

Making Sense of Makeshift Mobility

A global and systems view of informal transportation

Benjamin de la Peña | Founder/Director Agile City Partners



Makeshift Mobility

WITH BENJIE DE LA PEÑA



- www.agilecity.co a boutique global consulting firm
- makeshiftmobility.substack.com a fortnightly newsletter tracking innovations in informal transportation
- seattleinfoinfra.net a strategic plan for a DOT to manage transportation information
- newmobilityseattle.info a strategic playbook on new mobility
- [Catalyzing the New Mobility in Cities](#) a primer on innovations in informal transportation
- [BRT Standard, Informal City Dialogues, CityCamp, TransportationCamp](#)



Ask executives to list traits of great leaders and they will probably name vision, honesty, or the ability to execute change. Rarely mentioned is one critical capability that leaders need most in turbulent times: **sensemaking**, the ability to create and update maps of a complex environment in order to act more effectively in it.

The Overlooked Key to Leading Through Chaos, MIT Sloan Management Review Fall 2020
<https://sloanreview.mit.edu/article/the-overlooked-key-to-leading-through-chaos/>



Makeshift Mobility

WITH BENJIE DE LA PEÑA

Informal transportation is
a **global** phenomena...



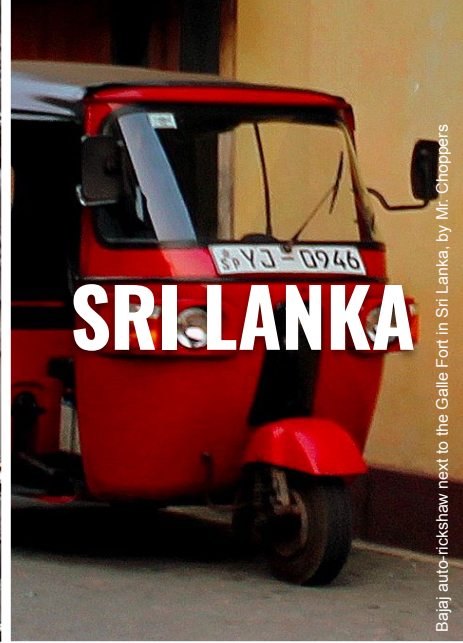
Makeshift Mobility

WITH BENJIE DE LA PEÑA



PAKISTAN

Chingchee (Quinn) Pakistan, Wikipedia



SRI LANKA

Bajaj auto-rickshaw next to the Galle Fort in Sri Lanka, by Mr. Choppers



THAILAND

From <https://www.tripadvisor.co.uk/AttractionProductReview/info/bangkok-thailand-tuk-tuks/>



INDIA

CNG-powered auto-rickshaw in New Delhi, near the Rashtrapati Bhawan on Rajpath, by Warren Apple



NIGERIA

Photo © leopary from <https://www.shutterstock.com/news/tuk-tuks-datasales-and-superhighways>



EL SALVADOR

Mario Roberto Duran Ortiz - Citywork, Bajar mototaxi in El Salvador



INDONESIA

Natural Gas-fueled Bajaj autorickshaw on Jakarta street, BY Gunawan Kartamanata



PHILIPPINES

Banaue, Philippines: Local Taxi Stand in Banaue Municipal Town, by CEahote-Uwe Aranas



Makeshift Mobility



JEEPNEY



SONG-THAEW

Songthaew in Udon Thani, Thailand. Photo by Philippos Vassilgiannuros, via [500px](#) by Panhennor



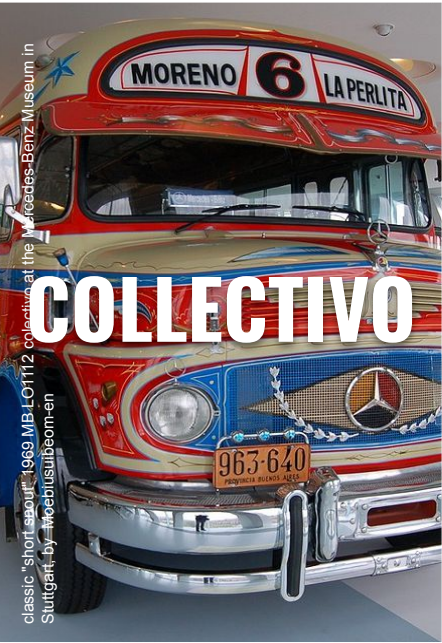
MATATU

A matatu c. 2015. by Jockkk



VAN JAI

A red Public Light Bus. by Him9
小巴LV3705的照片



COLLECTIVO

classic 'short' source: 1969 MBZ-C0112 collectiva at the Mercedes-Benz Museum in Stuttgart. by [weebius](#) via [beom-en](#)



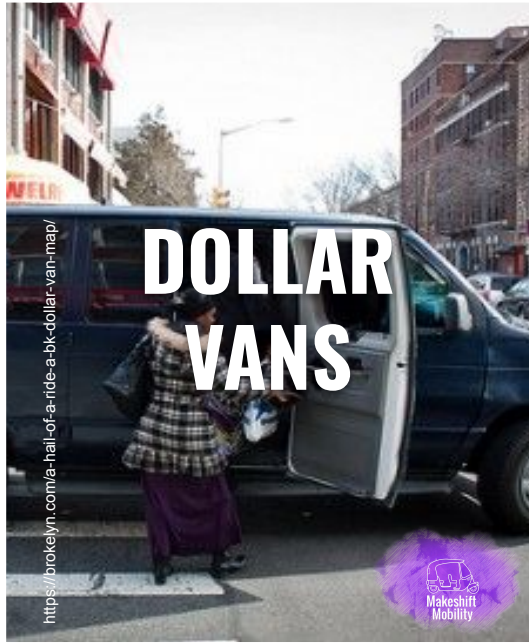
TAP TAP

A tap tap bus in Haiti



MARSHRUTKA

Petrozavodsk traffic microbus GAZele. by Mael



DOLLAR VANS

<https://brokelyn.com/a-hall-of-a-ride-a-ride-a-ride-a-bk-dollar-van-map/>





BODABODAS, OJEKS, OKADAS, MOTOR SAI, MOTO TAXI, XE-OMS, ETC.

Ojeks (motorcycle taxis) in Indonesia, by Serenur.

Okadas in Lagos, Nigeria, by Akimilele.

Transport courant à Tabatinga et Leticia Goellette, Cardabela.

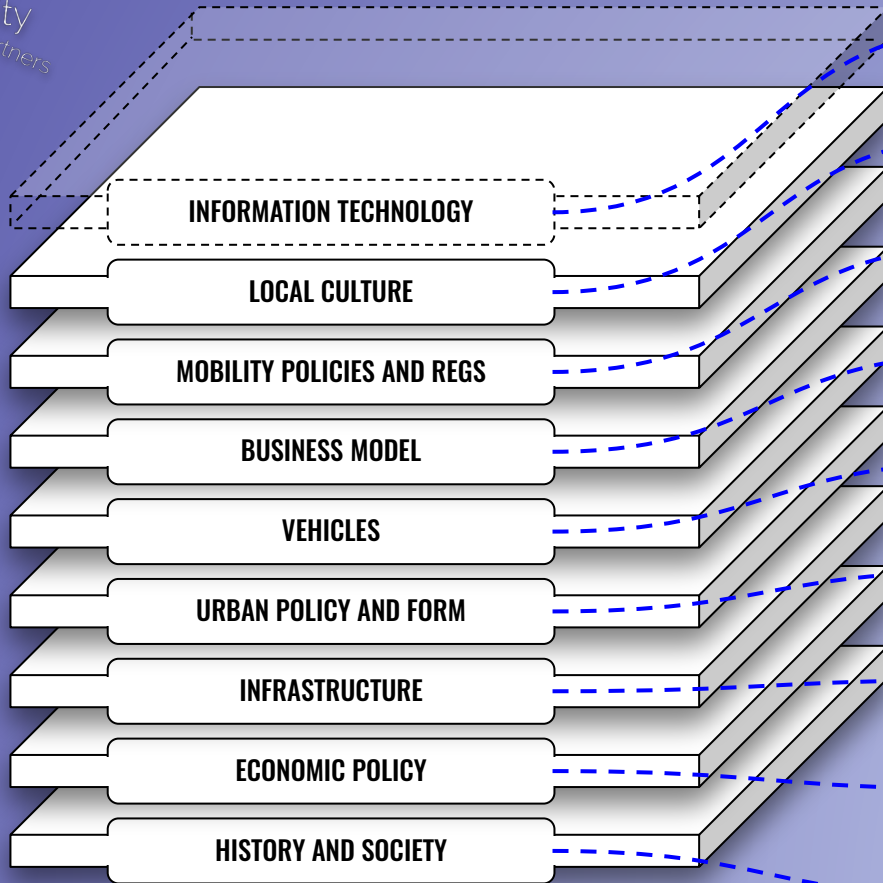


**Informal transportation is
a global phenomena...
and yet we treat it as a **local problem.****



We need to understand
the **system** that generates
informal transportation





- Ride hail and payment apps, digital mapping, and journey planning apps

- Celebration of “make do” ingenuity, music, songs, art, self-expression

- Primacy of traffic management over commuter needs

- Transportation as micro-enterprises, hypercompetition

- Availability of and affordability of adaptable vehicles

- Density and sprawl of residential areas, distance from work and commerce

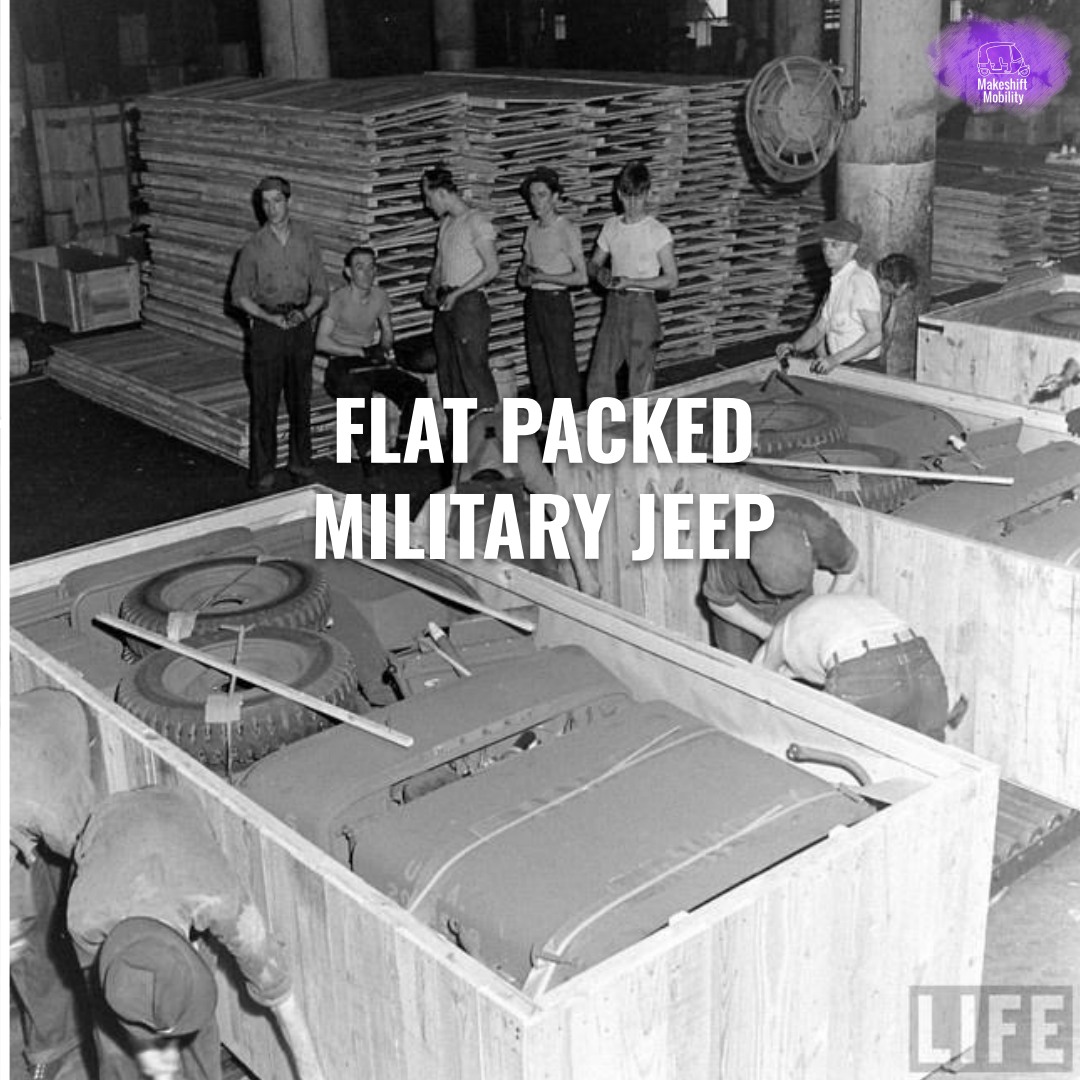
- Automobile-centric infrastructure, primacy of roads

- Market primacy, investment in cities, investment in transportation

- History, racism, colonial experience, exclusion



MAZDA GO-3



**FLAT PACKED
MILITARY JEEP**

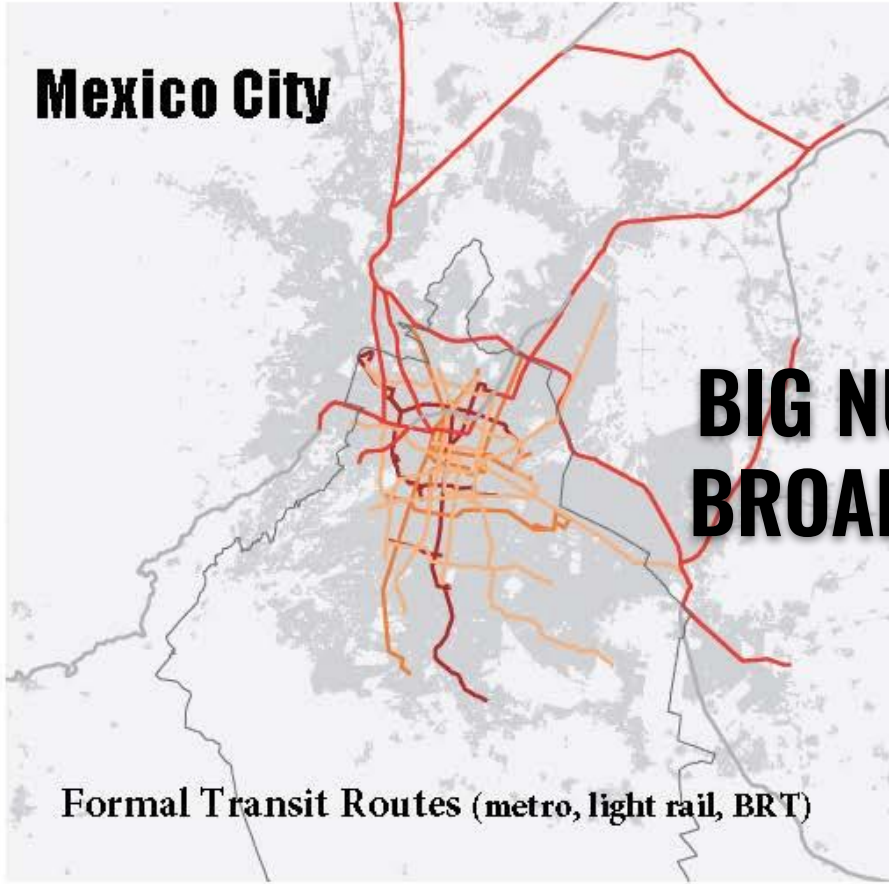


SANKYO TYPE 97

A close-up photograph of a person's hands, wearing a blue and white striped shirt, counting a stack of Indian Rupee banknotes. The person is wearing a gold ring on their left hand. The banknotes are of various denominations, including 100, 200, and 500 Rupees. The text "SERVE BANK OF INDIA" is visible on one of the notes. The background is dark and out of focus.

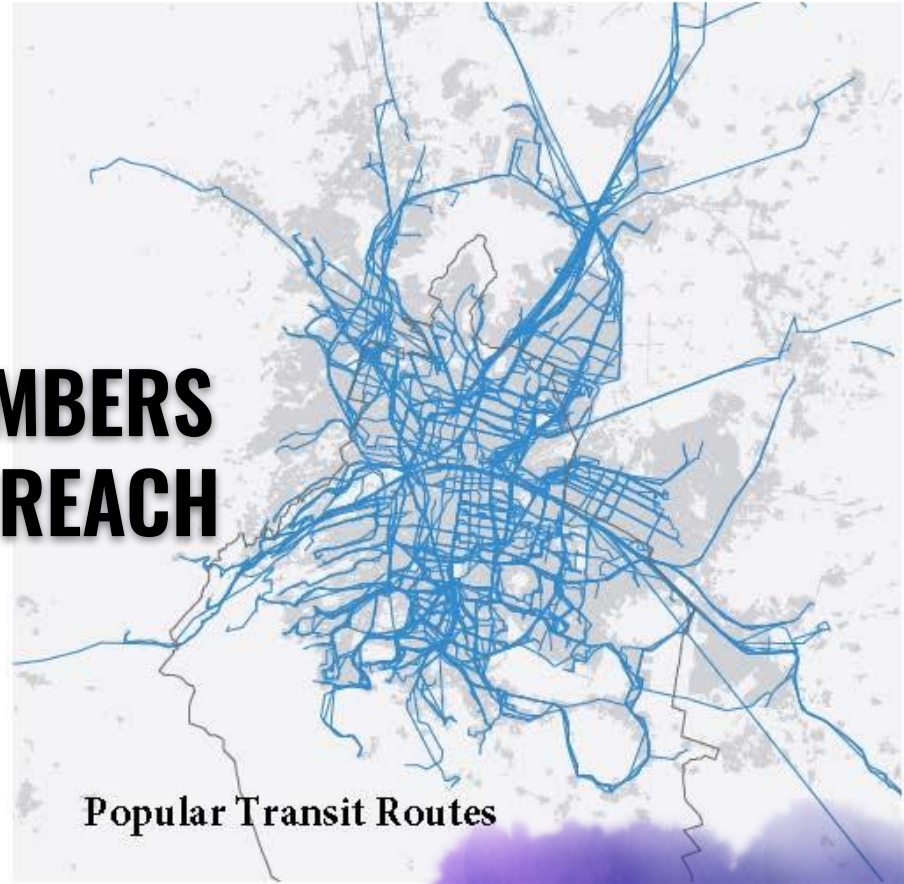
INFORMAL TRANSPORTATION RUNS ON A VEHICLE RENT SYSTEM AND A CASH ECONOMY

Mexico City



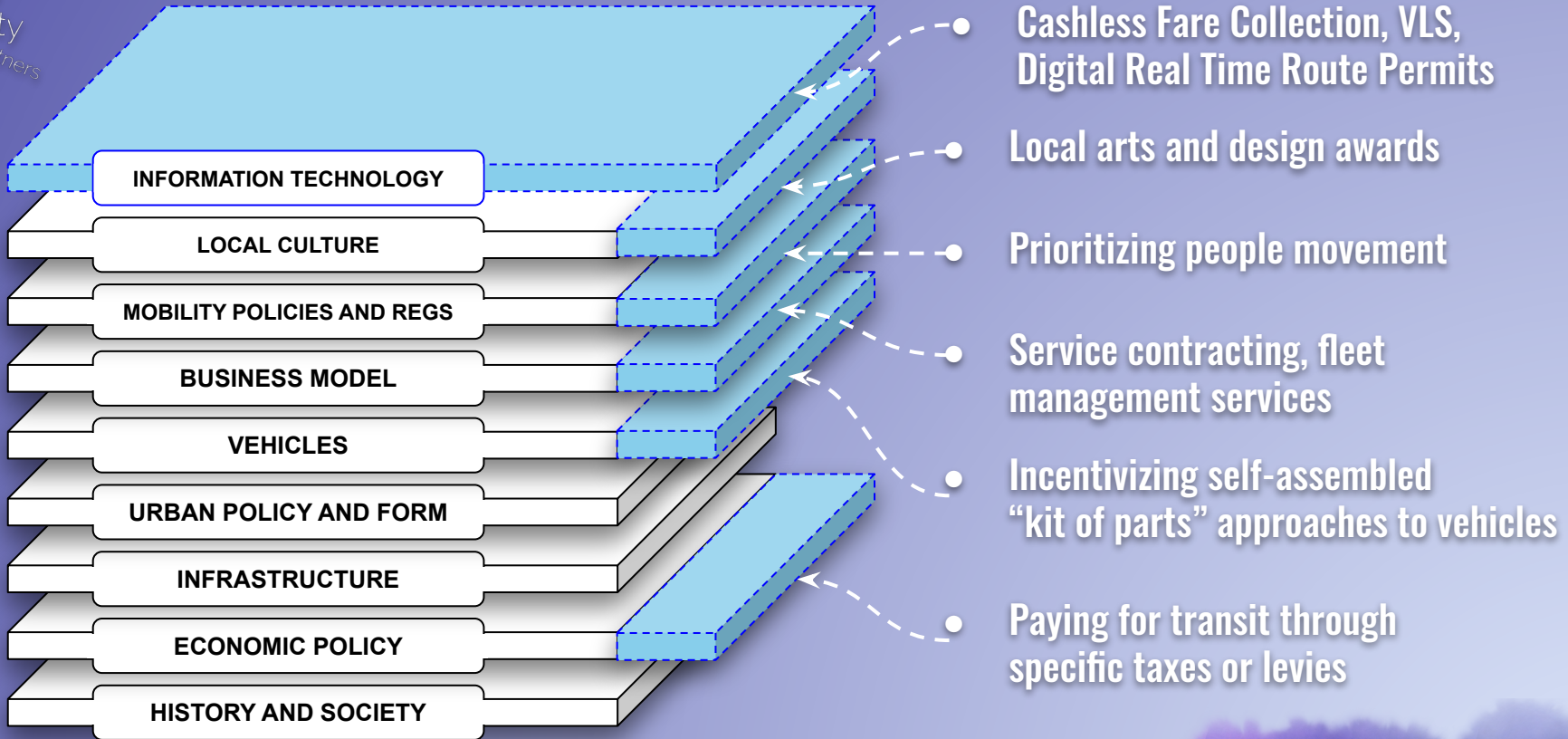
Formal Transit Routes (metro, light rail, BRT)

**BIG NUMBERS
BROAD REACH**



Popular Transit Routes







**WE CAN'T TRANSFORM
INFORMAL TRANSPORTATION
IF WE FOCUS ON VEHICLES ALONE,
OR TRAFFIC MANAGEMENT ALONE,
OR REGULATION ALONE**



Makeshift Mobility

WITH BENJIE DE LA PEÑA



Auto Rickshaw Stand in Ramnagar, by Suresh Wadgaonkar



Two motorcycles parked at an ojek (bike stand) in Jakarta. Photo: Doreen Lee, 2013. From www.jung.org

QUEUES AND STATIONS



From thecityfix.com



TEXT A RIDE



The roof of a new auto-rickshaw in Rajkot, India. Photo by EMBARO India. From thecityfix.com

CALL CENTERS



From blogs.reuters.com/india/2015/02/03/

RIDE HAIL APPS



From blogs.reuters.com/india/2015/02/03/

MESSAGING APPS



A vibrant, multi-colored jeepney (a common mode of public transport in Southeast Asia) is shown in motion. The vehicle is decorated with bright colors and patterns. Several passengers are visible through the open windows, some looking towards the camera. The background is a blurred street scene, suggesting the jeepney is moving quickly. The overall atmosphere is lively and dynamic.

HOW DO WE DEFINE SUCCESS?



Makeshift Mobility

WITH BENJIE DE LA PEÑA



Thank you.

Benjamin de la Peña | Founder/Director Agile City Partners

makeshiftmobility.substack.com

www.agilecity.co

@benjiedp | www.linkedin.com/in/bdelapena/



Makeshift Mobility

WITH BENJIE DE LA PEÑA