

# Integrated transport network design and integration

Featuring:

## The Greater Kampala Transit project



# Kampala: today.....



09/06/2022

Kevin Short with Optibus, 2022

# Kampala: today

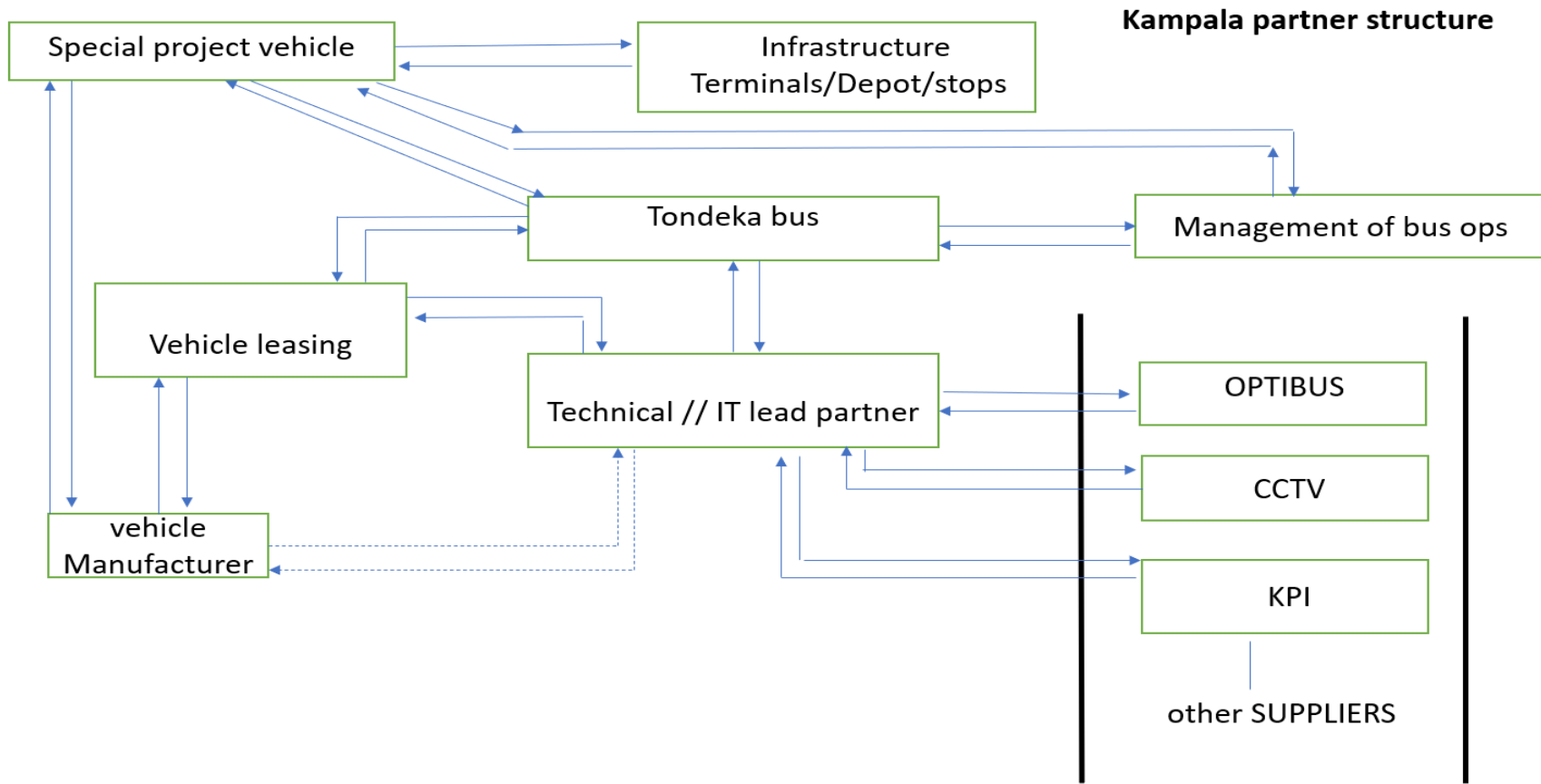


# Project structure

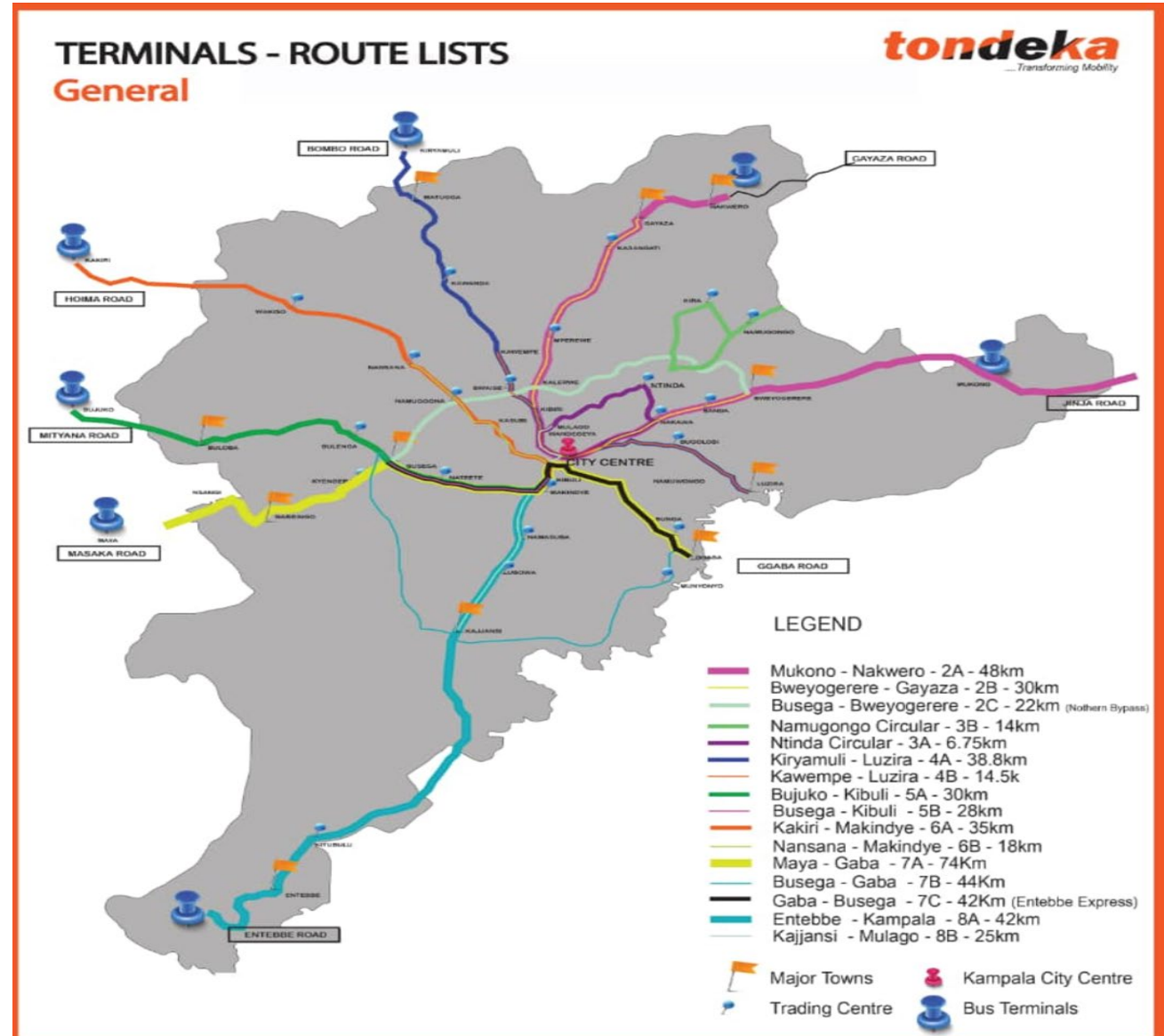
- Innovative approach to partnership: Political, private industry, Regional Government that has delivered results.
- Partnerships with representatives of Taxi and Boda Boda operator/owners

# Kampala project objectives

- Reduce the average commute of 1.5 hours, walking per day

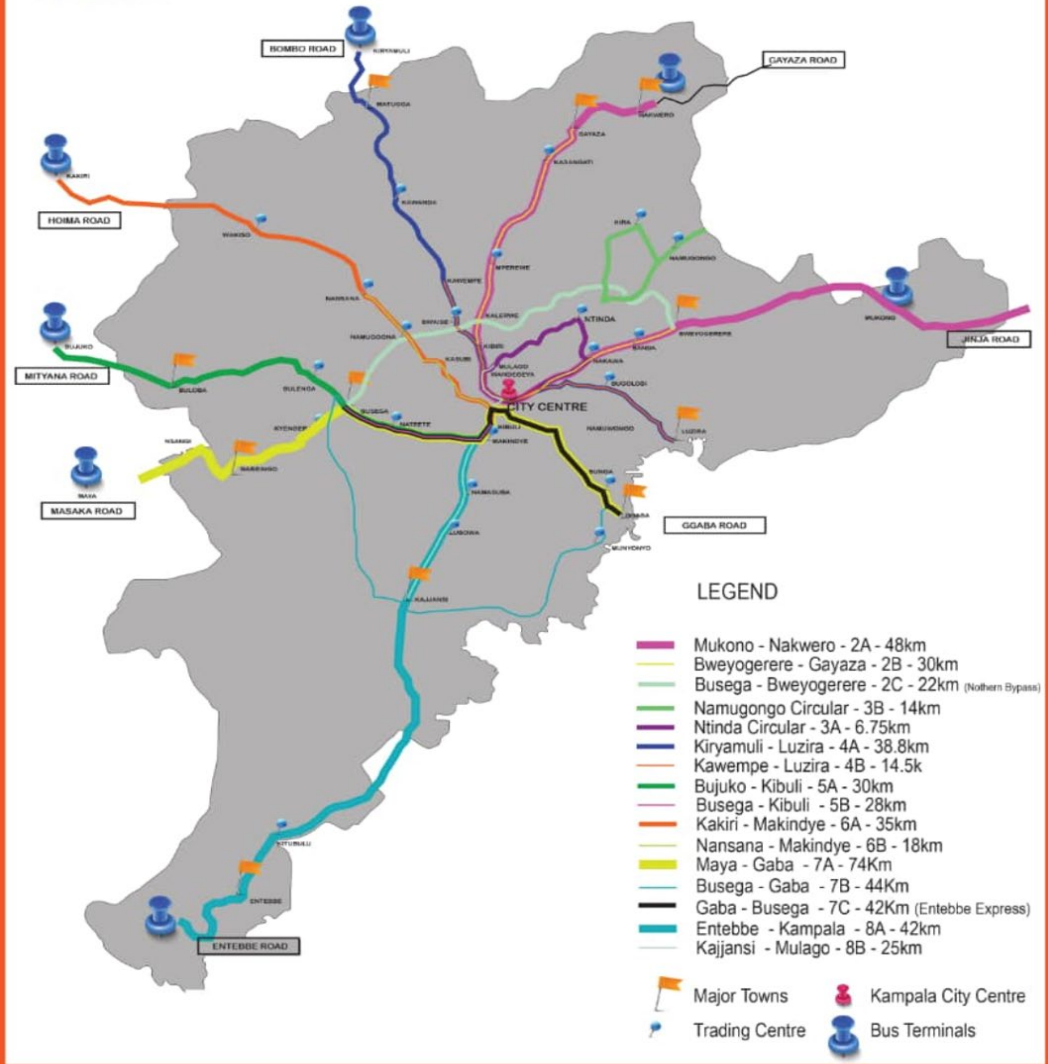


# Route network



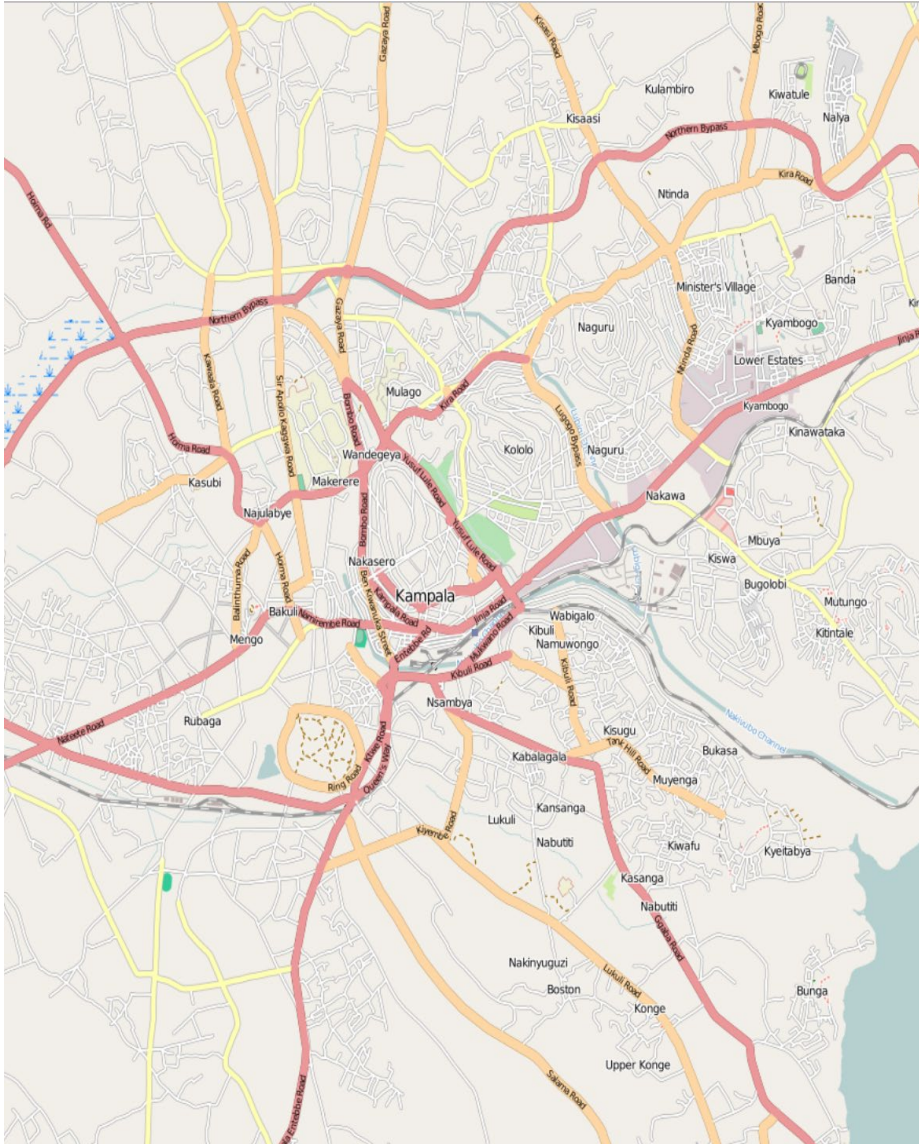
# TERMINALS - ROUTE LISTS

## General

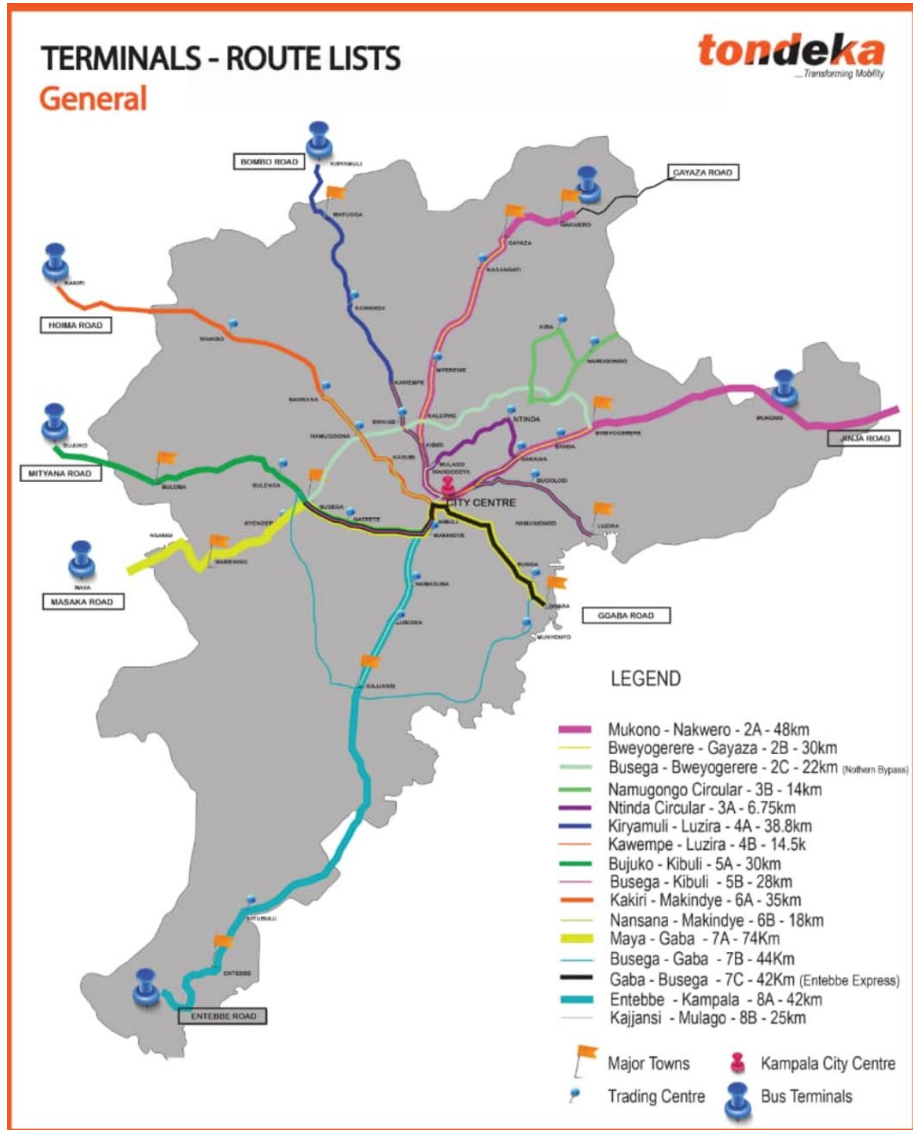


- Greater Kampala network planning

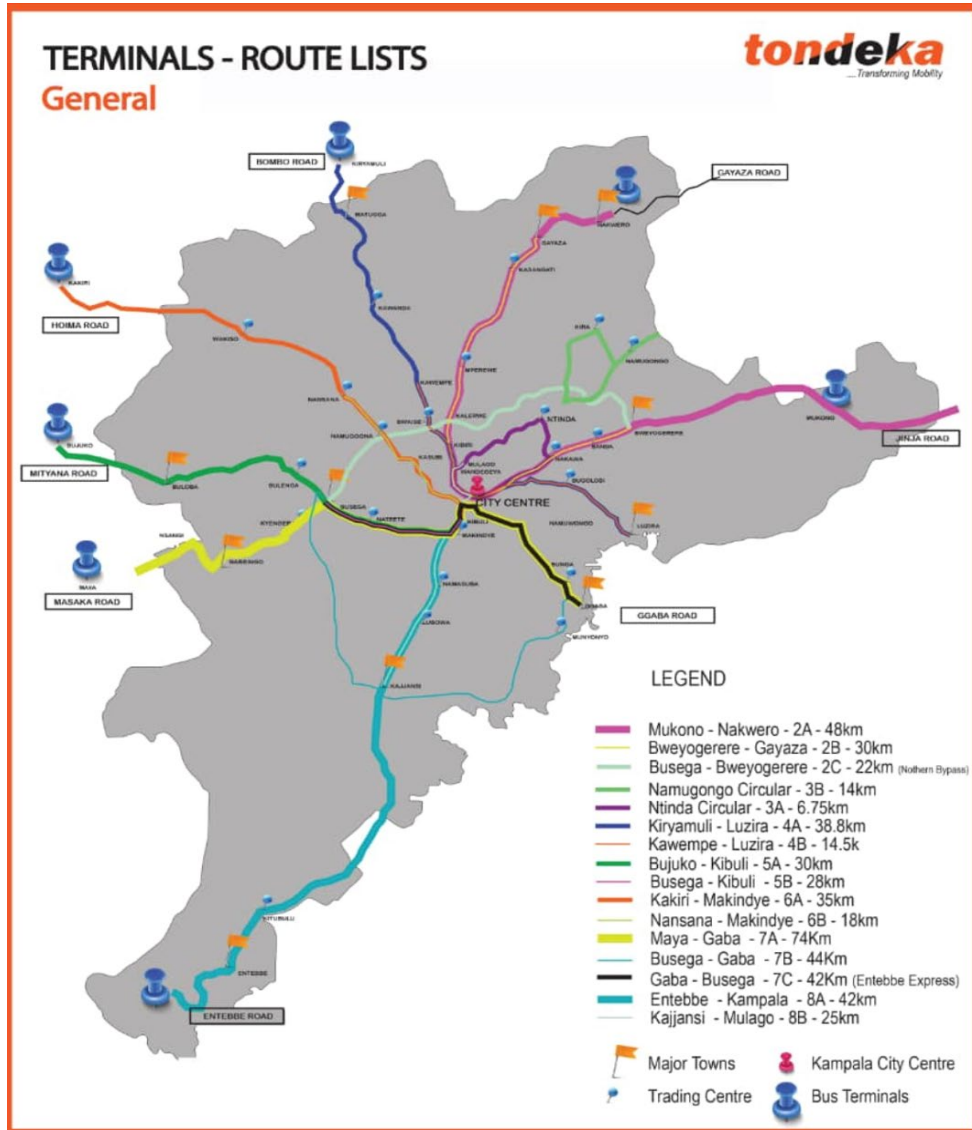




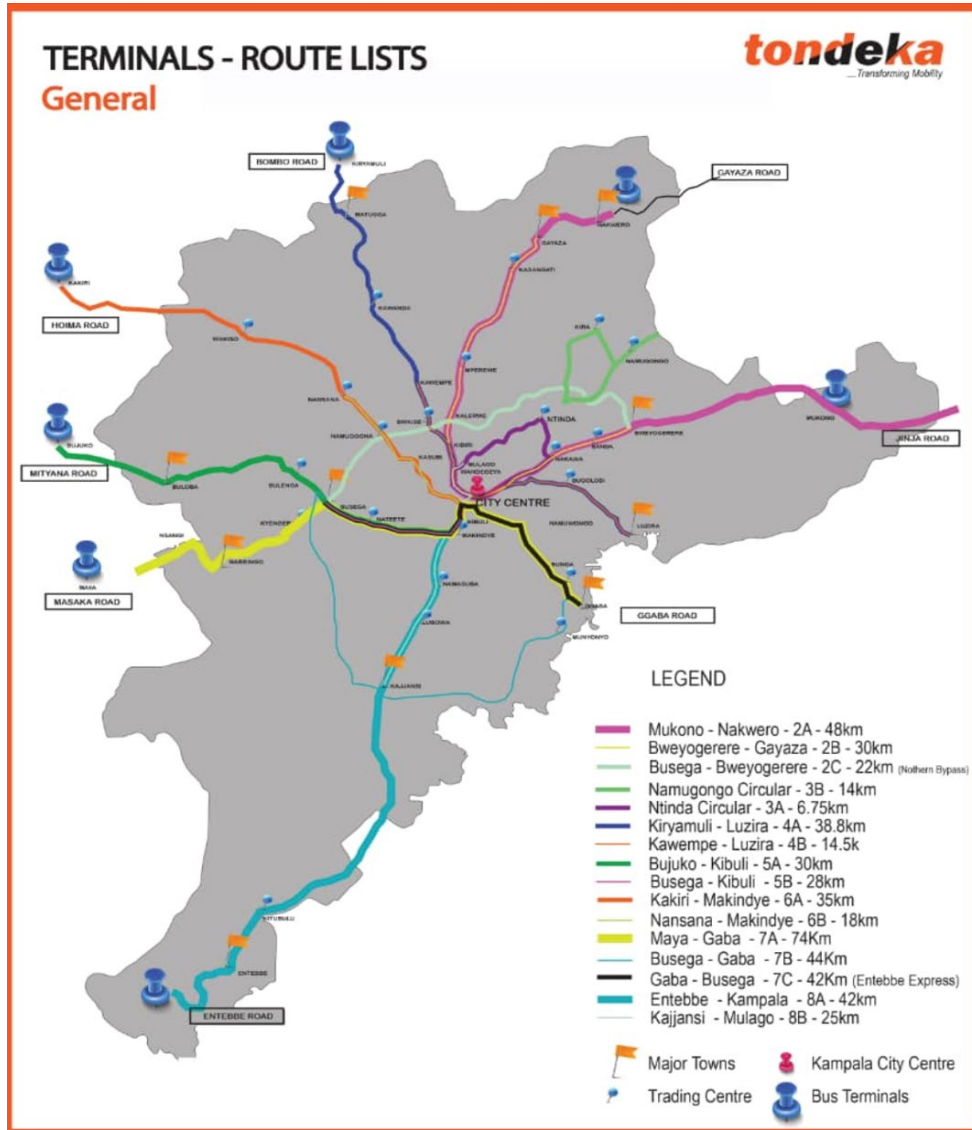
- Greater Kampala network planning
- Utilising key corridors of the local road network to maximise revenue generation opportunities.



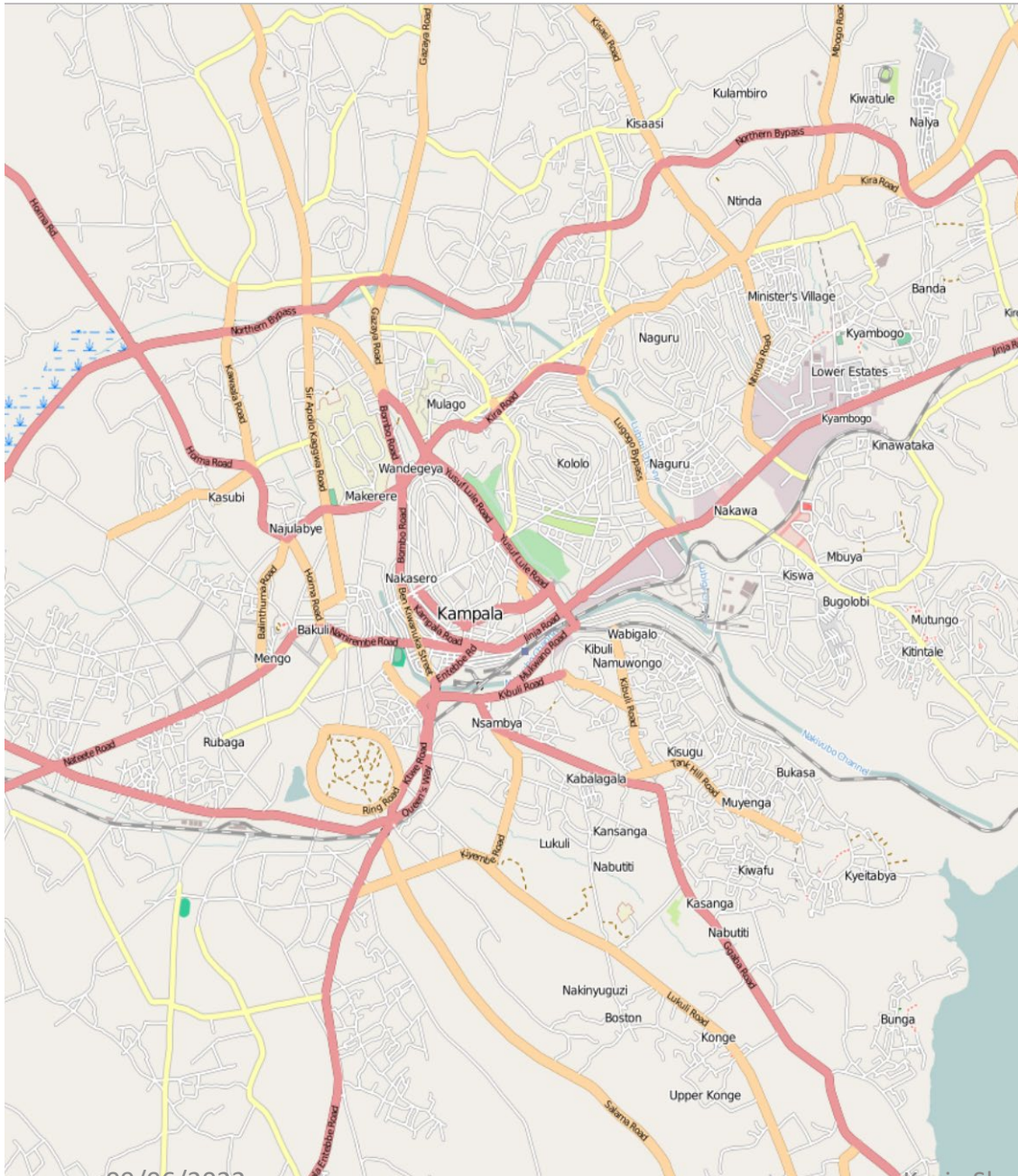
- Greater Kampala network planning
- Utilising key corridors of the local road network to maximise revenue generation opportunities.
- **PARTNERS**, such as Matatu and Boda operators have been included throughout the project to ensure success.



- Utilising key corridor roads to offer maximum revenue generation opportunities.
- Fare structures offer passengers:
  - one trip
  - one day travel
  - period ticketing options
  - Onward travel provision for last mile delivery
- Payment options include MO-MO



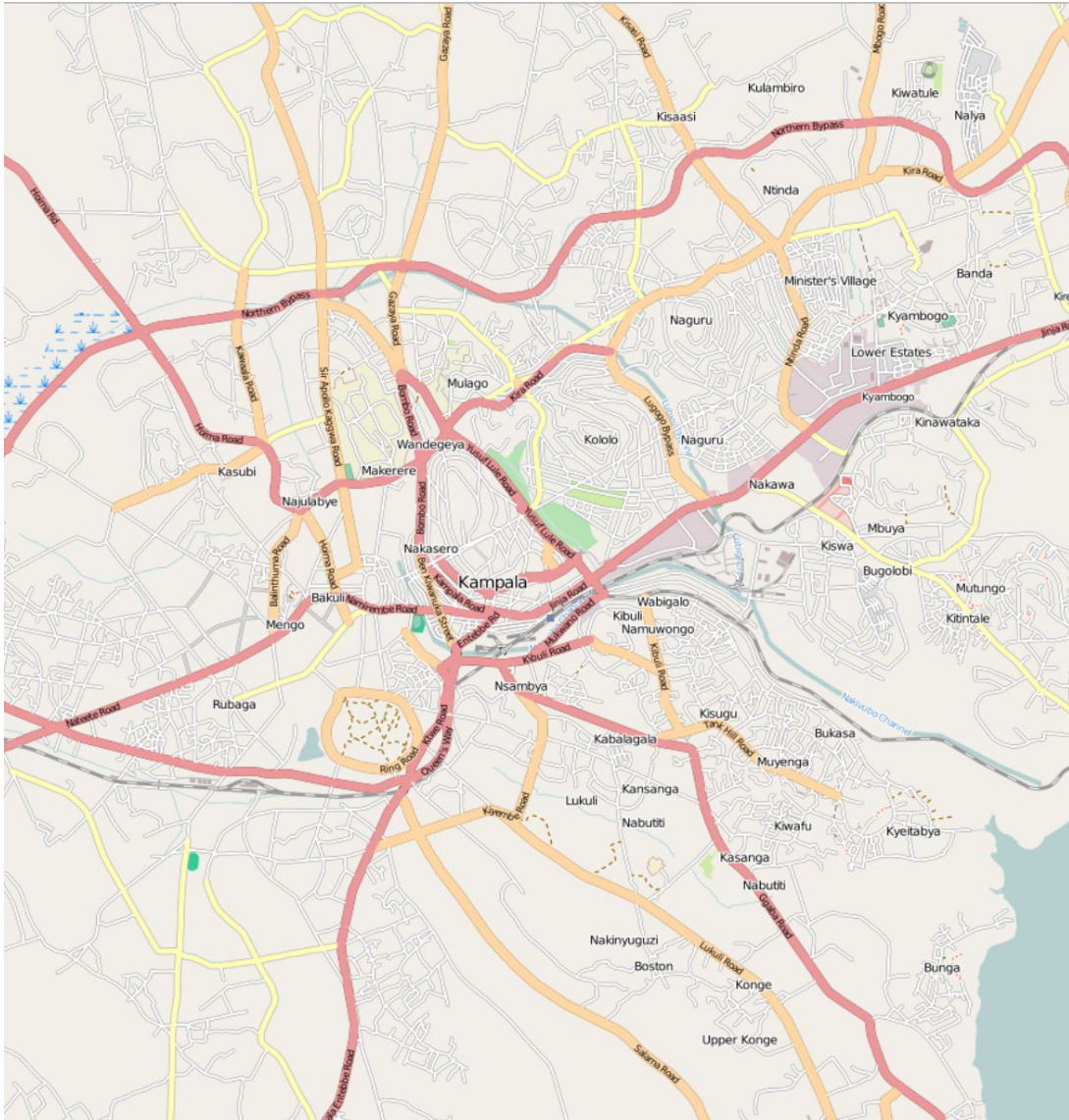
- Key routes operating to a distance of around 35kms from the CBD, terminating at specifically located transit hubs.



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- Radial routes operating to a distance of around 35kms from the CBD, terminating at specifically located transit hubs.
- Circular routings encompassing the CBD will be supported by EV.



- These out of town transit hubs offer onward travel connectivity, through Matatu (mini-bus) and Boda Boda (motorcycle transfers) to deliver last mile, local transfer options to travellers.

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- **Introduce Electric vehicles to city operations. The first in Sub-Saharan Africa**

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- Identify and ease existing congestion problems
- Introduce EV
- Introduce bus lanes into key areas of congestion

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- Reduce vehicle movements by 60k-75k per day
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- Introduce bus lanes into key areas of congestion
- Tap on tap off ticketing/digital banking

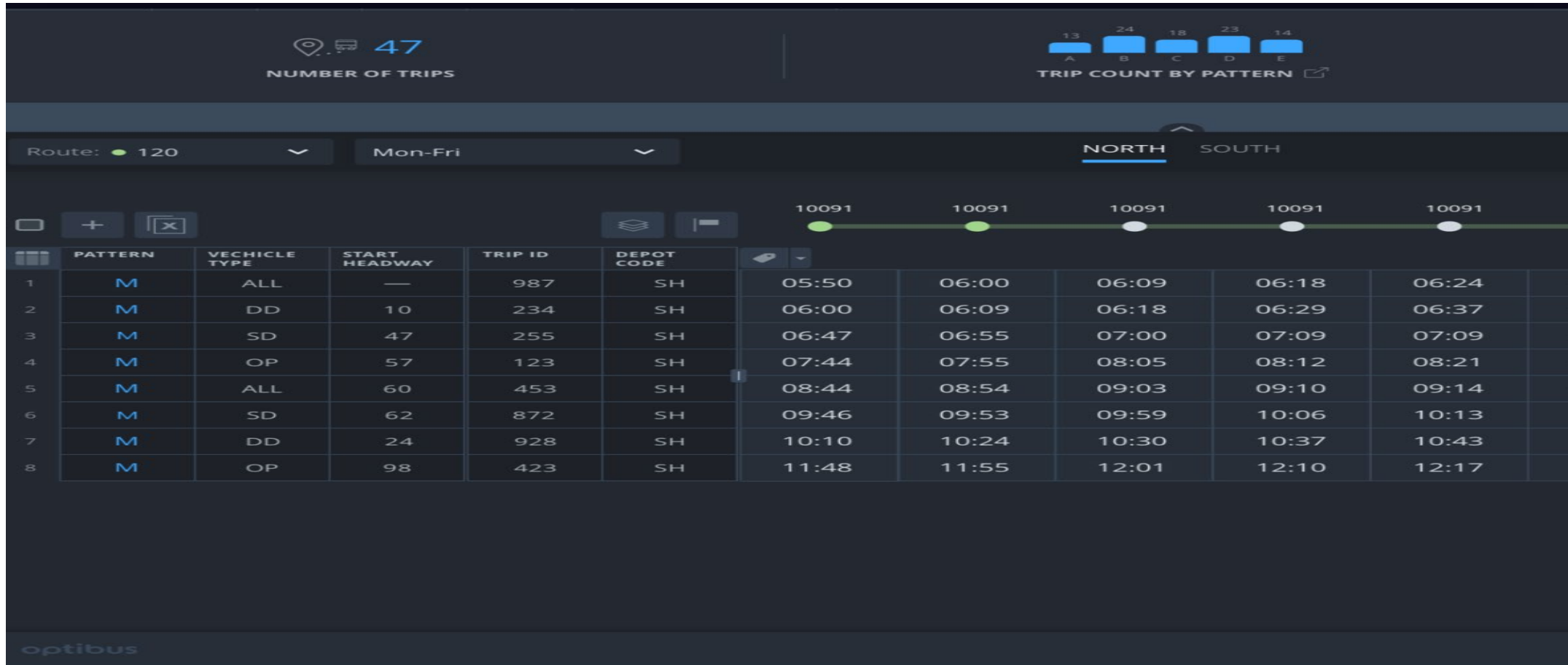
# Kampala project objectives

- Reduce vehicle movements by 60k-75k per day
- Identify and ease existing congestion problems
- Introduce EV
- Introduce bus lanes into key areas of congestion
- Tap on tap off ticketing/digital banking
- **Safe and secure transportation at reasonable fares**

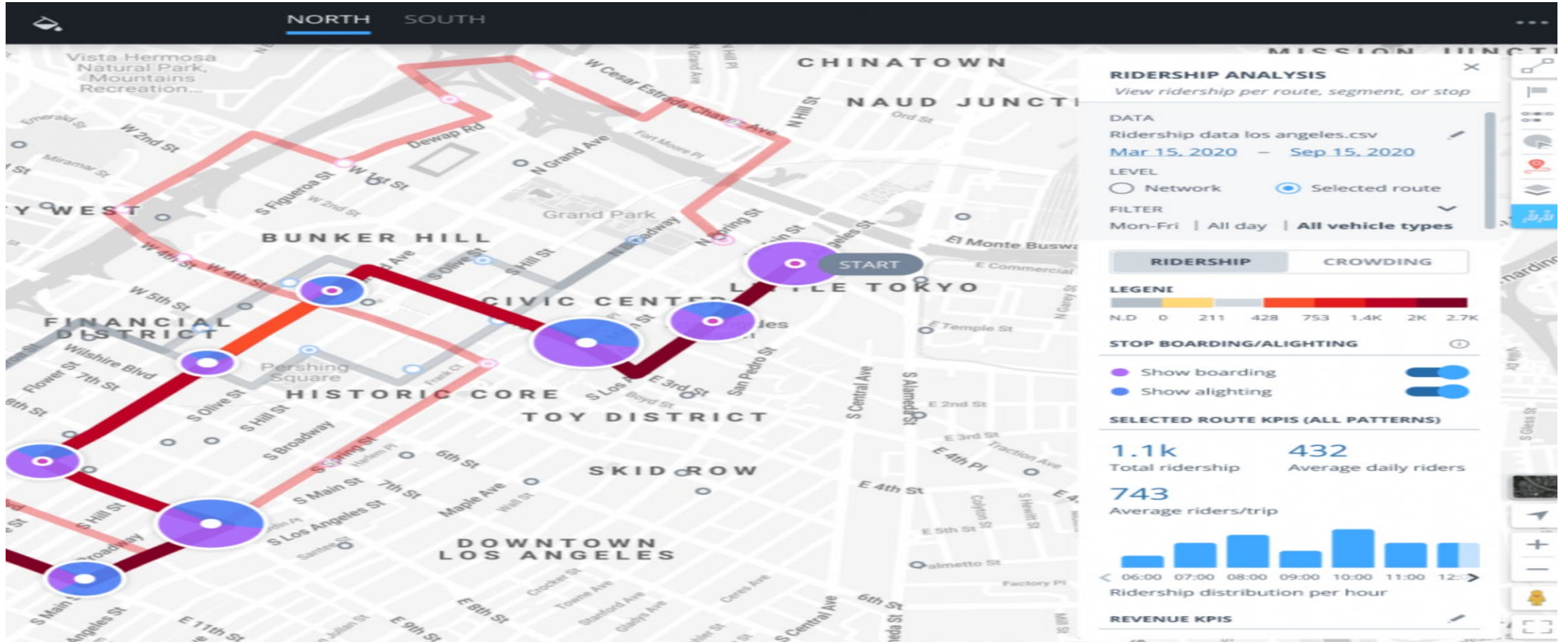
# Optibus: what drove Kampala decision to select us?

- Customer focused
- Unicorn status
- Industry leading product(s) combined with high quality customer service delivery
- Competitive pricing. Ability to work alongside existing infrastructures

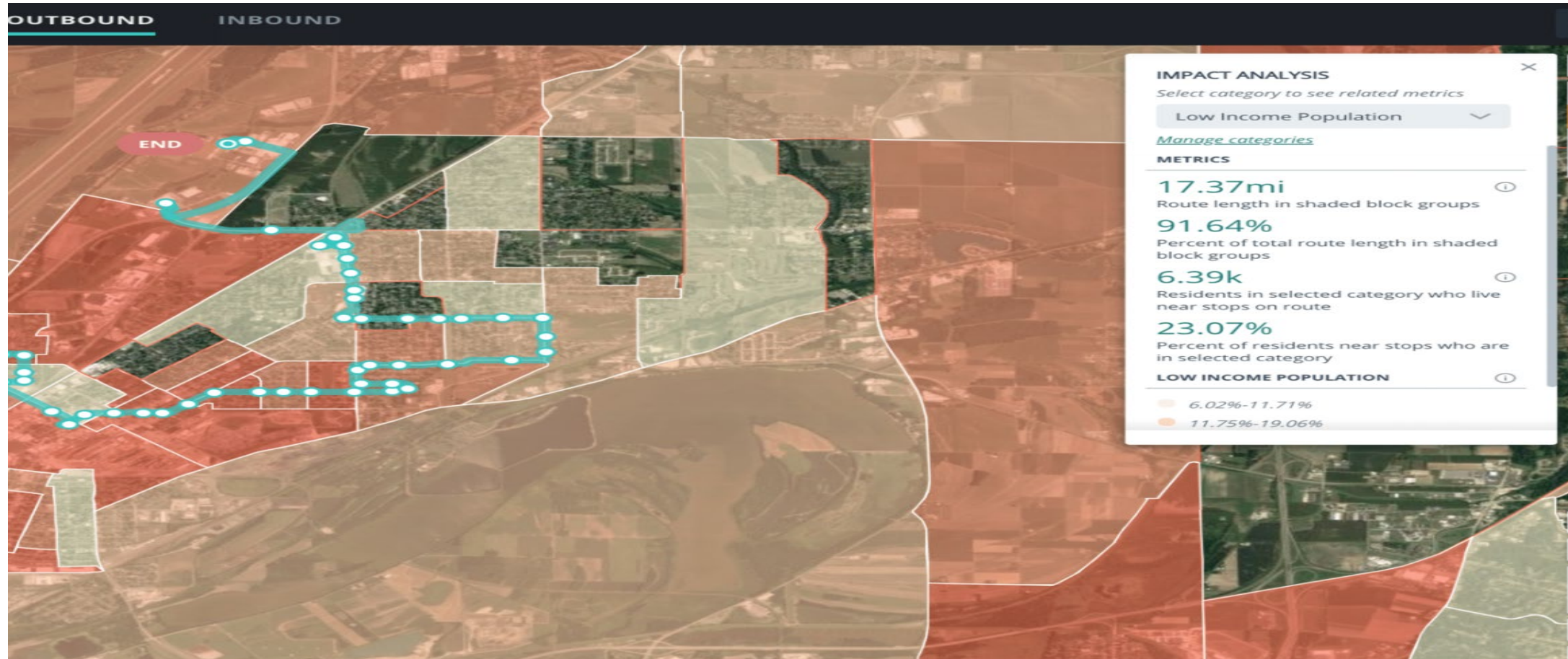
# Insight: Scheduling in Kampala: its never been done before to this scale.



# Passenger insights: Ridership/crowding.



# Planning: impact analysis





# Insight: schedule creation

**ADJUST TRIP TIMES**

AVL Settings

Data filter override: 12 Aug 17 - 26 Dec 20

Vehicle type: Urban, Interurban

OTP percentile goal: 90 %

Goal per timepoint

- 10091 Ruislip Station: 92 %
- 10092 Brickwall Lane: 90 %
- 10096 Church Avenue: 87 %
- 10096 Church Avenue: 90 %

Selected trips: 3

CANCEL ADJUST

Route: 120 Mon-Fri

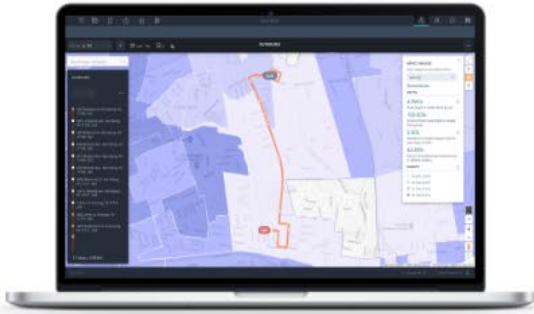
TRIP COUNT BY PATTERN: A: 13, B: 24, C: 18, D: 23, E: 14

PATTERN	VEHICLE TYPE	10091	10092	10096
A	A	05:50	06:00	06:00
A	D	06:00	06:09	06:09
A	S	06:47	06:55	07:03
A	C	07:44	07:55	08:06
A	A	08:44	08:54	09:05
B	S	09:46	09:53	10:02
B	D	10:10	10:24	10:38
B	C	11:48	11:55	12:02

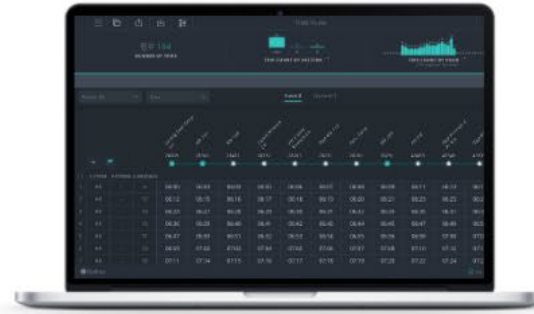
# Insight: schedule creation



# Operational tools



Route planning



Timetable



Vehicle & crew scheduling  
EV-ready



Rosters



Operations

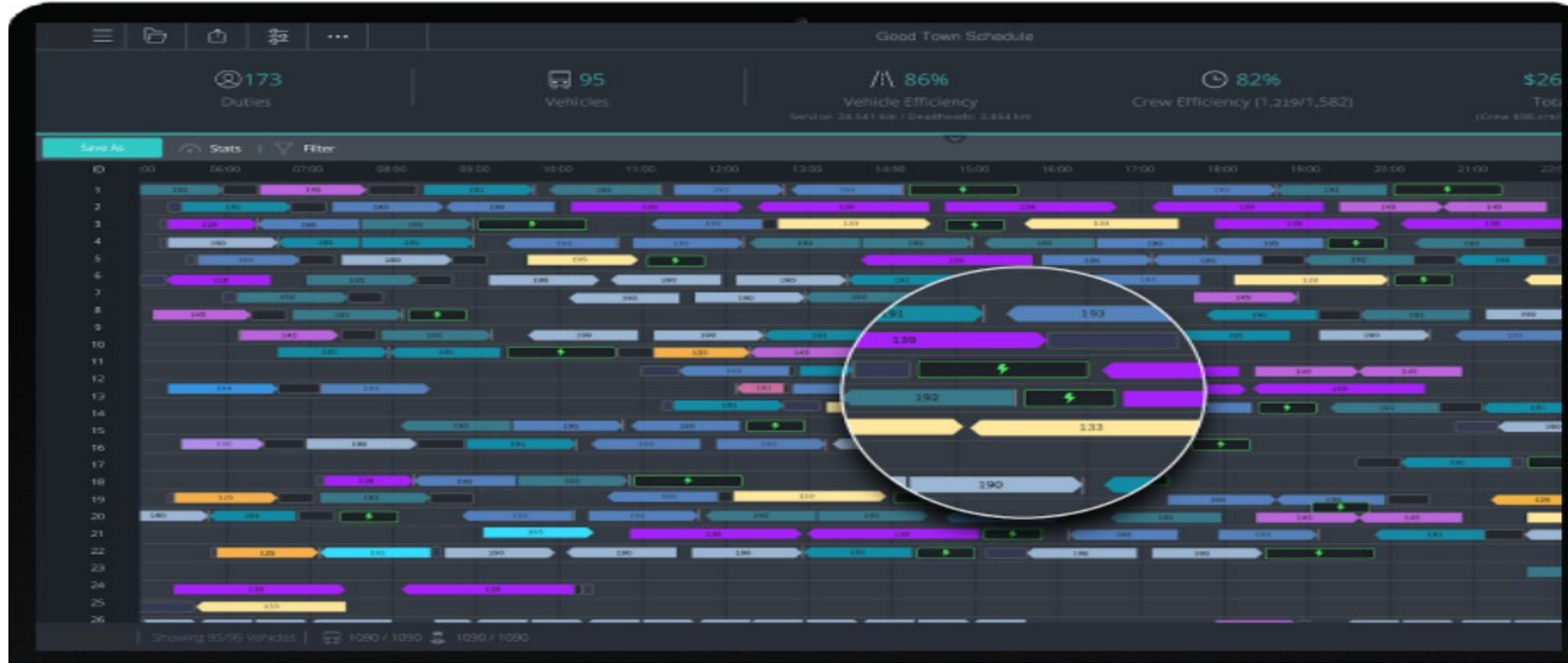


Analytics

# Operational planning



# EV operations



# KPI

## METRICS, REPORTS & ANALYTICS

Gain business insight by viewing metrics in a variety of formats, and communicate with stakeholders.

### KPIs

Watch key performance indicators change in real time as you create and optimize your schedules and rosters

### Reports

Generate and share custom reports such as paddle reports, timetable reports, financial reports and crew duty summaries

### Analytics

Use executive dashboards to figure out what works well and what needs improvement, come up with new schedules, and submit bids



# Conclusion

- Kampala project is leading Africa forward. Supply chains, operations, vehicles, Partnership is critical
- CHANGE can be good. It does not imply increased costs!
- AFRICA has the brightest future

