



ITDP

Institute for Transportation
& Development Policy



PROMOTING SUSTAINABLE AND EQUITABLE TRANSPORTATION WORLDWIDE

ITDP has a 25+ year track record of

- › Connecting communities
- › Revitalizing cities
- › Fighting global warming and reducing air pollution
- › Creating safer and healthier places to live, work, and play

With projects worldwide, ITDP helps cities improve their sustainable transportation options, making getting around greener, easier, more affordable, and more enjoyable for all.

ITDP offices around the world



Cover: Janmarg Bus Rapid Transit, Ahmedabad, India

Opposite: Plaza de la República, Mexico City, Mexico

OUR PROGRAM AREAS



Public Transit

Walking and Cycling

Sustainable Urban Development

Traffic Reduction

Climate and Transport Policy

Outreach and Awareness

Public Transit

Helping cities build modern, integrated public transit systems, particularly Bus Rapid Transit (BRT), to provide high-quality options for the people who live and work in them.

Over the years, ITDP has been instrumental in spreading BRT worldwide by working on two fronts: first, ITDP facilitates information-sharing between city leaders so more cities learn the benefits of BRT; second, ITDP offers direct technical assistance to cities pursuing BRT (see list on page 5).



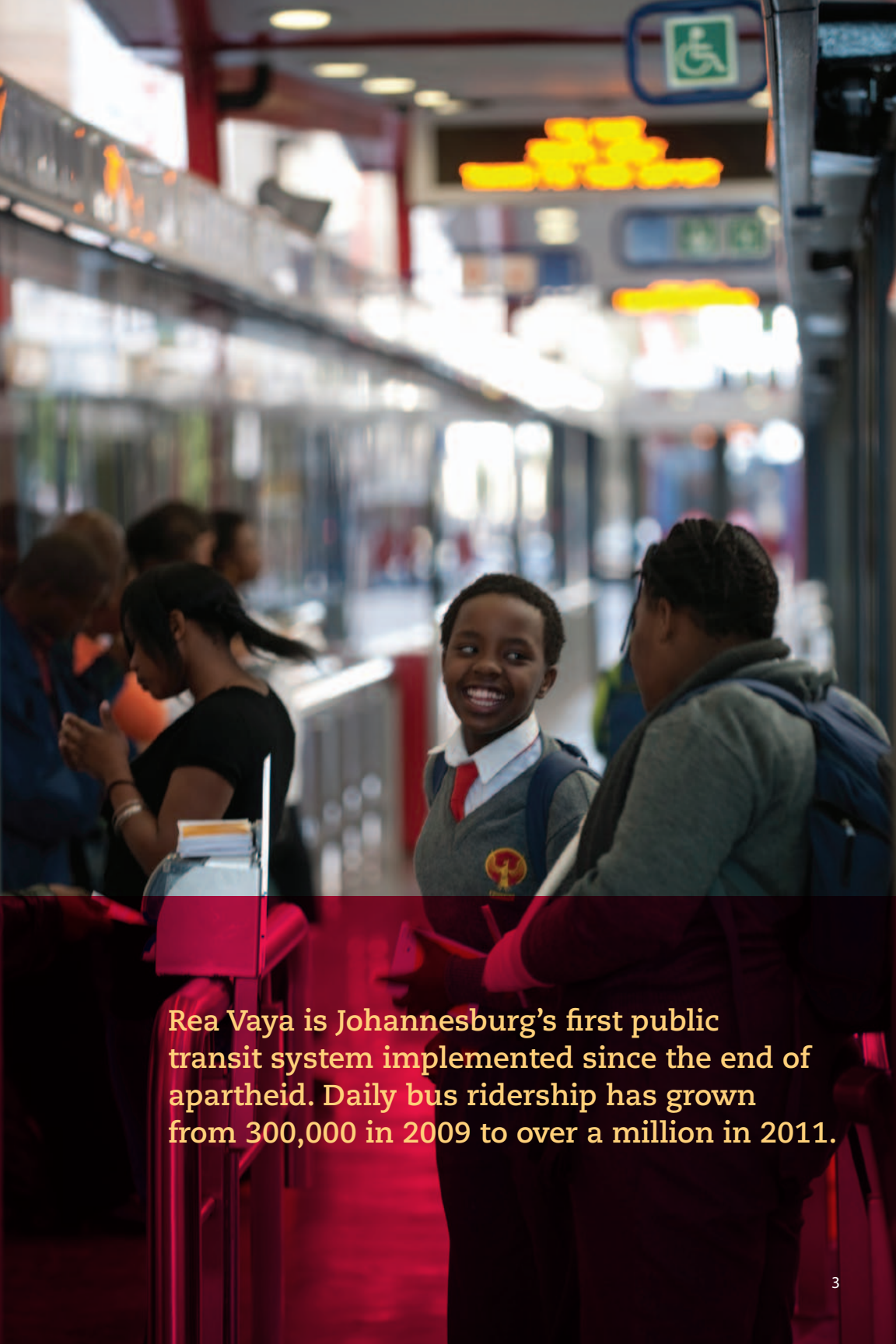
BRT

What is Bus Rapid Transit?

BRT is a high-quality bus-based transit system that delivers fast, comfortable, and cost-effective urban mobility through the provision of segregated right-of-way infrastructure, rapid and frequent operations, and excellence in marketing and customer service.

Above: Janmarg Bus Rapid Transit, Ahmedabad, India

Opposite: Rea Vaya Bus Rapid Transit station, Johannesburg, South Africa
Image: Philip Mostard



Rea Vaya is Johannesburg's first public transit system implemented since the end of apartheid. Daily bus ridership has grown from 300,000 in 2009 to over a million in 2011.



Rea Vaya, Johannesburg, South Africa

Opened September 2009; connects Soweto to downtown; the first real public transit system built since the end of apartheid; carries approximately 35,000 passengers per day, and the city expects the system to eventually reach 80% of residents; with new, cleaner Euro IV buses, the city estimates it will reduce 1.6 million tons of CO₂e by 2020.

Janmarg, Ahmedabad, India

Opened September 2009; the first full-featured BRT in India; provides high-quality transit option in an increasingly congested city of 5.6 million residents; carries approximately 100,000 passengers per day.

Transjakarta, Jakarta, Indonesia

Opened January 2004; one of the world's largest BRT systems, with 119 km of corridors. It serves 340,000 people daily.



BRINGING BUS RAPID TRANSIT TO MORE CITIES

ITDP has assisted with the planning, development, or implementation of Bus Rapid Transit systems in cities worldwide including those listed below.

Belo Horizonte, Brazil
São Paulo, Brazil
Guangzhou, China
Lanzhou, China
Cartagena, Colombia
Ahmedabad, India
Chennai, India
Pimpri-Chinchwad/Pune, India
Jakarta, Indonesia
Pekanbaru, Indonesia
Guadalajara, Mexico
Mexico City, Mexico
Monterrey, Mexico
Puebla, Mexico
Cape Town, South Africa
Johannesburg, South Africa
Dar es Salaam, Tanzania
Montgomery County, USA

Guangzhou Bus Rapid Transit, Guangzhou, China

Guangzhou, China

Opened February 2010; the system is projected to reduce CO₂ emissions by over 84,000 tons annually in its first ten years of operation; carries over 800,000 passengers per day, making it the second-highest-capacity BRT system in the world (behind Bogotá's TransMilenio), and busier than most Metro lines in China.

Metrobús, Buenos Aires, Argentina

Opened in 2011; first BRT system in Argentina; after only a few months the system was already carrying 75,000 passengers per day, a 20% increase over previous bus service, and cut travel times during peak hours by 35%.

Walking and Cycling

Making streets safer and more convenient for cyclists and pedestrians by providing sidewalks, bike lanes, and bike-parking facilities, initiating bike-sharing programs, improving the quality of affordable bicycles and rickshaws, and promoting bike use.

Mejor en Bici, Buenos Aires

ITDP provides support to the city's bicycle program, which has already begun construction on an ambitious program to build a 100-km network of separated bike paths. Bike parking recently became mandatory in all city parking garages, and ITDP continues to monitor the growth of cycling as a result of the city's projects.

Indonesia

ITDP helped convince the city to build world-class walkways along TransJakarta in downtown Jakarta, critical to the viability of the BRT system. ITDP also helped Jakarta pedestrianize Plaza Fatahillah and surrounding streets in Jakarta's historic center. Surabaya, Indonesia's second largest city, recently implemented ITDP-designed sidewalk improvements throughout the city center on streets where sidewalks were previously unknown.

ECOBICI, Mexico City

ITDP helped Mexico City plan and design their bikeshare system, called ECOBICI. The system launched in February 2010 with 1,200 bikes and the city plans to expand this successful program to new neighborhoods, adding 2,760 bikes by the end of 2011.



ECOBICI bike share, Mexico City, Mexico



Bicycle riders, Buenos Aires, Argentina. Image: Felix Busso

Cycling Rickshaw Modernization, India

Working with the private sector to help underwrite the costs of innovation, while increasing employment and income among the poor, ITDP helped redesign cycle rickshaws, reducing their weight while increasing safety. This helped make rickshaws more efficient, effectively increasing

rickshaw operators' wages. Today, over 300,000 modernized cycle rickshaws operate in nine of India's major cities.

Access Africa

A partnership between ITDP, global bicycle industry leaders like TREK®, and a network of independent African bicycle dealers to make high-quality, fashionable, utilitarian bicycles affordable to the African consumer. It linked small businesses to international suppliers and provided over 10,000 bicycles to consumers in those countries. ITDP distributed free bicycles to healthcare organizations in South Africa, Ghana, Senegal, Tanzania, and Kenya; a program assessment showed that nurses were able to reach five times as many patients when they had bicycles.



30% of ECOBICI subscribers are women, more than double the percentage of women who ride bikes in Mexico on a regular basis according to the city's bike counts.

Sustainable Urban Development

Encouraging pedestrian and transit-oriented planning and design to reduce air pollution and improve quality of life.

Our Cities Ourselves

An ITDP campaign that engages real estate developers, business leaders, and opinion leaders in discussions about making communities more walkable, bikeable, and accessible by transit, and encourages them to help create governmental policy changes necessary for building smarter, more sustainable neighborhoods. Below are two examples of projects that ITDP has already helped bring to life.

Mexico City, Mexico

ITDP provides advice to the city's agency for revitalization of their historic downtown, including commissioning the world-renowned Gehl Architects to study and issue a draft report on improving urban design in the district. This work has led to the modernization of the Plaza Garibaldi, and the pedestrianization of the Madero.

Guangzhou, China

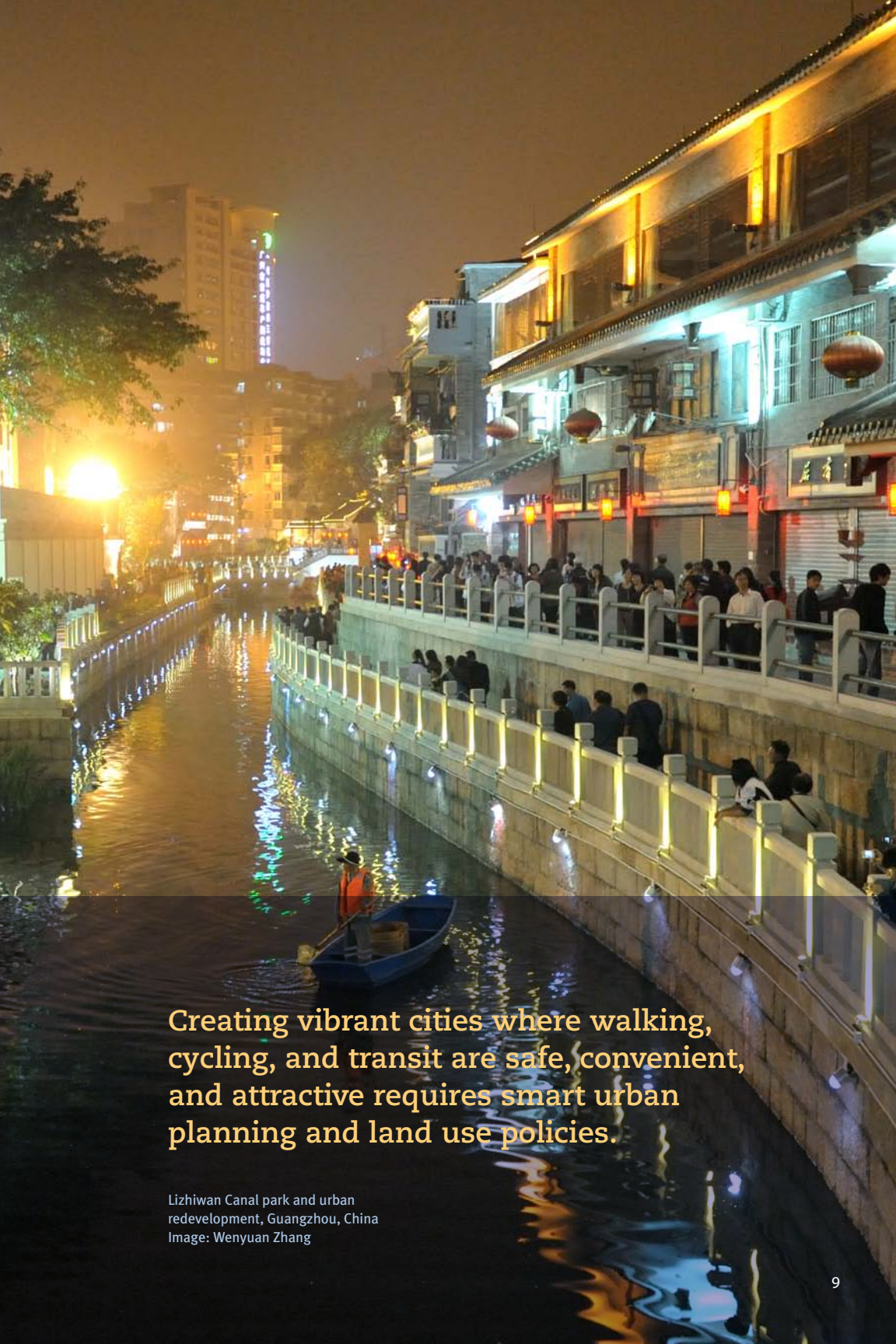
As part of the development of the BRT system, ITDP worked with the city to develop a multi-modal transit corridor, which includes a new greenway, high-quality pedestrian areas on both sides of the corridor, bicycle parking at all of the stations, bicycle share, and beautiful station design. This package of features is helping spur new development and enhances the quality of life on this once congested corridor.



Above: Madero pedestrian street, Mexico City, Mexico



Right: Integrated transit, bicycling and walking networks, Vauban, Freiburg, Germany



Creating vibrant cities where walking, cycling, and transit are safe, convenient, and attractive requires smart urban planning and land use policies.

Lizhiwan Canal park and urban redevelopment, Guangzhou, China
Image: Wenyuan Zhang

Traffic Reduction

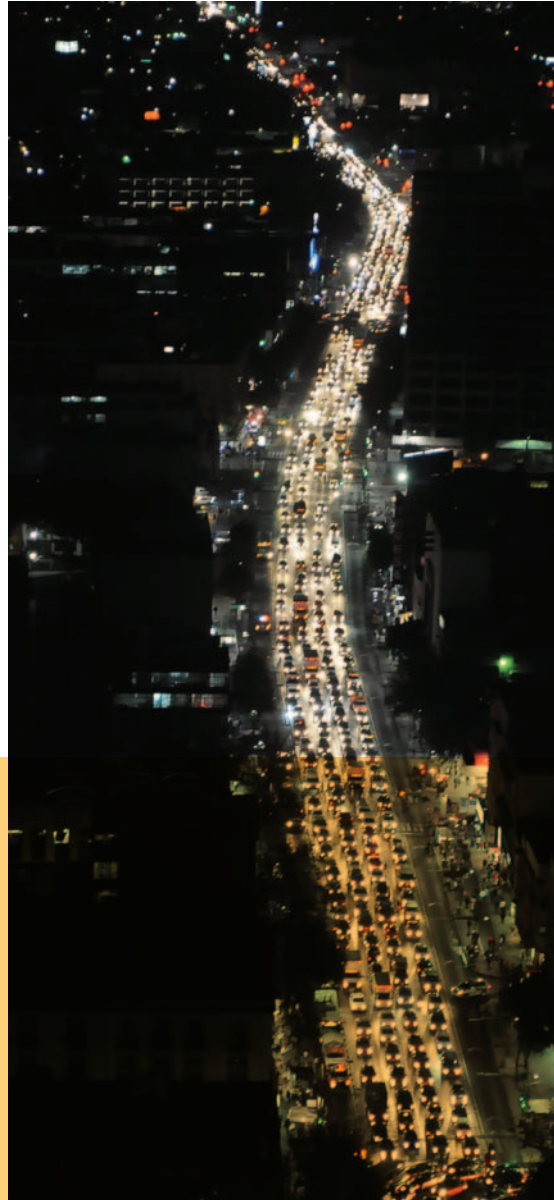
Reducing air pollution, congestion, and CO₂ emissions through parking regulations, access management, road-user charging, and other strategies that reduce private car use.

Parking Management Best Practices

ITDP encourages local governments to reduce the availability of free and low-cost parking in order to help manage traffic and encourage use of more sustainable forms of transportation. ITDP has also issued two seminal reports documenting parking management best practices in Europe and the United States and will produce a global parking best practice guide as well. ITDP uses these reports, as well as local research, to advocate for parking policy reform in cities around the world.

Congestion Pricing

By organizing speaking tours of high-profile politicians and transportation experts, ITDP continues to push for the expansion of this demonstrated technique that can reduce traffic and generate revenue to support transit systems.



Traffic in Mexico City, Mexico



Each parking space takes up between 15 to 30 m². Car drivers need between two to five different parking spaces every day. What else could this space be used for?

Six bikes can fit in the space used to park one car. ITDP's *Our Cities Ourselves* exhibition, Buenos Aires, Argentina

Climate and Transport Policy

Encouraging local, national, and international governments and other authorities to incorporate policies and allocate funding to reduce transport-related emissions and traffic congestion, and promote sustainable mobility.

Greening the Banks

ITDP helped the Asian Development Bank evaluate the impact of its transportation programs on greenhouse gas emissions and is helping that organization and the Inter-American Development Bank to develop environmentally-sustainable transport initiatives.

Increasing Funding for Sustainable Transportation

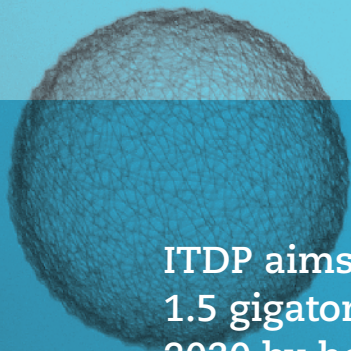
ITDP's work with the World Bank, United Nations Development Program, United Nations Environment Program, and the Global Environment Facility, have resulted in more funding for sustainable transportation projects and more transparency about carbon impacts of transport projects.





UNITED NATIONS
CLIMATE CHANGE
CONFERENCE 2009

COP15 COPENHAGEN



ITDP aims to reduce the emission of 1.5 gigatons of CO₂e into the atmosphere by 2030 by helping cities and development aid agencies adopt policies and create projects that avoid motorized trips and shift trips to cleaner, more efficient modes of travel.

Outreach and Awareness

With projects like *Our Cities Ourselves*, the Sustainable Transport Awards, original research reports, and best practice guides, ITDP educates decision makers and the public.

Our Cities Ourselves

OCO is ITDP's campaign to engage developers, business leaders, urban planners, transportation experts, and the wider public in a dialogue about what kind of cities we imagine for ourselves and our children. OCO began as a traveling museum exhibition featuring the work of ten leading architects who have envisioned ten cities in 2030 centered around safe and enjoyable walking, cycling, and public transit. Tens of thousands of people have visited the exhibitions in leading galleries and museums in New York, Mexico City, Rio de Janeiro, and Buenos Aires, as well as pop-up displays in Cape Town and Johannesburg. Tens of thousands more have been exposed to the *Our Cities Ourselves* principles via the extensive media coverage of the exhibitions and related events. The exhibition continues to travel to cities around the world.



Sustainable Transport Awards

Established in 2005, the Sustainable Transport Award recognizes cities around the globe that demonstrate exceptional leadership in implementing sustainable transportation policies and projects. The award helps raise the profile of transportation innovations and encourages other cities to replicate their success.





ITDP reaches hundreds of thousands of people each year through the media, events, and online.

Above, left: Sara Topelson, Vice Minister of Urban Development and Land Order of the federal government in Mexico, Jose Castillo, architect and founder, arquitectura 911sc, and Enrique Peñalosa at the opening of *Our Cities Ourselves (Nuestras Ciudades, Nuestro Futuro)* in Mexico City, Mexico

This page: *Our Cities Ourselves* exhibition, New York, USA

CONTACT US

ITDP Headquarters
New York, United States
+1 212-629-8001
mobility@itdp.org
www.itdp.org

Buenos Aires, Argentina
+54 11-5258-7919
argentina@itdp.org
www.itdp.org/argentina

Rio de Janeiro, Brazil
+55 21-3153-1764
brasil@itdp.org
www.itdp.org/brazil

Guangzhou, China
+86 20-8386-0931
china@itdp.org
www.itdp.org/china

Budapest, Hungary
+36 1-225-0785
europe@itdp.org
www.itdp.org/europe

Chennai, India
+91 44-4556-2426
india@itdp.org
www.itdp.org/india

Jakarta, Indonesia
+62 21-520-5845
indonesia@itdp.org
www.itdp.org/indonesia

Mexico City, Mexico
+52 55-3626-2963 or
+52 55-3626-2964
mexico@itdp.org
www.itdp.org/mexico

Washington, D.C., United States
+1 202-552-3213
mobility@itdp.org
www.itdp.org



Above: Cyclists in
Buenos Aires, Argentina
Image: Felix Busso

Opposite: Rickshaw driver, India



Join ITDP today

You can learn more and donate
at www.itdp.org

*“It is transport that
will make or break the
sustainability of a city.”*

Richard Rogers,
Cities for a Small Planet



ITDP
9 East 19th Street, 7th Floor
New York, NY 10003
+1 212-629-8001
mobility@itdp.org
www.itdp.org

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