

MTR Says “Please Excuse Us” Pledges Caring Attitude in Building Railway

“Please excuse us” is the theme of the MTR Corporation’s newest advertising campaign launched today (4 October 2010) to draw public attention to the inconveniences that construction of the new railway projects* would inevitably bring and to thank the communities involved for their patience and understanding while works are carried out over the next several years.

“The upcoming projects will take rail transport in Hong Kong to a new level, bringing new communities into the railway catchment and opening up further opportunities for economic growth and activities in those areas,” said Mr T C Chew, Projects Director of MTR Corporation.

With tunnels being excavated and viaducts, stations and related facilities being built in busy traffic corridors and heavily-populated areas, the Corporation acknowledges that construction works could bring inconveniences to people working and living in those communities.

“This is a similar situation to what Hong Kong experienced 30 years ago when the MTR was first built. With this communication campaign, we want to let the public know what to expect, seek their understanding for the trouble caused, and remind them of the present-day convenience that the inconveniences of 30 years ago have brought,” added Mr Chew.

Through extensive consultation and communication activities before work begins on-site, the Corporation has learned that residents have three main concerns about construction activities in their neighbourhood – dust, noise and impact to traffic. Using available technologies and appropriate construction methods, the Corporation is doing everything possible under the prevailing environment to minimise the impact to residents. Mitigation measures that have been introduced so far include fully-enclosed noise enclosures, an innovative water ballast containment system for blasting work, and the transportation of excavated soil by an enclosed conveyor belt system and by sea to minimise the impact on roads.

The new "Please Excuse Us" advertising campaign launched today includes a television commercial to be broadcast on TV and on screens throughout the MTR network as well as posters highlighting the mitigating measures that will be used to minimise inconvenience to residents as the MTR continues to expand the railway network for Hong Kong's future journeys.

* *Currently, there are five new rail projects under planning and construction. They are the West Island Line, South Island Line (East), Shatin to Central Link, Kwun Tong Line Extension and the Hong Kong Section of the Guangzhou-Shenzhen-Hong Kong Express Rail Link.*

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Photo caption:

Mr T C Chew, Projects Director of MTR Corporation (2nd left), engineers and a Traffic Ambassador launch the "Please Excuse Us" Campaign. They explain the mitigation measures being implemented during construction of the five new railway projects to minimise any inconvenience to the public.

