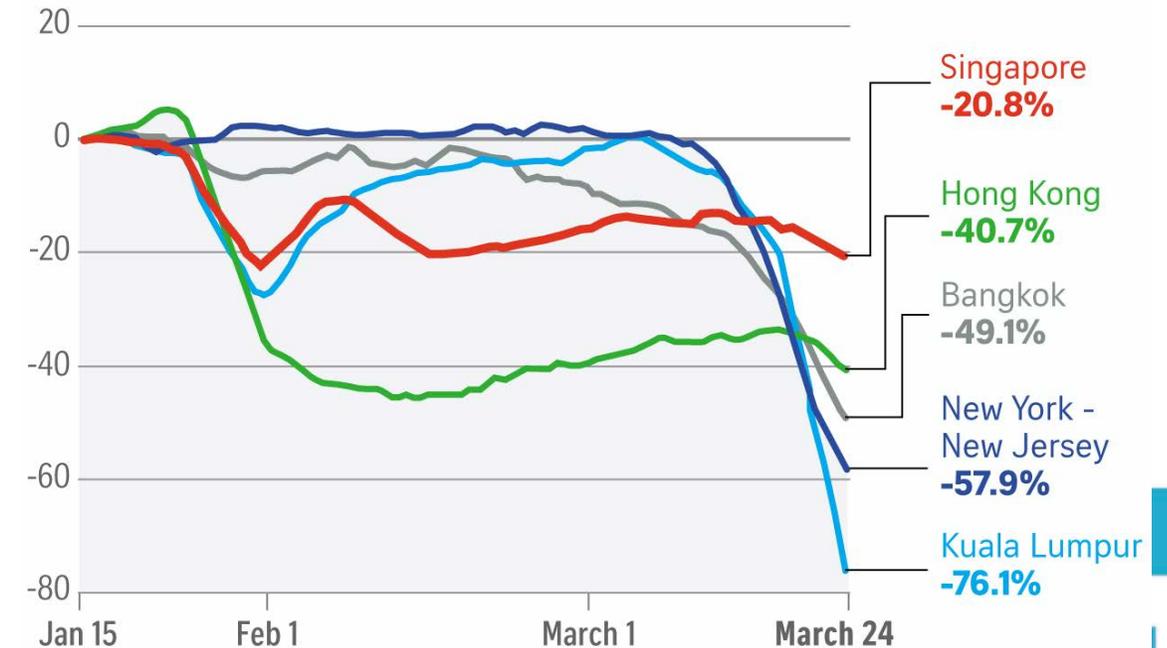


Coronavirus: Effect on Public Transit Usage in South America



Impact of coronavirus on public transit usage

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



Source: MOOVIT STRAITS TIMES GRAPHICS





COVID-19

#SocialDistancing, #StayAway #StayHomeSaveLives #TravelBan has made people averse from #PublicTransport



Follow

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

@TfL

The world's most iconic transport network. 🌐

[instagram.com/transportforlo...](https://www.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



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PROBLEM

1. Reduced demand

- Rising unemployment
- WFH

2. Social distancing

3. Funding

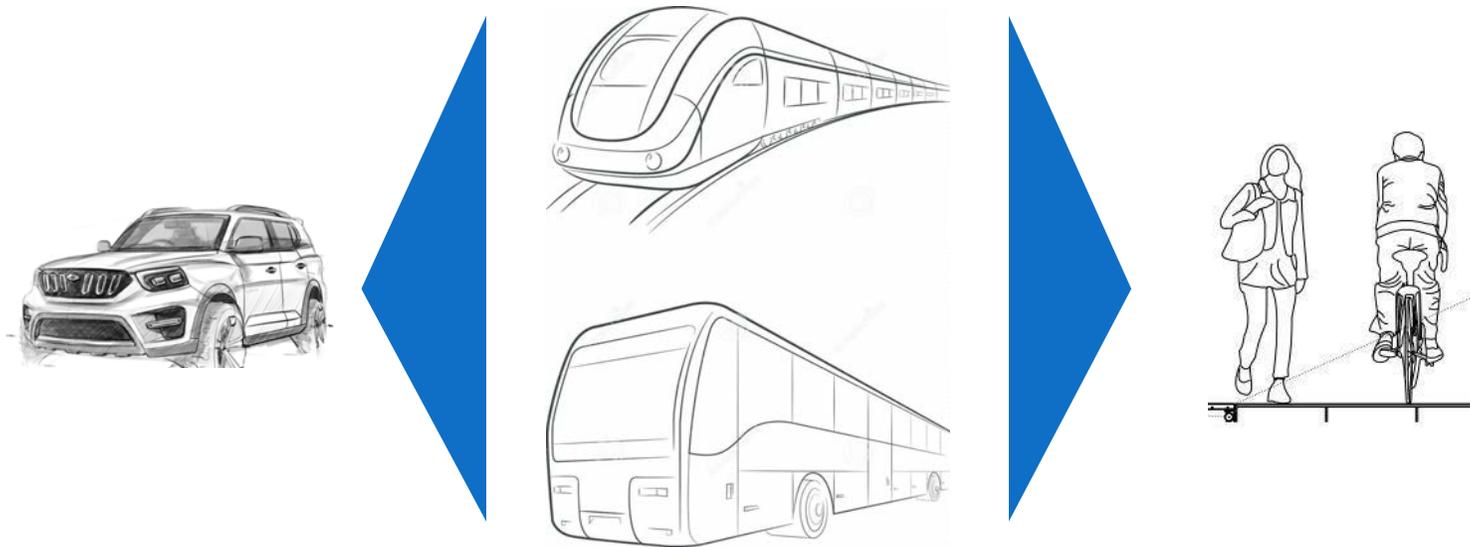
*No certainty about anything anymore.
We can only speculate about the scenarios that
may re-define the role of passenger transport.*





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.



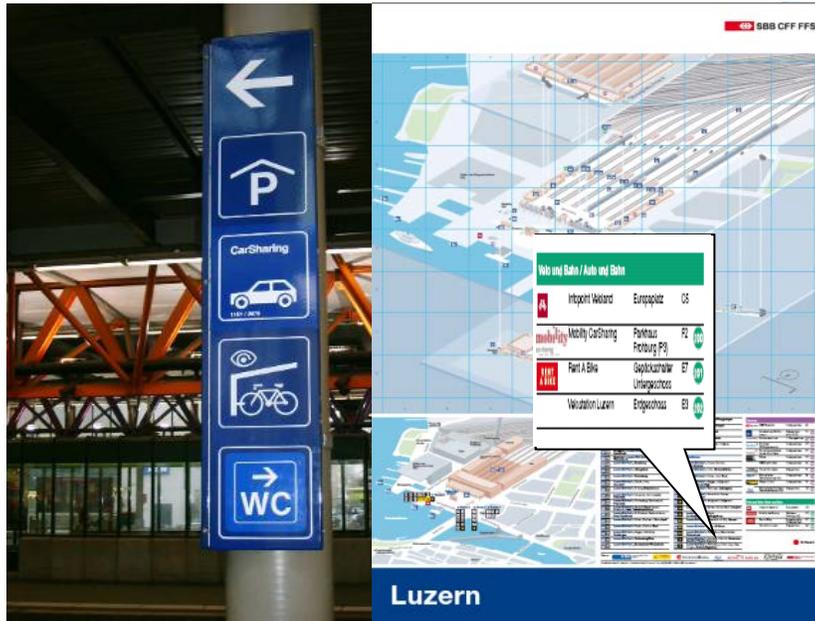
INTEGRATION

Institutional integration

Ticket integration

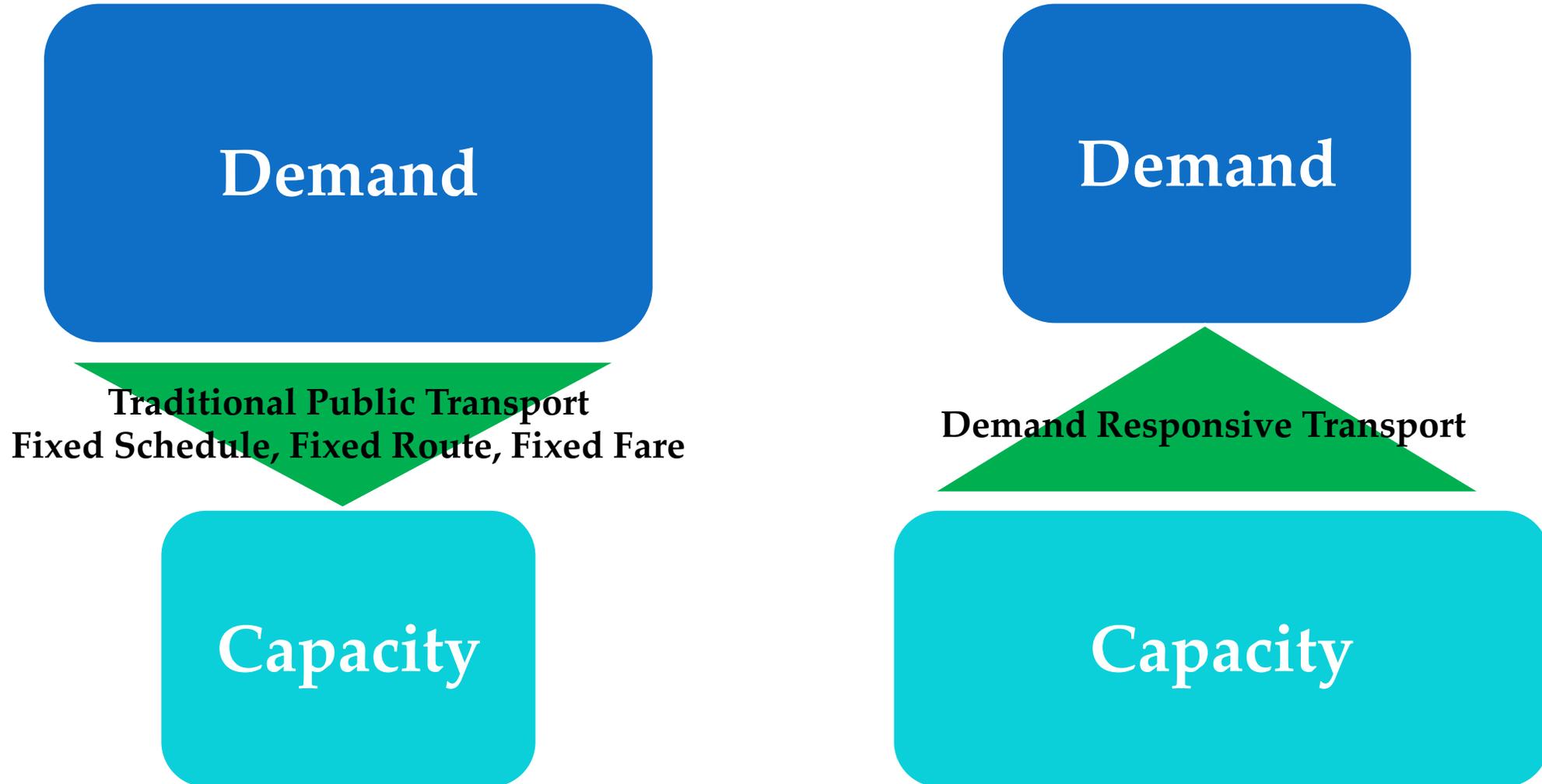
Physical integration

Communication & Information integration





DEMAND RESPONSIVE TRANSIT



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: MASKS





COVID-19 COMMUNICATION HASHTAGS

Hashtags used by brands

- Top six categories are identical



Rank	Hashtags	By Profiles	In Posts
1	Coronavirus	3,315	7,464
2	Covid19	2,674	5,546
3	Covid_19	1,457	2,358
4	corona	887	1,765
5	staysafe	707	1,026
6	covid	543	910
7	socialdistancing	424	664
8	yomequedoencasa	395	652
9	virus	284	635
10	health	269	596
11	stayhome	403	569
12	quedateencasa	320	530
13	dirumahaja	261	523
14	stayathome	295	468
15	stayhealthy	251	373



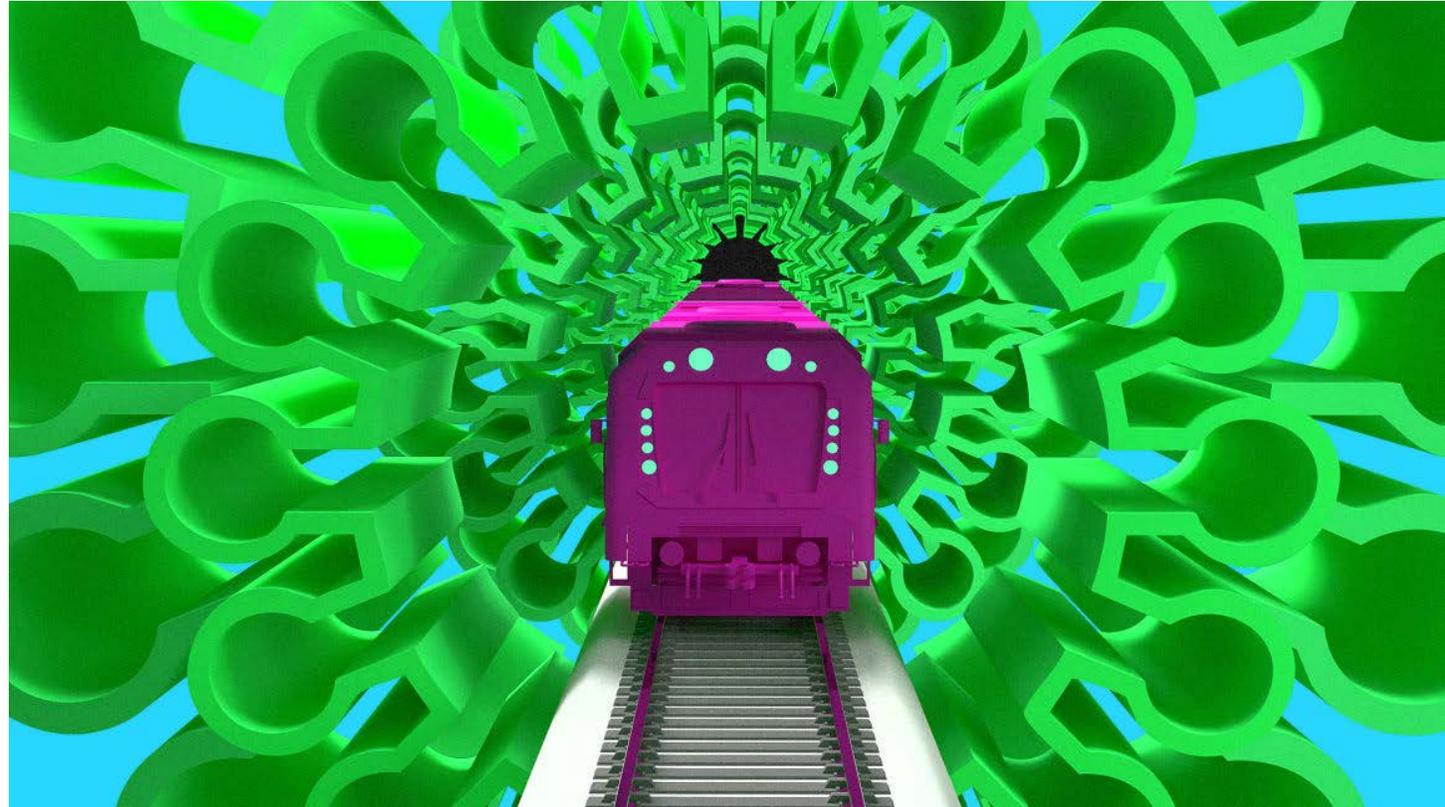
Rank	Hashtags	By Profiles	In Posts
1	Coronavirus	7,110	18,364
2	Covid19	6,914	16,395
3	Covid_19	1,654	2,841
4	corona	1,135	2,547
5	staysafe	1,266	1,887
6	covid	1,184	1,885
7	yomequedoencasa	873	1,334
8	quedateencasa	604	953
9	stayhome	602	802
10	socialdistancing	556	755
11	stayathome	499	705
12	coronavirusoutbreak	249	697
13	quédateencasa	392	669
14	health	345	607
15	virus	339	584

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



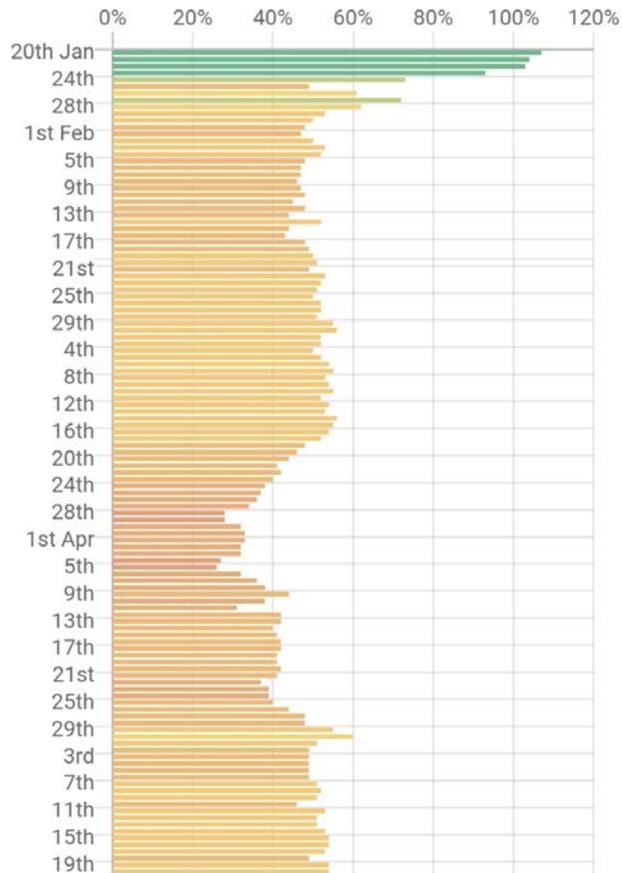


COVID-19 IMPACT IN HONG KONG



Hong Kong

% of Hong Kong moving compared to usual



- 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





PUBLIC EDUCATION

There's a simple rule. You say it again, and then 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





FRANCHISED BUSES, FERRIES AND TRAMS

Anti-epidemic Fund Details

First round

Fuel Subsidy

- Reimburse 1/3 fuel/electricity cost between 1 July 2019 and 30 June 2020.

Second round

Subsidy for regular repair and maintenance costs and insurance premium

- Reimburse regular repair and maintenance costs and insurance premium from 1 April to 30 September 2020.





TAXIS AND PUBLIC LIGHT BUSES

Anti-epidemic Details Fund

First round

Fuel Subsidy

- HK\$1.0 discount/litre of LPG for 12 months for LPG vehicles.
- Reimburse 1/3 of the actual fuel cost for 12 months for petrol/diesel vehicles

Second round **One-off subsidy to the green minibus (GMB)**

- Non-accountable subsidy of HK\$30,000 per vehicle
-

One-off subsidy to the registered vehicle owners of taxis and red minibuses (RMBs)

- One-off non-accountable subsidy of HK\$30,000 per vehicle
-

Subsidy to taxi and RMB drivers

- A monthly subsidy of HK\$6,000 for each eligible active taxi and RMB driver for 6 months.
- Drivers not fully meeting the eligibility requirements of an active driver, a lump sum of HK\$7,500





NON-FRANCHISED BUSES, SCHOOL BUSES, AND HIRE CARS

Anti-epidemic Fund Details

First round

One-off subsidy to the registered owners

- One-off non-accountable subsidy of HK\$20,000 for each licensed non-franchised public bus.
- One-off non-accountable subsidy of HK\$10,000 for each licensed school light bus, and hire car.

Second round

One-off subsidy to the registered owners

- One-off non-accountable subsidy of HK\$30,000 for each licensed non-franchised bus, school light bus and hire car.



Companies that harness creativity and data in tandem have growth rates twice as high as companies that don't.





RECOVERY OPTIONS

Country	Facemask requirement	Date required (if mandatory)
Australia	NO	
Austria	YES	14 April
Belgium	YES	4 May
Canada	Recommended	
China	YES	Depending on city
Denmark	N/A	
Finland	N/A	
France	YES	11 May
Germany	YES	27-29 April, depending on state
Greece	YES	4 May
Hong Kong	Recommended	
Italy	YES	4 May
The Netherlands	Recommended/Mandatory	Mandatory from 1 June
New Zealand	Recommended	
Portugal	YES	20 April
Singapore	YES	21 April
South Korea	Recommended/Mandatory	Mandatory on Metro during rush hours since 13 May
Spain	YES	4 May
Switzerland	Recommended	

- 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



'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



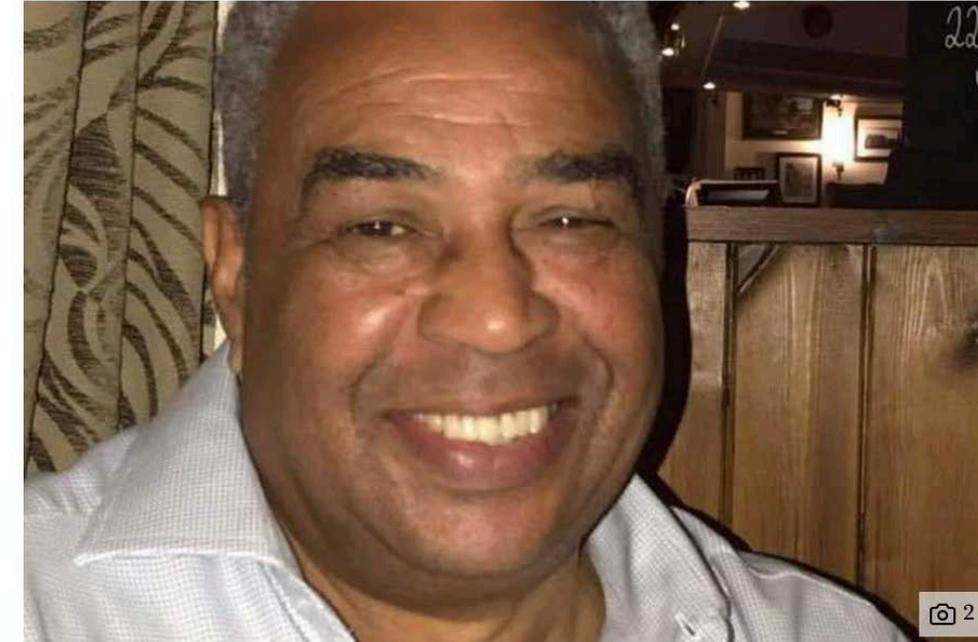
Since March 27, at least 98 New York transit workers have died of Covid-19. Gabriela Bhaskar for The New York Times

When I heard that a co-worker had died from Covid-19 — the first in the Metropolitan Transportation Authority — on March 27, I thought, "It's starting." More deaths followed in quick succession, frequently more than once a day. Some of those people I used to see every day and fist bump.

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

London bus driver's family blames lack of PPE for his Covid-19 death

RACHAEL BURFORD |, JOHN DUNNE |, MARTIN BENTHAM | Wednesday 22 April 2020 11:27 | 0 comments



Mervyn Kennedy died with Covid-19 ()

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The family of a London bus driver who died with Covid-19 said today a lack of protective equipment for public transport workers and delays to improving safety had "cost lives".

Mervyn Mally Kennedy is one of 29 transport staff — including 23 bus drivers and workers — to have died with the virus amid claims they have not been adequately shielded.

<https://www.standard.co.uk/news/london/london-bus-ppe-covid19-death-a4421081.html>

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

- 1st Grade
- 2nd Grade
- 3rd Grade
- 4th Grade
- 5th Grade
- 6th Grade





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!

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