



**REPORT TO: CITY MANAGER**

**TO BE REFERRED BY THE OFFICIAL TO MAYCO VIA THE URBAN MOBILITY SECTION  
79 COMMITTEE [AFTER CONSIDERATION BY CITY MANAGER]**

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**1. ITEM NUMBER**

**2. SUBJECT**

**FEEDBACK ON THE INTERNATIONAL/OUTSIDE THE BORDERS OF THE  
RSA TRIP UNDERTAKEN FROM 4 NOVEMBER 2024 TO 8 NOVEMBER  
2024 TO ATTEND THE UITP MARKETING COMMITTEE MEETING & THE  
LTA-UITP SINGAPORE INTERNATIONAL TRANSPORT CONGRESS &  
EXHIBITION (SITCE) IN SINGAPORE.**

**ISIHLOKO**

**INGXELO ENGASEMVA KOHAMBO KUMAZWE APHESHEYA/  
ANGAPHANDLE KWEMIDA YASEMZANTSI AFRIKA EQHUTYWE  
UKUSUSELA NGOWE4 UKUYA KOWE8 KWEYENKANGA 2024  
UKUZIMASA INTLANGANISO YEKOMITI ENGOKUBHENGESWA KWE-  
UITP NENKOMFA YEZIZWE ZAPHESHEYA ENGEZOTHUTHO ESE  
SINGAPORE YE-LTA-UITP NOMBONISO (SITCE) OSE SINGAPORE**

**ONDERWERP**

**TERUGVOERING OOR DIE INTERNASIONALE REIS (BUITE DIE GRENSE  
VAN DIE RSA) VAN 4 NOVEMBER 2024 TOT 8 NOVEMBER 2024 VIR DIE  
BYWONING VAN DIE UITP-BEMARKINGSKOMITEE SE VERGADERING  
EN DIE INTERNASIONALE LTA-UITP-VERVOERKONGRES EN -  
UITSTALLING (SITCE) IN SINGAPOER**

**LSU: R1935**

### 3. EVENT SUMMARY

EVENT DETAILS	
CONFERENCE/SEMINAR	THE UITP MARKETING COMMITTEE MEETING & THE LTA-UITP SINGAPORE INTERNATIONAL TRANSPORT CONGRESS & EXHIBITION (SITCE)
DATE	4 November 2024 to 8 November 2024
VENUE	UITP Marketing Committee Meeting - SMRT Corporation Ltd LTA-UITP SITCE - Suntec Singapore Convention & Exhibition Centre
TOTAL COST TO THE CITY	R 108 616.83
CITY	Singapore
COUNTRY	REPUBLIC OF SINGAPORE

ATTENDEE DETAILS	
NAME AND SURNAME	DESIGNATION
Harold Peters	DIRECTOR

PROVIDE SUMMARY OF HOST ORGANISATION / CITY
<p>The UITP (Union Internationale des Transports Publics) is a non-profit International Association for Public Transport, the largest and most influential global body that deals with Integrated public transport, related knowledge management and investment across the world. The UITP network brings together all public transport stakeholders as well as sustainable transport modes.</p> <p>The LTA-UITP Singapore International Transport Congress &amp; Exhibition (SITCE), is a leading transport event held every two years in the Asia-Pacific region and is jointly organized by UITP, Singapore's Land Transport Authority (LTA) and MSI Global Pty Ltd. SITCE has established itself as a key platform for urban mobility stakeholders to come together to discuss and redefine the public transport landscape.</p>

### 4. OBJECTIVE

The UITP working group is of particular interest this year since it is focusing on alternative revenue streams that are leveraged in bus operations, other than the fare box. Initiatives and learning in this arena will allow for greater potential revenue being generated from other streams such as advertising, real estate (space at bus stations e.g.) leasing and retail opportunities. Other than the revenue generated for the MyCiTi business, these business initiatives could also create economic development opportunity for SMMEs. Improving our ability to generate additional (non-fare box) revenue will allow for greater financial sustainability within the MyCiTi eco-system.

The LTA-UITP Singapore International Transport Congress & Exhibition (SITCE Congress provides a platform for discussions on innovative solutions for challenges faced by the urban transport sector. Top global industry leaders

and experts will be sharing their knowledge and insights on the current landscape of urban transport.

The five congress streams in this edition are:

- Building a workforce ready for the future
- Automation and Autonomous Vehicles
- Electrification and Sustainable Urban Mobility
- Smart, Inclusive Transport with a New Culture for Commuters
- Sustainable Infrastructure and Asset Management

The outcome of attending the above engagements will ensure that key international learnings are incorporated into Urban Mobility Systems. These learnings will allow UMD to drive aspects such as:

- Revenue Enhancement from current assets
- Business Optimization and Automation
- Revenue retention and cost cutting initiatives

## **5. OUTCOMES**

This section summarizes the key outcomes from the UITP Marketing & Business Working Group (4-5 November 2024) and the UITP SITCE conference (6-8 November 2024) attended by the Director of Shared Services and Business Development.

### Learning about New Payment Technology:

- o The conference showcased emerging trends in payment technologies aimed at improving commuter convenience and operational efficiency.
- o Case studies from various cities highlighted seamless, integrated payment systems using digital platforms and contactless technology, which Cape Town can adapt to enhance its public transport network.

### Strategies for Non-Fare box Revenue Generation:

- o Presentations and discussions at the Marketing & Business Working Group offered valuable insights into global practices. Key strategies from cities such as Dubai, Hungary, Italy, Spain, China, and Singapore were explored, with a focus on diversifying revenue streams.
- o Notable inspiration came from Singapore's rail operator, SMRT, which has split its operations into two arms: one focused on train operations and another exclusively on non-fare box revenue generation.

### Potential Applications for Cape Town:

- o Asset Utilization: The City can derive more value from its transport-related assets, including:
  - Advertising spaces on buses, shelters, and stations.
  - Retail opportunities at major bus stations, creating hubs that benefit SMMEs while generating sustainable income.

- Organizational Structure: A review of SMRT's model suggests the feasibility of dedicating resources exclusively to non-fare box revenue exploration within Cape Town's Urban Mobility Directorate.

Alignment with Strategic Objectives:

- The sessions directly supported the City's objectives of financial sustainability and service delivery improvement by identifying practical, replicable strategies to reduce reliance on fare revenue.

## 6. ACTIONS REQUIRED

The outcomes of the UITP SITCE conference and working group provide actionable insights and global benchmarks for Cape Town. By adopting some of these strategies, the City can advance its mobility objectives, improve commuter experiences, and enhance revenue generation in a sustainable manner.

Some of the priority actions that will be explored, emanating from the learnings and information gathered on this trip includes:

- ❖ Develop a feasibility study to explore implementation of the SMRT-style dual business model for asset and revenue optimization.
- ❖ Initiate a pilot program for enhanced advertising and retail opportunities within larger MyCiTi stations, prioritizing SMME participation.
- ❖ Engage with relevant stakeholders to assess the integration of innovative payment technologies into Cape Town's transport network. This will be aligned to our current Automated Fare Collection investigations and procurement

## 7. IMPLICATIONS

<b>7.1 Constitutional and Policy Implications</b>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>
<b>7.2 Environmental implications</b>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>
<b>7.3 Financial Implications</b>	No <input type="checkbox"/>	Yes <input checked="" type="checkbox"/>
<b>7.4 Legal Implications</b>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>
<b>7.5 Staff Implications</b>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>
<b>7.6 Risk Implications</b>	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>

## 7.7 **POPIA Compliance**

- ☒ It is confirmed that this report has been checked and considered for POPIA Compliance.

*NOTE: POPIA Section **MUST** be completed otherwise the report will be returned to the author for revision.*

*Contact your Directorate POPIA Stewards should you require assistance.*

**The City has a contract in place with Izani Embassy Joint Venture for the safe-keeping of Traveller's personal information as required by the POPI Act.**

## 8. **RECOMMENDATIONS**

It is recommended that the feedback report on the trip for the UITP Marketing Committee Meeting & LTA-UITP Singapore International Transport Congress & Exhibition (SITCE) held in Singapore undertaken by Director: Shared Services & Business Development, Harold Peters on 4 November 2024 to 8 November 2024 be considered and noted.

### **ISINDULULO**

Kundululwe ukuba makuthathelwe ingqalelo kwaye kuqwalaselwe ingxelo engasemva kohambo ebelujoliswe kwiNtlanganiso yeKomiti engoBhengezo lwe-UITP neNkomfa yamazwe aphesheya engezoThutho eseSingapore ye-LTA-UITP noMboniso (SITCE) ebichotshelwe eSingapore, eqhutywe nguMlawuli weenKonzo ezingoLwabelwano noPhuhliso lwezoShishino onguHarold Peters, ukususela ngowe4 ukuya ngowe8 kweyeNkanga 2024.

### **AANBEVELING**

Daar word aanbeveel dat die terugvoeringsverslag oor die direkteur: gedeelde dienste en sakeontwikkeling, Harold Peters, se reis vir die bywoning van die UITP-bemarkingskomitee se vergadering en internasionale LTA-UITP-vervoerkongres en uitstalling (SITCE) gehou in Singapoer van 4 November 2024 tot 8 November 2024 oorweeg word, en dat daarvan kennis geneem word.

## 9. GENERAL DISCUSSION

The trip to the UITP SITCE Conference and UITP Marketing & Business Working Group provided invaluable insights into innovative payment technologies and non-fare box revenue strategies. Learning from global best practices, particularly Singapore's SMRT model, has highlighted actionable opportunities to optimize Cape Town's transport assets, enhance financial sustainability, and support local SMMEs. These learnings align with the City's strategic objectives, offering a roadmap for improving service delivery and unlocking new revenue streams.

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## 10. ANNEXURES

**Annexure A – Approved Travel Report by City Manager**  
**Annexure B – Approved Deviation Report**  
**Annexure C – Approved Addendum**

### FOR FURTHER DETAILS, CONTACT:

DATE	6 December 2024		
NAME	Harold Peters	CONTACT NUMBER	084 878 4126
E-MAIL ADDRESS	Harold.peters@capetown.gov.za		
DIRECTORATE	Urban Mobility	FILE REF NO	7/4/3/2
SIGNATURE :			

#### EXECUTIVE DIRECTOR

DALENE CAMPBELL

The ED's signature represents support for report content and confirms POPIA compliance.

#### COMMENT:

SIGNATURE:

NAME

DATE

**MANAGER: INTERNATIONAL RELATIONS**

COMMENT:

DR. DENVER VAN SCHALKWYK

Actions noted

SIGNATURE:

DATE

☐ REPORT COMPLIANT WITH THE PROVISIONS OF COUNCIL'S DELEGATIONS, POLICIES, BY-LAWS AND ALL LEGISLATION RELATING TO THE MATTER UNDER CONSIDERATION.

**LEGAL COMPLIANCE**

☐ NON-COMPLIANT

COMMENT:

NAME

TEL

DATE

Certified as legally compliant based on the contents of the report.

**CITY MANAGER**

☒ NOTED

☒ REFER TO THE MAYORAL COMMITTEE VIA THE RELEVANT SECTION 79 COMMITTEE

DATE

COMMENT: