Mexico City

Resiliance

Rockefeller Model

Barriers

Peseros and Mapathon background

Peseros are a form of informal public transit servicing the greater Mexico City region. They are generally small buses seating about 20 people, although there is no standard. They run fixed routes, but being privately owned, there is no central organization to them and the government has little understanding of where and when they run. There are an estimated 29,000 of them in the city and they carry 60% of daily trips, or about 14 million trips – millions more than the busiest subway systems in the world.[[1]](#footnote-1)

Currently the Peseros are seen as a nuisance – a contributing factor to the congestion problem that the city is hoping to address as part of mobility resilience. But what if instead of seeing the peseros as an obstacle, we thought of them as a resource we could take advantage of?

Big Idea Overview

Challenges to Big Idea:

Organizational

Political

Technological

Entry-level android phones essentially as cheap as standalone GPS units.

Take a cue from the Mapathon and engage drivers/citizens directly

Provide added value for drivers, citizens and the city.

1. http://www.fastcoexist.com/3058475/mapping-mexico-citys-vast-informal-transit-system [↑](#footnote-ref-1)