

**DIRECTION OF MODAL SHIFT POLICY
FROM PRIVATE VEHICLE TO CITY BUS
FOR SIDOARJO-SURABAYA COMMUTER
IN WARU DISTRICT**

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Abstract

Expansion urban activity of Surabaya to Sidoarjo (especially Waru District) unbalance with availability of rely on public transport to support society mobility. Otherwise, usage of public transport (in this case city bus) less enthused than private vehicle, causing traffic jam in Surabaya. Therefore, this research aim to formulate direction of modal shift policy from private vehicle to city bus based on characteristic, pattern of existing modal split and sensitivities parameter of mode for Sidoarjo-Surabaya commuter in Waru District.

The analysis method used to formulate the pattern of existing modal split is binary logit analysis. Elasticity analysis used to find how elastic sensitive mode parameter in transferring private vehicle modal split to city bus. Sensitivity analysis used to find interval alteration of parameter which significant in opportunity transfers of usage from private vehicle to city bus. Meanwhile, triangulation analysis among result of researcher analysis with policy, former study and result of stakeholder interview conducted to formulate direction of modal shift policy from private vehicle to city bus.

Result of research indicated that commuter who has low income and high incomes differ from facet of vehicle ownership. High income commuter at least have a car, while who have low income didn't have car. Commuter with low income most sensitive toward time in city bus compared to spare time variable and also

time out of vehicle. So that, more required direction had the character of incentive to increase the quality of city bus in the case of its reliability. While, high income commuter sensitive toward time out of private vehicle. So that, if city bus service didn't reliable, it will be hard to shift private vehicle to city bus. On the contrary, if there was system generating addition of time out of private vehicle, private vehicle user will move to more reliable mode. Thereby, direction of modal shift policy private vehicle to city bus emphasized at disincentive by parking limitation. Meanwhile, incentives by integrated primary and secondary transport system; treatment and commutation city bus machine periodically; accelerating headway; bus way supported with the frontage road; provision of parking building in the terminal; integration of terminal, bridge crossing, and pedestrian paths; changing deposit system become fee for public transport's driver; and also scheduling of city bus.

Key words: direction, modal shift policy, commuter.