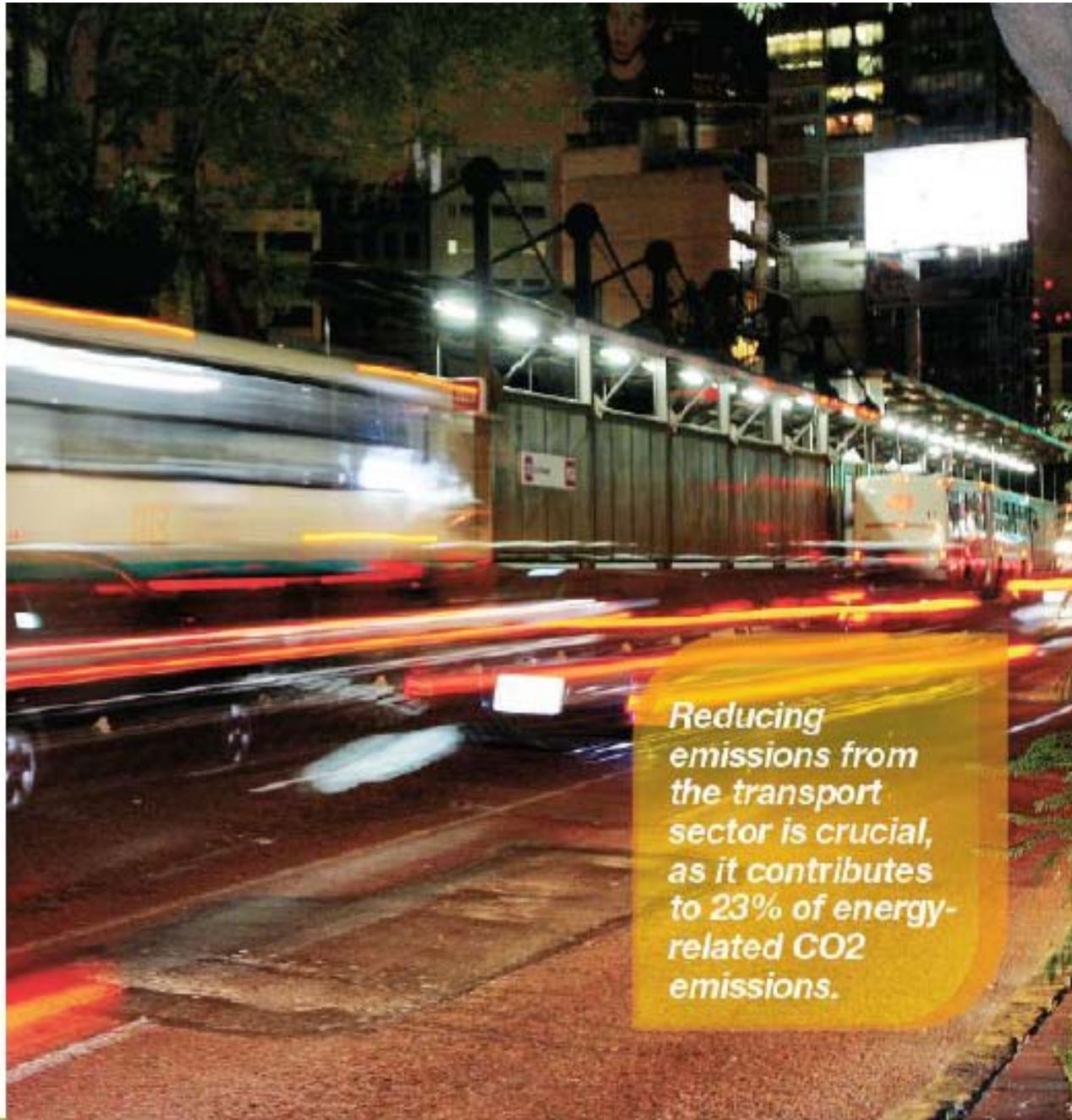


# Changing the way we move in our cities

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*Reducing emissions from the transport sector is crucial, as it contributes to 23% of energy-related CO<sub>2</sub> emissions.*

# How can we improve safety, frequency, quality and affordability of urban public transport systems?

- Improve the current process of planning and design of bus routes and fleet management practices of the transport companies;
- Change from single owner-operator for professionally managed and *technified* companies;
- Increase investments in infrastructure, new technologies and appropriate public transport vehicles;
- Shift from very few transport companies towards some more to create a competitive market, where possible;
- Plan and build looking for intermodal coordination and/or multimodal services;
- Increase the quality of training of operations personnel and managers of firms;
- Use politically skilled champions to change current institutional frameworks at national, regional and local level.

# Change these...



# For this...



*High-quality transit systems like Optibus are always adapting to the needs of their passengers.*

The impact of Optibus' optimization:

**580,000**  
passengers per day

**2 million**  
liters of fuel saved per year

**6,000**  
tons of CO2 emissions reduced per year

**30%**  
road injuries and fatalities reduced per year

**17%**  
travel time reduced per trip

SOURCE: CTS-MÉXICO;  
LEON'S TRANSPORT DIRECTORATE

# Can we double the number of cities that provide bus rapid transit systems and multimodal integration?

**Yes!**

- If we address with the right skills and focus the critical problems
- If we allocate rationally the required resources
- *Mexican government efforts will produce the planned change in urban transport in most of the fifty biggest cities only after ten years of investment, training and institutional change.*

The logo for BANOBRAS, featuring the word "BANOBRAS" in white capital letters on a dark grey background. A green circular icon with white wavy lines is positioned between the "O" and "B".

# BANOBRAS

The logo for FONDO NACIONAL DE INFRAESTRUCTURA, featuring a green circular icon with white wavy lines to the left of the text "FONDO NACIONAL DE INFRAESTRUCTURA" in black capital letters.

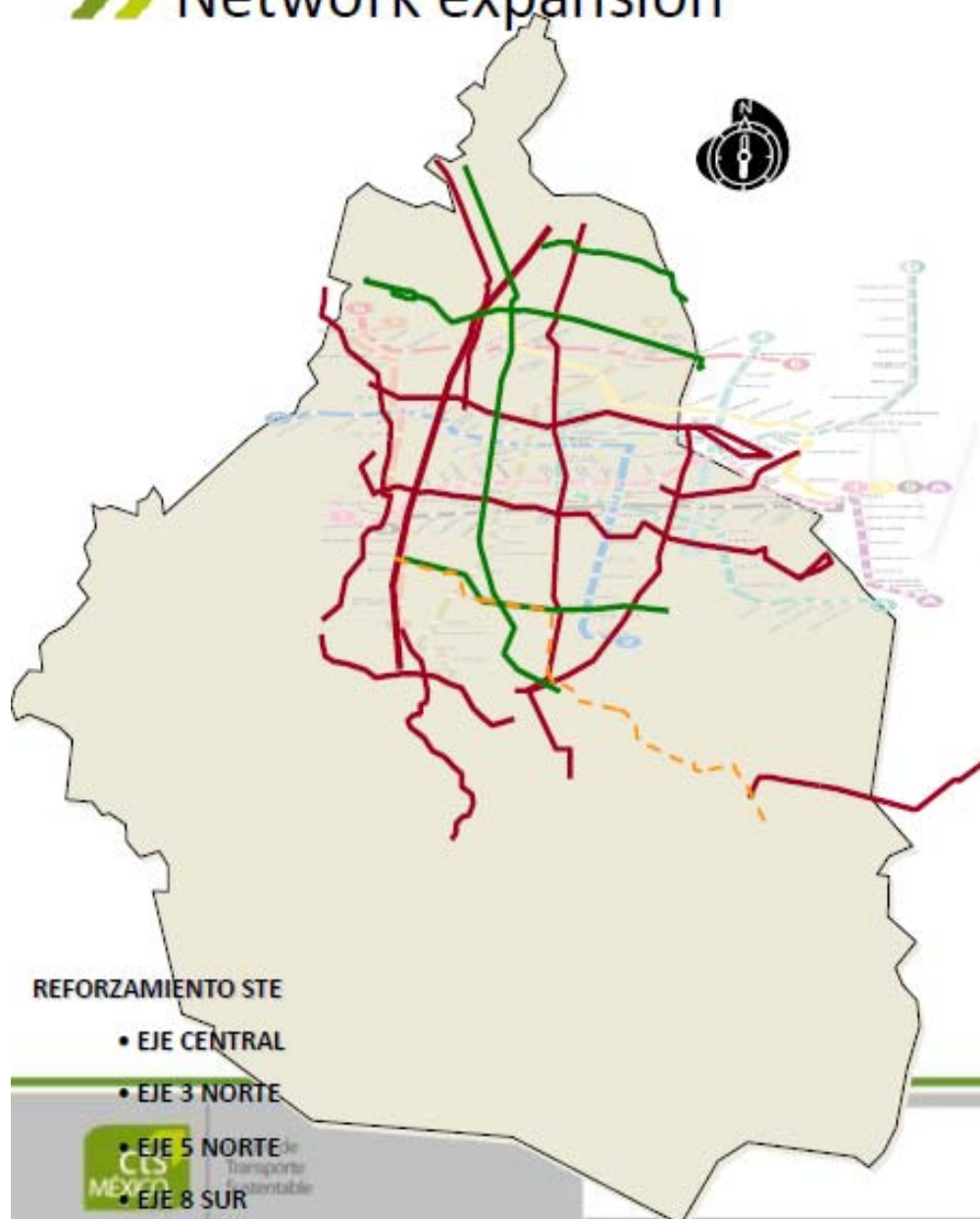
FONDO  
NACIONAL DE  
INFRAESTRUCTURA

## MAINSTREAMING SUSTAINABLE MOBILITY

In 2009, the Mexican federal government created the Public Transportation Federal Support Program (PROTRAM), which offers grants to sub-national governments to cover up to 100% of studies and 50% of infrastructure costs for public transport projects that meet certain criteria. This is the first program in Mexico that provides federal funding for urban public transit, as part of the National Infrastructure Fund (FONADIN).



## >>> Network expansion



### ETAPA I (2007 - 2009)

2. INSURGENTES SUR (2007)
3. EJE 4 SUR (2007 - 2008)
4. EJE 3 ORIENTE (2008 - 2009)
- 5-a. PERIFÉRICO I (2008 - 2009)
6. PROL. DIV. DEL NORTE (2009)

### ETAPA II (2009 - 2011)

7. EJE 1 PONIENTE (2010)
8. EJE 6 SUR (2010)
9. EJE 8 SUR (2011)
- 5-b. PERIFÉRICO II (2010 - 2011)

### ETAPA III (2011 - 2012)

10. TLAHUAC - CHALCO (2011 - 2012)
- 5-c. PERIFÉRICO III (2011 - 2012)



# How can we ensure that investments in land transport infrastructure include adequate components that enhance non-motorized transport?

- Include mobility system planning context requirements in the current legislation and institutional framework, that promotes investments in infrastructure
- Promote support among vulnerable street and road users, like bikers, pedestrians, school children and women
- Invest in awareness creation in general public
- Include human scale and safety, health and well being perspective of all type of public space users in every conceivable alternative of infrastructure projects



# Final considerations

- Place people at the heart of passenger and freight transport policy and planning
- Mobility is not for vehicles, it's for people
- People needs access equality
- Look for improving the natural and physical environment
- Look for health benefits for all public space users
- Increase safety of all users, especially most vulnerable
- Increase value of employment in public transport

# Special thanks to:

Centro de Transporte Sustentable

[www.ctsmexico.org](http://www.ctsmexico.org)

Víctor Islas, IMT

[www.imt.mx](http://www.imt.mx)

Banobras, México

[www.banobras.gob.mx](http://www.banobras.gob.mx)