



Switch Integrating urban transport

Cape Town's New Mobility Initiatives

Brought to you by:

Cape Town NMA



New Mobility in Cape Town

- World Cup 2010: **ideal opportunity**
- To accelerate and capitalize on
 - the **social, environmental, and business benefits**
 - of New Mobility in South Africa
- Build on current efforts by **connecting the dots**
 - **Complement and reinforce the big projects**
 - massively upgrading public transport
 - Develop **new forms of partnership**
 - **Innovation and business opportunities**



switch to New Mobility



Innovative Collaboration

SMART

M UNIVERSITY OF MICHIGAN



 UNIVERSITY OF
CAMBRIDGE
PROGRAMME FOR INDUSTRY

- SMART, Ford, CPSL:
 - Act as **catalysts** to engage a wide range of public and private interests in **pioneering** New Mobility interventions in South Africa for the 2010 World Cup & beyond
- Initiated the Cape Town New Mobility Alliance (>150members)
- Participants include:
 - Private-sector leaders (large businesses & entrepreneurs)
 - Local thought leaders
 - Government and transportation officials
 - Taxi, minibus and bike entrepreneurs



Cape Town NMA Key Members





NMA Projects

- New Mobility Hub Networks

- **People**

- NMA Forum – open to all
 - Project teams

- **Physical**

- Demonstration projects
 - Connectivity Map

- **Informational**

- Website: info, wayfinding, cellphone enabled, etc.
 - Research – SMART, UCT, UWC
 - Capacity building





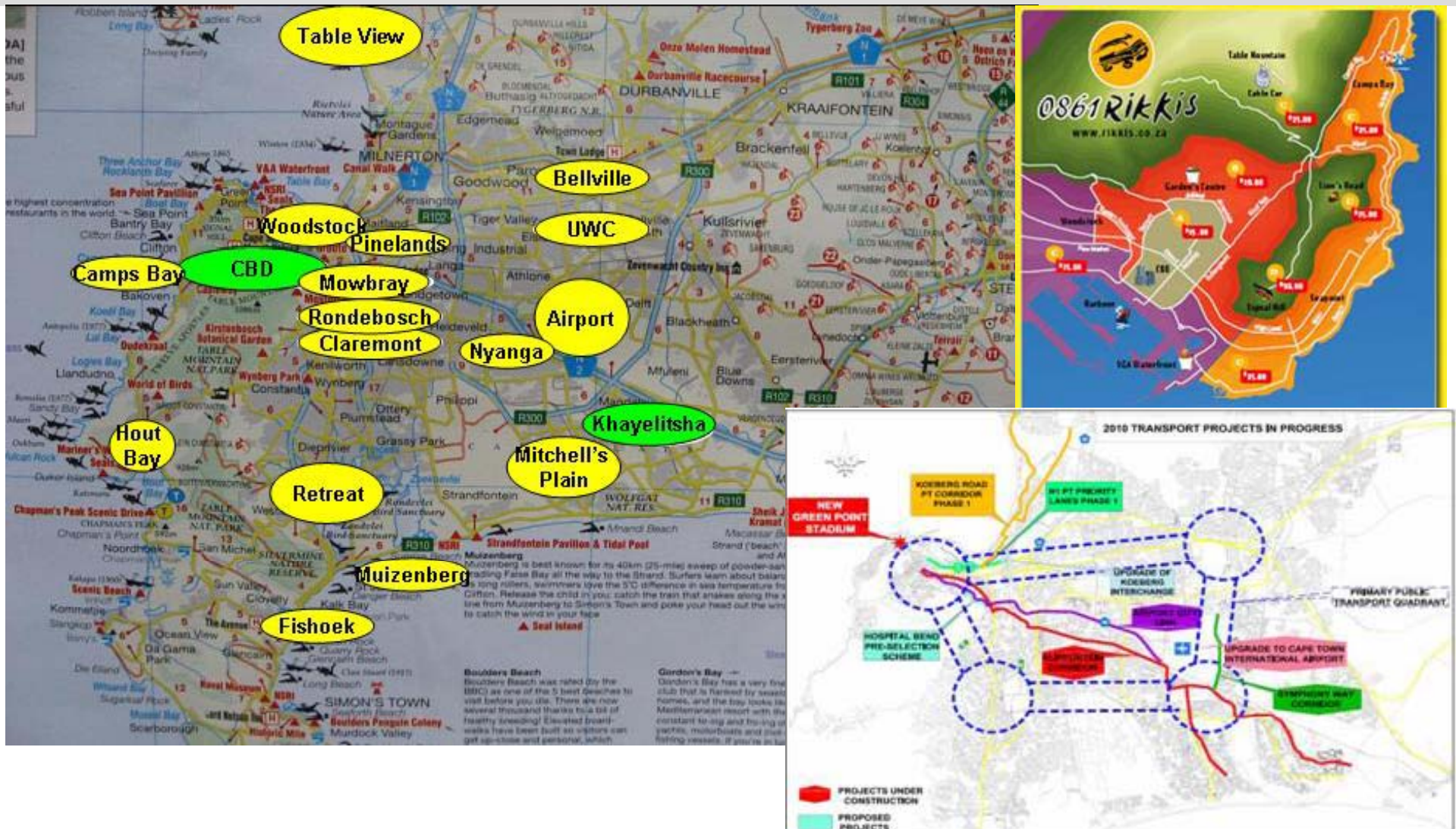
Cape Town New Mobility Hubs

- Link **existing & planned** transport infrastructure
- **Fill key gaps & augment**





Mapping the Hub Network





Connectivity Map

Transportation Modes

Location

Select the type(s) of transportation you would like to see on the map.

- Bike Lanes
- Safe Walking Areas
- Bicycle Rickshaw Zones
- Bus Stops/ Routes
- Train Stops
- Switch Hubs

Only show Switch hubs that include:

- Rikkis Phone
- Bus Stop
- Bike Share
- Emergency Kiosk

search

Hub amenities

- Rikkis Phone
- Bike Share
- Emergency kiosk

Interactive Map



The Switch Website

Switch Integrating urban transport

[Accessibility](#) | [Help](#) | [Site map](#)
Search goes here

Home

Getting Around

About New Mobility

About NMA



switch to New Mobility

Interactive
Map



New Mobility is a way of getting seamlessly from Point A to Point B using connected transportation options that cut congestion and are safe, accessible, cost-effective, and green!



Switch is a New Mobility solution that helps you find your way from a to b and provides Cape Town with a seamless, sustainable, multi-option transportation system.

This user friendly website will:

- * Help you get around Cape Town
 - * Tell you all about New Mobility
- the next generation of urban transportation!

Journey Planner

From

To

Choose what forms
of transportation:

- | | |
|---|---|
| <input type="checkbox"/> Bike | <input type="checkbox"/> Ricki |
| <input checked="" type="checkbox"/> Taxi | <input checked="" type="checkbox"/> Bicycle
Rickshaw |
| <input type="checkbox"/> Bus | <input checked="" type="checkbox"/> Walk |
| <input checked="" type="checkbox"/> Train | |

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Cape Town **NMA**

<http://www.isr.umich.edu/smart/nma/>



Innovative Technologies

- To link physical hub network
- Website, cellphones, info kiosks & signage
- Real-time info:
 - Wayfinding, Journey planner
 - Arrival and departure times and availability
 - Access to info on local restaurants, shops, services, maps, and guides
 - Fare payment
 - Parking & security information
- Technologies to also:
 - Enable distance working, learning and shopping
 - Reduce the need for some trips altogether



 **switch** to New Mobility





Further Hub Network Opportunities





Global Innovation



Why stand
in line when you
can buy online?



Transport for London



Switch Integrating urban transport



Vending Machine

In all MTR station
you will find this
machine. This is
use to refill
money into your
Octopus Card.





Thank you

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