



**XXIVth World
Road Congress
Mexico 2011**
Mexico City 2011.

CHANGES UNDERTAKEN TO BETTER UNDERSTAND AND ADDRESS THE DIVERSE TRANSPORTATION NEEDS OF SINGAPOREANS

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OUR VISION, MISSION AND FOCUS

Vision

- A people-centred land transport system

Mission

- To provide an efficient and cost effective land transport system for different needs

Focus

- Commuter-centric
Customer-centric
Community-centric



FEEDBACK CHANNELS



Mailing Address
Feedback



LTA Hotline:
1800-Call LTA
(1800 - 2255 582)



Fax:
63961002



SMS to "77LTA"



QSM Hotline
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**Customer
Service
Center**



The COMMUNITY PARTNERSHIP TEAM

Capabilities and Responsibilities

- Strong technical knowledge and good people management skills
- Establish healthy long-term relationship with citizens through their community leaders
- Interact and understand the community's needs
- Become a one point contact for all LTA matters



STRATEGY FOR ENGAGEMENT

Capturing and understanding issues through:

- Attending regular meetings with Community Leaders/Advisers
- Attending residential visits and Town Hall meetings
- Participating in events organised by Community Leaders



DIVERSE NEEDS AND CUSTOMER SEGMENTS

Engaging the Different Communities

- Private estate community
- School, religious and business community
- Senior citizens
- Physically challenged
- The citizen-at-large



PRIVATE ESTATES COMMUNITY



**Pedestrian/Traffic
Connectivity**



Vehicular/Pedestrian Safety



Street side parking



**Obstruction to
traffic flow**



SCHOOL, RELIGIOUS AND BUSINESS COMMUNITY



Pedestrian safety



Vehicular/Pedestrian safety



Street side parking



Traffic flow



**Collaboration,
Negotiation & Advisories**



CONSULTATION, COLLABORATION, NEGOTIATION, ADVISORIES

Objectives met

- Partner the community to co-own problems and co-create solutions
- Balance differing views and needs
- Explain trade-offs and benefits
- Engage citizens to explain course of action through opinion surveys
- Facilitate better understanding amongst the citizens



MANAGING EXPECTATIONS

Dialogue Sessions And Information Briefing



Community Dialogue



Information Briefing



Briefing Community Leaders at Regular Meetings



Sharing at Community Event



Private Estates & School Task Group

- Co-create best practices with community and stakeholders to tackle traffic problem
- Conduct sharing sessions with Neighbourhood committees to promote gracious living
- Provide school safety toolkits to educate students and parents



EVENTS AND PUBLICITY TASK GROUP

- Create in-house educational colaterals conveying road safety information and LTA policies
- Create interactive games to educate the public in a FUN WAY



IMPACT AND VALUE CREATED

- Ability to adequately address the community's needs
- Foster amicable community relationships
- Balance diverse needs
- Celebrate works completion
- Create sense of ownership, appreciation and responsibility



ENHANCING OUR PERSONABLE SERVICE

Staff learning and growth

- Create and maintain a knowledge repository
- Monthly staff sharing session on lessons learnt
- Learning visits to institutions
- Sharing of community involvement experiences with fellow colleagues



Conclusion

Then

Take, for example, the Land Transport Authority (LTA). In the past, if a community leader or member of the public had a suggestion to improve traffic flow in his town, he would write in to LTA and the roads people would consider it from a road engineering point of view.

Now

.....This process change followed a mindset change which came from saying, "Let me put an officer there to work with the community to understand what the problem is, and how we can solve it." The LTA officer can bring his professional knowledge and match that with the more intimate understanding of the actual ground situation to address the issue in a more holistic way, working with the community to find the best solution.



Face2Face 20

"THE 21ST-CENTURY CIVIL SERVICE WILL BE ABLE TO DELIVER IN THE PRESENT AND SIMULTANEOUSLY PREPARE FOR THE FUTURE."

When you're dealing with the business community, what happens in the community when you're dealing with social issues and what happens beyond Singapore. It's a more interconnected and globalised world. The way we see it is the world beyond the Public Service and beyond Singapore and improve the connectors that we have given us a tremendous competitive advantage.

Secondly, the Public Service needs to engage and communicate better with our public in Singapore and to be open to ideas. It's important to consult and hear from the wisdom of people out there who will be affected wherever we formulate policies.

There needs to be mutual recognition and respect between the Public Service and the public. If we can achieve that mutual respect, we'll have a good foundation for moving forward many of the things we want to do.

What can be done at a service-wide level to bring about these improvements?

"We need to look at process change and mindset change at the same time. Take, for example, the Land Transport Authority (LTA). In the past, if a community leader or member of the public had a suggestion to improve traffic flow in his town, he would write in to LTA and the roads people would consider it from a road engineering point of view.

LTA initiated the process. Rather than just receive the issue along functional lines, LTA assigned officers

who would be responsible for each issue or case. This process change followed a mindset change which came from saying, "Let me put an officer there to work with the community to understand what the problem is, and how we can solve it." The LTA officer can bring his professional knowledge and match that with the more intimate understanding of the actual ground situation to address the issue in a more holistic way, working with the community to find the best solution.

It's not something new. The move 20, 25 years ago by the Police to introduce community policing involved a similar process as it related as well - from policing the community to the Police as part of the community.

How do we address the 21st Century challenge? The Civil Service is putting more effort into training, and our public officers are taking to training more actively.

We must also think beyond the confines of our own portfolio or ministry, on a broad, whole-of-government basis. Take the integrated smart IRP as an example. It's not a building, and it's not a casing, and it's not just tourism. There are also social issues to be resolved. It requires a whole-of-government approach to address the issues involved in bringing in IRP, and to maximise the benefits and minimise the disbenefits.

It was not just the responsibility of the Singapore Tourism Board. The Ministry of Home Affairs did not just say, "We will not accept any expansion of this kind of activity", but it was able to study the matter and accept the idea of having a casino in the IRP by putting in a legislative framework to deal with issues that might arise.

Engagement with the public also played an important part. We had a good consultation and debate, and people understand why we are having IRP and mean accept it. Understandably, some sections of the public had reservations, but it was also gratifying to see a good number of them stepping forward to volunteer their help in dealing with some of the social issues that may arise."

What is your vision for the Public Service in the 21st century?

"It would be a more networked government, with a lot of

objective of Public Service Week, to develop a greater sense of ownership. We will be better able to understand, engage and communicate with the public, where there is beneficial and constructive exchange between government and public and a sense of mutual respect.

The 21st century Civil Service will be able to deliver in the present, and simultaneously prepare for the future. Being able to deliver means continuously striving for excellence. We will never achieve perfection, but we should continue to strive for it. We should anticipate the future, plan and prepare for it, so that Singaporeans and Singaporeans We always be ready for the future.

It's also important to keep our core values of integrity, service and excellence. Using by these core values, it who really differentiates us from our peers around the world, and makes us stand out as a Public Service.

On a scale of 1 to 10, how would you rate our Public Service?

"I'd give them 8.5, and more importantly I see them as always striving to do better." #

Deputy Prime Minister Mr Teo Chee Hean
(Minister in charge of the Civil Service)



Thank You

