

# New technologies in Buenos Aires

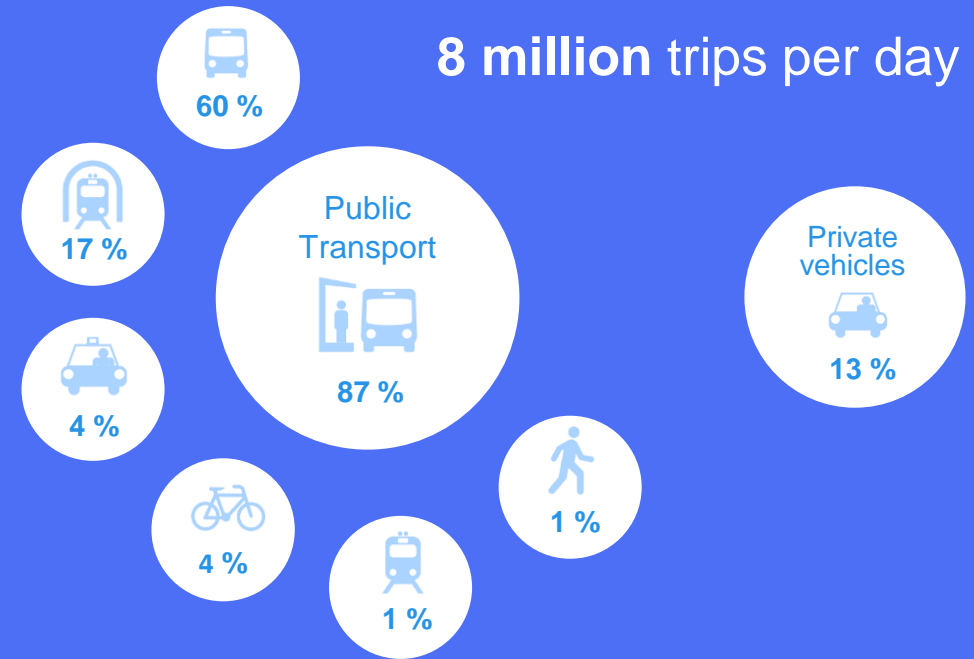
Secretary of Transportation and Public Works



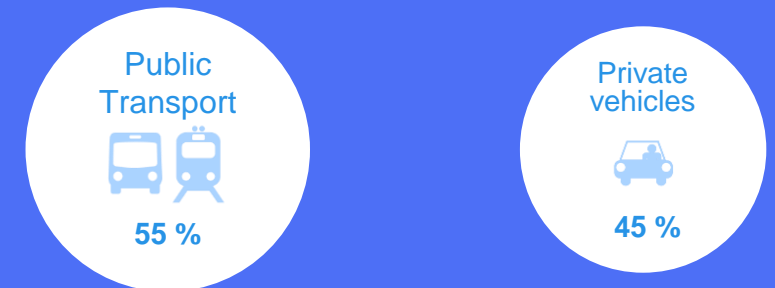
Buenos Aires Ciudad

# The City of Buenos Aires

- The city has a stable resident population of almost 3 million people which doubles over the working week.
- 8 out of 10 trips are done on public transport.
- On a daily basis 15 million trips are made in the Metropolitan Area.
- 6 out of 10 trips are on the bus 43% of public transport users use at least one combination per day in the metropolitan area.
- The transport sector is responsible for 28% of greenhouse gas emissions in the city.



**2,900,000 people**  
enter the city every day



# A better mobility paradigm

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## Travelling in individual vehicles

- *Resolves all journeys.*
- **Very low** marginal cost.
- **Very high** initial investment.

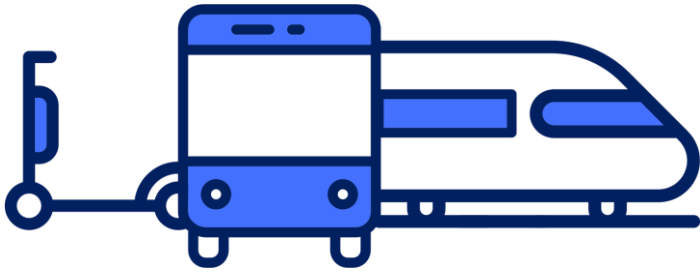


## Mobility as a Service

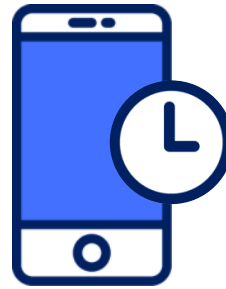
- *Resolves all journeys via a mix of different shared transport means.*
- **Low** marginal cost.
- **Zero** initial investment.

# Enabling MaaS

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**Integrated mode offering**



**Real time information**



**Seamless experience**



# Integration of new public and private modes

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## Regulatory challenge

*Respects Modal Hierarchy*  
*Attractive for private operators*

### In place

- *Taxis*
- *Bikes*
- *Scooters*
- *Shuttles*
- *Ride sharing*

### Coming up

- *Car pooling*
- *Car Sharing*

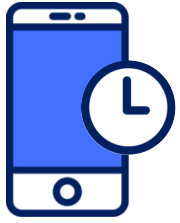
### In the works

- *On-demand buses*
- *Autonomous vehicles*

## Technological challenge

*Systems which enforce and manage regulations in real time*

- *Right of way*
- *Operating zones*
- *Parking rights*
- *Access fees*
- *Authorised drivers and vehicles*
- *Collaborative routing*
- *Blocked streets*
- *Detours*
- *Service alerts*
- *Integration of data in the API*



# Real Time Information

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## Regulatory challenge

### *Transport data law:*

*Obligatory for all operators to provide the data that describes the status of their service.*

- **Real time** (Where, when, how, alerts)
- **Standard format** (quick implementation, interoperability)
- **Respecting user privacy**
- **Ensuring data security and integrity**

## Technological challenge

### *Unified API*

- *Ensures data quality and availability*
- *Shortens development time and service implementation timeline*



**80+ apps and services connected**



# Seamless experience - Opening up of transaction interfaces

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## Regulatory challenge

***Open Payments Transport law***  
*Obliges all transport operators to  
accept payments generated by a  
third party*



Unlock from  
any app



Generate prepaid fare  
stub from any app

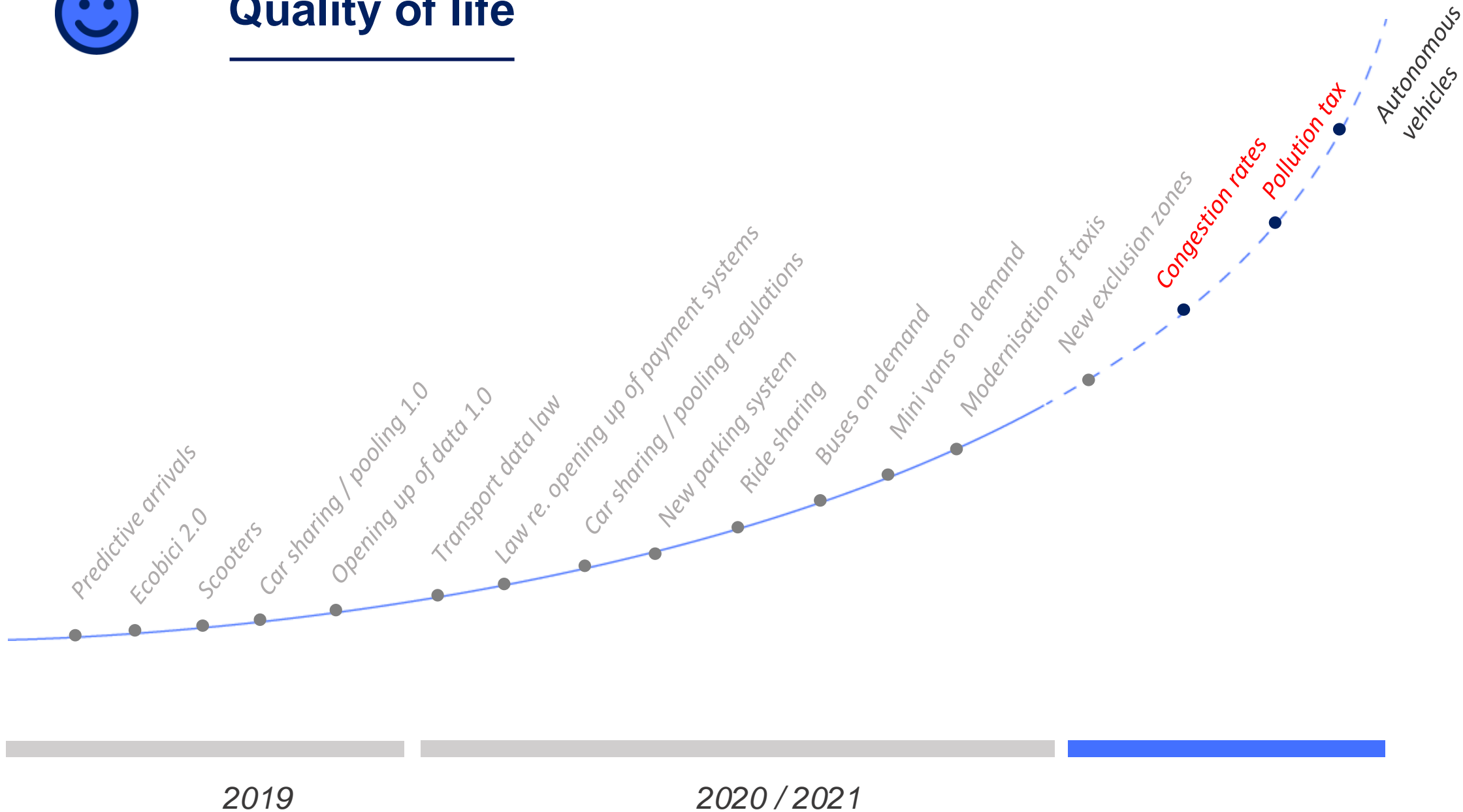
## Technological challenge

***Government must define these terms  
in cooperation with the industry***

- *System architecture*
- *Business rules*
- *Standards*
  
- *Unique user*
- *Payment method*
- *Fare rules, intermodal and social discounts*
- *Monthly passes*



# Quality of life





# Opening up of data – Mobility as a Service

## Developing the pillars on which MaaS

Intermodal apps



Public Transport

Private Transport

Integrated transport system



Regulation - real time info



Reservations, access and integrated payments



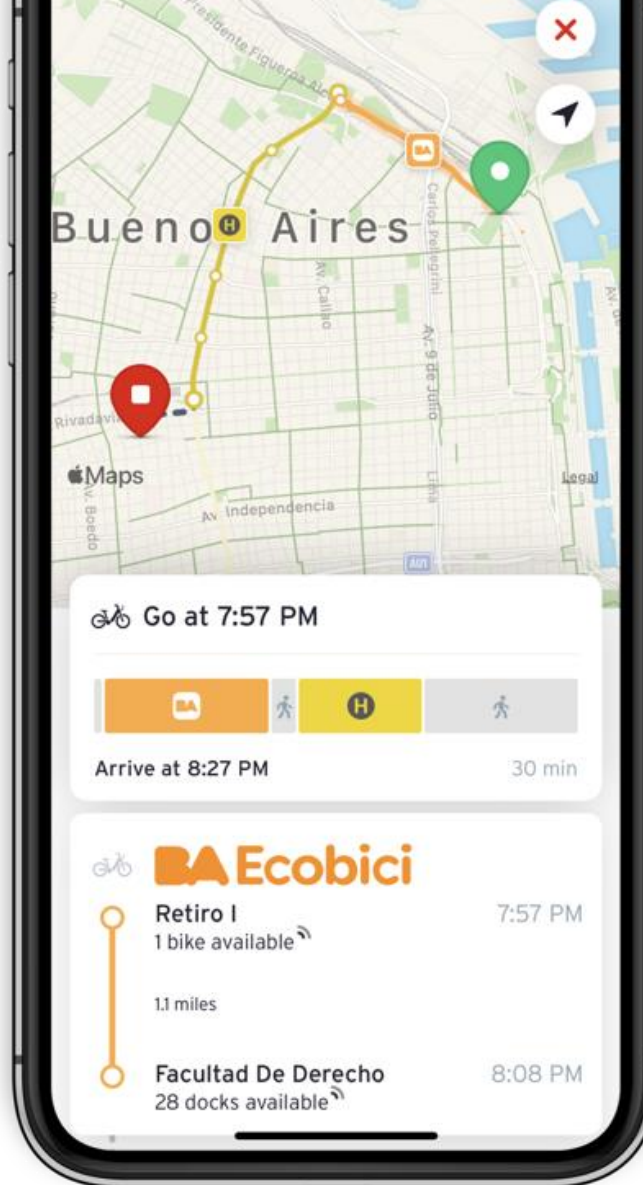
Actors



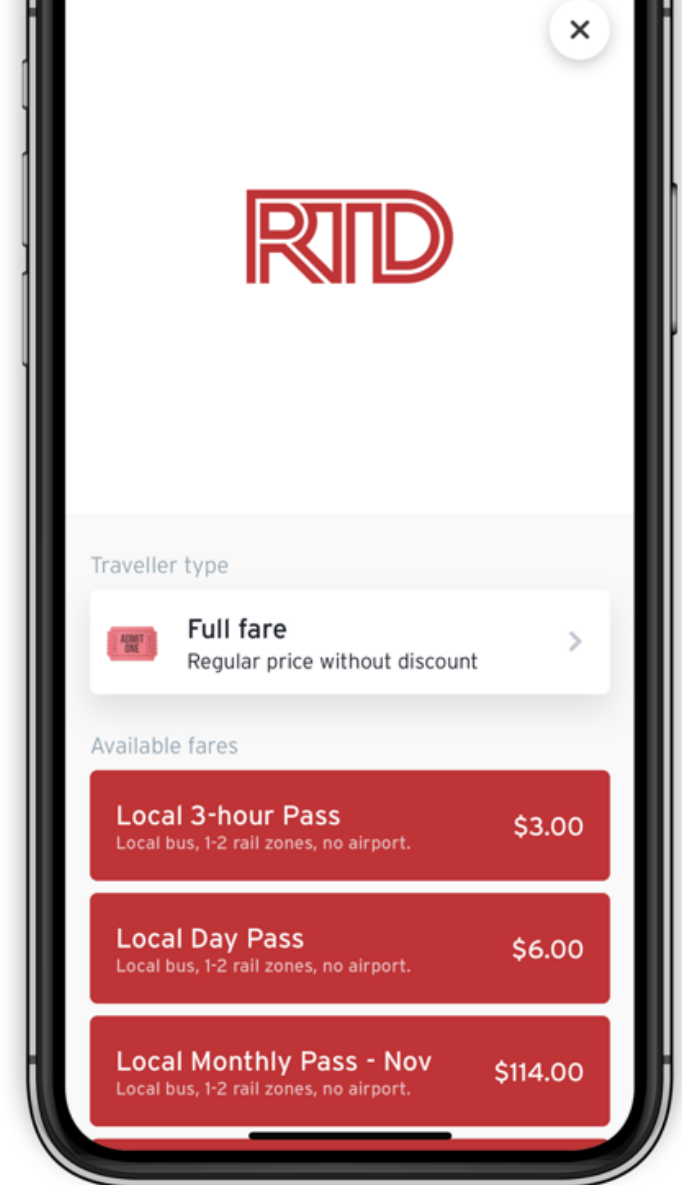




STEP 1: HIGH QUALITY  
REAL-TIME INFORMATION



STEP 2: MULTIMODAL JOURNEY  
PLANNING



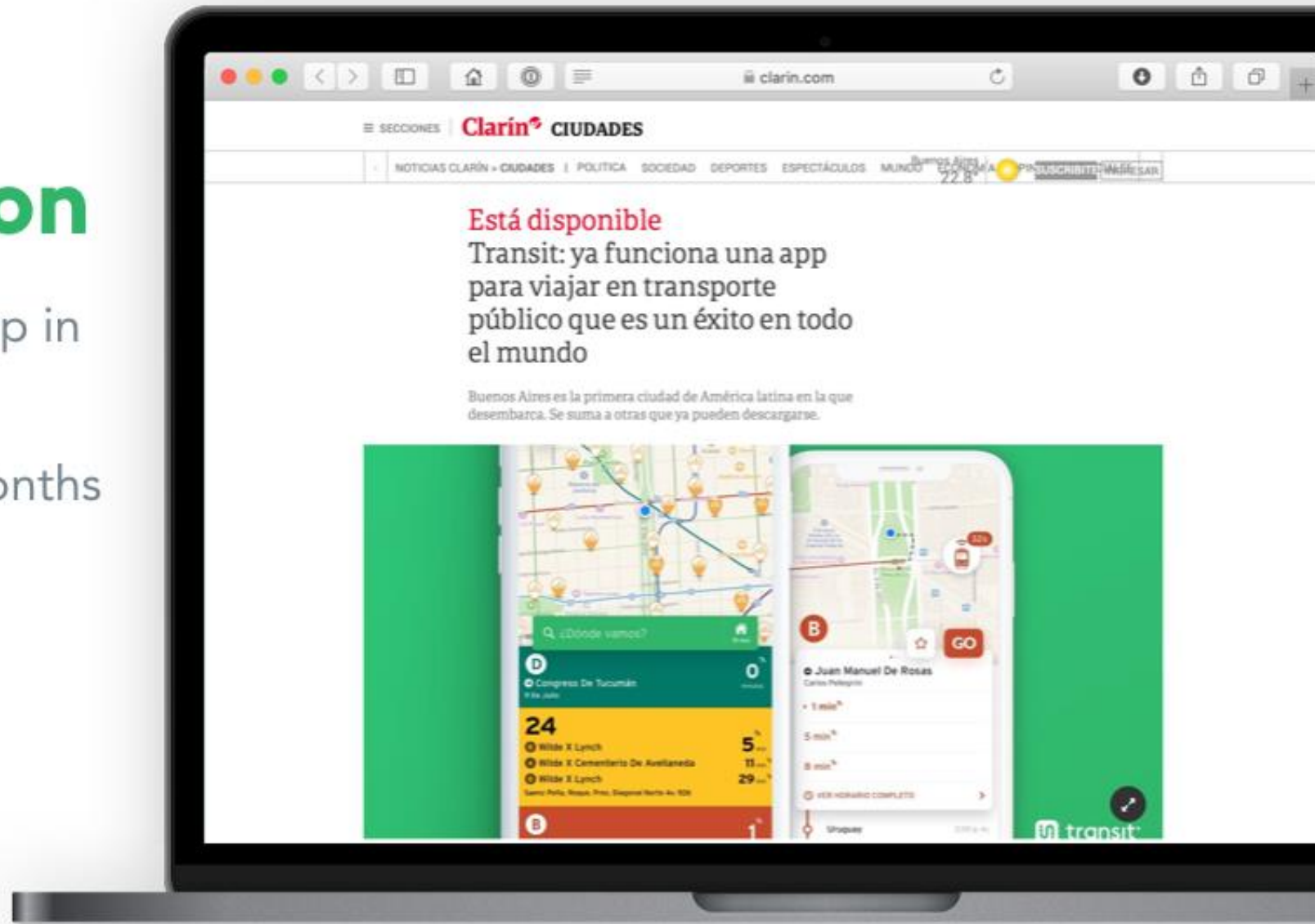
STEP 3: INTEGRATED BOOKING +  
PAYMENTS

# Instant adoption

Within a week, #12 ranked app in all of Argentina

40,000+ organic users in 6 months

Press coverage across major outlets, television, radio





# The endorsed mobility app of 60 transit authorities in 4 countries.

- We provide: tools, data, customizations, and support.
- PTA provides: endorsement, promotion and support.
- Sign cooperation agreements for any unique commitments/deliverables.
- Win-win partnerships with no \$\$\$ changing hands.

BALTIMORE, BOSTON AND MONTREAL  
PARTNERSHIPS IN ACTION



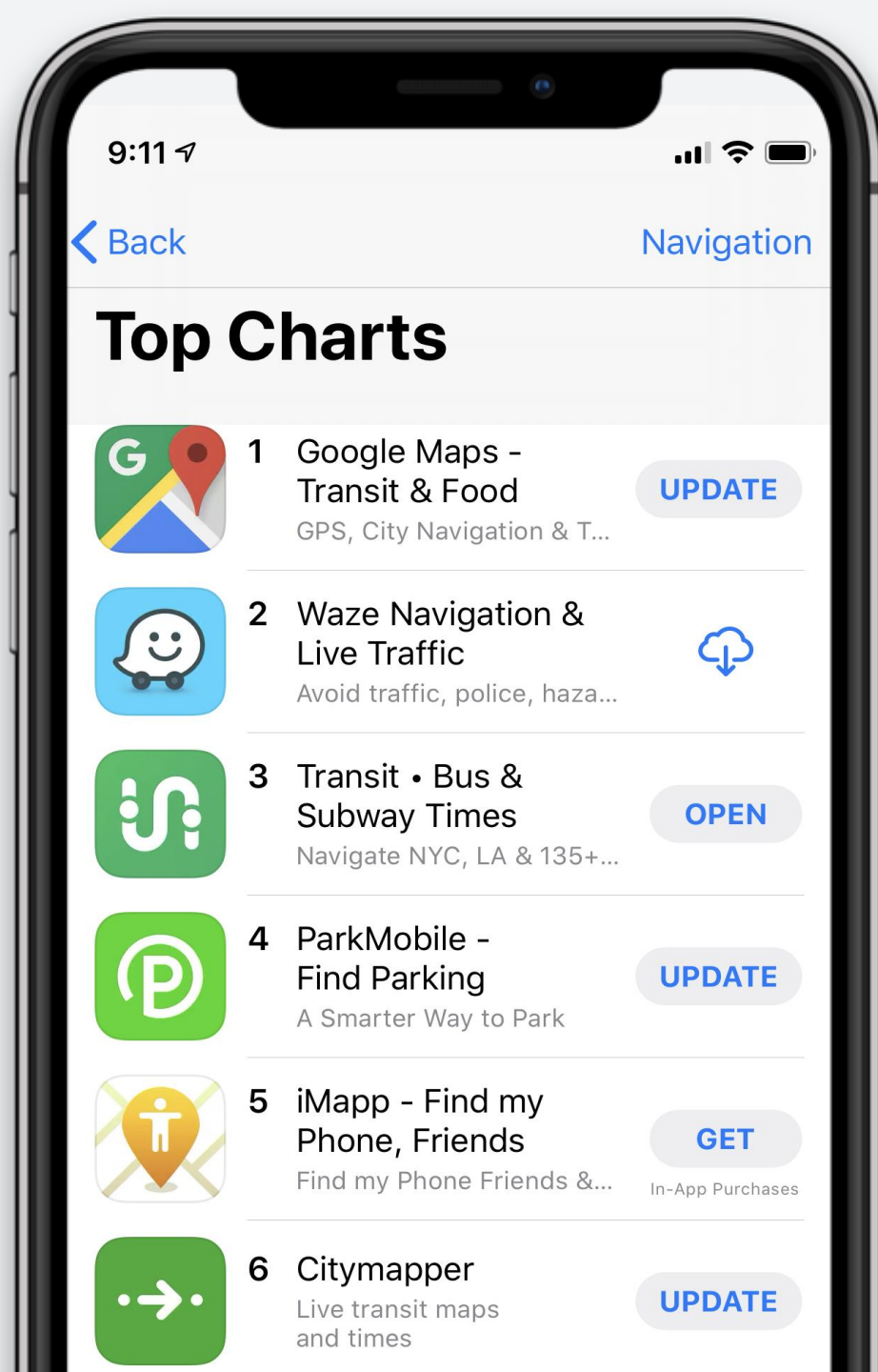
**Le temps  
réel  
au bout  
des doigts**



**Version bêta**

Le XX janvier, l'application STM ne sera plus offerte. Téléchargez Transit pour obtenir vos horaires de bus en temps réel.





# #1

TRANSIT-FIRST APP  
IN NORTH AMERICA\*

Millions of daily users

200 supported cities worldwide

Built on and committed to Open Data &  
Open APIs



A photograph of a bus stop on a city street. In the foreground, the backs of two people are visible as they wait at the bus stop. A bus with the number 10 and the destination 'WILDE PALERMO' is stopped at the curb. The background shows a city street with trees, a white truck, and other vehicles. The text 'Thank you' is overlaid on the left side of the image.

# Thank you