

# SWISS MADE URBAN MOBILITY CONSULTING : LESSONS LEARNT FROM EMERGING COUNTRIES

TRANSITEC Consulting Engineers Ltd  
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# OVERVIEW

- TRANSITEC Consulting Engineers Ltd
- 10 years of support to Moroccan Authorities
- Lessons learnt : make it EASI !

- **“Urban Mobility Optimizers”** via :
  - Policy
  - Planning
  - Design
  - Governance
  - Economy
  - Tech. assistance
  - Training
  - R&D
- References worldwide / continuous activities firstly in Europe, Middle East, North Africa, Sub-Saharan Africa.



**TRANSITEC**  
optimized mobility · since 1954

Consulting  
Engineers Ltd

- Founded in 1954, in Switzerland
- 10 permanent offices in Switzerland, France, Belgium, Portugal & Morocco
- 100 Engineers, Economists & Urban Planners
- 100% Independent, staff-owned

# 10 years of continuous support to Moroccan Authorities

In 2015:	Morocco	India
<b>Population</b>	<b>34 M</b>	<b>1'311 M</b>
<b>Urbanization rate</b>	<b>60%</b>	<b>33%</b>
<b>Urban pop. growth</b>	<b>2.2%</b>	<b>2.4%</b>
<b>GDP per capita</b>	<b>2'900 \$</b>	<b>1'600 \$</b>
<b>GDP growth</b>	<b>4.4%</b>	<b>7.6%</b>
<b>Motorization rate</b> per 1'000 inhabitants	<b>≈ 100</b>	<b>20-25</b>

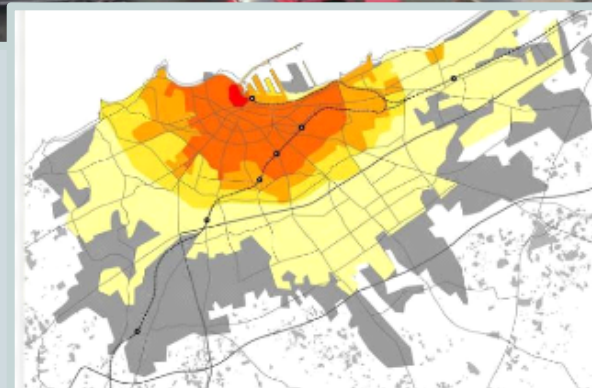
**Main cities: Casablanca (5M), Rabat (2M), Fez (1M), Tangier (1M)  
Marrakesh (1M), Meknes, Agadir...**

**10 largest cities ≈ 13 M inhabitants**



# 10 years of continuous support to Moroccan Authorities

2006



# 10 years of continuous support to Moroccan Authorities

2006

- No mass transit system
- Poor bus services
- Strong taxi industry
- Rapidly increasing congestion
- Rising issues: road safety, pollution...

# 10 years of continuous support to Moroccan Authorities

2006

- Underfunding of urban transport
- Poor governance
- Inadequate human resources
- Weak regulation & enforcement
- Lack of vision & leadership



# 10 years of continuous support to Moroccan Authorities

2007-08

National Policy for Urban Mobility (WB support):

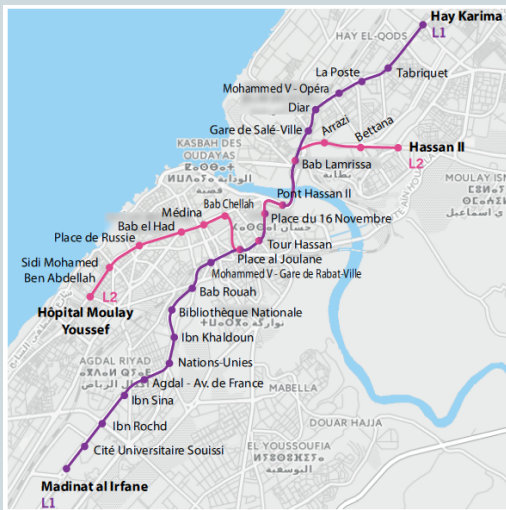
- Adequate institutions & capacities
- Sustainable financing
- Reliable public transport services
- Adequate road space & traffic management

+ legal reforms & strong institutional leadership

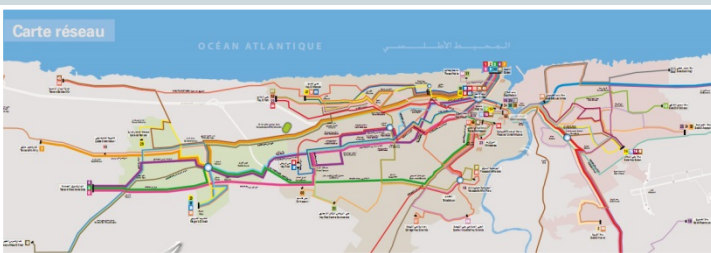
# 10 years of continuous support to Moroccan Authorities

2008-10

## Rabat capital city region



1<sup>st</sup> LRT / 19.5 km / 450 M US\$

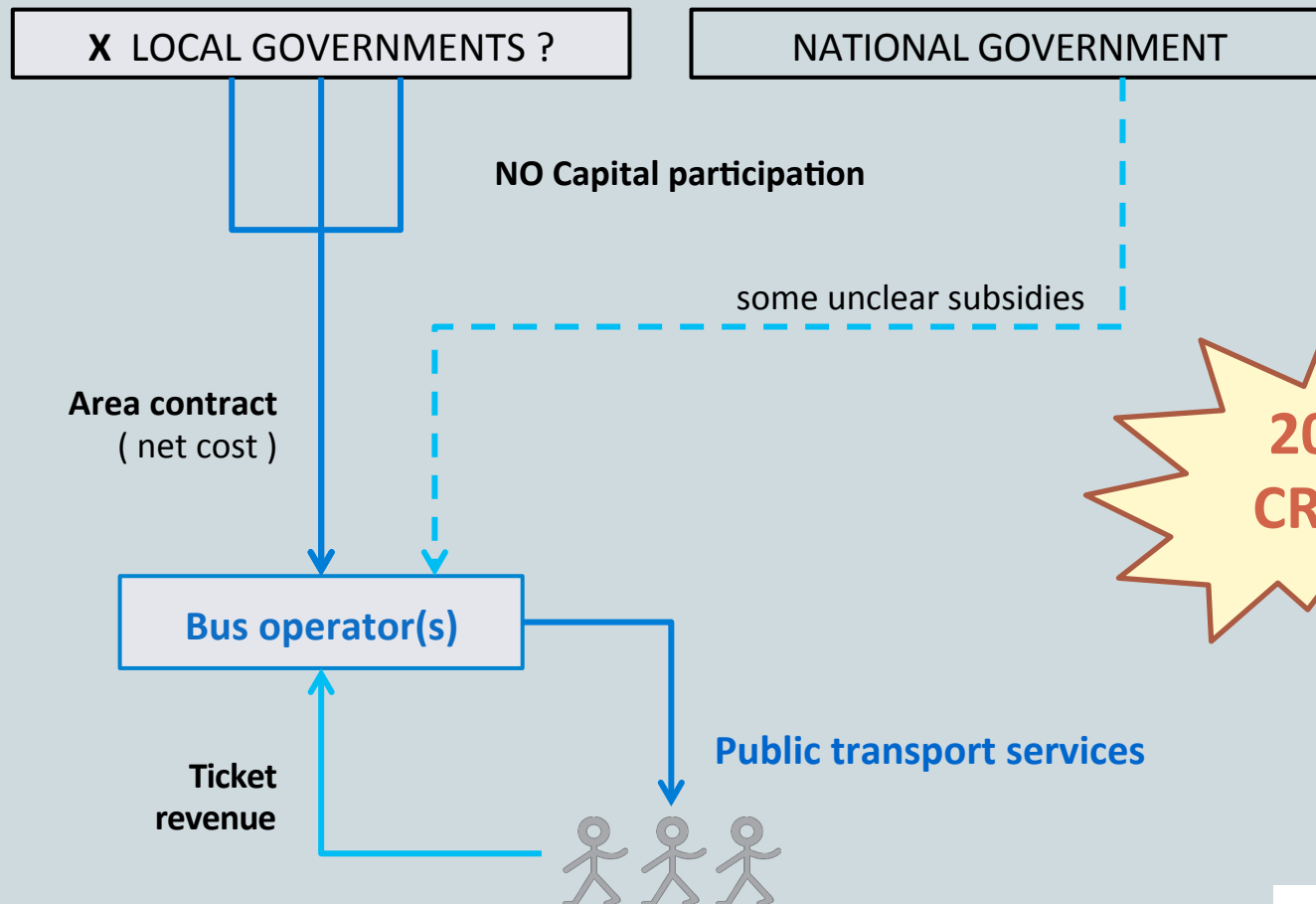


New bus operator, new buses...



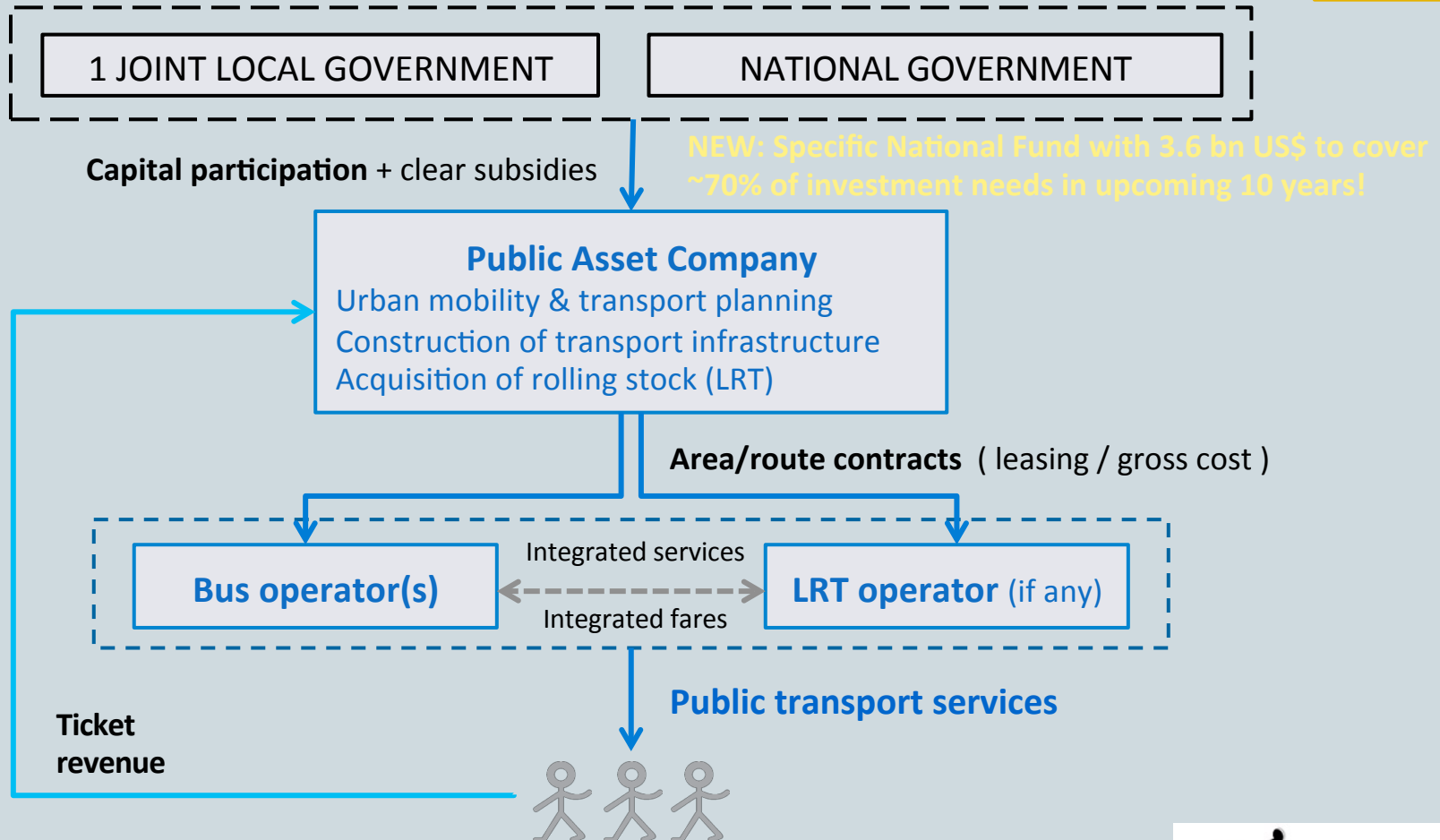
# 10 years of continuous support to Moroccan Authorities

before



# 10 years of continuous support to Moroccan Authorities

now



# Lessons learnt: make it EASI !

## EASI conceptual framework

### ENABLE

Establish an effective and responsible governance system with adequate :

- institutions,
- human resources,
- financing.

Governance efficiency

### AVOID

Minimize the need for (individual) motorized travel through adequate land-use and transport planning and management.

Land use efficiency

### SHIFT

Increase or maintain shares of more socially & environmentally sustainable modes (public transport, walking, cycling).

Multimodal transport system efficiency

### IMPROVE

Improve the efficiency and safety of transport modes & services while minimizing environmental footprint.

Infrastructure, service & vehicle efficiency



# Lessons learnt: make it EASI !

- International benchmark, for local solutions
- Sound institutional set-up is key
- Clear vision & strong leadership needed
- Sustainability implies to seek general interest
- Pragmatic & gradual approach: learn by doing



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**Thank you !**

