



**Project Preparation Services for  
the NCR EDSA Busway Project**  
Department of Transportation

# Market Sounding

## for Potential Stakeholders

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8 March 2024

**Deloitte.**

WELCOME ADDRESS BY  
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DOTR

# Conduct of Preliminary Market Sounding Activity

## OBJECTIVES OF THE ACTIVITY

- To provide an overview of the proposed PPP project;
- To gather initial feedback and valuable insights from potential private sector participants; and
- To identify potential issues or concerns that may affect the viability of these projects.

## CONDITIONS OF PARTICIPATION

By participating in the preliminary market sounding activity, participants note and agree to the following conditions:

- Participation of the private sector is voluntary.
- Information presented and any responses given are non-binding and indicative only.
- The preliminary market sounding is being undertaken on a 'no commitment' basis and does not form part of the formal selection process. Participation in this activity does not earn pre-qualification of the participants for any future tender process.
- DOTr and PPP Center shall keep a record and process the responses to this preliminary market sounding activity. Responses shall be kept confidential and shall not be associated to the respondents in the processing of results.
- DOTr and PPP Center reserve the right to use information gathered from this activity on a non-attributable basis during the preparation for the private sector selection for the Project.

All personal information of the participants shall be kept private and confidential and shall be used solely for legal purposes as mandated by the Data Privacy Act and other relevant laws. Information that are matters of public interest, however, may be disclosed to the public subject to applicable laws, rules, and regulations.



# Conduct of Preliminary Market Sounding Activity

## REMINDERS

- Please sign the on-site and online attendance sheet
- For online participants:
  - Kindly rename your Zoom ID to “Organization Name\_Name”
  - Stay on mute unless recognized to speak
  - Utilize raise hand function
- Active participation in the activity is encouraged





# Key Project Features



# Modernization of EDSA Carousel

The project aims to improve the following parameters of the service:

**Accessibility**



**Improve station accessibility**

**Speed**



**Resolve conflicts with traffic**

**Safety**



**Safer Busway for all**

**Reliability**



**Passenger-oriented service**

**Convenience**



**Offering comfortable journeys**

# 6

*prime objectives*

1. To develop a **modern high-capacity busway system**
2. Delivering a **travel product** to attract motorists from personal means of transport (will reduce traffic density along the corridor)
3. Design busway as part of an **integrated PT network**
4. **Equilibrium with other traffic** – busway is part of the total transport economy
5. Establish **effective institutional and regulatory frameworks**
6. Ensure financial viability – **a sustainable business model** with engagement of stakeholders in planning stages

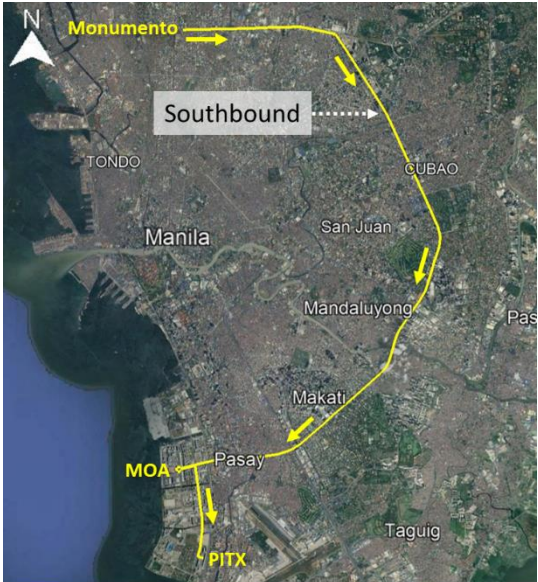
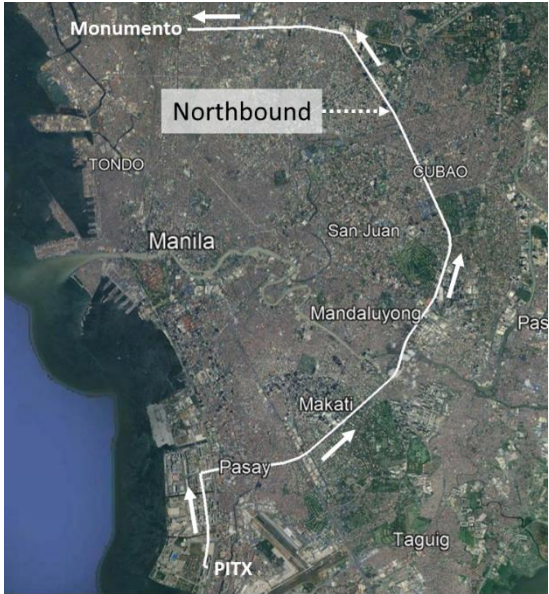


## Implementation Options



- Accessibility
- Speed
- Safety
- Reliability
- Convenience

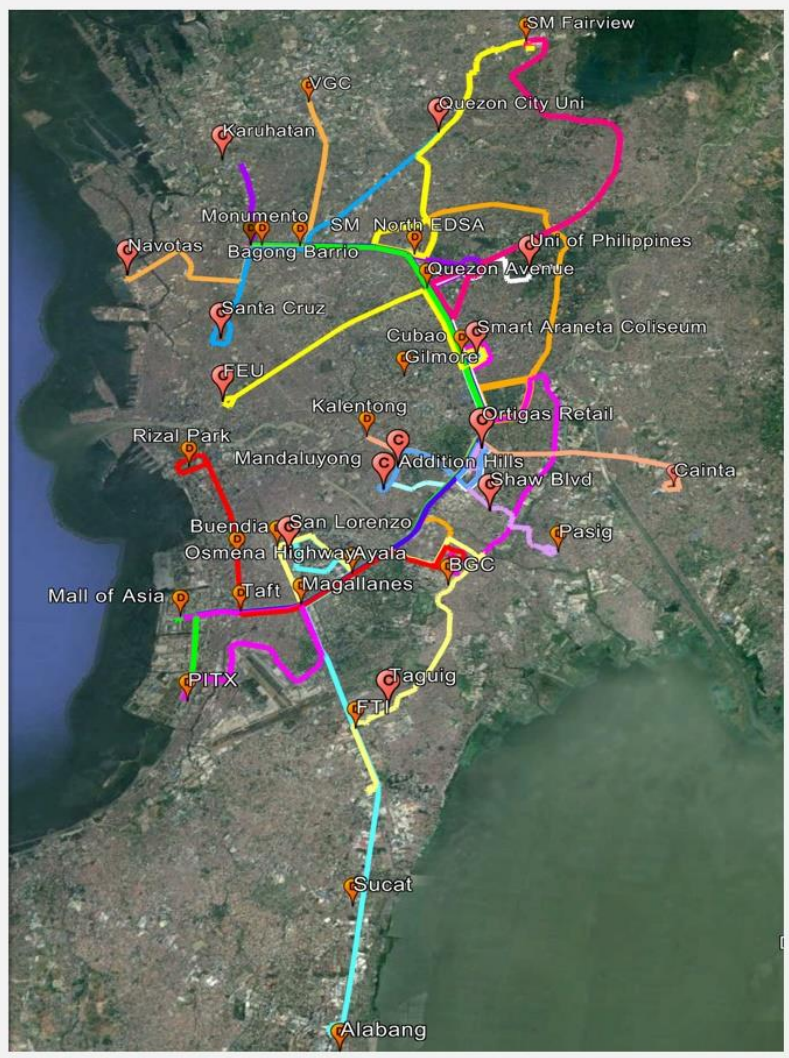
# Route Network



Trunk Service



## Trunk & Connect Services



Accessibility

Speed

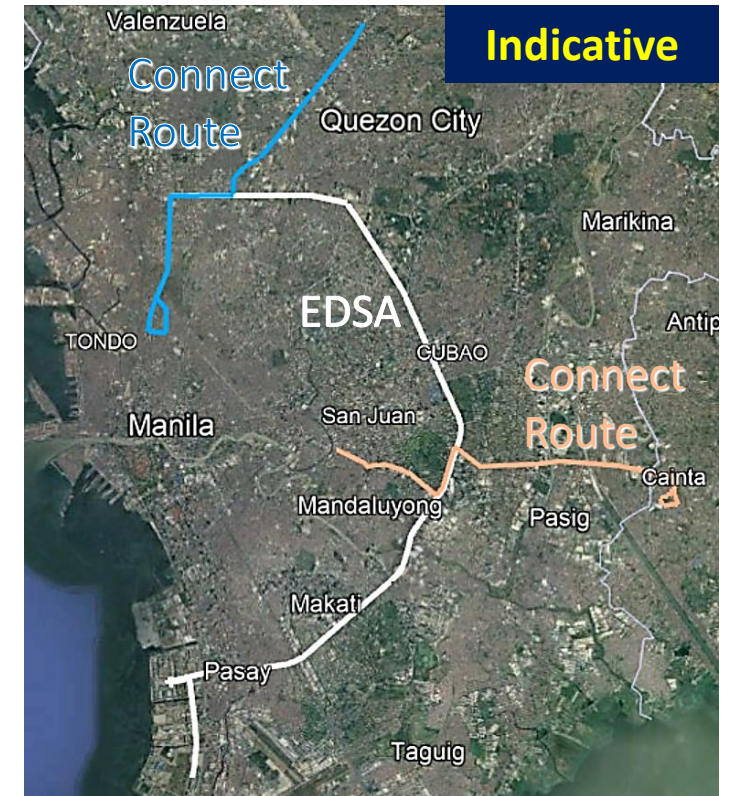
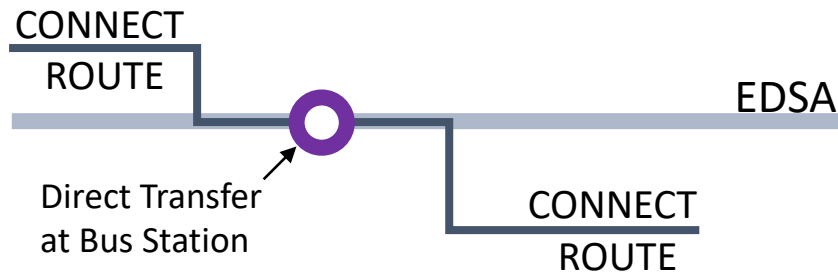
Safety

Reliability

Convenience

## CONNECT Services

- Serviced by **CONNECT** buses that operate ON/OFF the busway, providing **direct transfer** at Carousel Stations, thereby improving accessibility.
- **Satellite Carousel stations** can be placed at high-demand suburban locations, expanding its footprint in urban area





Accessibility

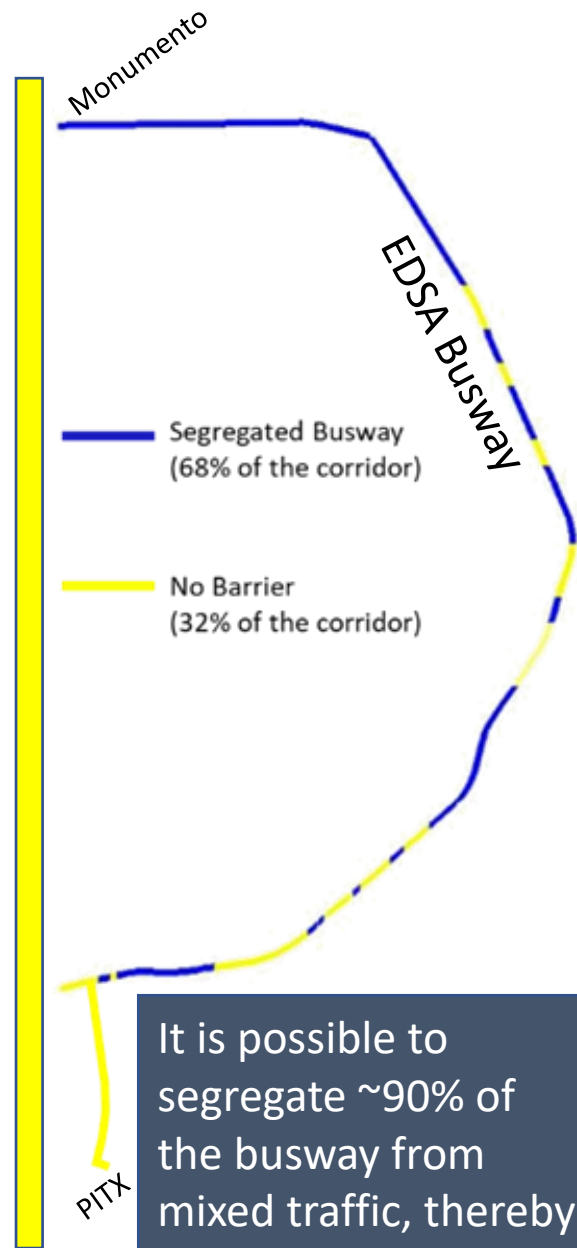
Speed

Safety

Reliability

Convenience

# Corridor Development

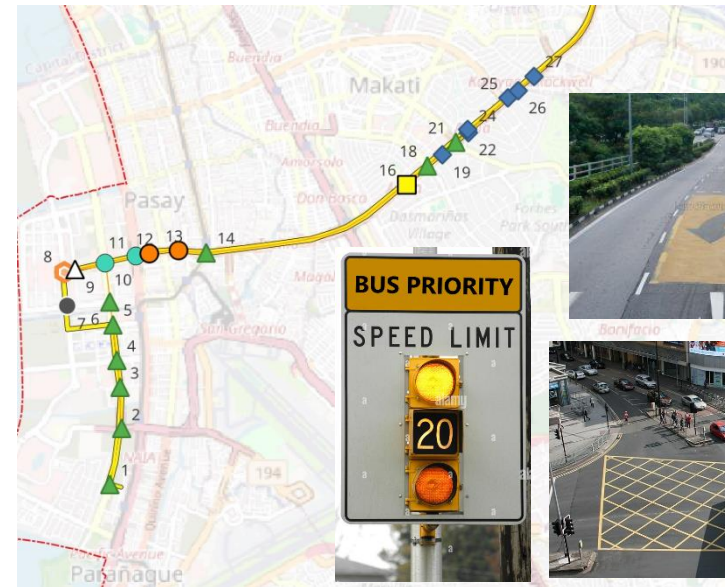


It is possible to segregate ~90% of the busway from mixed traffic, thereby increasing bus speed

Conflicts with mixed traffic can be dealt with through bus priority measures and traffic management



Give Way To Buses Exiting



### Station Spacing (meters)

	Current	Proposed
<b>Max</b>	2,988	→ 1,492 ↓
<b>Min</b>	619	→ 434 ↓
<b>Avg</b>	1,339	→ 811 ↓

Introducing new bus stations to reduce the gaps and serve more areas

- Bus priority
- Conflict removed
- Intersection can be closed
- U-turn can be closed
- Yellow box
- Not used
- Special design

Accessibility

Speed

Safety

Reliability

Convenience

## Guided Busway



- To create a High-end Transit-way
- Enhances/Upgrades a bus priority lane
- Practical use – precise station docking / improved ride comfort





- Accessibility
- Speed
- Safety
- Reliability
- Convenience

# Station Development



Advertisement spaces



Spacious stations



Priority seating



Passenger amenities (charging points, public wifi, etc.)



Passenger Information System



Landscaping and green areas

- Accessibility
- Speed
- Safety
- Reliability
- Convenience

# Access Design



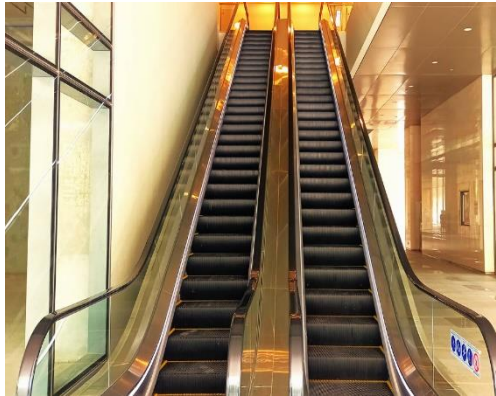
Bike sharing system racks on sidewalks



Transparent design for visibility and safety



Space for small business kiosks



Universal accessibility



Seamless integration with other modes



Better access for persons with reduced mobility



Accessibility

Speed

Safety

Reliability

Convenience

## Bus Fleet

- A **modern bus fleet** shall operate on the EDSA Busway



12m Citybus



15m Citybus



18m Articulated  
Citybus

- Currently we have the above 3 options under consideration.
- To meet increased ridership, 15m buses can be used on CONNECT services.
- Local and global manufacturers shall be involved for the supply of buses.
- Option to modify some of the existing bus fleet for left-side/ level boarding.

Accessibility

Speed

Safety

Reliability

Convenience

## Bus Operations



Unsafe boarding

### Current scenario

Queuing of buses, slow and unsafe boarding, operational delays due to congestion



Queueing at bus stations



Level boarding



Synchronized movement

### Improved Busway

- Simultaneous docking of 4-5 buses
- Level boarding for convenience
- Measures to segregate busway and manage conflict points – faster journey
- Synchronized movement to clear junctions on natural green cycle
- Connect services providing added flexibility



Platoon movement



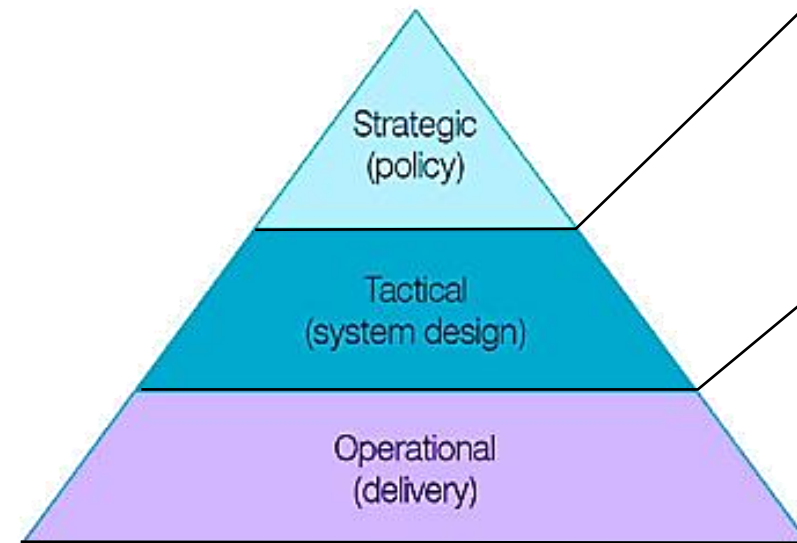


Institutional Arrangement

## The Conceptual Framework

### 3 distinct levels of **functionality**

**3 levels of risk hierarchy:** political risk at the top level, business risk, and operational risk.



A proposed **Public Transport Authority (PTA)** will help navigate coordination between political forces effectively. If roads and traffic are also included, the term '**Urban Transport Authority (UTA)**' is more apt.

**The system management level** focuses on business management guided by the UTA's strategic planning.

**At the service delivery level,** contracted operators provide services to the system and manage operational risks.

## A 3-Level hierarchy of functions and risk management

### *Takes Political Risk*

**UTA/ Transport Executive Board**  
(Coordinating Authority)

- Sets the **political agenda** and resolves political issues
- Develop a combined bus network plan (LPTRP) across all LGUs
- Develops the **Strategic Service Plan** (business plan for the System Manager)

*Coordination across all agencies managing urban transport*

### *Takes Business Risk*

**System Manager**  
Corporate entity  
Autonomous, non-political  
Commercial and business-like

- Grow patronage and revenue
- Responsible for customer service delivery
- Ensure financial performance
- Fare collection and ticketing
- Plan routes, control and monitor service delivery
- Manage and enforce bus operator contracts
- Community relations/marketing and promotion

*Business management; Takes business risk and can manage it*

### *Takes Operational Risk*

**Bus Operating Companies**

- Provide bus services with accountability under performance-based contract
- Payment mechanism to suit conditions
- Can be penalised for service failures

*Fully funded, paid under contract to provide required quality of service*

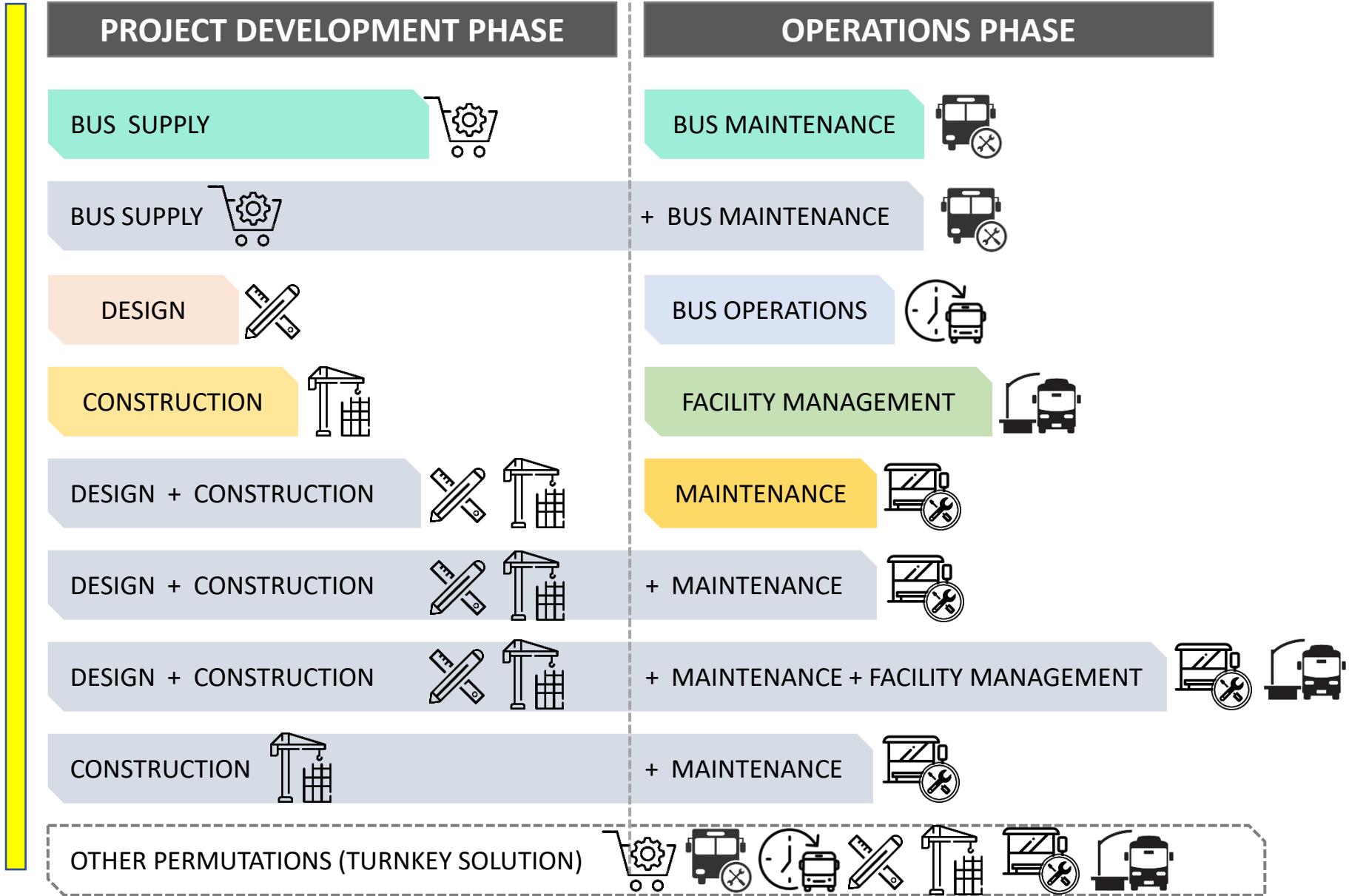




# Avenues for Private Sector Investment



# Levels of Private Sector Involvement



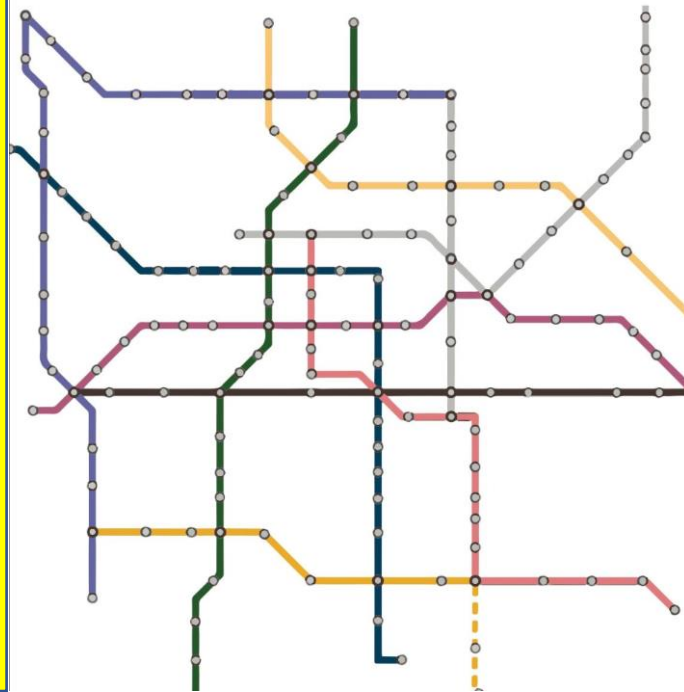


## Bus Operators

### PLANNING PHASE

Procurement of fleet

Associated infrastructure for operations



### OPERATIONS PHASE

Bus operations on Trunk and CONNECT routes under performance-based contract

Schedule adherence

Customer service





## Bus Operators

# QUESTIONS

1. Interest in participating in a potential PPP bid for EDSA Busway operations?
2. Potential challenges you foresee as a bus operator assuming a PPP bid for EDSA Busway project is launched.
3. Risks you are comfortable with in the EDSA Busway project.
4. Component of the projects that you are ready to take up.
5. Routes (Trunk and CONNECT) you will prefer to operate on.
6. In a potential PPP bid, how would you prefer to participate?
7. Any interest in participating in the development/upgradation of a bus station, bus depot, and associated infrastructure project.





# Bus Manufacturers

## Manufacturing stage

Design and Production

Innovation and Design

Customization Services

Compliance with Standards

Research and Development



## Post-Manufacturing Stage

Supply and Delivery

Maintenance Support

Customer Service





## Bus Manufacturers

# QUESTIONS

1. **Types of buses you currently supply in Philippines.**
2. **Size of buses you currently supply in Philippines.**
3. **Bus technology that you can supply in Philippines.**
4. **Preferred mode of association in EDSA Busway project.**
5. **Managing the supply of buses in Philippines.**



Developers /  
Contractors /  
Entrepreneurs

### Design of Infrastructure

Designing as per govt requirements

Design of Busway, Bus Stations,  
Access infrastructure, Depots,  
Terminals, Interchange facility

Urban design/ local area design

Landscaping and sustainable design

### Construction and Maintenance

Development of Busway, Bus  
Stations, Access infrastructure,  
Depot, Terminal, Interchange  
facility

Real estate development along  
busway corridor

Maintenance of fixed assets

### FACILITY MANAGEMENT

Managing bus operations and passenger movement

Managing station and access facilities, consumer facilities,  
kiosks, security, etc.

Generating and managing revenue from non-fare sources





Developers /  
Contractors /  
Entrepreneurs

## QUESTIONS

1. Interest in participating in the construction of a new bus station and/or BRT corridor project in EDSA Busway Project.
2. Potential risks associated with this project according to you.
3. Ways in which EDSA Busway project be integrated with real estate development.
4. Your contribution to the EDSA Busway project.
5. Interest in a project that involves both construction of EDSA Busway infrastructure (bus stations, bus depot, & other associated infrastructure) and operation of the buses.



## Banks and Financial Institutions

**WHAT ?**

Fleet  
Procurement

Working Capital  
( O & M )

Infrastructure  
Development

**HOW ?**

Debt  
Financing

Equity  
Financing

PPP Co-  
financing

Others

**Risk Mitigation**

Government  
guarantees

Insurance  
products

Escrows for project  
maintenance funds

Creditworthiness of bus  
operators

Revenue sharing models  
with ridership targets



## Banks and Financial Institutions

# QUESTIONS

1. **Projects which you are keen on financing.**
2. **Financing structures which are of most interest to your institution.**
3. **Level of risk you are comfortable with when financing EDSA Busway project.**
4. **Risk mitigation strategies that would be most attractive to your institution.**
5. **Interest in potentially financing bus operations and infrastructure EDSA Busway project.**



Other avenues

Advertisement

Civil Society

ICT Technology  
(AFCS, PIS,  
Telematics, etc)

Franchises

< Others >

