TITLE: THE PERCEPTION OF BUS RAPID TRANSIT: A STUDY BASED ON THE PROSPECTS OF BRT ON CORRIDOR III KARACHI

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SUMMARY:
Karachi Metropolitan city of Pakistan, with estimated of 20 million population, conferring to the Strategic Development Plan 2020 its population escalates up to 27.6 million, Karachi city is experiencing an uncontrolled stage of motorization, requirement of sustainable transportation system is implemented for the sustainable infrastructure. In contrast to the major cities of Pakistan, have developed rationalized approach towards transportation network planning. Improved transportation network has one of the challenge which has been faced by people residing in Pakistan for that instance BRT (Bus Rapid transit) service is developed in main cities of Pakistan namely Lahore, Multan, Islamabad-Rawalpindi bus service which are successfully implemented and working which are beneficial socially as well as economically stable. Specific Transport challenges Karachi is facing in recent times which has been discussed in the development plan 2020, specifically designed for the improvement of transport network in Karachi which will provide benefits and provide sustainable infrastructure for the frequent transit users.

PROBLEM STATEMENT:
Karachi is facing drastic challenge in traffic congestion which generates disturbing situation for the residents, BRT (Bus Rapid Transit) system is proposed at Corridor III, along a stretch of 12.32km (7.66miles) covering area from Safoora goth to Jail chawrangi Latitude (24°55′45.49″N) Longitude (67°6′32.42″E), A Qualitative study is conducted to determine public opinion regarding to implementation of this system.

METHODOLOGY:
The study is conducted through Qualitative data analysis used to evaluate public perception concerning to the prospects of BRT (Bus rapid transit) system execution in Karachi, to predict and analyze whether this system is beneficial or not. Data comprises of 90-100 randomly selected residents, highlighting variables: Time, Cost, Mode of travel during peak hours, Socio-economic demography, Psychological and Environmental degradation, from the residents residing near BRT station. The results of qualitative data analysis are signified graphically with the help of pivot tables using SPSS software.

RESEARCH OBJECTIVES:
The proposed work is intended to fulfill the following objectives:

a. To study comprehensive literature review focused on the BRT implementation strategies and operations worldwide and to conduct a passenger survey to investigate public perception towards its execution in Karachi at Corridor III.

b. Data is analyzed on these parameters: Time, Cost, Mode of travel during peak hours, Socio-economic demographics, Psychological and Environmental degradation.

c. SWOT analysis of BRT system in Karachi.

EXPECTED FINDINGS: The findings would be summarized in terms of variables such as the Time, Cost, Mode of transport, Socio-economic issues; Psychological and Environmental degradation issues are not properly managed before execution and its impact for the future are drastic. This will help in finding the loop holes in the existing system. A modified framework will be proposed which includes a survey based qualitative analysis.