

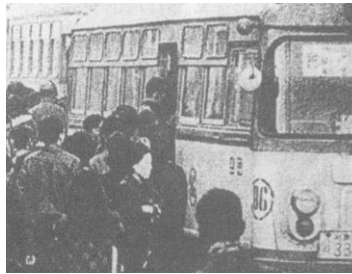
# Seoul Transportation Policy

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Research Fellow / The Seoul Institute



# A Time of Growth (1950-1995)

Improving Infrastructure with Bus



Congestion in CBD



Integrated transportation system

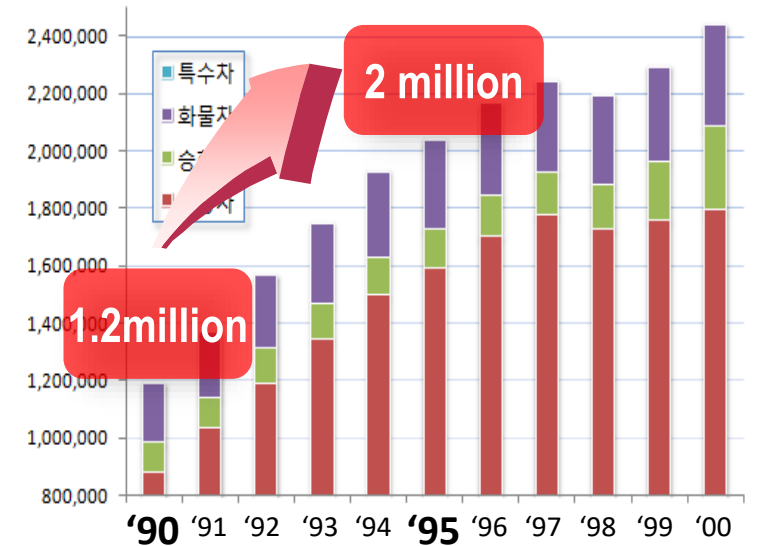


1950-1970

1970-1980

1980-1990

Number of Vehicles in Seoul (90s)



“Age of Automobile”

# Appointed (1946–1994) or Elected (1995)



1st

1995-1998



2nd

1998-2002



3rd

2002-2006



4th

2006-2010



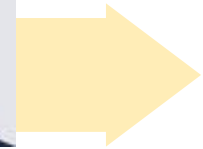
5th

2010-2014



7th

2018-2022



8th

2022-

# Policy for fast-growing vehicles

## Demand Management

- Special Counterplan for Seoul Transportation (1994)
  - Vehicle Demand Management
  - Public Transportation Priority
- Congestion Pricing (into CBD area)
- Charges for Trip Generation

## Lack of Residential Parking

- Priority for Resident Parking
- Side-street Maintenance



# Transportation with Information Technology (IT)

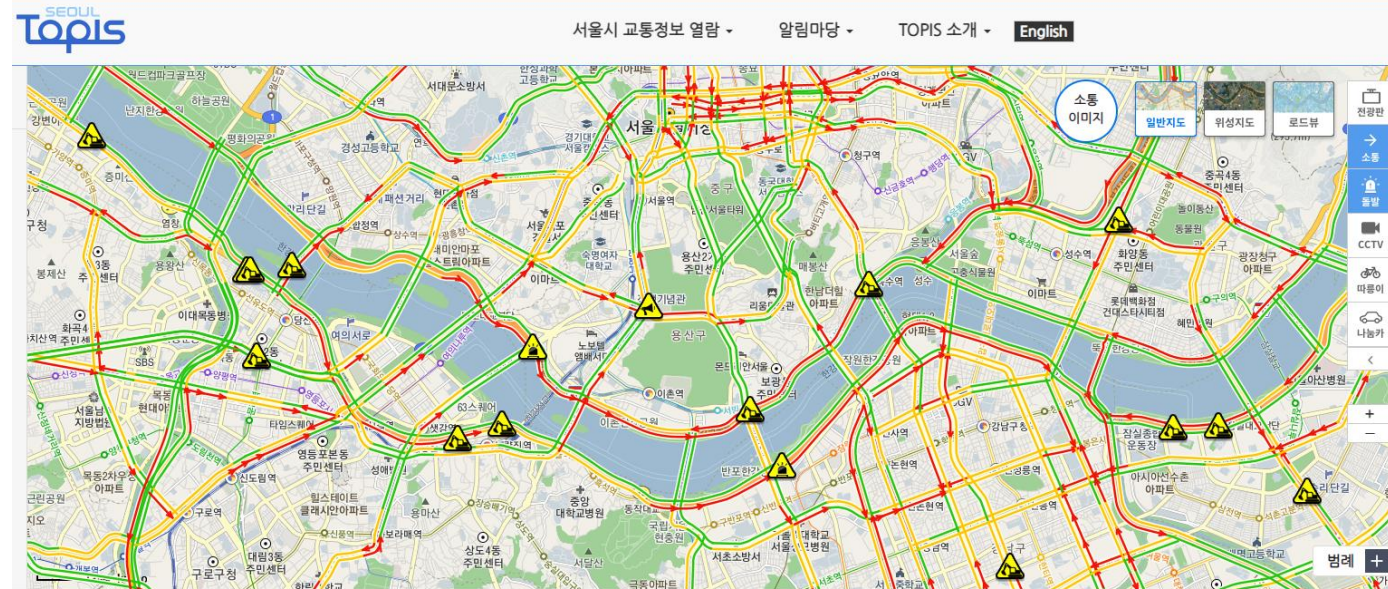
## Improving Road Efficiency

- Introducing Intelligent Transportation System (ITS)
- Advanced Traffic Signal System
- Maintenance for 24 main road (433km) and Intersections



## 2<sup>nd</sup> Phase of Seoul Subway

- Completion of 8 Lines (300.2km)
- ➔ Subway mode share 35%



# Public Transportation Revolution

## Reform of Public Transportation

- New Operation System for Seoul Bus (Quasi-Public Bus System)
- Infrastructure for Public Transportation
- Smart Card for Integrated Fare System (Bus + Subway)



## Improvement of Walk Environment

- Improvement project to promote public Transportation



# Environment-friendly Transportation

## Conversion of Eco-friendly Vehicles

- Developing Electric Bus for Namsan (Mt.) Area
- No-driving Day Program: One day per week
  - Reduction in Tax, Insurance and Congestion Pricing
- Promoting Bike Usage
- Water Taxi on the Han River



# Human-oriented Seoul Transportation

Rapidly changing Society

- Aging Society
- Sustainable Environments
- Sharing Economy



## Pedestrian Friendly Policy

Walkable City, Seoul

**Urban Pedestrian Road**  
Connect tourist attractions in the city center with **5 roads**

81 areas in 2016  
**141 areas** in 2018

**Walking Street for Children**

**Road Diet**  
More than **20 roads** will be Improved in December 2016

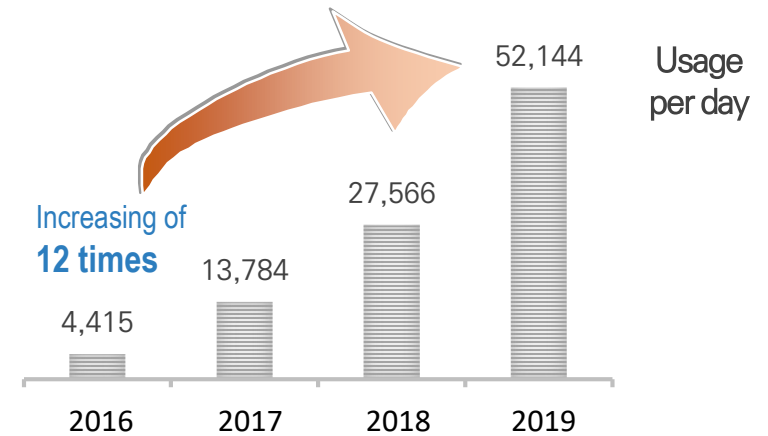
As of September 2016,  
**5,600** Seoul Bikes "Ddareungi"  
**450** Bike Rental Stations

**Seoul Bike "Ddareungi"**

[Read more](#)

## Bike-oriented Policy

Seoul Public Bike, Ttareungyi



1<sup>st</sup> Place of "Most Beloved Policies of Seoul" in 2017, 2018 and 2019

# Human-oriented Seoul Transportation

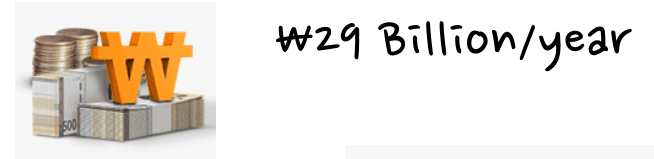
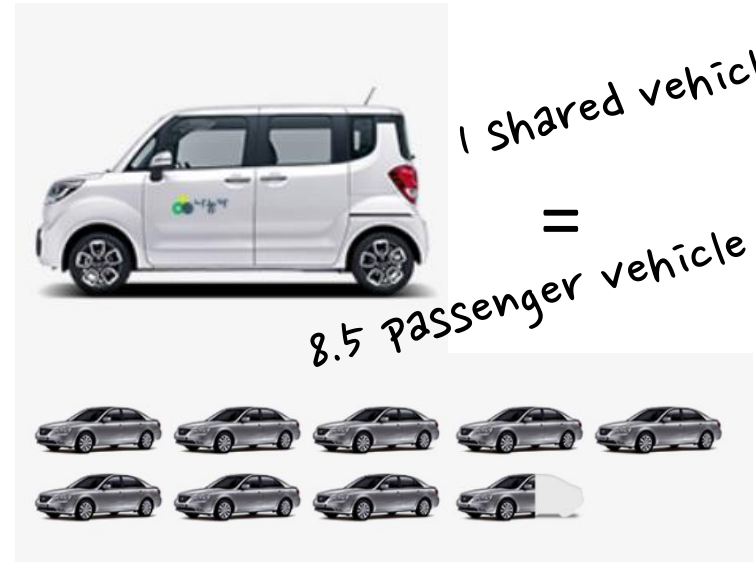
Rapidly changing Society

- Aging Society
- Sustainable Environments
- Sharing Economy

## Night (OWL) Bus



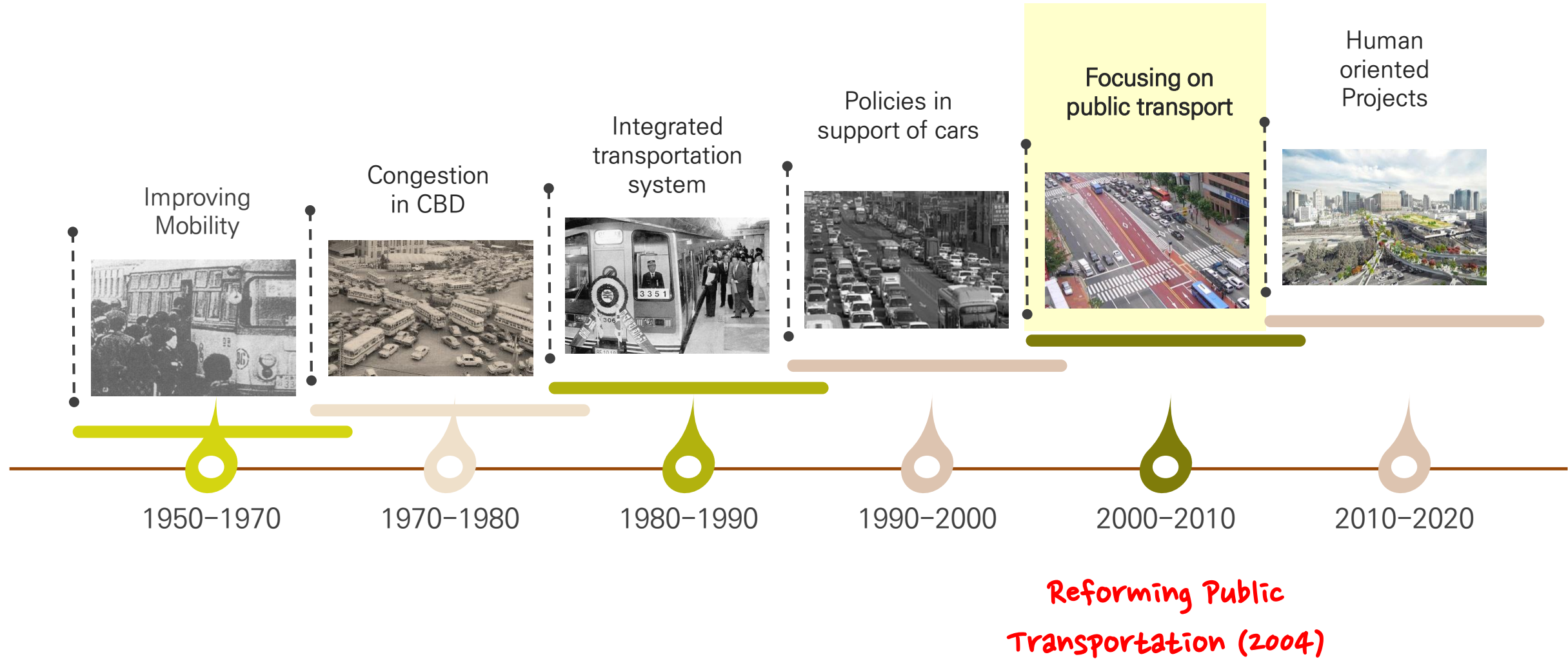
## Sharing Transportation



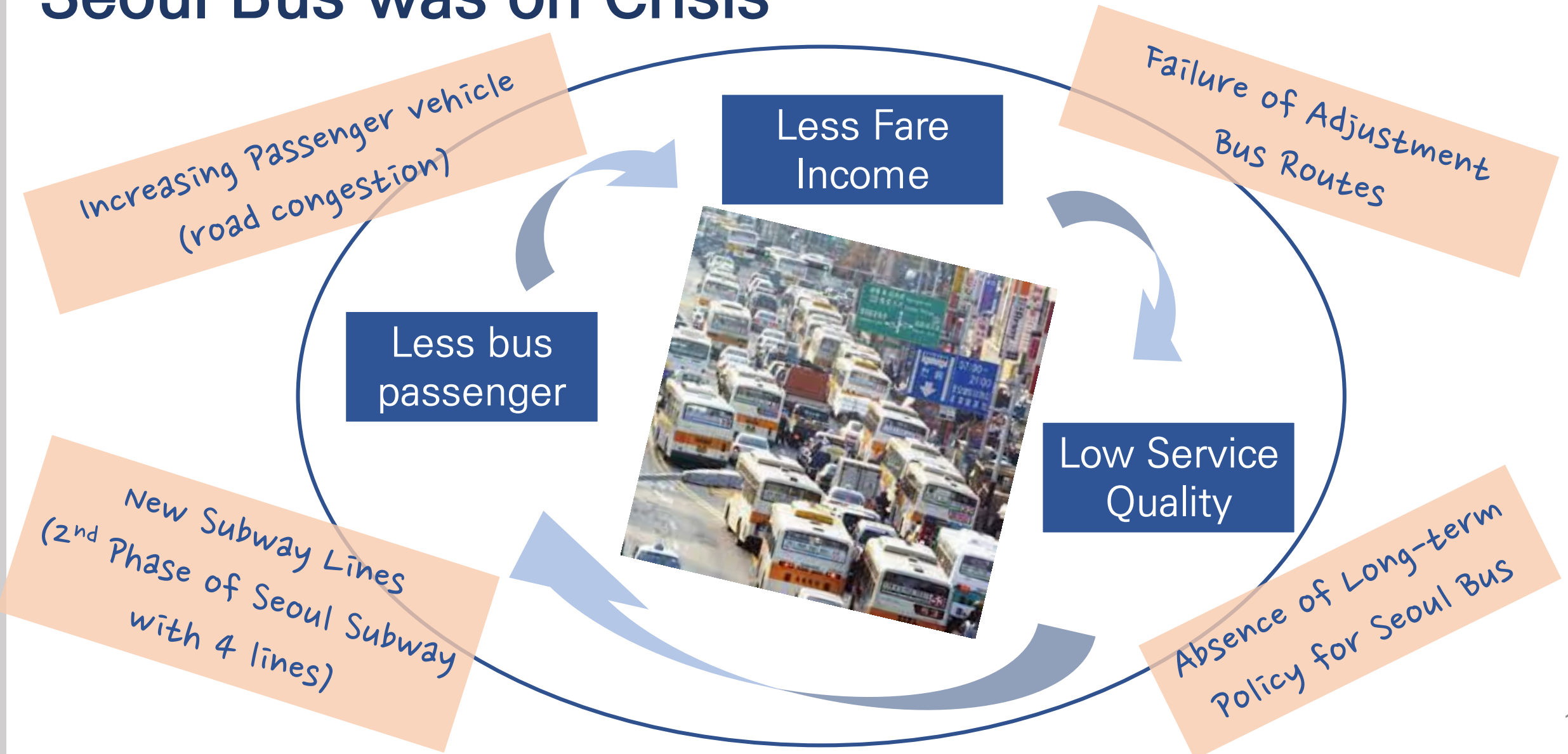
GH gas 486 ton/year



# Seoul Transportation



# Seoul Bus was on Crisis



After all the preparation over two years...

# Seoul Public Transport Reform (July 1<sup>st</sup>, 2004)



# Seoul Public Transport Reform (July 1<sup>st</sup>, 2004)

## #1. Quasi-Public Bus System

- SMG takes full responsibility for designating bus routes, away from competition for more profitable routes.
- Private bus companies service allocated routes.
- SMG collects revenues from all routes and redistribute them among bus companies.

- Joint Supervision of Income from BUS
- Give up the “Golden Line”



- Guarantee Profit with subsidy
- Infrastructure for BUS: Dedicated Bus Lane, Shelter

## #2. Exclusive Median Bus Lanes

- Introducing a dedicated channel for the buses, free from road congestion, illegal roadside parking, right-turning / entering / leaving vehicle.



Median bus lanes brought about immediate improvements in bus service.

# Seoul Public Transport Reform (July 1<sup>st</sup>, 2004)

## #3. Restructuring of Bus Routes

- Systemized Hub-and-Spoke System
- Connecting metro/trunk lines with branch/circular lines.
- Improving efficiency without excessive circuits, overlaps, and disconnection with other modes of transport.

### HUB AND SPOKE SYSTEM

 **Trunk line**  
Urban centers - outskirt areas

 **Metro line**  
Main urban centers  
- Metropolitan areas

 **Branch line**  
Trunk lines - Subway stations

 **Circle line**  
Special circuit lines



## #4. Integrated Fare System

- New fare system for integrating bus and metro
- Less pay for public transportation with free transfer
- AFC (Automated Fare Collection) with Smartcard, which provides valuable data of citizen mobility

### SAMPLE JOURNEY



#### FIXED PRICING

$$\text{Basic Rate } \text{₩ } 1,250 + \text{Basic Rate } \text{₩ } 1,200 + \text{Basic Rate } \text{₩ } 1,250 = \text{₩ } 3,700$$

\$3.36

#### INTERGRATED FARE

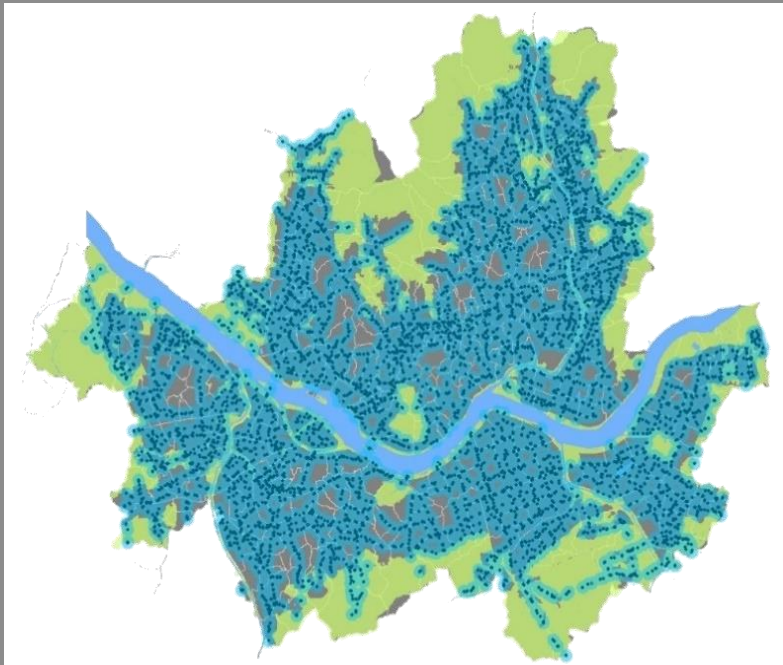
$$\text{Boarding Surcharge } \text{₩ } 1,250 + \text{Transfer Surcharge } \text{₩ } 0 + \text{Transfer Surcharge } \text{₩ } 100 + \text{Transfer Surcharge } \text{₩ } 0 + \text{Transfer Surcharge } \text{₩ } 200 = \text{₩ } 1,650$$

\$1.50

**45%  
SAVINGS**

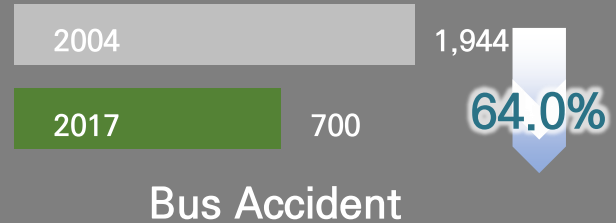
# #1. Buses are Everywhere

## Bus can be Transportation-welfare



300m radius coverage by bus stations

- All areas are covered by Bus stations
- Bus Drivers do not need to pay attention to increase passenger or collect fare, but focus only on safe driving.



## How this system works

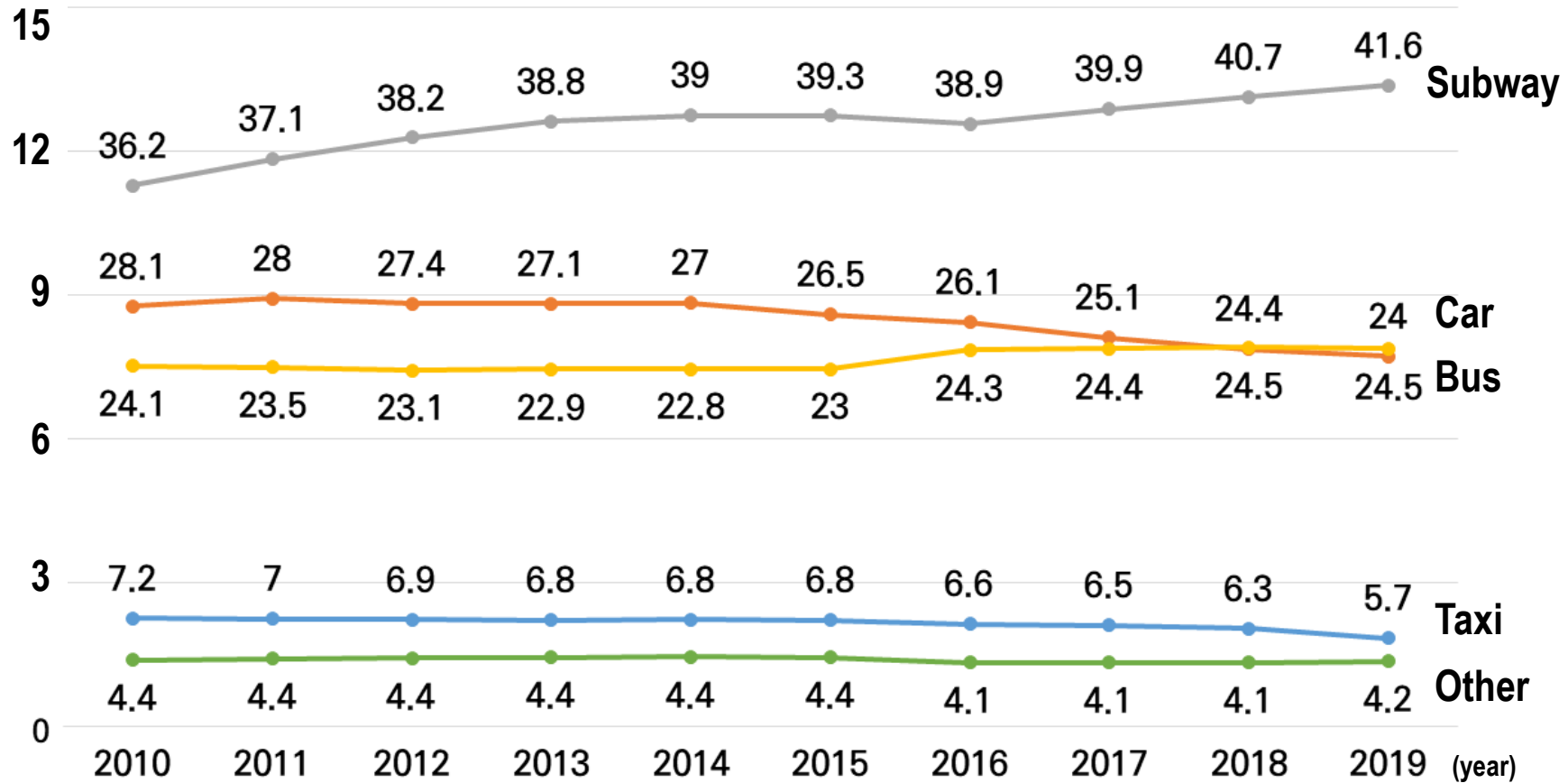
cost of Bus company  
= operation record (Number of bus)  
regardless passenger number



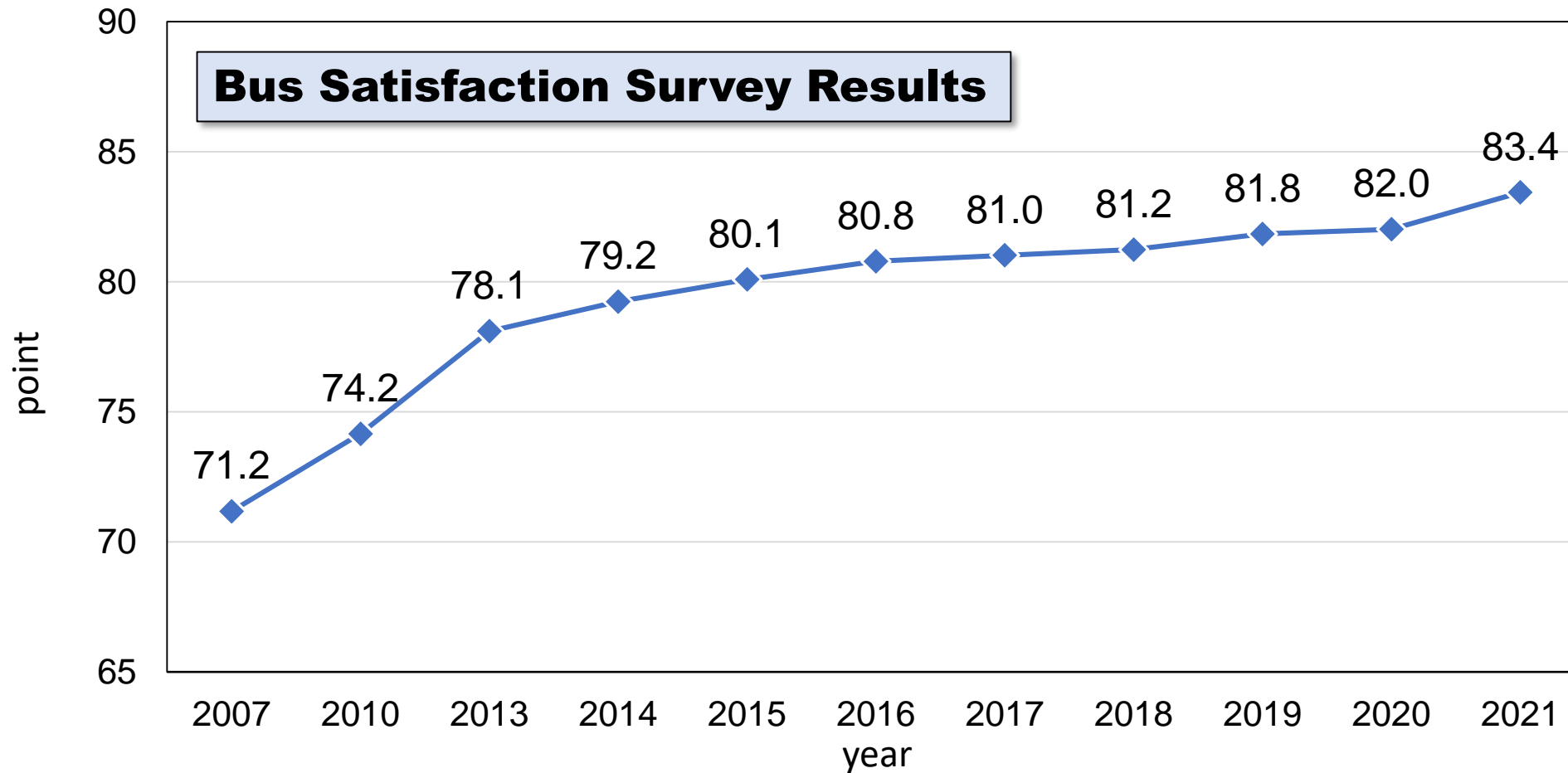
**There are no “Golden-lines”  
in Seoul anymore.**

# #2. 65% Public Transit

(Unit: million trip, %)



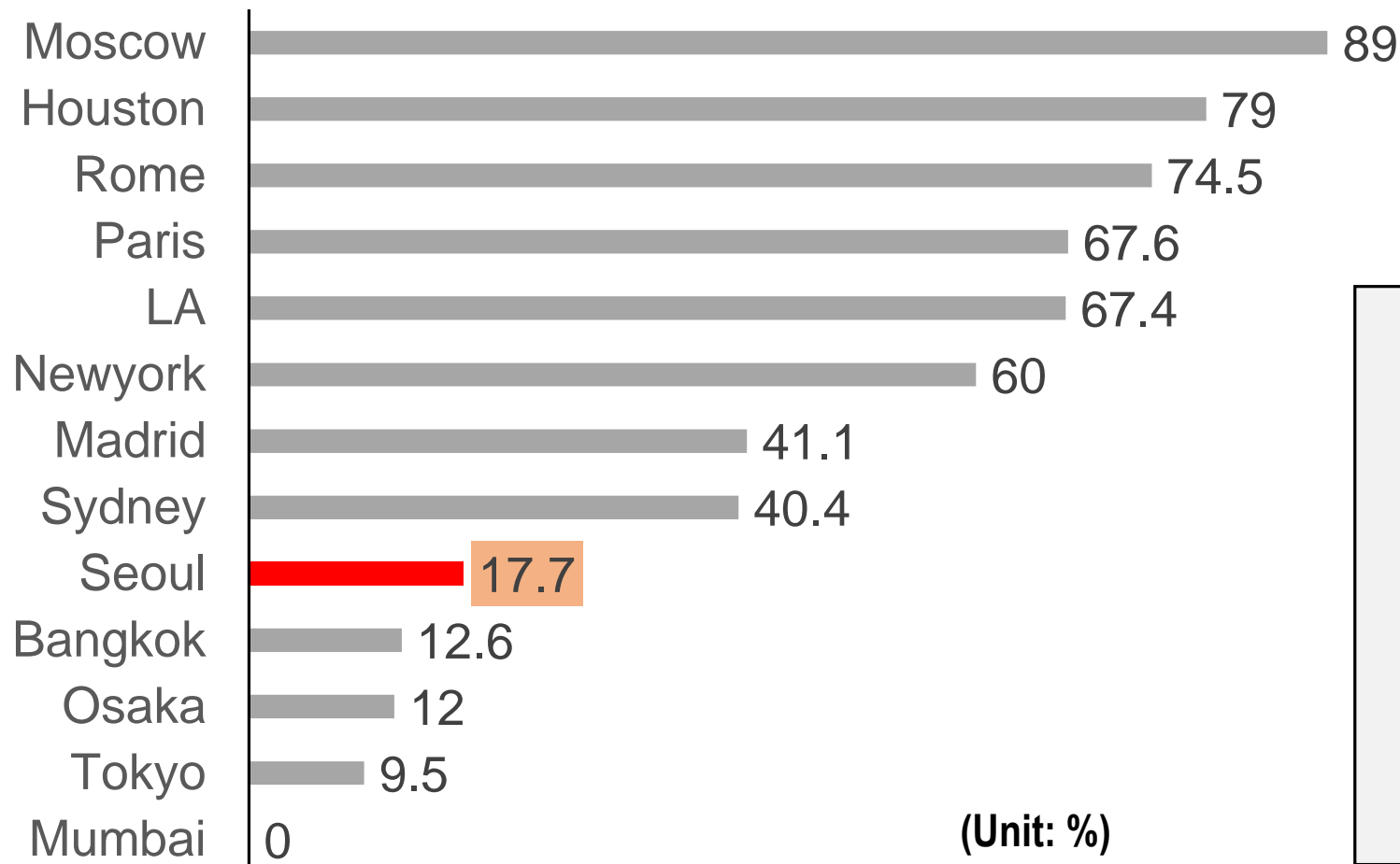
# #3. High Level of Civic Satisfaction



Especially high points in “Comfort” and “Convenience”

# #4. Sustainable Bus System

## Public Assistant (Subsidy) Rate for Bus Operation



### Bus Fare



1,200 KRW (< \$1)

Free Transfer (Max 5 times)

### Annual Salary for Bus Driver



\$40,000  
(2011)



\$52,000  
(2019)

# Income with Smartcard



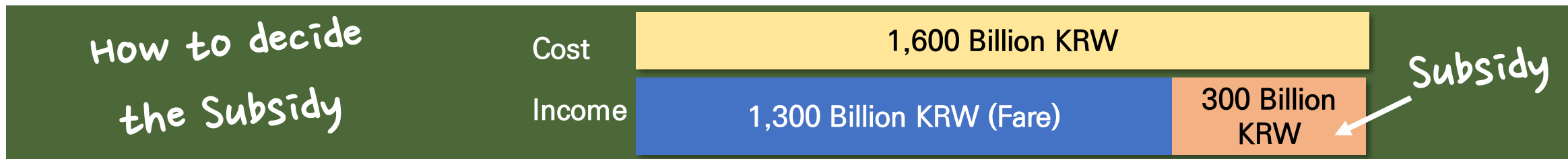
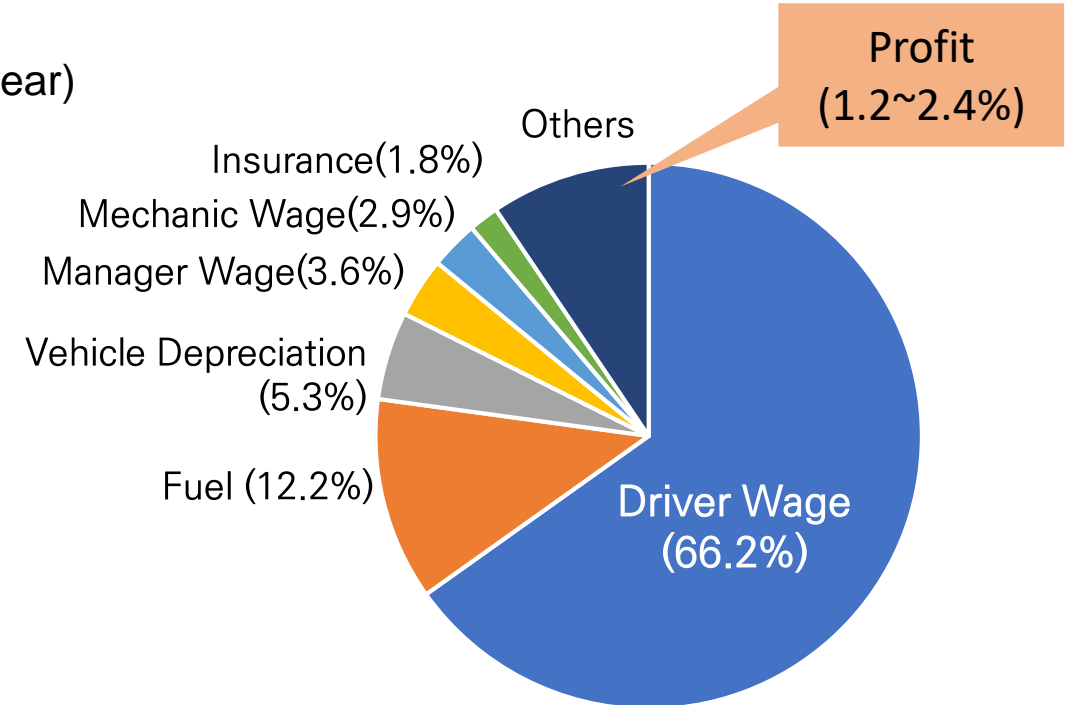
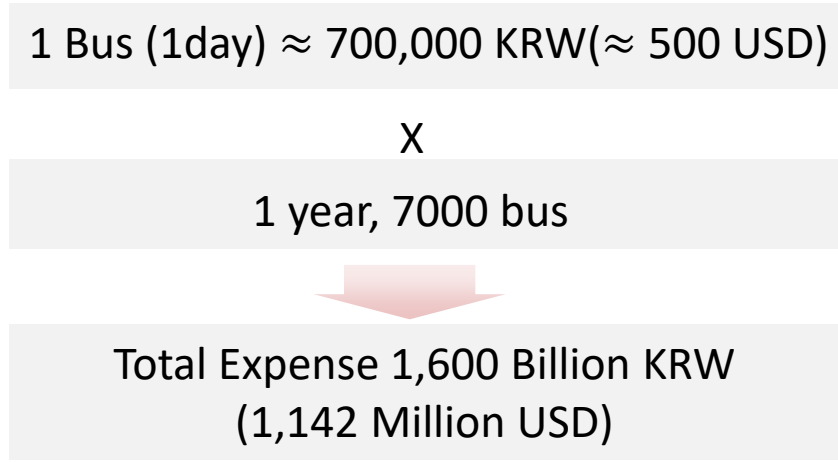
Passenger Tag!  
(Almost 100%)

- ✓ Convenience for User
- ✓ Accuracy for Operator
- ✓ Data for Policy

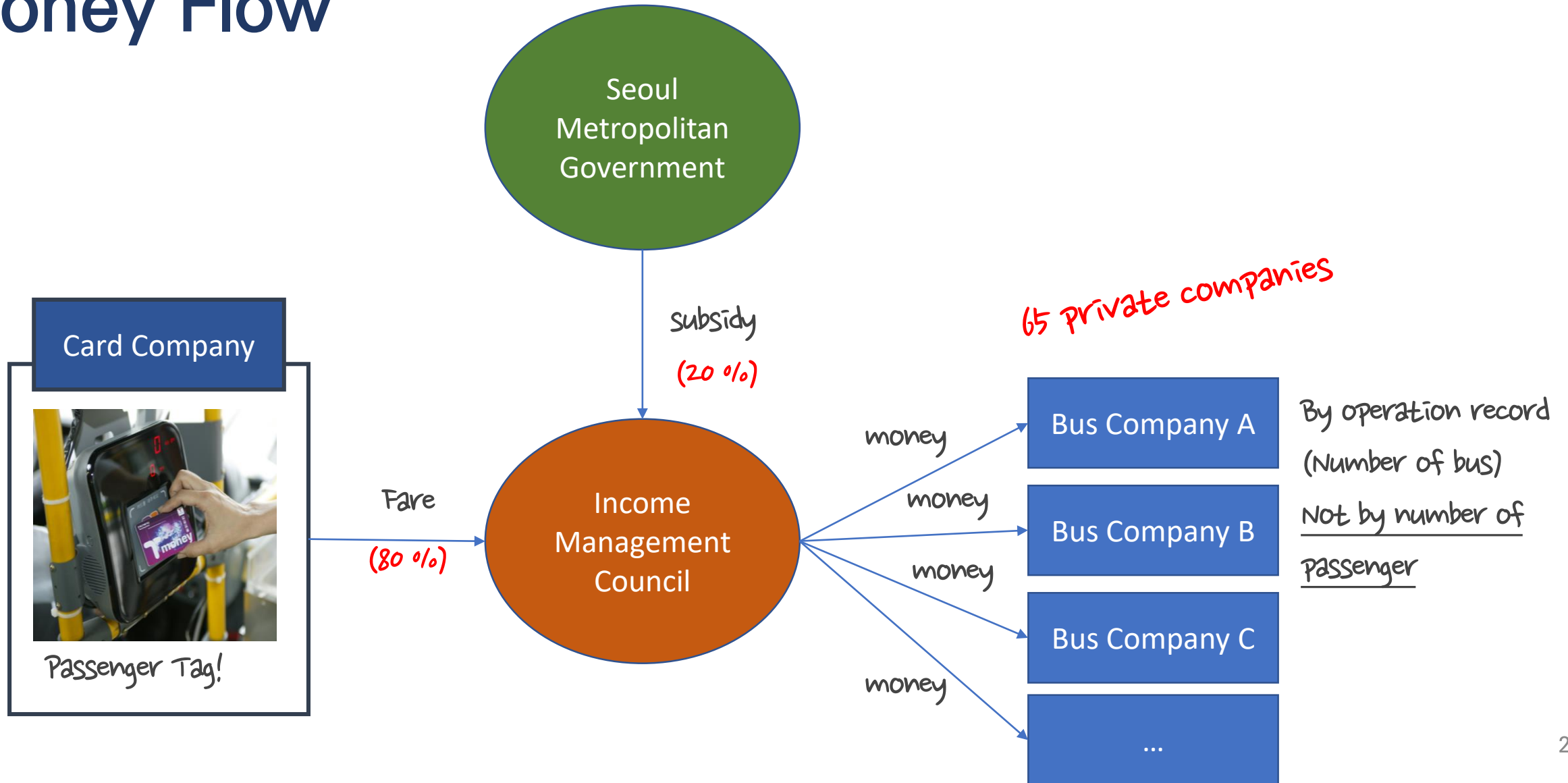


# Expense by Standard Operation Cost

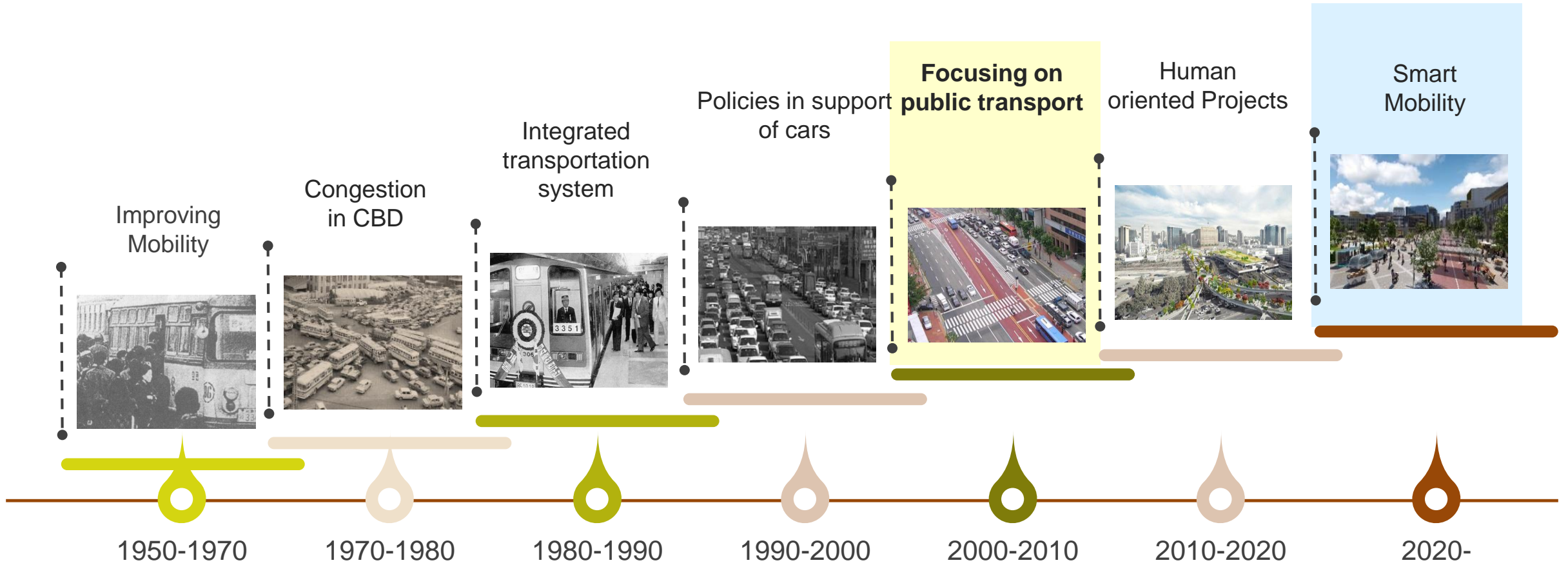
- The cost for operating one bus, one day
- Estimation based on the actual cost of bus companies (every year)



# Money Flow



# New mobility based on the Public Transportation



# Thank you so much



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