

A program of the



WORLD RESOURCES INSTITUTE



# CITIES AT LARGE

EMBARQ helps cities make sustainable  
transport a reality





## OUR MISSION

We catalyze and help implement environmentally, socially and financially sustainable urban transport and urban development solutions to improve quality of life in cities.





## OUR IMPACT

Since 2002, the EMBARQ Network has worked globally with city and national governments, strategic partners, and the private sector to achieve on-the-ground change and influence policy at the local, national and international levels.



EMBARQ works to **reduce traffic crashes and fatalities**

worldwide, making cities safer by design. By focusing on the needs of people instead of vehicles, we help cities and transport options to protect pedestrians, cyclists, and drivers alike. Our work goes beyond traffic safety to make people healthier and more active, while reducing air pollution.

Lives saved  
**1,435**



## HOW WE DO IT:

### Public spaces and public life: The pedestrianization of historic Istanbul

Between 2011 and 2013, EMBARQ Turkey helped to pedestrianize over 250 streets in Istanbul's Historic Peninsula, a UNESCO World Heritage Site. EMBARQ Turkey partnered with local government to revitalize public spaces that had been severely challenged by traffic congestion, improving air quality and reducing traffic crashes. Pedestrianization projects have been shown to reduce fatalities by 60%. Future work will replicate this approach in three historic Turkish cities by 2019.

EMBARQ's on-the-ground work helps to **expand sustainable urban mobility options** by shifting urban design and transport infrastructure to serve people, not cars. We provide millions of urban residents with the means to move freely and safely about their city. EMBARQ works to improve and expand biking and walking infrastructure, enhance and implement mass transport systems, and integrate urban mobility into planning.

People served  
**4.9B**  
passenger trips



## HOW WE DO IT:

### People-oriented design in Los Pilaes, Monterrey, Mexico

EMBARQ Mexico influenced the design of the *Los Pilaes* development in Monterrey, Mexico, working with Casas GEO – one of Latin America's largest housing developers – to bring Transit-Oriented Development principles to the 62,000-resident development. EMBARQ Mexico's design recommendations improved street design to better serve cyclists and pedestrians and increased access to mass transport systems. Similar measures are being adopted across Mexico through local reforms and new approaches to national policy.

By helping to shift passengers to efficient, high-capacity modes of transport, EMBARQ helps **reduce time spent traveling**, giving

urban residents more time to live, not commute. Improving existing mass transport options and introducing new solutions like bus rapid transit (BRT) yield financial, social and environmental benefits, enhancing urban mobility and improving quality of life in cities.

Travel time saved  
**959**  
million hours



## HOW WE DO IT:

### Bangalore saves time and money with the BIG bus network

EMBARQ India helped the city of Bangalore transform its city bus system, organizing the BIG (Bangalore Intra-city Grid) bus network. Launched in September 2013, the new integrated transport system introduced express service and bus rapid transit (BRT), saving passengers an average of 20 minutes per day. Over the next two years, the BIG bus network will expand to include over 2,000 buses and serve two million people daily, bringing total travel time savings to an estimated 660,000 hours each day, the equivalent of 82,500 eight-hour workdays.

EMBARQ works to ensure that **investments in sustainable urban development and transport projects achieve maximum impact.** We help

foundations, private sector actors, development banks, and governments direct their funds to the areas that matter most, helping cities develop socially and economically while meeting the challenges of sustainable urban mobility.

Investment leveraged  
**\$3.4**  
billion US



## HOW WE DO IT:

### From PAC to Plan: Making the Brazilian Growth Acceleration Program a reality for urban mobility

The Brazilian government's national Growth Acceleration Program (*Programa de Aceleração do Crescimento*), "PAC", provides US\$57 billion in funding for Brazilian cities to develop urban mobility plans and sustainable transport projects. EMBARQ Brazil is supporting medium-sized Brazilian cities to develop urban mobility plans – a requirement for all cities over 20,000 inhabitants by 2015 – in order to qualify for this funding, adopt global best practices, and foster discussion among local stakeholders.

EMBARQ catalyzes sustainable transport solutions that reduce the amount of CO<sub>2</sub> and other

greenhouse gases emitted by the transport sector, helping to mitigate climate change. EMBARQ seeks to avoid the need for traveling in private motor vehicles, shift trips to more efficient modes of transport, and improve existing fuel efficiency and technologies. This approach both improves local air quality and curbs global climate change.

**2.6m**  
tons of Co<sub>2</sub>  
emissions reduced



## HOW WE DO IT:

### Increasing fuel efficiency in Latin America

EMBARQ Mexico partnered with the Mario Molina Center to pioneer the establishment of a national fuel efficiency standard for light duty vehicles, which became law on June 21, 2013. This is the first fuel efficiency standard for light duty vehicles in Latin America. Implementing the Vehicle Efficiency Standard will regulate roughly 6 million vehicles over five years, reducing CO<sub>2</sub> emissions by about 125 million tons in that timeframe, equivalent to the amount of CO<sub>2</sub> emissions reduced by a forest ten times the size of Mexico City.

EMBARQ has the goal of influencing 200+ emerging cities by 2016. We will propel this by (a) catalyzing and helping to implement game-changing solutions that improve quality of life for millions of urban citizens; (b) enabling other cities to adapt these successes to their circumstances through direct technical assistance, capacity building, and national policy guidance; and (c) influencing international policy to leverage sizeable sustainable investments from national governments.

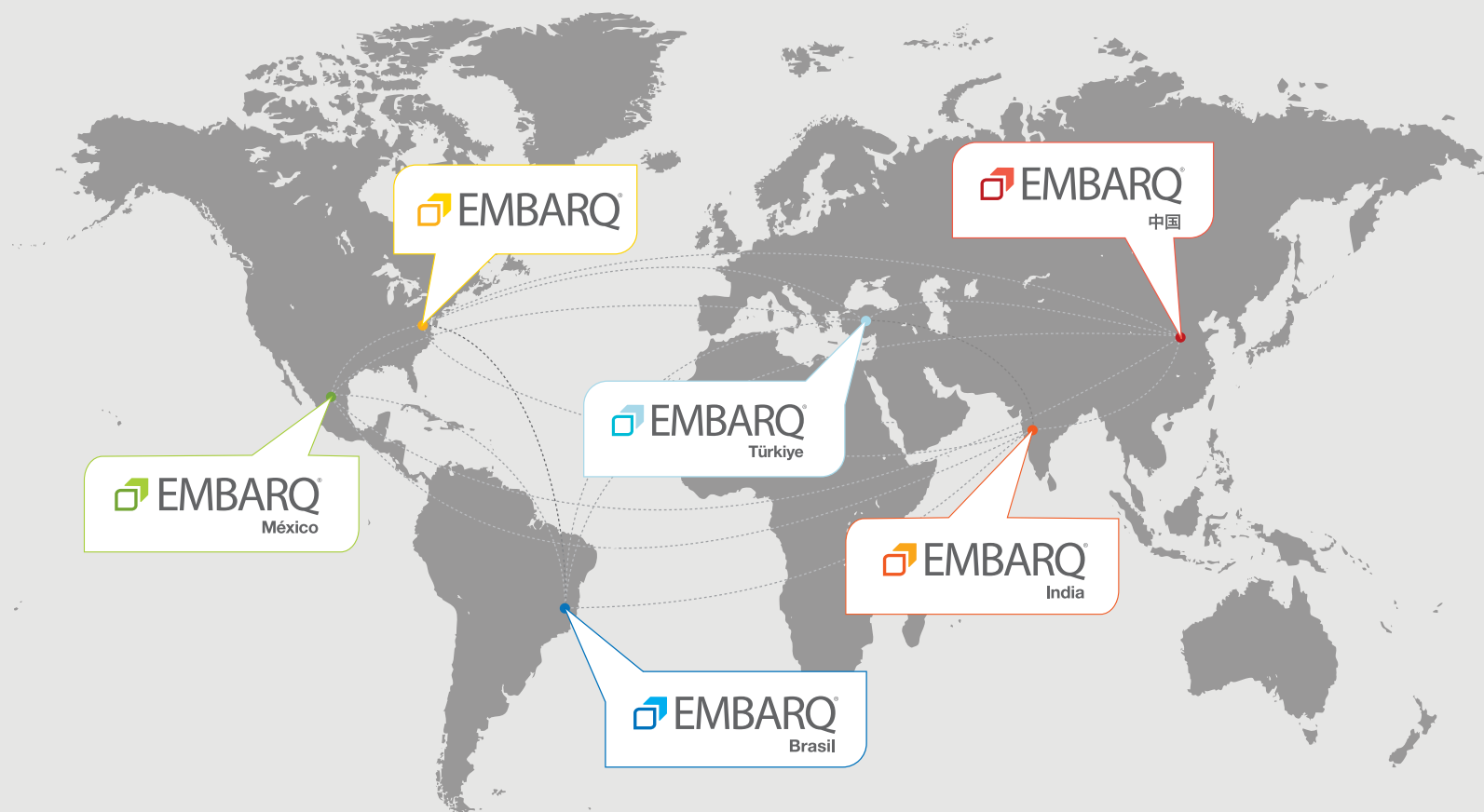
**120**  
cities  
influenced



## HOW WE DO IT:

### Unlocking China's urban potential

Predominantly rural for most of the 20th century, China is now expected to be 64% urban by 2025. EMBARQ China is seizing this moment of opportunity to help cities implement sustainable mobility solutions that accommodate this rapid growth. EMBARQ China works in Beijing to help develop the city's low-emission zone implementation plan, in Jinan to promote trolley and bus rapid transit (BRT) systems, in Qingdao to integrate transport and land use planning, and in Chengdu to curb motorization and conduct transport demand management. These local partnerships set the stage for further influence in Chinese cities.



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EMBARQ also works with the following key international partners to advance common goals: the Partnership on Sustainable Low Carbon Transport (SLoCaT), Clean Air Asia, the Low Emissions Development Strategy Global Partnership, the Latin American Association of Integrated Transport Systems and Bus Rapid Transit (SIBRT), Across Latitudes and Cultures – Bus Rapid Transit (ALC-BRT), the Institute for Transportation and Development Policy (ITDP), the World Bank, the Asian Development Bank, the Inter-American Development Bank, CAF Development Bank of Latin America, World Business Council on Sustainable Development, C40 Cities Climate Leadership Group, UN-HABITAT, and the Global Road Safety Partnership.



**EMBARQ**

10 G Street, NE, Suite 800  
Washington, DC 20002  
USA  
+1 (202) 729-7600

**EMBARQ BRASIL**

471 Rua Luciana de Abreu  
#801, Porto Alegre/RS  
BRASIL, 90570-060  
+55 (51) 33126324

**EMBARQ CHINA**

Unit 0902, Chaowai SOHO Tower A  
Yi No. 6  
Chaowai Dajie, Chaoyang District  
Beijing 100020, China  
+86 10 5900 2566

**EMBARQ INDIA**

Godrej and Boyce Premises  
Gaswork Lane, Lalbaug  
Parel, Mumbai 400012  
+91 22 24713565

**EMBARQ MÉXICO**

Calle Belisario Domínguez #8,  
Planta Alta  
Colonia Villa Coyoacán, C.P. 04000  
Delegación Coyoacán, México D.F.  
+52 (55) 3096-5742

**EMBARQ TÜRKİYE**

Sürdürülebilir Ulaşım Derneği  
Gümüşsuyu Mah. İnönü Cad.  
No:29 Saadet Apt. Kat:6 D:7  
Taksim, Beyoğlu, İstanbul  
Tel: 0 (212) 243 53 05