



Moving People Not Cars

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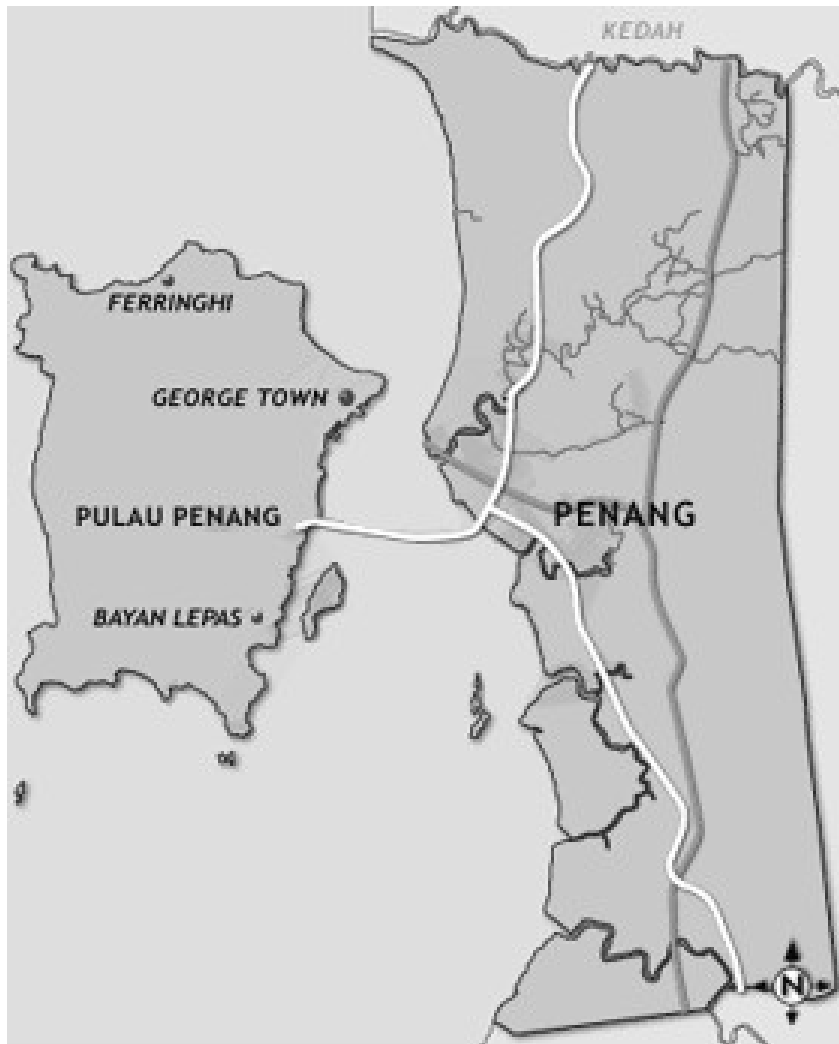
Penang State Local Government and Traffic Management

Committee Chairman

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In 2002, Mayor Lee Myung Bak pledged to renew South Korea's capital Seoul by eliminating a 1970s-era highway that literally represented a paving over of the Cheonggyecheon River. His radical plan replacing it not with another road, but with a restored stream along the old riverbed. The immediate result of the intervention was a beautiful new 1000-acre park in the center of the city, lower pollution, cooler temperatures city-wide. What wasn't expected, however, was the city's reduced traffic volumes. After all, the road carried 160,000 cars a day before it was closed. But the highway's closing was enough to convince thousands of people to drive less, or change their habits, as the city offered better public transportation options.



In Penang, rapid economic development has been accompanied by a corresponding trend towards increased urbanisation and affluence, leading to a significant growth in the number of vehicles using the road network. This has generated traffic congestion, increased degradation of urban environment.

Penang is the second smallest state in Malaysia and is divided to two parts, namely, Penang Island and Seberang Perai. The island is about 293 square kilometres in size, whilst the mainland is approximately 738 square kilometres.

Background

- George Town has been listed on the world's Heritage List and forms an integral social and economic linkage to other towns in Penang of nodes and networks to create a spatial structure within which a livable and functional cityscape must be able to operate efficiently.

Key Messages

- 1. A big Push for Public Transport for Penang.
- 2. Establish a Transport Master Plan as a guiding policy for 2010 to 2030
- 3. Penang State Government is seeking for a new approach in handling public transport and mobility in 2011.

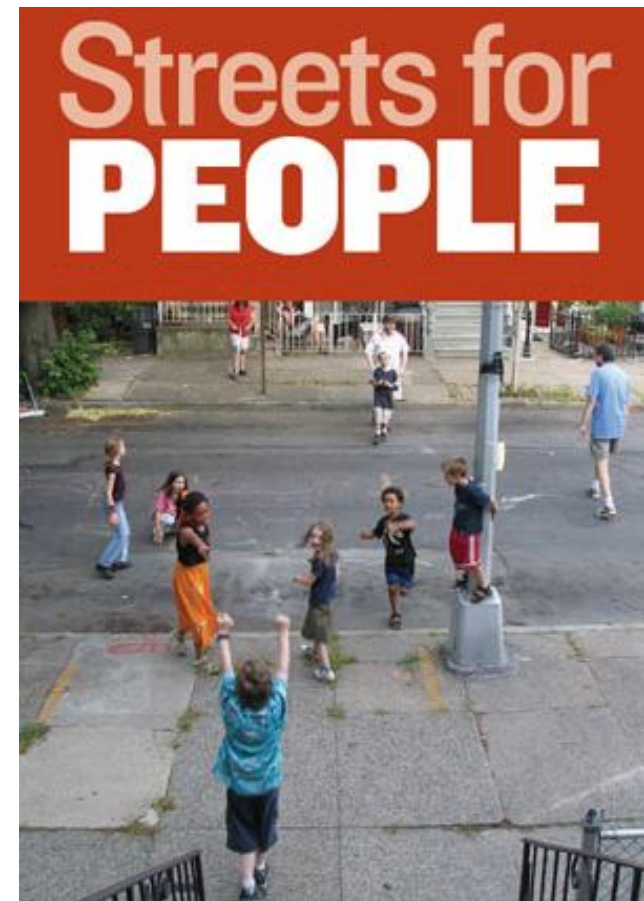
- To adopt a new vision paradigm in tackling transport, one that *moves people away* from our dependence on private transport mode to a more *economically* and *ecologically sustainable* public transport system

Touchstone of Sustainable Transport Paradigm

Moving People NOT Cars

People Centrics

Ecologically Sustainable



Challenges: Rapid Urbanisation

- Traffic congestion can also emerge rapidly as dense cities motorise. This is a result, not just of poorly developed road systems, but of the fact that road capacity per capita is inherently low in dense cities.

Transport vs Automotive Policy

- Taking stock of Penang and its towns, problem solving and urban solutions will also be needed. Daily commuter traffic is one issue needing urgent attention.
- Penang has 1.6 million people. With two-thirds in the working age group (17-64 age group) and two-thirds of that being economically active,
- Penang has a labour force of some 700,000.
- According to JPJ (Road Transport Department) says there are about one million motorcycles and 800 thousand cars renewing their road taxes every year total of 1.8 million private vehicles

Institutional reforms

In 2009 Penang Transport Council, was set up as an interim step - one stop agency to coordinate and handle all transport and traffic issues.



PENANG TRANSPORT COUNCIL

To adopt a new vision-paradigm in tackling transport - one that moves people away from over-dependence on private transport to a more economically and ecologically sustainable public transportation system.

" Moving People NOT Cars "

Initiatives by Penang State Government



Work with Rapid Penang to Improve Bus Service



Initiative by Penang State Government

- **EMBARKATION AND DISEMBARKATION POINTS**

Bandar Sunway Terminal/ HUB



Ampang Jajar Terminal

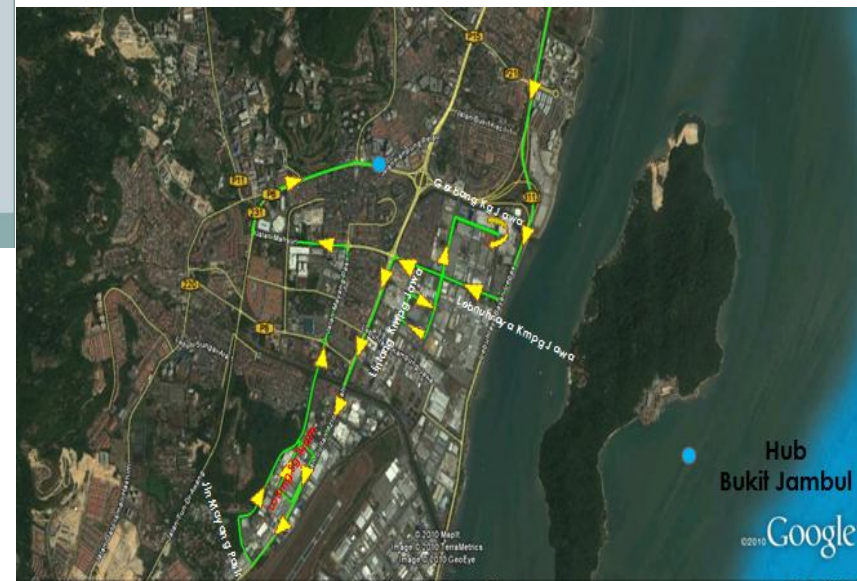


Penang Bridge Terminal

** Passengers will only embark and disembark at these three locations

Introduce Park and Ride System

- Bridge Express Shuttle Service



CATS (CENTRAL AREA TRANSIT SERVICE)



*Revival of Free Shuttle Service
Within Town*



SPAD- Land Transport Commission

- There is a need for a single authority to legislate all the issues relating to Land Public Transport.
- The SPAD Commission must designate State Government and Local Authority in Transport Planning, and to play important function of enforcement.

Reduce and discourage use of private cars after bus service improves:

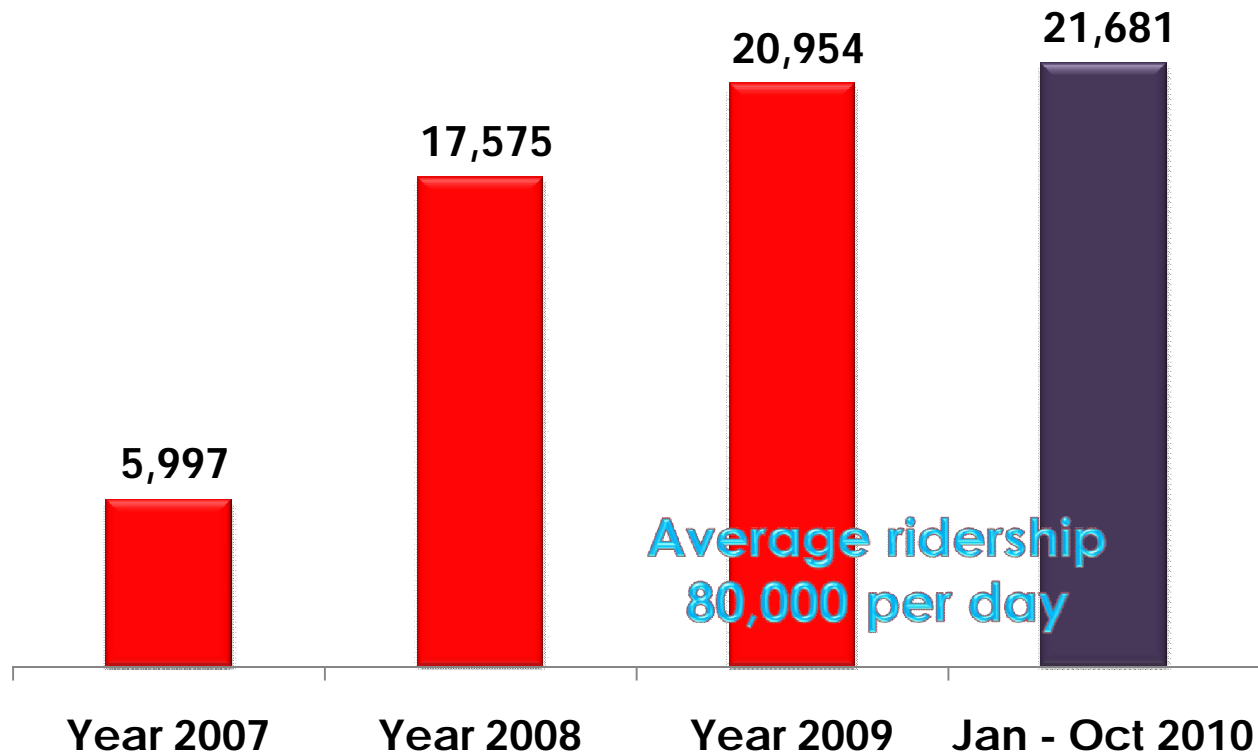
- ❑ higher parking fees,
- ❑ incentives for car pooling,
- ❑ disincentives for single occupant cars

Public transport upgrade

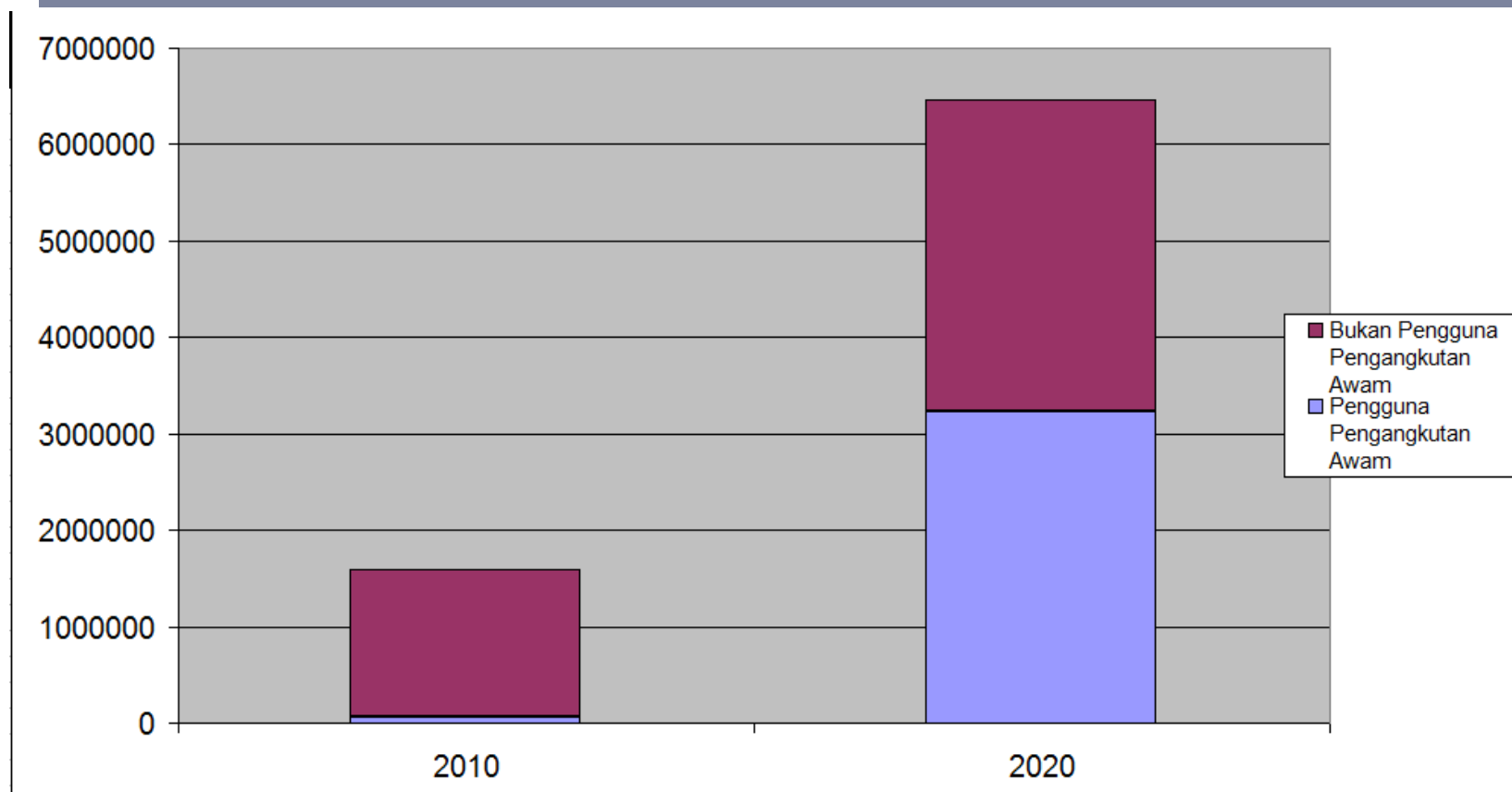
- Introduce multiple feeder systems to main road arteries - e.g. complementary CAT Service.
- Increase public transport service in main economic conurbation corridor

Present Ridership Growth

RIDERSHIP GROWTH ('000)



Future Ridership Growth Targeted to be 50 % by 2020



Long-term Plan (2 - 5 years)

- ❑ Implementation of Master Plan for whole state
- ❑ Integration of different transport modes - buses, cars, trams, ferries, rail etc. - one ticket system
- ❑ Continuous public education program
- ❑ Park and Ride points

Conclusion

- Land use planning and future development must impose policy conditions in providing public transport system. The Penang State Government will review its policy steps to determine the future development of Penang. Resolving archaic congestion and switching for private vehicles to public transport can be the anchor of sustainable development policies for Penang.