New Mobility Around the World
Cape Town, South Africa

The Emerging Transportation Economy
Ann Arbor, Michigan
June 11, 2008

Claire Janisch, Genius Lab
Katie Fry Hester, SustainAbility
David Chait, Rikkis
Bremen as Inspiration for New Mobility

- Egg-laying wool-milk pig
CT Transport Challenges
CT Integrated Transport Plan

- Major investment in rail system: priority
- Development of BRT
- Recapitalisation of bus fleet & minibus taxis
- Develop NMT network
- Increased security on PT
- Integrated Fare Management System

Mobility Strategy

Mission

To transform and restructure Public Transport by “Putting public transport, people and quality of life first”

Integrated Transport Plan for the City of Cape Town

2006 to 2011
2010 FIFA World Cup Legacy

- Cape Town a host city
- **Accelerate** implementation of ITP
- **Fast track** key PT & NMT projects
- **PT:** major investment & biggest legacy benefit
- > $1billion restructuring:
  - National & Provincial government funding to CT
  - Integrate rail, bus & minibus taxi transport
Ford/ SMART New Mobility Industry Development
South Africa

- World Cup 2010: ideal opportunity
- To accelerate and capitalize on the social, environmental, and BUSINESS benefits of NM
  - Building on current efforts by connecting the dots
  - Innovation and BUSINESS opportunities
  - Promotion of New Mobility industry development
- SMART +CPI: catalyzing integrated NM industry development in CT
- 2007: FORD committed significant resources and time
- 15 members in January 2007 → 200 members April 2008
Cape Town
NMA Key Members

[Diagram with logos and company names]
CT New Mobility Hub Network

- Link existing & planned transport infrastructure
- Fill key gaps & augment with NM
- A range of modes, services, technologies and infrastructure
- A network of connected hubs city-wide
- Safe, seamless, affordable, multi-modal door-to-door service
Timeline & Process

1. Build alliance
   June 07-Jan 08

2. Identify hubs and first pilots
   Feb-March ’08

3. Working groups ramp up
   March – May ’08

4. Tackle cross cutting issues
   July 08

5. Launch pilots
   June-Oct ’08

6. Bring to scale
   Oct ’08 +

Phase

Process Steps

Meetings & Conversations

Electronic Survey of Membership

Frontline Leadership

Identify & convene group

Interviews with NMA Participants

Working groups

Develop Plan

High level government dialogue

Begin Implementation

Venture capital presentations

Pilots Complete

Evaluate and expand or end pilots

Transport Month

Repeat process with next hubs

Operate & monitor

Complete overarching IT system

Deliverables

• Grow coalition
• Build capacity
• Catalyze Pilots

• Hub locations
• Identify barriers
• Outline amenities
• Working groups

• Define vision, gap & project plan

• Establish govt. champions
• Gain start up financing

• 3+ operational pilots
• Media & Publicity

• Fully operational new mobility hub network
2. Identify hubs and first pilots

Feb-March ’08
# Potential New Mobility Hubs

Please rate the following transportation amenities for each hub.

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<th>Hub</th>
<th>Rail</th>
<th>Bus</th>
<th>Taxi</th>
<th>Cab</th>
<th>Shuttle</th>
<th>Car Parking</th>
<th>Car Share Parking</th>
<th>Bike (free / Rental)</th>
<th>Bike Parking</th>
<th>Showers</th>
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- **Green**: Good
- **Yellow**: Ok
- **Red**: Poor
- **Blue**: Does not exist

1 = Extremely Important; 2 = Important; 3 = Nice to have; N = Not Important
Potential New Mobility Hubs
Please rate the following additional amenities for each hub.

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<th>Potential New Mobility Hub</th>
<th>Outdoor Recreation</th>
<th>Green Space</th>
<th>Retail</th>
<th>Music</th>
<th>Café/Bar/Restaurant</th>
<th>Wifi</th>
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Good 🟢  Ok 🟢  Poor 🟥  Does not exist 🟦  1 = Extremely Important; 2 = Important; 3=Nice to have; N=Not Important
Working Groups

Khayelitsha

Central Business District

IT & Communication

Cross Cutting Hub Design

3. Working groups ramp up
March – May ‘08
Key Challenges/ Research Questions

- Access to funding: development/business model
- Government support: fragmented levels of responsibility
- Public support
- Management
- Safety & Crime
- Vested interests of existing operators/owners

- Integrating diversity of user needs
- Affordability: cross-subsidising?
- Innovation opportunities: Job creation?
- Information: literacy?
Looking Forward

4. Tackle cross cutting issues
   July 08

5. Launch pilots
   June-Oct ’08

October Transportation Month