City Connect
Chennai

New Mobility Hub Pilot
Chennai

July 16, 08
Where are Chennai and Bangalore?
Facts and trends

- Population: 7 Million
- 175 Sq Km

- Chennai capital Tamil Nadu (TN) state
- TN almost 50% urban
- Only 13 countries bigger than TN, if TN a country
- What happens in Chennai could shape the world!

- More people/urban, more rich, more people especially poor moving to cities
- More modes, more cars and more bikes, more of everything good and bad!
What has Changed?

- Private sector success in delivering goods and services
  - Phones, cars, bikes, etc.
- Government difficulty keeping up
  - Roads, water, transportation
  - Chennai public transportation is govt monopoly
- Vastly increased expectation from public
  - Rising prosperity
  - Impatient public
  - Explosive combination!
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Reality!

Photo courtesy: Hindu, ITDP, flickr
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Multi-modal reality
Bad news,

- Chaos, traffic, pollution,
- Mega plans, slow delivery
- Weak local government, wrong priorities
- System overload

Good news

- 70% already walk, cycle, bus
- Renewed interest in cities
- Private sector very keen on getting hands on
  - Not just government’s problem anymore
  - Renewed interest in social and city wide issues

- How do you make Chennai a world class city?
  - For the rich and for the poor
Partnership

• City Connect
  • Common platform for industry groups and NGOs
  • Private resources for pilots
  • Help government with capacity building, planning, technical resources, etc.
  • Janaagraha, NGO, knowledge partner, urban focus
  • Help deliver world class infrastructure and services

• SMART/Ford/Janaagraha/City Connect partnership
  • Janaagraha Urban Conclave Jan 07, Bangalore
  • SMART presentation on Mobility (Jonathan, Tom, Sue)
  • Dialogues on pilots and visits along with Univ of Illinois at Chicago, supported by Ford
  • Talks with government officials

• Then nothing, then something, then some more thing happened
  • Sudden interest happened;
  • Pilot happened!
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The other reality

Photo courtesy: Metroblog
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Cycle, boat, train, bus

Photo courtesy: Hindu, ITDP, flickr
Dude, who stole my A/C bus?

- Example, public A/C bus and multi modal nightmare
  - Better off sitting in A/C car, in traffic
- City Traffic Police theory
  - Reduce cars to IT corridor, reduce city traffic
- One option
  - Government A/C, wi-fi buses on IT corridor, bus lanes
  - Corridor also has Mass Rapid Transit (trains), very much underutilized
- Provide feeder services around hubs on IT corridor
  - Private bus company to analyze market segment
  - Integrate existing and new feeders into system
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<th>Who, to and from where?</th>
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- Collect data “to and from” passenger data
  - Hubs in start and end points

- Provide following additional facilities:
  - Lift based compact parking facilities for cars
  - Improve pedestrian access
  - Cycle parking facilities; cycle rental?
  - Safe cycle path under under/along over-head train
  - Redesign government bus depot to facilitate smooth feeders transfer, etc.
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Other possibilities

• Automatic common ticketing using smart card or cell phones (plenty of IT horsepower)
• Revenue sharing models for feeder vehicles (auto rickshaw, share auto, 18 seater, etc.)
• Use cell phone data to build intelligence into hub and mode transfers
• Alternate fuel transport near companies and campuses
• Sustainable economic model for cycle rental
• Linking popular Mall to train using hubs; good for malls, good for trains

• Why IT corridor?
  • Learn from experience and replicate, for all
  • Most practical, from “sell” ability point of view
• Give examples; practical ideas and possibilities
• Inspire! Sell the dream.
• Use Bogota photos and ask why not
• Govt, private: parallel universes

• Partners (govt, private, NGOs, architects)
  • What's in it for me?
    • Profits, yes. But a world class city of your own.
  • What will rally everyone and excite right away?
  • Use industry clout for good
  • If possible, align with govt projects

• Hubs for future Metro (under and above ground trains)

• Make it part of the bigger picture
  • Unified Metropolitan Transport Authority (UMTA)
  • Can UMTA become LTA, Singapore?
  • Can Hubs be part of UMTA strategy?
Govt, private sector, partners

- Bus, cycle, phones, real estate, IT companies, etc
  - Enthusiastic response
  - Inspired to make Chennai world class

- Govt transport, UMTA
  - Sees possibilities to solve their problems

- Architects, planners, NGOs
  - Chance to implement practical, eco friendly transportation
  - Opportunity to something for the city

- Important
  - Local problem, local data, local solution
  - Otherwise will be dismissed as “foreign” solution
Wish us good luck
Thank you

July 16, 08
Thank you