

ICP-AGIR Best Practice for Taoyuan (Taiwan)

Taoyuan Fuxing Happy Van	
	Taoyuan (Taiwan)
Departments / Institutions involved	Department of Transportation
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Description of the best practice	Fuxing District stands apart as Taoyuan's only mountainous region. Its distinctive geography and demography present significant challenges to public transportation. Taoyuan City Government has therefore introduced the Taoyuan Fuxing Happy Van to meet local needs and reduce the use of private transportation. The project offers demand-responsive service which makes public transportation far more accessible and convenient for those living in remote areas.
Theme and sub-theme if appropriate	Circular Economy





Description of Best practice	
Challenge Addressed	<p>Nestled within Taoyuan City, Fuxing District stands apart as the city's only mountainous region. Despite being the administrative district with the largest land area in Taoyuan, it has the smallest population. This unique district is divided into 10 boroughs—Sanmin, Zeren, Xiayun, Yisheng, Luofu, Kuihui, Changxing, Gaoyi, Sanguang, and Hualing—each home to 5 or 6 indigenous tribes.</p> <p>With its abundance of tourist attractions, Fuxing District has consistently drawn in travelers over the years. By the end of 2021, the population comprised 12,656 individuals spread across 3,897 households in 10 boroughs and 125 neighborhoods. The indigenous Atayal community makes up the majority of the district's residents.</p> <p>Looking at the district's demographics, approximately 1,095 people are students aged between 5 and 14, and about</p>

	<p>1,694 are seniors aged 65 and above. These groups jointly make up 13% of the population. Even though Sanmin Borough has the highest population density, the scattered distribution of the settlements through the mountainous terrain means it averages just 275.22 people per square kilometer.</p> <p>Fuxing District’s distinctive geography and demography present significant challenges to the implementation of the Fuxing District Happy Bus service:</p> <ol style="list-style-type: none"> 1. Providing accessible, comprehensive public transportation services is hard. Balancing local residents’ basic transport needs with operational profitability can be difficult. 2. Many tribes are situated in mountainous areas with winding, narrow roads, which makes it challenging for larger buses to serve these remote villages. 3. With its large population of students and seniors, the district presents a unique challenge. Fuxing District is also hub of rich tourist attractions thus crafting a balanced Happy Bus service that enables residents to access education or healthcare, while also serving the sightseeing interests of tourists, is a complex endeavor.
<p>Solution Implemented</p>	<p>Starting from August 17, 2020, the city administration undertook a significant revamp of Fuxing District’s public transportation network. Two pivotal transfer stations, Fuxing and Luofu, were set up to serve as the heart of this redesigned network. We tailored this transformation around residents’ daily routines and essential commuting requirements, and therefore the free bus service morphed into the Happy Bus service.</p> <p>The main artery of the network is the 5104 bus route, which connects Daxi and Fuxing District. To extend service to the more remote areas of Baling in Fuxing, we implemented a flexible, demand-responsive service which makes public transportation far more accessible and convenient for those living in remote areas.</p> <p>To address the challenges outlined above, we proposed the following solutions:</p> <ol style="list-style-type: none"> 1. Using nine-seater vehicles to overcome geographical challenges and serve commuting needs: <p>Our Happy Van service has replaced the previously free bus routes L801, L802, L803, L805, L806, and L807. These routes had subpar performance, with average service costs</p>

	<p>exceeding NT\$350 per person and fewer than six passengers per route. Given the scattered geographical distribution of the tribes in Fuxing District and the high demand for medical services among old people, many residents resort to driving or riding motorcycles, or even postpone their medical appointments, which may pose a safety risk.</p> <p>The city launched this updated service on August 17, 2020, as a way of meeting local people’s basic transport needs and promoting public transportation among both residents and tourists. We now use more agile nine-seater vehicles to cater transport needs among the tribes we currently serve, which are complemented by a flexible reservation system. This strategy seeks to meet basic transport needs while easing the financial burden.</p> <p>2. Catering to transport needs, encouraging social participation among seniors, and improving students’ school attendance:</p> <p>Our Happy Van service is committed to fulfilling basic transport needs within Fuxing District. We provide pre-arranged pick-up and drop-off services for the elderly and students, specifically at cultural and health stations and various schools. To effectively address the different transport demands, we have formed partnerships with several organizations and created LINE messaging groups for real-time communication and coordination.</p> <p>3. Improving service reach and effectiveness with flexible booking options and regularly assessing actual transportation needs:</p> <p>The widespread distribution of tribes in Fuxing District makes consolidating transport provision in one central point challenging. Also, it’s impractical for a single route to simultaneously offer detours. To prevent unnecessary waiting and uncertainties about arrival times, we offer reservation services for communities along the route. We also encourage local participation in community discussions, which allow us to consistently assess and meet residents’ actual transport needs.</p>
<p>Partnerships</p>	<p>The project teams up with Nice Taiwan Car Rental Corporation and brings the following benefits:</p> <p>1. Supporting Local Educational Needs: Our service offers dedicated commuting options for students across various tribes in the Fuxing District, covering Luofu Senior High School and Luofu Junior High School, and elementary schools such as Sanguang, Luofu, Yisheng, Jieshou, Kuihui, Gaoyi, and Guanghua. We are committed to facilitating an easy commute for students residing in tribes including Wsilung, Rahaw, Sbnaw, Qrahu, Tglig, and Zihing.</p>

	<p>2. Serving the elderly: We cater to the needs of the elderly, providing services for 6–7 individuals from the Snazi Cultural and Health Center, and 3–4 individuals from the Rahaw Cultural and Health Centers. Our service ensures these seniors can easily travel to local health clinics and Fuxing Station for medical appointments, as well as for their shopping needs.</p>
<p>Lessons Learned</p>	<p>1. Flexible scheduling and energy-saving services: Since local passenger demand is less predictable and the vacancy rate is high, to lower vehicle maintenance costs we use small vehicles instead of medium or large buses. We also provide flexible vehicle scheduling based on local passenger demand to improve overall operational efficiency. By introducing a flexible transportation service model, we offer high-quality and convenient transportation services to local residents and tourists.</p> <p>2. Expanded scope and benefits through a range of reservation channels: Along with fixed and flexible services, we also offer reservation services to fully meet passenger needs. We recommend providing a variety of reservation channels, such as by phone, online, etc. In addition to providing the public with multiple reservation channels, this can also increase operator income. On weekdays, we can serve local residents as they commute and go to medical appointments, and at the weekend we can offer reserved transport to tourists.</p> <p>3. Regular reviews of demand to better track local needs: As demand is relatively low, we are moving towards a fully flexible, reservation-based design. We recommend collecting information on potential local demand on a regular basis and using a rolling review process to adjust operational plans accordingly.</p> <p>4. A rolling review mechanism for service quality and satisfaction: This mechanism will allow us to continuously audit and evaluate each operator. Built into the design of this system is a regular, ongoing review of operator performance. Using the results of these evaluations, we can provide appropriate guidance and reinforcement, ensuring our commitment to delivering high-quality public transportation services is always upheld.</p> <p>5. Introduction of external resources such as tourism business models and corporate social responsibility (CSR) to enhance service sustainability: Introducing tourism opportunities and CSR initiatives both contribute to the sustainability of service provision. Considering the nature of the Happy Van service, prioritizing the integration of CSR resources and establishing related mechanisms allows for</p>

	the sustainable exploration of incorporating tourism services.
Main Milestones	The Happy Van currently operates seven routes serving the residents of Fuxing District in Taoyuan City. Annual ridership for 2022 reached 38,222 passengers, averaging 105 riders per day. This represents a 12.88% growth over the previous year. In 2022, customer satisfaction with our service consistently scored above 80%.

Materials for promotion	
Quote from city representative	The Taoyuan City Government rolled out the Happy Bus service in a bid to ensure transportation equity in hard-to-reach areas. This isn't your standard city bus operation—we're using nine-seater minibuses that can navigate roads where larger vehicles cannot venture. These buses reach deep into local communities, covering that crucial "last mile" home and linking different communities with a reliable transport service. This means residents can dependably access healthcare, education, and commuting options. Our approach to offering basic transportation in remote areas could serve as a useful model for cities worldwide grappling with similar challenges.
Graphic Material	   
Online links	https://www.fuxingbus.net/CarSharing/WebPage/PublicModule/pagPublicIndex.aspx