

Excellence in Transportation Management **SOLVING BIG CITY CONGESTION** – Including quick and cheaper options April 2018

Prof Graham Currie
Public Transport Research Group
Monash Institute of Transport Studies
Monash University



Jakarta has a significant traffic congestion problem – it is also about to host a major sporting event increasing traffic; solutions are needed



18th ASIAN GAMES
**Jakarta
Palembang
2018**



Since 1996 I have worked with some of the worlds largest most congested cities solving far bigger problems in a very quick and cheap way....

Atlanta

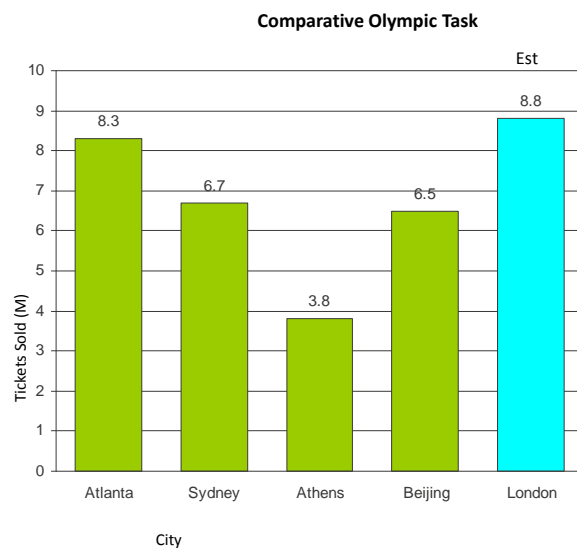
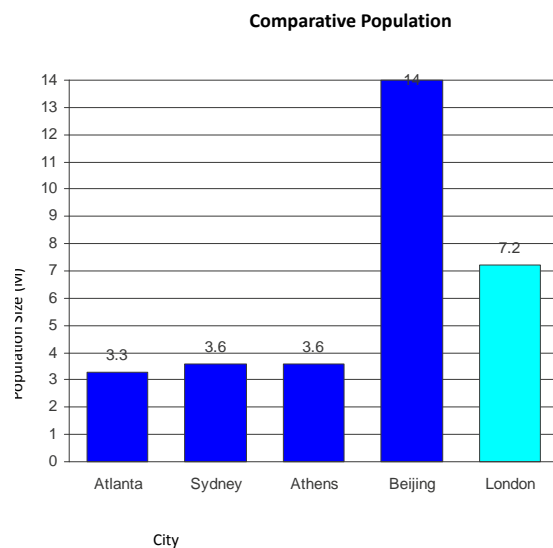
Sydney

Athens

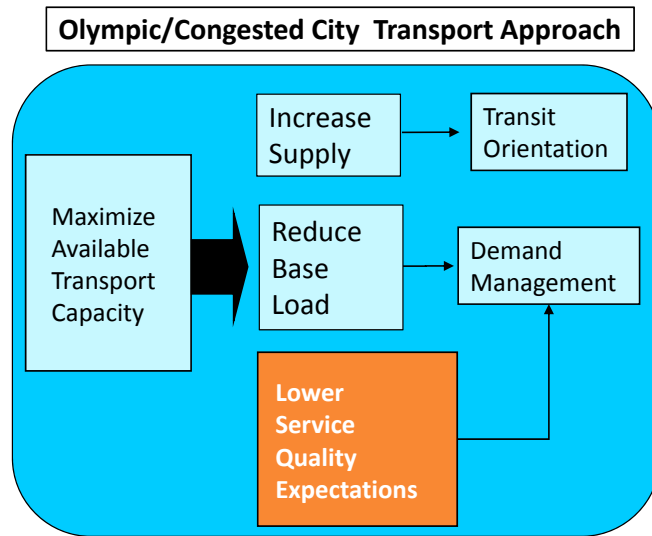
London

Rio

...they are all host cities for the summer Olympic Games – the largest travel demand disruption these cities will ever face



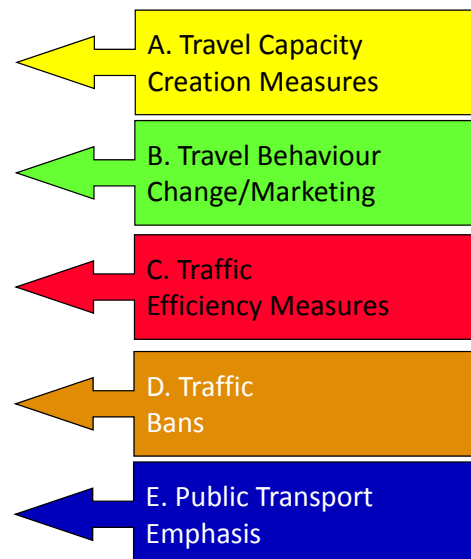
Monash research identified the approach used to manage PLANNED disruption in congested host cities



Source: Currie G and Delbosc (2011) 'Assessing Travel Demand Management for the Summer Olympic Games' TRANSPORTATION RESEARCH RECORD Journal of the Transportation Research Board Volume 2245 / 2011 Pages 36-48





5 key strategies are adopted; relevant for both big events AND day to day congestion

Olympic Travel Demand Management Measures

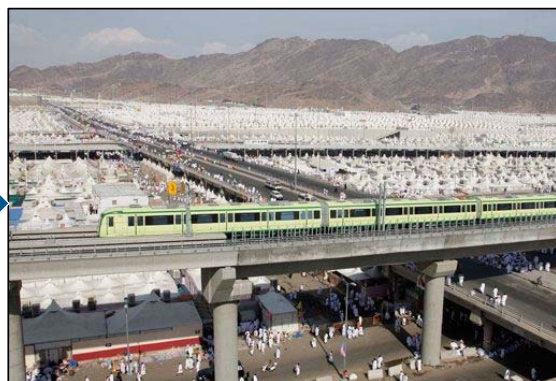
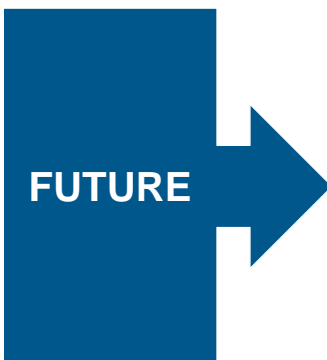


Source: Currie G and Delbosc (2011) 'Assessing Travel Demand Management for the Summer Olympic Games' TRANSPORTATION RESEARCH RECORD Journal of the Transportation Research Board Volume 2245 / 2011 Pages 36-48

All games & Congested cities enhance PT; they have no choice – its space and volume efficient

E. Public Transport Emphasis	London 2012	Beijing 2008	
Expanded public transport system (particularly rail)	✓	✓	
Rail capacity enhancement	✓	✓	
Free spectator/Olympic family public transport	✓		
Park and Ride	✓		





Travel behaviour strategies can be quick, low cost and effective

Olympic Travel Demand Management Measures

B. Travel Behaviour
Change/Marketing

Source: Currie G and Delbosc (2011) 'Assessing Travel Demand Management for the Summer Olympic Games' TRANSPORTATION RESEARCH RECORD Journal of the Transportation Research Board Volume 2245 / 2011 Pages 36-48

Travel behaviour change reduces base load travel and encouraged PT use

B. Travel Behaviour Change/Marketing	London 2012	Athens 2004	Sydney 2000	Atlanta 1996	Barcelona 1992	Soeul 1988	Los-Angeles 1984	Moscow 1980	Salt Lake 2002
The big scare, travel warnings & communications strategies	✓	✓	✓	✓			✓		✓
Employer/business telecommuting/ work retiming	✓	✓	✓	✓					
Test events as education	✓	✓	✓						
Spectator public transport use education	✓		✓						✓
Resident public transport use education	✓		✓						✓
Affected business/community consultation and travel plans	✓	✓	✓	✓			✓		✓

One method tells the public the truth about expected delays; called the 'Big Scare' it was very successful in reducing base load

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The "Big Scare" - Communication Strategy

- **Developed after Atlanta 1996**
 - Stop 'Over-Promising'
 - UNDER PROMISE AND OVER DELIVER
 - Its not possible to cater for total demand so tell people to SCARE them into thinking about alternative options
 - Morally Wrong? – Its ALSO telling the TRUTH

Key messages are; rethink travel – avoid travel if possible, expect very difficult conditions

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The "Big Scare" - Communication Strategy

- **London 2012 – Business Advice**
 - Find the travel hot spots
 - Plan ahead
 - Consider all your travel options
 - Avoid the busiest times if you can
 - Avoid driving into affected areas if you can
- **Simple Marketing Message**
 - "Take a Coffee Break"
- **Key Travel Messages**
 - Reduce
 - Reroute
 - Retime
 - Remode

messaging and employer travel planning were key...

Employer Travel Planning

- 533 assignments covering 611,000 employees.
- Mail drop to 45,000 businesses in central London
- Door to door - 25,000 SMEs in priority hotspot areas
- Workshops - 140 attended by 2850 businesses
- Drop ins - 21 attended by 965 businesses
- Third party events - 333 attended by 19,500 businesses
- TAB newsletter sent to 10,000 businesses and business intermediaries



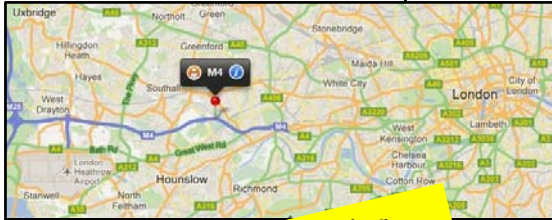
...(free) media influence was leveraged to reduce demand

Pre-Games Media "Hysteria"



...(free) media influence was leveraged to reduce demand

Pre Games – Media Traffic Chaos “Hysteria”



Emergency plans being drawn up as Olympic road stays shut

Fears of Olympic road chaos as main motorway from Heathrow to London is closed for at least FIVE days due to cracked viaduct



London 2012 Olympics travel chaos: live



51km jam: Olympians stall London.



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...(free) media influence was leveraged to reduce demand

Pre Games – Media “Hysteria” on Traffic Chaos

London Cab Drivers Protest Olympic Dedicated Traffic Lanes



London cabbies block traffic in Olympic protest



...(free) media influence was leveraged to reduce demand

Pre Games – Media “Hysteria” on Traffic Chaos



Greenpeace Polar Bears Close Olympic Transport

...(free) media influence was leveraged to reduce demand

Pre Games – Media “Hysteria” on Traffic Chaos



Lost! Games Lanes cause chaos and leave athletes unimpressed



London's hydrogen buses grounded during Olympics due to security fears!

...(free) media influence was leveraged to reduce demand

Pre Games – Media “Hysteria” on Traffic Chaos

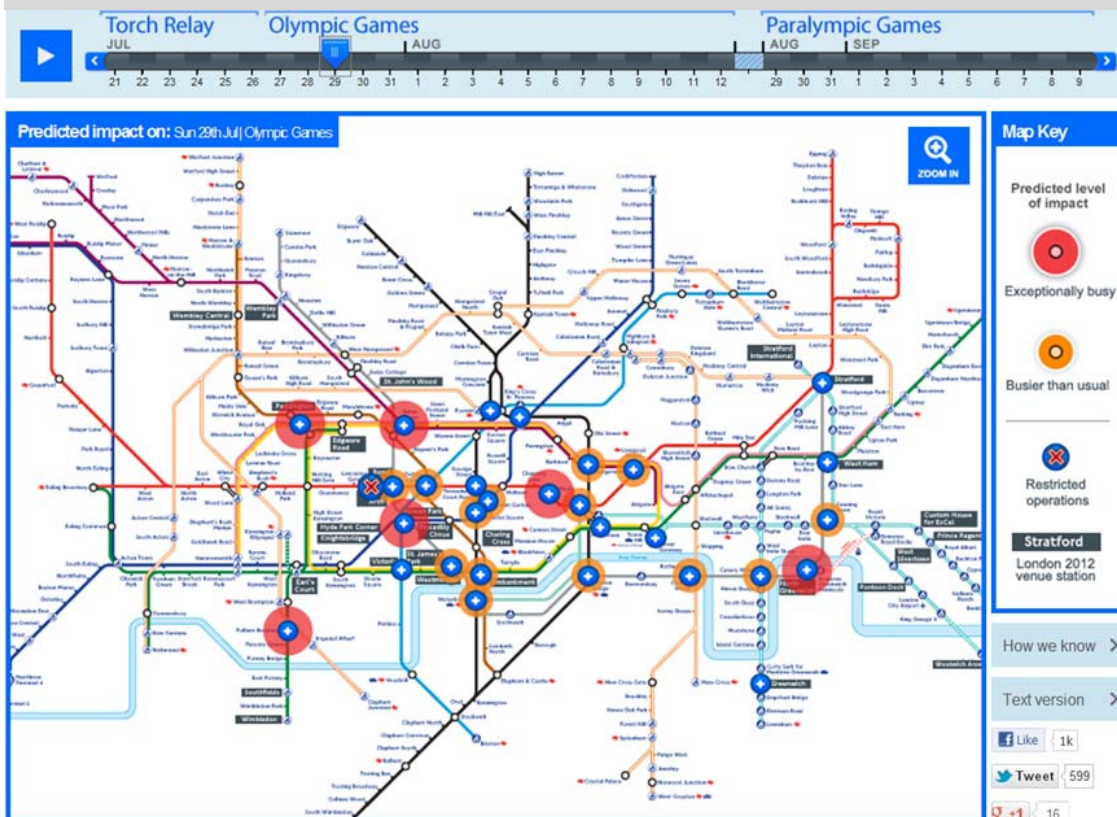


Travel misery signals more trouble ahead during Olympic Games

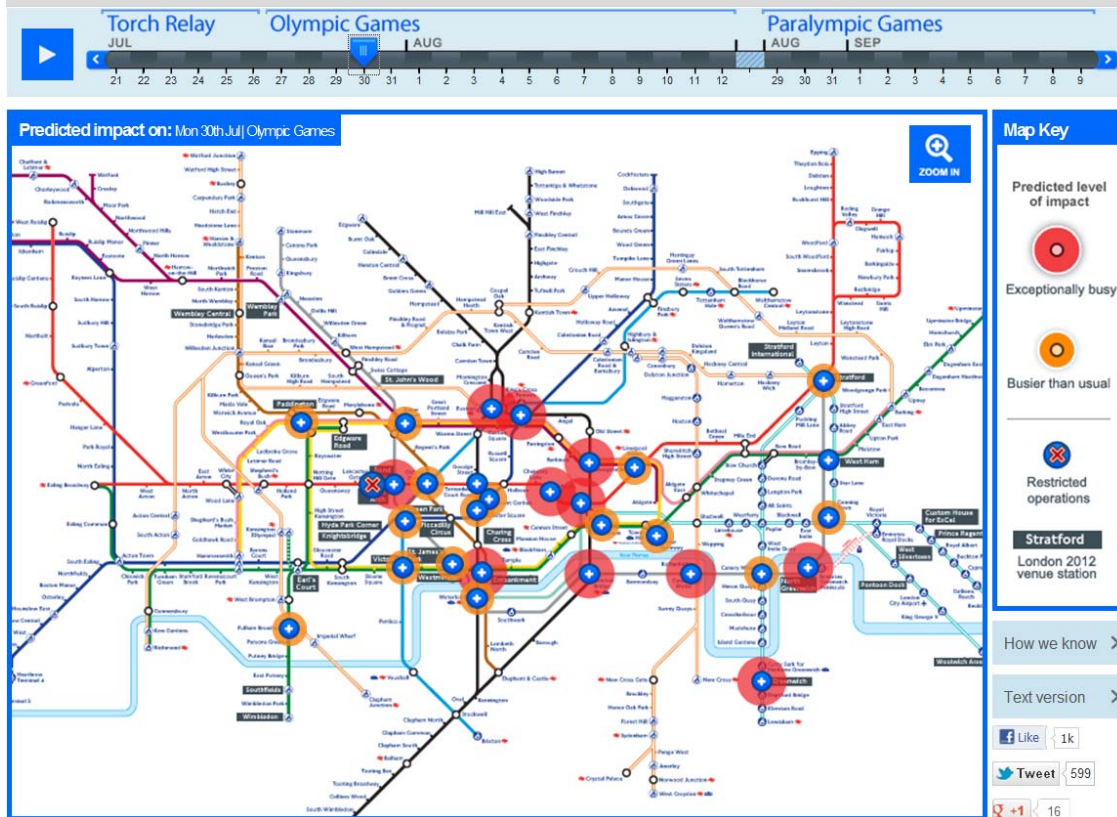


A 'perfect traffic storm' will bring Olympic chaos to London as 33% more cars clog roads and motors crawl along at 12mph

'Keep ahead of the games website – an innovation

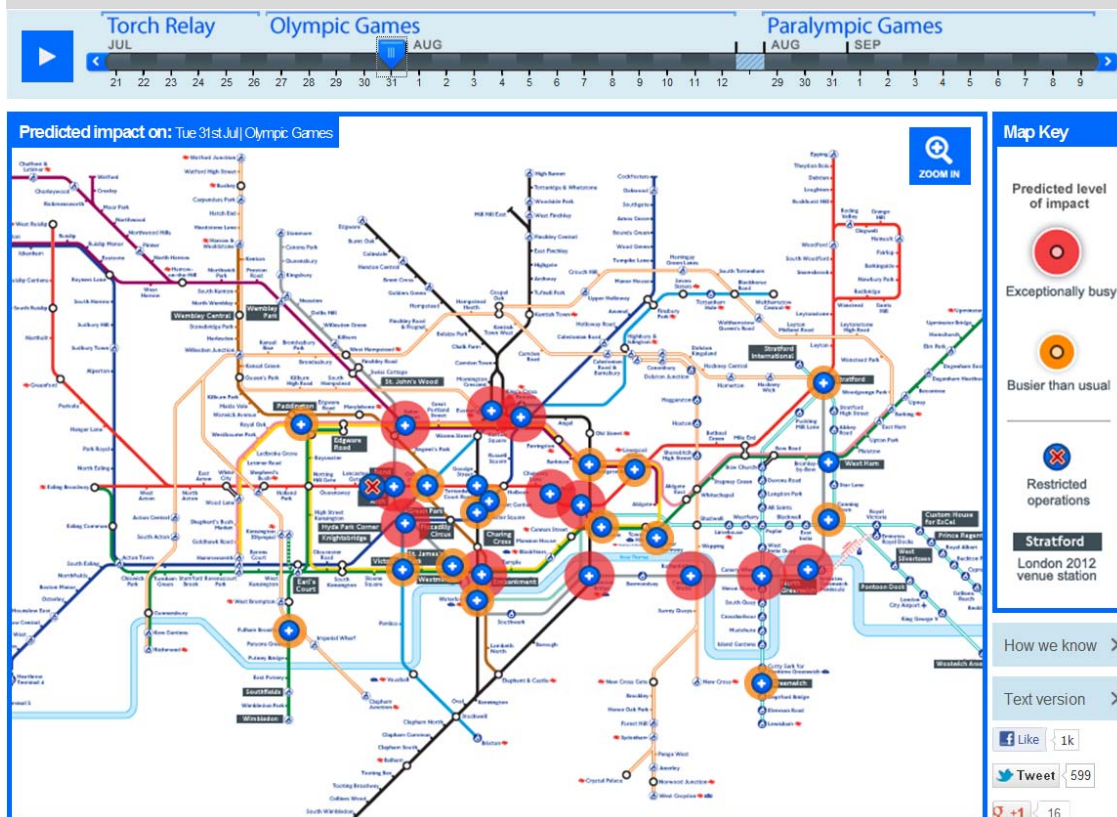


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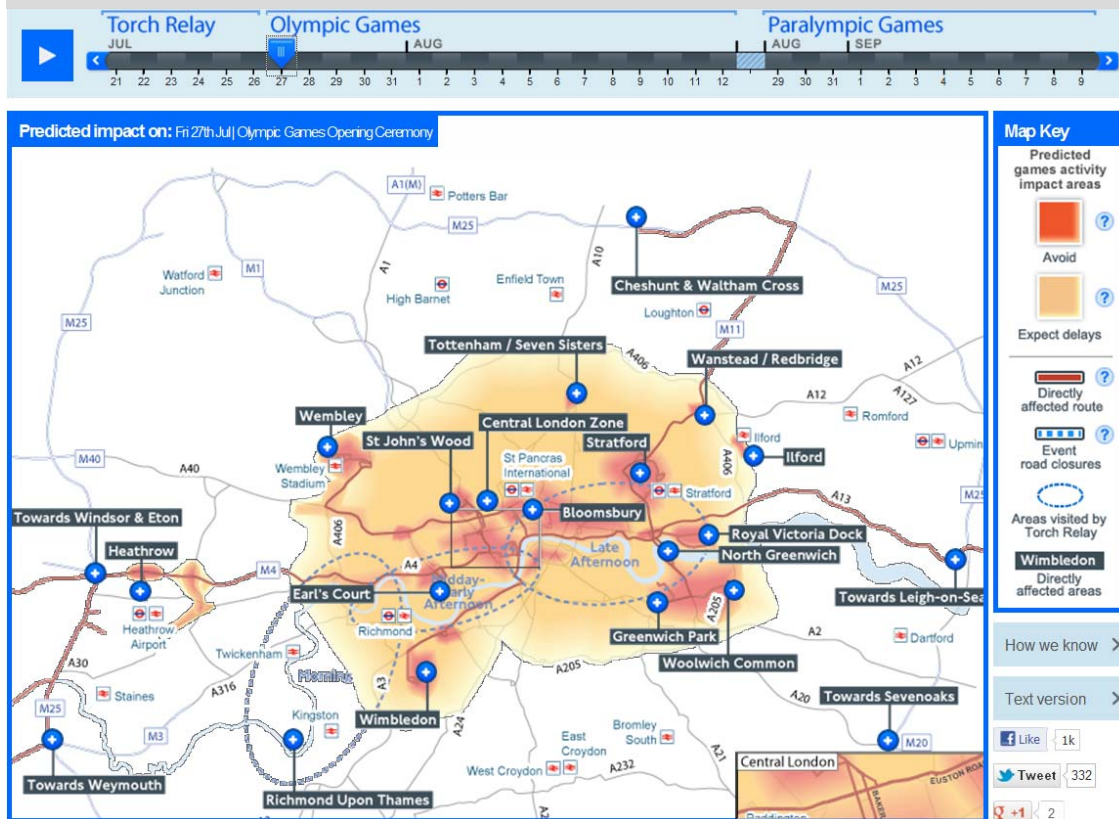
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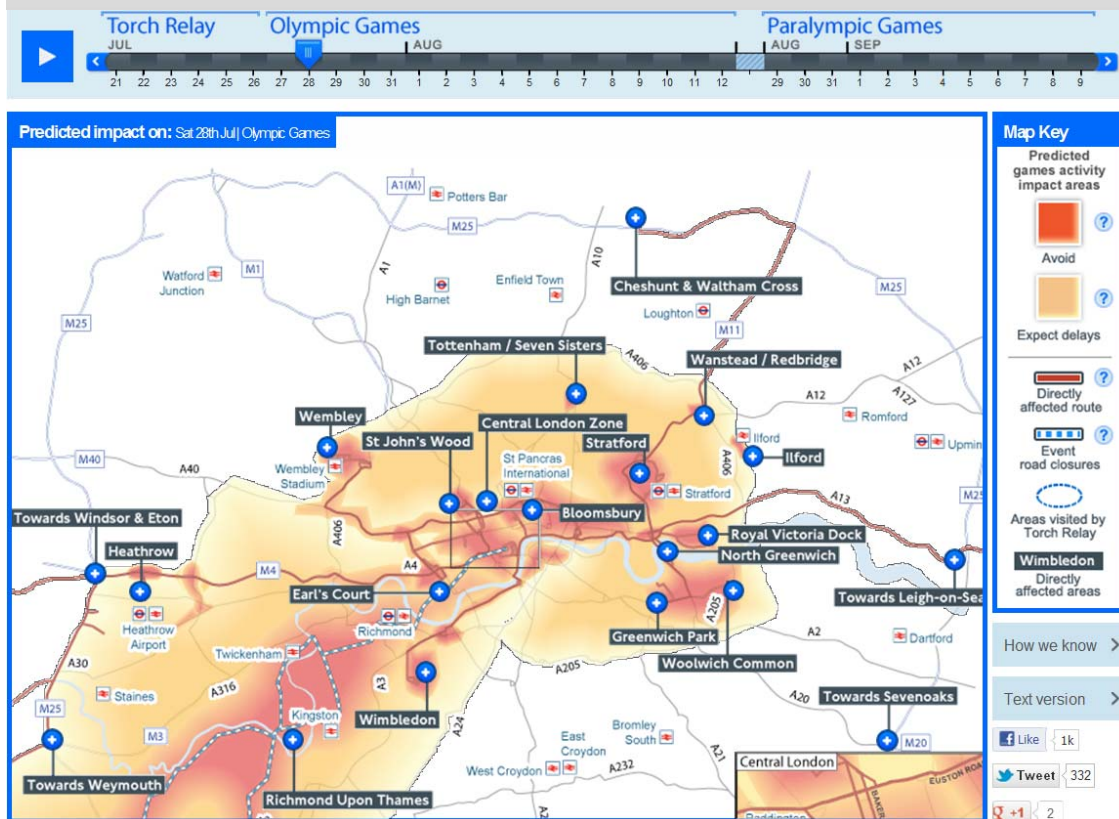


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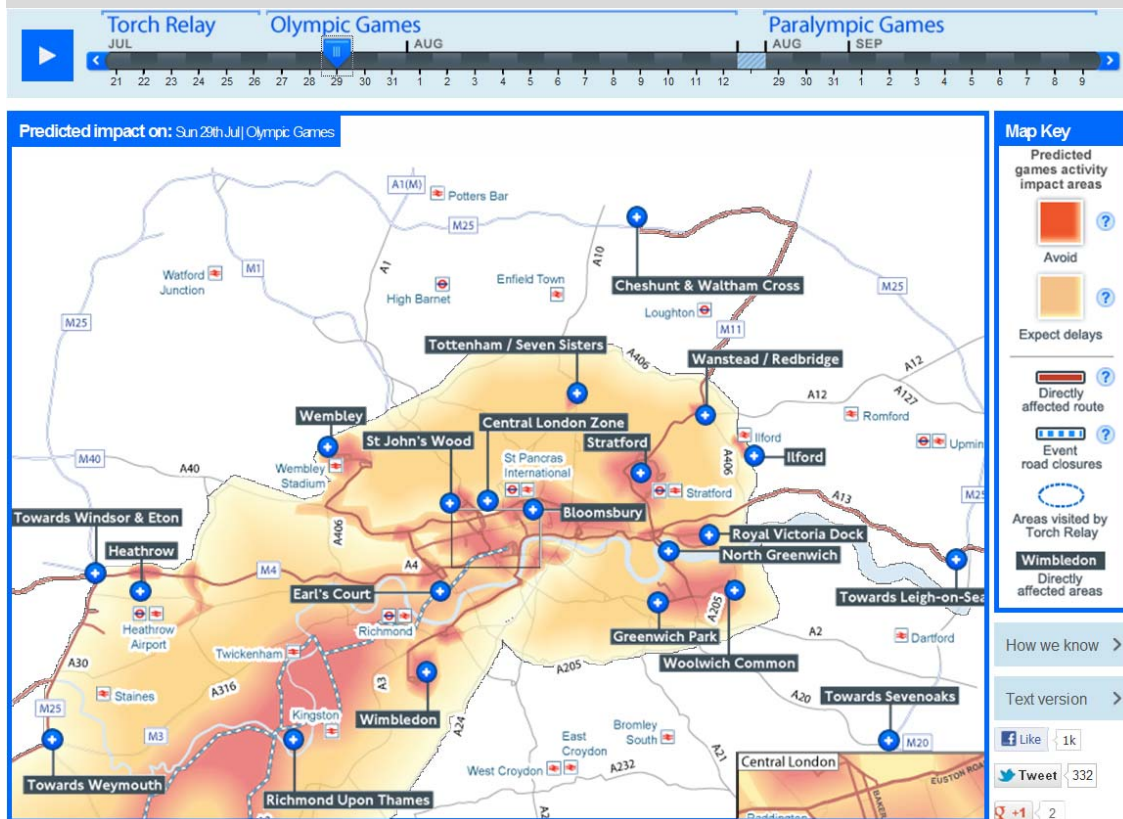
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Games Time



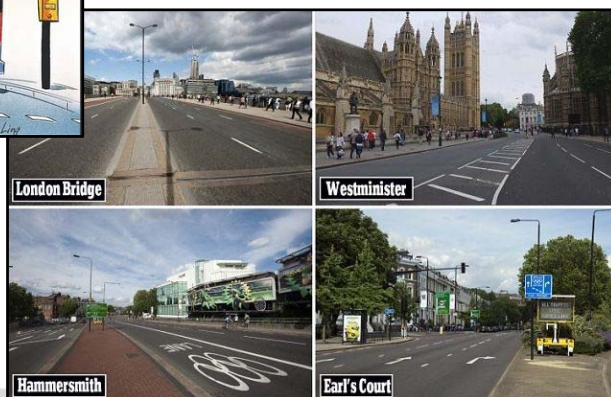
*Ghost town London:
'Victims of our own
success'*



Games Time – where have all the people gone?



Media Banner
"Ghost Town London"



Games Time – Public Transport Working Well

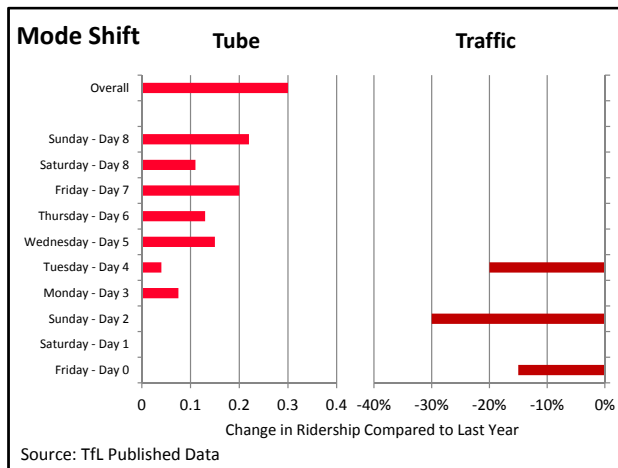


Gold-star performance by transport on first full working day of Olympics



Press Reports – Day 3
Many reports of Public Transport working very smoothly; trains buses very quiet; tube/trains “fantastic” – some commuters complain they get to work too early

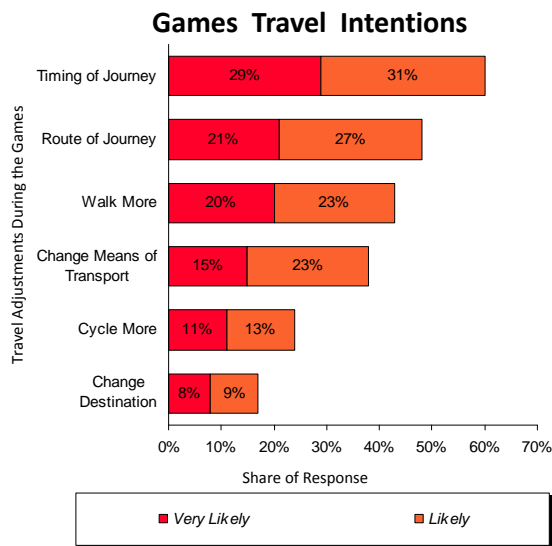
Games Time – Transit Mode Shift....



Commuter Quote: Day 3
Is it just me or is public transport actually quieter than normal? Can we host the Olympic Games more often please

Day 11 – Tuesday 7th LUL carries 4.5M passengers – Largest demand in all History

Games Time – Transit Mode Shift....



Business/Commuter Intentions

- **Work from Home**
 - 65% commuters said they would do this
 - 59% of businesses said they were happy for employees to work from home
- **Other options**
 - Vacation (Sydney = 27%)
 - 10% of Britons leaving the UK during the games (Assoc of British Travel Agents)

Source: Monash Business Survey – preliminary results

...consistent with previous games

Atlanta 1996

- Perceived that peak congestion reduced by 30%
- Radial traffic down 4-6%
- Peaks more spread

Sydney 2000

- Peak road travel times reduced by 50%
- Road traffic between 10-20% less than normal

Athens 2004

- Travel time reductions of up to 66% reported by media (2hrs to 40 mins for travel across city)
- F Dimou – Coutroubas reports 30% base load reduction on main roads

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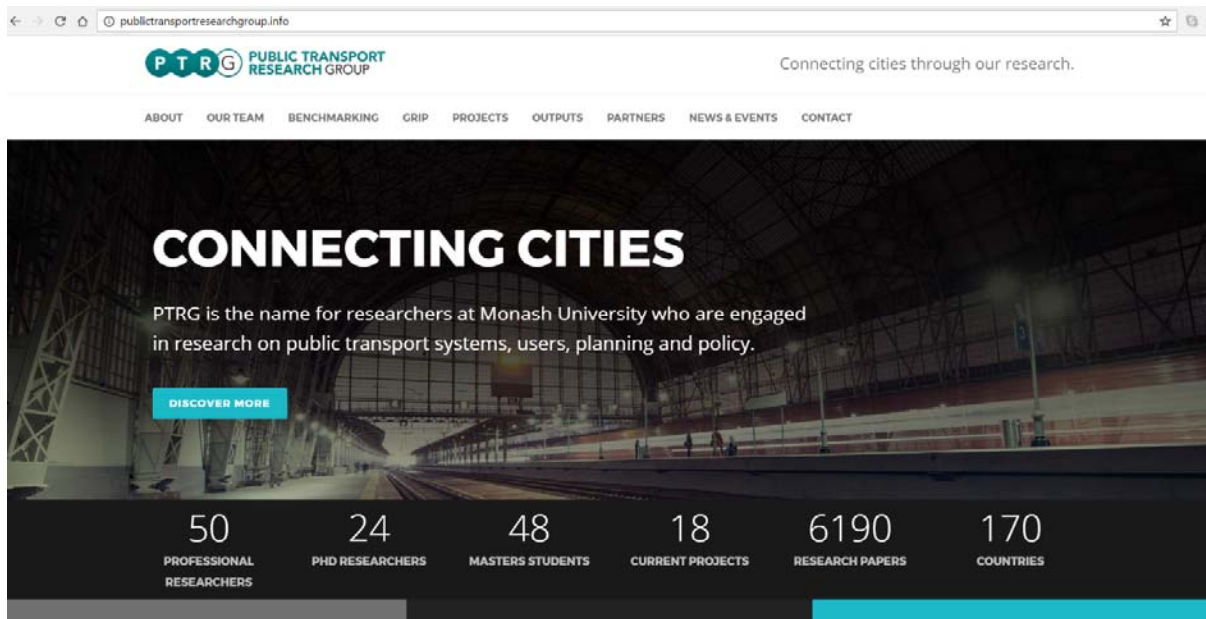
My Advice to Jakarta; Public Transport Emphasis; Tell the public about expected congestion, leverage media hysteria

- Quality Public Transport Essential
- Rail - critical to effective big city transport at volume
- Manage roadspace to achieve objectives
- The Power of TDM
- Making transport work by changing travel via changed expectations
- Effective management – Under promise and over deliver
- New technologies/ communications as an innovation to travel behaviour change



www.worldtransitresearch.info

2025 PTx2 UITP Showcase Award Winner



**Public Transport Research
Group WEBSITE
PTRG.INFO**

Monash PTRG are also offering industry short courses in planning public transport in Melbourne in July and Amsterdam in May

Join the **ITS (Monash)** LinkedIn group to keep informed of our activities

