



GREEN BUS SERVICE QUETTA

Socio-Economic Impact Assessment

A Beacon of Progress in Balochistan's Public Transportation Landscape

8

**ECO-FRIENDLY
BUSES**

7,100

**AVG. DAILY
RIDERSHIP**

106

**DAILY TRIPS
/ SIDE**

44%

**EXTREMELY
SATISFIED**

Connecting Baleli Customs to the University of Balochistan
PROJECT WHITE PAPER | JULY 2023 – JUNE 2025



01 INTRODUCTION

The bustling streets of Quetta, once dominated by congested traffic and unreliable public transport, witnessed a ray of hope in July 2023 with the launch of the Green Bus Quetta project. Spearheaded by the Balochistan Public-Private Partnership Authority (BPPPA), this pilot initiative set out to revolutionize the city's transportation system, offering residents a modern, sustainable, and accessible alternative to the status quo. Consequently, this white paper traces the project's journey from conception to measurable impact, and in doing so, charts a course toward a greener and more connected future for Quetta.



AT A GLANCE

Launched July 2023 by the BPPPA in partnership with the Provincial Transport Department and Faisal Movers Pvt Ltd, the Green Bus Quetta project introduced eight eco-friendly buses along the city's principal artery, connecting Baleli Customs to the University of Balochistan.

02 A CITY IN NEED OF CHANGE

Prior to the Green Bus project, Quetta's public transport system was plagued by persistent inefficiency. Overcrowded buses, unpredictable schedules, and a marked lack of proper infrastructure combined to create a frustrating, and at times unsafe, experience for everyday commuters. Furthermore, the city's continued reliance on heavily polluting vehicles contributed significantly to its deteriorating air quality. Recognising these intertwined challenges, the BPPPA therefore sought a solution capable of addressing both mobility and environmental concerns in tandem.

03 FROM VISION TO REALITY

The Green Bus project materialized through a strategic collaboration between the Provincial Transport Department, the BPPPA, and Faisal Movers Pvt Ltd. Eight eco-friendly buses, deployed along the city's principal artery connecting Baleli Customs to the University of Balochistan, marked the beginning of a new era in public transportation for Quetta. Operating on a schedule of 106 daily trips from each side, the buses have since offered residents a travel experience defined by comfort, reliability, and affordability.

8

ECO-FRIENDLY BUSES

106

DAILY TRIPS / SIDE

18.7 km

TRIP DISTANCE

04 REAPING THE REWARDS

Since its inception, the Green Bus project has yielded results that speak for themselves. An average daily ridership of 7,100 passengers stands as clear testament to the enthusiasm with which the community has embraced this initiative. Beyond ridership figures alone, however, the project has left a demonstrable mark on the city's landscape in three distinct respects.

7,100
AVG. DAILY RIDERS

- **Enhanced** Passenger Experience: Modern, air-conditioned buses with designated stops now offer a safe and convenient travel experience, particularly for women and children.
- **Traffic** Flow Improvement: Initial observations point to a positive impact on traffic congestion along the designated route, resulting in smoother commutes and, in turn, reduced emissions.
- **Environmental** Impact: By deploying eco-friendly buses, the project contributes meaningfully to lower air pollution and a more sustainable urban environment overall.

05 RIDERSHIP

Ridership has remained the clearest indicator of the project's public reception. With an average of 7,100 passengers boarding daily, the Green Bus service has firmly established itself as a trusted mode of transport for a broad cross-section of Quetta's population, spanning students, employees, and casual travelers alike.

7,100
DAILY RIDERSHIP

≈49,700
WEEKLY RIDERSHIP

212
TOTAL DAILY TRIPS

06 SERVICE DELIVERY SURVEY

The following analysis draws upon a structured survey of 953 commuters and, taken together, offers a detailed picture of who uses the Green Bus service, how often they rely upon it, and how satisfied they are with the experience it provides.

i. Gender of Commuters

Male	79%
Female	21%

Of the 953 commuters interviewed, 749 identified as male and 204 as female, corresponding to a split of 79% and 21% respectively. This distribution underscores an opportunity to further encourage female ridership, a goal the enhanced safety features of the service are already well positioned to support.

ii. Occupation of Commuters

Students	58%
Employees/Others	42%

Students account for the majority of ridership, with 549 of the 953 respondents, or 58%, identifying as students, while the remaining 404 commuters, or 42%, comprise employees and other categories of passengers. This pattern suggests that the service plays a particularly vital role in supporting access to education across the city.

iii. Age Distribution of Commuters

18–25 yrs	48%
Under 18	17%
26–35 yrs	17%
36–50 yrs	12%
51+ yrs	6%

Nearly half of all commuters, 48%, fall within the 18-to-25 age bracket, reflecting the service's strong appeal among young adults and university-going residents. Commuters under 18 and those aged 26 to 35 each represent 17% of the total, while the

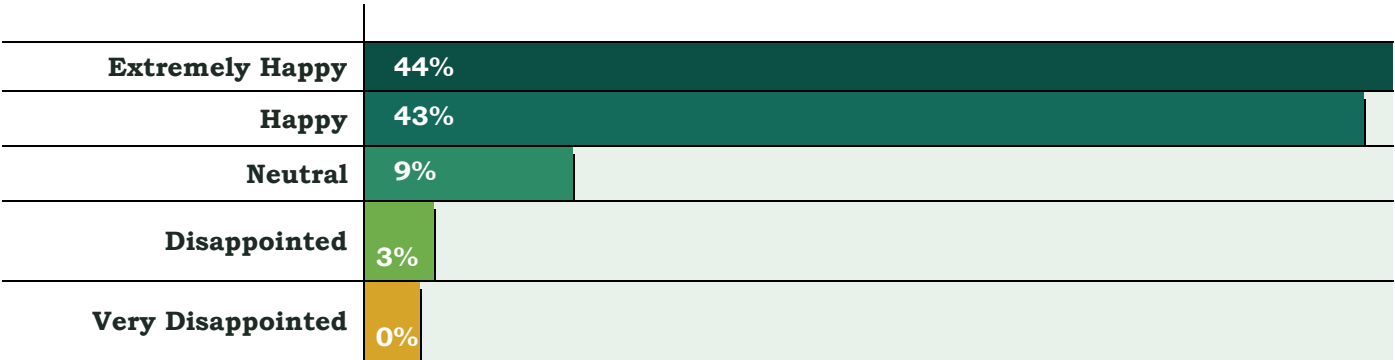
36-to-50 and 51-and-above brackets account for 12% and 6% respectively, together confirming that the service resonates most strongly with Quetta's youth.

iv. Passenger Type: Regular vs. Occasional



A substantial 75% of commuters, or 712 individuals, identified themselves as regular users of the Green Bus service, while the remaining 25%, comprising 241 respondents, described themselves as occasional riders. This high proportion of habitual use is a strong indicator of sustained trust in the service's reliability.

v. Passenger Satisfaction



KEY FINDING

Fully 87% of commuters reported being either “extremely happy” or “happy” with the Green Bus service, against just 3% who expressed disappointment. This overwhelmingly positive response confirms that the people of Quetta are, on the whole, enjoying and benefiting from the service.

07 PROJECT COST AND REVENUE

The annual operational cost of the project during its first year totaled approximately PKR 165.5 million, against annual revenue of approximately PKR 83.6 million. With the government subsidizing roughly half of operating expenses, the Green Bus project has nonetheless remained the most cost-efficient mass-transit initiative in Pakistan, delivering considerable public value relative to its overall expenditure.

PKR 165.5M

FY23-24 COST

PKR 83.6M

FY23-24 REVENUE

~50%

GOVT. SUBSIDY

i. Operational Cost — Kilometers Run and Total Spend

The table below sets out actual monthly performance for FY2023-24 alongside projected figures for FY2024-25, with an estimated average rate indexation of 1% applied in line with prior-year experience.

Month	Actual Kms (FY23-24)	Avg. Rate (PKR/km)	Total Cost (PKR)	Est. Kms (FY24-25)	Est. Amount (PKR)
Jul	18,930	243	4,600,063	57,259	15,670,574
Aug	47,608	257	12,235,256	56,174	15,527,478
Sep	50,531	267	13,486,192	55,272	15,430,819
Oct	60,699	261	15,821,274	57,259	16,145,408
Nov	58,600	258	15,129,400	54,187	15,432,092
Dec	60,549	253	15,302,084	57,259	16,469,931
Jan	60,999	273	16,681,299	57,259	16,634,630
Feb	54,625	277	15,119,108	51,298	15,051,884
Mar	49,881	276	13,779,626	56,174	16,647,558
Apr	53,923	278	14,976,664	55,272	16,543,926
May	54,682	273	14,917,668	56,174	16,982,174
Jun	49,742	271	13,478,639	55,272	16,876,459
Total	620,769	—	165,527,274	668,856	193,412,933

- **Estimated** trip frequency for FY2024-25: 106 trips (Monday–Friday), 80 trips (Saturday), and 74 trips (Sunday) across the eight-bus fleet.
- **Estimated** distance per trip: 18.7 km, inclusive of 4.8 km of dead-mileage across the eight buses per trip.

ii. Revenue — Tickets Sold and Total Earnings

Month	Tickets Sold (FY23-24)	Revenue (PKR)	Est. Tickets (FY24-25)	Est. Revenue (PKR)
Jul	36,179	1,085,370	229,050	9,162,000
Aug	169,320	5,079,600	224,700	8,988,000
Sep	219,843	6,595,290	221,100	8,844,000
Oct	279,255	8,377,650	229,050	9,162,000
Nov	266,131	7,983,930	216,750	8,670,000
Dec	225,120	9,004,800	229,050	9,162,000
Jan	199,166	7,966,640	229,050	9,162,000
Feb	159,900	6,396,000	205,200	8,208,000
Mar	180,876	7,235,040	224,700	8,988,000
Apr	180,612	7,224,480	221,100	8,844,000
May	224,514	8,980,560	224,700	8,988,000
Jun	191,421	7,656,830	221,100	8,844,000
Total	2,332,337	83,586,190	2,675,550	107,022,000

Average ridership per trip for FY2024-25 is estimated at 75 passengers, consistent with the trip frequencies applied to the operational cost projections above.

Cost vs. Revenue Comparison (PKR, Millions)

FY23-24 Cost	PKR 165.5 million
FY23-24 Revenue	PKR 83.6 million
FY24-25 Est. Cost	PKR 193.4 million
FY24-25 Est. Revenue	PKR 107 million

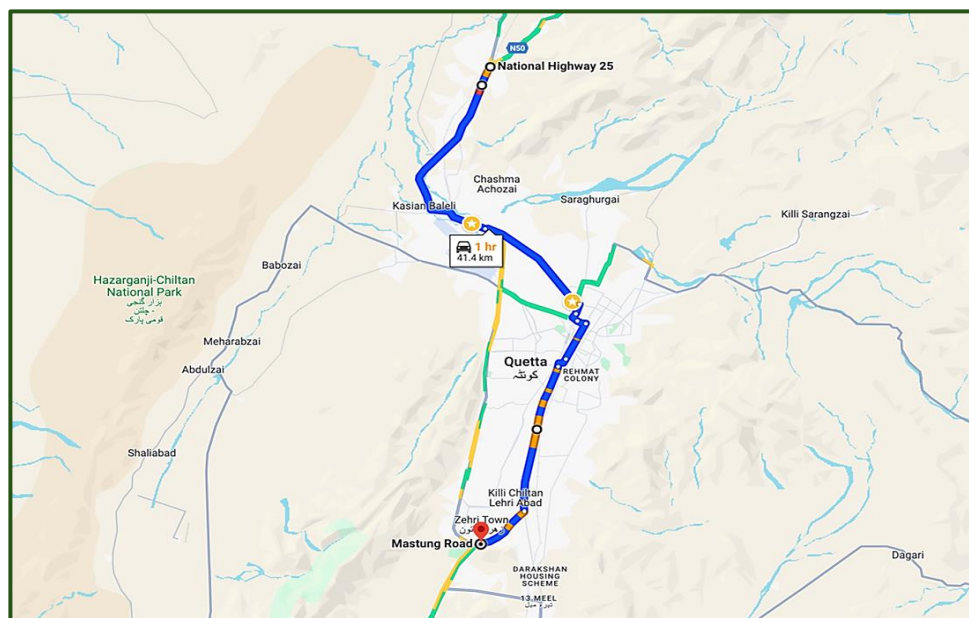
08 BUILDING ON MOMENTUM

The Green Bus project was never conceived as a standalone initiative; rather, it serves as a springboard for further progress across Quetta's wider transport network. Building on the project's demonstrated success, the BPPPA is now pursuing expansion through a coordinated, multi-pronged strategy.

i. Fleet Expansion

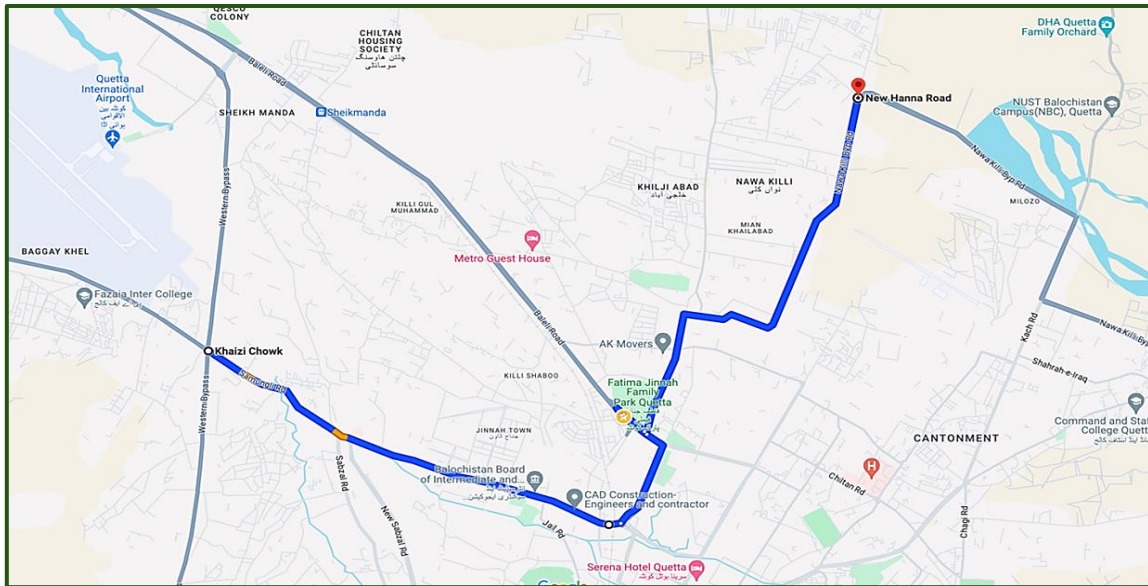
- **Phase-Wise Introduction:** The plan envisions the addition of 100 new buses to the fleet in phases, beginning with 21 new vehicles in the first expansion phase. This staged approach ensures efficient resource allocation while allowing adjustments to be made in response to ridership and demand patterns.
- **Strategic Deployment:** The new buses will be deployed across three key routes, each selected to extend the network's reach into high-demand areas of the city.

Route	Description	Length
Extended Main Route	Baleli Customs to University of Balochistan, extended north to Kuchlak and south to Sariab Customs	40.3 km
Brewery Road Route	Spinny Road to Gulistan Road, Mariabad	10.3 km
Khaizi Chowk Route	Khaizi Chowk to Nawan Killi via Samungli Road	12.4 km



ii. Route Expansion

Beyond the initial three corridors, the BPPPA remains committed to the continuous growth of the Green Bus network. Future plans call for connecting additional suburbs and key destinations across Quetta, thereby ensuring wider accessibility and greater convenience for all residents, regardless of where in the city they live or work.



iii. Technological Integration

At present, the project relies on a fleet management system built around GIS and vehicle tracking to monitor and coordinate its buses. A full-scale intelligent transportation system (ITS), however, has yet to be integrated. To close this gap, the following technologies have been planned as part of the next phase of expansion, alongside the addition of 25 further buses.

- **Real-Time Tracking and Mobile Ticketing:** These tools will sharpen operational efficiency while improving passenger convenience; real-time tracking will allow passengers to monitor bus arrivals and plan their journeys accordingly, while mobile ticketing will enable a cashless, hassle-free travel experience.
- **Smart Bus Stops:** Digital information screens installed at bus stops will provide real-time arrival updates, route information, and other relevant details, further enhancing the overall passenger experience.

iv. Funding Strategies

The project's expansion will draw on a provincial grant to cover the capital cost of new infrastructure, while ongoing operational costs will continue to be met through a combination of project revenues and provincial funding. In parallel, the BPPPA plans to strengthen its non-fare revenue (NFR) model through expanded advertising, both on board the vehicles themselves and at bus stops across the network.

09 CONCLUSION

The Green Bus Quetta project stands today as a genuine beacon of progress within the city's transportation landscape. It has visibly improved the daily experience of public transport, contributed positively to the local environment, and, perhaps most tellingly, earned widespread public support across a broad cross-section of Quetta's residents. By building on this momentum and carrying forward the planned expansion, the BPPPA and the provincial transport department are well positioned to ensure that the Green Bus project continues to transform Quetta into a city defined by a robust, sustainable, and equitable transportation system, one that paves the way toward a brighter future for all who call it home.

ACCOUNTABILITY NOTE

This document reflects a public investment made on behalf of the residents of Balochistan. Every figure presented herein is drawn directly from project records maintained by the Balochistan Public-Private Partnership Authority.