



2019
HCC
HIGHWAY CONCESSION
CONFERENCE

HIGHWAY CONCESSION CONFERENCE 2019

Enhancing Users Satisfaction Through Innovation and Financial Re-Engineering

Organised By:  Ministry of Works, Malaysia
 Lembaga Lebuhraya Malaysia
Supported By:  PSKLM

15 - 16 | LEXIS SUITES,
JULY 2019 | PENANG

Opening ceremony
YB Tuan Baru Bian
Minister of Works,
Malaysia



Improving Public Acceptance On Tolled Highway – The Malaysian Experience

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Rakan KKR



User numbers

4Chan: [22 million](#)

Airbnb: [150 million users](#)

Facebook: [2,375 billion users](#)

Flickr: [90 million users](#)

Google+: [111 million users](#) (RIP)

Instagram: [1bn users](#)

LinkedIn: [610 million users](#)

MySpace: [15 million users](#)

Periscope: [10 million users](#)

Pinterest: [265 million users](#)

Reddit: [542 million users](#)

Snapchat: [190 million daily users](#)

Twitter: [330 million users](#)

Wechat: [1 billion users](#)

Weibo: [600 million users](#)

WhatsApp: [1.6 billion users](#)

- Formed in 2014;
- By Ministry of Works as medium or means of communication between the ministry and the public;
- Created 2 ways effective communication for the common benefit i.e. to contribute for the improvement of the ministry's function and role towards delivering the best services to the users in road works and public infrastructure;
- Therefore Rakan KKR or Friends of MoWorks act as a bridge to remedy the communication gap between the ministry and its agencies towards the community to highlight the issues and problems concerning the public roads via social media.



Bijak tangani isu viral di media sosial



FADLAN (jauh di belakang) bergambar kenangan bersama peserta di agensi.

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"Justeru, setiap agensi di
bawah Kementerian Kerja
Raya melantik pentadbir
yang menguruskan laman

media sosial bagi berinter-
aksi dengan orang ramai
sejak tahun lalu dan kita
akan mempertingkatkan
kemahiran pentadbir ini
dari semasa ke semasa,"

katanya.

Dellau berkata demikian
ketika berucap pada Majlis
Pengantarahan Media So-
sial Kementerian Kerja Raya
2015 sempena Dengkil Pe-

mantapan Media Sosial 2016
di sebuah hotel di sini, ba-
ru baru ini.

Pada majlis itu, pentadbir
media sosial Jabatan Kerja
Raya (JKR) Johor, Herak dan

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Introduction

- Improving public acceptance on tolled highways - Malaysian perspectives.
- Users experience?
- Value for money.
- Fast, safe and smooth journey.

User's Concern

- Quality of roads - physically.
- Quality of foods, beverages and related products
- Availability of related Infrastructure - RnR areas, cafe, washroom, prayer's room (Surau/Musolla), petrol kiosk etc.
- Safety and emergency support team
- toll and charges
- Tolled booth

Perception

- Example during festive season = bad congestion:-
 1. Users perception - bad management by the concessionaires.
 2. Facts - failure to follow the proposed time for travelling by the concessionaires OR failure to follow the advice on using alternative route / other nearest highway
- Tolled highway = normal or usual federal or states roads.
- Value for money? = Tolled collection towards users satisfaction

Facts

- The policy of corporatization and privatisation in Malaysia.
- Concessionaires agreement - duration, the negotiation, the obligation, transfer of technology, the toll pricing and compensation matter.
- The role of LLM as highway authority in Malaysia.
- KPI and obligation among concessionaires.
- The law, by-laws, guidelines, rules and regulations.
- The Standard Operation Procedures on safety, health, environment etc.

Perceptions vs Facts

- Whether the users knows about it?
- Whether they can appreciate the current services offered?

Managing Perceptions

- Communication - tools leveraging information.
- The need of tolled highways differ between rural and urban communities.
- Public awareness - publicity to the masses - common language.
- Eg. (1) RFID not everybody knows about it. Promotion conducted in the city;
- Eg. (2) Toll discount during festive season
- Eg. (3) Traffic Management Plan - E36, MEX etc.

Solution or Innovation?

- How to improve public acceptance on tolled highways?
- Must be based on the 'Rakyat Centrix'.
- Multiple platform - social media.
- Not just platform - BUT must be responsive to public.
- Number of responses and action taken as KPI for each concessionaires.



Edit profile

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