



A Message from the
CHAIRMAN

董事長的話



關懷禮讓 · 便捷幸福 · 臺北捷運 · 以您為榮

在各界殷切期盼下，信義線終於在 2013 年 11 月完工通車。臺北捷運系統自 1988 年開始動工，經 25 年之淬煉，形成多個 L 型路網環環相扣，服務範圍涵蓋雙北城市重要經濟及人文發展地區，2013 年平均日運量為 174 萬人次，較 2012 年增加 5.7%，已逾雙北市總人口數之 1/4，是大臺北都會區最重要之交通骨幹。信義線通車，為沿線商圈帶來無限商機，為民眾生活帶來更多便利，也為臺北城市整體發展寫下歷史新頁。

綜觀 2013 年，臺北捷運在全體同仁努力下，各方面均維持穩定成長。全年運量達 6 億 3,496 萬 1,083 人次，系統可靠度指標「每發生一次延誤 5 分鐘以上事件之平均行駛車廂公里數」(Mean car-kilometers between service-delay failure of more than 5 minutes, MKBF) 為 269.3 萬車廂公里、旅客滿意度為 92.2%，整體表現保持高水準成績。附業部份，我們積極拓展業務，無論廣告、販賣店、停車場及地下街等，營收皆較 2012 年明顯成長。受託事業部份，貓空纜車總運量為 252 萬 701 人次，較 2012 年增加 21 萬 5,966 人，顯見各項促銷活動及 Hello Kitty 代言奏效，貓空纜車運量逐步升高。臺北小巨蛋總使用人次為 111 萬 9,683 人次，已連續 5 年突破 100 萬人次，其中冰上樂園滑冰遊客人數達 33 萬 2,215 人次，為歷年最高。

2013 年底的跨年活動，信義線首度加入跨年人潮輸運任務行列，我們規劃「2 線進場、4 站離場」小撇步，民眾有更多選擇前往及離開會場，讓運能大幅提升，總計自 2013 年 12 月 31 日上午 6 時至 2014 年 1 月 1 日上午 6 時，共輸運旅客 275 萬 2,203 人次，總輸運人次創歷史新高，且本次跨年特別實施「博愛電梯」結合「愛心引導通道」措施，提供身障、孕婦、年長者、攜帶幼童或其他行動不便者通行服務，貼心作法贏得旅客高度讚揚。

此外，臺北捷運自通車以來，提供大臺北地區 60 億餘人次之輸運服務，並與所有搭乘列車之乘客及使用臺北捷運其他服務的市民們，架構了日日相連的緊密互動。在我們積極宣導捷運禮儀安全，及所有「捷客」鼎力支持與身體力行之下，已發展出隨處可見的「搭乘捷運不飲食」、「排隊候車」、「禮讓博愛座、博愛電梯」及「輕聲接聽手機」等生活習慣，並孕育與扎根了優質的捷客文化「禮讓與關懷」，更因而創造出「便捷與幸福」之都會生活圈。為感謝捷客朋友對臺北捷運的愛護與叮嚀、志工朋友的付出與奉獻，及所有參與捷運運作夥伴們的熱誠與投入，我們打造專屬節日，將第一條捷運通車的日子（3 月 28 日）訂為「捷運文化節」，以「關懷禮讓 · 便捷幸福」為主軸，拍攝宣傳影片及舉辦系列慶祝活動，並在往後每年的這一天，都規劃豐富溫馨的紀念活動，持續將這珍貴的捷運文化推動到生活裡的每一分鐘、每一個角落。

一個城市的生命力體現於包容內蘊的文化，臺北捷運因為擁有 60 多億捷客共同營造的捷運文化，更顯出這份成就的難能可貴。堅持善盡企業社會責任，我期勉同仁能持續以突破創新的態度，展現不斷向前的動能，提供全方位服務，以「捷運文化節」理念帶動都會生活品質之全面提升，讓每個大臺北地區的居民享受更美好的生活，讓臺北成為更友善幸福的城市。



Courtesy and Consideration - For a Life of Joy and Convenience. You are the Pride of Taipei Metro.

Under the eager anticipation of the public, the MRT Xinyi Line finally came into operation in November 2013. Construction of the Taipei Metro System commenced in 1988. The construction and operating experiences of the past 25 years shaped a network of interlinking L-shaped lines, and the range of commuter service has grown to encompass important economic and cultural sectors of Taipei City and New Taipei City. In 2013, the daily passenger volume averaged 1.74 million commuters, 5.7% higher than the average volume of 2012 and constitutes around 1/4 of the combined population of both cities, making Taipei Metro the artery of the Greater Taipei Area. The introduction of the Xinyi Line also opens endless business opportunities for the commercial centers along its route and brings greater convenience to its residents. Moreover, it marks a new milestone in the development history of Taipei City.

In 2013, the concerted effort of the Taipei Metro staff maintained a stable all-round growth of the system. The passenger volume of 2013 reached 634,961,083 commuters, and the system reliability indicator MKBF (Mean car-kilometers between service-delay failure of more than 5 minutes) was 2.69 million car-km; whereas passenger satisfaction rate reached 92.2%, thereby maintaining a high standard of achievement in its overall performance. As for affiliated businesses, we have aggressively expanded from advertising to vendor shops, parking lots, and underground malls, and the annual revenues posted a significant growth over that of 2012. As for commissioned businesses, the total passenger volume of Maokong Gondola amounted to 2,520,701 passengers, or an increase of 215,966 passengers over the 2012 volume. It seems the marketing promotion campaigns and Hello Kitty franchise have effectively bolstered the passenger patronage of the Maokong Gondola. Taipei Arena received a total of 1,119,683 persons in 2013, the fifth consecutive year receiving more than 1 million persons, and among which, 332,215 persons visited ice-skating rink of Taipei Arena, posting a record high in the number of visitors.





At the end of 2013, the Xinyi Line joined the crowd mobilization and transportation operations of the annual New Year celebrations for the first time. We planned a “two lines in, four stations out” model, providing the crowd more options for entering and leaving the celebration venues and greatly enhancing the transportation capacity of the Taipei Metro. In the 24-hour period from 6 a.m. of December 31, 2013 to 6 a.m. of January 1, 2014, the Taipei Metro transported a total of 2,752,203 passengers, posting a record high in the history of mass transportation. Moreover, during the countdown celebrations, we especially introduces “priority elevators” and “good Samaritan passageways” to provide passage assistance to persons with disabilities, pregnant women, senior citizens, adults with children and other persons with restricted mobility. The courtesy service won the hearts and affirmation of the passengers.

Taipei Metro has transported over 6 billion commuters across the Greater Taipei Area, and through the variety of services we offer, we have come to establish a close connection with our passengers. Under our avid campaign to promote passenger safety and courtesy in the Metro and the stalwart support and cooperation of the Metro commuters, passengers from all walks of life have now developed the habit of not drinking or eating on the Metro, waiting in line for the train, offering priority seats or elevators to passengers in need, and taking calls in low voices. This new-found urban lifestyle has made commuting on the Metro convenient and comfortable. In appreciation of the cooperation of Metro commuters, the support and contributions of our volunteers, and the effort and dedication of the Taipei Metro business partners, we have set March 28, the anniversary of the first Taipei Metro line, as the Metro Culture Festival. In light of which we produce promotional films and organize a series of festival activities themed on the spirit of “Courtesy and Consideration - For a Life of Joy and Convenience.” In the future, we shall be planning rich and heart-warming commemorative annual programs for this day, thus continuing our efforts to spread this cherished Taipei Metro culture to every corner of everyday life.

The vitality of a city is seen in its vibrant culture. The Taipei Metro’s commuting culture, shaped by over 6 billion Metro commuters, makes the milestones accomplished by Taipei Metro even more valuable. Resolute in determination to fulfill our corporate and social responsibilities, I urge the entire staff of Taipei Metro to maintain an innovative spirit and to create new breakthroughs, bringing to fore the dynamism to push ahead and to provide all-around service. Through the concept of the Metro Culture Festival, we hope to raise the standards of all aspects of life and provide residents of the Greater Taipei Area with a better environment, making Taipei an even more friendly and congenial city.



A Message from the
PRESIDENT

總經理的話



臺北捷運參加公共交通國際聯會公共運輸成長國際獎評選，自全球 40 餘個國家、240 個提案中脫穎而出，榮獲亞太區顧客服務創新獎第 1 名及全球第 2 名 (Finalist)，多年來，我們致力照顧婦女、長者、身心障礙等弱勢團體及推動無障礙空間之決心與努力，終在國際間得到肯定。2013 年，面對內外環境的各項挑戰與考驗，我們仍堅持照顧民眾福祉、落實公共政策之信念，追求人本運輸的恆久價值。

無縫接軌

整合，讓轉乘更容易

繼 2012 年新莊線東門站通車，我們圓滿完成中和線與淡水線分流任務後，2013 年緊接而來的是信義線通車的考驗。我們從增加民眾便利性、提升路網效益及營運可行性等面向思考，信義線通車營運模式，維持新店直通淡水，增加臺電大樓至西門站區間車，配合西門及小南門站內增設列車到達月臺電子資訊顯示器及自動廣播設備，與「眼睛看得到」、「耳朵聽得到」、「口頭問得到」、「手上拿得到」等貼心 4 到宣導措施，讓民眾快速熟悉轉乘方式，充分體驗新路線通車帶來之便利與順暢。

信義線通車後，臺北地區所有民眾（支線除外）最多 1 次轉乘即可直達信義商圈，板南線列車和轉乘車站人潮分流，分散搭乘讓旅客感覺更舒適，士林、北投區民眾只要 1 次轉乘就可達文湖線，臺北捷運整體運輸效能及服務品質都獲得更佳表現。

在其他運具整合方面，我們持續實施雙向轉乘優惠、自行車上捷運，及配合市府 YouBike 政策，讓公車、自行車與捷運等綠色運具發揮相互加乘的效益；此外，建置完善轉乘設施等，包括汽、機車停車位、自行車停車格，強化轉乘便利性，提升運輸效率。

友善環境

創造人人均可方便搭乘的交通工具

為照顧身心障礙旅客，並因應高齡化及少子化社會之衝擊，我們提供年長者、婦女及身心障礙旅客等不同旅客之差異化服務，期許捷運成為「人人均可方便搭乘之交通工具」。我們於人潮最多之臺北車站增改建 4 座電梯，將捷運連結國道客運臺北轉運站之無障礙動線距離縮短達 630 公尺，大幅改善臺北車站無障礙設施不足及動線過長之情形。此外，為身障旅客打造專屬簡訊服務，主動通知車站出入口無障礙電梯位置及電梯更新等資訊，使行動不便旅客能預為規劃行程。在視障旅客方面，我們於路線重疊區間之月臺啟用「列車入站廣播」，以利其正確辨識搭乘列車，而「視障優先椅」之設置及「旅客引導服務提醒系統」之開發，讓原已廣獲好評的視障導引服務再升級。婦女朋友方面，我們響應政府推行母乳哺育政策，持續設置哺乳室，平均每月約 2,900 使用人次，2013 年 9 月起更開放母乳冰存服務，讓哺乳媽媽外出不再有後顧之憂。

幸福城市

讓每個市民都能感受臺北捷運帶來的便捷與幸福

2014 年松山線通車後，臺北捷運路網大致成形，我們除精進於運輸服務之提升，亦將加速附業、轉投資及受託事業之發展，期望開發新市場利基，提供旅客更多元優質之服務。

此外，由於我們在貓空纜車及臺北小巨蛋之營運實績，及各項機械與機電系統維護、票證系統運作、遊客服務與人潮引導等具體經驗，獲得市府認同，故市府將全新完工之兒童新樂園委由臺北捷運營運管理。我們相信，只要仍以「安全高標準」、「服務高品質」自我要求，持續以求新求變的精神提升企業品牌價值，就能不負市府所託，圓滿達成這項政策任務，同時拓展公司經營層面，在提供高品質運輸服務之基礎下，更逐步邁向商業、休閒、文化、娛樂及教育等多角化經營目標，營造宜居城市，讓每個市民都能感受臺北捷運帶來的便捷與幸福。





Taipei Metro joined the “Grow with Public Transport” International Awards competition organized by the International Association of Public Transport (UITP) and emerged victorious over 240 proposals from more than 40 nations in the world; Taipei Metro won the Asia-Pacific Region Customer Service Innovation Award and was a Finalist in the Global Award category. In the history of our operations, our dedication and efforts in attending to the needs of women, senior citizens, persons with mental and physical disabilities, and other disadvantaged groups and implementing accessible environments have finally gained the recognition of the international community. In 2013, in the face of the various challenges and trials of internal and external environments, we remain resolute in attending to public welfare and fulfilling our public policy in pursuit of creating a sustainable value in human-oriented transportation.

Seamless Transfer

[Integration affords greater transfer convenience](#)

The opening of the Xinzhuang Line Dongmen Station in 2012 marked the separation of the Zhonghe and Tamsui Line routes. Thereafter, in 2013, we faced the challenge of completing the Xinyi Line and opening it to commuters. In consideration of the improvement of the transporting convenience of commuters and the upgrading of the MRT system network efficiency and operation feasibility, after the Xinyi Line became operational, we continued the direct line from Xindian to Tamsui and increased the route from the Taipower Building Station to Ximen Station. Moreover, in the Ximen and Xiaonanmen Stations, we installed additional electronic information display devices and automatic broadcasting equipment to enhance reporting of train arrival information. Through four attention measures, that is, visual, audible, oral and tangible availability of information, we enabled the public to quickly familiarize themselves with the train transfer procedures and fully enjoy the convenience and facility brought about by the new train routes.

With the introduction of the Xinyi Line, commuters in the Greater Taipei area are able to reach the Xinyi commercial district in just one transfer (excluding the branch lines). This also redistributed the volume of passengers transferring through the Bannan Line to other trains, thus providing passengers greater travel comfort. Passengers from the Shilin and Beitou districts only need to transfer once to reach the Wenhua Line, thus fostering the greater enhancement of the overall transporting efficiency and service quality of the Taipei Metro system.

As for integration of Taipei Metro services with other transportation facilities, we have continued implementing the two-way transfer fare discount and the acceptance of bikes in MRT trains and coordinated with the YouBike policy of Taipei City Government, thereby multiplying efficiency of the green transportation conveyances, such as buses, bicycles and Taipei Metro. Furthermore, we have constructed a complete passenger transfer system that covers vehicle, motorcycle and bicycle parking lots to enhance the transfer convenience and to upgrade the system's passenger conveyance efficiency.

A Friendly Environment

Creating a Convenient and Equal Transport System

To cater for disabled passengers and reduce the social impact of an ageing society and declining birth rate, we offer tailored services for elderly, female and disabled passengers. Our goal is to make the Taipei Metro an equally convenient and accessible service for everyone alike. We have installed four elevators at Taipei Main Station, our busiest station, shortening the distance between Taipei Metro and Taipei Bus Station by 630m, greatly improving accessibility for the physically impaired. We also created an SMS service especially designed for our disabled customers, proactively informing them of the locations of accessibility elevators and escalator updates, so that they can better plan their routes. For visually impaired passengers, we introduced a train arrival broadcasting system on platforms with overlapping routes, to enable them to correctly identify the destination of the approaching train. We have also installed priority seats for visually impaired passengers and a passenger guiding alert system, further improving our widely recognized priority services. As for our female passengers, we have, in response to the government's breastfeeding promotion, continued to set up additional nursing rooms at our stations, which are used an average of 2,900 times per month. Since September 2013, we even started providing breast milk refrigeration services, so that nursing mothers can travel on our system in peace of mind.

A Pleasant City

Building a Convenient and Joyful Commuting Network for Every Citizen

The Taipei Metro network is nearing completion with the introduction of the Songshan line in 2014. Apart from refining our transportation services, we will also be speeding up the development of affiliated businesses, reinvestments and commissions. We hope to foster a new market and provide our customers with an ever increasing variety of excellent services.

Furthermore, our performance in the management of the Maokong Gondola and Taipei Arena, as well as our solid experience in E&M system maintenance, ticketing, customer services and crowd management, have won the recognition of the Taipei City Government, which therefore entrusted us with the management of the newly completed Taipei Children's Amusement Park. We believe that, as long as we stay true to our motto of high security standards and excellent service quality, constantly regenerating and improving ourselves, we will be able to fulfill this duty and satisfy the City Government's expectations, while expanding our company's management scope from the building blocks of high quality transportation services, to facets of commercial, leisure, cultural and entertainment enterprises, thus fostering a pleasant and livable city, bringing joy and convenience to all citizens.