

Dubai Public Transport Bus Master Plan, Fare Structure

Dubai is growing faster than any city on earth and is passing through an unprecedented development process. This growth has placed considerable demand on the transport system.

Client: Government of Dubai, Roads & Transport Authority
Project: Dubai Public Transport Bus Master Plan
Project duration: August 2006 – May 2007
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After lengthy international competition, the Roads & Transport Authority (RTA) of the Emirate of Dubai has chosen a German consortium to prepare a forward-looking master plan to cover public bus transport for the period until 2020. Among the consortium members are the German companies Hamburg-Consult, Rhein-Consult, BLIC, the German advertising agency Zum goldenen Hirschen and PTV AG, who is leading the consortium.

Tasks

The consortium has to analyse the improvement needs of public transport, and develop plans for achieving those improvements.

The basis for all planning is to devise a forward-looking bus network. It shall have a modular structure, with the option of adaptation to the requirements of the relevant development year. In this context, the deployment of alternative services, such as dial-a-taxi, is also examined.

Measures to accelerate bus transport on the streets and a modern PuT light signal control system are meant to ensure smooth traffic flow within the line network. Dovetailed with the individual measures, a forward-looking service guidance and information system shall be established.

Besides technical parameters, the consortium is developing a cost-efficient and easily comprehensible fare system that entirely meets Dubai's needs.

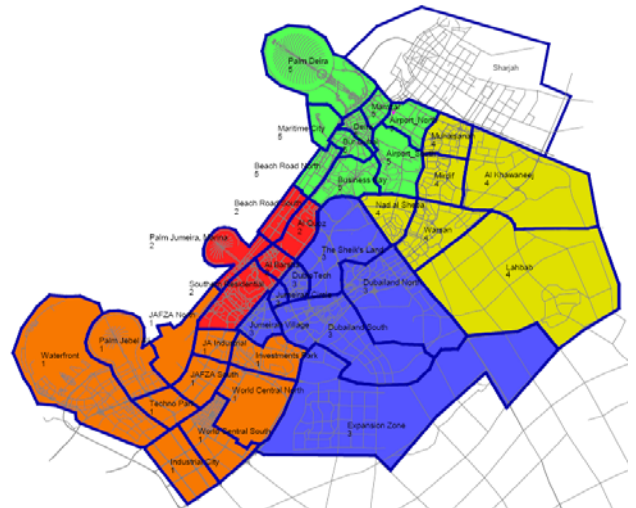
Another goal is to introduce an electronic ticketing system that allows passengers to change transport modes as required, e.g. from urban buses to interurban buses, the new metro or ferries – including automatic fare calculation.

Planning is rounded off by a comprehensive marketing concept. This concept includes the establishment of information campaigns and call centres to provide the customers with any information they need.

Task Fare Structure

The aim of this study is to develop an integrated fare structure that will increase the attractiveness of Dubai's public transport system to increase its ridership and mobility of the population.

The study mainly focused on the period 2010, when the first metro system will commence its revenue operations. Besides this period, the study also looked into the transition from the existing fare structure to the recommended structure in 2010, as well as how the fare system could be refined and improved beyond 2010.



Zonal Fare Map – 5 Zones

As the study objective called for an integrated fare system, all land- and water-based public transport modes including bus, metro, ferry, waterbus and abra are analysed in detail in the study. A fare model was also built specifically for this project to provide a robust means of assessing impact on ridership, revenue and average fare for the different fare options studied.

Regular meetings and discussions were held between PTV and RTA throughout the duration of the study. Monthly progress reports and presentations were given to constantly update the client on the project status.

The project is currently at its final stages and the study recommendations have been accepted and approved by the RTA Management.