



DA NANG CITY - WORLD BANK PARTNERSHIP FOR NEW PUBLIC TRANSPORT SYSTEM



INTRODUCTION

Da Nang has seen a rapid growth in private vehicle ownership and usage over the past decade. Currently, over 80% of all trips are made by motorcycle, having a direct impact on traffic safety and contributing to increased air pollution and noise. To most citizens, especially the elderly, the young, and the mobility-impaired, the motorcycle taxi “Xe Om” (“hug the driver” in Vietnamese) is the most popular mode of transport that provides door-to-door services. With rapid urbanization, the city recognized that the reliance on private modes of transport is unsustainable and they need to develop good public transport systems. It sought World Bank assistance for urban transport in 2008.

DA NANG – WORLD BANK COLLABORATION ON URBAN TRANSPORT

World Bank support first focused on institutional development. Support was provided to Da Nang to organize and staff its public transport and traffic management functions as a prelude to the preparation of a new public transport strategic plan. With support from the Australian Government, a comprehensive public transport plan, including service and institutional elements and a pre-feasibility study for a Bus Rapid Transit (BRT) demonstration corridor was prepared in 2011.

KEY FEATURE OF BRT

The trade mark of a BRT is having the same features as a subway system using a track but without the high cost. A BRT incorporates several of the following elements:

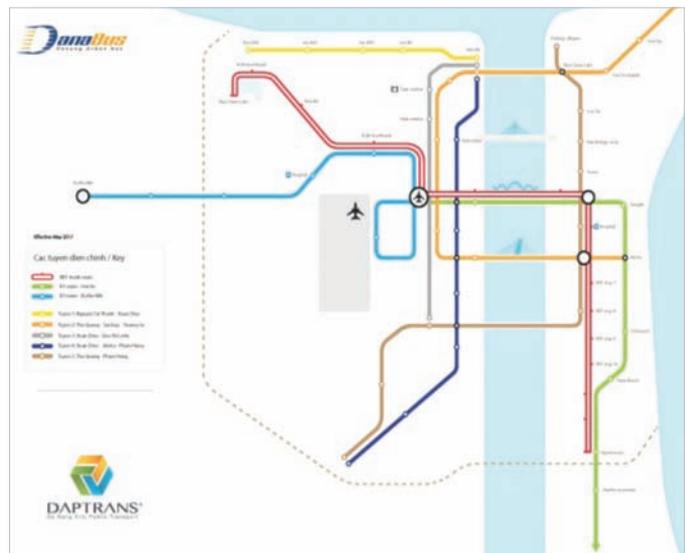
- High capacity buses that are easily accessible by the mobility-impaired;
- Infrastructure using dedicated and priority lanes to ensure high-speed and reliability;
- Bus stops/stations that provide comfort and high-capacity;
- Signal priority at intersections to ensure reliable services;
- Convenient and integrated ticketing systems typically using smart card technologies;
- Real-time passenger information and fleet management systems;
- A high profile and a unique branding of the system.



This led to the establishment of a new municipal institution in April 2012, the Da Nang Traffic Lights and Public Transport Management Centre, "DATRAMAC", within the Department of Transportation. DATRAMAC is responsible for all aspects of traffic management and control as well as the implementation and management of the city's new public transport system.

The first five local bus routes of the system, called "DANA Bus," went into operation in December 2016. There are 61 buses serving a five-route network totaling 84.5 kms in length. Six months later, the system was making close to 5,000 daily trips with a passenger satisfaction rating exceeding 70%. The Toyota Foundation recently helped with a demonstration of a free tourist and shopping-oriented shuttle loop. Over the last ten months, since it was commissioned, the ridership of the new urban bus services has risen by around 120%. This is significant because previously, only 1% of trips in the city were made by buses. This success has led to the preparation of six new urban bus services in early 2018.

Da Nang will also develop a BRT system, of which operation will be fully integrated with other bus services. The city expects to add a BRT trunk route (about 25 km2 long) and two additional "BRT light" routes totaling 61 kms in length to the basic local bus system in the city's busiest corridors. The project also includes a comprehensive Intelligent Transport System (ITS) and Smart-Card ticketing system covering the city's entire public transport system.



TOWARDS A TRANSIT-ORIENTED DEVELOPMENT APPROACH

In the longer term, Da Nang hopes to provide greater public transport choices to its citizens through a combination of public and non-motorized transport that is safe, affordable and reliable. The city has undertaken an integrated municipal infrastructure and land-use planning study with the public transport system as the core for future urban development. The World Bank continues to be a strong partner as the city embraces this new approach.

Da Nang has a long-term vision to play an increasingly critical role as an international gateway and regional transport hub, through the development of a new port and the improvement of multi-modal connectivity via railway and roads. To that end, the city is considering the relocation of the existing railway station from the current inner city area to city outskirts, and plans to re-develop the valuable urban core areas around the existing station. This ambitious plan presents opportunities to improve inter-city connectivity and livability of inner city, and to employ innovative urban development mechanisms including transit-oriented development, land-value capture, and public-private partnerships. The World Bank supports the city's approach and will continue working with the city to further examine the feasibility of this proposal.

