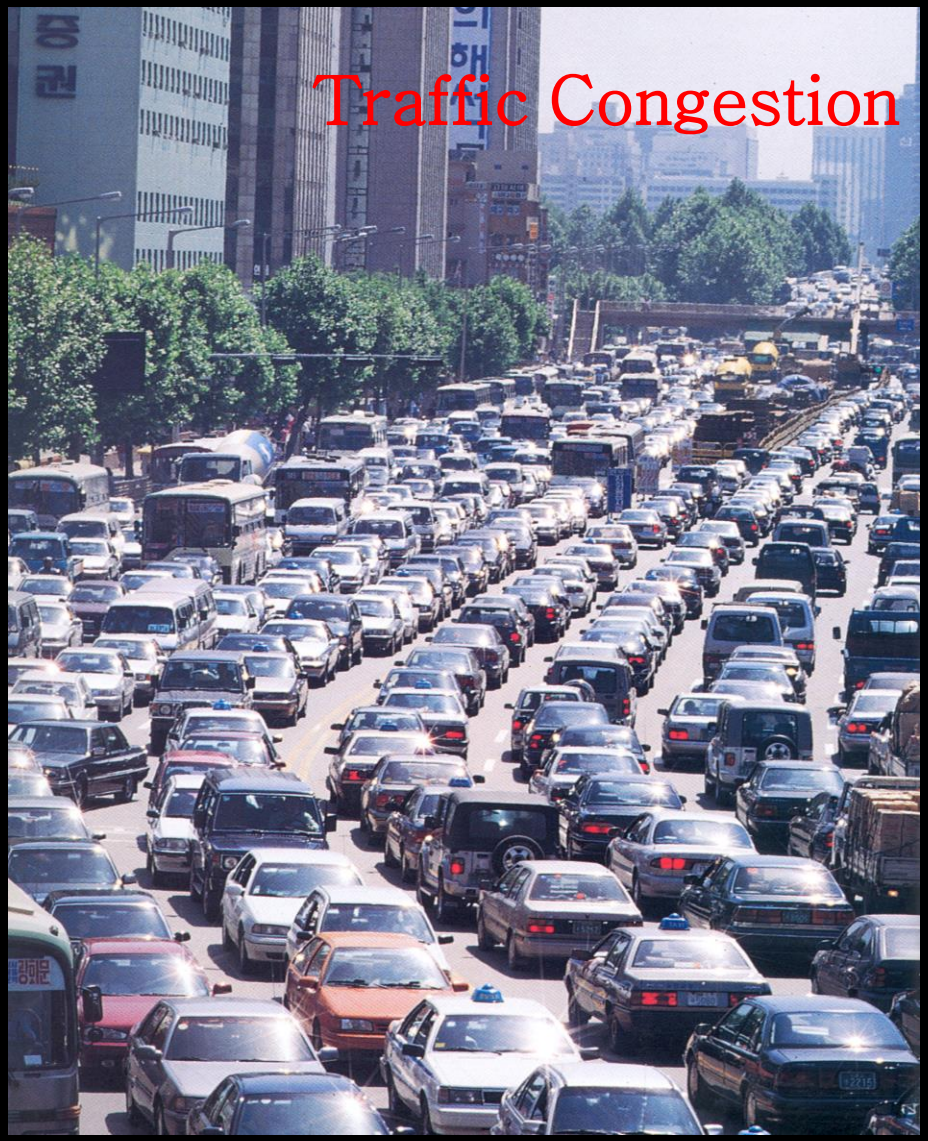
Gridlock of SEOUL in 90's



Strategy(PUSH + PULL)

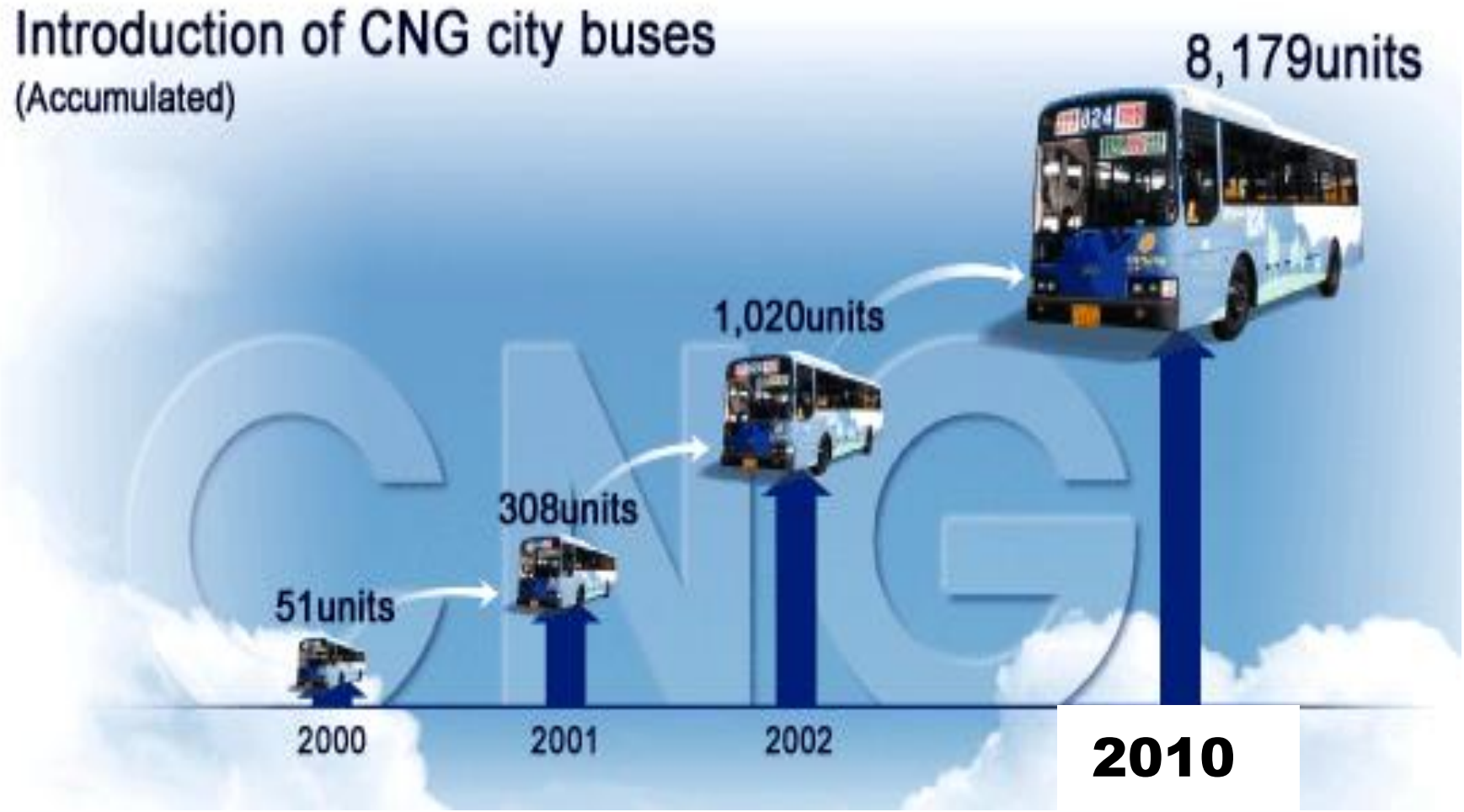
☐ Transit System : Integration for Multi-Modal

- ○ **Physical** (between modes(Station+Stops))
- ○ **Network** (Railway, Bus, and others)
- ○ **Fare** (Equity, Providing incentives)
- ○ **Information** (Seamless transfer)
- ○ **Institutional** (Custom-based)

☐ CAR Space : REFORM Urban planning for EST

- ○ **GREENING of Car Space**
- ○ **Pedestrian Friendly Street**
- ○ **Culture Re-creative Space**

CNG buses for EST



Passenger-car Reduction Policy

☐ Restoration of Cheonggyecheon

❑ Decrease of car-traffic volume : 125,000 veh/day

Before

After(Sep. 2005)

Make a Fun for EST

Key Comment from Seoul Exp.

○ **Make Success Story** **Package Approach**

ex) **BRT with Restructuring ALL**

re-Coloring, re-Routing, Free Transfer, re-Spacing, delete M-way+Parking Lot, Use IT for exciting Transit

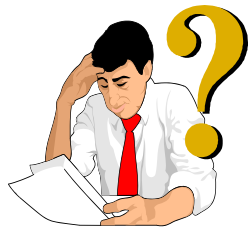
○**MY Authority First, and Ask others**

Take Transit, NO-AUTO

○**Dancing with Transit Users**

With NGO, Labor Union, Political leader

Key Comment for EST



“ Long term View ”

- ***Leading*** *Mega –Trend (social change)*

“ Short term Action program ”

- ***special, detail*** **: Make it Clear**

1) What is the Vision ? ***(World Best Transit City)***

2) What is the Goal, Strategic Keyword ?

(Competitiveness Public Transport)

3) What is my “Mission Statement” ?

- **Target Year, Numeric measurement**

(Take Transit, Enjoy more time for Life ; 75% by Transit)