



Communication Strategy **Smart Mobility** **Implementation in Jakarta**

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What's Smart Mobility?

Smart Mobility is a collection of **innovative** solutions to provide a sustainable & efficient transportation systems and reduce the traffic congestion in city's road networks



Timeline Smart Mobility Program in Jakarta

Focus on Transjakarta Program

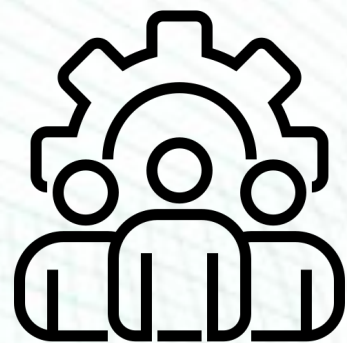


JakLingko Program in Jakarta



A joint venture between PT MRT Jakarta (Perseroda), PT Transportasi Jakarta, and PT Moda Integrasi Transportasi Jabodetabek (MITJ).

3 points of integration of JakLingko



Management



Route



Payment

The Challenge for Communication



Initial refusal from existing transport operators to integrate



Low digital literacy, resulted in over-reliant of paper based ticket and traditional (cash) payment system



The lack of reliable source or center of information for transport routes and timetables

Communication Strategy



Organizing a Focus Group Discussion between the management and existing transport operators



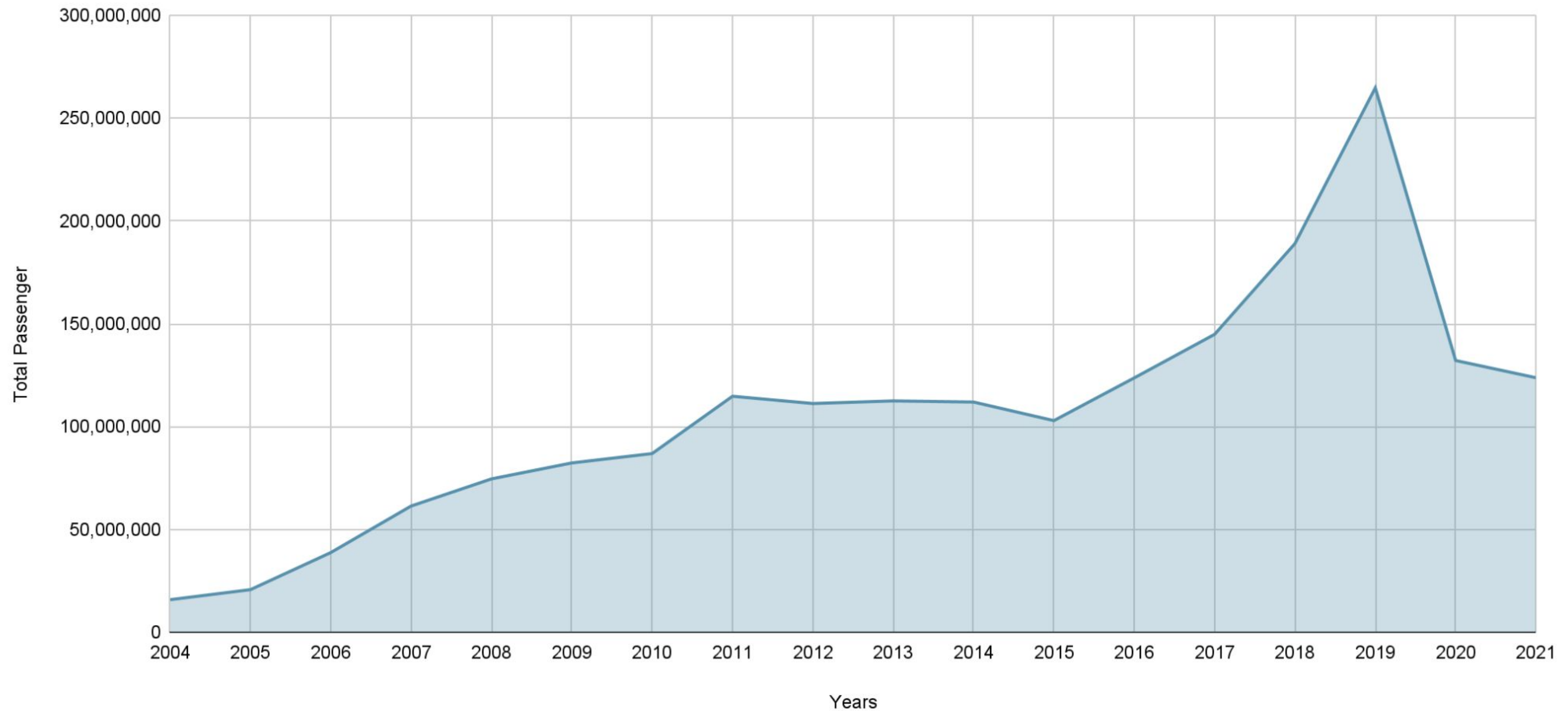
Educating and informing the benefits of e-card payment system to citizens and transport users

Trafi I >>

Jak 
Lingko

Developing a real-time transportation timetable and routes information inspired by Trafi in the Jaklingko System

Number of Transjakarta Users



The JakLingko system officially operates in December 2017. This system is able to increase significantly Transjakarta users, which is around 270 million passengers by the end of 2019 (before pandemic).

Daily Active Users of Bus Rapid Transit (BRT) in Jakarta

Dec 2017

397K

Daily Active Users

Feb 2020

1.006K

Daily Active Users

Source: Transjakarta

There is an increase in total passengers of around 600 thousand passengers/users per day after JakLingko program is implemented in Jakarta

Thank You