

Vision 2025: Does the Mess on the Streets Suggests We Need a New Transport Paradigm?

EMBARQ's Lessons from the Transport Trenches



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And Environment
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Sustainable Transport: From City Vision to Policy

6) Monitoring, Enforcement, Evaluation Accountability, and Stakeholder Process: governance framework and hearts and minds

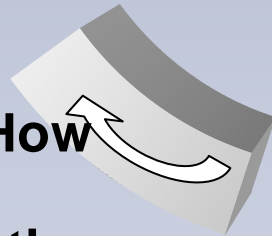
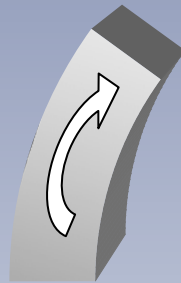
5) Getting There: Policy strategy, implementation, technologies

4) Stakeholders and Options: who pays, who rides? How do they ride? Who objects? Who breathes the exhaust?

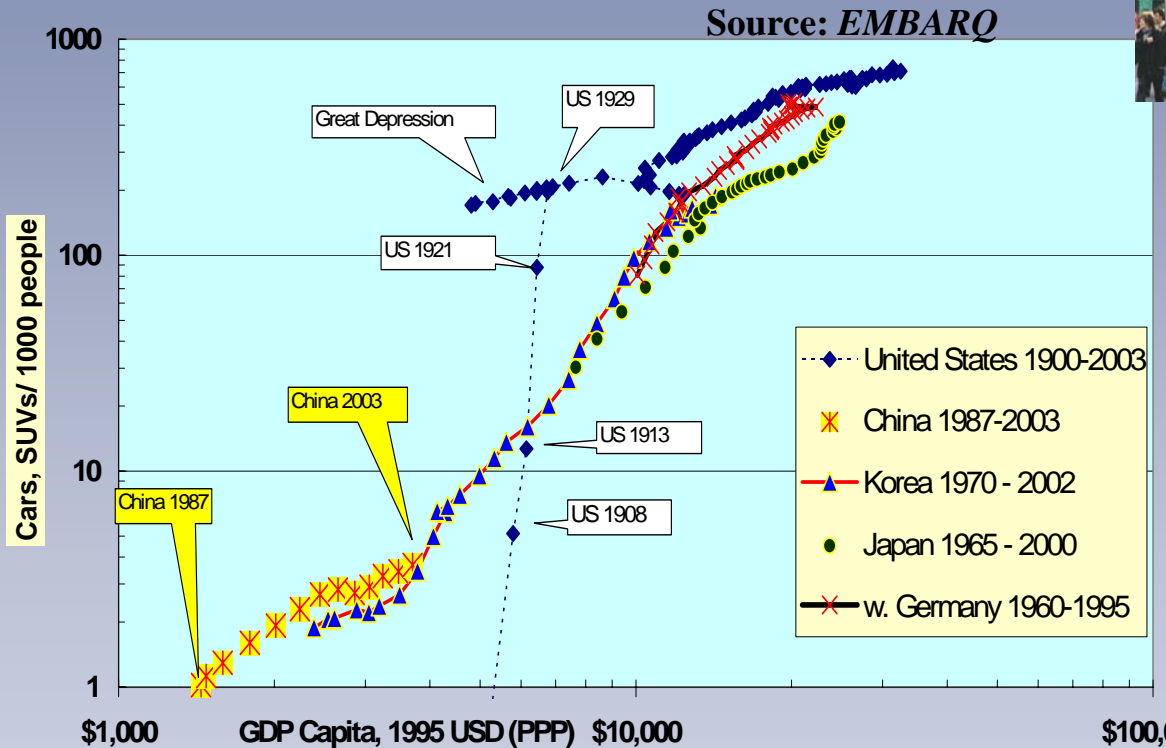
3) Operationalization: Goals and challenges for clean air, economic sustainability, access, and safety/security

1) City's vision and future: How transport serves vision, advances development and livability, overcomes constraints in the context of economic growth

2) Conceptualization: Inclusive definition of "sustainable transport"



Must Individual Motorization Take Over with Rising Income?



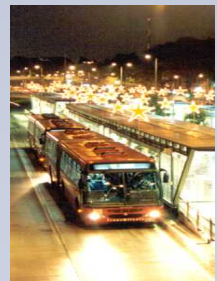
If strong measures are not taken, individual transport and chaos will take over



Collective Transport has Many Forms: A Healthy City Has Most of Them

- Fair Chance For Walkers And Transit Means Limiting Cars
- Money And Technology Help, But Not The Principle Problems
 - Poor transport environment – uncomfortable, slow, congested by cars
 - Poor business environment – metro mania, low fares, predatory operators
 - Poor political environment – bad image, no support from politicians
- Social Organization, Management, People, Sound Business Model Are More Important Than Technologies
 - Work small operators into the system, enforce transport laws vigorously
 - Give individual transport lower priority
 - Devise new financing and partnership approaches

*Political Leadership is the Key
ingredient for Balance and Progress*



Example of Developing a BRT System: Lessons from *EMBARQ*'s Mexico Program

Reinvigorate or Reinvent the Bus System –

- Develop new business model for the system
- Aim for high demand corridors: Speed, safety, and certainty
- Procure buses that can be retrofitted as technologies improve

Motivate Stakeholders and the Political Leadership –

- Clear branding of the new system
- New fares, tariffs, schedules, stations, etc.
- Attract, not repel existing operators, hawkers, etc

Integrate into the City System –

- Use to strengthen other modes, and use other modes for strength
- Use as arm of urban (re-) development
- Fit the cars into the system, not the other way around



***BRT Will Prove a Cost-Effective, Sustainable
Complement to Mexico's Metro, other Systems***

Clean Transport is Affordable

Clean Technology for New and Existing Vehicles Affordable

- *EMBARQ* retrofits in Mexico City show real improvements
- Involve the private sector

Fuel and Vehicle Management Often the Villain

- Empty or poorly maintained vehicles, stuck in traffic, do not lower emissions
- Sixth Commandment – *Thou shalt not commit Adulteration!*

Technological Temptations? Not Without Institutional Reform

- Hybrid buses have some merit, so do fuel cells
- Maybe a three-wheeler built for safety running on “unadulterable” LPG or CNG is most sustainable mode? (Dinesh Mohan)



Final Thoughts: Towards a New Paradigm

- **Build Political Sustainability - Know Start Point, End Vision**
 - Strategies take decades (and many mayors)
 - Acceptance requires stakeholder inputs
 - Most durable solutions will still have some opposition
- **Wind Private Transport Around System, Not Other Way Around**
- **Involve The Private Sector Carefully – More than Vendors**
 - Know-how and products
 - Potential policy allies – or opponents
- **Avoid Metro Mania and Other Large Scale Fixes**
 - Money is scarce: think about user and public cost effectiveness
- **Improve Ability To Measure, Plan, Evaluate, And Correct**



By 2015 there will be 23 mega-cities, and nearly 300 cities in the developing world are already 1 million strong

EMBARQ acts as a catalyst for socially, financially, and environmentally sound solutions to the problems of urban mobility.

Working with politically and financially empowered authorities at local and global levels *EMBARQ* can dramatically reduce the risk, time, and complexity required to diagnose key transport problems, and design and implement sustainable, “best practice” solutions.

Working in Mexico City and Shanghai, Xi’an, Pune, and Hanoi, soon in Brazil and other LA Cities

www.embarq.wri.org



Conclusions: The New Paradigm?

- Understand starting point and goals
 - Do leaders have a relatively unified vision of the city's direction?
 - What's wrong and what's right, from many views (not just those of transport planners)
 - What quantitative and qualitative indicators count the most?
- Don't only "offer", but take
 - Balance requires carrots and sticks all around
 - Political deals will require political clout
- x
- y

Leadership and Governance: The Weakest Link: Why?

- Private Benefits of Private Transport Irresistible
 - Left to “the market”, individual and small public vehicles win
 - Leaders must challenge small but wealthy constituencies
 - Leaders must compromise on financing, wages, fares, etc
- World is Strewn with Transport Political Failures
 - Lima Metro (doesn't run)
 - Mexico City bus system (down to 10% of original size)
 - Swarms of individual vehicles in almost every large city
- Only Leaders Connect “Solutions” into Livable Cities
 - Curitiba, Singapore, Inner London, Bogota
 - Risks are big, since returns are usually slow