

Las Mejores prácticas en América Latina



**CONGRESS "BEST PRACTICES IN INTEGRATED  
TRANSPORT AND BRT IN LATIN AMERICA"**

**GUAYAQUIL 2011**

**FROM 25 TO 28 OF APRIL**

**HOTEL HILTON COLÓN**

An Event of:



Co-organizers:



Support:



M.I. MUNICIPALIDAD  
DE GUAYAQUIL

[WWW.SIBRTGUAYAQUIL2011.COM](http://WWW.SIBRTGUAYAQUIL2011.COM)

“GUAYAQUIL IS GLAD TO RECEIVE THE MOST MODERN AND ADVANCED AGENCIES OF URBAN TRANSPORTATION IN LATIN AMERICA. THE CITY OF GUAYAQUIL AND THE METROVÍA FOUNDATION ARE DELIGHTED TO RECEIVE THEM AND HOPE THAT THE SIBRT SECOND GENERAL ASSEMBLY FINDS THE SOLUTIONS AND MEANS FOR ACCELERATING THE MODERNIZATION OF LATIN AMERICAN URBAN TRANSPORT, FOR THE BENEFIT OF THE POPULATION’S QUALITY OF LIFE AND HEALTH.”

**Jaime Nebot**

Mayor of Guayaquil

“ALTHOUGH SOME CITIES HAVE SUBWAY LINES, IT IS ESSENTIAL THAT CITY SURFACES RECEIVE ADEQUATE ATTENTION, AS WELL. THE SOLUTION FOR THAT IS BUS RAPID TRANSIT (BRT) - THAT’S THE SOLUTION OF THE FUTURE. IT IS NECESSARY THAT THE MANAGERS OF URBAN TRANSPORTATION AGENCIES GET COMMITTED TO IMPROVING THE OPERATIONS OF THEIR SYSTEMS, BECAUSE A POORLY IMPLANTED BRT SYSTEM IS DANGEROUS TO THE SURFACE SOLUTION.”

**Jaime Lerner**

Former Mayor of Curitiba  
Former Governor of Paraná  
Honorary President of SIBRT

## INTRODUCTION

Latin America is currently facing some of the most dramatically debilitating effects of motorized urbanization plaguing contemporary human civilization. Compared to most other developing regions, Latin America holds a highly urbanized population - an average of 80 percent of people live in cities - and has recorded a remarkable increase in the number of individual vehicles. Congestion, pollution, accidents and loss of public spaces accompany these trends, and have made Latin American cities lose sustainability, competitiveness, and the ability to ensure adequate health conditions and quality of life for their people.

The growth of the private vehicle fleet inversely mirrors expenditures on public transportation and public transportation ridership. 15 Latin American cities have joined the Urban Mobility Observatory of the Andin Corporation of Fomentation (CAF), though that only accounts for 60% of motorized trips. As the number of people in big cities increases, cars and motorcycles continue to overshadow public transportation and reduce the competitiveness of mass transportation.

Fortunately, Latin America has exhibited sustainable alternatives to this problem, which today are regarded by experts as "best practices worldwide." These alternatives have gradually gained recognition from politicians and decision makers, and appear increasingly on urban mobility agendas in the Latin American region. These solutions are based on a new vision of cities that, prioritizes clean public transportation, and roads and public spaces that are more functional, safe, and livable.

This sketch for sustainable public transportation has been realized in what we today call Bus Rapid Transit (BRT) and Integrated Transport System (ITS). Between the 70's and 90's, through processes of incessant innovation, the city of Curitiba, Brazil, laid the conceptual foundations for this new vision by developing processes that led to the creation of a city-wide integrated transport system consisting of corridors and a high-performance BRT system. The BRT system included exclusive corridors, an operation control center, closed stations with advance payment, and high capacity buses with elevated floors. This example inspired the Trole, in Quito, which began operations in 1995, the Transmilenio in Bogota, which began operations in 2000, and all the BRT systems constructed during the 2000's. The Transmilenio metro system holds a special significance, as it supported an increase in ridership from 20,000 to 40,000 passengers (per hour/direction) and rivaled the capacity of traditional metro systems.

During the 2000s, such cities as São Paulo, Santiago, Belo Horizonte, and Porto Alegre, achieved progress in improving preexisting public transportation systems by focusing attention on physical integration, implementing mass transit-oriented operations and pricing models, and implementing Integrated Transport Systems that have the potential of becoming BRT systems. These experiences, together with those of Curitiba and Bogota, stand as examples for the modeling and implementation of integrated transport systems in other Latin American cities.

Despite the progress achieved by these solutions, the managers of BRT and Integrated Transport System agencies have yet to compile and establish standardized best-practices for addressing the unprecedented and multidimensional problems that arise in these transit projects. Such problems concern the infrastructure and its maintenance, management and operation of the fleet,

communications technology, fares and information, corporate structure and business, legal and institutional structure, and the tariff structure and financial equilibrium, and managing projects' social and environmental components. Historically low bus credibility, competition with other kinds of mass transportation, and a lack of policies and financial mechanisms in favor of BRT and ITS also pose sizable barriers to the success of these projects.

The Latin American Association of Integrated Transport Systems and BRT, SIBRT, which was founded in April 2010, in Curitiba, with the participation of 14 managers from BRT/ITS transport agencies, intends to act precisely as a network to exchange experiences, learn from mistakes and successes of each system, and most importantly, work to prioritize public transportation systems to benefit the quality of life and health in large cities.

The agencies that comprise SIBRT currently are:

- URBS – Urbanização de Curitiba S.A, Brazil;
- CMTC - Companhia Metropolitana de Transportes Coletivos de Goiania, Brazil;
- SPTRANS - São Paulo Transporte S.A. , Brazil;
- BHTRANS - Empresa de Transportes e Trânsito de Belo Horizonte S/A, Brazil;
- METROBUS-Q - Quito, Ecuador;
- METROVÍA - Guayaquil, Ecuador;
- METROBÚS – Mexico City, Mexico;
- MACROBÚS - Guadalajara, Mexico;
- TRANSMILENIO - Bogota, Colombia;
- MEGABUS - Pereira, Colombia;
- METRO CALI - Sistema Integrado de Transporte Masivo (SITM), de Cali, Colombia;
- METROLÍNEA - Bucaramanga, Colombia;
- TRANSMETRO - Barranquilla, Colombia;

## TRANSANTIAGO – Santiago, Chile.

During the week of April 25, 2011, the Second General Assembly SIBRT will be held in Guayaquil, Ecuador, to continue the Association's work, particularly in the areas of Benchmarking & Innovation, and Communication & Image. During this event, SIBRT will launch the Benchmarking Indicators System, in cooperation with the Centre of Excellence ALC BRT ([www.brt.cl](http://www.brt.cl)), launch its official website, and SIBRT Facebook & Twitter profiles.

In the Second General Assembly, 12 agencies were invited to join SIBRT:

1. As full members, the following are agencies with their systems already in operation:

EPTC - Porto Alegre, Brazil

PROTRANSPORTE - Lima, Peru

OPTIBÚS - León, Mexico

MEXIBÚS - Estado de México, Mexico

TRANSMETRO – Monterrey, Mexico

TRANSMETRO - Guatemala, Guatemala

2. As observer members, the following are agencies with their systems being implemented:

TRANSCARIBE – Cartagena, Colombia

METROPLÚS - Medellín, Colombia

TRANSPORTE MASIVO - Asunción, Paraguay

METROBÚS - Buenos Aires, Argentina

MISTIBUS - Arequipa, Peru

AMTU - Agência Metropolitana de Transportes Urbanos, Rio de Janeiro, Brazil

Prior to the Second Assembly, the host agency, Metrovía, and SIBRT will host the Congress “Best Practices in ITS and BRT in Latin America”, to exchange experiences between urban transportation agencies, join bus system developers in exploring their new technological advancements, and reflect on regional strategies. This Congress will also be graced with the presence of several well-known specialists from the health community, highlighting the special participation of Dr. Carlos Dora, from the World Health Organization (WHO), and his lecture “The Synergy between Urban Transportation and Public Health.”

SIBRT has enjoyed the support, since its origin, from the EMBARQ Network ([www.embarq.org](http://www.embarq.org)), and its Centers for Sustainable Transport in Latin America: CTS – Mexico, CTS – Brazil and CTSS – Andino. Currently, the EMBARQ Network is the Executive Secretariat of SIBRT.

Contact information:

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# **PROGRAM**

## **MONDAY APRIL 25**

### **18H00 - 19H00      OPENING CEREMONY**

#### **Opening Speeches:**

- Federico von Buchwald, Host - METROVÍA
- Luis Gutierrez, Executive Secretary – EMBARQ Network
- Fernando Paez, President SIBRT - TMSA

#### **Official Opening:**

**Jaime Nebot, Mayor of Guayaquil - Ecuador**

### **19H00 - 20H00      OPENING COCKTAIL**

## **TUESDAY APRIL 26**

### **08H30 - 09H00      PARTICIPANTS' RECEPTION**

### **09H00 - 09H10      WELCOME**

**Federico von Buchwald, Metrovía Foundation – Guayaquil, Ecuador**

### **09h10 – 09h20      OFFICIAL SIBRT WEBSITE LAUNCH**

**Rejane Fernandes, CTS-Brasil  
Fagner Glinski, SIBRT**

### **09H20 - 10H00      MAIN LECTURE: SYNEGIES BETWEEN URBAN TRANSPORT AND PUBLIC HEALTH**

**Carlos Dora, Director of Public Health and Environment – World Health Organization (WHO)**



**SUBJECT: OPERATIONAL MODEL FROM THE AGENCIES**

**10H00 - 10H20      HIRING SYSTEM – GUAYAQUIL MODEL**  
Federico von Buchwald, Metrovía Foundation  
Guayaquil, Ecuador

**10H20 - 10H40      EFECTIVE SOLUTIONS FOR IMMEDIATE  
CHALLENGES: TRANSMILENIO S.A.**  
Fernando Paez, Transmilenio  
Bogotá, Colombia

**10H40 - 11H00      INFORMATION TO THE USER**  
Raimundo Cruzat, Transantiago  
Santiago, Chile

**11H00 - 11H20      Questions and Answers**

**11H20 - 11H40      Coffee-break**

**SUBJECT: PUBLIC TRANSPORTATION SYSTEMS**

**11H40 - 12H00      THE EVOLUTION OF CURITIBA’S TRANSPORTATION  
MODEL: EXPRESSO LIGEIRÃO**  
Marcos Isfer, URBS  
Curitiba, Brazil

**12H00 - 12H20      LESSONS AND CHALLENGES OF IMPLEMENTING A  
BRT SYSTEM IN BELO HORIZONTE**  
Daniel Marx Couto, BHTRANS  
Belo Horizonte - Brazil

**12H20 - 12H40      METROPOLITAN TRANSPORTATION IN GOIÂNIA  
AND THE BRT NORTHBOUND/SOUTHBOUND**  
Jose Carlos Xavier, CMTc  
Goiania, Brazil

**12H40 – 13H00      Questions and Answers**

**SUBJECT: BRT FOR THE PRESENT AND THE FUTURE**

**13H00 - 13H30**      **PROPOSALS OF THE CENTRE OF EXCELLENCE:  
THROUGH LATITUDES AND CULTURES, ALC-BRT**  
Juan Carlos Muñoz, Pontificia Universidad  
Católica de Chile  
Dario Hidalgo, EMBARQ

**13H30 - 15H00**      **Lunch**

**SUBJECT: FLEETS AND TECHNOLOGIES**

**15H00 - 15H20**      **LATEST TECHNOLOGIES IN BUSES FOR BRT  
SYSTEMS**  
Mario Boza – Area Manager, VOLVO Bus Latin  
America

**15H20 - 15H40**      **AUTOMATIC DOOR SYSTEMS IN PLATAFORMS'  
SCREENS FOR BRT BUSES**  
Antonio Cabezas, GRUPSA - Spain

**15H40 - 16H00**      **AIR CABLES AS INNOVATIVE SOLUTIONS FOR  
URBAN TRANSPORT SYSTEMS INTEGRATED TO BRT**  
Fabio Pellegrini, Doppelmayr

**16H00 - 16H30**      **Questions and Answers**

**16H30 - 17H00**      **Coffee-break**

**SUBJECT: HEALTH AND ROAD SAFETY**

**17H00 - 17H20**      **SUSTAINABLE TRANSPORT SAVES LIVES**  
Claudia Adriazola, EMBARQ

- 17H20 - 17H40**      **MEGABUS: EFFORTS AND PROGRESS IN ROAD SAFETY**  
Monica Vanegas, Pereira - Colombia
- 17H40 - 18H00**      **THE IMPACT OF URBAN TRANSPORTATION PROJECTS ON HEALTH: BASELINES ON AIR QUALITY, ROAD SAFETY AND PHYSICAL ACTIVITY**  
Jorge Jara, CTSS-Andino
- 18H00 - 18H30**      **Questions and Answers**

**Free Night**

**WEDNESDAY APRIL 27**

**SUBJECT: SPECIAL CASES WORLDWIDE**

- 09H00 - 09H20**      **INTERCONTINENTAL BRT**  
Hayri Baracli, Director Metrobus  
Istanbul, Turkey
- 09H20 - 09H40**      **JANMARG SYSTEM**  
Shivanand Swamy, Executive Director – Centre  
of Excellence in Urban Transport, CEPT University  
Ahmedabad, India
- 09H40 - 10H00**      **Questions and Answers**

**SUBJECT: ACTIVE CITIES, HEALTHY CITIES**

- 10H00 – 10H15**      **CONTEST: ACTIVE CITIES, HEALTHY CITIES**  
Rejane Fernandes, CTS-Brasil
- 10H15 – 10H30**      **Coffee-break**

**SUBJECT: SUPPORT FOR SUSTAINABLE TRANSPORT**

- 10H30 - 10H50**      **PLAN RENOVA - FLEET MODERNIZATION**  
Fabricio Reshuan, Manager  
National Finance Corporation (CFN), Ecuador
- 10H50 - 11H10**      **URBAN TRANSPORTATION FUNDING**  
Martha Patricia Castillo, Main Executive  
Andean Development Corporation (CAF)
- 11H10 - 11H30**      **MOBILITY AND URBAN SPACE**  
David Wong, Ecuador Project Director  
United Nations Development Program (UNDP)
- 11H30 - 11H50**      **Questions and Answers**

**SUBJECT: NATIONAL PROGRAMMES FOR SUSTAINABLE URBAN TRANSPORT**

- 11H50 - 12H10**      **MASS TRANSPORTATION PROGRAM OF FONADIN, MEXICO**  
Carlos Mier y Terán - BANOBRAS/FONADIN
- 12H10 - 12H30**      **COLOMBIAN POLICY TO SUPPORT MASS URBAN TRANSPORT**  
Sebastian Nieto  
SIBRT Vice-President
- 12H30 - 12H50**      **Questions and Answers**
- 12H50 - 15H00**      **Lunch**

**SUBJECT: IN MOBILITY, THE FUTURE IS NOW**

- 15H00 -15H20      A BRT FLEET WITH NATURAL GAS**  
Juan Tapia Grillo, PROTRANSPORTE –  
Metropolitano, Lima – Perú
- 15H20 – 15H40      THE NEW FACE OF MOBILITY IN MEXICO CITY**  
Guillermo Calderón, Metrobus  
Mexico DF, Mexico
- 15H40 -16H00      MOBILITY FOR BIG EVENTS: FIFA WORLD CUP AND**  
**THE OLYMPIC GAMES IN RIO DE JANEIRO**  
Luis Antonio Lindau, CTS-Brasil
- 16H00 -16H20      Questions and Answers**
- 16H20 -16H40      CLOSING CEREMONY**
- 16H40 – 17H30      COFFEE**
- 20H00 – 23H00      VIP DINNER**  
**PALACIO DE CRISTAL (CRISTAL PALACE)**  
**MELACÓN 2000, GUAYAQUIL**



**SECOND GENERAL ASSEMBLY SIBRT**

**GUAYAQUIL 2011**

**FROM APRIL 27 TO 28**

**HOTEL HILTON COLÓN**

# **PROGRAM**

## **PARTICIPANTS:**

- SIBRT Members
- Candidates for SIBRT membership
- Special guests to address specific issues

## **WEDNESDAY APRIL 27**

**17H30 - 19H30      CONSIDERATIONS OF AGENDA**

## **THURSDAY APRIL 28**

**08H30 - 18H30      PROPOSAL OF THE AGENDA:**

- President's Report
- SIBRT Legalization
- Incorporation of New Members
- Benchmarking and Innovation Plan in cooperation with the Centre of Excellence ALC-BRT
- Communication Plan: Launch of SIBRT Website
- Budget and Funding 2011-2012: Members and Sponsors
- Critical Cases from Agencies that Require Support
- Declaration of Guayaquil: Put Sustainable Urban Mobility Policy in the Agenda of Latin American Presidents

**20H00                      VIP DANCE-DINNER**