

**From:** panel\_t/LEGCO

**To:**

**Date:** Friday, November 11, 2011 10:08AM

**Subject:** Fw: Tram waiting kiosk at Queensway

**Lisa CM LIU/TD/HKSARG**

09/11/2011 17:07

To

cc Ingrid IS YU/THB/HKSARG@THB

Subject Fw: Tram waiting kiosk at Queensway

To: ymf88888

Tram Shelter Advertising Panels  
On Eastbound Tram Platform outside the Pacific Place

I refer to your earlier mail to the Legislative Council Secretariat on this subject which has been subsequently referred to us for a direct reply to you.

It is the on-going objective of the government to encourage public transport operators to explore possible means of non-farebox income so as to keep the fare level low in the interest of the travelling public. The display of tram shelter advertising panels (hereinafter called "the display") by the Hongkong Tramways, Limited ("HKT") is one of the sources of such income as the advertising revenue so generated will be credited to the account of the HKT for the purpose of stabilizing tram fares. On the other hand, before approving the display, the Transport Department (TD) will conduct detailed assessment, in consultation with the relevant government departments, on the feasibility of the proposal having regard to the site condition of the tram platform, and the traffic and pedestrian flow in the vicinity. In arranging for the display at the approved location, the HKT is required to observe various requirements imposed by the relevant government departments in respect of the installation and maintenance of the advertising panels to ensure that the display will not cause any undue obstructions to the general traffic and the passengers waiting at the tram platform.

That said, in the light of your comment on the display at the said location, we have already asked HKT to review if there is any room for further improvement taking into account the prevailing passenger pattern of this tram platform, in particular during the peak hours. Improvement measures that HKT is considering include the provision of additional directional signage/markings on the platform to help spread out the waiting crowd and to facilitate circulation of alighting passengers. This Department will continue to monitor the situation and the implementation of the improvement measures.

Thank you again for writing to us.

Regards,

(Ms Lisa Liu)  
for the Commissioner for Transport

c.c. Transport and Housing Bureau (Attn.: Miss Ingrid Yu)