



السلطة المنظمة للتنقلات الحضرية

**AODU**

AUTORITÉ ORGANISATRICE DES DÉPLACEMENTS URBAINS

# FARE INTEGRATION FOR URBAN TRANSPORT SYSTEM IN CASABLANCA

Brest, 30-Sep/02-Oct 2013



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## SUMMARY

1. The Region of the Greater Casablanca
2. Urban Transport system in Casablanca
3. Presentation of AODU
4. Technical Assistance of EUROMED

# The Region of the Greater Casablanca

**The area of the Greater Casablanca:**

1 615 km<sup>2</sup>

**Density:**

2500 residents/km<sup>2</sup>

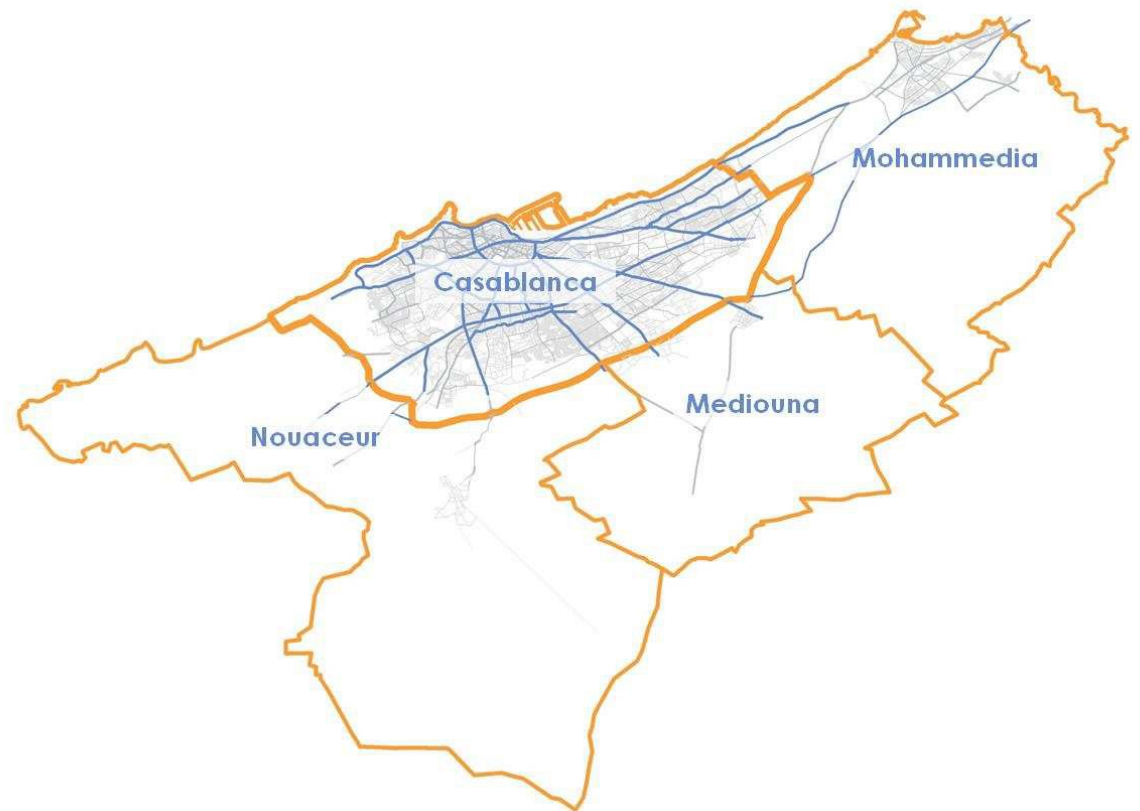
**Population :**

Over 4M residents, → 5 M on the horizon of 2030,

**Urban mobility:**

11 million trips per day (**2.9 trips / person, of which 1,5 by walking and 1,4 by motorized mode** ),

this figure had increased by 280% compared to 1975, year in which the number was 4 million trips per day (1.6 trips / person). (Source PDU).



# Some important projects in Casablanca

## ***Pôle d'Anfa:***

- **358 Ha; between 80 000 à 105 000 new jobs**
- **The consistency of the project:** Housing, equipment, activities,

## ***Zenata:***

- **The consistency of the project:** construction of a **1830 Ha town**
- Incorporating an economic hub, housing, offering seaside tourist areas, ....

## ***Marina de Casablanca:***

- **26Ha;**
- **The consistency of the project :** housing, offices, shops, hotels, Marina, Services ...

## ***Casanearshore:***

- **53 Ha; 26 000 jobs**
- **The consistency of the project :** offices, providing services for communication



## URBAN TRANSPORT IN CASABLANCA

### Bus

- **775** Bus on traffic
- 80 places
- **1350 km**
- 750 000 trip/day
- **Price : betwen 4 et 6 dhs/trip**

### Taxis blancs

- **6400** taxis
- 6 places
- 930 000 trip/day
- **Price: slightly higher than bus**

### Taxis rouges

- **8400** taxis
- 3 places
- 620 000 trip/day
- **Price per kilometer**

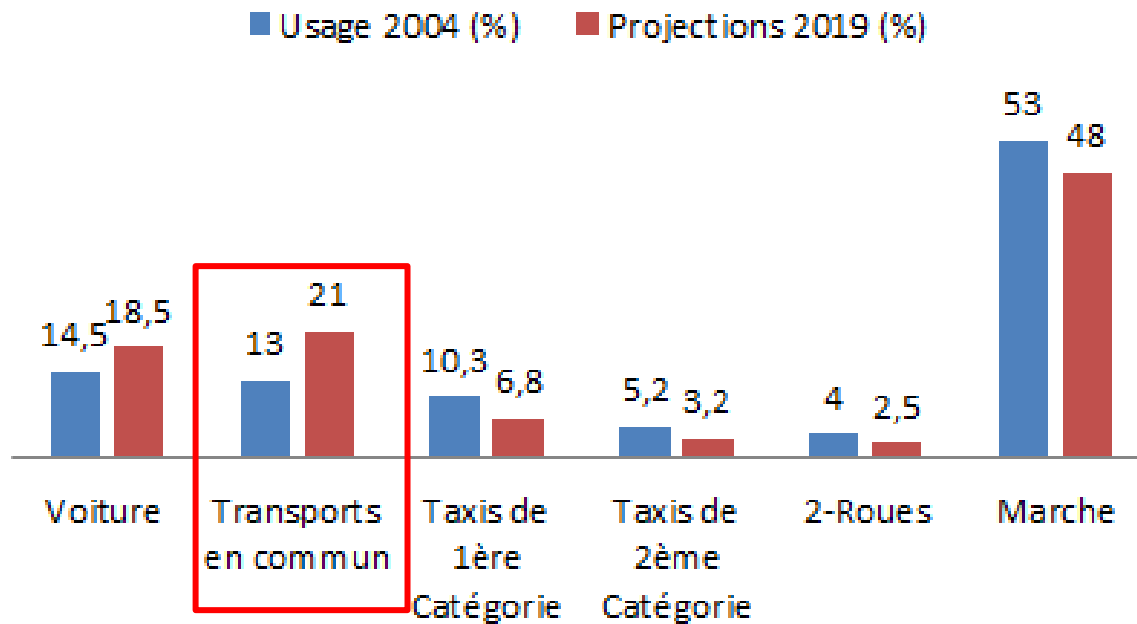
### Tramway Tramway

- **37** train
- 600 places
- **31 km**
- 70 000 trip/day → 250 000
- **Price: 7 dhs/trip**



# Structuring goals for 2019...

## Proactive scenario of PUT (Plan for Urban Transport):



Modal shares (%) of retained scenario

- Improved coverage with new lines
- Increased supply by mass transport
- Fare integration of system components

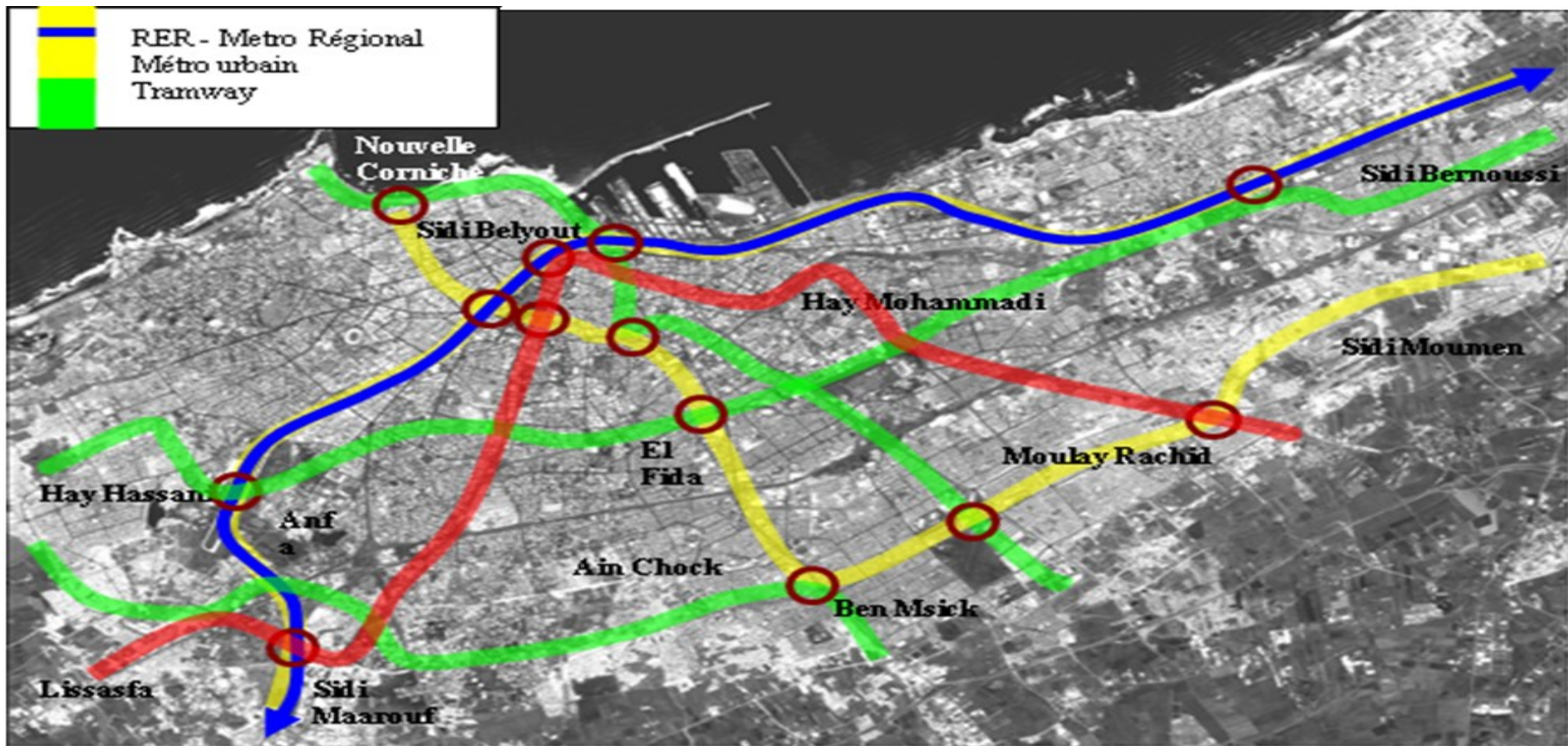
### Results

- Five corridors (91.5 km) served by heavy modes
  - 1 metro line
  - One regional railway (RER Type)
  - 3 tram lines

### A complementary network of bus:

- drawdown on heavy axes
- Service areas with lower density

# A Master plan (TCSP) by 2013



## The Master plan 2030 (TCSP)

One regional railway (RER Type) 63 km

Four tram lines and one Metro line ( 106 km).

In total 169 km of corridors served by heavy modes.

→ **Amount of investment** : 50 billion dirhams (including 34 billion infrastructure).

# Presentation of AODU



The Organizing Authority of Urban Mobility (AODU) was created in 2008 by a cooperation agreement between the commons and state,



Studies and development of recommendations and measures for planning, organizing and managing public transport and urban travelling.

The revenue budget are composed of contributions from the state and local commons.

The vision: to unify public policies and to be a regional center of excellence in travel engineering and transport.



# Major projects managed by AODU

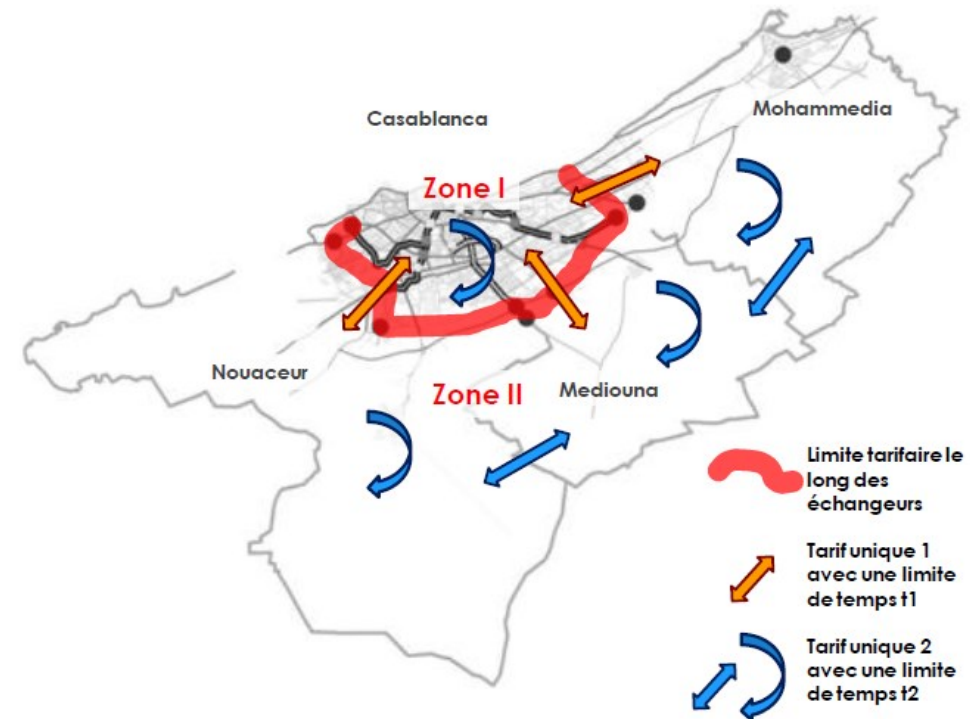
The AODU work on a series of major projects in order to improve the operating of urban transport in the Region:

- Public transport restructuring;
- Traffic plan;
- The revision of the contract with the delegatee ;
- A regional observatory;
- Implementing the compensation entity;
- **Fare integration.**



## The main objectives of fare integration:

- More accessibility of transport supply;
- Attraction of new passengers;
- To be connected through reliable, efficient and affordable services;
- Limit competition between modes, and making complementary networks.



In the framework of the Euromed RRU project, the AODU received a Technical Assistance to put in place a roadmap for fare integration.

## The main objectives of the assistance:

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- Strengthen expertise of the Aodu in fare management;
- Strengthen coordination and cooperation around fare integration between actors;
- Initiate cooperation between Aodu and one of the european authorities about fare integration;
- Define a roadmap to achieve the integration of public transport in Casablanca.



## The consistency of the assistance:

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1. Defining the initial and the expected fare system of public transport in Casablanca;
2. Organizing a workshop to discuss different point of views and reach a consensus about the expected fare integration;
3. Organizing a visit to Madrid and Bachelona for a Moroccan delegation (Aodu, Ministry of Interior, Casatransports and M'dina bus operator).



**Define a roadmap to achieve the integration of public transport in Casablanca.**

# A strategic and operational roadmap

## FEUILLE DE ROUTE DE L'INTEGRATION TARIFAIRE

ACTIONS / MESURES A METTRE EN PLACE

| 3ème trimestre 2013 |      | 4ème trimestre 2013 |         |          |          | 2014          |                |                |                | Long terme   |                 |
|---------------------|------|---------------------|---------|----------|----------|---------------|----------------|----------------|----------------|--------------|-----------------|
| Juillet             | Août | Septembre           | Octobre | Novembre | Décembre | 1er trimestre | 2ème trimestre | 3ème trimestre | 4ème trimestre | Courant 2015 | Au-delà de 2015 |

Qui fait quoi

|  |   |                           |                               |  |  |               |               |  |  |  |                                   |  |  |
|--|---|---------------------------|-------------------------------|--|--|---------------|---------------|--|--|--|-----------------------------------|--|--|
| VERROUS A DEROUQUER  | Mesures pour favoriser le développement du réseau TCU   |                           |                               |  |  |               |               |  |  |  |                                   |  |  |
|  | Restructuration du réseau de bus => mise en œuvre scénario C13 dégradé (sans couloir bus, PEM et priorités bus) |                           | Etude                         |  |  |               | Mise en œuvre |  |  |  |                                   |  | AODU pilote + assistance technique + M'Dina Bus                  |
|  | Mesures associées à la restructuration du réseau bus => information voyageurs                                   |                           | Accueil                       |  |  |               | Mise en œuvre |  |  |  |                                   |  | AODU pilote + M'Dina Bus + commune                               |
|  | Mesures pour contraindre la concurrence des concessionnaires => arrêt de l'activité (application de la loi)     | Fin                       |                               |  |  |               |               |  |  |  |                                   |  | Autorités de droit   |
|  | Réaménagement fonctionnel des 10 pôles d'échanges bus - tram  |                           | Mise en œuvre                 |  |  |               |               |  |  |  |                                   |  | Pilotage AODU + Casa Transport + assistance technique            |
|  | Création de 5 pôles d'échanges bus - bus  |                           | Mise en œuvre                 |  |  |               |               |  |  |  |                                   |  | Pilotage AODU + CUC + assistance technique (SP 2000 + Ministère) |
|  | Révision du contrat de gestion déléguée M'Dina Bus (dans le cadre de la revue triennale)                        |                           |                               |  |  |               |               |  |  |  |                                   |  |  |
|  | Contrat aux risques et périls => contrat à risque industriel (après conclusions de l'étude restructuration)     |                           |                               |  |  |               |               |  |  |  |                                   |  | AODU pilote + assistance technique                               |
|  | Transformation du statut de l'AODU  |                           |                               |  |  |               |               |  |  |  |                                   |  |  |
|  | Phase préparatoire / organisationnelle (statuts, cadre juridique, moyens humains et financiers...)              |                           |                               |  |  |               |               |  |  |  |                                   |  | AODU   |
| Création d'un Groupement Intercommunal (préalable à la SDL) => délibération conseils communaux |   |                           |                               |  |  |               |               |  |  |  |                                   | Conseils communaux + Wal + Ministère de l'Intérieur              |  |
| Création de la SDL   |   |                           |                               |  |  | Mise en œuvre |               |  |  |  |                                   | AODU + assistance en organisation                                |  |
| Outils au service de la tarification intégrée  | Chambre de compensation   |                           |                               |  |  |               |               |  |  |  |                                   |  |  |
|  | Modalités de création de la chambre de compensation => responsabilités, fonctionnement, règlement...            | Amplification             |                               |  |  |               |               |  |  |  |                                   | AODU pilote + assistance juridique et technique                  |  |
|  | Modalités de la compensation tarifaire => à partir des résultats de l'étude tarifaire SP2000                    |                           | Etude SP 2000 + mise en œuvre |  |  |               |               |  |  |  |                                   | AODU pilote + assistance technique                               |  |
|  | Création de la chambre de compensation (suite à création de la SDL) => moyens humains, techniques...            |                           |                               |  |  |               |               |  |  |  |                                   | AODU + assistance organisationnelle                              |  |
|  | Billetterie interopérable   |                           |                               |  |  |               |               |  |  |  |                                   |  |  |
|  | Phase d'équipement m'dina bus (Serveurs, terminaux,...)   |                           |                               |  |  |               |               |  |  |  |                                   | M'Dina Bus   |  |
|  | Phase de test (marche à blanc)  |                           |                               |  |  |               |               |  |  |  |                                   | M'Dina Bus   |  |
|  | Phase formation   |                           |                               |  |  |               |               |  |  |  |                                   | M'Dina Bus   |  |
|  | Système d'exploitation  |                           |                               |  |  |               |               |  |  |  |                                   |  |  |
|  | Système d'aide à l'exploitation (mise en place d'un SAE léger)  |                           |                               |  |  |               |               |  |  |  |                                   | M'Dina Bus   |  |
| Vidéo-surveillance et radio-communication  |   |                           |                               |  |  |               |               |  |  |  | M'Dina Bus                        |  |  |
| Contrôle des titres (200 terminaux mobiles, choix d'une solution de verbalisation)             | Terminé   |                           |                               |  |  |               |               |  |  |  | AOD + M'Dina Bus + Casa Transport |  |  |
| TARIFICATION INTEGREE  | Tarification intégrée   |                           |                               |  |  |               |               |  |  |  |                                   |  |  |
|  | Définition d'une politique tarifaire (à partir étude SP2000 + étude ALG) réaliste)                              |                           |                               | Etude SP 2000 + évaluation des scénarios |  |               |               |  |  |  |                                   | Pilotage AODU + SP 2000 + autres acteurs transport et politiques |  |
|  | Production des cartes sans contact  | Solution optimale         |                               |  |  |               |               |  |  |  |                                   | Pilotage AODU + SP 2000 + autres acteurs transport et politiques |  |
|  | Distribution des titres M'Dina Bus (à bord, en agences et par les terminaux + question de la vente croisée)     |                           |                               |  |  |               |               |  |  |  |                                   | M'Dina Bus + Casa Transport                                      |  |
|  | Information tarifaire   | Campagne d'accompagnement |                               |  |  |               |               |  |  |  |                                   | M'Dina Bus   |  |
|  | Image réseau => question de la préfiguration d'une image réseau sur les supports des titres de transport        | Image multimédia          |                               |  |  |               |               |  |  |  |                                   | Pilotage AODU + M'Dina Bus + Casa Transport                      |  |

En bleu = les actions/mesures programmées (avec échéances connues)  
En jaune = les actions/mesures restant à définir (avec hypothèses d'échéances)

Mise à jour mardi 26 juillet 2013

## **Anticipation**

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The Euromed initiative has promoted dialogue and exchange between the different involved actors

## **Feedback**

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Exchange of expertise by:

- The visit of the ATM Barcelona and Porto consortium
- The Moroccan delegation visit to Spain

## **Sensibilisation of actors**

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- A project of fare integration should be prepared well in advance;
- Establish a single authority to pilot the project
- Fare is only one lever among others: Supply, traveler information, security, distribution, competitive environment, institutional and contractual context...

## The future strategy:

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### The release of locks:

- Competition of private car ;
- Competition of taxis / private operator;
- Contractual framework ...
- Transform Aodu status;
  
- Interoperable ticketing
- Restructuring of the bus network (redevelopment and creation of exchange hubs)
- Revision of the contrat with the delegatee (including fare studies);
- Creation of the Compensation entity;



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