



Secretaría de Movilidad

GOBIERNO DEL ESTADO DE JALISCO

Public Transportation in Guadalajara, Mexico.

Secretary of Mobility of the State of Jalisco

Planning and Technology for Urban
Transportation Projects

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Context

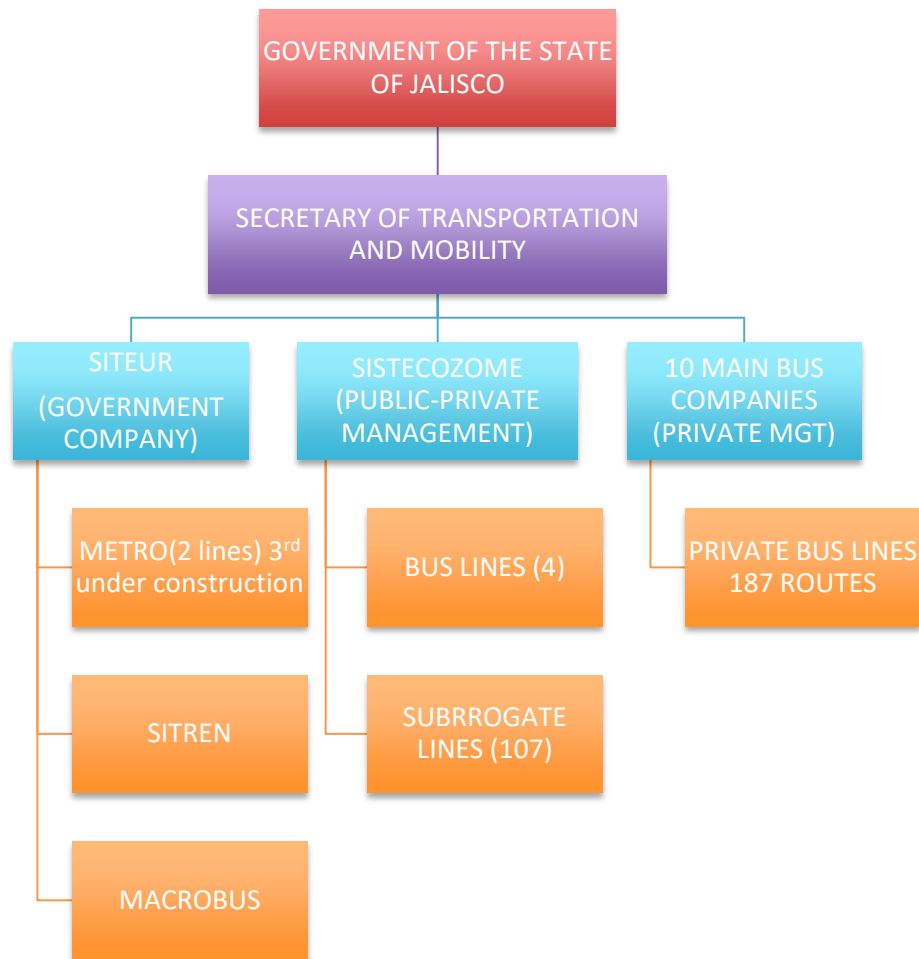


- **Jalisco** is one of the most important states of Mexico because of its natural resources as well as its history (125 municipalities).
- **Guadalajara** is the capital of Jalisco, is the second largest metropolitan area in Mexico.

Population

- **Guadalajara:** 5,095,853
Jalisco: 7, 830,682

Public Transportation



■ Problem:

The transition of a new business model for the private bus organizations, at this moment they just meet some requirements. In 2018 they **MUST** accomplish with all the established requirements in order to become an “Advanced Bus System Company”

- **Cost of transportation:**
\$7.00 pesos
\$ 0.37 USD

Advanced Bus System Company

- Any private/government bus route must meet:

- Pre-paid System.
- Manage of Transportation Demand in certain hours.
- Financial and management system as a single company based on the law of the state of Jalisco.
- On time information to the user, timing and the location of stops.
- Eco-friendly buses.
- Universal accessibility to any circumstances, pregnant women, disabled citizens and elders.
- Training to bus drivers a people involved.



"In 2013, the State of Jalisco established the new requirements for a better public transportation system to meet the need of the citizens of Jalisco. All the bus lines should have 3 years in order to find the right solution of this transition, 2016 would be the year of the big change in aspects of transportation and mobility. In 2017, we MUST have been incorporated to the "Advances Bus System Company" -Aristoteles Sandoval, Mayor of the State of Jalisco.

Transition to a New Bus System.



-Self-financial Plan for any bus line, if we are able to meet our the requirements for this new bus system, bus companies could increase its cost of transportation of \$7.00 MP (\$ 0.37 USD) up to \$9.20 MP (\$ 0.48 USD) with the purpose to finance this new system.

-National Programs are available for any person that is part of any bus company, such as the acquisition of CNG (Compressed Natural Gas) Buses.

-Center for Sustainable Transport in Mexico ([CTS-Mexico](#)) has played a leadering role in the implementation of the federal government's Public Transportation Federal Support Program (PROTRAM).





PROTRAM

On the heels of successful sustainable transport implementation in several key Mexican cities, the federal government's creation of PROTRAM in 2009 signaled an important shift toward strong institutional support for nationwide sustainable mobility.

PROTRAM offers grants to subnational governments for up to **50%** of the infrastructure cost of public transportation projects. As the first program that provides federal funding for urban public transit, PROTRAM is a critical component of the mainstreaming and replication of sustainable transit systems across Mexico.



BANOBRAS

(National Bank of Projects and Public Services)

Banobras (The National Bank of Projects and Public Services) and BID (Iberoamerican Bank of Development) collaborate in order to enhance the sustentability in different cities of Mexico.

Conditions

It is more difficult for private bus organizations to implement another business model due the lack of formality in their management, applying or getting any grant from national programs, organization between all the stakeholders in a company and the participation of the government within the organization, they see it as threat.

Process and problem detection

- The lack of technology to sensor the passengers when they use the transportation system.
- The equipment acquired does not deliver the right results for a control system.
- All the bus lines should be integrated into a single prepaid system, Colombia case with T-Money.
- Guadalajara is looking for some alternatives, several meetings have been involved with those who represent each organization in order to established the new requirements for the society of Jalisco.
- Citizens MUST have a better public transportation system, nowadays it is the most important topic in politics matters.
- Negotiations and contracts have been arranged in order to establish the right time for stakeholders to make their transition into the Advanced Bus System Company.
- Several options of prepaid systems have been presented to stakeholders but we are looking for the most suitable.





Opportunities

-BRT Macrobus

The best example we could take is the implementation of a BRT in Guadalajara, this project had a cost of nearly \$100MDD had a grant of a national program of \$35MDD, the rest was supported by other programs, private organizations and contracts established.

We can consider this project that begun in 2009 as a reference for upcoming projects. Nowadays BRT in Guadalajara is a great solution based on its organization, prepaid system and management.

