



ITDP KEY LATIN AMERICAN INITIATIVES

BERNARDO BARANDA

CURITIBA JUNE 2011





Institute for Transportation
& Development Policy

Promoting sustainable and equitable transportation worldwide.

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25 Years of ITDP

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U.S. Cities Reinventing Buses as Modern, Efficient, and Effective

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About ITDP

The Institute for Transportation and Development Policy works with cities worldwide to bring about sustainable transport solutions that cut greenhouse gas emissions, reduce poverty, and improve the quality of urban life.

WHERE WE WORK

Choose a country to learn more about our work.

ARGENTINA INDONESIA
BRAZIL MEXICO
CHINA SOUTH AFRICA
COLOMBIA TANZANIA
EUROPE UGANDA
INDIA UNITED STATES



» *Improve Transit Systems*



» *Improve Non-Motorized*



» *Manage Car Travel Demand*



» *Improve Urban Accessibility*



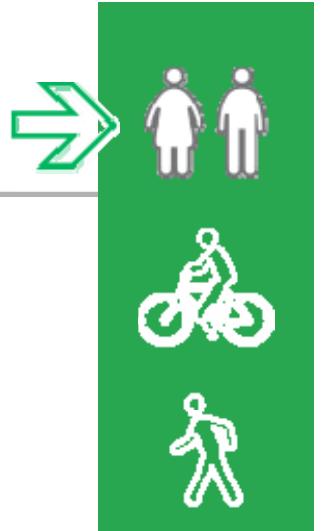


MASS TRANSIT IN MEXICO CITY

- » Help plan & implement more than 70 kms of BRT (more than 600,000 passengers a day)
- » Certified reductions of 80,000 tonnes of CO2/year



 MEXICO CITY



NON MOTORIZED TRANSPORT

- » PublicBikes, BikeLanes, Plans and Manuals



→ MEXICO CITY

IMPROVING URBAN ACCESS

- » Revitalization of the Historic City Center
- » Parking Policy

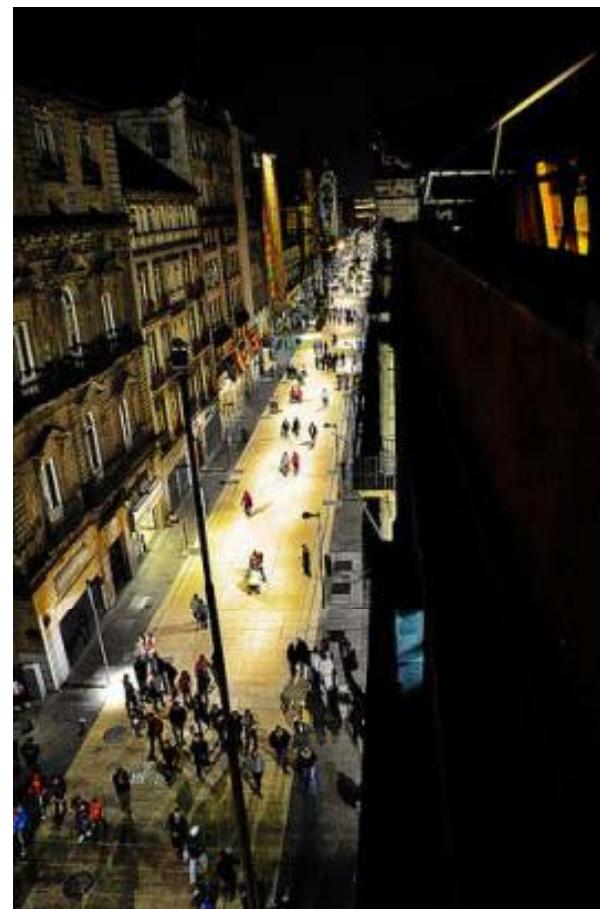


Revitalizing Mexico City's *Centro Historico*:
Preliminary Concepts for Improving Accessibility and Urban
Design



The Institute for Transportation and Development Policy
With support from the Clinton Climate Initiative and the Hewlett Foundation

June, 2007





MASS TRANSIT

- » Working in Belo Horizonte on the planning of the BRT in Antonio Carlos Avenue
- » Great opportunities with World Cup in 2014 & Olympic Games in 2016





URBAN ACCESS & NON MOTORIZED TRANSPORT

- » Revitalization Proposal for São Paulo City Center
- » Convince Decision Makers



Revitalizando o Centro da Cidade de São Paulo
Estratégias para o Anhangabaú e Quadra das Artes

Revitalising São Paulo City Centre
Strategies for Anhangabaú & Quadra das Artes

 ITDP Institute for Transportation & Development Policy

Maio de 2007 / May 2007
GEHL ARCHITECTS
EXTRA QUALITY CONSULTANTS, COPENHAGEN



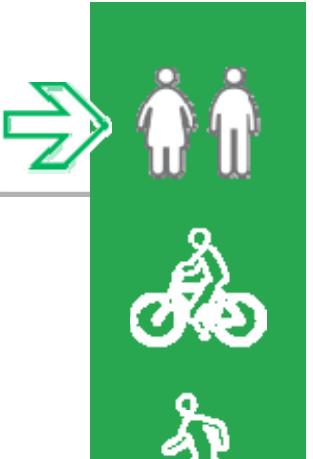
→ ARGENTINA

MASS TRANSIT BUENOS AIRES

- » BRT Construction of the Juan B Justo Corridor (12.5 Kms)
- » Pedestrian Streets in the city center
- » Parking Policy

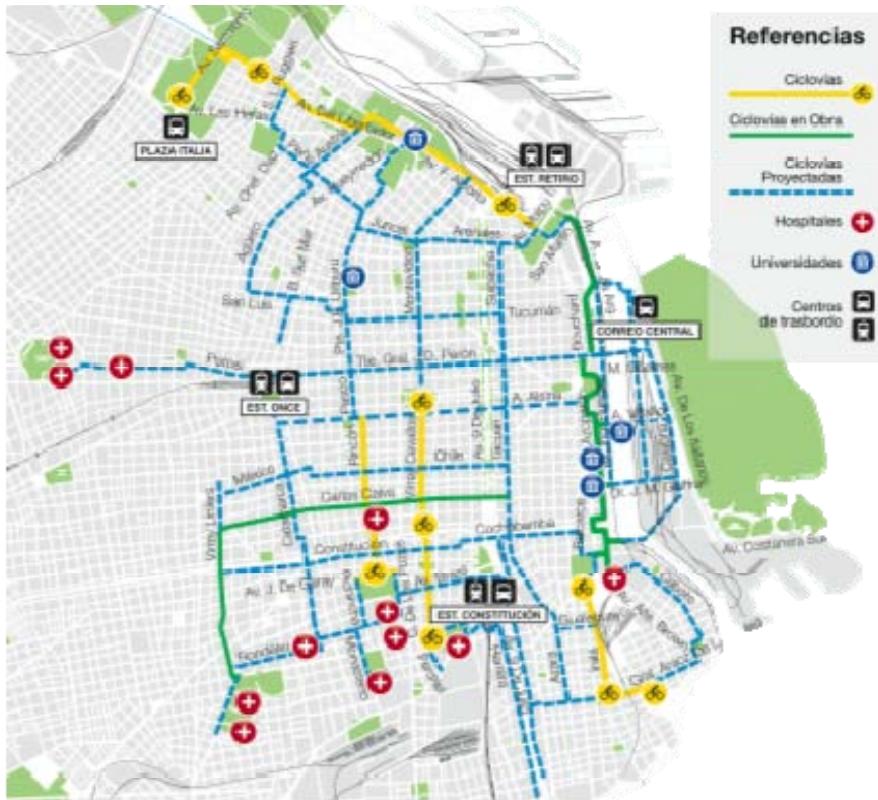


→ ARGENTINA



NON MOTORIZED TRANSPORT IN BUENOS AIRES

» Public Bikes & BikeLanes





our cities ourselves
THE FUTURE OF TRANSPORTATION IN URBAN LIFE



GEHL ARCHITECTS
URBAN QUALITY CONSULTANTS

Nelson|Nygaard
consulting associates
Mobility | Accessibility | Sustainability



our cities ourselves

10 Principles for Transport in Urban Life



Guayaquil, Ecuador



1

WALK THE WALK!

Create great pedestrian environments

Barcelona, Spain



2

Powered by People!

Create a great environment for bicycles
and other non-motorized vehicles

Ahmadabad, India



3

Get on the Bus!

Provide great, cost-effective public transport

Brighton, U.K.



4

Cruise Control!

Provide access for clean motor vehicles
at safe speeds and in reduced numbers

Paris, France



5

Deliver the Goods!

Servicing the city in the cleanest and safest manner

6 Mix it Up!

Mix people and activities, buildings and spaces



Rio de Janeiro, Brazil

7

Fill it In!

Build dense, people and transit oriented districts
that are desirable



New York City, U.S.A.



8

Get Real!

Preserve and enhance the local natural,
cultural, social, and historical assets

Malmo, Sweden



9 Connect the Blocks!

Make walking trips direct, interesting and productive
with small-size, permeable buildings and blocks

10 Make it Last!

Build for the long term



Lyon, France



We challenge 10 leading architects
to imagine the future of important sites
in 10 cities where we work applying
the 10 principles

OPENING IN NYC 2010











OPENING MEXICO CITY 2011



Render Ahmedabad, India

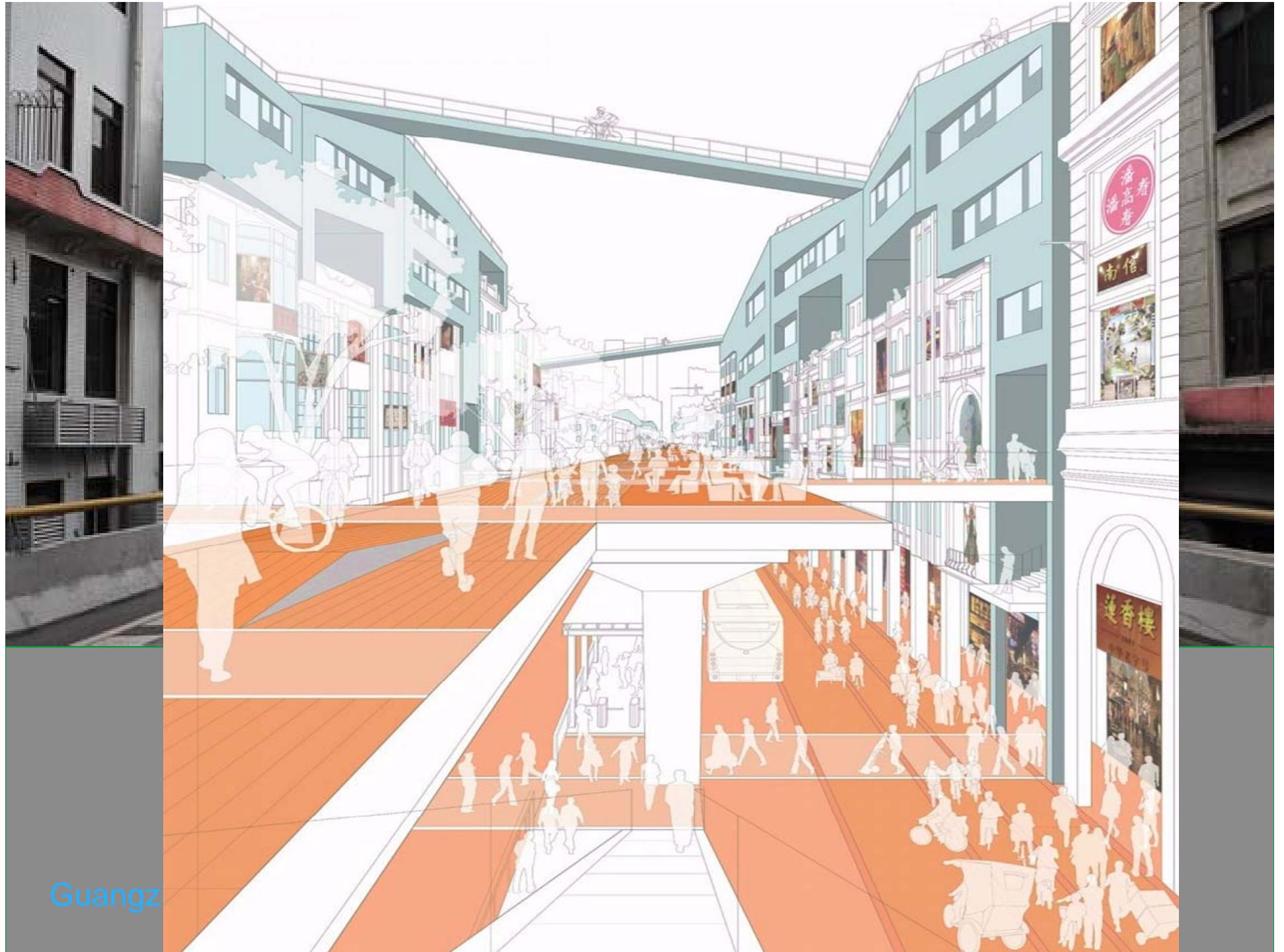




Ahmedabad

Urban design
Planning
Sustainable
Development





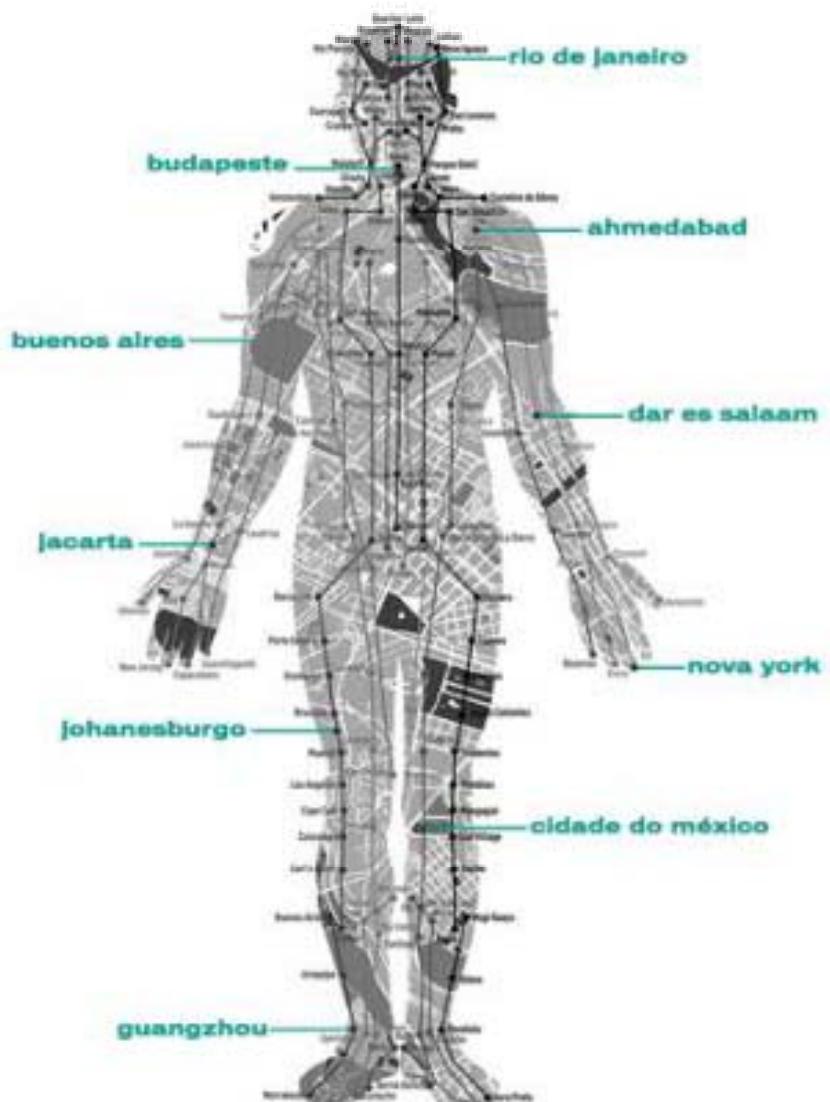








PARA TODOS, MUSEO ACCESIBLE



as cidades somos nos
DESENHANDO A MOBILIDADE DO FUTURO

O Institute for Transportation and Development Policy (ITDP)
e o Centro Cultural dos Correios
convidam para a abertura da exposição



as cidades somos nos
DESENHANDO A MOBILIDADE DO FUTURO

abertura **02 de fevereiro de 2011 às 19 hs**
exposição de **03 de fevereiro a 13 de março de 2011**
de terça a domingo das **12h às 19h**

CENTRO CULTURAL CORREIOS

Rua Visconde de Itaboraí, **20**
Centro - Corredor Cultural
20010-976 - Rio de Janeiro, RJ
tel (21) 2253-1580



Seminários às 18 hs

- 18/02/2011** → Renovação Urbana
- 24/02/2011** → Nossas Cidades – Visões para 2030
- 03/03/2011** → Investimento Sustentável – Transporte urbano como uma questão essencial
- 11/03/2011** → As Cidades e a Linguagem da Arquitetura

CÓRTEGO:



REALIZAÇÃO:



PRODUÇÃO:



APOIO:



Opening in Rio de Janeiro

Moraes (Subsecretário de Meio Ambiente, cidade do RJ).



Opening in Buenos Aires

nuestras ciudades nuestro futuro
DIEZ CIUDADES IMAGINANDO LA MOVILIDAD

COCKTAIL PRESENTACION
MIÉRCOLES 27 DE ABRIL 18.30 HS

NUESTRAS CIUDADES NUESTRO FUTURO

IMAGINANDO LA MOVILIDAD

EXPOSICIÓN
CONFERENCIAS
MESAS REDONDAS CINE
TALLERES
ACTIVIDADES

ITDP | Institute for Transportation & Development Policy

MARQ.
MUSEO DE ARQUITECTURA Y DISEÑO
MUSEO CENTRAL DE ARQUITECTURA

Gobierno de la Ciudad de Buenos Aires

[ourcitiesourselves.org/argentina](#)
[argentina.transeniente.org](#)

2030
10 CIUDADES
IMAGINANDO LA MOVILIDAD
nuestras ciudades nuestro futuro

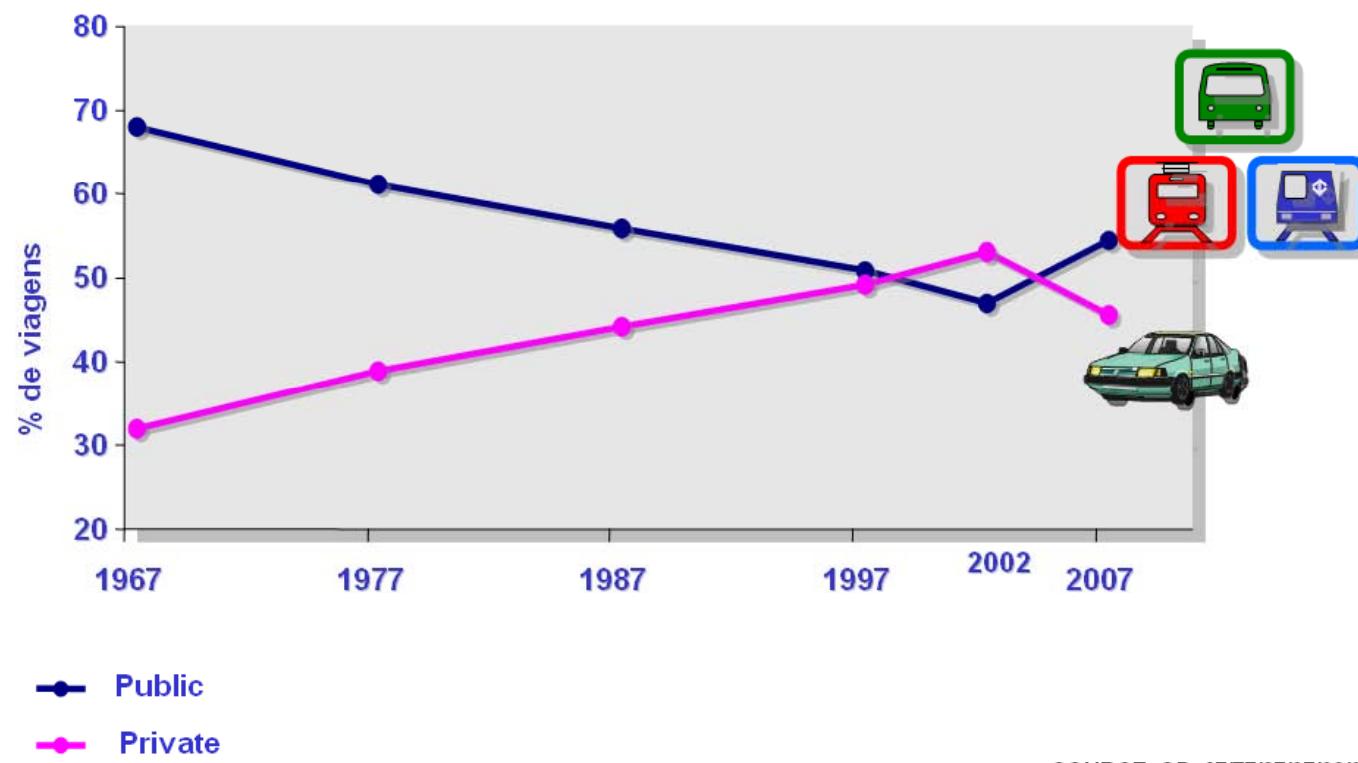
Projects with Inter-American Development Bank

- » Developing handbook to evaluate greenhouse gas and emission impacts of transport projects/plans
- » Developing Terms of Reference for Sustainable Mobility Plans for:
 - » Rio de Janeiro
 - » Asuncion
 - » Buenos Aires
 - » Joao Pessoa

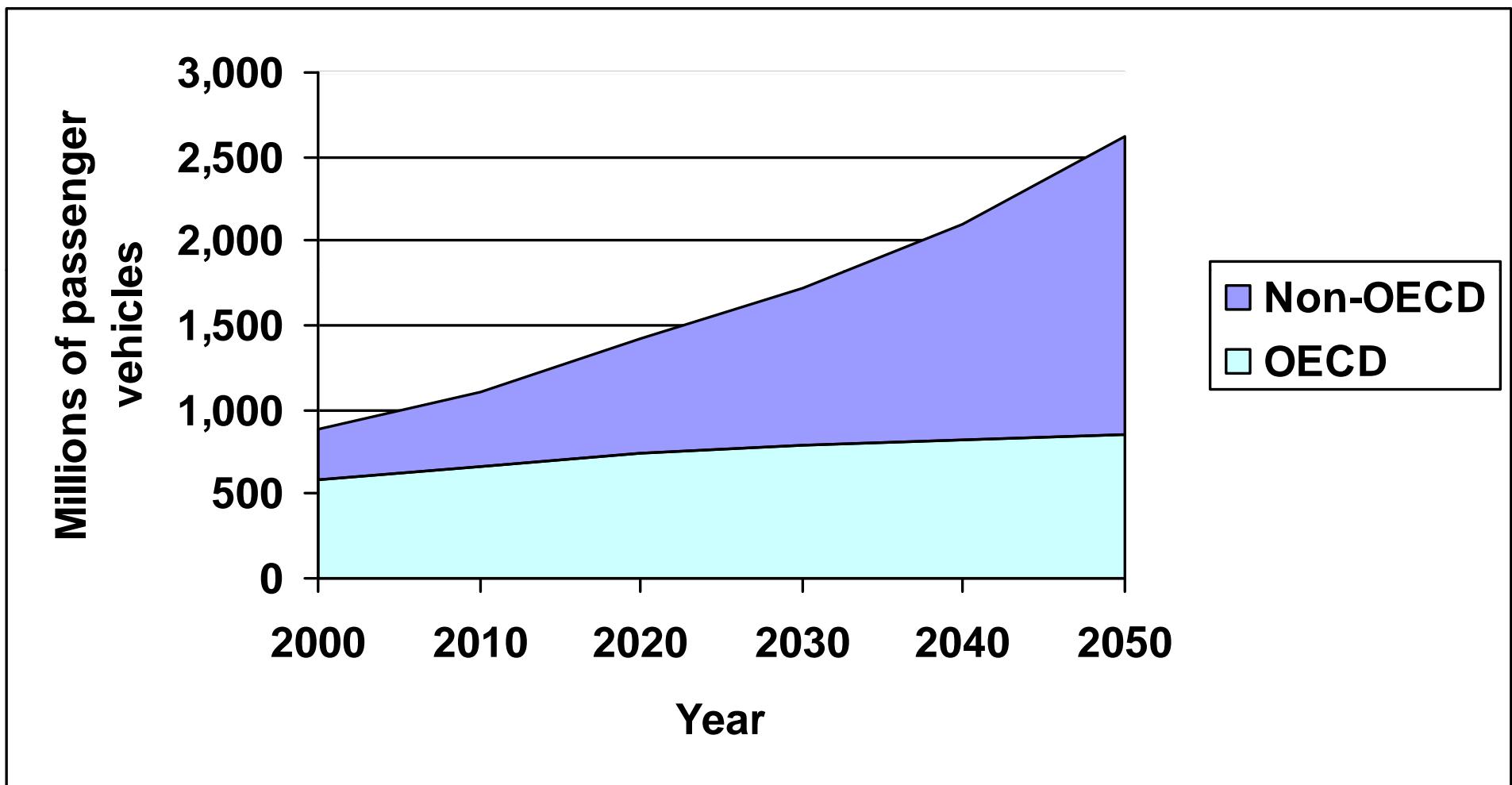


Supporting development of NAMAs

- » Advising Ministries of Transport about transport-sector Nationally Appropriate Mitigation Actions (NAMAs)



...DESPITE THESE SUCCESSES



→ FINAL IDEAS



- » In Latin America some of the most innovative projects are happening in sustainable transportation, still a challenge to involve the elites car users.
- » Clean Technologies are part of the solution, but it's more about changing people's lifestyles through education and demonstration projects.
- » Communications and convincing decision makers key to achieve our vision of a better future for all (sustainable, equitable and prosperous)
- » Incorporate more actors (private, public, NGOs, academic, media, famous) to create synergies through win/win alliances.
- » Share global best practices adapting to local conditions and helping strength local capacities.

Thank you! For More Information



www.itdp.org
bbaranda@itdp.org

