



PERSONAL PUBLIC

Make the move from personal vehicles to
public transport at least twice a week

A CITIZEN-LED INITIATIVE

Personal2Public encourages commuters to switch to public transport (in the context of Whitefield Metro) for at least 2 days a week

- **15+ discussions** held with **NGOs, citizen groups, corporates, auto drivers and IISc**
- **Sustainable Ecosystem Collaboration**, a collective of 80+ large companies (**ORRCA, WEPPIA, ITPL**) and **ELCITA** are now part of this campaign.
- **30+ citizen groups/federations** representing different wards of city registered as partners
- **Auto Rickshaw Drivers' Unions** (ARDU and Adarsha Auto) and **Slum Dwellers Federation, IISc Sustainable Transport Lab, Council for Active Mobility** are integral part of this campaign.





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CONVERGENCE

Brand Bengaluru

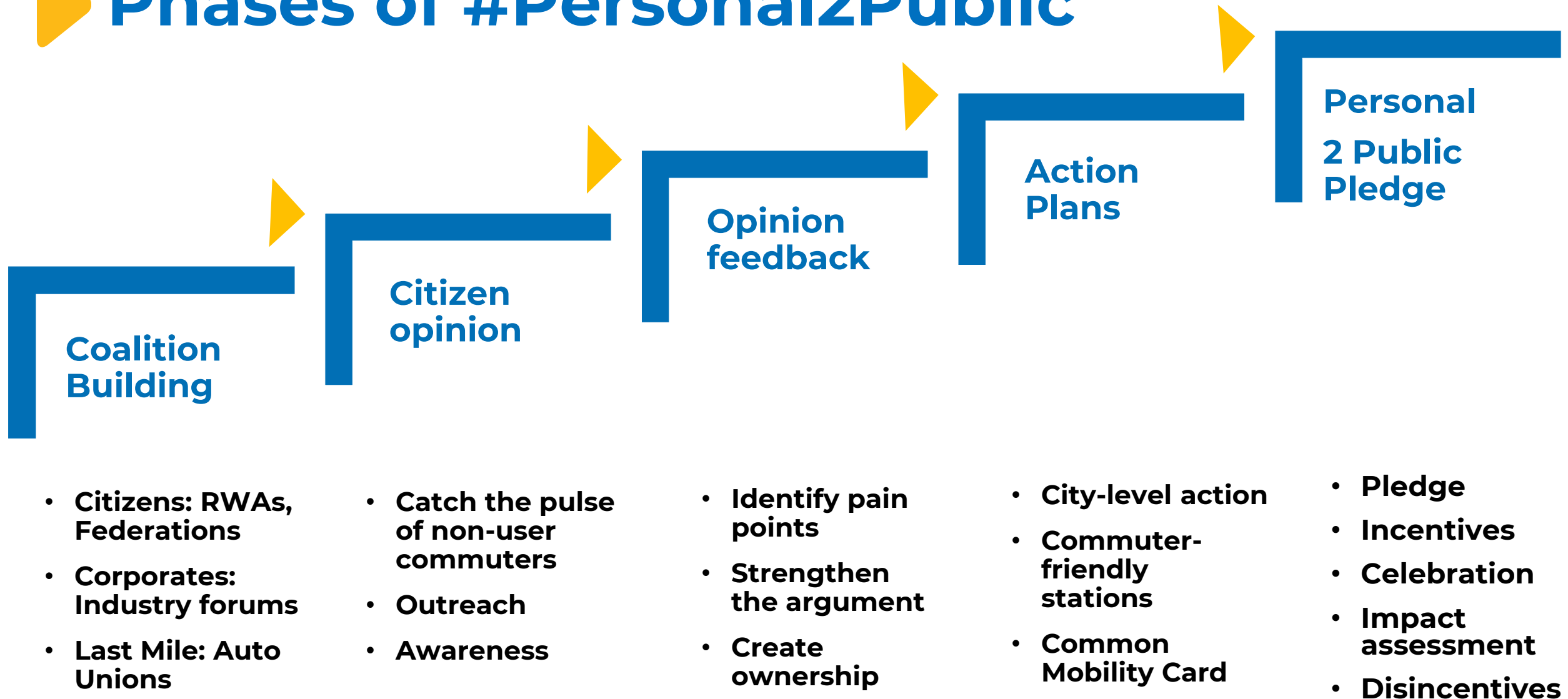
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#Personal2Public

Personal2Public is an attempt to
enhance Brand Bengaluru by inspiring
**citizens to use public transport for daily
commute**



► Phases of #Personal2Public





OUR CITIZEN GROUP PARTNERS



Dept. of
Civil Engineering
IISc, Bangalore



ಸ್ಯಾಂಕಿ ಕೆರೆ ತಂಡ



CITIZENS FOR SANKEY



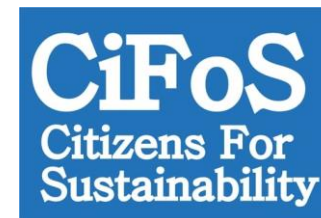
ಆಟೋ ರಿಕ್ಷಾ ಚಾಲಕರ ಸಂಘ (ರಿ)
AUTO RICKSHAW DRIVERS' UNION (R)



GREENPEACE



Council For
Active Mobility





BENGALURU COMMUTER FEEDBACK

As part of the **#Personal2Public** campaign, feedback from Bengaluru commuters were collected through an online questionnaire launched on July 12, 2023

As of 28th August, **3,855** people responded of which **9.7%** are metro users, **9%** are Bus users and **81.3%** are non-users

The feedback collection was amplified through **corporates, residential welfare associations, apartment federations** and other partners

Home > News > BUSINESS





Bengaluru NGOs launch #Personal2Public campaign to promote public transport usage at least twice a week

They also launched a Bengaluru commuter survey to analyse commuter travel patterns and identify gaps in Metro access.





CHRISTIN MATHEW PHILIP | JULY 13, 2023 / 09:12 PM IST



GENDER DISTRIBUTION OF RESPONDENTS

	Male 81.10%
	Female 16.02%%
	Other 0.14%
	Prefer not to say 2.73%

VEHICLE OWNERSHIP OF RESPONDENTS

	Only Car 23.41%
	Only 2W 22.10%
	Both 39.42%
	None 15.06%



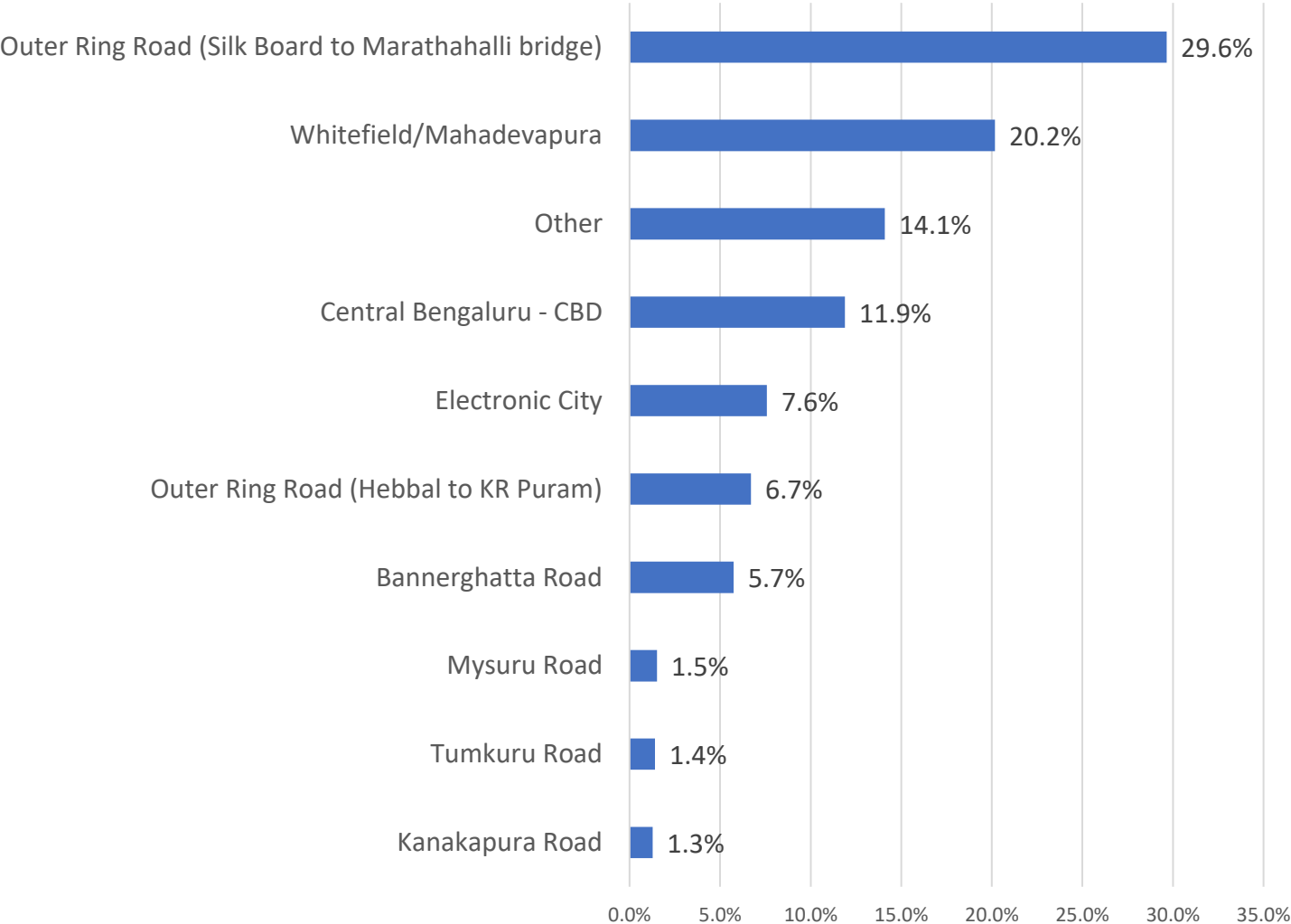
WHO ARE THE RESPONDENTS: GENERAL STATISTICS

- **~60% of respondents** are **personal vehicle users**
- **~63% of the respondents** are **car owners** and **~61% of respondents** are **2W owners**
- **Female respondents are lower** in comparison and therefore doesn't give a representative sample when it comes to gender distribution
- **31-50 years** age group constitute majority of the respondents



WHO ARE THE RESPONDENTS: MORE THAN 50% RESPONDENTS IDENTIFIED THEIR WORK LOCATION AS ORR AND WHITEFIELD

Area of Work - All respondents



- Among the respondents, the **primary work locations are Outer Ring Road and Whitefield**, accounting for 30% and 20% respectively.
- **The CBD emerges as the next prominent choice**, with 12% of the respondents working there.



WHAT ARE THE RESPONSES? PEAK TRAVEL TIME IN BENGALURU SPREAD ACROSS 3 HOURS IN THE MORNING AND EVENING

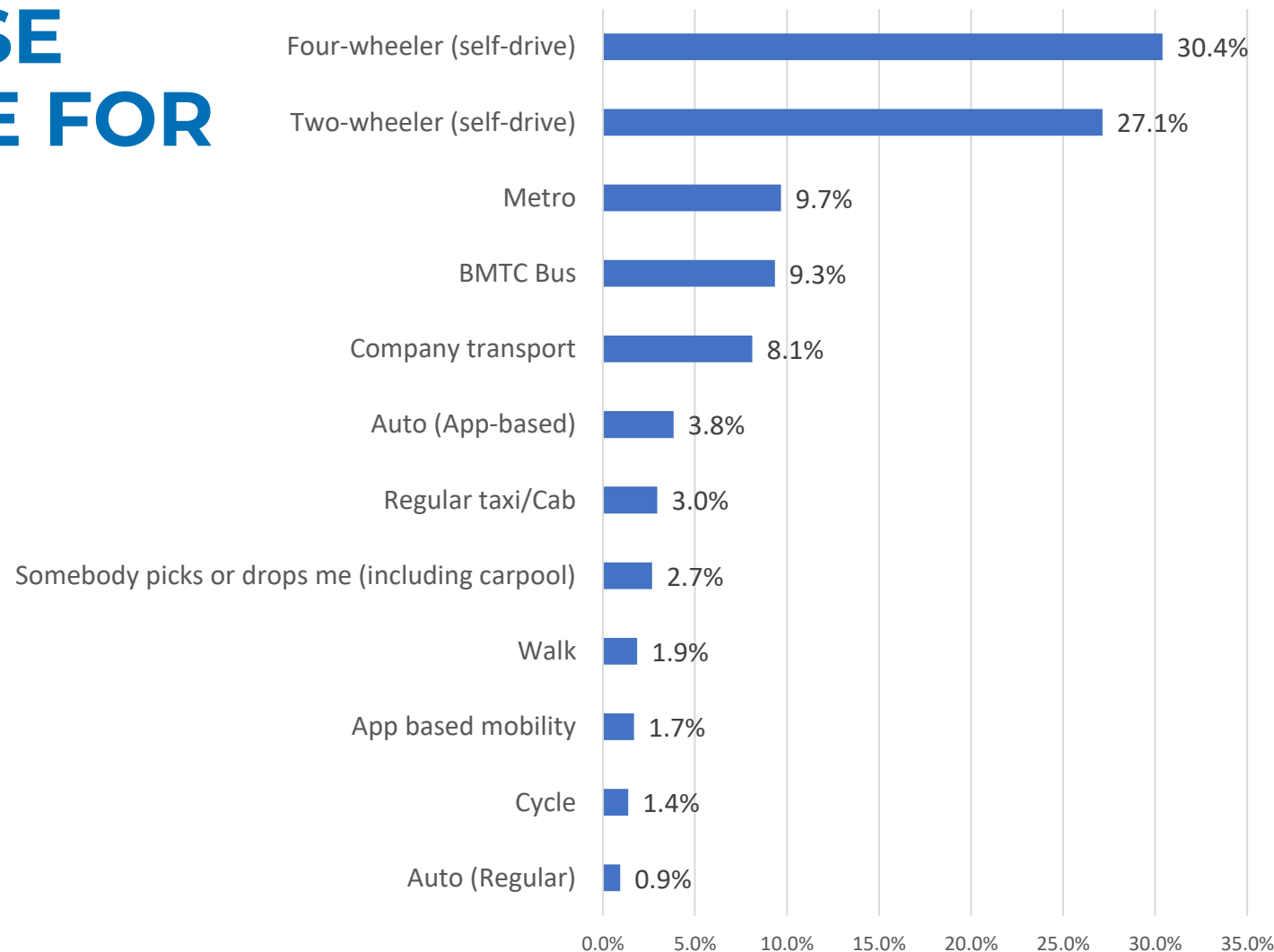
- **Majority of respondents (almost 70%) travel during 8am to 11am for onward journey and 5pm to 8pm for return journey**
- **Approximately 20% of respondents begin their journey early, between 6am and 8am.**
- **Over 15% of respondents stated their commute will be during off-peak hours.**

WHAT ARE THE RESPONSES?

MAJORITY OF THE RESPONDENTS CURRENTLY CHOOSE PERSONAL VEHICLE FOR COMMUTE

- **Nearly 60% of the respondents commute using personal vehicle** while the rest depend on various shared mobility modes
- Lack of **seamless connections** is one of the reasons for respondents to depend on personal vehicles

Mode Share : All Respondents





FEMALE COMMUTERS USE VARIETY OF TRAVEL MODES COMPARED TO MALE WHO MOSTLY DEPEND ON CAR OR TWO-WHEELER

- At **25%**, a higher proportion of **female* respondents use public transport**
- Among the respondents, **64% of men utilize private motor vehicles**, in contrast to only **30% of women***.
- Female* respondents use a variety of modes as opposed to men. Ranging from Auto, shared taxi, dependant on a colleague or family.

* Commuters who identify as women

TRAVEL TIME BY VARIOUS MODES



Average commute time observed to be at least **60 minutes** for a typical travel distance of 10 km



People tend to spend more time when commuting by the company operated transport



Metro users spend less than 45 minutes in their main mode, *but if combined with first and last mile, the average travel time is also about 1 to 1.5 hours*



Car users spend about **1-1.5 hours in one direction as compared to 35-40 minutes by two-wheelers**

TOP 5 REASONS WHY PEOPLE DON'T USE THE PUBLIC TRANSPORT

Metro

Lack of proper access options to the metro stations

Unreliable first and last mile connections

Lack of transparent mechanism for auto-rickshaw fares

Metro is not connected to the office location

Lack of seamless integration between various modes and fares

Bus

Frequency

Reliability

Non-availability of route information

Integrated ticketing

Lack of seamless integration between various modes and fares

MORE THAN 90% OF PERSONAL VEHICLE USERS ARE WILLING TO SHIFT TO METRO



95% of private vehicle users stated their willingness to shift to the metro.



70% of the respondents said they will shift immediately when the metro is connected to their home and work location



Shared mobility users like Auto and car pool, have expressed high propensity towards shift to metro. Due to cost and time saving.



Majority of the respondents are sensitive towards time over the cost, it is revealed that **around 60% of the respondents ready to spend 20% more cost on travel if the travel time reduced by 40%**



NURTURING BEHAVIOUR CHANGE





TOP 5 RECOMMENDATIONS



#Personal2Public can **support** the **government towards resolving commuting issues in the city**



Uniquely branded **feeder buses with digital fare system and passenger information**



Improved **station catchment services with universally accessible walking infrastructure**



Investing in **cycling infrastructure in collaboration with corporate** entities



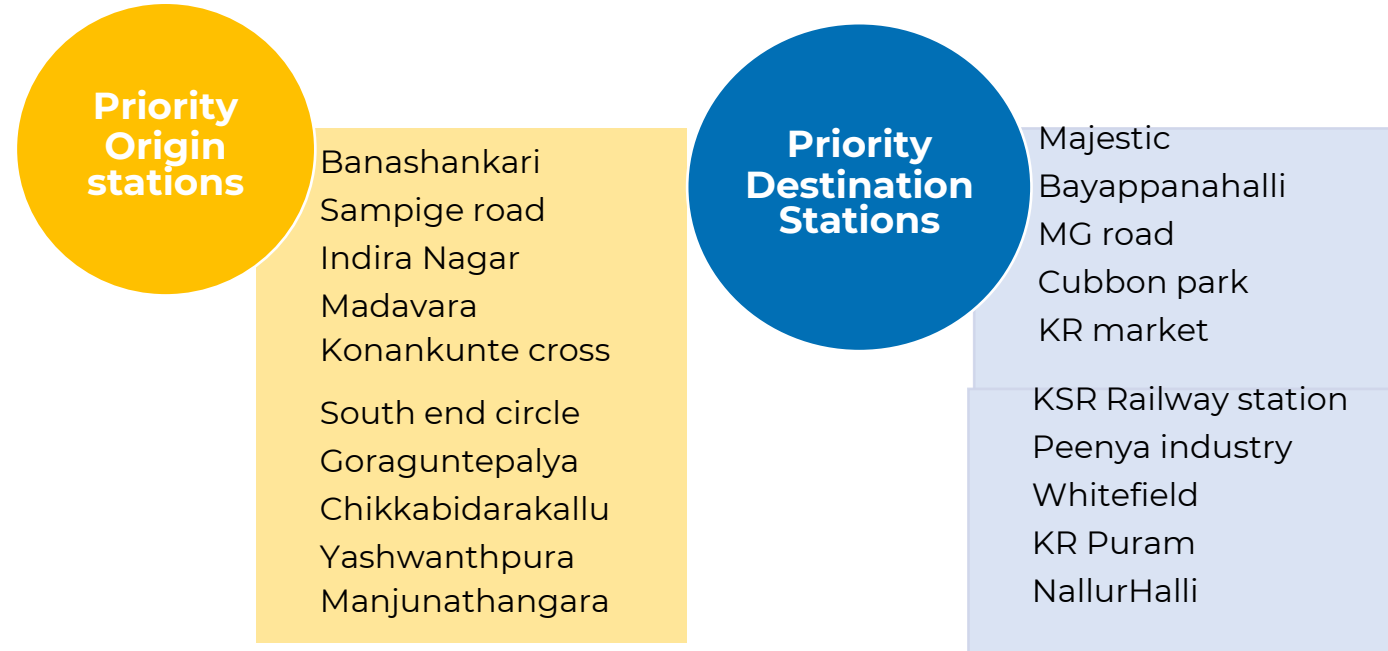
Seamless integration of metro and bus with unified ticketing system

STRATEGIES FOR MODE SHIFT

QUICK WIN SOLUTIONS:

- **Incentivization of modal shift**
- **Dynamic Information dissemination on feeder modes**
- **Common ticketing or NCMC integration**
- **Improve safety along the streets – street lights and enforcement**

Identified intervention prioritization strategy



- Priority stations with **highest footfall to improve accessibility**
- **Feeder buses** should cover all the **priority origin stations to cater and attract more passengers to the metro**
- **Whitefield** being one of the **upcoming origin and destination requires loop services**



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A citizen-led initiative supported by B.PAC and WRI India

Thank You