Cluster 1: Sustainable Public Transport

SOLUCIONS webinar: Sustainable Public Transportation

SHARING OPPORTUNITIES FOR LOW CARBON URBAN TRANSPORTATION

DRAFT – some content will be published in an official report.
Fostering a Planning Culture

Achieve the articulation of decisions, projects, and reality
Integrated Vision for the City

- Design for the needs and interests of citizens
- Systemic and organized vision between: the land, urban development, and mobility
- Allowing the achievement of an optimal use of public and private investments
- Big city projects must not be considered an emblematic idea of politicians. But a project for the City and its citizens
Long term vision

Cluster 1: Sustainable Public Transport

- Protection and guardianship of the environment and natural resources, as well as its appraisal as the basic substratum of the territory
- Optimization of the mobility infrastructure and the delivery of public services
- Socioeconomic & spatial Integration or the urban territory
Cluster 1: Sustainable Public Transport

SHARING OPPORTUNITIES FOR LOW CARBON URBAN TRANSPORTATION

STRATEGIC LAND USE PLANNING

Cluste
DRAFT – some content will be published in an official report.
It’s important to consider within mobility planning the following elements:

- Cities are developed beyond their territorial and political/administrative limits.
- This dynamic implies to redefine the role of territories and its land use planning processes.
- Integrated territories to consolidate:
  - Regional cities / Megalopolis
- Its principle is the associative work, to generate economic productivity and improve quality of life within the region.
- New role of territories: conform network of cities and regions.
MOBILITY CONCEPTS

Oriented towards improving productivity through coordinated actions along elements which conform the Mobility System (infrastructure and transport modes).

To ensure projects which tend to build an efficient system, being contextually adequate, safe, and economically feasible.
Focus on mobility problems:

- **Propiciate multimodality**

- **Foster high quality Public Transport and non motorized modes.**

- **Foster the rational use of private cars.**
Cluster 1: Sustainable Public Transport

DRAFT – some content will be published in an official report.
How to make them work together?

No rules (Anarchy)
Authorities only provide licenses to operate vehicles

Rules
Control
Efficient
Clear financial and business models
How to make them work together?

Cluster 1: Sustainable Public Transport
DRAFT – some content will be published in an official report.
Cluster 1: Sustainable Public Transport

DRAFT – some content will be published in an official report.
Integrated Transport System

This concept is materialized in the following elements:
SHARING OPPORTUNITIES FOR LOW CARBON URBAN TRANSPORTATION

Operational and services scheme

Transport planning
- Bus routes definition
- Types of Services
- Rules of operation

Cluster 1: Sustainable Public Transport
DRAFT – some content will be published in an official report.
Operational and services scheme

**Services**

**Structured Route**
Movilizar a los ciudadanos por las vialidades primarias de la ciudad, cuenta con infraestructura especializada dedicada exclusivamente para su operación.

**Auxiliary Services**
Permite movilizar a la población en viajes cortos. Viajar por vialidades secundarias. Conecta la zona de la ciudad que son atendidas por troncales y petroncales.

**Busway Connectors**
Tiene la función de movilizar a sus usuarios por vialidades primarias. Cuenta con infraestructura especializada, puntos de parada y carriles preferenciales, que brindan prioridad a su circulación.

**Feeder Routes**
Sirve para trasladar a los ciudadanos a los centros de transferencia modal o principales puntos de integración de los servicios troncales y petroncales. Viaja por vialidades locales y secundarias.

**INTEGRATE & EXPAND**

---

**Cluster 1: Sustainable Public Transport**
DRAFT – some content will be published in an official report.
Financial and fare collection scheme

- **Political Fare**
- **Technical Fare**
- **Payment Schemes**
- **One card for all services**

Cluster 1: Sustainable Public Transport

DRAFT – some content will be published in an official report.
Cluster 1: Sustainable Public Transport

DRAFT – some content will be published in an official report.
IT & control systems

Cluster 1: Sustainable Public Transport
DRAFT – some content will be published in an official report.
Fare collection technology

Cluster 1: Sustainable Public Transport
DRAFT – some content will be published in an official report.
Institutional Framework

- A clear legal framework
- Standards of Quality
- Clear PPP
  Public Private Partnerships

Cluster 1: Sustainable Public Transport

DRAFT – some content will be published in an official report.
System Branding

Cluster 1: Sustainable Public Transport
DRAFT – some content will be published in an official report.
Strategic communication

- Objective
- Trust
- Order

Strategy Stages
- 1. Pre-launching
- 2. Launching
- 3. Fully Operational

Direct communication
Interlocution process

Mass communication
Informative process

CLEAR MESSAGES
ACTORS
SCENARIOS
MOMENTS

Cluster 1: Sustainable Public Transport
DRAFT – some content will be published in an official report.
Cluster 1: Sustainable Public Transport

Benefits

- Connected & organized city
- Quality service
- No overpassing
- Less travel time
- Security
- Improved road safety
- Integrated fare
- Accessibility to the city
- Unified Information & customer attention

DRAFT – some content will be published in an official report.
Main Items to Plan for

<table>
<thead>
<tr>
<th>COMPONENTE</th>
<th>TEMAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TECNICO</td>
<td>- Análisis de la demanda y oferta de transporte</td>
</tr>
<tr>
<td></td>
<td>- Infraestructura necesaria para la integración</td>
</tr>
<tr>
<td></td>
<td>- Señalización</td>
</tr>
<tr>
<td></td>
<td>- Accesibilidad</td>
</tr>
<tr>
<td></td>
<td>- Líneas de base e indicadores</td>
</tr>
<tr>
<td></td>
<td>- Plan de implementación del sistema</td>
</tr>
<tr>
<td>JURIDICO</td>
<td>- Normativa relacionada con la presentación del servicio</td>
</tr>
<tr>
<td></td>
<td>de transporte.</td>
</tr>
<tr>
<td></td>
<td>- Estructura institucional para la planeación, gestión y</td>
</tr>
<tr>
<td></td>
<td>control del sistema de transporte</td>
</tr>
<tr>
<td></td>
<td>- Relación contractual entre autoridad, operadores de</td>
</tr>
<tr>
<td></td>
<td>transporte y operadores de tecnología.</td>
</tr>
<tr>
<td>FINANCIERO</td>
<td>- Modelo financiero que soporte y garantice la</td>
</tr>
<tr>
<td></td>
<td>sostenibilidad del sistema</td>
</tr>
<tr>
<td>COMUNICACIONES</td>
<td>- Estrategia de comunicación.</td>
</tr>
</tbody>
</table>
Integrated Transport System – A challenge

Its structuring and implementation implies:

- Political will
- Clear objectives
- Leadership
- Technical capacity
- Time
- Resources
- Strategic communication processes
- Overcome obstacles
- Capitalize leanings
¡Thank you!

Gustavo Jimenez
EMBARQ Mexico

gjimenez@embarqMexico.org  |  +52 (55) 30 96 57 42 al 45 Ext. 601
Blog: TheCityFixMexico.com  |  Twitter: @EMBARQMx @GusTransporte  |  Facebook.com/CTSEMBARQMEXICO