

GENDER ACTION PLAN

Activities	Targets	Responsibility	Timeframe
Outcome: Quality of public transport is improved along BRT corridor			
0.1 Conduct public information / awareness raising campaigns on the advantages of the BRT system, encouraging the public, especially women, and other vulnerable groups, to use the BRT.	0.1 At least 3 types of multi-media information campaign demonstrating ease of access, safety, comfort, and other advantages of the BRT system, developed and disseminated	Trans Peshawar Company, Project Director, PIU Social and Gender staff, PMCCB Consultants	0.1 After 50% of BRT is completed and within the 1 st year of BRT operation – Q4 of 2018
0.2a Establish a “Safe Travel Program” within the BRT system addressing issues of sexual harassment, theft, bullying, and other security issues including all forms of harassment against women, elderly, children, persons with disabilities, and other vulnerable groups.	0.2a At least 2 multi-media campaigns are viewed by 500,000 targeted riders, that include posters and audio visual ads played in TV monitors demonstrating “zero tolerance” for sexual and other forms of harassment, theft, bullying, and other security issues especially experienced by women, children, elderly, persons with disabilities, and other vulnerable groups		0.2 After 50% of BRT is completed, and continuing while the BRT is in operation
0.2b Put in place mechanisms to address complaints / incidents (reported, observed by others, or directly experienced) of harassment	0.2b Each BRT station and bus displays a flow chart, helplines, and instructions on what to do when experiencing or observing cases of harassment or any safety threat, in Urdu, Pashto and Hindko. Each BRT station has (i) visible desks/rooms staffed by trained women and men, where victims of harassment and other safety crimes can report; (ii) a system of recording cases handled by these desks (whether on a computer or logbook); and (iii) direct lines to nearest police stations for immediate request for police help		0.3 Within the first 2 years of operation: 2020-2021
0.3 Conduct a rapid survey on the size and diversity (sex, age group, ability) of BRT ridership.	0.3 Female ridership increased to 20% within the first 2 years of operation (<i>Baseline 2016: 15% of riders of current old public buses are females</i>)		0.4 Project end or 2 nd year of BRT operation
0.4 Conduct at least 1 satisfaction survey for each of the 3 classifications of passengers -- males, females, and elderly/persons with disabilities (PWDs)	0.4 60% of each type of passengers (males, females, and elderly/PWDs) have positive perceptions of the BRT in terms of its affordability, safety, reliability, connectivity, comfort, and responsiveness to the needs of all types of passengers (<i>Baseline 2016: 90% of women interviewed do not feel safe travelling in public transport; Baseline 2014: 50% with positive perception on current bus system; 75% felt that the bus system did not cater to the women’s needs; 85% believed that it did not meet the requirements of the elderly and disabled</i>)		0.5a Year 2 of BRT operations 0.5b Pre-BRT video: Q3 of 2018; Post video: Year 2 of BRT operation
0.5 Conduct a study on the impact of the BRT on the lives of Peshawar residents, with specific impacts on men, women, children, elderly, and PWDs, analyzed	0.5a Report on BRT impact on the city of Peshawar in general, and of the residents in particular submitted to TransPeshawar with a copy to ADB 0.5b At least 1 video documentary capturing the pre and post-BRT experiences and perceptions of equal number of male and female interviewees.		

Output 1: Peshawar's first BRT corridor is constructed			
<p>1.1 Construct BRT corridors and stations as per design and following international quality standards</p> <p>1.2 Construct bike lanes and walkways approaching all BRT stations to ensure convenient and safe access of all kinds of passengers, especially women.</p> <p>1.3 Ensure all BRT stations are socially and gender-inclusive</p> <p>1.4 Ensure all buses have demarcated sections for women, elderly and PWDs</p> <p>1.5 Establish commercial spaces for small women entrepreneurs in BRT system, prioritizing those in affected household</p>	<p>1.1 BRT stations include platform level boarding and safety design features for women, children, elderly and PWDs</p> <p>1.2a Approaches to each BRT station include lighted non-motorized transport lanes, with accessible bike parks, and sidewalks with accessibility ramps</p> <p>1.2b Bike sharing system modeled in University of Peshawar with at least 30% of bikes built and allocated for women users</p> <p>1.3 Each BRT station is adequately lighted and has (i) separate restrooms for men and women, (ii) priority e-ticketing counters for the elderly and PWDs, and separate ticketing counters and vending machines for women, (iii) CCTV facilities, (iv) instruction boards with helpline numbers and color-coded directional signs, in local languages strategically placed, and (v) visible reporting desks to address incidents of harassment of women, children, boys and girls, and other crimes</p> <p>1.4 All buses have clearly demarcated sections for women, children, elderly, and PWDs enforced by the bus staff</p> <p>1.5 At least 15% of allocated commercial spaces in BRT stations and depots, allocated for women entrepreneurs</p>	<p>Head of Trans Peshawar, Social/Gender Specialist, Project Director and PIU and relevant staff of PMCCB Consultants</p>	<p>All throughout construction stage until the first year of operation</p>
Output 2: Effective project management and sustainable BRT operations are established.			
<p>2.1 Ensure hiring of women staff in TransPeshawar, KPUMA, and for BRT operations and maintenance</p> <p>2.2 Hire women staff in PIU</p> <p>2.3 Hire Social and Gender specialist as part of the TransPeshawar staff</p> <p>2.4 Conduct trainings on gender sensitivity and social inclusion for all EA/IA staff, and implementation consultants,</p> <p>2.5 Train all staff with direct client interaction (e.g. station staff, ticket staff, bus drivers, guards, etc.) in the timely and effective handling of sexual harassment and other crimes that threaten the safety of passengers</p> <p>2.6 Institutionalize social and gender responsive policies and procedures</p>	<p>2.1 10% women staff in TransPeshawar, and in BRT operations and maintenance (Baseline 2016: 0)</p> <p>2.2 At least 20% of PIU staff are women</p> <p>2.3 A social and gender specialist hired in TransPeshawar supported by PMCCB team</p> <p>2.4 At least 2 trainings held on gender and social inclusion for staff of TransPeshawar, KPUMA, PIU and PMCCB to ensure that the project is implemented in a social and gender-responsive manner.</p> <p>2.5a All male and female staff with direct client interaction trained on the timely and effective handling of cases of harassment and other security threats</p> <p>2.5b At least 2 annual refresher trainings conducted to all staff with direct client orientation</p> <p>2.6 TransPeshawar operation policies and procedures incorporate social and gender inclusiveness that address the needs and safety of passengers, especially women and vulnerable groups</p>	<p>Trans Peshawar Company, Project Director and relevant staff of PIU</p>	<p>2.1 – 2.4 Year 1 of project implementation</p> <p>2.5 Three months before BRT operations and continues after start of service</p> <p>2.6 Year 1 of project implementation</p>

ADB = Asian Development Bank, BRT = bus rapid transit, CCTV= closed circuit television, EA = executing agency, IA= implementing agency, KPUMA = Khyber Pakhtunkhwa Urban Mobility Authority, PIU= project implementation unit, PMCCB=Project Management Communication and Capacity Building Consultants, PWD = persons with disabilities. Source: Asian Development Bank.