

Rainbow BRTS Text and Media for PMPML Website

18 April 2015

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TEXT AND MEDIA

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Rainbow BRTS	<p>'Rainbow' is the Bus Rapid Transit System which will be soon operational in Pune and Pimpri Chinchwad.</p> <p>The Rainbow Bus Rapid Transit System (BRTS) is being developed as a high quality, high speed and customer-oriented public bus transport service. It is owned and operated by Pune Mahanagar Parivahan Mahamandal Ltd and developed with the support of Pune Municipal Corporation and Pimpri Chinchwad Municipal Corporations.</p> <p>Design for Rainbow BRTS buses selected by the PMPML Board of Directors</p> <p><RAINBOW BUS GRAPHIC.JPG></p>
Updates/ What's New	<p>Towards Providing High Quality Public Transport Service</p> <p>ITMS Trials conducted on 6 April 2015</p> <p>An Intelligent Traffic Management System (ITMS) is a key feature of the Rainbow BRTS. Each BRT bus will have a GPS device which would transmit information about the location of the bus to the BRTS Control Room at Swargate. At the Control Room the position of each bus would be visible on computer screens on the map of Pune and Pimpri Chinchwad. The Control Room staff would be able to monitor speed of the buses and incidents if any. The Control Room staff would be able to communicate with the BRTS bus drivers and give them instructions to change speed if required to provide better service.</p> <p>Since the exact location of buses is known at all times with the help of GPS, information about when which bus would arrive at each stop can be provided to the electronic display boards, that is the Passenger Information System, at each BRTS Bus Station. Display Boards are also positioned inside the bus on the front and rear of the bus to enable passengers awaiting at bus stops (also located outside of the BRT corridors) to help determine the bus route on which the bus is plying. Display boards with voice announcement of next BRT stop will be installed inside the buses as well.</p> <p>A trial of the ITMS to be installed in the Rainbow BRTS was done on 6 April 2015 at the Deccan College BRT stations on Sangamwadi to Vishrantwadi corridor in Pune. The PMPML Board of Directors and the staff of the BRT Cells of PMPML, PMC and PCMC and other agencies were present at the trial. They provided their inputs to the vendors (NEC) who have been awarded the contract for providing the ITMS.</p>

	<p>The installation of the GPS devices, the display boards at stations and the computer systems at the BRTS Control Room will take place over the next 2 months. More detailed testing of the hardware and software will be done subsequently. The ITMS will help provide a better service level and real time information and is a major technological input which makes BRTS a superior city bus service.</p> <p>Embed slide show (15pics) <ITMS*.jpg></p> <p>Embed video https://youtu.be/Gov5pC8OoZs</p>																												
<p>Rainbow BRTS Network</p>	<p>Six corridors are being developed in the current phase of the Rainbow BRTS network.</p> <table border="1" data-bbox="400 633 1337 936"> <thead> <tr> <th>Corridor Name</th> <th>Length (km)</th> <th>Number of Stations</th> <th>Region</th> </tr> </thead> <tbody> <tr> <td>Nagar Road</td> <td>8</td> <td>13</td> <td>Pune</td> </tr> <tr> <td>Sangamwadi - Vishrantwadi</td> <td>8</td> <td>9</td> <td>Pune</td> </tr> <tr> <td>Old Mumbai-Pune Road</td> <td>12</td> <td>36</td> <td>Pimpri Chinchwad</td> </tr> <tr> <td>Sanghvi Phata-Kiwale</td> <td>14</td> <td>21</td> <td>Pimpri Chinchwad</td> </tr> <tr> <td>Nashik Phata-Wakad</td> <td>8</td> <td>15</td> <td>Pimpri Chinchwad</td> </tr> <tr> <td>Kalewadi Phata-Dehu Alandi Road</td> <td>11</td> <td>20</td> <td>Pimpri Chinchwad</td> </tr> </tbody> </table> <p>Rainbow BRTS Corridors <RAINBOW MAP.JPG></p>	Corridor Name	Length (km)	Number of Stations	Region	Nagar Road	8	13	Pune	Sangamwadi - Vishrantwadi	8	9	Pune	Old Mumbai-Pune Road	12	36	Pimpri Chinchwad	Sanghvi Phata-Kiwale	14	21	Pimpri Chinchwad	Nashik Phata-Wakad	8	15	Pimpri Chinchwad	Kalewadi Phata-Dehu Alandi Road	11	20	Pimpri Chinchwad
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<p>Rainbow BRTS Features</p>	<p>Some features that make Rainbow BRTS a high quality public transport system are:</p> <ul style="list-style-type: none"> • High frequency of buses with purchase of 600 new, good quality buses • Attractive, well-lit bus stations with ticket counters, route and fare information • Bus and bus station platform at the same level for easy boarding and alighting • Security personnel and traffic wardens • Good quality roads with street lighting and landscaping • Dedicated lanes help for the smooth movement of buses on six corridors <p>BRTS Features <BRT STATION.JPG> <LED IN BUS.JPG> <BRT LEVEL.JPG></p>																												
<p>Rainbow BRTS Benefits</p>	<p>Rainbow BRTS aims to provide a few immediate benefits to passengers - Comfortable ride on the BRTS buses, with shorter waiting times and shorter travel time.</p> <p>The long term benefits to Pune and Pimpri Chinchwad urban areas expected are:</p> <ul style="list-style-type: none"> • Reduced pollution from motor vehicles • Reduced congestion due to motor vehicles • Reduced spending on infrastructure for motor vehicles such as flyovers, parking lots • Increased economic activity due to improved connectivity <p><BRT Benefits.jpg></p>																												
<p>Why BRTS</p>	<p>The Rainbow BRTS is being developed in phases as the sustainable public transport option Pune and Pimpri Chinchwad. The Comprehensive Mobility Plans of both Pune and Pimpri Chinchwad recommend the development of such systems. The rapid increase in vehicular traffic, increased congestion, expanded city limits and longer travel distances are some important trends in the twin cities. A high quality public transport is essential to avoid adverse</p>																												

	<p>impacts on the health of people and quality of life.</p> <p>Pune and Pimpri Chinchwad Municipal Corporations recognise the need for creation of safe, affordable and world class bus rapid transit infrastructure and services, with focus on commuter comfort and convenience, integration of modes and information technology. These would help move towards a livable and sustainable future.</p> <p>BRTS is an appropriate choice, as</p> <ul style="list-style-type: none"> • BRT is a flexible system. • BRT can be built at much lower cost than any other form of mass transit system. with greater service coverage at low cost • BRT can carry High Capacity • Level Boarding facility reduces boarding time per person from 4 seconds to 0.4 seconds, hence Rapid • It provides an integrated network of safer, faster, affordable and more efficient public transport. <p>The Rainbow BRTS project is being implemented with the financial support of Jawaharlal Nehru National Urban Renewal Mission (JnNURM) of the Government of India. Additionally, specific components of the project in Pimpri Chinchwad are being funded under the 'Sustainable Urban Transport Project', which is an initiative of the Ministry of Urban Development, Government of India and is supported by The World Bank, UNDP & GEF.</p> <p>“Trying to solve traffic jams by building more roads is like trying to put out a fire with gasoline” Enrique Penalosa, Former Mayor, Bogota, Colombia</p>
<p>Request a Rainbow Event</p>	<p>The PMC and PCMC are supporting a public education and outreach initiative about Rainbow BRTS. A presentation or exhibition may be arranged on request for schools and colleges, residents' associations, companies etc.</p> <p>Requests for Rainbow Events may be given to</p> <p>Mr Mangesh Dighe In-charge BRTS Promotion and Outreach and Environment Officer Pune Municipal Corporation brtcell@punecorporation.org Phone: 9689931771</p> <p>Mr Vijay Bhojane Deputy Engineer, BRTS Pimpri Chinchwad Municipal Corporation v.bhojane@pcmcindia.gov.in Phone: 9922501768</p> <p>Exhibitions Embed Slide Show < EXHIBIT_1.JPG to EXHIBIT_11.JPG > Embed video http://youtu.be/D-1O9RWZXDY</p> <p>Street Exhibitions about Rainbow BRTS arranged at Pimpri Chinchwad as part of Tring Traing Day by PCMC and Janwani help explain what is Rainbow BRTS, how to use it, what are the features, how it is different from the regular bus service, why there is a dedicated lane for buses in the centre etc. These events can help to answer questions people have, as well as to take people's suggestions and concerns to the authorities through the educators.</p> <p>School Sessions</p>

	<p>‘Understanding Sustainable Transportation’ School Module Embed video https://youtu.be/8vU0DFMQuws ‘Understanding Sustainable Transportation’ is a module for schools developed as part of the Rainbow BRTS Promotions and Outreach Programme, supported by the Pune Mahanagar Parivahan Mahamandal Ltd, the Pune Municipal Corporation and the Pimpri Chinchwad Municipal Corporation. The module, being carried out in schools in both cities, aims to help children understand the trends of urbanization and transportation in our cities; why public transport, walk and cycle are important modes of transport and introduce the Rainbow BRTS. This video provides glimpses of the activities that are done as part of the school module, which has been developed by Centre for Environment Education (CEE) and IBI Group.</p> <p>Part 1 - School Interactions on Sustainable Transportation and Rainbow BRTS Embed video https://youtu.be/HLRj0qDigGc Features Chattrapati Shivaji Raje School, Chinchwad Little Flower School, Old Sanghvi Guru Nanak School, New Sanghvi SPM School, Nigdi Vidya Niketan School, Pimpri</p> <p>Part 2 - School Interactions on Sustainable Transportation and Rainbow BRTS Embed video https://youtu.be/LOOE4XabqUI Features GG International School, Pimpri Iqra English School, Dapodi PCMC Madhyamik Vidyalaya, Kasarwadi PCMC Madhyamik Vidyalaya, Keshav Nagar PCMC Madhyamik Vidyalaya, Udhyam Nagar</p> <p>Part 3 - School Interactions on Sustainable Transportation and Rainbow BRTS Embed video https://youtu.be/Kq7ATg8OhDc Features PCMC Madhyamik Vidyalaya, Nehru Nagar PCMC Madhyamik Vidyalaya, Pimple Gurav PCMC Madhyamik Vidyalaya, Sant Tukaram Nagar Modern High School, Nigdi Trinity School, Pradhikaran</p>
Frequently Asked Questions	<p>Create web page text from file FAQ E 22April 2015 text.docx</p> <p>Download FAQs < FAQ E 22 April 2015 frmt.pdf></p>
Precautions	<p>Avoid Misuse of corridors under construction The public is advised not to venture into the BRT lanes as trial runs may be undertaken from time to time. Parking or driving through the corridors is not permitted for the safety of the public. The construction of bus-stations and corridor segregation may require barricades and diversions.</p> <p>Changes in Bus Routes Several old bus routes will be replaced by the new BRTS routes and feeder services. Information about the changed routes will be provided through newspapers, radio and other media in advance.</p>
BRTS in India	<p>BRT in India BRTS was Initiated under Jawaharlal Nehru National Urban Renewal Mission of the Government of India. Pune in 2006 was the first city in India to implement and operationalize BRT. Satara Road bus corridor carries nearly 7000 passengers per direction in the peak hour.</p>

	<p>Today BRT systems are operational in 7 Indian Cities; 12 more cities are in the planning or implementation stages.</p> <p>Ahmedabad BRT 'Janmarg' is the only system in India to have received International recognition from multiple institutions and agencies. Pune-Pimpri Chinchwad planned network of 115 km will be the largest in India.</p> <p>Watch a video on Janmarg, the BRTS in Ahmedabad Embed https://www.youtube.com/watch?v=PpCf72VelrQ</p> <p>“An advanced city is not a place where the poor move about in cars, rather it’s where even the rich use public transportation” - Delhi High Court</p>
<p>BRTS Across the World</p>	<p>BRT across the World</p> <ul style="list-style-type: none"> • The concept of the BRTS took its birth in Curitiba in mid 1970s. It was developed by Jaime Lerner, former mayor and was called as a 'surface metro'. • Bogota's TransMilenio System was developed in the late 90s and has a network of 112 km. Developed under the leadership of Enrique Peñalosa, former Mayor, and now a worldwide ambassador of sustainable urban transport. • Ever since, it has been constantly evolving and expanding across the globe. Today, BRT is considered to be a smart public transport system driven by features and technology, and often considered to be an alternative to metro rail due to its low cost, high capacity and quick implementation period. • The attributes of Bus Rapid Transit Systems (BRTS) - high-quality, fast, comfortable, and low-cost - have made it an attractive mode across the world. • From 350 km in 1995, the length of BRT corridors has risen to nearly 4200 km in 2013 with close to 160 BRT systems of varying types • As of 2013, about 160 cities in the world have BRT systems of which 125 cities have operationalized BRT after 2001 <p>Watch 'BRT - The Future of Urban Transportation' Embed https://www.youtube.com/watch?v=OhgsalV5hD4</p> <p>Here are some videos about BRT in different cities of the world. Many features in these systems are also present in Rainbow BRT: dedicated lanes, smart stations, passenger information, and boarding through wide doors with station platform and bus floor at the same level (level boarding).</p> <p>Bogota BRT The BRT in Bogotá in Colombia in South America is the most famous, most advanced BRT system of the world. The Bogota BRT is called TransMilenio. It carries 13 lakh people every day (PMPML also carries about 12 lakh people per day). Colombia is a developing country like India. The video shows not just the features of the BRT, but also the control room, the system of feeder bus services which link to the Transmilenio, bike parking facilities at bus stations. A must watch to understand how advanced a BRT can be! Embed https://www.youtube.com/watch?v=CxmgyF5M_rw</p> <p>Chicago BRT, USA Shows different features of BRT - dedicated lane, special stations, level boarding, traffic signalling to give priority to BRT – and how BRT is fast, easy and reliable, and the benefits of increased connectivity. Embed https://www.youtube.com/watch?v=_csc2ZDuQLo</p> <p>Cebu BRT, Philippines An animation film which shows why BRT is needed in Cebu city, Philippines and the the</p>

	<p>proposed station arrangements. The operational target for this project is 2016. Embed https://www.youtube.com/watch?v=EPe8u4eDaCQ</p> <p>Guangzhou BRT, China The Guangzhou BRT system opened in February 2010. It now carries 800,000 passengers a day. It is the second largest BRT system in the world, currently. It connects riders to both the metro system and the city's new bike-share network. Guangzhou, also known as Canton is located about 145 km north north-west of Hong Kong. Its population is over 100 lakhs, which makes it more than 3 times as big as Pune. One similarity between Guangzhou BRT and Rainbow BRT is that both have a hybrid system - buses operate in dedicated corridors as well as go off corridor into mixed traffic. Embed https://www.youtube.com/watch?v= EUxUM27cNQ</p> <p>Swift Bus Rapid Transit, Washington, USA Explains what is BRT, how it is similar to metro in service, and features like tickets at stations, frequency of buses, level boarding through wide doors, bicycle racks, smart cards. The video also shows how to use Swift BRT. Embed https://www.youtube.com/watch?v=TOVj19CB6LI</p>
Downloads	<p>Frequently Asked Questions <BRTSFAQs.pdf></p> <p>Exhibition Posters <BRT PostersE.zip></p>
Links	<p>Links to BRT websites BRT Data: http://brtdata.org/ BRT Planning Guide: https://www.itdp.org/the-brt-planning-guide/ Sustainable urban Transport Project: http://www.sutpindia.com/ World BRT Systems: http://www.worldbrt.net/defaulten.aspx BRT Standard: https://www.itdp.org/the-brt-standard/ Ahmedabad Janmarg BRT: http://www.ahmedabadbrts.org/web/index.html Surat BRT: https://www.suratmunicipal.gov.in/BRTS/BrtsMain.aspx?SrNo=705005305406505406 Hubli Dharwad BRTS: http://www.hdbrts.co.in/</p>
Rainbow Identity	<p>The Logo <RAINBOW LOGO.JPG> Created by Falguni Gokhale, award winning designer from Pune, the Rainbow logo seeks to signify a joyful feeling, a product very different from the bus service we have grown up with, but still one which is familiar.</p> <p>The Signature Tune <RAINBOW TUNE.mp3> Listen to the Rainbow BRTS signature tune, created by Milind Date, renowned flute-player from Pune. Milind says the tune is inspired by thoughts of 'a journey across the cityscape, together with others, who may be friends or strangers and evoking a contemporary elegant product and service, which Rainbow BRTS should be'.</p>