

EMBARQ – Actually Making Transport Work Better in Developing Country Cities

Prepared by Lee Schipper, Director Of Research, EMBARQ




EMBARQ

A catalyst for socially, financially, and environmentally sound solutions to the problems of urban mobility in the developing world.



EMBARQ

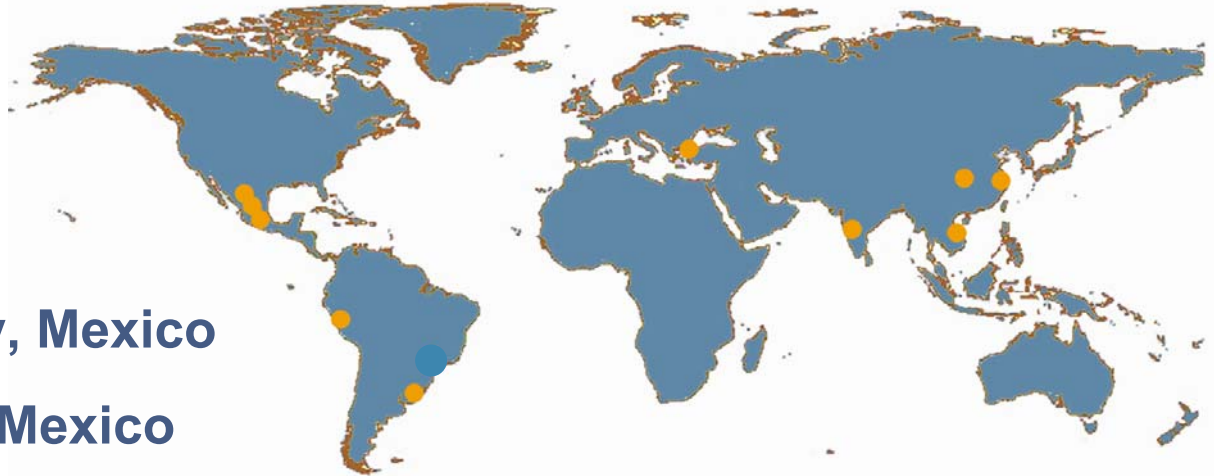
- A center within WRI, founded in May 2002 by WRI and the Shell Foundation with a 5 yr, US\$7.5 M grant by the SF
 - A core of world-class experts bolstered by a network of firms, people, technology, and development banks around the world
 - Additional ***EMBARQ*** sponsors include
 - Hewlett Foundation
 - Energy Foundation
 - Blue Moon Foundation
 - Asian Development Bank
 - Netherlands Ministry of Foreign Affairs
 - US Environmental Protection Agency
 - Ford Motor Company
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EMBARQ's Strategic Approach

- Work with politically and financially empowered authorities
- Form strategic public-private partnerships
- In-depth engagement with cities to design and implement “best-practice” urban transport solutions



Project Locations



- Mexico City, Mexico
- Querétaro, Mexico
- Porto Alegre, Brazil
- Shanghai, China
- Xi'an, China
- Pune, India
- Hanoi, Vietnam
- Istanbul, Turkey

Prospects

- Leon de Guanajuato, Mexico
- Monterrey, Mexico
- Lima, Peru

City on the move: Mexico City

- Creation of strategic partnership with GDF (Mexico City Government) and forming a local NGO, Center for Sustainable Transport (CTS-Mexico) in May 2002
 - Partnerships with World Bank and US EPA/AID resulting in total resources of >\$12mn
 - Design and implementation of Bus Rapid Transit (BRT) system “Metrobus”. First corridor launched June 19 on city’s primary avenue (W Bank)
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METROBUS LAUNCH, JUNE 19 2005

“Indios Verdes” Station



City on the move: Mexico City

- Test of best engine/fuel combinations for new high-capacity, low emission transit buses (Wbank)
- Test of emissions control retrofits on older transit buses (EPA/AID) -90% reduction of particulate emissions



- Development of methodology to measure and validate GHG emissions savings from BRT

Other cities on the move

- **Shanghai, China.** Signing of MoU in October 2003. Joint work in BRT conceptual and pre-feasibility studies; developing of indicators of sustainable transport focused on clean air/local emissions and access/congestion
 - **Porto Alegre, Brazil:** Creation of second CTS in Latin America to implement BRT corridor and develop additional sustainable transport solutions
 - **Querétaro, Mexico:** Assist the city in developing a BRT corridor, as part of a broader sustainable mobility and urban development strategy
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Other cities on the move

- **Porto Alegre, Brazil:** Creation of second CTS in Latin America to implement BRT corridor and develop additional sustainable transport solutions
 - **Istanbul:** Early stage development of private-public partnership incorporating the municipal government, business leaders, and the public sector
 - **Hanoi, Pune, and Xi'an:** Development of sustainable transport indicators for decision making and action with an emphasis on traffic congestion, mobile source emissions, and transport-related accidents
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Indicators of Sustainable Transport

How Do Cities and their Projects Perform?

Key Pillars of Sustainable Transport: Environmental and Safety, Economics, and Access

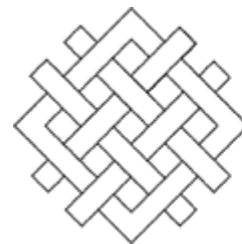
Global Indicators: Local emissions and air quality; time loss, speeds, modal shares, walkability, proximity of homes to transit stops; ped., veh-occupant safety; economic performance of sector.

Project Indicators: Development of baseline of transport activity, local emissions, GHG emissions etc. to measure impact of project over time



THANK YOU 谢谢/ GRACIAS/OBRIGADO

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