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Transport Project Office

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PROBLEM STATEMENT

A WAY FORWARD

Cape Town currently suffers from severe congestion, which is compounded by the lack of integrated, safe and high-capacity public transport systems. According to the 2016 TomTom Traffic Index Report, Cape Town is rated as the most congested city in South Africa. Growing traffic congestion not only adversely affects the economic growth of Cape Town; it also touches the daily lives of the people of this city.

Despite the significant interest and potential influence of the corporate sector, no dedicated body currently exists to lead and co-ordinate their collective action in the mobility challenges and opportunities of the city-region.

What then can the contribution of the private sector be to impact on the mobility challenges of the city-region? How does business get involved in the transport policy-making which affects their operations, collaborate and interact more effectively with government and sustain pressure on all players that lead to action.

About

The **Transport Project Office (TPO)** is a progressive 6 month pilot platform and partnership between Accelerate Cape Town and Future Cape Town which aims to co-ordinate corporate leadership and action in relation to the transport challenges and opportunities in the Cape Town city-region (the pilot is currently running until March 2018).

It acknowledges the public, private and civil society goals, and works through a partnership-based approach to leverage the corporate sector influence, to make a meaningful contribution to the transport landscape in the city. This impact extends beyond traditional transport infrastructure, but also works in the areas of technology, regulatory issues, communication, behavioural issues and research - producing a more holistic view of the key areas in which to act.



Mission

To facilitate a collective contribution from the corporate sector towards the improvement of transport in the city-region.

FOCUS AREAS

HOW IT WORKS

The Transport Project Office (TPO) is a progressive platform that works in the following focus areas:

- [1] **RESEARCH & DATA GATHERING:** to conduct research that gathers information in relation to corporate mobility as well as policy and innovations in the transport sector
- [2] **ADVOCACY:** to co-ordinate lobbying and advocacy efforts towards government and government agencies
- [3] **COMMUNICATIONS:** to develop a communications strategy to better share transport information and options with members and other stakeholders
- [4] **DIGITAL INNOVATION:** to launch, manage and promote digital transport initiatives within the corporate space

OBJECTIVES

Focus Areas

Objectives

[1] Research & Data Gathering:

Traffic modelling research; corporate bench-marking e.g. cost of corporate parking bays, CO2 emissions savings, etc; research options of private charters/shuttles for corporates; research deficiencies in final mile connectivity in the CBD; research international best practice models for reducing congestion in cities.

[2] Advocacy:

Lobby for required changes flowing from traffic modelling exercises, etc; advocate for improved non-motorised transport infrastructure e.g. cycle lanes; advocate for improved rail transport i.e. Transnet/PRASA/Metrorail relationship; liaise frequently with the City of Cape Town's TDA.

[3] Communications:

Implement a communications strategy to Accelerate Cape Town's membership base and other stakeholders; raise awareness around research.

[4] Digital Innovation:

Corporate carpooling implementation, management, monthly comms, incentives, analytics; traffic modelling.

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Thank You

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