Maximizing the Transportation System to Strengthen Tourism: A Case Study of Mexico City

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PREFACE

The Studio
The research reported herein was conducted in the context of what planners call a “studio.” The studio in the Urban Studies and Planning Program at the University of Maryland is a required, six-credit field research course designed to provide students with intensive, practical planning experiences. Prior to completing the studio, students study research design, research methods, planning history, and theory and planning process. Building on these core courses and skills learned in other classes, students on the studio team research a particular issue, collect and analyze data, and develop a written report, which includes findings and policy recommendations.

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Drawing upon previous research in Mexico City, the Matamoros-Brownsville, TX, sister cities, and elsewhere, Professor Hanna created this studio project to evaluate the transportation system in the Distrito Federal (Federal District or D.F.) as it relates to the city’s tourist industry. Specifically, the research focused on the ability of tourists to move easily and safely through the city.

Acknowledgements
The Research Team would like to acknowledge and extend appreciation to the many people in Mexico City who contributed significantly to our work. Especially significant in enabling the Research Team to complete the research were the following people: Roberto Velasco Alonso, Maria Teresa Atrián, Orianne Collette, Vanessa Alvarez Covarrubias, Mauricio Cao Espejel, Luis Felipe Sigüenza Acevedo, Charles Halka, Mary Anne Leenheer, Cecilia López, Fernando Cravioto Padilla, Paola Ricaurte, and Patricia del Valle. Of course, there were many ordinary residents and tourists who directly or indirectly contributed to the research as well as the adventurous enjoyment of the city.
EXECUTIVE SUMMARY

Mexico City is one of the world’s great cities, and it has rich tourist possibilities. Although most visitors to Mexico are attracted to the country's beach resorts, officials in Mexico and Mexico City have recently begun to emphasize urban tourism. To maximize the potential economic benefits of tourism, Mexico City must incorporate the needs of tourists into broader planning efforts. One aspect of urban planning that is particularly relevant to tourism is transportation. Within the context of city planning, transportation refers to both motorized modes, such as buses, subways, private automobiles, and non-motorized modes, such as walking and bicycling. The level of service, safety, and comfort afforded by various modes of transportation directly affects the ease with which visitors may travel to and within the city's many tourist destinations. This report, prepared by a Research Team from the University of Maryland, assesses how well Mexico City's current transportation system meets the needs of tourists and makes recommendations for improving transportation conditions to better serve the tourism market. The recommendations are mainly focused on the transportation needs of non-Spanish speaking tourists with limited financial resources, who want to experience the life and culture of the city but expect comfort and predictability as part of their traveling experience.

Planning Challenges

Urban planners in Mexico City face many daunting challenges, including residents' high poverty levels, rapid and unregulated urban growth, environmental pollution, and a critical shortage of adequate housing. Similar to many North American cities, Mexico City has recently experienced a population loss in the urban core, coupled with continued growth in the suburbs. The city is vulnerable to a variety of natural hazards including earthquakes, volcanoes, flooding, dust storms, and subsidence of the land due to overexploitation of aquifers. A further obstacle to effective urban planning is a lack of coordination among the various levels of government that have jurisdiction throughout the metropolitan area, including the federal government, the local city government, and its delegaciones (boroughs). All of these factors contribute, directly or indirectly, to the difficulty of developing and strengthening the tourism market in Mexico City.

Tourism Potential

With its historic past rooted in Aztec civilization and Spanish influence, world renowned art and architecture, world-class museums, fine food and cultural entertainment, Mexico City has much to offer tourists of all ages and backgrounds. The city can leverage its history and culture to anchor new jobs and income, and can use the tourist sites as areas of strength on which to build local economic development, preservation, and urban redevelopment efforts. To maximize Mexico City's tourism potential, the government must identify and address barriers that inhibit its growth, including issues associated with language, security, pollution, health, and the focus of this report, transportation.

The Transportation System

The backbone of Mexico City's transportation system is the Metro, a 200-km subway system consisting of 11 separate lines. Providing essential feeder service to the Metro is an extensive system of privately operated buses, referred to as colectivos. This informal bus system provides the majority of the trips taken within the metropolitan area, whereas publicly operated buses provide only a small fraction of the trips. Although well suited to the sprawling landscape and an important source of urban employment, colectivos are major contributors to Mexico City's notorious problems with air pollution and traffic congestion. In an effort to improve mobility and reduce congestion, the city has begun implementing both highway improvements, including a
highly-controversial system of elevated expressways, and transit improvements, including a bus rapid transit (BRT) system that is intended to replace colectivos in the city center. Additional transportation modes available to tourists include several different classes of taxicabs, publicly and privately operated tour buses, and for short distances, walking.

**Assessment of Transportation Modes and Tourism Areas**

To investigate the transportation challenges faced by visitors to Mexico City, the Research Team built upon the previous literature on transportation and tourism in Mexico City and conducted in-depth field research over a 20-day period in June 2005. The Research Team traveled by various transportation modes to 29 major tourist destinations located throughout the city, placing particular emphasis on the following areas: Zona Rosa (identified as a typical starting point for tourists), Centro Histórico (including the Zócalo and Alameda Central), Bosque de Chapultepec, Condesa, Coyoacán, San Ángel, Xochimilco, and Tlalpan. In evaluating each of the transportation modes as well as the ease of travel to and within each of the tourist areas, the Research Team focused on the following assessment factors: security, aesthetics, accessibility for people with mobility impairments, the quality and availability of information, vehicle operational quality, and urban design.

The Research Team found that although the Metro and colectivos provide extensive, inexpensive, and relatively efficient transit service, these modes are not without problems. Tourists may be discouraged by crowded conditions and associated security concerns on the Metro, or by unsafe operating conditions of colectivos and the lack of information about this mode. The wide variety of taxicab services can be very confusing for tourists, and security is also a concern for this mode of transportation. Navigating the city on foot can be difficult, due to a lack of adequate signage, poor maintenance of many sidewalks, and excessive crowding in some areas caused by unregulated vendors. Accessibility for people with mobility impairments is severely limited in many of the major tourist areas. Private tours, hired drivers, and other specialty vehicles offer an alternative mode of transportation, but may be costly and tend to provide a more sanitized view of the city and its culture. A lack of adequate information about transportation options poses a further barrier to tourists, particularly those who do not speak Spanish. The quality of transportation options in each tourism area is directly impacted by differences in the reliability of street signage, aesthetics, connectivity, and design.

Mexico City's transportation system also exhibits several strengths from which other metropolitan areas could learn. Well-designed stations and train cars, as well as multiple connections between lines, allow the Metro system to efficiently and safely transport high volumes of daily passengers at a relatively low cost. The use of symbols and colors to identify Metro stations and lines makes the system extremely easy to navigate even for people with language limitations. Throughout the city, multiple modes of transportation are well integrated, including both publicly and privately operated transit. Fare systems for the Metro as well as taxicabs are relatively simple and easy to understand. Finally, security efforts on the newer transportation modes – BRT and light rail – appear to have dampened the crime that plagues some other parts of the transportation system.
Recommendations
Based on these findings, the Research Team developed recommendations for improving each transportation mode, recommendations for prospective tourists planning a trip to Mexico City, and general recommendations for improving Mexico City's transportation system so that it better meets the needs of tourists. A full list of recommendations is provided in Appendix B. Below is a summary of the recommendations.

Transportation Modes
- Improve operating conditions by continuing government subsidies for microbus and taxicab vehicle replacement and enforcing licensing and safety regulations.
- Integrate fare structures so that the same payment method may be used on multiple transportation modes.
- Capitalize on the Metro system as a tourist destination by offering interpretive materials and guided tours.
- Offer themed bus tours that focus on specific neighborhoods or topics.

Aesthetics
- Remove trash and graffiti in areas immediately around transit stations and on major routes traveled by tourists.
- Include more pedestrian amenities, such as benches, transit stop shelters, trees for shading, etc., in areas with heavy tourist traffic.

Design
- Create wider pedestrian pathways.
- Ensure that pedestrian pathways are continuous and unobstructed in and around public transportation stops and tourist attractions.
- Provide safe, easy access for pedestrians to cross streets in and around public transportation stops and tourist attractions.

Information
- Install neighborhood maps at transit stations near popular tourist destinations as well as in centrally located places in areas that are frequented by tourists.
- Improve pedestrian signage to lead tourists from public transportation stations to popular tourist destinations.
- Mark bus stops on major tourist routes with signs.
- Publish maps of bus routes that are likely to serve tourists.
- Create a comprehensive tourist planning guide to Mexico City that includes information on popular tourist destinations, the relevant rail and bus transportation network, special activities, and street maps.

Security
- Develop a consistent reporting system for tourists who encounter security problems within the transportation network.
- Create a flyer that addresses security concerns pertaining to the transportation network and include it with tourist travel planning information.
- Regulate aggressive vending.
- Regulate potentially hazardous traffic conditions for pedestrian tourists.
**Communications and Coordination**
- Enhance overall coordination and communications between agencies managing transportation and tourism operations.
- Coordinate efforts between the local delegaciones and the DF to post maps and signs designating tourist destinations and bus routes.
- Coordinate efforts between the DF, local delegaciones, and Metro to improve the pedestrian environment around Metro stations.
- Coordinate efforts between the colectivo operators and various transit agencies to develop a reporting system for tourists, to simplify fare structures, and to create a comprehensive transportation guide.

**Enforcement**
- Apply stricter enforcement of current laws and regulations to enhance the safety and mobility of tourists.
- Consider new laws and regulations, that are designed to be easily enforced, that contribute to the positive tourist experience.
RESUMEN EJECUTIVO

Ciudad de México es una de las grandes ciudades del mundo, y tiene innumerables posibilidades turísticas. Aunque muchas de las personas que visitan México son atraídas por las playas, los funcionarios del gobierno federal y de la Ciudad de México (el Distrito Federal) han comenzado recientemente a poner énfasis en el turismo urbano. Para maximizar las potenciales ventajas económicas del turismo, el DF debe incorporar las necesidades de los turistas en esfuerzos más amplios de planeación. Un aspecto de la planeación urbana particularmente relevante para el turismo es el transporte. En el contexto de planeación, ‘el transporte’ refiere a modos vehiculares como el autobús, el metro, y los autos personales, y también los modos de caminar y andar en bicicleta. El nivel de servicio, seguridad y comodidad ofrecido por los diferentes modos del transporte repercute directamente en la facilidad con la que los visitantes pueden desplazarse en y hacia los diversos destinos turísticos de la ciudad.

Este informe, preparado por un grupo de investigación de la Universidad de Maryland, determina cómo el sistema actual del transporte del Distrito Federal satisface las necesidades de los turistas y hace recomendaciones para mejorar las condiciones del transporte de manera que atienda más eficazmente el mercado turístico. Las recomendaciones se centran principalmente en las necesidades de turistas no hispanohablantes y con recursos limitados, que desean disfrutar de la vida y de la cultura de la ciudad, pero a la vez contar con comodidad y previsibilidad como parte de su experiencia de viaje.

Los Desafíos de la Planeación

Los planeadores urbanos de la Ciudad de México tienen muy grandes desafíos tales como la pobreza de sus residentes, el crecimiento urbano rápido y no regulado, la contaminación del ambiente, y una escasez crítica de vivienda. De manera similar a muchas ciudades norteamericanas, el Distrito Federal ha experimentado recientemente una pérdida de población en el centro urbano, acompañada del crecimiento de los suburbios. La ciudad es vulnerable a una variedad de peligros naturales, que incluyen terremotos, volcanes, inundaciones, lluvias de polvo y ceniza, y el hundimiento de la tierra a causa de la sobreexplotación de los mantos acuíferos. Otro obstáculo para la planeación urbana eficaz es una falta de coordinación entre los diversos niveles del gobierno que tienen jurisdicción en el área metropolitana: el gobierno federal, el gobierno local y las delegaciones. Todos estos factores limitan, directa o indirectamente, la posibilidad de desarrollar y de consolidar el mercado del turismo en la Ciudad de México.

Potencial Turístico

Con sus raíces históricas en la civilización azteca y su influencia española, con su arte y arquitectura de renombre mundial, sus museos de primer nivel, su riqueza gastronómica y sus múltiples opciones de entretenimiento, el DF tiene mucho que ofrecer a los turistas de todas las edades. La ciudad puede aprovechar su historia y su cultura para crear nuevos empleos e ingresos, y puede utilizar los sitios turísticos como base para fomentar el desarrollo económico, la preservación y los esfuerzos locales de reconstrucción urbana. Para maximizar el potencial turístico de la Ciudad de México, el gobierno debe identificar y derrubar las barreras que inhiben su crecimiento, incluyendo los problemas asociados con la lengua, la seguridad, la contaminación, la salud, y el punto central de este informe: el transporte.
El Sistema de Transporte
La base del sistema del transporte del Distrito Federal es el metro, un sistema de 201 Km. que consiste en once líneas separadas. Además, un sistema extenso de autobuses privados, o colectivos (peseros), proporciona un servicio esencial para hacer conexiones entre las distintas líneas del metro. Este sistema informal de transporte colectivo absorbe la mayor parte de los viajes realizados en el área metropolitana, mientras que los autobuses públicos cubren solamente una fracción pequeña. Aunque sean ideales para transportar a la gente en una ciudad en expansión y constituyan una fuente importante de empleo urbano, los colectivos contribuyen en gran medida a acentuar los notorios problemas de la ciudad, como la contaminación atmosférica y la congestión del tráfico. En un esfuerzo para mejorar la movilidad y reducir el tráfico, la ciudad ha comenzado tanto reformas de las vialidades, entre las que se encuentran un controversia sistema de autopistas elevadas (“el segundo piso”), como mejoras del trámite, que incluyen un sistema de tránsito rápido de autobuses (Metrobús) creado con la intención de sustituir a los colectivos en las principales avenidas de la ciudad. Otros medios de transporte disponibles para los turistas incluyen varias clases de taxis, autobuses turísticos, públicos y privados, y para las distancias cortas, caminar.

Evaluación de los Medios de Transporte y las Áreas Turísticas
Para investigar los desafíos del transporte para los visitantes de la Ciudad de México, el grupo de investigación revisó la literatura existente sobre el transporte y turismo en el DF y realizó una investigación de campo intensiva durante un período de veinte días en junio de 2005. El grupo tomó varios medios de transporte a 25 destinaciones turísticas importantes de la ciudad, poniendo énfasis particular en las áreas siguientes: la Zona Rosa (identificado como un punto de partida típico para los turistas), el Centro Histórico, el Bosque de Chapultepec, la Condesa, Coyoacán, San Ángel, Xochimilco y Tlalpan. Para la evaluación de cada medio de transporte, el equipo se enfocó en los siguientes criterios: seguridad, estética, accesibilidad para los discapacitados, calidad y disponibilidad de la información, calidad operacional del vehículo y diseño urbano.

El equipo de investigación encontró que aunque el metro y los colectivos proporcionan un amplio servicio, barato y relativamente eficiente, estos medios de transporte poseen algunos problemas. Los turistas pueden ser desalentados por la cantidad de gente y las preocupaciones asociadas con la seguridad en el metro, o por las condiciones inseguras de los colectivos y la falta de la información sobre éstos. La amplia variedad de servicios de taxi puede ocasionar que los turistas se confundan; otra preocupación en este modo del transporte es también la seguridad. Recorrer la ciudad a pie puede ser difícil, a causa de la falta de señalización, del mal mantenimiento de las aceras (banquetas) y de la congestión en algunas áreas a causa de los vendedores informales. La accesibilidad para discapacitados es demasiado limitada en la mayoría de las principales áreas turísticas. Tours privados, conductores contratados y otros vehículos especiales ofrecen un modo alternativo de transporte, pero pueden ser costosos y tienden a proporcionar una visión “sterilizada” de la ciudad y su cultura. La falta de información adecuada sobre las opciones del transporte representa otra barrera para los turistas, particularmente para aquellos que no hablan español. La calidad de las opciones del transporte en cada área turística depende directamente de las diferencias existentes en la confiabilidad de la señalización, la estética, la conectividad y el diseño.

El sistema del transporte del DF también presenta varias fortalezas que podrían servir de ejemplo a otras áreas metropolitanas. Las estaciones y los vagones del tren bien diseñados, así como las múltiples conexiones entre las líneas, permiten al sistema del metro transportar eficazmente y con seguridad a grandes volúmenes de pasajeros diariamente por un costo
relativamente muy bajo. El uso de símbolos y de colores para identificar estaciones del metro y las líneas hace que el sistema sea muy fácil de utilizar incluso para la gente no hispanohablante. Por toda la ciudad los múltiples medios de transporte están bien integrados, tanto el público como el privado. Los sistemas de tarifas del metro y de los taxis son relativamente simples y fáciles de entender. Finalmente, los esfuerzos en la seguridad en los más recientes medios de transporte – el Metrobús y el tren ligero- parecen haber reducido la delincuencia que existe en otros medios del sistema de transporte.

Recomendaciones
De acuerdo con los estos resultados, el grupo de investigación elaboró recomendaciones para mejorar cada medio de transporte, para los turistas que planean un viaje al Distrito Federal y recomendaciones generales para mejorar el sistema del transporte de la ciudad para que satisfecha con mayor eficiencia las necesidades de turistas. Una lista completa de recomendaciones se proporciona en el Apéndice B. A continuación se presenta un resumen de estas recomendaciones.

**Medios de Transporte**
- Continuar con los subsidios del gobierno para mejorar las condiciones de operación del trasporte a través del reemplazo de las unidades (colectivos y taxis), y reforzar el cumplimiento de las disposiciones acerca de la seguridad y los permisos.
- Integrar el sistema de tarifas y pagos para poder utilizar el mismo método en múltiples medios de transporte.
- Capitalizar el sistema del metro como un destino turístico a través de la oferta de información (folletos, mapas, historia) y visitas guiadas.
- Ofrecer viajes especiales en autobús que se enfoquen en ciertos lugares o temas específicos.

**Estética**
- Eliminar la basura y el grafiti en las inmediaciones de las estaciones, paradas y en las principales rutas recorridas por los turistas.
- Incluir más amenidades peatonales, tales como bancas, paradas para buses, árboles de sombra, etcétera, en áreas con intenso tráfico turístico.

**Diseño**
- Diseñar caminos peatonales más anchos y uniformes.
- Asegurarse de que los caminos peatonales sean continuos y sin obstáculos alrededor de las paradas y en los lugares de atracción turística.
- Facilitar el acceso seguro y fácil para los peatones en los cruces de las calles, paradas y lugares de atracción turística.

**Información**
- Instalar mapas del área en las estaciones y paradas cercanas a los principales destinos turísticos y en lugares estratégicos de las áreas turísticas.
- Mejorar la señalización para conducir a los turistas de las estaciones del trasporte público a los destinos turísticos más frecuentados.
- Señalar las rutas turísticas importantes con letreros en las diversas paradas de autobús.
- Publicar mapas de las rutas de autobús que puedan ser más útiles a los turistas.
- Crear una guía turística completa del DF que incluya información sobre los destinos turísticos, la red de transporte del tren ligero y de los autobuses, actividades especiales y mapas de la ciudad.
Seguridad
- Desarrollar un sistema permanente que permita a los turistas reportar los problemas de seguridad que encuentren dentro de la red de transporte.
- Crear un folleto que aborde las preocupaciones acerca de la seguridad en la red de transporte e incluirlo con la información turística de viaje.
- Regular la venta informal agresiva.
- Regular las condiciones del tráfico potencialmente peligrosas para los turistas peatones.

Comunicaciones y Coordinación
- Mejorar la coordinación y la comunicación entre los organismos responsables del transporte y las operaciones turísticas.
- Coordinar esfuerzos entre las delegaciones locales y el gobierno del Distrito Federal para colocar mapas y letreros que señalen los destinos turísticos y las rutas de autobús.
- Coordinar esfuerzos entre el gobierno del Distrito Federal, las delegaciones locales y el metro para mejorar el entorno de las estaciones.
- Coordinar esfuerzos entre los operadores de los colectivos (peseros) y los diversos organismos de transporte para desarrollar un sistema que permita a los turistas realizar reportes sobre el sistema, para simplificar la estructura tarifaria y para crear una guía completa del transporte en la ciudad.

Aplicación
- Reforzar de manera más estricta la aplicación de leyes y regulaciones actuales para incrementar la seguridad y la movilidad de los turistas.
- Considerar la creación de nuevas leyes y regulaciones concebidas para ser aplicadas fácilmente y que contribuyan a una experiencia turística positiva.
# TABLE OF CONTENTS

**EXECUTIVE SUMMARY** .................................................................................................................. II

**RESUMEN EJECUTIVO** .................................................................................................................. VI

**CHAPTER 1: INTRODUCTION** ........................................................................................................ 1

**CHAPTER 2: OVERVIEW OF MEXICO AND MEXICO CITY** .......................................................... 3

- 2.1 THE COUNTRY: MEXICO ............................................................................................................. 3
- 2.2 THE CITY: MEXICO CITY ........................................................................................................... 5

**CHAPTER 3: TOURISM IN MEXICO AND MEXICO CITY** ............................................................. 9

- 3.1 TOURISM IN MEXICO ................................................................................................................ 9
- 3.2 TOURISM IN MEXICO CITY ...................................................................................................... 10
- 3.3 HERITAGE AND CULTURAL TOURISM .................................................................................... 10
- 3.4 BARRIERS TO TOURISM GROWTH .......................................................................................... 12

**CHAPTER 4: TRANSPORTATION WITHIN MEXICO CITY – A MULTILEVEL WEB** .................. 15

- 4.1 METRO ...................................................................................................................................... 15
- 4.2 PUBLIC AND PRIVATE BUSES ................................................................................................. 15
- 4.3 ADDITIONAL TRANSPORTATION MODES ............................................................................ 17
- 4.4 TRANSPORTATION PLANNING IN MEXICO CITY ................................................................. 17

**CHAPTER 5: METHODS** ................................................................................................................ 19

**CHAPTER 6: ASSESSING THE TRANSPORTATION NETWORK** ................................................... 21

- 6.1 METRO ...................................................................................................................................... 21
- 6.2 COLECTIVOS ........................................................................................................................... 24
- 6.3 PUBLIC BUSES AND BUS RAPID TRANSIT ............................................................................. 28
- 6.4 TAXIS ........................................................................................................................................ 31
- 6.5 SPECIAL TRANSIT .................................................................................................................... 34
  - 6.5.1 Private Taxicabs and Cars ..................................................................................................... 34
  - 6.5.2 Guided Tours ......................................................................................................................... 34
  - 6.5.3 Turibús and Tranvia .............................................................................................................. 36
- 6.6 PEDESTRIAN ENVIRONMENT ................................................................................................ 38
- 6.7 INFORMATION ......................................................................................................................... 41
  - 6.7.1 Guidebooks ........................................................................................................................... 41
  - 6.7.2 Tourist Information Kiosks .................................................................................................. 42
  - 6.7.3 Outdoor Signage .................................................................................................................. 43
  - 6.7.4 Tourist Hotline .................................................................................................................... 43
  - 6.7.5 The Mexican People ............................................................................................................ 43

**CHAPTER 7: ASSESSING TRANSPORTATION IN TOURIST AREAS** .............................................. 45

- 7.1 ZONA ROSA: A TOURIST STARTING PLACE ........................................................................... 45
- 7.2 CENTRO HISTÓRICO ................................................................................................................. 46
- 7.3 CONDESA .................................................................................................................................. 49
- 7.4 BOSQUE DE CHAPULTEPEC .................................................................................................... 51
- 7.5 SAN ÁNGEL ............................................................................................................................... 52
- 7.6 COYOACÁN .............................................................................................................................. 54
- 7.7 XOCHIMILCO .......................................................................................................................... 56
- 7.8 TLALPAN .................................................................................................................................. 58
CHAPTER 1: INTRODUCTION

Mexico City is one of the world’s great cities with rich tourist possibilities. As the Frommer online guide notes, “Mexico City is experiencing a well-deserved renaissance in interest. For the past several years, travelers have dismissed Mexico's capital because of this grand city's problems with crime, pollution, and out-of-control growth. Now that these unsavory trends have been reversed, the culturally curious are rediscovering what originally led so many to this magnificent place” (Travelocity Website 2004). Mexico’s 2001-2006 National Tourism Policy specifies several major goals implying a renewed focus and support for developing tourism throughout the country. Officials in Mexico and Mexico City have begun to emphasize urban tourism to complement the already successful tourism at the country’s beach destinations.

Tourism provides an opportunity for Mexico City to maximize its economic potential. In order to take full advantage of this opportunity, however, the city must focus on improving transportation conditions to better serve the tourism market. Because tourism is a critical component for the economies of jurisdictions such as Mexico City, it is beneficial to integrate tourism policies into larger comprehensive and economic development planning efforts. As Gunn notes, however, “because the profession of urban planning in the past has focused primarily on urban infrastructure for local citizenry, policies and planning for tourism generally have been omitted” (Gunn 2004). Incorporating tourism into current planning efforts would be a step towards improving the transportation network for tourists in Mexico City.

Advanced planning and conscientious decision-making employed in the development and implementation of transportation policies would enable the city to capitalize on the benefits of tourism and more efficiently manage the pressures it places upon the city. The city would have the capacity to not only maintain the transportation infrastructure, but also preserve cultural resources, landscapes and the built environment. Tourists would enjoy a system where they could easily access a variety of transportation modes and services were linked for safe and easy travel.

Although many existing publications address the issues of tourism and transportation in Mexico City, research on the connection between these two topics is lacking. This research study builds upon existing publications and research, but goes further to examine how well the city's transportation system serves the needs of tourists. Specific questions the research sought to address include how well the various transportation modes serve tourists and what changes to the transportation system could be made that would enhance tourism in the city. This report presents the Research Team’s findings and includes recommendations to the city’s government for making improvements to transportation for tourists.

The Research Team began its investigation of tourism and transportation in Mexico City by researching various sources on the subjects. Among these sources and particularly helpful in the field of transportation is Robert Cervero’s The Transit Metropolis: A Global Inquiry (1998), which includes a chapter on Mexico city and highlights transportation models across the globe. Other informative sources consulted include Connolly (2003), Gilat et al. (2003), Villegas López (2002), the Programa Integral de Transporte y Vialidad (2002) authored by the Gobierno del Distrito Federal, and various news reports in Grist Magazine, the Economist, the Christian Science Monitor, the San Diego Union Tribune, and Sustainable Transport e-update.
Additionally, the Research Team obtained information about the city by purchasing travel guidebooks, talking to friends and co-workers who had been to Mexico City, and searching for tourist information on the Internet. These preliminary methods provided the Research Team with not only the basic information about the complex transportation network and its connection to the important tourist destinations in Mexico City, but also useful suggestions about the modes of transportation available to tourists. The Research Team used this background research to plan 20 days of field study in Mexico City evaluating the transportation system from a tourist’s point of view.

In planning and implementing the research, it became clear that there is no typical tourist. To focus the work, the Research Team created a tourist typology, conceptually creating four tourist types by considering two attributes: language and resources (See Table 1). The first type (S) defines tourists as those who do know the Spanish language. The second type defines tourists as those who do not know the Spanish language. Non Spanish-speakers are divided into three categories. First (1) is the tourist who chooses to stay at expensive hotels, hires guides, and uses hotel-arranged vehicles; they have a somewhat sanitized travel experience. The middle category (2) tourist has limited resources and does not choose the sanitized version of travel, yet is in need of more comfort and predictability than the adventurers. The third category (3) includes adventurous and physically fit tourists who are comfortable exploring the city in all ways; they tend to like the ‘craziness’ of big city life.

Table 1. Tourist Typology

<table>
<thead>
<tr>
<th>Resources &amp; Travel Style</th>
<th>Spanish Speaking Tourists</th>
<th>Non-Spanish Speaking Tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unlimited Resources and seeking comfort</td>
<td>(S)</td>
<td>(1)</td>
</tr>
<tr>
<td>Limited Resources and seeking comfort</td>
<td></td>
<td>(2)</td>
</tr>
<tr>
<td>Adventurers</td>
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The recommendations included in this report focus on the middle category (2) of tourists as an economic growth opportunity for Mexico City tourism. Tourists in this category want to experience the life and culture of the city, but expect comfort and predictability as part of their traveling experience. While international tourists from all countries are important, tourists from the United States should be of particular interest to Mexico City due to their proximity to Mexico City and the annual expenditures of U.S. tourists. According to the World Tourism Organization, U.S. tourists spent over $58 billion USD on international tourism in 2002 ($5 billion USD more than second-ranked Germany and $18 billion USD more than third-ranked United Kingdom). Further, given the valuation of the U.S. dollar and the Euro, middle class vacations to Europe are becoming quite expensive. Traveling to Mexico can be a prime alternative.
CHAPTER 2: OVERVIEW OF MEXICO AND MEXICO CITY

2.1 THE COUNTRY: MEXICO

Mexico is about one-fifth the size of the United States, and its population of approximately 106 million is about one-third that of its northern neighbor (U.S. Central Intelligence Agency 2005). Figure 1 shows many of the major cities and towns of Mexico, as well as the country’s proximity to the United States and Central America. The modern country was shaped in the course of Spain’s three-hundred-year colonial rule, and nominal independence was won in 1821. In Mexico’s tumultuous political history, a key event was the creation of the revolutionary constitution of 1917, which led to nationalization, educational and other reforms, and a separation of church and state.

From the time of the 1910-1917 Mexican Revolution until the year 2000, the leaders of one political party, the Partido Revolucionario Institucional (PRI), ruled the country. This created a degree of formal stability – and perhaps declining energy and creativity. However, in July 2000, current President Vicente Fox led Partido de Acción Nacional (PAN), an opposition party, to win the general election. Running for president in the upcoming 2006 election is Mexico City's Mayor Andrés Manuel López Obrador of the left-leaning Partido de la Revolución Democrática (PRD), Mexico's third major party. All national polls give Mayor López Obrador a comfortable lead over the other likely presidential candidates (Malkin 2005).

Mexico's gross domestic product of $1.6 trillion USD in 2004 made it the world's thirteenth-largest economy. Despite a drop in oil prices in 1998 and reverberations from the Asia crisis, the country’s economic performance has been strong. Trade with the U.S. and Canada has tripled...
since the implementation of the North American Free Trade Agreement (NAFTA) in 1994, and the economic growth rate was estimated to be about 4 percent in 2004 (U.S. Central Intelligence Agency 2005). Some comparisons with the U.S. help to put the country’s statistics in perspective:

Table 2. A Comparison of Development Indicators between Mexico and the United States

<table>
<thead>
<tr>
<th>Mexico (Year)</th>
<th>United States (Year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult literacy rate, percent ages 15 and above</td>
<td>92.2% (2003)</td>
</tr>
<tr>
<td>Household income or consumption by percentage share, lowest 10% / highest 10%</td>
<td>1.6% / 35.6% (2002)</td>
</tr>
</tbody>
</table>

Source: CIA World Fact Book 2005  
Note: Available data are given for the most recent years

Mexico’s poverty persists, with 26 percent (or twenty-eight million of the country’s 106 million people) living on less than two U.S. dollars per day (United Nations Development Programme 2003). A severe social polarization exists due to the large gap between the rich and poor. Fernández states the situation rather strongly:

Mexico is divided between a small minority which has adopted the western culture and lifestyle, the upper-middle and dominating elite classes, and the majority of the population, the “popular” classes, with medium or more often low incomes ($100-500 USD/month). Most of them make their living in what we call the informal economy, with occasional jobs and no social security, and a more traditional vision of life (Fernández 2000).

In part due to national policies emphasizing urban growth, Mexico is rapidly urbanizing. According to 2005 World Bank figures, the country had sixty million urban residents in 1990, and by 2003 had seventy-seven million; three out of four Mexicans now live in urban areas (World Bank 2005). The initial primary migration target was Mexico City, but over the past fifteen years it has shifted...
somewhat to the new industrial areas along the U.S. border. Currently, the decline in Mexican jobs along the border with the U.S. has encouraged migrants to move even further north. Aside from heavy rural-to-urban migration, other national issues include poor environmental conditions and critical housing shortages, problems that are especially prominent in urban settings. The largest metropolitan area in the country is centered in Mexico City, home to nearly one-fifth of the nation’s population.

2.2 THE CITY: MEXICO CITY
Situated in a valley at an altitude of seventy-three-hundred feet amidst the volcanic mountains of central Mexico, the nation’s capital has roots that extend back approximately 670 years. However, Mexico City’s population began a decisive upsurge in the aftermath of the 1910-1917 Revolution; since then the population has grown exponentially (See Figure 2). Population growth began to slow in the 1990’s, as rural immigrants became more attracted by the United States and other small- and medium-sized cities in Mexico. At approximately 18.7 million people in 2003, Mexico City was the second largest metropolitan area in the world, well behind Tokyo at 25 million but closely followed by New York at 18.3 million and Sao Paulo at 17.9 million (United Nations 2004).

Historically, the urban area was located entirely within the boundaries of the D.F. In the 1940’s, however, industrial and residential growth began to spill into municipalities belonging to the neighboring Estado de Mexico (State of Mexico). Today, the Mexico City Metropolitan Area (MCMA) encompasses the sixteen delegaciones (boroughs) of the D.F. (Figure 3) plus fifty-eight municipios (municipalities) in the State of Mexico and one more in the Estado de Hidalgo (State of Hidalgo). The D.F. accounts for less than half of the metropolitan area’s total population and less than one-third of the land area (Figure 4). The population of the surrounding suburbs first exceeded that of the D.F. in the mid 1990’s, and during that decade grew at an annual rate of about 4 percent compared to 1.5 percent for the D.F. The Centro Histórico (central historic district) actually lost population between 1990 and 2000 (Figure 5).

Compared to the D.F., the suburban population tends to be younger and less well-educated, and it is composed of larger families. Although the metropolitan area has a lower level of poverty

Figure 3. Delegaciones of the Federal District

Source: 2000 Mexican Census

Suburban Neighborhood
compared to other parts of the country, over three-quarters of the population faces economic hardship (Figure 6). Wealthy families are concentrated in the central core of the region, whereas poor families are dispersed throughout the suburbs, where land is cheaper and informal housing settlements flourish. These unplanned developments suffer from inadequate infrastructure for potable water, sewage systems, highways, electricity, and more (Connolly 2003).

Confounding the problems of rapid, unregulated growth, Mexico City is vulnerable to a variety of natural hazards, including earthquakes, volcano eruptions, flooding, and dust storms. The earthquake of 1985 was especially devastating to the metropolitan area. Informal housing settlements tend to locate in the most vulnerable parts of the metropolitan area, such as the steep mountain slopes to the south and the flood-prone plains to the east. The mountains and volcanoes surrounding the city trap polluted air and contribute to the city’s serious air quality problem, although a variety of government programs have helped improve the situation over the past 20 years. Soft soils and overexploitation of aquifers have caused severe subsidence in the center of Mexico City, with some buildings sinking an average of 4 to 12 inches per year. This both exacerbates the risk of flooding and damages the drainage network, leading to contamination of the water supply (Connolly 2003).

In an interview with the Research Team, staff members of the D.F.’s Secretaría de Desarrollo Urbano y Vivienda (Ministry of Housing and Urban Development, or SEDUVI) identified the preservation of green space and revitalization of the historic center as main objectives. To bring population back to the downtown area and encourage redevelopment of existing urbanized areas, the city passed legislation prohibiting residential construction where adequate public facilities do not exist. SEDUVI claims that since 2000, 90 percent of new residential construction has been located in the city center, and the remaining 10 percent consists of small developments of less than twenty units. The government has further provided incentives and assistance for reforestation projects in the southern part of the city (SEDUVI 2005).

Of course, informal housing developments continue to be a problem, and SEDUVI has launched a social housing program focused on "distressed areas"
characterized by extreme poverty, underemployment, and inadequate public facilities. In the year 2000, approximately three million D.F. residents, out of a total of eight million, were located in distressed areas. The government intends to relocate residents of the highest-risk areas to government-built housing, with initial plans to build 150,000 new housing units over the course of six years; to date 120,000 units have been built. Lower-risk areas will be formalized through the development of public infrastructure. The program also focuses on social and economic development, and to this end, several new hospitals and schools have been built (SEDUVI 2005). The success of these various programs in achieving SEDUVI's goals remains to be seen. An initial report is scheduled for release in fall of 2005 and will be available at the SEDUVI website: http://www.seduvi.D.F.gob.mx/.

A major obstacle to effective urban planning in the metropolitan area is a lack of coordination among the various levels of government that have jurisdiction throughout the region, including the federal government, the local district government and its delegaciones. For the greater part
of the twentieth century, the D.F. government was administered directly by the President of the Republic, who delegated his authority to a ‘Head of the D.F. Department,’ known more commonly as the Regente. The Regente in turn designated delegados (heads) of the sixteen delegaciones. Home rule was granted in 1997, and the first elected head of government was Cuauhtémoc Cárdenas of the PRD; this party remains in power under the current mayor, López Obrador. Although the D.F.’s status is still not comparable to that of a state, greater taxation and legislative powers were conferred in the year 2000, along with the right for citizens to elect local delegados. Delegación governments are about equally controlled by PAN (President Vicente Fox’s party) and the PRD, whereas the governor of the Estado de Mexico is a member of the PRI party. A mixture of parties is represented at the municipal level. This politically fractured environment further complicates attempts at coordinated urban planning.

Figure 6. Distribution of families in the Mexico City Metropolitan Area by income level

Source: Connolly 2003
CHAPTER 3: TOURISM IN MEXICO AND MEXICO CITY

3.1 TOURISM IN MEXICO

For Mexico, tourism represents the third largest income generating industry (Secretaría de Turismo de México 2005). In 2000, tourism represented 9 percent of the country’s gross domestic product up from 8.1 percent in 1993 (OECD 2001). However, tourism slowed in Mexico during the first few years of the new millennium. The decline in travel after September 11, 2001, as well as the worldwide economic slowdown caused international tourism arrivals to fall from 20.6 million in 2000 to 18.7 million in 2003 (WTO 2004). Despite the decline, these totals ranked Mexico as the world’s eighth most popular international tourist destination in 2003 (WTO 2004). Recent statistics suggest that Mexico’s tourism market is rebounding; the number of international tourists reportedly returned to over 20.5 million in 2004 (Gonzalez n.d.). The total tourism expenditures are forecast to reach $10 billion USD in 2005.

Mexico City was the most popular tourist destination in Mexico for foreign tourists in the 1990s (U.S. Library of Congress n.d.). While the city gained the most visits of any one destination, the various beach resorts in Mexico are the country’s greatest international draw; 36 percent of visitors cited them as the main reason for their visit. Visiting family and friends (20 percent) and personal business (10 percent) followed beaches as the second and third most common reasons for visiting Mexico. Reflecting the underdevelopment of the country’s cultural and heritage tourism industry, only 3 percent of visitors cited culture as the main reason for their visit (Secretaría de Turismo de México n.d.) This latter finding suggests that tourism is a potential growth industry for the city.

The Mexican Government is working to expand its tourism industry. Nationally, the initiatives and efforts designed to promote tourism are based on Mexico’s 2001-2006 National Tourism Policy, which guides actions taken by the federal government and provides a framework for local government and private sector coordination. The 2001-2006 National Tourism Policy has set the following goal:

By 2025 Mexico will be a leading country in tourism, since it will have diversified its markets, products and destinations, and its firms will be competitive at the domestic and international level. Tourism will be recognized as playing a key role in economic development and it will have grown with full respect for the natural, cultural and social environment, contributing all the while to enhancing national identity (OECD 2001).

To achieve this goal, the 2001-2006 National Tourism Policy has set a broad range of objectives, policies, and mechanisms, including the following (OECD 2001):

- Improve the management of and coordination between federal, state and local governments on tourist activities and policy decisions.
- Increase Mexico’s participation in forums connected with tourism, including the World Tourism Organization (WTO), Organization for Economic and Co-operations Development (OECD), and the Association of Caribbean States.
- Improve the satisfaction of tourists through increased security and assistance, as well as providing additional services.
- Continue and enhance institutional support for regional, state, and local tourism development.
- Promote the expansion of infrastructure and public services in tourist destinations.
- Improve tourism signage on roads and at destinations.
• Develop tourism as an industry that goes beyond beach destinations and includes rural, adventure, ecological, and cultural tourism.

Implementation of the objectives outlined in the 2001-2006 National Tourism Policy is mainly the responsibility of state and local governments, which require financial assistance from the federal government to make the initiatives a reality.

3.2 TOURISM IN MEXICO CITY
Developing and strengthening the tourism market is difficult in Mexico City. The multitude of jurisdictions with authority over land use and development, and decision making, is a factor contributing to this challenging situation. As the local governments are structured, the D.F. cannot unilaterally enact policies and improve access to particular tourist destinations, but must work with local delegación leaders to implement changes. Nonetheless, the D.F. has taken on a leadership role by expanding its outreach to cooperate with local delegaciones within the 2001-2006 National Tourism Policy framework to implement policies intended to boost tourism. Key initiatives include the following (OECD 2001):

- Establish an official tour bus and gradually expand the route to include major area destinations around the city.
- Establish and train a special tourist police force to patrol major tourist areas.
- Promote the Metro and work to improve riders’ experiences on the subway’s system.
- Coordinate with the City’s delegaciones regarding tourism.
- Promote the Federal Tourist Assistance Hotline.
- Maintain the seventeen tourist information kiosks around the city.
- Offer guided historical and archeological neighborhood area tours.
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- Maintain the seventeen tourist information kiosks around the city.
- Offer guided historical and archeological neighborhood area tours.
- Coordinate with the City’s delegaciones regarding tourism.
- Promote and regulate the tourist friendly Sitio Taxicabs.

Future tourism policies implemented by the federal government, the D.F. government and delegaciones can build on the initiatives highlighted above to improve Mexico City’s tourism industry. In coordinating the development of a tourism policy, particular focus should be directed toward heritage and cultural tourism.

3.3 HERITAGE AND CULTURAL TOURISM
Cultural and heritage tourism are captivating the interests of tourists from all over the world. People are drawn to cities, towns, and rural areas to see, experience, and interpret historical events and enjoy local foods, traditions, and unique cultural amenities. The National Trust for Historic Preservation defines cultural and heritage tourism as “traveling to experience the places, artifacts, and activities that authentically represent the stories and people of the past and present” (National Trust n.d.). This tourism market niche presents an economic opportunity for areas with a rich history and cultural identity because interested tourists tend to have higher incomes and higher levels of education, take longer trips, stay in hotels, and are interested in shopping (Blackwell 1997). Thus destinations with such markets can leverage their history and culture to anchor new jobs and income, and they can use the tourist sites as areas of strength on which to
build local economic development, preservation, and urban redevelopment efforts.

With its historic past rooted in Aztec civilization and Spanish influence, world renowned art and architecture, world-class museums, fine food and cultural entertainment, Mexico City has a lot to offer tourists of all ages and backgrounds. As the center of Mexico’s government and home to foreign embassies, Mexico City also retains a strong international flare. Defined by its many intimate, diverse neighborhoods, Mexico City’s landscape and character offers wonderful experiences rich in culture and heritage throughout the city. The city can capitalize on its culture and heritage by identifying and marketing tourist attractions based on cultural significance and roots in long standing tradition.

Many of the city’s museums such as the Museo Nacional de Antropología e Historia and the Museo de Dolores Olmedo Patiño provide tourists with a cultural experience as they explore the city’s past through artifacts and folk-art. Other cultural attractions in the city include live music and dancing in the Plaza Girabaldi and late-night salsa dancing at Mama Rumba’s. Artisan handcrafts and markets located in various areas also give tourists a glimpse of the city’s culture. Heritage areas focusing on historical events and people are also plentiful throughout the city. Visitors can see the Frida Kahlo and Leon Trotsky Museums in Coyoacán as well as Museo Estudio de Diego Rivera and Museo de El Carmen in San Ángel. If one is looking for a break from the bustling city, a boat ride through the canals and ecological parks of Xochimilco provides a relaxing change of pace.

Among the various places to tour, two of Mexico City’s heritage and cultural tourism destinations, the Centro Histórico and Xochimilco, are deemed to be so significant that the International Council on Monuments and Sites (ICOMOS) designated them World Heritage Sites in 1987 (Gonzalez n.d.). In the nomination and recommendation memo for the areas, ICOMOS identifies why the sites are so significant (ICOMOS 1986):

Centro Histórico: The capital of New Spain, characterized by its checkerboard layout, the regular spacing of its plazas and streets, and the splendor of its religious architecture and civil architecture is a prime example of Spanish settlements in the New World...With its ruins of five temples erected before the Great Pyramid, and in particular the enormous monolith of Coyolxauhqui, which symbolized the end of the old cosmogony and he advent of Huitziopochtli, the tribal god of the Aztecs, the monumental complex of the Templo Mayor bears exceptional witness to the cults of an extinct civilization.

Fountain at the Museo Nacional de Antropología e Historia

Artifact in the Museo del Templo Mayor
Residents of Mexico City have tremendous patience with the non-Spanish-speaking visitor. Even the smallest attempt at speaking Spanish is clearly appreciated. A “Buenas dias” in the clumsiest American accent will be received with a smile and a Spanish response. It is only when the visitor claims “no habla espanol” that the resident will respond, “oh but you speak Spanish....”

Speaking Spanish
Residents of Mexico City have tremendous patience with the non-Spanish-speaking visitor. Even the smallest attempt at speaking Spanish is clearly appreciated. A “Buenas dias” in the clumsiest American accent will be received with a smile and a Spanish response. It is only when the visitor claims “no habla espanol” that the resident will respond, “oh but you speak Spanish....”

Democratic Voice of Xochimilco: Having become vulnerable under the impact of environmental changes, the lacustrine landscape of Xochimilco constitutes the only reminder of the traditional ground occupation in the lagoons of the Mexico City basin before the Spanish conquest.

Lonely Planet describes Mexico City as “a place to love and loathe” (Lonely Planet 2004). All of the interesting and exciting places are reasons to love and visit the city. Despite these, there are a number of existing barriers to tourism that inhibit the region’s ability to better leverage its assets for economic growth.

3.4 BARRIERS TO TOURISM GROWTH
In order for Mexico City to maximize its tourism potential, barriers that inhibit its growth must be identified and addressed. The Research Team identified a series of specific barriers, including language, security, pollution and health, and transportation, that inhibit the further development of Mexico City’s tourist market. Overcoming the identified barriers is the key to strengthening Mexico City’s cultural and heritage tourism market, which in turn can serve to bolster the economic health and international reputation of Mexico City.

Language
Printed materials and bi-lingual staff are absent from many museums and tourist destinations in Mexico City. Similarly, the majority of police officers, bus and taxicab drivers, and transit personnel only speak Spanish. This language barrier may be circumvented by tourists with the means to hire private tour guides and drivers. For tourists with more limited means, however, language may be a significant impediment to traveling around the city and appreciating its major attractions. According to the Secretaría de Turismo del Gobierno del Distrito Federal, nearly 80 percent of tourists in Mexico City speak English (Turismo 2005). However, many police officers do not speak any English. This language barrier compounds the issues associated with a police force made up of semi-literate officers, 20 percent of whom were not educated past primary school (Marshall 2005).

Security
Mexico City’s reputation as a ‘crime-ridden metropolis’ is a powerful tourism deterrent. Tourist information from the U.S. Embassy in Mexico is replete with dire warnings about kidnapping, theft, and assault (U.S. Department of State 2005). As with any large city, there are areas with high crime rates that should be avoided. Light-skinned tourists stand out significantly in Mexico, making them targets for pickpockets and other petty thieves. Yet over the past decade, the city has taken several steps to increase security, including the establishment of a multi-lingual tourism police unit. As a result, crime rates have dropped 50 percent over the past ten years, and 9 percent in the first half of 2004 (Travelocity 2004). The Research Team
experienced no threatening situations during their 20-day stay in Mexico City. It would appear that the government's biggest challenge now is to change the widely-held perception of Mexico City as unsafe.

**Pollution and Health**
Mexico City's reputation as polluted and dirty may also be off-putting to tourists. The accompanying photograph clearly illustrates the challenge created by many vehicles in an urban basin—not unlike challenges faced by Los Angeles. Mexican food and water is also notorious for making tourists ill, due to the presence of harmful bacteria in the water supply and the occasional careless handling of food. While the city has made significant progress towards healthier air, water pollution remains a serious challenge (Fernández 2002). Tourists should exercise caution in their dining choices and are well-advised to avoid raw or unpeeled vegetables, fresh fruit, fresh-squeezed juices, and tap water.

![Pollution in Mexico City](image)

**Transportation**
A final barrier to tourism is the difficulty of traveling within Mexico City. Although the city has extensive, inexpensive, and relatively efficient bus and subway systems, these modes are not without problems such as overcrowding, unsafe operating conditions, security concerns, and a lack of adequate information. The wide variety of taxicab services can be very confusing for tourists, and security is also a concern. Navigating the city on foot can be difficult, due to a lack
of adequate signage, poor maintenance of sidewalks, and excessive crowding caused by unregulated vendors. Private tours, hired drivers, and other specialty vehicles offer an alternative mode of transportation, but tend to provide a more sanitized view of the city and its culture. The main goal of this research project was to investigate the transportation challenges faced by tourists in the middle category (2), and to suggest steps that Mexico City could take to remove this barrier to tourism. The following chapter provides an overview of Mexico City's complex transportation system, which is uniquely adapted to the sprawling and disorganized landscape of the metropolitan area.
CHAPTER 4: TRANSPORTATION WITHIN MEXICO CITY – A MULTILEVEL WEB

4.1 METRO
The backbone of Mexico City’s transportation system is the Metro, a 200-km (125-mile), rubber-tired subway system consisting of 11 separate lines. The system is heavily subsidized by the government, with a flat-rate fare of 2 pesos (about $0.20 USD), and it transports 4.5 million passengers every day, most of whom are working class or poor (Gilat and Sussman 2003). This ridership level is exceeded only by Moscow (eight to nine million daily passengers; Schwandl 2004) and Tokyo (7.25 million daily passengers; Japanese Ministry 2005). By way of comparison, the Washington, D.C. Metro system carries less than one million passengers per day (Washington Metropolitan Area Transit Authority 2005).

Disagreements between the D.F. and the State of Mexico over financing have prevented the expansion of the system into the suburbs, and most Metro lines end at the border between the two jurisdictions. As a result, many suburban residents must first take a bus or some other form of transit before transferring to the Metro. Not surprisingly, terminal stations at the border are among the busiest in the system. The recently opened line B, which does go into the State of Mexico, has so far performed very well. The city also runs a light rail line, which is underperforming and provides only a small fraction of regional trips (Gilat and Sussman 2003).

For the most part, development has not clustered around Metro stations; instead density is remarkably consistent across the metropolitan region at about 11,600 people/km$^2$ compared to 10,300 people/km$^2$ in New York City and 3,100 people/km$^2$ in Los Angeles. Only about 7 percent of the metropolitan area’s population, approximately 1.3 million people, live within walking distance (500 meters) of a Metro or light rail station (Gilat and Sussman 2003). The informal commerce that has sprung up around Metro stations may have deterred middle-class housing construction, but does provide many of the benefits of mixed land-use since the poor—who are the majority of Metro riders—can shop on their way to or from work.

4.2 PUBLIC AND PRIVATE BUSES
Mexico City used to have an extensive public bus system, which as late as 1986 provided over 40 percent of the region’s trips. During the economic crisis of the 1980’s, however, the government greatly reduced its investment in public transit, and the trip share for buses fell to 9 percent by 2000 (See Figure 7). A new form of transportation emerged to fill the gap as a number of taxi drivers began to carry multiple passengers and operate with fixed routes and fares. Low-capacity sedans were later replaced by 9-seater VW ‘combis’ and 21-seater ‘microbuses’. Today, colectivos (the term encompassing both combis and microbuses) provide 55 percent of the region’s trips. By contrast, only 16 percent of the region’s trips are taken by private automobile, despite the fact that automobile ownership increased by an average of almost 8 percent per year between 1990 and 2000 (Gobierno del Distrito Federal 2002).
Transportation expert Robert Cervero refers to colectivos as a ‘necessary evil’ (Cervero 1998). The flexible nature of informal transit is well suited to Mexico City's sprawling land-use patterns and inadequate road hierarchy, and it provides a much-needed feeder service for low-income commuters who do not live within walking distance of a Metro station. Furthermore, informal transit has become an important source of urban employment. Most colectivos are individually owned and operated, although usually part of an association that has some decision-making power, and drivers earn a salary that is comparable to public bus drivers, although without the benefits and job security (Cervero 1998).

On the other hand, colectivos are significant contributors to road congestion and air pollution. Eighty-five percent of the region's primary roads are severely congested during peak periods, with speeds of less than fifteen miles per hour, and transportation is the main cause of Mexico City's notoriously unhealthy air quality (Gobierno del Distrito Federal 2002). Many of the vehicles used for informal transit are dilapidated, due to heavy use and increasing age, and they frequently break down. Colectivo drivers are also criticized for dangerous and chaotic road behavior, such as stopping whenever customers flag them down, further contributing to traffic jams.

Only nominally regulated by the government, informal transit services are often uncoordinated, less efficient, and more expensive than public transit. Colectivos are prohibited from crossing from the D.F. into the State of Mexico, and vice versa, necessitating a transfer at the border (Route 76 Colectivo 2005). As a result, poor workers living on the periphery of the city may have to make as many as five different connections per day, spending as much as a quarter of a day's minimum salary. In 1994 (the latest date for which data are available), the average trip length for residents living outside the D.F. was 53.5 minutes (Cervero 1998). By contrast, the average commute in the Washington, DC, metropolitan area is approximately thirty minutes by car and forty-five minutes by transit (National Capital Region Transportation Planning Board 2005). Despite these flaws, Cervero concludes that "adaptive transit services are the only
realistic means of sustaining a metropolis of Mexico City's size and complexity" (Cervero 1998). In contrast, Priscilla Connolly, author of a case study of Mexico City commissioned by the United Nations, suggests that "most inhabitants of Mexico City, including those who rely on public transport, would not share Robert Cervero's enthusiasm for its 'paratransit' system" (Connolly 2003).

4.3 ADDITIONAL TRANSPORTATION MODES

In addition to public and private transit, several other modes of transportation are of particular interest to tourists. Privately operated tour vans and buses can be hired through hotels and travel agencies, and the Secretaría de Turismo del Gobierno del Distrito Federal recently launched an official Turibús, which provides hop-on, hop-off service along a circular route between the Zócalo and Bosque de Chapultepec. The Federal Secretaría de Turismo licenses official tourist taxis and airport taxis, although most hotels and tour guides recommend radio-dispatched Sitio taxis, which have stands located near many tourist destinations. Privately-operated Libre taxis are the least regulated, and they are generally regarded as unsafe for tourists, particularly non-Spanish speaking visitors. Finally, walking is a viable option for shorter trips, although the quality of the pedestrian environment varies dramatically across different parts of the city.

4.4 TRANSPORTATION PLANNING IN MEXICO CITY

Planned Highway Improvements

Mexico City's government openly acknowledges the city's transportation challenges and devotes an extensive website to a discussion of mobility problems and proposed measures to improve mobility (http://www.fimevic.D.F.gob.mx/problemas/problemasdemov.htm). Mayor López Obrador's preferred solution is the construction of elevated expressways, known as the Segundo Piso (second floor). In 2001, the government announced plans to build some twenty miles of new three-lane highways on top of Mexico City's busiest thoroughfares (Grist Magazine 2003). Despite stiff opposition from environmentalists and even the federal government, the first segment opened in June of 2003 along a north-south section of the Periférico, a ring of highway running most of the way around the city. Additional segments are planned along the north-south Eje 3 Oriente, and the east-west Viaducto, ultimately forming an H-configuration linking the eastern and western sides of the city. This so-called ‘H-Plan’ is intended to promote better circulation in the city center as well as faster commuting between the city and suburbs (Secretaría de Turismo D.F. 2005).

Opponents of the project, which is projected to cost hundreds of millions of dollars, argue that new roads will benefit only the small portion of the population that travels by private automobile and that the money would be better spent on public transit and bicycle lanes. They further argue that new expressways will not decrease congestion, but instead will induce more traffic and increase congestion on access roads. According to Raul Benet, director of Greenpeace Mexico, Mayor López Obrador and his administration "are not favoring sustainable transportation . . . there is no long-term vision" (Grist Magazine 2003). Mexico City's soft soils and vulnerability to earthquakes have also raised safety concerns, and critics point to the example of Interstate 880 in Oakland, California. After the double-decker freeway collapsed in a 1989 earthquake, California opted not to rebuild the highway. Indeed, elevated expressways are being torn down all across the United States, from Seattle to Boston.

Criticism has also focused on the planning process behind the expressway project, which was launched without approval from the local legislature. An environmental impact statement was
hastily put together in just four days, and the no-bid $16 million USD contract for the initial phase of the project was awarded to a contractor with close ties to the mayor (Stevenson 2003). According to Pablo Uribe, an activist with the nonprofit Mexican Center for Environmental Law, "There was some authoritarianism in the way it was done, on the fly and without consulting anyone" (Stevenson 2003). Some observers have argued that the mayor, who plans on running for president in 2006, saw the elevated expressways as an opportunity to curry favor with middle-class voters.

**Planned Transit and Bicycle Improvements**

Other transportation projects have been less controversial. An ambitious master plan for the Metro system includes six new subway lines and nine new light rail lines. The improvements are forecast to increase ridership by one million passengers per day (Schwandl 2004). However, D.F. government official Javier Riojas Rodriguez was quoted by the press as stating that "the subway system is not a priority," and it seems doubtful that the Metro plan will actually be completed on schedule in 2020 (Grist Magazine 2003). More promising are plans for a bus rapid transit (BRT) system, which is modeled after similar systems in Bogotá, Columbia, and Curitiba, Brazil; it is intended to replace informal colectivos in the city center. The first BRT line opened on June 19, 2005, along a 12-mile stretch of the major north-south arterial la Avenida de los Insurgentes. Despite some early logistical difficulties, the new system has generally received high marks from commuters. Three additional lines are planned, eventually forming a rectangular loop around the city center, nestled inside the ‘H’ of the elevated expressways (Secretaría de Turismo D.F. 2005). The government also has plans for a 400-km network of bicycle trails, much of which will follow the right-of-way of obsolete train tracks (Gobierno del D.F. n.d.). Grassroots organizations such as Bicitekas, which promotes bicycling as an inexpensive, non-polluting form of urban transportation, played a crucial role in the development of the plan (Dieusaert 2000). The first five kilometers of the bicycle network opened in January 2004, running parallel to one of the elevated expressways (Sustainable Transport 2004).

**A Note on Class and Color in Mexico City**

Racially based class divisions permeate all aspects of Mexican society. Skin color, family origins, place of education, and wealth are among the factors that lead to stratification that in its rigidity may in some areas approach a caste system. Ward writes about “the stratification of delivery systems in many areas of social welfare provision” and “the disempowering mechanisms that the state adopts towards social groups that might develop a head-of-steam directed towards mobilization and social change” (Ward 1990). Social distinctions and differentiation arise in housing location, food, dress, occupation, and much more.3

The transportation system is no exception. The Metro and colectivos are widely perceived as ‘lower-class’ modes of transportation, and lighter skin colors are noticeably absent from trains and buses. It is unclear whether the higher level of service and comfort offered by the new BRT system will be able to override the culture of separation by attracting wealthier riders. The stigma attached to transit may go a long way towards explaining the reluctance of hotels and government agencies to recommend transit as a mode of transportation for tourists. Although the demographics of transit riders may be correlated with the prevalence of crime on trains and buses, the low cost and efficiency of these modes make them an attractive option for tourists who don't have the means to hire a private driver. These middle category (2) tourists are, as previously noted, the primary focus of this research. It would therefore behoove government agencies to take steps to improve the safety and attractiveness of transit, rather than to abandon these modes to the underclass.
CHAPTER 5: METHODS

To investigate how well Mexico City's transportation system serves the needs of tourists, the Research Team spent twenty days doing field research in the city, between June 5 and June 25, 2005. The Research Team identified twenty-nine major tourist destinations, and grouped them into sixteen clusters based on geographic proximity (see Appendix C). The Research Team spent at least one day traveling to and within each cluster. On most days, the Research Team broke into two groups and traveled separately, so that different modes of transport to the same cluster could be compared. For each cluster, Research Team members filled out a survey assessing both the trip to the cluster, and the ease of transport within the cluster (see Appendix D). Assessment factors included the following:

- Security
- Aesthetics
- Accessibility
- Information
- Design

Research Team members also filled out a survey assessing each mode of transportation that was used (see Appendix E). Transportation modes used included: Metro, colectivos, public buses, BRT, Sitio Taxicabs, Libre Taxicab, Turibús, Tranvia and a private guided tour. Assessment factors included the following:

- Security
- Aesthetics
- Accessibility
- Operational quality
- Information

The following briefly describes each factor and its importance in the survey instrument.

Security refers to the elements contributing to tourists’ perceived sense of safety within a cluster or mode of transportation. Tourists are not likely to visit clusters where their personal security is at risk, nor will they take modes of transportation that they deem unsafe.

Aesthetics refer to the various elements that create inviting, comfortable spaces. Not only are aesthetically pleasing places attractive to tourists, but they also invoke feelings of personal safety and security. The presence of trash and graffiti is often perceived as a sign of danger and may discourage tourists from traveling by transit or by foot.

Accessibility features provide options to people with mobility impairments. Without the features such as curb ramps, handrails, working elevators, wheelchair lifts, and wide sidewalks, some places and modes of transportation are off-limits to tourists, limiting the...
places they are able to visit and the options available to them to get there.

Street signs, destination signs, and maps are all valuable sources of information for tourists. Without adequate and accessible information tourists will experience difficulty navigating their way around the clusters and within the transportation network.

The design of an area includes connectivity of pedestrian pathways, width of sidewalks, buffers on sidewalks, density around transit stations, scale of buildings, presence of bicycle paths, character, ease of crossing streets and traffic calming. The design of a cluster is a useful indicator of how easy and enjoyable it will be for a tourist to make her way around an area or between different modes of transit.

The efficiency and safety of modes of transportation were determined in part by their operational quality. This includes whether or not they are in good working condition and operating in a safe manner. The operational quality of the modes of transportation is important to tourists as they evaluate options in terms of ease, time, and security.

Preliminary research and survey data was supplemented by interviews with officials from the following agencies, as well interviews conducted in the field with tourists, vendors, vehicle operators, and policemen.

- Secretaría de Turismo del Gobierno del Distrito Federal (Department of Tourism for the D.F.)
- Secretaría de Desarrollo Urbano y Vivienda del Distrito Federal (Secretary of Urban Development for the D.F.)
- Secretaría de Turismo de México (Department of Tourism for Mexico)
- Sistema de Transporte Colectivo (Metro Department)

The following chapters describe the Research Team’s findings. Chapter Six identifies the pros and cons of each mode of transportation for tourists and makes specific recommendations for improvements. Chapter Seven assesses the ease of traveling to and within seven of the most important cluster areas visited by the Reasearch Team. Chapters Eight and Nine summarize the main findings and make general recommendations for how the Mexico City government could improve the city’s transportation system so that it better serves the needs of tourists. Chapter Eight also includes recommendations for prospective tourists planning a trip to Mexico City.
CHAPTER 6: ASSESSING THE TRANSPORTATION NETWORK

6.1 METRO

Metro is a viable mode of transportation for the middle category (2) of tourists, which is the main focus of this report. Until recently, however, the Sistema de Transporte Colectivo (Metro) did not factor tourism into transportation policy and planning. Cecilia López, the Director of Tourist Interests, recently joined the Sistema de Transporte Colectivo to focus on incorporating tourism into decision-making and coordinate with the Secretaría de Turismo del Gobierno del Distrito Federal to improve this mode for use by tourists. An example of these efforts is Metro’s plan to put markers on existing vicinity maps in the stations to mark tourist destinations (Sistema de Transporte Colectivo 2005). Metro faces several challenges in trying to incorporate tourism into current policies, including beliefs among many officials that tourism is unimportant, limited financial resources, and negative perceptions regarding security and quality of service.

Fares and Operating Hours

Government-subsidized fares make the Metro an inexpensive option for tourists who, for only 2 pesos ($0.20 USD), can travel with unlimited transfers to any destination within the subway system. Access is free to elderly and disabled persons as well as Metro employees and children under the age of five, all of whom must present their ID card at the turnstiles where officers keep tallies of those given free access. The Metro operates Monday through Friday from 5 a.m. to 12:30 a.m., Saturday from 6 a.m. to 3 a.m., and Sunday from 7 a.m. to 12:30 a.m. Rush hours are from 6 a.m. to 9:30 a.m., 2 p.m. to 4:30 p.m., and 6 p.m. to 9 p.m. On paydays, people tend to leave work early, altering the standard rush hours (Sistema de Transporte Colectivo 2005).

Stations and Vehicles

While stations and train cars are generally clean, the amount of litter has been increasing in recent years. Older train cars do not have air-conditioning. New trains, which currently represent 10 percent of the fleet, have automatic air conditioning and ventilation, as well as an audio system to announce stops. New trains are put into operation only as older trains go out of commission; approximately forty-five new trains will replace older trains within the next two years (Sistema de Transporte Colectivo 2005). The new train cars offer seating configured along the sides of the train, as opposed to a bus-type seating arrangement, and provide more space for patrons. Station lighting is often inadequate with areas of very poor lighting where bulbs have gone out. Maintenance of lighting is a huge task for Metro, with the lengths of underground tunnels sometimes stretching half a mile, particularly in transfer stations.

Accessibility of metro stations and trains is improving for people with disabilities; however, it is not adequate to accommodate all tourists with special needs. Thirty-two stations have ranuras guias, grooves in the flooring to aid the mobility of passengers with visual impairments, and there are twenty-nine stations that offer signage in Braille. The system also includes a total of twenty-four wheelchair lifts located at six different stations (Sistema de Transporte Colectivo 2005).
Operations
The Research Team evaluated the system as operating very efficiently with frequent, eight- to ten-car trains at each station and less than five minute headways during most times of the day. During twenty days in Mexico City, the Research Team only experienced one major delay on the system. In spite of the frequent trains, there is still overcrowding at stations, often making it difficult to get onto a train without pushing into people crammed in the car doorway. Doors often close without warning, sometimes clipping a passenger’s bag, arm, or foot. Only the new trains have a warning sound or light signal indicating the closing of train-car doors. Older trains are also not equipped to announce delays or alert passengers to problems within the system.

Information
Each station in the Metro system is labeled with both a Spanish name and a symbol, and each line is designated by a number and color. These features make the system easy to navigate for both non-Spanish-speaking tourists and the large segment of the local population that is illiterate. Maps of the entire Metro system as well as individual train lines are located on every platform along with station area maps. Maps of individual train lines, including station symbols, appear in almost every train car. Some of the newer cars display line maps with more detailed information, such as which side of the train the doors open at each station. Olas Naranjas (Orange Angels) – student volunteers in a nationally required social service duty program for 18-year-old males – are supposed to stand near maps at major transfer stations during rush hours to assist transit riders in navigating the system (Secretaría de Turismo D.F. 2005). Ticket sales offices are well marked, ‘Taquilla,’ at every station. Signage in transfer stations is clear and a passenger may simply follow the signs to the color or number of the desired line. Passengers must know the name or symbol of the end station on the line in order to discern the correct direction from the signs on each platform.

Security
D.F. police officers are posted at each of the 174 stations on all eleven lines with a higher degree of police presence at crowded interchange stations (Metro 2005). While the Secretaría de Turismo del Gobierno del Distrito Federal claims that twelve police officers are posted at each metro station at all times, there was often only one officer located near the turnstiles who was visible. New trains are equipped with security cameras at the end of each car (Secretaría de Turismo D.F. 2005).

Four years ago, rapes and murders were occurring on the Metro. Recent crimes, however, have been limited to misdemeanors such as pick-pocketing (Secretaría de Turismo D.F. 2005). Despite this encouraging trend, some guidebooks, the U.S. Embassy, and various friends of Research Team members continue to advise against using the Metro because it is too dangerous. Most guidebooks as well as locals will warn tourists not to carry anything in pockets and to secure all bags, purses, and other items. Women must be particularly conscious of their surroundings as groping and pinching is not uncommon. To provide additional security for women and children during rush hours, Metro has created ‘women and children only’ cars that can be accessed from the front of the platform. In some stations (during rush hours), this part of
Metro Art

Metro artwork is a splendid thing to see. Not only are there permanent exhibits located in many of the Metro stations, we also found that some provided temporary displays of local artists. The art definitely added a nice touch to the stations, and many of riders seemed to take time out of their commute to stop and enjoy it.

Aesthetics

Many stations are characterized by unique underground public spaces. Tacubaya, for example, has a spot to sit along a recessed square with a sculpture in the center. Other stations, such as Tacuba and Universidad, feature dynamic murals along stairwells and corridors. Recent construction work at the Piño Suarez station revealed an original pyramid, which the Sistema de Transporte Colectivo is researching for further interpretation. Other Metro station attractions include temporary art exhibitions from local schools and educational exhibits on health and other issues.

Metro stations are the hubs of market activities and convenience shopping for locals, creating a truly cultural experience for tourists. The markets also work their way onto Metro train cars where vendors pace up and down selling their wares as well as playing guitars, flutes, and singing for money.

Pros and Cons of Metro as a Mode of Transportation for Tourists

The cost for frequent, reliable Metro service is minimal. For the middle category (2) tourist who is unable to afford the cost of a private driver, the Metro is a viable option. It is easy to navigate with its color and symbol organizational system and good signage. Tourists’ security concerns may be alleviated with the option of taking the women and children cars at the front of the trains.

With almost 5 million riders each day, however, the Metro can be very crowded (Secretaría de Desarrollo 2005). Heavily congested corridors, platforms, and train cars, especially during rush hour, can be uncomfortable for tourists not accustomed to the lack of personal space. With so many people, inadequate ventilation, and the lack of air conditioning in older cars, tourists may experience uncomfortably hot situations especially when the outside temperature is high. The issue of overcrowding also affects the level of security perceived and afforded to tourists who may stick out as prime targets for opportunists looking to snatch a wallet. Extensive walking through underground corridors required to transfer lines or exit stations can increase the travel

Never a Quiet Ride

Music is omnipresent throughout the Mexico City transportation system. Various forms of “easy-listening” music are piped into most Metro stations. Inside the trains, vendors carry around speakers in backpacks, playing samples of music from the pirated CD’s they are selling for 10 pesos each. Live musicians—including blind singers, guitarists, one-man bands, and drum ensembles—wander from car to car, balance precariously in the aisles to perform between stops, and quickly collect coins from passengers just before disembarking. Outside Metro stations, vendors call out in singsong voices to describe their wares, mingling with the voices of colectivo attendants calling out routes and destinations. Inside the microbuses, drivers often regale their captive audience of 20 or so passengers with boisterous pop music played at top volume on a portable boom box. Or sometimes, an elderly man will take an empty seat and play a few quiet tunes on his fiddle.
time to and from destinations and be prohibitive to tourists with special needs who are not able to walk great distances.

**Recommendations**

**Increase Security in Stations**
- Establish more visible security by increasing the presence and number of police officers at each station. The visibility of police officers on platforms and train cars, as well as in transfer corridors would provide tourists with a sense of security, whether real or perceived, and serve as a deterrent for crime within the system.
- Maintain lights throughout station interiors to eliminate dark corners or pathways where tourists may feel more vulnerable. Better lighting would also improve accessibility and aesthetics.

**Provide Better Information**
- Install public address systems on all trains, so that station stops and information regarding delays can be announced.
- Add markers indicating the location of tourist destinations to the transit and vicinity maps located in each station.

**Alleviate Adverse Effects of Crowding**
- Launch an advertising campaign promoting courteous behavior on trains and station platforms.
- Install climate control equipment on all trains and in all stations.

**Provide Travel Training and Guided Tours**
- Publish and distribute interpretive materials so that tourists can take self-guided tours of the art and artifacts on display in the Metro system.
- Hire staff or find volunteers to act in the capacity of both tour guides and travel trainers. As the guides lead tour groups to various stations of particular interest, they can also help familiarize tourists with the Metro system and provide tips on using transit.

6.2 **COLECTIVOS**

Stand on virtually any street corner in Mexico City, and within minutes a small green bus will appear and stop for anyone who flags it down. Approximately 150,000 microbuses and Volkswagen vans (combis) roam the streets of the D.F. (Secretaría de Turismo D.F. 2005), carrying approximately eighteen million passengers every day, or 55 percent of all trips within the city (Rickert, Venter, & Maunder 2004). Informally known as peseros (because they originally charged a flat fee of one peso) and officially known as colectivos (because they collectively carry multiple passengers), these privately-operated buses provide essential feeder services to and from the Metro and between neighborhoods, filling in gaps left unfilled by the limited public bus service. Combis, which carry ten to fourteen passengers, serve shorter neighborhood routes (5-10 km), whereas 20- to 25-seat microbuses traverse longer distances (10-20 km) along major thoroughfares (Cervero 1998). For tourists, colectivos offer an alternative
to taxis for reaching destinations that are not within the immediate vicinity of a Metro station, such as Tlalpan, San Ángel, and Coyoacán.

**Organization and Regulation**

Most colectivos are individually owned and operated. Owner-operators typically work eight- to nine-hour shifts during the morning and afternoon, and lease their vehicles to other drivers during the evening (Route 76 Colectivo 2005). In order to obtain a special license for operating buses, drivers must complete a training course and pass an exam administered by the D.F.’s Secretaría de Transporte y Vialidad (Ministry of Transport and Highways, known as SETRAVI). Despite the existence of a thick book of government rules and regulations applicable to combis and microbuses, no D.F. authority has the resources to adequately enforce these regulations. Instead, the industry is largely self-regulated by hierarchically organized route associations, which establish routes and organize the allocation of vehicles on those routes. Funded by member fees, route associations also assist members in obtaining vehicle loans, settle claims stemming from accidents, chase away illegal operators from its members' routes, and keep the police at bay. In addition, several umbrella organizations actively lobby for the interests of the colectivo industry generally, and their constituent route associations specifically (Cervero 1998).

**Vehicle Quality**

Because vehicles are individually owned, the fleet of microbuses and combis varies widely in quality depending on the financial means and maintenance habits of the owner. Some route associations maintain stricter standards in this regard than others (Route 76 Colectivo 2005). Many owner-operators customize their vehicle with various accessories such as black lights, religious icons, small floor mats in the entranceway, and other decorations. Most vehicles are relatively clean and free of graffiti. Due to constant, heavy usage, older vehicles are typically in very poor condition. For example, the Research Team frequently observed in-service vehicles with hoods propped open to prevent overheating.

Because old, dilapidated vehicles are significant contributors to Mexico City's severe air pollution problem, the D.F. government began buying and destroying old microbuses built before 1991. Through this program, vehicle owners receive one-hundred thousand pesos (approximately $11,000 USD) towards the purchase of new, somewhat larger buses (Rickert, Venter, & Maunder 2004). These minibuses have larger seats with more leg room, more hand grasps and rails for standing passengers to hold onto, and some models have a designated seat marked with a disability logo that is easily reached via a continuous hand rail from the front entrance to the seat. None of the minibuses, however, are air-conditioned or wheelchair accessible, and the distance from the ground to the first step into the bus is high enough to present a serious challenge to mobility-impaired passengers. During June, when the Research Team was in Mexico City, crowded microbuses were often uncomfortably warm.

**Operations and Security**

Colectivos operate from about six in the morning until 10 or 11 p.m., and some of the busiest routes operate 24-hours a day. Service is very frequent, with a steady stream of jam-packed microbuses flowing in and out of Metro stations during peak hours. During off-peak hours vehicles are less crowded, but it is not uncommon for all the seats to be filled, leaving standing room only. At night, microbuses line up at Metro stations, generally not leaving before the vehicle is at least half full. Like many motorists in Mexico City, colectivo operators tend to drive
aggressively, with sudden stops and starts and a flagrant disregard for traffic laws. Speed
bumps and curves are taken at high speeds, doors are left open, and passengers are allowed to
enter and exit while the vehicle is still in motion. On at least one occasion, the Research Team
observed a vehicle driving at night without headlights. As a result of these hazardous operating
conditions, accidents are not uncommon (Route 76 Colectivo 2005).

Most drivers will allow solicitors to enter vehicles, but peddlers and musicians are less common
on colectivos than they are on the Metro. Some drivers travel with boom boxes, playing music at
high volumes. Occasionally school children will ‘hijack’ a vehicle, persuading the driver to
deviate from the normal route and deliver the children directly to school (Secretaría de Turismo
D.F. 2005). More disturbingly, criminals with guns and knives have robbed passengers, and in
some instances the entire vehicle has been stolen (Route 76 Colectivo 2005). On most vehicles,
a telephone number for quejas (complaints) is clearly displayed. The telephone number is
maintained by SETRAVI, whose staff members pass complaints on to the route association; it is
unclear how effective this system is for meaningfully addressing complaints.

Information
Although colectivos stop at regular locations, the stops are rarely marked, and drivers will
typically pull over for anyone who flags them down. Route maps or other printed information is
virtually non-existent. The best way to determine which colectivo to take to a particular
destination or where to pick up a colectivo is simply to ask around. Many D.F. residents are
familiar with the routes, which do not often change, and in the Research Team's experience,
route information requested from acquaintances and passersby was generally accurate. Route
numbers are indicated on the sides of combis and microbuses. This information is sometimes of
limited usefulness, however, because one route number may refer to a collection of sub-routes,
each of which follows a different path. More useful are cards posted in the vehicle’s front
window indicating major stops along the route, which typically include one or more Metro
stations. Some route associations hire field attendants who stand at stops or hang out the door
of moving microbuses, calling out major destinations of the bus.

Signs posted both inside and outside the vehicle indicate the fare structure: trips less than 5 km
cost 2.50 pesos (about $0.25 USD), between 5 and 12 km cost 3 pesos (about $0.30 USD), and
more than 12 km costs 4.00 pesos (about $0.40 USD). A surcharge of 20 percent is added to all
fares after 11 p.m. Passengers typically state
their destination as they pay the driver, who can
provide the appropriate change. Stops are not
announced, although upon request drivers will
call out a particular stop. Most microbuses have
buttons near the back door that passengers can
push to request a stop.

Pros and Cons of Colectivos as a Mode of
Transportation for Tourists
Due to the sprawling nature of Mexico City, many
tourist destinations are located beyond the
immediate vicinity of Metro stations. For travelers
with limited financial resources, colectivos
provide access to these areas at an extremely

Unfair Fares
Late one night after a particularly long day of research,
our team prepared to board the Route 57 colectivo
towards home base. We dug through our pockets for the
usual fare of 2.50 pesos, but when we attempted to pay
the driver, he informed us that the fare was actually
4.50. We thought for sure that the driver had pegged us
as gullible tourists and was trying to pull a fast one.
Indignantly, we informed him that we knew the fare was
only 2.50, but the driver held firm. Proud of ourselves for
refusing to be swindled, we exited the vehicle and
gathered at the curb to wait for the next microbus. When
we boarded the next bus, however, the driver again
demanded 4.50. We inquired of other passengers and
found that they had indeed paid 4.50; the fare went up
after 11:00 pm, they explained. Somewhat chagrined,
we paid the driver 4.50 (although some of us persuaded
the driver to accept just 4 pesos). On the ride home, we
carefully read the fare sign posted on the window, and
learned that fares increase 20% after 11:00 pm, which
meant we should have paid just 3 pesos, not 4.50. So it
seems we were swindled after all, but so were the other
passengers too, and they seemed to accept it. Such is
life in Mexico City.
low cost. Because microbuses and combis offer frequent service, will pick up and drop off passengers virtually anywhere along the route, and because exact change is not required to pay the fare, colectivos can also be a very convenient option. The Research Team found that colectivo drivers and passengers were generally friendly and helpful, although at least some Spanish-speaking ability was necessary for communication. Furthermore, team members felt less vulnerable to petty crimes such as pick-pocketing on colectivos compared to the Metro, because of the small size of the vehicles and the more orderly behavior of the passengers when entering and exiting (e.g., no pushing or shoving). Finally, colectivos offer the adventurous tourist an excellent opportunity to participate in and observe the hustle and bustle of daily life in the city, as an interesting stream of passengers gets on and off the vehicle, and neighborhood scenes glide past the windows.

On the other hand, the crowded conditions during certain times of day, the dilapidated state of some vehicles, and the hazardous driving behavior of many operators can lead to an uncomfortable and even dangerous ride. The lack of information about routes or stops, combined with the limited English abilities of most drivers can make the system very confusing to use, especially for travelers who are not experienced transit riders. Transfers from one route to another can be particularly difficult and time-consuming due to the lack of signage and inadequate coordination between route associations. The variable fare structure causes further confusion, increasing the probability that passengers will be overcharged. Finally, colectivos suffer the negative effects of, and are indeed a major cause of the severe congestion clogging many of Mexico City's major thoroughfares. Congestion can considerably increase travel times, although for the tourist unconcerned with timeliness, a slower-moving vehicle allows the rider to see more of the street life as it passes by. For the reasons listed above, the D.F. Ministry of Tourism, the U.S. Embassy, and most hotels advise tourists not to use colectivos. According to microbus drivers interviewed by the Research Team, tourists rarely use this mode of transportation. The Research Team found this observation to be true.

**Recommendations**

With improvements to operational quality and information availability, colectivos could play an important role in opening up many areas of the city to the middle category (2) tourists, who have limited financial resources but require more comfort and predictability than the adventurous set. Implementation of the following recommendations would vastly increase the tourist friendliness of this mode of transportation.

**Improve Route Information**

- The D.F. government should identify key routes providing access to important tourist destinations, and work collaboratively with route associations to improve operational quality and information along these routes.
- Major stops along key routes should be clearly marked.
- Maps of key routes should be posted at stops along the route, posted inside and outside of vehicles, and distributed through hotels and tourist kiosks.
- Drivers should call out the names of stops at tourist destinations and Metro stations.
- Route associations should consider hiring bilingual field attendants and provide training so that attendants can help direct international travelers to common tourist destinations.
Improve Operational Maintenance
- The D.F. government should accelerate the rate of subsidized vehicle replacement, with the goal of completely eliminating low-quality vehicles along key routes.
- The D.F. government should increase enforcement of traffic laws along key routes, and require more extensive training for colectivo drivers.

Simplify Fare Structure
- Route associations should consider simplified fare structures for tourists, such as day- or week-long passes, pre-paid single-ride tickets, or even electronic 'smart cards' sold through hotels and tourist kiosks. Ideally, the fare system for colectivos would be integrated with public buses and the Metro, so that the same fare could be used on multiple modes. Although such integration would be logistically challenging, technologies such as electronic 'smart cards' would make this option more feasible, and would greatly improve the usability of the entire transportation system for both residents and tourists.

6.3 PUBLIC BUSES AND BUS RAPID TRANSIT

Public Buses
Compared to colectivos, the public bus system is much more limited, providing only 9 percent of the trips within the D.F. (Gobierno del Distrito Federal 2002). Displaying the signature orange and green colors of the Metro system, the full-sized public buses have a higher passenger capacity than colectivos and are similar in quality to the higher-end microbuses. Only a small subset of the fleet is wheelchair accessible, and none of the buses are air-conditioned. During June, when the Research Team was in Mexico City, crowded public buses were often uncomfortably warm. The fare is a flat rate of 2 pesos ($0.20 USD) regardless of the distance traveled. Fare collection varies, depending on the type of bus: some buses have coin deposit boxes, and on other buses passengers pay the driver directly. Exact change is required.

Public buses stop at designated locations, which are generally well marked, often include shelters and benches, and sometimes include route maps. Route maps are also available at tourist kiosks. On a few occasions, Research Team members were able to flag down public buses at non-designated stops. Public buses generally run less frequently than colectivos. A few routes are particularly useful for tourists, including an east-west route along Paseo de la Reforma that connects the Bosque de Chapultepec with the Zócalo, and a north-south electric bus route that stops at Plaza Garibaldi, Bellas Artes/Alameda Park, and the Hidalgo Metro station.

Bus Rapid Transit (Metrobús)
Along Avenida de los Insurgentes, the major north-south thoroughfare cutting across Mexico City, public buses and colectivos have been replaced by a new bus rapid transit (BRT) line that opened in June 2005. Modeled after similar systems in Curitiba, Brazil, and Bogotá, Columbia, BRT is intended to emulate many of the features of a subway – designated bus lanes unimpeded by other traffic, spacious passenger loading areas, prepaid electronic ticketing, and
high-capacity buses with multiple wide doors that allow passengers to enter and exit quickly – at a fraction of the cost (Cervero 1998; Gilat 2003). The 20-km (12-mile) BRT route running along the center of Avenida de los Insurgentes cost a total of $30 million USD to build, compared to as much as $130 million USD per mile for a subway (Harmon 2005).

Referred to as ‘Metrobús,’ Mexico City’s BRT system was financed by the World Bank and supported by the World Resources Institute, an environmental organization based in Washington, DC. SETRAVI oversees Metrobús and a private bus company operates the fleet of eighty low-pollution Volvo buses (Centro de Transporte Sustentable 2005). Additional routes are planned running north-south and east-west, ultimately forming a rectangular loop around the city center (Secretaría de Turismo D.F. 2005). The current route along Avenida de los Insurgentes links several important tourist destinations, including the Zona Rosa, Condesa, Polyforum Siqueiros, and San Ángel.

During the first month of operation, while the Research Team was in Mexico City, passengers could ride free of charge; subsequently, the fare is set at a flat rate of 3.50 pesos ($0.35 USD). Metrobús carries an estimated 250,000 passengers per day (Harmon 2005), and the Research Team observed crowded conditions at virtually all times of the day. Service is frequent, however—buses leave the terminal every two minutes (Malkin 2005)—and passengers who opt not to board overcrowded buses typically only have to wait a few minutes before a less crowded bus arrives. Buses cover the entire 20-km route in about an hour, compared to the hour-and-a-half to two hours previously required by public buses and colectivos (Harmon 2005).

The modern buses are clean, spacious, and provide numerous handholds and rails for standing passengers to hold onto. Although the buses are not air-conditioned, ventilation appeared to be superior to that of traditional public buses. Designated seats near the door are marked with the disability logo. Although the doors are wide enough to accommodate wheelchairs, a significant gap between the platform and the floor of the bus prohibits passengers in wheelchairs from entering without assistance. Electronic signs and recorded announcements warn when the doors are closing.

Although Metrobús stations are prominently located in the center of the street, pedestrians must cross multiple lanes of traffic to reach it. At some stations, the Research Team observed crossing guards and other workers helping to guide passengers in and out of the stations and buses, as well as handing out maps and printed tips for safely riding the bus. Police are present throughout the system on platforms and inside the buses. Similar to the Metro system, each Metrobús stop is designated by both a name and a symbol, clearly posted on the outside of the station. Maps of the system are posted somewhat sporadically in the stations and on the buses. Stops are not announced on the buses.

During the first few days of operation, several minor pedestrian-automobile and automobile-bus accidents were reported, and newspaper accounts cited numerous passenger complaints regarding service quality (Harmon 2005; Dickerson 2005b). In a poll conducted by the Mexican
newspaper Reforma, however, 75 percent of Metrobús riders said they considered the service better than that previously provided by colectivos, and 81 percent believed that initial logistical problems will eventually be resolved (Malkin 2005). To help resolve some of these logistical problems, such as ‘bunching up’ of the buses, which sometimes arrive three-at-a-time after a long wait, the D.F. has hired consultants from Brazil.

Pros and Cons of Public Buses and BRT as a Mode of Transportation for Tourists
Public buses are similar to colectivos in that they provide low-cost access to areas of the city outside the immediate vicinity of Metro stations. Public buses are easier to use than colectivos, thanks to better signage and route information. The vehicles are in decent condition and generally operated in a safe manner. Public buses are less convenient than colectivos, however, in that service is less frequent, routes are less extensive, the buses typically only stop at designated locations, and exact change is required to pay the fare. Similar to colectivos, public buses suffer from the effects of road congestion, and are often crowded and hot.

The new BRT system promises major improvements over the traditional public bus system, by providing a higher level of service comparable to that of the Metro, as well as a safer and more comfortable ride. The main drawback is that service is currently limited to a 20-km stretch along Avenida de los Insurgentes and does not extend further throughout the city. Additional shortcomings apparent during the early days of operation include inconsistent availability of information and the potential conflict between motorists and pedestrians attempting to access Metrobús stations. These shortcomings may be addressed after the system has been in operation for a more extended period of time.

Recommendations
Given the clear benefits of BRT over traditional bus service, the D.F. government should place high priority on implementing the planned expansion of the BRT system. The high level of service, safety, and comfort offered by BRT has the potential to attract more wealthy patrons than traditional transit, from among both city residents and tourists. To enhance the attractiveness of BRT to tourists, the D.F. government should implement the following recommendations.

Enhance Operational Standards
- Install pedestrian signals near all stations and strictly enforce traffic laws to prevent reckless driving in these areas.
- Consider implementing prioritized traffic signals that allow BRT vehicles to travel through intersections without stopping.
- Announce stops on buses via both the electronic signs and the public address system.

Improve Route Information
- Post maps of the routes in all stations and on all buses, and maps of the surrounding areas should be posted in all stations.
- Hire bilingual station attendants who can help direct international travelers to common tourist destinations near key stations.

Simplify Fare Structure
- Integrate the fare systems for Metro, BRT, and other public buses, so that the same electronic ‘smart’ cards can be used on all modes.
Maintain High Security
- Maintain a high level of police presence, particularly at stations near common tourist destinations.

Because many tourist destinations are beyond the reach of the current and planned BRT system, the D.F. government should also take steps to improve the traditional public bus service.

Enhance Operational Standards
- Identify key routes serving common tourist destinations and prioritize improvements along these routes.
- Coordination between the D.F. and local delegación governments should take place to improve pedestrian access between bus stops and tourist destinations.

Improve Route Information
- Post maps of key routes at bus stops and in vehicles, and distribute maps through tourist kiosks and hotels.
- Call out the names of stops near tourist destinations and Metro stations.

6.4 TAXIS
Taxicabs are almost as omnipresent in the D.F. as colectivos, with more than 100,000 cruising city streets and connecting residents and tourists to destinations throughout the region. What makes the taxicab system in Mexico City so unique is the variety of classes of taxicabs, the perceived security concerns particularly for tourists, and the sheer size of the fleet that is considered by some to be the largest in the world (Rivas and Rocha 2002).

At least six different types of taxis provide service in Mexico City.

1. **Libre** – These taxicabs are typically green Volkswagen Beetles that work off of a meter system during the day but often use a negotiated fare at night. Libre taxicabs can also take the form of a more recent model year car colored red or orange. Libre cabs are distinguished by the ‘L’ that precedes their license plate and identification number on the side of the vehicle.

2. **Sitio** – These taxicabs, sometimes referred to as Radio taxicabs because they are radio dispatched, tend to be late model vehicles and are found at formalized taxi stations throughout the city. Fares are typically negotiated with the driver prior to leaving the rider’s departure area. The letter ‘S’ that precedes their license plate and identification number on the sides of the vehicles distinguishes Sitio taxicabs.

3. **Privado** – These are private taxicabs that can take any color or form. Many, however, are green Volkswagen Beetles that look like Libre taxicabs but are generally unregulated by the District and Federal Governments.

4. **Turistico** – These taxicabs are luxury cars utilized by tourists and business travelers who pay premium dollars for the private driver and security. These taxicabs are obtained through hotels or through travel agencies, and are discussed in more detail in the Special Transit section of this report.
5. Airport – These taxicabs are late model small sedans or SUVs that are either yellow or white. These taxicabs are regulated by the Federal Government and are allowed to take fares only at the airport.

6. Terminal de Autobuses – These taxicabs are found at the bus station and are either green or red but are also regulated by the Federal Government.

In addition to the categories listed above, there are approximately 22,000 illegal or pirate taxicabs in Mexico City. Ninety-nine percent of taxicab drivers are men, 51 percent own their own vehicle, 70 percent work five to ten hours a day, and 69 percent earn roughly 100 to 200 pesos ($10 to $20 USD) per day (Rivas and Rocha 2002).

A 1997 article by CNN reports that, at the time, taxicab robberies plagued Mexico City. The article documents that an American businessman was shot and killed in a taxicab he hailed in front of his office building and that most visitors who have extended stays in Mexico City know of someone who has been held up at gunpoint in a taxicab. Don Hamilton, a spokesman for the U.S. embassy, was quoted saying that “[Mexico City] is the only city…where taking a taxi cab is more dangerous than a bus” (Whitbeck 1997). Part of this danger relates to the number of unregulated and stolen taxicabs.

As a result of persistent concerns about safety, tourists and visitors to Mexico City are urged by travel companies, hotels, and their respective home countries to take only Sitio taxicabs. Consular Information from the U.S. State Department states that tourists should “avoid taking any taxi not summoned by telephone or contacted in advance. When in need of a taxi, please telephone a radio taxi or Sitio and ask the dispatcher for the driver’s name and the cab’s license plate number” (U.S. Department of State 2005). Concern about safety extends beyond tourists to taxicab drivers. One Sitio driver admitted that he prefers to drive a Sitio because he does not like to pick individuals up off of the street (Sitio Taxi Driver 2005). Members of the Research Team traveled by Libre taxicab and did not experience any danger. However, most of these rides were outside of the city’s center.

**Pros and Cons of Taxicabs as a Mode of Transportation for Tourists**

The distinct advantage that taxicabs have over other forms of transportation is that they provide direct, personal, and relatively quick access to anywhere in the city. However, as expected, the cost of taxicabs ranges from 5 to 100 pesos ($0.50–$1 USD) or more depending on the destination and is much more expensive than the Metro or colectivos. The direct access can save time in some instances depending on the departure, destination, and time of the day.

The following specifically assess the positives and negatives of the two primary taxicab types utilized by tourists and residents, Sitios and Libres.

### Pros and Cons of Sitio Taxicabs

Because Sitio taxicabs are more regulated than other taxicabs and work through an association or established base of operations, they are associated with a higher level of safety. Furthermore, Sitio taxicabs tend to be in better working condition than Libre taxicabs and are more likely to be equipped with seat belts. Drivers are very professional and more attentively follow the rules of the road, compared to other types of taxicabs.
Accurately identifying a taxicab as a Sitio can be difficult, however. Utilizing only the taxicabs at a Sitio station does not provide sufficient delineation because Libre taxicabs were observed in Sitio stations in both San Ángel and Tlalpan. Informal Sitio stations are also present in Mexico City and are supported by some restaurant and hotel owners who encourage (usually with gifts) Libre drivers to park in front of their establishments as a service to their customers. The Research Team found that in these informal Sitios, while some security may be available due to the association with the hotels or restaurants, the services and care typically available in Sitio taxicabs are not necessarily present.

This element of confusion also applies to the coloring of the taxicabs. Sitio and Libre vehicles are often the same color and the only distinction is the ‘S’ or ‘L’ that precedes the license tag. Some taxicabs have missing license plates making identification more difficult, which may serve as a warning that the taxicab is stolen. In addition, Sitio stations are not available on all corners. While the U.S. Embassy provided the Research Team a list of preferred Sitios, such lists are not easily obtained by tourists. Further, calling for a radio-dispatched Sitio is not always easy as there are at least three different types of public pay phones in Mexico with some requiring special calling cards rather than coins.

Pros and Cons of Libre Taxicabs
Despite the security concerns and less than premium service, there are economic advantages to Libre taxicabs. Sitio taxicabs can cost the rider an average of 30 percent or more per trip compared with a Libre taxicab. One Libre taxicab driver stated that he was not interested in driving a Sitio because only tourists and the wealthy take them. He added that he has more business from local residents who choose the Libres because of lower cost (Libre Taxi Driver 2005). Libre taxicabs are also more plentiful and can usually be found more quickly than Sitio cabs.

Clearly, safety is a problem with Libre taxicabs, in terms of both crime and operational quality of the vehicle. Libre drivers do not necessarily have the language skills or translation capacity through radios that Sitio drivers often do, and may not be as attentive to the needs of their passengers (Libre Taxi Driver 2005).

Recommendations
The taxicab associations together with the D.F. government should focus on measures to improve taxicab service as a mode of transportation for tourists.

Improve Information
- Assemble a list of local Sitios by vicinity with phone numbers that tourists can call for transportation assistance. This listed should be distributed through major hotels and Sitio taxicab drivers.
- Provide a free list of basic transportation terms in Spanish that all taxicab drivers can keep in their vehicle should the need arise for translation assistance. (see Appendix F).
- Provide tourism training for taxicab drivers of all types. With such training, the driver might be provided with a special photo-identification card. The resulting increased earnings might justify the time taken for the training.
• Eliminate the license number confusion so that ‘S’ always means Sitio and ‘L’ always means Libre.

Improve Operational Maintenance
• Improve enforcement of taxicab safety and licensing regulations.
• Continue the government sponsored efforts launched several years ago to update the taxicab fleet to achieve higher quality, safer, more fuel-efficient vehicles.

6.5 SPECIAL TRANSIT
Several modes of transport in Mexico City are designed specifically for tourists. Among these are private tours in chartered taxicabs or private cars, public tours and outings scheduled through local travel agencies, the Turibús (a government owned and operated tour bus that covers several sites in Mexico City) and the Tranvia (a replication of a twentieth-century street car with tours focusing on the Zócalo and Bellas Artes). The Research Team defines these modes of transportation as special transit options. Whether a tourist is interested in an overview of the main destinations or attracted by learning more about a particular destination, he will likely find a special transportation option tailored to meet his needs.

6.5.1 Private Taxicabs and Cars
Tourists in Mexico City can choose to charter private taxicabs or cars to see the destinations they are interested in visiting. Several hotels have private cars with drivers on retainer. Some hotels also coordinate with tour guides who drive their own taxicabs and with travel agencies who offer private touring services. A private tour guide contracted through a travel agency may be required to follow certain agency protocols that other drivers do not have to adhere to.

Pros and Cons of Private Taxicabs and Cars
There are several advantages in arranging a private tour. In selecting this special transit option, tourists pay to specify their own agenda and regulate the amount of time spent at each destination. In instances where the vehicles are chartered through a major hotel or a travel company, tourists can take comfort in knowing that the service is regulated and reputable. This advantage does not necessarily apply in the case of solo drivers who are not employed by a well-known company or a hotel. Many of these drivers, however, are certified by the Secretaría de Turismo del Gobierno del Distrito Federal and carry photo identification indicating the certification. In many instances the travel agencies also have certification information for the guides operating their vehicles.

On the negative side, private cars are relatively expensive. This is especially true for the private cars offered by hotels. In the case of a driver who is not associated with a company or hotel, safety may be an issue in that the tourist and her group are alone with the driver. If a situation arises, getting assistance while off of the beaten path may be difficult.

6.5.2 Guided Tours
Guided tours to particular sites in and around Mexico City are offered by local travel agencies and promoted through many of the area’s hotels. While these tours are marketed and coordinated through individual hotels, the passengers are often not limited to hotel guests. The price for tours varies depending on the destination and its distance from the city, and often is subject to negotiation. For example, the going rate for several of the companies offering tours to Teotihuacán, about one hour north of the city, is 330 pesos (approximately $30 USD). Depending on the number of people signed on for a tour, tourists are transported in vans or coach buses. The languages offered for these tours vary according to individual guides.
Guided tours typically provide passengers with a brief overview of the history and significance of the destination being visited. Following this, groups are given an allotted time to view the site. Some guides may offer commentary on various sites passed on the way to the main destinations.

**Pros and Cons of Guided Tours**

The depth of information provided by tour guides is a favorable aspect of this transportation mode. Tourists also have the opportunity to ask questions and engage the guide in discussion. However, questions and discussions may be more limited on tours with a large number of people.

Another advantage of taking a guided tour is comfort. The vehicles used for these tours provide ample seating for all passengers. Additionally, the ride is temperature controlled, offering heat and air conditioning as necessary. The guided tours are convenient as they can be coordinated through most hotels. A tourist who chooses to take a guided tour does not have to worry about reading a map or taking a wrong turn. Perhaps the most important advantage of these tours is that they are safe. Tourists may take comfort traveling in groups with other tourists through an established company with a reputation and credentials.

On the negative side, the tours offer little flexibility for passengers to explore sites. In many cases, the tours highlight only one or two attractions in a certain place. Passengers are herded to and from the sites by the tour guide, sometimes causing the tourist to miss out on the character and culture of the area.

Guided tours may also include hidden costs and unexpected side ventures. Many tour companies have arrangements with tourist shops and will take passengers to these shops with the expectation that the tourists will purchase souvenirs. The Research Team inquired about this practice with a tour guide. The tour guide, who seemed to answer the questions honestly, suggested that there is an expectation that the tour guides will bring people to the tourist shops. Tour companies often receive kickbacks for bringing business to the shop, and the drivers may be penalized for not obliging (Agencia de Blajes 2005). It should be noted that these tourist shops tend to charge much more than other markets for identical merchandise, but many of the tourists eagerly buy the souvenirs anyway.

**Recommendations**

**More Information**

- Provide more comprehensive information about services including prices and an itinerary of all stops associated with each tour.
- Widely distribute information in brochures through hotels, websites, and tourist kiosks. With access to better information, tourists will be more aware of the tour they are purchasing.
6.5.3 Turibús and Tranvia

The D.F. Government offers two specialized, inner-city tours with informative narratives, the Turibús Circuito Turístico and the Tranvia. The Turibús, a standard size red coach with an open air upper deck, provides tourists with a snapshot and brief commentary on some of the major destinations in and around the Bosque de Chapultepec and the Centro Histórico. There are one-, two-, and three-day passes available for 100 pesos, 140 pesos, and 180 pesos, respectively (about $10, $14, and $18 USD). This touring coach travels a scheduled route and stops at least every thirty to forty minutes at twenty-four designated stops where passengers can board and disembark the bus. The approximated time for completing the tour is 2:45 hours not accounting for time delays due to traffic. Of course, an individual’s travel time depends on how long he is off the bus at the stops.

The tour is narrated in Spanish, French, English, Italian, German and Japanese. Tourists listen to the pre-recorded audio through free headphones provided with the purchase of a ticket. Included with the audio is a sound key indicating the stops where passengers can disembark. A brochure containing a route map, which is distributed with a ticket purchase, also outlines designated stops. The D.F. tourism website says that a ‘bilingual hostess’ and ‘security guard’ will travel with the tours (Secretaría de Turismo D.F. 2004). The Research Team only noted a staff person on the upper deck alerting the driver to stops and a police officer on the lower deck.

The Secretaría de Turismo for México and for the D.F. consider the Turibús a successful enterprise and a viable special transit option for the tourist community. Building on this success, plans are being made to offer tours to Coyoacán and San Ángel (Secretaría de Turismo D.F. 2005).

The Tranvia travels from the Palacio de Bellas Artes to the Zócalo in approximately forty-five minutes. A live tour guide provides commentary in Spanish throughout the ride. Passengers are not allowed to get on and off during the tour; however, they are permitted to move around for a better view or a photo opportunity. The trolley is not enclosed, subjecting passengers to weather and other external conditions.

**Pros and Cons of Turibús and Tranvia**

Similar to the guided tours, the Turibús offers a worry-free trip complete with background information about the destinations on the list. The Turibús is perceived as safe by tourists because they are surrounded by other tourists and accompanied by a driver, a security guard, and another staff member. Another factor enhancing the sense of safety is that tourists never have to get off of the bus if they do not choose to do so. This special transit vehicle is well-publicized and easy to arrange without advanced planning. The availability of one-, two-, and three-day passes on the Turibús provides tourists with the flexibility to customize their touring schedule. For many people, the ability to visit several attractions in the course of one or two days is an advantage.
There are also some disadvantages associated with this special transit option. The length of time between pick-ups is far from exact—sometimes it is more than thirty minutes. With heavy traffic, which is not limited to rush hours, the bus trip will take much longer than the announced 2:45 hours. If the bus is delayed due to traffic, there are portions of the audio program where the recording is disconnected from the attraction being observed.

The audio lacks substance in its discussion of attractions and neighborhoods. There are several lulls in the program where passengers are entertained with instrumental, easy-listening music. If a passenger is not carefully listening to the audio for the stop signal, he will have difficulty determining when the next stop is approaching. Since there is no structured system in place for signaling the driver to stop, it is confusing for passengers to determine how to alert the driver to stop the bus. The Research Team missed a planned stop where they had intended to explore the neighborhood and were forced to continue riding until the next scheduled stop. Since the stops were far apart at this point, the miscommunication unfortunately resulted in a missed opportunity to explore the neighborhood at that location.

The Tranvia shares many of the advantages of the Turibús. In addition, the live commentary provided on the Tranvia is much more interesting and engaging than the recorded commentary on the Turibús. The main drawback is that the commentary is only offered in Spanish.

During several weeks in Mexico City, the Research Team was able to see sights on their own and by way of guided tours. While passengers on organized tours see the sites, sounds, and people of the city as their vehicles are driving by, they do not have the possibility of immersion in the same way that they would if they were touring on their own. This separation between touring passengers and the life in the city prevents the tourist from getting a true sense of the culture and the community. The specialized transit options offer a sanitized version of the city with no real insight into the way of life of the people living there. Nonetheless, these special transit options are resource for the middle category (2) of tourists, providing them an overview of many major destinations. Based on information provided through this trip, tourists can revisit places of interest. These modes of transportation are also useful for tourists who want to maximize the places that they visit in a limited amount of time.

Recommendations

Enhance Commentary
- Include more detail about areas and sites in the audio commentary on the Turibús, thereby eliminating the lulls in the program, which often are distracting, as well as providing a more in depth picture of the rich cultural history of Mexico City. Ideally the program should include live moderation, which would be more interesting and informative, and could still accommodate several languages by feeding the moderation into the headsets.
- Offer live commentary in languages other than Spanish on the Tranvia.

Offer Themed Tours
- Expand routes and enhance service by offering specific vicinity or subject-specific tours. These tours would provide passengers with more information about the history, culture, art and sites within an area.
- Coordinate the Turibús with guided walking tours with which participants could connect at specified times upon disembarking the bus.
• Develop a circuit focusing on art outside of the central area. With such a rich offering of art throughout Mexico City, this may be a popular option and profitable venture for the Secretaría de Turismo del Gobierno del Distrito Federal.

6.6 PEDESTRIAN ENVIRONMENT
Tourists spend large amounts of time as pedestrians. Indeed, an enjoyable aspect of visiting a city can be wandering its streets on foot. Map in hand, a tourist may prefer to walk from one neighborhood to the next in order to view all the sights at a slow pace, rather than through the windows of a bus or taxicab. Many guidebooks suggest walking tours as the best way to see a city. For tourists who rely on public transportation, walking is unavoidable. The pedestrian environment is an important part of the transportation network and plays a large role in the tourist’s experience and perception of city.

The pedestrian environment in Mexico City is highly varied. There is little consistency, even within each area and there is no appearance of standards across the D.F. There are few generalizations one can make about the overall condition of the pedestrian environment in the city. Factors to be considered in assessing the pedestrian environment include safety, information, aesthetics, and urban design and accessibility.

Safety
Safety as a pedestrian in Mexico City can be an issue, particularly for the tourist who may not be familiar with local customs. For example, drivers tend to treat red lights as cautionary and only stop if it seems necessary, based on a cursory look at impending traffic. Therefore crossing streets requires extreme caution. Even when crossing signals are present, the pedestrian must look carefully in all directions before stepping off of the sidewalk. Evidence of the dangerous conditions is illustrated by a study of fatal traffic accidents involving pedestrians in Mexico City between 1994 and 1997, in which an average of 2.5 deaths per day were recorded (Hijar 2002). Buffers between pedestrians and heavy traffic are present on some city streets. In most instances trees or vendors separate pedestrians from the cars, but this is not true of all streets in the city.

In many areas there are four-way intersections with no traffic lights or stop signs and traffic flows by its natural rhythm, somehow functioning in a smooth flow where the pedestrian must find a

Pedestrian Navigation
Some of the problems with pedestrian navigation and signage were highlighted by several members of the research team on a walk from the Chapultepec Metro to Bosque de Chapultepec. After taking the metro to the area, we attempted to cross over the Circuito Interior into the park by taking the closest bridge. The bridge over the Circuito Interior was barely wide enough for one person to walk forcing those moving in the opposite direction to walk in the street despite the risk of being hit by a car. After making our way over the bridge, we discovered that the road was not an access way to Chapultepec at all, but rather a fenced off exit ramp to the Circuito. We retreated back along the same sidewalk. After proceeding north through a microbus depot, we attempted to cross over the Circuito Interior via the southbound sidewalk of Paseo de la Reforma to enter the museums in Chapultepec Park.
way to insert him/herself into the street during a break in the flow. At some intersections there are traffic signals or police officers directing traffic and assisting pedestrians across the street. However, in other areas of the city, the only way to cross the street in a timely fashion is to be cautiously assertive, stepping in front of vehicles at crosswalks. In these situations, many drivers are surprisingly courteous, do not express impatience with pedestrians in the street, and may respond with a smile and a wave. However, other drivers seem oblivious to the crossing pedestrian. In several areas throughout the city, speed bumps are in place to slow oncoming traffic. There are some areas with cobblestone streets that also serve as traffic-calming devices.

Another safety issue arises from the general lack of sidewalk maintenance and the tendency to leave construction environments open to the public, even when they are not passable. Missing sidewalk pieces, unevenness, and other impediments are especially common outside of the central business area. Manhole covers are often makeshift contraptions consisting of flat disks from wooden spools or even twisted pieces of metal. Large holes are also common as is uneven concrete where one piece of sidewalk protrudes above the adjacent section.

**Information**
Street signs are one source of information integral to a tourist navigating the pedestrian environment. Throughout the city, street signs are often placed on the corners of buildings. While this placement contributes to the character of the city, the sometimes inconsistent placement and lack of adequate signage can make it difficult for the tourist to follow maps. For example, the complicated street network and lack of street signs outside of the Insurgentes Metro station-stop can send a tourist walking in circles. There is also a lack of well-placed pedestrian signs directing tourists to major destinations, which further complicates the issue of navigating an area with an inadequate street signs.

**Aesthetics and Amenities**
There are several aesthetic factors that contribute to the pedestrian environment in areas throughout the city, and may encourage tourists to utilize this form of transportation. Aesthetically pleasing amenities that define attractive streetscapes and add local character include sidewalk cafes, streets lined with paving stones, well-preserved historic architecture, and mature vegetation, with trees reaching fifty to seventy feet in some areas. Trees at this height create a canopy which improves the pedestrian environment by creating shade, moisture and a visual enclosure (Ewing 2000). Public benches are another amenity found within the pedestrian environment; however, the placement of seating is inconsistent and varies by vicinity. Public art is also abundant throughout the city. Murals from the city’s famous Mexican Muralist Movement as well as other public art displays significantly contribute to a friendly pedestrian environment. Some elements of the pedestrian environment that are not aesthetically pleasing include trash, litter, and graffiti.

**Urban Design and Connectivity**
Human-scaled buildings and mixed-use areas where retail and residential uses exist on the same block or in the same building can contribute positively to the pedestrian environment. While there is a conspicuous lack of consistency in building scale across the D.F., there are many mixed-use pedestrian areas where tourists can easily walk to access hotels, shopping, sightseeing and restaurants. The prevalence of informal vendors and food stands in and around
transit stations further contributes to the mix of uses. The design of city streets creates an inconsistency in the connection between pedestrian pathways.

Streets in many areas that are frequently visited by tourists are lined with vendors, some of whom sit quietly in booths and others who aggressively hawk their wares. Almost any item can be purchased on the street from batteries and breath mints to bootleg copies of CDs, computer software and clothing. Many streets are also awash with the smells of fresh mangos and guavas, homemade tortillas and mouthwatering spicy salsas. While vendors create a truly Mexican atmosphere, many sidewalks are left with only a narrow pathway through which pedestrians may navigate, forcing people to walk single-file while competing with pedestrian traffic moving in the opposite direction.

**Accessibility**

Many areas have extremely high curbs, sometimes as high as 12 or more inches. Furthermore, curb heights are inconsistent, so the pedestrian has to keep a constant eye on the sidewalk while walking. The sidewalks often do not have curb ramps at corners, making it increasingly difficult to navigate crosswalks and intersections, not to mention the accessibility problem this may pose for the disabled pedestrian. Where ramps are present, they are often blocked by parked cars. However, some areas are better than others at marking the existing ramps with bright blue or yellow wheelchair icons.

**Pros and Cons of the Pedestrian Environment**

One of the positive aspects of D.F.’s pedestrian environment is the abundance of pedestrian-friendly, public spaces for tourists to enjoy throughout the city. Examples of this are the pleasant green spaces and parks that are well-tended with lush vegetation and well-placed footpaths. Other notable advantages of the pedestrian environment are the human-scale buildings and the mixed-use environment, which in many places throughout the city allow visitors to easily walk between tourist destinations, shops, and restaurants.

Not all aspects of the pedestrian environment are favorable, however. Exploring the city on foot can be challenging because of poor connectivity and a lack of pedestrian-oriented information. Further, the security issues associated with inadequate sidewalks and the violations of traffic laws discourage tourists from using this mode of transportation.
**Recommendations**

**Improve Sidewalk Quality**
- Close sidewalks and streets under construction to pedestrian traffic, and provide a well-marked pedestrian detour.
- Repair or remove impediments on sidewalks.
- Create and follow standards for curb heights and the inclusion of curb ramps at corners and crosswalks. Areas where sidewalks and streets must be reconstructed or repaired may provide an opportunity for creating consistency in design.

**Ensure that sidewalks are passable**
- Maintain a minimum width of 4-8 feet for sidewalks. In historic areas, widening sidewalks may not be an option. However, regulations on vendors’ use of sidewalks could go a long way to improve the pedestrian environment.
- Establish a maximum area permitted for use by vendors on city sidewalks, preferably leaving a minimum of four feet of passable space.

**Enforce Vehicle Traffic Regulations**
- Improve the enforcement of traffic regulations, to create a safer and more predictable environment for both pedestrians and drivers. Particularly dangerous intersections should be redesigned to improve pedestrian safety.

**Enhance Pedestrian Amenities**
- Plant additional street trees in key tourist areas that are currently lacking adequate shade.
- Provide more benches and bus shelters, particularly in vicinities that already have an established sidewalk culture with cafes and well-designed streets, but also in vicinities that lack these characteristics.

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**6.7 INFORMATION**

Information is an important element of an efficient transportation network. It is also key in helping tourists decide where to visit, how to get there, where to stay, and what to see. Obtaining information before traveling initiates the tourists’ excitement about what they will encounter on their trip. Access to good, accurate information while in an area ensures greater satisfaction and increased efficiency in traveling.

This section will assess the principle sources of information utilized by tourists and the role these sources play as part of the transportation network. These sources include guidebooks, tourist information kiosks, free brochures and maps distributed by the Secretaría de Turismo del Gobierno del Distrito Federal, outdoor signage, the national tourist hotline and people.

**6.7.1 Guidebooks**
The commercial guidebooks obtained through major bookstores are useful in all aspects of trip planning from selecting a hotel to planning sites to see within a given area. While the details vary, all guidebooks provide an overview of the transportation modes available in the city with some guides making recommendations on preferred modes of transport. Guidebooks usually also contain maps, some of which are vicinity and street specific. The guidebooks referenced by the Research Team included:
Pros and Cons of Guidebooks
Guidebooks are useful sources of information in that they provide something about almost everything under one cover, including some maps. For a tourist who is not familiar with the area, some of the historical and other background material can be interesting. Almost all of the guidebooks provided plentiful information on the important tourist destinations located throughout the city. However, some guidebooks provide better information than others. For example, there are books that provide great navigational information for public transportation users while others are better at highlighting vicinity descriptions and the best restaurants.

One of the main drawbacks of guidebooks is that they are only updated every so many years. With this schedule, it is difficult to maintain current information; several of the guidebooks and street maps contain information that is dated or labeled improperly. Furthermore, information about the same topic can vary from book to book, and there is no single guidebook that has all the important information a tourist would need. One example of this is that the colors delineating Metro lines were different in some of the guidebooks. Tourists who do not have different sources to reference may find this issue complicates their navigation of the Metro system.

6.7.2 Tourist Information Kiosks
These information kiosks are funded and maintained by the Secretaría de Turismo del Gobierno del Distrito Federal. Located in seventeen major tourist areas throughout the D.F., these stations provide tourists with free copies of maps and tourist brochures published by D.F. agencies, and a staff attendant to accommodate non-Spanish speaking tourists. The tourist brochures outline how to get around and include information about the Metro and the buses. Information is also included warning against the use of any taxicabs besides a radio-dispatched taxicab or a taxicab picked-up from a Sitio stand. The vicinity maps are useful specifically because they have markers indicating popular tourist destinations.

Pros and Cons of Tourist Information Kiosks
Because the seventeen information kiosks are located at major tourist destinations and the airport, they are readily available to visitors. Information obtained is a great resource to complement guidebooks, and it is free. Another positive aspect is that the staff speaks both Spanish and English. The bi-lingual assistance is particularly useful as a step in overcoming the language barrier impacting tourism and transportation in Mexico City.
Tourist information kiosks also have negative aspects. Although they are able to provide general information about Mexico City, they are not a source of in-depth information about current events, nor do they offer any particular information about the transportation network other than what is included in the brochure. With regard to the brochures and maps provided, they are not distributed widely enough. If a tourist does not stop by the kiosk, they will miss out on this great source of information.

6.7.3 Outdoor Signage
Outdoor signage refers to public signs and markers directing tourists to destinations and outdoor maps of areas.

Pros and Cons of Outdoor Signage
When properly located, these signs can be a great resource to tourists using public transportation and exploring areas on foot. Other than signs outside of Metro stations labeling the name of the station, signage is inadequate throughout Mexico City in terms of directing tourists to public transit and major tourist destinations. The minimal signage that does exist is scaled to accommodate automobile traffic and not pedestrians.

6.7.4 Tourist Hotline
A tourist hotline operated by the federal government can be accessed 24-hours a day on any phone in Mexico City by dialing ‘078.’ Attendants speak English and Spanish and are available to answer all tourist-related inquiries.

Pros and Cons of the Tourist Hotline
The bi-lingual service offered through the tourist hotline is yet another way to break the language barrier that exists for many English-speaking visitors. Utilizing this resource should help travelers to better understand the transportation network and navigate the City.

One of the problems with the tourist hotline is that it is not widely publicized. Visitors who do not know about the service will not be able to take advantage of it. Also, callers may be placed on hold for a considerable length of time, lessening the utility of this service in time-sensitive situations.

6.7.5 The Mexican People
The people of Mexico City should not be overlooked as a source of information for tourists. Local citizens such as museum employees, colectivo and taxi drivers, Metro staff, restaurant employees, students, and passers-by can all provide valuable information. In addition to the local residents of Mexico City, the tourist police officers can also provide information to tourists. The officers are trained in several languages.
**Helpful Residents**

Whether I was looking for directions or needed a recommendation about a restaurant or a neighborhood, I found the locals to be the most helpful. In search of La Lagunilla Market, I was walking with two other women from the Research Team in what seemed to be an underserved area off the beaten path where not many tourists ventured. Stopped at a red light waiting for the crossing signal, we were signaled by a car driver who warned us to be careful walking in the neighborhood.

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**Pros and Cons of Information from the Mexican People**

Who better to give a tourist information about the city than the people who live there. Most locals that the Research Team encountered were always friendly in offering to help with directions or recommendations. Some people go so far as to offer unsolicited suggestions and advice.

The major difficulty in using the people of Mexico City as a source of information is the language barrier. Even the police officers’ language skills are rudimentary in some cases. In these instances, communication can be inhibited if the tourist does not have some basic understanding of Spanish. In certain situations, this could cause a misinterpretation of information. The Research Team also found that some local residents would provide the wrong information when asked because they were reluctant to admit that they did not know the correct answer. It is often beneficial to ask two to three people for the same information to make sure that it is correct.

**Overall Recommendations for Information**

**Add Signs to Tourist Destinations**

- Signs directing both automobiles and pedestrians to major tourist destinations should be prominently displayed along major thoroughfares, inside transit station areas, and along pedestrian pathways.

**Create a wider distribution network for free maps and brochures**

- In addition to tourist kiosks, free maps and brochures should be placed in hotel lobbies, Metro stations, and inside major tourist destinations such as museums.

**Post more outdoor vicinity maps**

- Outdoor vicinity maps should be placed in central areas of tourist destinations and transportation stations and/or stops.
CHAPTER 7: ASSESSING TRANSPORTATION IN TOURIST AREAS

Although interesting museums and cultural destinations are scattered throughout Mexico City, the Research Team identified several areas that are particularly important for tourism. This chapter reviews the ease of traveling to and within each of these areas. Just as the character of each area is unique, so are the dynamics of the transportation network serving that area. In assessing modes of transportation from the perspective of individual tourist areas, the Research Team learned where the transportation network was most effective in moving tourists efficiently and safely from one destination to another. Negative issues associated with tourists' transportation choices in each area were also identified.

There are many commonalities across all of the areas visited by the Research Team. Public information in terms of vicinity maps and pedestrian signage pointing to destinations and transit stops is lacking. Also, there are few areas that have designated bicycle paths, essentially eliminating this potentially attractive mode as an option for tourists. Another common theme noted in almost all of the areas visited is the lack of accessibility for mobility impaired persons. Factors limiting accessibility include narrow or obstructed sidewalks, inconsistent placement of curb ramps, and high curb heights.

Tourists traveling in any large, urban area must be vigilant about their surroundings and personal belongings. The Research Team evaluated all of the areas as reasonably safe during daylight hours, so tourists should feel comfortable using public transportation and making their way around on foot if they choose. However, the number of police present and perceptions of security after sun-down vary from place to place, as does the issue of crowding and the amount of personal space.

The Research Team found that the transportation options in each area are directly impacted by differences in the reliability of street signage, aesthetics, connectivity, and design. The following is a more detailed discussion of the strengths and weaknesses of the transportation network in each of the major tourist areas.

7.1 ZONA ROSA: A TOURIST STARTING PLACE

To explore the means of transportation to various tourist sites, the Research Team established the location of a hypothetical tourist's accommodation in the Zona Rosa, a well-known area in the central part of Mexico City. Listed prices of most of the better hotels in the Zona Rosa are $1000 – 1500 pesos ($100-150 USD) range per night, but there are some rooms in the $700 – $990 pesos ($70-$99 USD) range and others into the multiple hundreds. Thus most tourists can be accommodated in this central area. The Research Team's trips were designed to duplicate the routes of typical tourists starting in this vicinity. It should be noted that the Research Team's base location was elsewhere, in Las Aguilas, due to the lower cost and better meeting facilities for the team.

The Zona Rosa vicinity is usually defined as the four-sided area formed by Paseo de la Reforma, Avenida de los Insurgentes Sur, Avenida Chapultepec, and Florencia. Some people expand the conceptual area by considering the eastern boundary to be Sevilla or even Liega. This area is a walk or short drive west to Bosque de Chapultepec or east to the city's historic center (Centro Histórico); it has many hotels, restaurants, night clubs and retail establishments. The area is served by three Metro stations: Sevilla and Insurgentes (Line 2), numerous bus
The Zócalo from on High

Wading through seas of vendors, tourists and locals in the Zócalo was overwhelming. It wasn’t until I traveled above the square to visit the Metropolitan Cathedral’s bell tower and to lunch at the Restaurante Terraza that I was truly awed by this area and came to appreciate and understand what it represents. Seeing it from afar put everything that was going on into perspective – the space, the politics, the government, the religion, the buildings, and the people.

7.2 CENTRO HISTÓRICO

First-time and veteran tourists should plan a visit to the Centro Histórico while staying in Mexico City. This must see area blends the city’s past and present by embodying its rich history and vibrant, contemporary culture. The Centro Histórico houses art and history museums, architectural and archeological treasures, a lively streetscape, restaurants, and shops. Regardless of one’s background or personal interests, there is something worthwhile and entertaining in the Centro Histórico.

Within the Centro Histórico there are three distinct areas where the Research Team focused on transportation options: the Zócalo, Bellas Artes and the streets in between the two areas.

Zócalo

At the heart of the Centro Histórico is the Zócalo, a vast, paved square, the second largest ‘town center’ in the world behind the Red Square in Russia (Different World 2005). Surrounded by the Palacio Nacional (Presidential Palace), offices of the D.F., and the Catedral Metropolitana, the Zócalo is the political center of this...
The Zócalo, or Zócalo, is the capital city. The square is often used for large political rallies and protests, as well as for festivals and free concerts. This square is where the city began as the center of the Aztec empire (Best Day 2005). Many people may not know that it is officially named the Plaza de La Constitución, but has been referred to as the Zócalo, which means ‘base’, ever since the statue of Carlos IV, Spanish monarch, was removed after independence (Lonely Planet 2004).

Not only is the character of the Zócalo influenced by its history and the political powers surrounding it, but it is also determined by the vast network of vendors sprawling on the periphery of the square, especially to the east, and the surrounding streets. While some believe this creates a lively, urban streetscape, others disagree comparing the scene in the Zócalo to a “giant swap meet” (Dickerson 2005a). One of the best vantage points for seeing the entire area in action is from a restaurant atop one of the hotels on the square such as the Hotel Majestic, Gran Hotel Ciudad de Mexico, or from the bell tower of the Catedral Metropolitana.

Bellas Artes
This area is characterized by the Alameda Central, a large park enjoyed by residents and tourists alike. The Alameda Central is aesthetically pleasing with plush, green, well-maintained trees, several beautiful, working fountains, and clean pedestrian pathways. There are benches situated throughout the area providing ample seating; however, many people in the park opt to sit on the grass instead.

The park is clean and not overrun with litter and debris except for an occasional candy wrapper or soda can. Not all of the streets in the area are as clean and well-kept as the footpaths in the park. Some of the streets, especially those near the Museo Franz Mayer and Museo Mural Diego Rivera, are littered with trash and graffiti and have puddles with stagnant water.

The aesthetics and character of the park change depending on the day and time of the visit. On Sunday afternoons, the park is filled with food vendors, games for children, live performances, and some stalls. Many local residents and their families fill the park. During the week, there are few, if any, vendors and not as many people out and about. Tourists who visit during these quieter periods will discover that throughout this beautiful park there are many fountains and sculptures scattered throughout the area.

Centro Histórico – The Streets Between the Zócalo and Bellas Artes
This area is an ideal place to begin a visit in Mexico City. As was mentioned in the introduction, this 34-block area is a designated World Heritage Site offering tourists a great deal in terms of heritage and culture (Lonely Planet 2004).

It is difficult to find one or two adjectives that characterize the entire area. Perhaps this is because the defining characteristics, design, and streetscape vary street by street. For example, some streets bustle with vendors while others are quieter. Another interesting aspect of this
area is that some of the blocks are distinguished by the retail goods sold there. One block may feature gold jewelry, and others specialize in clothing stores or books. Tourists should take time to stroll the streets of the Centro Histórico in an effort to understand and experience the diverse attractions in the area.

**Getting There**
From the Zona Rosa there are several transportation options for tourists to choose from when deciding how to get to the Centro Histórico. The best option for coming into or leaving the area is Metro. There are stops on different Metro lines that tourists can use to access the attractions in this area, with the most direct stop to the Zócalo being Zócalo and Allende and the most direct stop to Bellas Artes being Bellas Artes, all on Line 2. Tourists traveling from the Zona Rosa can avoid transferring by getting off at the Piño Suárez stop (Line 1) and walking fifteen minutes to the Zócalo. If one chooses not to walk, they can transfer from this station to Line 2. Other metro stops with access to this area include: San Juan de Letrán (Line 8), Hildago (Line 2) and Lagunilla (Line B), Salto del Agua (Lines 1 and 8), Isabel la Católica (Line 1), and Balderas (Lines 1 and 3). Another option is the Sitio taxicabs although there are no noted Sitio stations in the area, these taxis can be called from local hotels. A third option is special transit including Turibús and the Tranvia.

**Information**
With a map, the streets, designed in a grid-pattern, are easy to navigate. Visible street signs, usually located on buildings, will help tourists navigate. On streets crowded with heavy vending activity, however, street signs can be difficult to locate.

**Design**
The design of the streets and sidewalks usually accommodate the pedestrian tourist. For example, cross walks and traffic lights help pedestrians make their way across continual flow of traffic circling around the Zócalo. However, other major intersections lack crossing lights, sometimes forcing pedestrians several blocks out of the way simply to cross the street. Despite the grid, street pattern throughout the Centro Histórico, there are connectivity issues throughout the area. Some streets are impassible due to vending. Vendors not only cause connectivity problems, but they also create a bad pedestrian environment on sidewalks. Their presence can be overwhelming to pedestrians who value personal space, although some tourists may appreciate the lively street life created by the presence of vendors.

**Aesthetics**
The aesthetics and pedestrian amenities vary street by street throughout the area. The streets of the Centro Histórico range in composition from brick and cobblestone to paved asphalt, and trees and plant boxes are scattered inconsistently on some of them. The style of architecture along some streets is Colonial. While the area is fairly clean, tourists will notice that there is more trash and litter on some streets than on others.
The Centro Histórico recently received a facelift as part of a larger public-private downtown redevelopment project, mostly financed by Carlos Slim Helú, one of the wealthiest men in the world. As part of this project many improvements were made, including new garbage receptacles, repaved streets, refurbished buildings, new street lamps, and an improved police presence. Reports indicate that before these improvements, many of the streets were filled with garbage, sitting water, and loiterers. With these improvements and upgrades, some streets are being compared to European Cities in Spain, Italy and France. It is likely that changes will continue in the Centro Histórico. Slim’s real estate company and non-profit report that the redevelopment in the area is the first phase is a several-year venture (Iliff 2004).

**Security**
There is a strong police presence throughout the area, which includes officers on horseback riding through the Alameda Central. With less crowding in the Alameda Central during the week, tourists may find it a more comfortable time to tour the area. In the Zócalo, the visibility of people on the streets and lively pedestrian environment will bolster one’s sense of safety. There are a few security-related issues for which tourists should take note. They should be mindful of their belongings while traveling throughout the area as pick-pocketing often happens in the midst of bustling places. Security is a greater concern in the Centro Histórico at night.

**Accessibility**
While people with special mobility needs may experience difficulty making their way around the area, they should not be deterred; Sitio taxicabs or private hotel cars can help people to get around without relying on walking or the Metro. Some people may opt to stay at the Majestic or another area hotel.

### 7.3 CONDESA
Colonia Condesa is one of Mexico City’s most fashionable and charming areas. It is located just south of the Zona Rosa, close to Bosque de Chapultepec. The area, which was home to well-to-do citizens in the early twentieth century, suffered from decline in the 1950s and damage from the earthquake of 1985. However, Condesa has been restored and is now known for its gourmet restaurants, bars, and outdoor cafes.

Tourist maps provided by the Secretaría de Turismo del Gobierno del Distrito Federal name the Avenida Michoacan as a great area for sightseeing. Between Avenida Mazatlan and Avenida Tamaulipas, tourists can find a street lined with numerous outdoor cafes and restaurants. As tourists continue east, they will encounter the Amsterdam Circuit where “one can admire different architectural styles that have made history in Mexico City: art deco, functionalist and Spanish-Californian constructions, in addition to modern apartment buildings” (Mexico City: Complete Tourist Guide 2003). Encircled by the Amsterdam Circuit is the well-kept Parque San Martín, also known as Mexico Park. It is a beautiful part of Colonia Condesa, and it provides visitors a lovely place to relax during the day.

### Getting There
There are multiple transportation options available for tourists to reach Condesa from the Zona Rosa, including the Metro, the Turibús, taxicabs, and walking. The Turibús is convenient for
tourists who are already planning to ride it and only want to see the area for an hour or two during the daytime. The closest Metro stop is Juanacatlán (Line 1); however, it is at least a fifteen minute walk or a five minute taxicab ride from the Metro station to the heart of Condesa. Many of the restaurants and bars have established informal Sitio stands where patrons can get a taxicab after their meal. Walking is also an option for tourists since Condesa is located just south of the Zona Rosa. The walk takes about twenty minutes and averages about fifteen city blocks.

**Information**
In the heart of Condesa, the visibility of street signs is very good, providing tourists with sufficient information to navigate through the vicinity.

**Design**
The design of the area is another positive aspect. The buildings are well-scaled to pedestrians, and many of the streets are lined with trees, which provide a scenic buffer from traffic and allow pedestrians to stroll safely. The lack of traffic-calming devices is likely to cause pedestrians difficulty in crossing the streets. However, this only tends to be a problem during times of heavy traffic. The sidewalks are well connected and easy to navigate, even though it was sometimes difficult for two people to walk side by side because of the narrow sidewalks. Bicycle paths located closer to the parks also provide residents and tourists with an additional transportation mode option.

**Aesthetics**
The aesthetics of Condesa create an identifiable local character. The two area parks, Parque San Martín and Parque España, provide greenery and open space, and they also help to produce a peaceful feeling in the area. Pedestrian amenities include park benches; however, these amenities are rarely to be found closer to the restaurants, cafes, and bars. The sidewalks throughout Condesa are typical of the smaller areas of Mexico City. They are not aesthetically pleasing and contain occasional holes and bumps but remain walkable. One positive aspect of the area for tourists is its cleanliness and minimal number of vendors.

**Security**
At the time of the Research Team’s visit, police presence in Condesa was very minimal. For Condesa this is probably a good indication that the area is safe. Additionally, there was plenty of personal space when walking throughout the area. At night the main thoroughfares bustled with patrons at the restaurants and bars, and there was ample lighting along Avenida Michoacán, providing an even a stronger sense of security.

**Accessibility**
Tourists traveling by taxicab or private car will not have problems accessing Condesa. However, the unevenness of some foot paths will make traveling around this area problematic for visitors with mobility issues.
Mexico City’s Parks
The DF has created great public spaces that are well-distributed throughout the city. Many neighborhoods in Mexico City have a park. These areas are well-used and pleasant pedestrian environments. Parks consist of beautifully landscaped and well-tended, lush vegetation and well-placed footpaths. Many neighborhoods also contain plazas or squares. Even the main Zócalo in Centro Histórico, which is a large and not particularly attractive paved area with no vegetation, makes for a great public space, where festivals and political demonstrations take place. Mexico City residents take full advantage of their public spaces. Parks and squares are great places in which to wander and people watch, particularly on weekend afternoons.

7.4 BOSQUE DE CHAPULTEPEC
Bosque de Chapultepec is the largest public park in Mexico City. It is made up of three separate sections, covering a total area of 260 square miles, or 670 hectares (Schutz and Wilcock eds. 1999). The first and more eastern section is closest to the Zona Rosa and is home to most of the museums, monuments, and gardens. Tourists flock to Bosque de Chapultepec for the many museums it offers, some of which include Museo Nacional de Antropología, Museo de Arte Moderno, Museo Rufino Tamayo, Castillo de Chapultepec and the Parque Zoologico de Chapultepec.

This first section of the park is closed to vehicular traffic, making the park very pedestrian-friendly. The second section of the park is home to some good, but slightly expensive, restaurants. The third section of the park is considered to be a “favorite among joggers and walkers. It is also where future extensions of the city’s large recreational site will be made” (Mexico City: Complete Tourist Guide 2003).

Getting There
Getting to Bosque de Chapultepec from the Zona Rosa is simple. The first section of the park is relatively close to the center of the Zona Rosa and can be reached on foot within approximately fifteen to twenty minutes. A colectivo headed towards Auditorio can be boarded on Paseo de la Reforma, about four blocks from the Sevilla Metro station and taken directly to the Museo Nacional de Antropología. The ride is easy and direct and it takes about five minutes. The Turibús provides a great opportunity for tourists to see most of the park in a short period of time. The Turibús has nine stops located throughout the park allowing tourists to get on and off the bus to explore the park on their own. Another option available to tourists is the Metro which has three stops that are convenient for visitors including Chapultepec (Line 1), Auditorio, and Constituyentes (Line 7). Unfortunately, the area around the Chapultepec Metro is difficult to navigate. It is very crowded since it is not only a Metro station but a major bus stop as well. It is also difficult to walk from the Metro station to the museums located in the first section of the park because there is not a consistent foot path connecting the two areas. The park is also accessible by taxicabs and public buses.

Information
The street signs for the major roads around the park are highly visible, making navigation easy for pedestrians. The area outside of the Metro station area and bus stops contains three bus maps, some of the only outdoor transit maps observed in the city.

Design
The Bosque de Chapultepec is well designed and provides a pleasant respite from the busy city. The density and scale of buildings blends well with the park’s open atmosphere. The museums and monuments are well spaced throughout the park, providing visitors with plenty to do but also allowing them to enjoy the open air.
The sidewalks are all very well connected and of more than adequate width, allowing two or more people to walk side by side throughout the park. Crossing the streets is difficult in some areas because of the lack of pedestrian crosswalks on the internal roads throughout the park. Near the main roads, however, traffic-calming devices such as traffic officers, crosswalks, and signals are present to aid pedestrians in crossing the streets.

**Aesthetics**

Bosque de Chapultepec is aesthetically pleasing. The amount of greenery and open air is a welcome change from the busy streets and sidewalks encountered in other parts of Mexico City. Overall, the park is very clean and lacks the typical graffiti seen throughout the city. Although there are vendors in the park, their presence is not overwhelming, and their location near the major museums is a convenience for many of the park’s visitors.

The sidewalks are also in good condition throughout the park and aesthetically pleasing. Near the museums, there are numerous benches and other places for tourists to sit and relax.

**Security**

Police presence is not obvious in the park during the daytime. However, the amount of personal space provided in the park contributes to one’s sense of safety in this area.

**Accessibility**

While there are curb ramps on many of the sidewalks, improvements are still needed to achieve accessibility. In several locations cars or taxicabs were parked directly in front of the ramps eliminating access all together. Stairs leading to many of the museum may also be a challenge for tourists with mobility impairments.

### 7.5 SAN ÁNGEL

Just 60 years ago, San Ángel was a rural village separated from Mexico City by open fields. Eventually swallowed up by the expanding metropolis, this charming area retains original colonial houses as well as expensive new ones lining picturesque cobblestone streets. First settled by Dominican and Carmelite friars after the Spanish conquest, the area's attractions include several churches and former monasteries, which now serve as museums. Additional draws include the Museo Estudio Diego Rivera, where both Rivera and Frida Kahlo lived, numerous restaurants and specialty shops, and an active nightlife. (Inman 2003; Noble et. al. 2004).

San Ángel is probably best known for the Bazar Sábado (Saturday Bazaar), which features some of Mexico's best handcrafted jewelry, woodwork, ceramics, and textiles. Artists and artisans display their work in the Plaza San Jacinto and Plaza del Carmen, as well as in the Bazar Sábado building, a large seventeenth-century house located on the Plaza San Jacinto. Live marimba music serenades shoppers who pause for a buffet meal at the open-air restaurant in the house courtyard.
**Getting There**
San Ángel is located south of the Centro Histórico and is not directly accessible by Metro. The recently inaugurated BRT line provides direct access from the Zona Rosa to San Ángel along the major north-south street, Avenida de los Insurgentes. Travel time along this route is approximately forty-five minutes. Colectivos also provide service to San Ángel from the Chapultepec (Line 1) and Barranca del Muerto (Line 7) Metro stations. For the physically fit tourist, walking from the Metro is also an option. Barranca del Muerto is just under two kilometers from the heart of San Ángel, a fifteen- to twenty-minute walk. After a late night at the clubs, a taxicab is probably the best option; a Sitio stand is located near the Plaza San Jacinto. By the end of 2005, the Secretaría de Turismo del Gobierno del Distrito Federal plans to implement a new Turibús route that will include San Ángel as one of the stops (Secretaría de Turismo D.F. 2005).

**Information**
Along the major streets of Insurgentes and Revolución, where passengers disembark from the BRT and colectivos, street signs are spotty. The distinctive domes of the Museo del Carmen are clearly visible from Revolución and can help orient tourists, if they know what to look for. Once the tourist departs from the major roads and delves into the area, a few prominent signs indicate the location of the Plaza San Jacinto and the Museo Estudio Diego Rivera. The locations of the Sitio stand and the BRT station are clearly marked, but colectivo stops are not.

**Design**
The level of pedestrian comfort varies widely throughout the area. Some streets offer wide sidewalks with shrubbery buffering pedestrians from motorized traffic and cross walks. Along other streets, particularly near the edges of the area, the sidewalk is often too narrow for two people to walk side-by-side, with little or no buffer from traffic. In some places, often when more than two streets come together, the sidewalk disappears altogether, leaving pedestrians stranded.

The situation near the Museo Estudio Diego Rivera is particularly egregious, where pedestrians are forced to cross the street in the middle of a dangerous s-curve without the aid of either a crosswalk or traffic signals. Crossing the major street Revolución near the flower market and the Museo del Carmen is also difficult for pedestrians, due to the lack of speed bumps or other traffic-calming devices. Along quieter side streets where vehicular traffic is very light, some pedestrians opt to walk on the cobblestone streets rather than the narrow sidewalks.

On Saturday, when many visitors come to the area for the Bazar Sábado, cars park haphazardly throughout the area, sometimes literally on the sidewalk and in the middle of crosswalks, creating a hazardous obstacle course for pedestrians. When questioned, a police officer present in the area conceded that this practice was illegal, but he indicated that parking laws were not enforced on the weekends.
Aesthetics
San Ángel is arguably one of the prettier areas in the D.F. Original colonial architecture is mixed in with attractive new homes. Cobblestone streets are lined with lush greenery, much of which was in bloom in June, when the Research Team was in Mexico City. Several ‘pocket parks’ tucked throughout the area provide shady benches on which to sit. Vendors are predominantly located in the main squares of Plaza San Jacinto and Plaza del Carmen, which also feature numerous benches, although the seating is primarily occupied by the vendors themselves on the weekends. The edges of the area are shabbier, with fairly extensive graffiti, fewer pedestrian amenities, and less greenery.

Security
Similar to other upscale sections of the city, private security guards are present throughout San Ángel. A police stand is located in the median of Revolución, but police officers are not always visibly present. On Saturdays, the Plaza San Jacinto and Plaza del Carmen are fairly crowded with vendors and shoppers, but away from these areas the sidewalks are generally free of vendors and allow for a comfortable level of personal space. The core of the area is well lit at night creating what the Research Team members felt was a generally safe environment.

Accessibility
The sidewalks are generally in good repair and therefore reasonably accessible to pedestrians with mobility impairments. However, these accessibility features are negated by the haphazard parking practices described above. Persons with mobility impairments may also experience difficulty in areas where the sidewalks disappear.

7.6 COYOACÁN
Like a Hollywood movie, Coyoacán’s history is steeped in politics, art, murder and love affairs. The lives of elite members of Mexico City’s society all coalesce in this quaint colonial town eight kilometers south of the Centro Histórico. Coyoacán’s history is said to date back more than 500 years to early Teotihuacán culture when the Toltecs established themselves in the area. Hernán Cortés, famed Spanish conquistador, lived in Coyoacán in the 1520’s where he ordered the design and construction of Mexico City over the remains of the ancient Aztec capital, Tenochtitlan (Dubernard n.d.). Today, it is the area’s more recent art and political history that attracts visitors.

Renowned muralist and painter Diego Rivera and his wife Frida Kahlo spent much of their lives in Coyoacán. Cold war era politics have a history in the area, too. The former Russian revolutionary León Trotsky found refuge in Coyoacán after Rivera and Kahlo, both anti-Stalinist communists, used their influence to help him gain asylum when he was exiled from Russia by Joseph Stalin (Mitchell 2001).
Trotsky’s former home is now a museum, as is Kahlo’s. These homes are just a few of the many attractions enticing visitors to this bohemian area with brightly colored homes, cobblestone streets, cafes, and quaint shops.

**Getting There**
The best way to get to Coyoacán from the Zona Rosa is by taking Metro from Sevilla (Line 1) to Viveros (Line 3). There is one transfer from Line 1 to Line 3 at the Balderas station. From here, visitors can take a 20-minute scenic stroll through quaint streets, passing by plazas on their way to the shops and restaurants near the Jardín del Centenario and the southern portion of Carrillo Puerto. Tourists who prefer not to walk can take a colectivo or taxicab to the heart of Coyoacán. Visitors leaving from the Chapultepec area have the option of taking a 1-hour colectivo ride from the bus depot on the east side of the park near the Zona Rosa. Visitors will also be able to visit Coyoacán via the new Turibús line that is scheduled to begin trips to the area later in 2005. More able-bodied tourists may consider taking a wonderful walking tour from Coyoacán to San Ángel. Walking tours can be found in The Rough Guide, The Lonely Planet, and Eyewitness guidebooks. Those visitors in need of a quick ride out of the vicinity can take a Sitio taxicab from the Sitio stand near the southeast side of the Jardín Hidalgo.

**Design**
Coyoacán’s grid-like street pattern, wide sidewalks, buffered traffic patterns, pedestrian crosswalks, and traffic-slowing speed bumps make the area a wonderful pedestrian environment in which to walk. The area is composed of mainly one- and two-story homes and buildings adorned in Spanish tile and scaled to pedestrians. Walls and buildings are covered with hanging flowers and often painted in bright warm colors.

**Aesthetics**
Coyoacán is one of the cleanest, most well maintained areas in Mexico City. Streets are free of litter. The two jardíns (gardens) are well kept and clean, with the bushes neatly trimmed and manicured. There are more trees and flowers in Coyoacán than in many of the other areas that the Research Team visited. Sidewalks are in good shape and absent the deep holes and pockmarks that a pedestrian must often navigate in other areas of Mexico City. There is, however, some pronounced graffiti on the walls of buildings and homes. Areas around the Metro station and streets further from the town center could use some new paint to boost the area’s image.

One of the treasures of Coyoacán is that is not overwhelmed by tourists, chain restaurants, tourist services, and the people who prey on tourists often found in the Centro Histórico and the Zona Rosa. With the planned expansion of the Turibús to Coyoacán, the local charms that make this area such a warm place are put at risk, although an increase in tourism has positive economic implications. Neighbors and delegación representatives should work to ensure that the area retains the form, character, and charm that make it so unique. While Coyoacán’s historical center is preserved by a Presidential Decree designating it a protected area, other portions of the community are not (Dubernard n.d.). Community leaders should work to continue to
protect the historic values, local shops, and identifiable character that makes Coyoacán the wonderful place it is to today.

**Security**
Coyoacán is a place where visitors can let down their guard a bit and roam freely, as the streets are not crowded and there is a greater amount of personal space than is found in some other tourist areas. The area was absent a strong police presence, but the Research Team did not feel more security was needed. The area around the Viveros Metro station, however, may be a little uncomfortable for tourists due to some loitering and graffiti.

**Accessibility**
Unlike most tourist areas visited by the Research Team, Coyoacán’s sidewalks are largely accessible for those with disabilities. Many sidewalks have handicap access ramps with access signs nearby or painted on them. Additionally, sidewalks are not overly crowded and they are sufficiently wide so that wheelchairs or people with crutches and canes can pass through. Coyoacán is perhaps one of the most pedestrian and handicap accessible places in Mexico City.

### 7.7 Xochimilco

Xochimilco gives the visitor an opportunity to experience a little bit of the culture created by the ancient Aztecs. The area is dominated by 180 km of canals on which visitors can hire a boat for a half an hour up to an entire day to float through area (Lonely Planet 2004). Xochimilco’s canals are the only remainder of the *chinampas*, floating flower and vegetable gardens created by the Aztecs (Inman 2003). The area remains a major source of flowers and vegetables, which can be found for sale in the local markets as well as for sale by floating vendors on the canals (Fisher 2004). Xochimilco hosts 422 festivals annually and has its own tourist office (Baird and Bairstow 2004).

Boats carrying twenty or more family members, a feast of food, and plenty of drinks to pass the day are a common sight on the canals. Mariachi bands float by and occasionally hop on board to play ‘Guadalupe’ or ‘Bésame Mucho’. On an overcast or cloudy day, visitors may find boat owners painting the brightly colored signs made from tightly tied reeds formed into arches that sit atop each boat and indicate the boat’s name. Vendors selling toys, jewelry, and crafts are abundant on the canals as well, and the agile vendor may sell his wares by hopping from boat to boat.

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Embarcadero
Handmade signs are hung on poles and street corners leading the team from the Tren Ligero stop at Xochimilco to the embarcadero, where we can catch a flat boat down the canals. The first embarcadero is empty; it is of course a cloudy weekday. The boat owner offers us a lovely ride through canals for and hour at a rate of 140 pesos per person. While this seems reasonable, the team is lucky to be accompanied by a local friend who knows better and tells the boatman that we will not be swindled! Walking away from the dock the man lowers his price to 110 pesos per person, but we keep walking away. Boats are always rented by the boat per hour, not per person; although on the weekends you can pay 5 pesos to board a collective boat. Back at the main street, a man on a bicycle stops to ask if we are looking for a good embarcadero and leads us to his father’s boat, offering us an hour tour through the canals for a total of 140 pesos, a much more reasonable deal that we happily accept.
A trip to Xochimilco is not complete without a visit to the nearby Museo Dolores Olmeda Patiño a wealthy art collector as well as friend, lover, and model for Diego Rivera. Patiño donated her art and property to the museum in 1994, eight years before she died in 2002. Throughout her life, she amassed the largest collection of Diego Rivera and Frida Kahlo works, which are tastefully displayed throughout her mansion.

**Getting There**

Getting to Xochimilco is simple. For those interested in transit, it provides a great opportunity to ride the city’s light rail, the *tren ligero*, accessed from the Metro at the Tasqueña station, the south end of Metro Line 2. While the trip via transit is about one-and-a-half hours from the Zona Rosa, the tren ligero provides a refreshing change from the hot, crowded metro tunnels. The canals may be reached by a long walk, or more conveniently, a bus ride from the Xochimilco rail station. The Museo Dolores Olmeda Patiño can easily be reached by exiting the tren ligero at La Noria, two stops north of Xochimilco. The Rough Guide accurately describes the walk to the museum from the rail station as “a couple of minutes” by going “straight ahead from the exit and tak[ing] the first left” (Fisher 2004).

**Information**

Signs for *embarcadero* (wharf) are plentiful within the vicinity of the canals. However, there is no indication that there are neither multiple embarcaderos nor any signage pointing the visitor towards information on government-regulated rates. These rates are posted prominently at the main embarcadero. Short of stumbling across the posted rates, this information is only discovered through guidebooks, speaking with the locals, or spending time exploring the vicinity. It helps to know the regulated rates in advance in order to prevent opportunistic overcharging.

**Design**

Xochimilco is dominated by an extensive network of canals, not unlike a street network, lined with lush vegetation in a natural state. On a quiet afternoon, the ride along the canal is idyllic. The main street bisecting Xochimilco is Avenue Nuevo León, which is a busy four-lane road with fast-moving traffic. The street is lined with stalls and shacks, some as high as three stories, but primarily one-story buildings covered with graffiti and old posters in various states of decay. The pedestrian environment on this street is neither cohesive nor pleasant. The sidewalk is often interrupted where by nose-in parking and in some places non-existent.

**Aesthetics**

Xochimilco has its own unique character and charm defined by the canals, interesting scenery and lush vegetation in an idyllic setting. The water appears murky; however, according to guidebooks, great effort has been put into making it cleaner over the last several years (Fisher 2004).
The Museo Dolores Olmeda Patiño offers a setting unique in Mexico City. The calm and beautifully manicured grounds provide a welcome refuge from the busy streets of the surrounding area. Visitors can enjoy strolling through the grounds as much as enjoying the art inside the mansion. The grounds are immaculately landscaped and peacocks wander, involved in their mating dances, oblivious to the visitors.

**Security**
The Research Team observed no police while visiting Xochimilco. The overall feeling of the area is comfortable, however, and does not appear to warrant a heavy police presence. There are no formal vendors outside of the local market, and those within the market do not harass visitors.

**Accessibility**
Boats are easy to access from the dock as they are designed with ramps where the passenger can simply walk on without making any special effort. The driver of the boat is eager to help passengers safely board and disembark his vessel. It may be difficult, however, for a tourist in a wheel chair to access the boats.

### 7.8 TLALPAN

Tlalpan is colonial-era delegación located in the southern zone of the D.F. just below the Ciudad Universitaria. The area, which was incorporated into the D.F. in 1827, is the largest delegación of Mexico City (Secretaría de Turismo 2004). After gaining independence in the seventeenth century, Tlalpan was called the Villa de San Augustín de las Cuevas because it was the day of Saint Augustine when papers were completed for the town’s independence (AGATA 2003). The historic area is famous for its colonial seventeenth- and eighteenth- century architecture, which housed aristocrats and famous Mexicans such as General Santa Ana and José María Moroles y Pavón. Later, artists, writers, and European businessmen moved into the area (Secretaría de Turismo 2004).

Surprisingly, many tour books do not mention any details about Tlalpan and the attractions there. Despite this omission, the area is worth visit for tourists who want to experience the charms of historic streets and attractions as well as an abundance of outdoor cafes. Without mobs of tourists filling the streets, the relaxed atmosphere in Tlalpan is also a reason to visit. Constitution Square (Plaza de la Constitución) features a well-manicured garden dating back to 1827, with bushes, laurel trees, and a central gazebo (AGATA 2003). On Sundays, a book market fills the plaza, providing a special sight for restaurant goers in outdoor cafés along building porticos surrounding the plaza (Secretaría de Turismo 2004). La Casona is a painted-yellow stucco building housing a
number of restaurants. For the thirsty tourist, Madero and Hidalgo streets offer many cafés and bar options. Other Tlalpan attractions include the Casa Chata (Flat House), the Casa de Moneda (House of Mint), and Museo de Tlalpan, all just a few blocks from the main square (Michelin 2000). Particularly striking on a summer evening is the illuminated Antigua Palacio Municipal, Tlalpan’s government building. The interior features colorful tile décor and stained glass, and the exterior murals beautifully illustrate the delegation’s historical events. Just behind this building is the Porfiriato-style, French-influenced market building, Mercado de la Paz, where locals and tourists can buy fresh produce and specialty goods (Michelin 2000).

Getting There
For the Zona Rosa, the most effective way to travel to Tlalpan is via Metro to the Universidad station (Line 3) and taxicab. At the Universidad Metro station there is a taxicab stand located to the south of the plaza. The ride from the Universidad stop to Plaza de la Constitución or the corner of Madero and Hidalgo is approximately ten minutes and should cost less than fifty pesos ($5 USD). Alternatively, there is a colectivo that runs from the Piño Suarez Metro station and stops at Plaza de la Constitución. By either Metro or colectivo, total travel time from the Zona Rosa is approximately fifty minutes.

Information
Once tourists arrive in Tlalpan, they will find street signs in the central area are consistent and reliable. As a historic district, special signage adorns building corners indicating ‘Centro Histórico’ as well as the historic street name. A tourist information kiosk is located in the main plaza.

Design
Strong pedestrian connectivity exists throughout Tlalpan due to an easy-to-navigate grid pattern of the streets. Automobile traffic through the historic district is low and streets are narrow and intimate. Many of the streets are lined with fully matured trees creating a pedestrian canopy and serving as a traffic-calming agent. Buildings consist of one- and two-story structures along approximately twenty-foot-wide streets lined by parallel-parked cars, creating a good scale for pedestrian comfort. Crosswalks, speed bumps, and stop signs, while inconsistently present, facilitate the ease of crossing the streets. Narrow sidewalks and irregularly placed street trees make it difficult for pedestrians to walk side-by-side. Additionally, many street trees have long since passed on, reducing the pedestrian buffer from automobile traffic they once provided.

Aesthetics
Tlalpan exudes traditional, Mexican character. The area features brightly painted, colonial-era houses with wrought iron window grates and decorative wood doors and shutters. The roots of old trees frequently break through the concrete and stone walkways, creating hazardous conditions, particularly for pedestrians with mobility impairments. Amenities such as benches and shelters are concentrated in the Plaza de la Constitución only. A pedestrian-only street behind the Delegación building offers a pleasant walk for tourists and locals heading to the Mercado de la Paz or various cafes and restaurants. Greenery in the Tlalpan historic district is well maintained when present. Many of the historic buildings
surrounding the Plaza de la Constitución are covered in graffiti. According to local policemen working at the Delegación building, many students live in the area because of its proximity to the Ciudad Universitaria, and it is these students who are vandalizing the buildings (Tlalpan policemen 2005).

Security
Tlalpan is a safe area for tourists because it has not yet caught on as a site for opportunists to prey on unsuspecting foreigners. There is an abundant level of personal space afforded to visitors walking through the area, but crowds increase near the main plaza. Two or more policemen are stationed at the Delegación building during the day and evening hours (Tlalpan policemen 2005). Lighting at night in and around the main square is good, as is the street lighting throughout the area.

Accessibility
While the area’s historic center may not provide a welcoming environment for tourists with special needs, due to a lack of curb ramps and other accessibility features, even a taxi ride through the area is well worth the trip.
CHAPTER 8: ASSETS OF THE D.F. TRANSPORTATION SYSTEM

Mexico City, a national capital city with deep-rooted history and culture, is a draw for both domestic and international tourists. The metropolitan area including the D.F. covers a geographically vast area, all of which is served by an extensive transportation system. Many metropolitan areas in the United States follow a similar sprawling pattern. However, even those cities that are built in more compact patterns may benefit from investigating some of the features the D.F. has implemented in its transportation system. The following outlines some of the most innovative and effective features of the D.F.’s transit system identified by the Research Team.

8.1 METRO EFFICIENCY

- Gutters built into metro stations effectively channel water entering stations during heavy rains, lessening the possibility of stations closures due to flooding and increasing passenger safety.
- Multiple connections provide route choices.
- The ranuras guía provides an effective guide in metro stations for passengers with visual impairments.
- Metro station designs and train car seating configurations accommodate high volumes of passengers.

The Research Team visited Mexico City during the rainy season when it is not uncommon for rivers of water to pour into Metro stations during sudden and torrential downpours. Pathways in underground tunnels include gutters on the sides that serve to prevent delays in the system due to inevitable flooding. The additional benefit of channeling water into gutters, aided by station agents if necessary, is the prevention of serious safety problems that can easily arise when heavy volumes of passengers navigate wet and slippery floors.

The Research Team encountered relatively few delays on the Mexico City Metro system. With repeated daily travel on Metro, the Research Team only experienced one breakdown, which was easily avoided by rerouting to another line. In contrast, the Washington, D.C. Metro, a primary transportation mode for tourists as well as locals, is plagued by delays, inconveniencing more than 14,400 riders a day (Layton and Becker 2005). The Washington Post reports that despite of millions of dollars spent on maintenance, Metro still experiences twice the number of delays that it did five years ago (Layton and Becker 2005). Perhaps there are some lessons to be learned from the Mexico City Metro system, which efficiently and inexpensively carries five million passengers a day.

While the Mexico City transit system is not well-equipped to transport passengers with most disabilities, the Metro’s provisions for passengers with visual impairments are particularly well-designed. When the Research Team spoke with a representative of Metro, she struggled to find the English translation for ranuras guía, which refers to the guiding groove in the floor that can be navigated with a cane. No members of the Research Team had ever seen such an accommodation in a U.S. underground transit system, and it may be possible that there is, in fact, no English translation for this feature. Not only does this groove in the floor provide a pathway for blind persons to follow toward signs equipped with Braille, it also provides a guide parallel to the track allowing blind passengers to gauge distance as well as orient themselves.
toward the train. These types of features vastly improve the accessibility of the system to people with disabilities.

Overcrowding on subways during rush hour is a problem in Mexico City, as it is in many U.S. cities. Metro cars in Mexico City's system are configured with seating facing the front and rear of the train with two seats on either side of the center aisle. While this configuration provides for a little more privacy and perhaps a more comfortable ride, it limits the number of passengers who can comfortably fit inside the car. The system has begun replacing its older cars with cars that have seating arranged in benches along the sides of the train in order to accommodate more passengers. The stations are also extremely well designed to direct the flow of passengers, minimizing conflict between passengers getting on and off trains. For example, in some stations, passengers exit one side of the train and enter on the other.

8.2 INTEGRATION

- The D.F.'s transportation network integrates multiple modes of transit.
- The D.F.'s bus system provides a successful example of privatization of a portion of an integrated transit system.

As noted in the transportation modes section of this report, the D.F. has integrated several different modes of public transit into its transportation system. Major modes of transit include the metro, light rail, city bus, private bus (colectivo) and most recently, BRT (bus rapid transit). This system provides the option of multiple routes for passengers, as well as allows the transit system to serve a wide geographical area, with buses serving areas further out that may not support an economical rapid transit system in the same way that it can be supported by population and commercial density in the city's core.

The D.F. transportation system is well-served by the privately operated colectivo system. Many U.S. cities struggle with the decision to privatize portions of an integrated transit system, and Mexico City may provide a successful example. While the private system introduces security and maintenance concerns, it helps to vastly expand the area served by mass transit. The colectivo system has its own route associations and drivers are required to pass an exam administered by the D.F. In U.S. cities, publicly operated vehicle fleets are often governed by union rules which make extension of hours of service for special events prohibitively expensive or preventative altogether. Integration of privately operated fleets into a public transit system, accompanied by effectively enforced regulation and oversight as well as strong coordination between agencies, can provide an additional flexibility of service.

8.3 INFORMATION

- Symbols in addition to names for Metro stops provide easy information to illiterate passengers and non-Spanish speakers.
- A local population that is helpful and friendly provides a tremendous asset to tourists who often seek help from passersby on the street.

Mexico City's Metro includes a system of symbols as well as names for each stop. Signs at each stop display both the symbol and name, and maps inside of train cars prominently display the symbols, with names printed beneath. Symbols are creatively designed to briefly reflect the history or cultural features at each stop. The symbols make it easy for a passenger to quickly scan the signs on station platforms from inside the train to determine the correct stop. The symbols not only provide a means of interpreting signage for illiterate passengers, but also provide a great asset to tourists and non-Spanish speakers.
The Research Team observed that Mexicans in the D.F. are extremely helpful and friendly. While this may seem like a basic observation, it is a huge asset to tourism and part of what makes Mexico City a wonderful place to visit. Tourists swarm to many U.S. cities, particularly in the summer months, and commuters who are not on vacation, trying to maintain their typical patterns, may display impatience with visitors who get in their way. While it is decidedly difficult to change a culture and implement such a feature in U.S. cities, it is worth noting that this eagerness to assist visitors provided a huge asset to the tourist experience in Mexico City.

8.4 FARE STRUCTURE

- Metro and bus transit are heavily subsidized by the D.F. in order to make public transit accessible to the city’s disadvantaged population.
- Metro requires one ticket and one price, regardless of time of day or distance traveled.
- Standard practice for non-metered taxis is for passengers to negotiate fare before entering the vehicle, so fare is known before the trip occurs.

Subsidized by the D.F. government, the Mexico City Metro costs two pesos ($0.20 USD), making the Metro highly accessible to low-income commuters whose transportation options are limited. In contrast, the Metro system in the United States’ capital city of Washington, has one of the highest cost per passenger basis in the country with base fares of $1.35 USD ranging as high as $3.90 USD for longer distances. While Washington’s Metro is somewhat subsidized by local governments, the subsidies do little to offset the cost per passenger, which can be prohibitive to passengers on tight budgets. The Washington Post, in a four part series on Metro published in June, 2005, spoke of Metro’s efforts to cultivate long-term funding sources such as a regional sales tax in Washington’s numerous jurisdictions (Layton and Becker 2005). Mexico City may provide a successful example of a long-term federal subsidy.

Mexico City’s Metro charges a flat-rate fare, regardless of distance traveled. This fare system makes it easy for passengers to purchase tickets and to budget for travel to all locations. In contrast, Washington, D.C. has an extremely complicated fare system, where fares are higher during rush hour and vary depending on distance traveled. Furthermore, the fare is stored on a card that is required for both entry as well as exit from the train, an unusual specification which often requires tourists to scramble for their cards upon exit from stations. A simple fare system makes transit more friendly and accessible to tourists.

While it may be difficult for tourists to find safe taxicabs in Mexico City, passengers at least has the comfort of negotiating the cost of trip before getting into the taxicab and can expect the fare for a given type of taxi to vary consistently with the distance traveled. Many cities in the U.S. have implemented alternative fare mechanisms that are often confusing for tourists, not to mention residents. For example, Washington, D.C., has a zoned system for taxicabs in which a passenger is charged a flat fee based upon the number of zones traveled. This system can sometimes result in an expensive fare for a trip of only a few blocks if the route crosses zone lines. Other cities, such as New York City, have a meter system based on distance and time traveled. Still other cities, such as Albany, New York, depend on a central dispatcher to provide a fare for a given trip, which may vary from one day to the next.
8.5 SECURITY

- The D.F.’s new Metrobús (BRT) system and the Tren Ligero (light rail) have a strong security presence, indicating an effort to stifle the crime (graffiti was not really an issue for Metro or colectivos) that plagues many other parts of the transportation network.

The Research Team’s findings indicate that security in the D.F. leaves a lot of room for improvement in making the system safer and cleaner as well as more inviting to tourists. However, the newer portions of the D.F. transit system appear to have a higher and more visible security component than older aspects of the system. During the first week of Metrobús service, when the Research Team was in Mexico City, platforms were well staffed with multiple uniformed officers. The Research Team also observed a higher security component at light rail stations. This security presence is a good precedent and will hopefully continue to make these modes of transportation inviting to tourists, and provide examples of how security presence can improve the system overall.
CHAPTER 9: RECOMMENDATIONS

9.1 RECOMMENDATIONS TO THE D.F.

As a result of the research and analysis on tourism and transportation in Mexico City, the Research Team proposes the following recommendations that the D.F. should implement in order to better meet the transportation needs of tourists. The recommended changes should enable tourists to understand the transportation system better and to feel safe while using it. With fewer challenges associated with navigation and bolstered feelings of personal security, tourists will be more likely to take advantage of all of the transit options available to them. While some of the recommendations are more applicable to certain modes and tourist areas than others, they can be universally applied to enhance transportation for both the tourist community and the residents of Mexico City.

Aesthetics

• Remove trash and graffiti in areas immediately around transit stations and on major routes traveled by tourists.
• Include more pedestrian amenities, such as benches, transit stop shelters, trees for shading, etc., in areas with heavy tourist traffic.

The Research Team concluded that excessive trash and graffiti, especially when it is located outside of Metro stations and along major corridors, may create a bad impression on tourists and promote heightened concerns about personal safety. Whether these concerns are real or perceived, they create angst for many tourists. This angst can be a key factor for tourists in deciding whether or not to use the Metro. By cleaning up high traffic areas within the transportation network, the D.F. would create a more welcoming environment where tourists will have positive impressions and feel secure exploring the city.

To keep areas litter- and graffiti-free, the D.F. should install more trash receptacles in places where excessive trash is present on the streets and sidewalks. Painting over graffiti is an obvious solution as well as the cheapest (Weisel 2002). Covering up graffiti with paint, however, may only be a temporary solution. One idea to combat graffiti is to replace it with public art. Adults and children who live in the delegación can be involved in such efforts. Participation in the project may foster increased pride in the area and a resolve to keep it clean. An enforceable law to illegalize graffiti and littering should accompany these solutions.

Pedestrian amenities would enhance the public transportation network by creating a system that is more comfortable for tourists. The D.F. should install benches and shelters at city bus stops that are often used by tourists. If taking the bus is a comfortable, safe option, then tourists will be more inclined to do it. Enhancements will also serve as indicators that the government cares about the system and the people using it. Including more greenery around Metro stations will also help to convey this sentiment as well as give tourists a good first impression of the area beyond the Metro. Streets bustling with tourists are also good places to consider pedestrian amenities and enhancements. To defer the costs associated with such improvements, the government should consider selling advertising space on trash containers and bus shelters, following the example of New York City and Toronto (Ursery 2004).
**Design**

- Create wider pedestrian pathways.
- Ensure that pedestrian pathways are continuous and unobstructed in and around public transportation stops and tourist attractions.
- Provide safe, easy access for pedestrians to cross streets in and around public transportation stops and tourist attractions.

In many areas throughout the city, tourists are unable to walk along the street side-by-side due to obstructed or impassible sidewalks. With this, pace and rhythm, personal conversations, and attempts at navigation are all disrupted. When there is insufficient room to pass through an area, safety becomes a concern for tourists who may misjudge their footing. Obstructions can include vendors and their merchandise, potholes, overgrown tree roots, misplaced tree boxes, and parked cars. If a tourist is walking and encounters an impassable sidewalk, she is often forced into the street with the automobile traffic or into other pedestrians who are making their way down the street in the opposite direction. This unsafe and annoying situation may cause many tourists to rethink decisions to walk the streets of the city.

Crosswalks are too often inconsistently located and have worn down markings. This coupled with a lack of traffic-calming devices create concerns for pedestrian tourists. Drivers too often do not yield to pedestrians, even when they have the right of way or a green crossing light. In some areas where there are no traffic-calming devices, cars can be seen speeding toward pedestrians who are trying to cross the street. Further complicating this problem are areas where there are no cross walks or signal lights to aid the pedestrian in getting across the street.

To ensure adequate space for pedestrians, the D.F. should require that all vendors leave at least four feet of space on the sidewalk for pedestrian traffic. The District should also create and enforce restrictions against automobiles from parking on and obstructing sidewalks. It is especially important that these regulations be developed for areas in and around transit stations and major tourist destination. The D.F. should also consider employing additional police officers to patrol traffic in areas where it is difficult for pedestrians to cross the street, and should study the feasibility of installing traffic-calming devices, crossing lights and cross walks where none currently exist.

Implementing these recommendations on design to improve accessibility will better enable the city to accommodate tourists with special mobility needs.

**Information**

- Install vicinity maps at transit stations near popular tourist destinations as well as in centrally located places in areas that are frequented by tourists.
- Improve pedestrian signage to lead tourists from public transportation stations to popular tourist destinations.
- Mark bus stops on major tourist routes with signs.
- Publish maps of bus routes that are likely to serve tourists.
- Create a comprehensive tourist planning guide to Mexico City that includes information on popular tourist destinations, the relevant rail and bus transportation network, special activities, and street maps.

Public information in the way of maps and pedestrian signs within the transportation network should be improved to create a consistent, reliable source of information helping tourists navigate areas. The placement of maps and signs must be consistent so that tourists will have
Security

- Develop a consistent reporting system for tourists who encounter security problems within the transportation network.
- Create a flyer that addresses security concerns pertaining to the transportation network and include it with tourist travel planning information.
- Regulate aggressive vending.
- Regulate potentially hazardous traffic conditions for pedestrian tourists.

Most tourists consider safety and security when making transportation-related decisions. In Mexico City, the perception of unsafe conditions within the transportation network remains an issue for the tourist community. While tourists should be cautious and vigilant in their travels, some concerns may stem from outdated information and misconstrued facts. As was mentioned earlier in the report, serious crimes such as rape and murder have not occurred within the Metro system for five years. While pick-pocketing still remains a problem, the level of seriousness of this crime will likely conjure up a different reaction in tourists than that of a heinous crime. Information about the types of crimes, frequency with which they occur, and general locations, should be available to tourists. With various tour books and other sources reporting different information, it is often overwhelming for tourists to distinguish the perceived threats from serious safety concerns. Tourists will likely take comfort in safety information that is that is regularly updated and published by the D.F.⁹

Security Issues

The seemingly empty metro train at the Tacubaya metro station suddenly became packed as 4 or 5 men rushed into the train behind me as the doors were closing. One put his hand on my back to move me more quickly inside. But as they stood around me smirking, I knew something was wrong. In the process of getting into the train, one of the men had picked my wallet that was carelessly placed in my rear pocket. In disbelief I signaled to the group to exit the train at the next metro station to alert the police and use a cell phone to cancel my ATM card. The local police officer first asked if we had pulled the emergency lever in the train car and then instructed us to return to the original station where it happened to fill out paper work. But, we still had to cancel the card. I left the metro station headed for a pay phone. At the station entrance there were three different kinds. One required a special calling card that we did not have and two other phones took pesos but weren’t working. Even with the assistance of the metro police officer, we were unable to make a call to the states. We didn’t know what to do and neither did the police officer. He was not trained to handle tourist problems and couldn’t speak a bit of English. That’s when a gracious English speaking local resident gave us his calling card and helped us dial the police to cancel my ATM card. The local police officer first asked if we had pulled the emergency lever in the train car and then instructed us to return to the original station where it happened to fill out paper work. But, we still had to cancel the card. I left the metro station headed for a pay phone. At the station entrance there were three different kinds. One required a special calling card that we did not have and two other phones took pesos but weren’t working. Even with the assistance of the metro police officer, we were unable to make a call to the states. We didn’t know what to do and neither did the police officer. He was not trained to handle tourist problems and couldn’t speak a bit of English. That’s when a gracious English speaking local resident gave us his calling card and helped us dial the states to cancel the card. We figured out the hard way with a bit stress and frustration that 800 numbers can’t be dialed from Mexico. Again with his help, we made a collect phone call to a family member in the US who could call the bank to cancel the card on my behalf. We never did fill out any paperwork reporting the incident; it seemed we had been through enough already and traveling to a police station in Insurgentes along with hours it might take to report the incident might be even more stressful!
The valid fears that tourists have about safety and public transportation may be eased if tourists could count on help from authorities if they find themselves the victim of a criminal incident. Not only is there no institutionalized system for reporting a crime within the transportation network, but the available assistance and guidance is unreliable and inconsistent. The government should provide clear direction and consistent information on how to report tourism-related crimes. One option for centralizing intake and providing tourists with a greater sense of security would be to locate emergency telephones in Metro stations. If the phones are consistently and conspicuously placed, tourists will know where to find them. Upon picking up the phone, the tourist would be connected to a police facility where they could speak with someone in their native language.

Other security concerns that pedestrian tourists encounter within the transportation system include aggressive vending and erratic, dangerous driving. The security concerns coupled with the annoyances brought about by these activities may deter tourists from using public transportation and walking around neighborhoods. Regulations on these activities should help lessen the frequency with which they occur and engender a sense of security in tourists so that they can comfortably walk down the street without fear of being hit by a car or being approached repeatedly by sidewalk vendors.

**Communications and Coordination**

- Enhance overall coordination and communications between agencies managing transportation and tourism operations.
- Coordinate efforts between the local delegaciones and the D.F. to post maps and signs designating tourist destinations and bus routes.
- Coordinate efforts between the D.F., local delegaciones, and Metro to improve the pedestrian environment around Metro stations.
- Coordinate efforts between the colectivo operators and various transit agencies to develop a reporting system for tourists, to simplify fair structures, and to create a comprehensive transportation guide.

An important step towards creating a safer, more efficient network of transportation for tourists is the strengthening of communication and coordination efforts between the various agencies involved with transportation and tourism. With better communications, the D.F. will have an easier time considering and implementing the recommendations outlined here. The concept of improved communications is not new to Mexico City. The Directorate for Science, Technology, and Industry published a document, *2001-2006 National Tourism Policy*, in 2001; it refers to the need for better communication and collaboration among the various agencies dealing with tourism (OECD, 2001). In meeting with staff members in various agencies at the D.F., Metro and the Secretaría de Turismo del Gobierno del Distrito Federal at various levels of government, the Research Team learned of possible efforts to enable various agencies to work together on projects dealing with tourism and transportation that are of mutual interest.

In working together through internal collaboration, the D.F. and other agencies will have the capacity to develop comprehensive policies that benefit both their interests and those of the tourists. According to the *National Tourism Policy Review*, tourism has only recently become a noted industry of importance amongst the public and decision-makers. A collective voice speaking on behalf of tourism will strengthen advocacy on behalf of and continue elevating the perception of the industry.
An additional benefit for the D.F. in coordinating with agencies, especially at the federal level, is that it will raise the jurisdiction’s status as tourist destination. In reading the 2001-2006 National Tourism Policy and talking with staff members at the Federal Department of Tourism, the Research Team learned that discussions about tourism are often dominated by resort areas outside of Mexico City. Rich in culture, art, architecture and fine cuisine, Mexico City should be included among the prime tourist destinations discussed and planned for by the government. Effective internal communication and collaboration will help this cause.

Another component of communication that should be considered is outreach to cities in other countries that host tourists. An open discussion about tourism issues and experiences may assist the city in determining how best to improve transportation services for tourists. New York, New York and Los Angeles, California are two U.S. cities where tourism, as a source of revenue for the local economies, is incorporated into urban redevelopment efforts. An article, “Tourism in US Global Cities: A Comparison of New York and Los Angels” may be a useful resource in understanding of tourism policies for urban, metropolitan areas (Gladstone and Fainstein 2001). Other resources may include the World Tourism Organization, a group that recently held a policy forum on tourism’s potential as a sustainable development strategy in least developing countries, as well as countries within the European Union that regard policies on tourism as key to creating a strong economy and successful enterprise.

**Enforcement**

- Apply stricter enforcement of current laws and regulations to enhance the safety and mobility of tourists.
- Consider new laws and regulations, designed to be enforced, that contribute to the positive tourist experience.

If laws and regulations within the transportation system are not enforced, the laws will be useless in their attempt to improve local safety conditions and the transportation experience for tourists. Before thinking about policy changes and new regulations, the D.F. should first consider stricter enforcement for current laws. The Research Team saw a strong police presence in several of the areas that they visited, but never witnessed enforcement. Enforcement is most likely the best way to deter behavior that has a negative impact on tourists within the transportation system. Whether one is attempting to prevent people from spraying paint on public walls and sidewalks or running red lights, enforcement of rules makes the most sense. If people are legitimately afraid of serious consequences, then they are less likely to do the things that they should not be doing. Enforcement should be integrated into tourism and transportation policies if the D.F. is interested in creating a tourist-friendly city.

Of course, enforcement is related to matters that appear to be deeply ingrained in the political culture of the city and country. Many ‘gifts’ are given for favors, and there is a widespread belief throughout the city and country that corruption exists at all levels. A National Public Radio report puts it well: “Justice has long been hard to come by in Mexico City. From court workers to street cops, authorities often respond more favorably to payoffs than to jurisprudence. The city's roughly twenty million citizens have largely learned to live with the corruption, paying bribes to keep their cars from being towed or their loved ones out of jail. Police say they couldn't survive without the bribes because they're underpaid. But Mexico City is working on reforms” (Gladstone and Fainstein 2001). Enforcement will require reforms, and the reforms may not come quickly despite the many appeals by President Fox and Mayor López Obrador. Shifting from one ‘system’ to another is usually painful and slow. However, it has been done, as the case of Bogotá under Mayor Antanas Mockus demonstrates.10
9.2 RECOMMENDATIONS TO PROSPECTIVE TOURISTS

Although Mexico City poses many transportation challenges for the uninitiated tourist, with proper information and adequate planning it is possible to navigate the city's transportation system with relative ease. After three weeks of continuous travel throughout the city, the Research Team became quite savvy at using the various modes. Drawing upon this experience, the following section provides recommendations to the middle tourist category—that is, people with limited financial resources and limited adventure tendencies—for how best to use the current transportation system.

Metro
- Use the ‘women and children only’ cars located at the front of the train.
- Wait for a less crowded train if the cars are too crowded.
- Make sure there is enough time to get on or off the train.
- Secure personal belongings.
- Be aware of your surroundings at all times.

Although tourists are often told to avoid using the Metro, the Research Team highly recommends it as a transportation mode for tourists. However, tourists should be aware of some important factors when using the Metro. In order to avoid the alleged dangers of the Metro and create a sense of personal safety, tourists should wait for a less crowded train if the cars are overly crowded. Trains arrive frequently, so the wait is never long. Cars towards the front of the train, especially those reserved for women and children, tend to be less crowded, and are also safer because they are closer to the train conductor. It should be noted again, however, that women and children cars are only reserved during rush hour and there is only occasional enforcement keeping men out of these cars.

Tourists should not push or rush to get onto a crowded train. Petty thieves take advantage of the rush to pilfer wallets and other personal items. While on the Metro or waiting for a train, hold onto personal belongings. Bags should be held close to the body in the front, and nothing of value should be carried in back pockets. Also pay attention to the surroundings. Loud conversations in languages other than Spanish will draw attention to tourists and attract thieves. It is better to remain quiet and attentive to other passengers. The Research Team experienced only one act of theft, a picked pocket from a victim that had left his wallet in the back pocket. Modest precautions are likely to prevent such misfortune.

Tourists should have knowledge of some basic Spanish in order to communicate with Metro police or personnel. Key phrases useful for navigating the subway system are listed in Appendix F.

Following the above recommendations will enable tourists to ensure increased personal safety on the Metro. Tourists should also consider the Metro as a tourist destination. Many of the stations located throughout the Metro system have stunning artwork and interesting archeological artifacts.
Colectivos and Public Buses

- Before boarding, determine which route the bus will take and where to request the driver to stop.
- Be conscious of how much change is given to and received from the driver.
- Obtain a seat or a secure standing position.
- Move to the back of the bus prior to reaching the desired stop.

Although the typical tourist does not use colectivos or public buses as a mode of transportation, the Research Team found that they can be very useful for traveling in areas where inaccessible by Metro access. Colectivos have an advantage over taxicabs because they are an inexpensive mode of transportation; the cost is between 2.00 to 4.50 pesos (about twenty to forty-five US cents).

Signs in the front window of the bus are the best source of information regarding routes and destinations. There are some colectivos that have the same route number posted on the side of the vehicle but travel different routes. Colectivos do not have route maps and do not always adhere to designated stops, and public bus maps and stops are often difficult to find. Therefore, it is important to know where the tourist destination is and approximately where to request the bus to stop. Upon request, drivers will announce a particular stop, and fellow passengers are often very helpful in identifying stops. For this reason, as with the Metro, it is helpful to learn a few key phrases in Spanish (see Appendix F).

Passengers should either give exact change to the driver or be conscious of the amount of change that the driver provides; it is not uncommon for drivers to give back incorrect change or to fail to give change altogether. While riding the colectivo or public bus, tourists should try to find a seat or grasp onto a pole. The buses are often crowded during peak hours and some drivers do not control the vehicle in a safe manner; consequently, it is easy to lose one's balance. If possible, it is best to move towards the back exit of the bus before reaching the desired stop, because this is where the stop-request buttons are located, and drivers typically stop for only a brief period of time before moving again.

Taxis

- Use Sitio taxicabs, not Libres.
- Do not hail taxicabs off the street.
- Ask for assistance from a local hotel or restaurant in calling a trustworthy Sitio or Radio taxicab (and be sure to tip the individuals who provide assistance).
- Make sure the license plate and ID number on the side of the taxicab match before getting into the vehicle.
- Discuss how much the trip will cost before getting in the taxicab or check to make sure the taxicab has a meter.

Historically, taxicabs have been a favored mode of transportation for tourists. They are strongly recommended by hotels, the United States Embassy, and the Secretaría de Turismo del Gobierno del Distrito Federal. The Research Team agrees that taxicabs provide tourists with convenient access to all areas of Mexico City, and the cost of the trip is usually reasonable. However, tourists should always use Sitio taxicabs, instead of Libres. While Sitio taxicabs may be slightly more expensive, they are safer for tourists to use. It is helpful to remember that there can be confusion distinguishing between a Sitio and Libre. Sitios are late model vehicles with the letter ‘S’ at the beginning of their license plate as well as identification number on the side of
the vehicle. In contrast, Libre taxicabs are distinguished by the ‘L’ on the license plate as well as identification number on the side of the vehicle.

Tourists should avoid hailing taxicabs off the street. Sitio stands are located near most major tourist destinations, and they provide a much more reliable service. Alternatively, tourists may call a local Sitio company for a radio-dispatched taxicab. For this reason, tourists should always carry the phone number of a Sitio company. Hotels and restaurants can also provide assistance in calling a taxicab.

Prior to entering a taxicab, tourists should make sure that the license plate and ID number on the side of the taxicab match. If they do not match, the taxicab may not be legal and tourists should not get in. Tourists should also discuss how much the trip will cost before getting in the taxicab or check to make sure the taxicab has a meter. Taxicab drivers who are not asked or do not have a meter can charge any amount for their service. In addition, tourists should also learn some general directions in Spanish in order to inform the taxicab driver where they need to go (see Appendix F).

Special Transit

- Clearly communicate stops to the driver of the Turibús.
- Select only one or two stops to get off and on the Turibús.
- Determine the exact destination of the guided tour before purchasing tickets.

Specialized transit options such as the Turibús, Tranvia, and other guided and public tours are recommended for tourists who are interested in an overview of the city before determining specific destinations or who only have a limited amount of time in which to travel.

Tourists should be aware that the Turibús arrives rather infrequently and therefore is not really practical for hopping on and off at multiple stops. Rather, the tourist is better off selecting just one or two places to get off and back on. Also, as the Research Team discovered, it is very easy to miss a stop while riding the Turibús. Tourists should therefore clearly communicate their desired stop to the driver or bus attendants, and ask to be notified when they arrive at the stop.

Although guided tours can provide tourists with safe and regulated service, tourists should ask exactly where and when the tour will stop prior to purchasing their tickets. This allows the tourist to avoid unwanted destinations. As the Research Team learned, most tour companies often have relationships with shopping venues and the guided tour is required to stop there. These shopping venues are likely to be overpriced.

Specialized transit options tend to provide a sanitized version of the city and they are not recommended for tourists wishing to obtain a deeper insight into the culture of the city. People who have the time and desire to see the city should consider their own explorations instead of going by way of special transit

Pedestrian Environment

- Pay attention to the potential hazards of walking on sidewalks and crossing the street.
- Avoid construction areas.
- Sit or stand against a building when consulting maps.
- Stay alert to surroundings.
As a tourist in Mexico City it is extremely difficult to avoid walking more than a few blocks at some point during the trip. To safely navigate through Mexico City on foot, tourists should be aware that some Mexican drivers tend to treat red lights as merely cautionary and only stop if absolutely necessary. Pedestrians should look carefully in both directions before crossing a street.

Tourists should also be attentive when walking on the sidewalks. Unevenness and cracked pavement, as well as numerous holes, presents major hazards to pedestrians. Pedestrians should also avoid sidewalks and streets that are under construction. The construction sites are not properly closed off and there tend to be many objects and open holes that can cause pedestrians harm.

Tourists should be aware that street signs can be difficult to locate in some places. In many areas the signs are located on the corners of buildings. However, this is not always the case, and the inconsistent placement of signs (and sometimes their absence) makes following a map difficult. To avoid drawing unwanted attention, tourists should not stand around in open places looking at maps. If it is necessary to consult a map, tourists should find someplace to sit or stand with their back against a building, to reduce vulnerability to pickpockets. Finally, on crowded sidewalks, tourists should keep a firm grasp on their bags, and stay alert to their surroundings.

**Information**
- Research multiple guidebooks before making a purchase.
- Obtain at least two guidebooks.
- Always carry a map of Mexico City and the Metro system.
- Obtain the free tourist map from the tourist information kiosk.
- Approach local residents with questions.
- Ask multiple people the same question to ensure accurate information.
- Visit hotel front desks for additional information or recommendations.
- Use websites to obtain additional information about Mexico City.

Guidebooks are an indispensable source of information for tourists. They provide specific information on items such as museums, restaurants, and travel methods. Although very helpful to the Research Team, no one guidebook provided the Reseach Team with all the information needed. Therefore, tourists should obtain at least two guidebooks. Some recommended guidebooks are the Eyewitness Travel Guides: Mexico (2003), Lonely Planet: Mexico (2004), and Moon Handbooks Mexico City (2003).
Table 3. Recommended Guidebooks

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<thead>
<tr>
<th>Guidebook</th>
<th>Strengths</th>
<th>Weaknesses</th>
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<tbody>
<tr>
<td>2003 Eyewitness Travel Guides: Mexico</td>
<td>-Great pictures and vicinity maps</td>
<td>-Limited information about how to get to places</td>
</tr>
<tr>
<td>(2003)</td>
<td>-Detailed information about select tourist destinations</td>
<td>-Recommendations for hotels and restaurants tend towards the expensive</td>
</tr>
<tr>
<td>Lonely Planet: Mexico</td>
<td>-Great vicinity maps</td>
<td>-Explanations do not provide much in the way of background, history or explanation about the various sites</td>
</tr>
<tr>
<td>(2004)</td>
<td>-Recommendations for hotels and restaurants range from budget to four star</td>
<td></td>
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<tr>
<td></td>
<td>-Good directions/specifcis on how to get to places</td>
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</tr>
<tr>
<td>Moon Handbooks Mexico City (2003)</td>
<td>-Information and detail including bus and Metro routes to the destinations</td>
<td>-Maps were not in color and did not have much detail</td>
</tr>
<tr>
<td></td>
<td>-Information by area and subject matter</td>
<td>-Travel tips and key information on security, money, transportation, etc. were difficult to locate</td>
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<tr>
<td></td>
<td>-Section on excursions outside Mexico City</td>
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A good map of Mexico City and the Metro system is an essential resource for any tourist. Free maps are provided by the Secretaría de Turismo del Gobierno del Distrito Federal, and may be obtained from tourist information kiosks located throughout the city. The Secretaría de Turismo de Mexico also distributes a free tourist map of Mexico City, although the Research Team detected at least one error in this map. Commercially produced maps, such as the Insight FlexiMap of Mexico City (2000), proved extremely useful and highly durable. The Mexican company Guía Roji produces a wide variety of map products, which are available at the ubiquitous chain store Sanborns. Dynamically generated digital maps are also available from the company's website: http://guiaroji.aol.com.mx/

The local residents of Mexico City are typically very friendly and try to be as helpful as possible. The Research Team highly recommends using them as a source of information. In order to communicate, it helps to have knowledge of some basic Spanish (see Appendix F). The Research Team also found that the residents did not turn away from a question, even if they were unsure of the correct answer. Therefore tourists should ask the same question of at least two people to validate the information.

Since the tourist information kiosks are located at most major tourist destinations, it is strongly recommended that tourists go to at least one to obtain tourist maps, brief guides, and some general information about Mexico City. Tourist information kiosks can be helpful in providing general information about the city in both Spanish and English. However, they were unable to provide in depth information about specific events and were sometimes closed during the daytime hours.

The Internet is a great source of information. The following list outlines some websites that tourists might find helpful.

- http://www.mexicocity.gob.mx/
- http://www.allaboutmexicocity.com/
- http://www.go2mexicocity.com/
CHAPTER 10: CONCLUSION

This studio research project focused on Mexico City’s transportation system and its ability to move tourists safely around the city. Based on background research and other studies, the Research Team conducted twenty days of field study in Mexico City evaluating the transportation system from a tourist’s point of view. This evaluation integrated traveling on various modes of transportation with the study of areas and monuments that are of primary importance to the tourism market in Mexico City. In assessing modes of transportation from the perspective of individual tourist areas, the Research Team identified the assets and the drawbacks of the transportation system and assessed how it can be leveraged to maximize the tourism potential in the city. The goal has been to enhance economic development by increasing tourism in the D.F., the core of the metropolitan area.

There are four major barriers preventing the city for capitalizing on the tourism market, including language, security, health and environment and transportation. The language barrier and personal security concerns directly impact people’s perceptions of and experiences with the transportation system. Collectively addressing and overcoming these barriers as they pertain to transportation is an important step in expanding the tourism market to a middle category of tourist – the non-Spanish speaking travelers with limited resources and some expectation of predictability and comfort.

The extensive transportation system includes several notable features. Among these features is an efficient Metro system with few operational malfunctions, inexpensive fares, simple fare structure, multiple connections, and adequate route maps and signage. The D.F. has successfully integrated various transportation modes so tourists can easily walk about the city and transfer between the metro, public bus system, BRT and colectivos. Also available to tourists are safe Sitio taxicabs and a range of tour buses. Depending on individual destinations and budgets, each mode of transportation listed serves as an option for tourists.

However, tourists face several barriers to navigating the city. As the transportation system currently functions, there are a number of shortcomings preventing it from maximizing services to the middle category of tourists. Some of the drawbacks highlighted by the Research Team include limited pedestrian amenities and the presence of trash and graffiti around public transportation stops and major pedestrian walkways. Further, limited information such as unknown public bus and colectivo routes and phone numbers for Sitio cabs inhibits maximization of these transportation options. Tourists may also find the pedestrian environment challenging as they navigate through the city due to a lack of pedestrian-oriented information such as maps and signs, lack of personal space and often obstructed or inadequate sidewalks. Widespread concerns about personal safety contribute to a negative impression of the transportation system.

The Research Team believes that Mexico City is one of the world’s greatest cities with a long, rich history, world renowned art and architecture, high-quality museums, fine food and a range of cultural entertainment. Data available to the Research Team indicate that these resources are underused by tourists. A series of recommendations (see Appendix B) were developed by the Research Team as a tool for leaders at all levels of government to use in their efforts to expand and capitalize on the tourism market in the D.F. It is reasonable to assume that limited resources and other factors will prohibit the implementation of some recommendations in the near term.
There are, however, two recommendations outlined in this report that should be immediately considered because they would enhance the way the transportation system serves tourists. The D.F. should improve coordination of all aspects of governing, operating and planning for the transportation system in order to maximize services. With this goal in mind, officials should strongly consider establishing new communication channels and conducting widespread outreach between agencies. If the leaders want to create a more efficient transportation system for the tourist community, then another matter that must be addressed is the lack of enforcement for current laws and regulations. Increased enforcement would remedy some of the current drawbacks limiting the transportation system’s effectiveness in serving tourists, particularly ongoing concerns about safety. Enforcement will have the secondary effect of reducing the country’s reputation of corruption.

These two improvements address – directly or indirectly – many of the negative aspects of the transportation system that have been outlined in this report. Officials should consider the list of recommendations (see Appendix B) to determine which ones are most feasible and will have the greatest impact on improving the system – and therefore tourism. Through coordination and communication, all entities involved in running and managing the transportation system should develop a realistic plan and schedule for future improvements. A safe, efficient transportation system, satisfied tourists and economically benefited residents will be the result.
ENDNOTES

1. The gains and losses of NAFTA are controversial. We have chosen not to enter this debate.

2. A friend of one team member wrote: “If you get in a cab, you may be abducted for ransom, and if you’re driving a rented vehicle, police may stop you for presumed violations and extract ‘la mordida’ (a nibble, i.e., a bribe). Word of all a single person or couple driving along a deserted road at night may be murdered”.

3. Two recent incidents display the dramatic cross-national difference in attitudes towards race and color. One was President Vicente Fox’s comment on African-American workers in the U.S.A., and the other was Mexicans’ reaction to criticism of the postage stamp with the long-popular ‘comic’ Memín Pinguín character. That character, in the Step-and-Fetch-It tradition, is now offensive to most residents of the USA.

4. There are various explanations for the origin of the name ‘Zona Rosa.’ Perhaps it was coined in 1937, or 1957, or even 1969. The matter is discussed in "Discrepan sobre el origen del nombre de la Zona Rosa" La Jornada Virtual, 23 February 2003. See also Héctor Creek, "Luis Guillermo Piazza and Jose Luis Caves, who baptized the Zona Rosa, recall their days of glory", Process, 22 February 1998, pp 54-55.

5. Often, the Research Team did not go to the Zona Rosa; rather, it extrapolated travel time and conditions from earlier trips to and from the Zona Rosa.

6. For decades, there has been a battle between city authorities and street vendors. During some periods, vendors were permitted in the square; at other times, they were forbidden — and forcefully removed if the regulation was violated. Currently, there is some tolerance of vendors at the periphery.

7. “In the year 2000, Carlos Slim Helú organized the Fundación del Centro Histórico de la Ciudad de México A.C. (Mexico City Historic Downtown Foundation), which objective is to revitalize and rescue Mexico City's historic downtown, for more people to live, work and find entertainment in this area. He is the Chairman of the Executive Committee for the Restoration of the Historic Center since the year 2001." (Answers.com) (Wikipedia, n.d.)

8. Information on U.S. Taxi fare systems is based up personal experience of the Research Team.

9. The U.S. Department of State recently issued an advisory about dangerous crime in Mexico. Unfortunately, this sweeping warning was based only upon one U.S.-Mexico border area. Such misuse of information is not uncommon in international as well as domestic dialogue; however, efforts to confront it are in the interests of tourism.

10. Mockus says that "transforming Bogotá’s people and their sense of civic culture was the key to solving many of the city's problems". "Knowledge empowers people. If people know the rules, and are sensitized by art, humor, and creativity, they are much more likely to accept change" (UTNE.com, 25 March 2004).
APPENDIX A: DETAILED METHODOLOGY

Planning the Mexico City studio began in early 2005 when the initial conception was to learn about the city’s transportation system and to make recommendations for improvement. It was to be a joint effort drawing students and faculty members from the University of Maryland’s Urban Studies and Planning Program as well as the Spanish Program. When circumstances prevented the Spanish Program’s participation, leaving urban planners with limited Spanish competency, the focus was narrowed to transportation and tourism. The narrowing had the positive consequence of making the work more manageable within the allotted time period for the research. It also attracted heightened interest in the tourism and transportation secretariats of the D.F. The studio work included pre-travel planning meetings in Maryland, research in Mexico City, and analysis and report preparation upon return to Maryland. The latter segment included map preparation, photo selection, Internet and library research, writing, editing, and publication.

Before leaving for the D.F., the Research Team created a list of criteria for measuring characteristics of the transportation system. From this list the Research Team developed a comprehensive survey that including the categories of ‘Security,’ ‘Aesthetics,’ ‘Accessibility,’ ‘Operational Quality,’ and ‘Information.’ Each team member devised a list of evaluative questions using a rating system (see Appendix C). Questioning in each category is based on the ideals established by today’s planning principles and guidelines such as New Urbanism and Transit-Oriented Development (TOD) as well as basic aesthetic preferences of the Research Team as ideals for positive transportation experiences for tourists. The evaluation applies all questioning to the transit area, defined to include the 100-meter diameter around the station stop and the vicinity of the tourist destination. Although all departures began at the Barranca del Muerto metro stop (the location of Research Team’s accommodations), team members estimated the travel time from the Zona Rosa because of its a central location, plethora of hotels, and high concentration of tourists.

The Research Team’s first two days in Mexico City were instrumental in revising the Station Area & Neighborhood Survey into a concise, one-page document. The Research Team defined which questions would have consistent responses and could be highlighted within the report as an overarching trend for that mode or neighborhood section. Team members filled out the survey after traveling to each tourist destination to create an inventory of trip evaluations as well as retain awareness of the issues to monitor while touring the city.

The Transportation Mode Survey, a second survey, focused on the modes of transportation based on the first survey categories and criteria: security, aesthetics, accessibility, operational quality, and information. Each researcher completed a survey on Metro, Colectivo, Light Rail, and Public Bus as an overall evaluation of these systems after three weeks of use. The Research Team compiled results from the survey to evaluate the overall experiences on each mode of transportation.

In addition to the survey information, the Research Team met with local officials in the Secretaría de Turismo, the Department of Tourism for the D.F., Secretaría de Desarrollo Urbano y Vivienda (Ministry of Housing and Urban Development), and the Sistema de Transporte Colectivo (Metro Department). Information from these meetings was integral to the Research Team’s development of a comprehensive report evaluating the transportation system and understanding the goals and obstacles that the government faces to improve transportation and tourism. Sections within the report provide important information derived from the aforementioned meetings.
The Research Team drew upon nine guidebooks on Mexico or Mexico City, available at most bookstores, to create a variety of options for tourist destinations, descriptions, and route recommendations. Using these guidebooks as well as suggestions from web sites, friends, colleagues, and local contacts, the Research Team created an itinerary grouping tourist destinations into clustered areas, allowing the team to be more efficient in visiting tourist destinations and take as many trips as possible within the 20-day research time period (see Appendix C).

After ten days of applied research, the Research Team designed a format for presenting the research. The report outline was derived from the aforementioned surveys and helped structure the content of the report, which includes an analysis of the various available modes of public transportation utilized by tourists such as special vehicles, Metro, colectivos, public buses, and taxis. The report also evaluates the pros and cons, and specifies recommendations for transportation modes and neighborhood areas or vicinities. The Research Team identifies seven major tourist destinations as defined by vicinities including Zona Rosa, Chapultepec, Condesa, Coyoacán, San Ángel, Tlalpan, Xochimilco, and Zócalo-Bellas Artes. Each vicinity is assessed in terms of security, aesthetics, accessibility, design, and information as evaluated with the Transportation Mode Survey and Station Area and Neighborhood Survey data. Photo documentation of the transportation modes, signage, pedestrian paths, and neighborhood areas taken by the Research Team illustrate issues presented within the report.

The Research Team presents information on transportation modes and area destinations within the report. Background on demographic trends and cultural norms in the D.F. provides the groundwork to understand the city’s present conditions. Collectively authored by each Research Team member, the report exhibits the team’s findings and recommendations for improved transportation experiences for Mexico City’s tourists. The report summarizes the team’s research and serves as a guide for local government organizations interested in improving transportation options for tourists.
APPENDIX B: SUMMARY OF RECOMMENDATIONS

RECOMMENDATIONS TO THE D.F.

Transportation Modes
- Improve operating conditions by continuing government subsidies for microbus and taxicab vehicle replacement and enforcing licensing and safety regulations.
- Integrate fare structures so that the same payment method may be used on multiple transportation modes.
- Capitalize on the Metro system as a tourist destination by offering interpretive materials and guided tours.
- Offer themed bus tours that focus on specific neighborhoods or topics.

Aesthetics
- Remove trash and graffiti in areas immediately around transit stations and on major routes traveled by tourists.
- Include more pedestrian amenities, such as benches, transit stop shelters, trees for shading, etc., in areas with heavy tourist traffic.

Design
- Create wider pedestrian pathways
- Ensure that pedestrian pathways are continuous and unobstructed in and around public transportation stops and tourist attractions
- Provide safe, easy access for pedestrians to cross streets in and around public transportation stops and tourist attractions

Information
- Install vicinity maps at transit stations near popular tourist destinations as well as in centrally located places in areas that are frequented by tourists.
- Improve pedestrian signage to lead tourists from public transportation stations to popular tourist destinations.
- Mark bus stops on major tourist routes with signs.
- Publish maps of bus routes that are likely to serve tourists.
- Create a comprehensive tourist planning guide to Mexico City that includes information on popular tourist destinations, the relevant rail and bus transportation network, special activities, and street maps.

Security
- Develop a consistent reporting system for tourists who encounter security problems within the transportation network.
- Create a flyer that addresses security concerns pertaining to the transportation network and include it with tourist travel planning information.
- Regulate aggressive vending.
- Regulate potentially hazardous traffic conditions for pedestrian tourists.

Communications and Coordination
- Enhance overall coordination and communications between agencies managing transportation and tourism operations.
• Coordinate efforts between the local delegaciones and the D.F. to post maps and signs designating tourist destinations and bus routes.
• Coordinate efforts between the D.F., local delegaciones, and Metro to improve the pedestrian environment around Metro stations.
• Coordinate efforts between the colectivo operators and various transit agencies to develop a reporting system for tourists, to simplify fare structures, and to create a comprehensive transportation guide.

**Enforcement**
• Apply stricter enforcement of current laws and regulations to enhance the safety and mobility of tourists.
• Consider new laws and regulations, designed to be easily enforced, that contribute to the positive tourist experience.

**RECOMMENDATIONS FOR THE TRANSPORTATION NETWORK**

**Metro**

**Increase Security in Stations**
• Establish more visible security by increasing the presence and number of police officers at each station. The visibility of police officers on platforms and train cars, as well as in transfer corridors would provide tourists with a sense of security, whether real or perceived, and serve as a deterrent for crime within the system.
• Maintain lights throughout station interiors to eliminate dark corners or pathways where tourists may feel more vulnerable. Better lighting would also improve accessibility and aesthetics.

**Provide Better Information**
• Install public address systems on all trains, so that station stops and information regarding delays can be announced.
• Add markers indicating the location of tourist destinations to the transit and vicinity maps located in each station.

**Alleviate Adverse Effects of Crowding**
• Launch an advertising campaign promoting courteous behavior on trains and station platforms.
• Install climate control equipment on all trains and in all stations.

**Provide Travel Training and Guided Tours**
• Publish and distribute interpretive materials so that tourists can take self-guided tours of the art and artifacts on display in the Metro system.
• Hire staff or find volunteers to act in the capacity of both tour guides and travel trainers. As the guides lead tour groups to various stations of particular interest, they can also help familiarize tourists with the Metro system and provide tips on using transit.
**Colectivos**

**Improve Route Information**
- The D.F. government should identify key routes providing access to important tourist destinations, and work collaboratively with route associations to improve operational quality and information along these routes.
- Major stops along key routes should be clearly marked.
- Maps of key routes should be posted at stops along the route, posted inside and outside of vehicles, and distributed through hotels and tourist kiosks.
- Drivers should call out the names of stops at tourist destinations and Metro stations.
- Route associations should consider hiring bilingual field attendants and provide training so that attendants can help direct international travelers to common tourist destinations.

**Improve Operational Maintenance**
- The D.F. government should accelerate the rate of subsidized vehicle replacement, with the goal of completely eliminating low-quality vehicles along key routes.
- The D.F. government should increase enforcement of traffic laws along key routes, and require more extensive training for colectivo drivers.

**Simplify Fare Structure**
- Route associations should consider simplified fare structures for tourists, such as day- or week-long passes, pre-paid single-ride tickets, or even electronic ‘smart cards’ sold through hotels and tourist kiosks. Ideally, the fare system for colectivos would be integrated with public buses and the Metro, so that the same fare could be used on multiple modes. Although such integration would be logistically challenging, technologies such as electronic ‘smart cards’ would make this option more feasible, and would greatly improve the usability of the entire transportation system for both residents and tourists.

**Bus Rapid Transit**

**Enhance Operational Standards**
- Install pedestrian signals near all stations and strictly enforce traffic laws to prevent reckless driving in these areas.
- Consider implementing prioritized traffic signals that allow BRT vehicles to travel through intersections without stopping.
- Announce stops on buses via both the electronic signs and the public address system.

**Improve Route Information**
- Post maps of the routes in all stations and on all buses, and maps of the surrounding areas should be posted in all stations.
- Hire bilingual station attendants who can help direct international travelers to common tourist destinations near key stations.

**Simplify Fare Structure**
- Integrate the fare systems for Metro, BRT, and other public buses, so that the same electronic "smart" cards can be used on all modes.

**Maintain High Security**
- Maintain a high level of police presence, particularly at stations near common tourist destinations.
Public Buses

Enhance Operational Standards
- Identify key routes serving common tourist destinations and prioritize improvements along these routes.
- Coordination between the D.F. and local delegación governments should take place to improve pedestrian access between bus stops and tourist destinations.

Improve Route Information
- Post maps of key routes at bus stops and in vehicles, and distribute maps through tourist kiosks and hotels.
- Call out the names of stops near tourist destinations and Metro stations.

Taxis

Improve Information
- Assemble a list of local Sitios by vicinity with phone numbers that tourists can call for transportation assistance. This listed should be distributed through major hotels and Sitio taxicab drivers.
- Provide a free list of basic transportation terms in Spanish that all taxicab drivers can keep in their vehicle should the need arise for translation assistance. (see Appendix F).
- Provide tourism training for taxicab drivers of all types. With such training, the driver might be provided with a special photo-identification card. The resulting increased earnings might justify the time taken for the training.
- Eliminate the license number confusion so that ‘S’ always means Sitio and ‘L’ always means Libre.

Improve Operational Maintenance
- Improve enforcement of taxicab safety and licensing regulations.
- Continue the government sponsored efforts launched several years ago to update the taxicab fleet to achieve higher quality, safer, more fuel-efficient vehicles.

Special Transit

More Information
- Provide more comprehensive information about services including prices and an itinerary of all stops associated with each tour.
- Widely distribute information in brochures through hotels, websites, and tourist kiosks. With access to better information, tourists will be more aware of the tour they are purchasing.

Enhance Commentary on Turibús and Tranvia
- Include more detail about areas and sites in the audio commentary on the Turibús, thereby eliminating the lulls in the program, which often are distracting, as well as providing a more in depth picture of the rich cultural history of Mexico City. Ideally the program should include live moderation, which would be more interesting and informative, and could still accommodate several languages by feeding the moderation into the headsets.
- Offer live commentary in languages other than Spanish on the Tranvia.
Offer Themed Tours on Turibús and Tranvia

- Expand routes and enhance service by offering specific vicinity or subject-specific tours. These tours would provide passengers with more information about the history, culture, art and sites within an area.
- Coordinate the Turibús with guided walking tours with which participants could connect at specified times upon disembarking the bus.
- Develop a circuit focusing on art outside of the central area. With such a rich offering of art throughout Mexico City, this may be a popular option and profitable venture for the Secretaría de Turismo del Gobierno del Distrito Federal.

Pedestrian Environment

Improve Sidewalk Quality

- Close sidewalks and streets under construction to pedestrian traffic, and provide a well-marked pedestrian detour.
- Repair or remove impediments on sidewalks.
- Create and follow standards for curb heights and the inclusion of curb ramps at corners and cross walks. Areas where sidewalks and streets must be reconstructed or repaired may provide an opportunity for creating consistency in design.

Ensure That Sidewalks are Passable

- Maintain a minimum width of 4-8 feet for sidewalks. In historic areas, widening sidewalks may not be an option. However, regulations on vendors’ use of sidewalks could go a long way to improve the pedestrian environment.
- Establish a maximum area permitted for use by vendors on city sidewalks, preferably leaving a minimum of four feet of passable space.

Enforce Vehicle Traffic Regulations

- Improve the enforcement of traffic regulations, to create a safer and more predictable environment for both pedestrians and drivers. Particularly dangerous intersections should be redesigned to improve pedestrian safety.

Enhance Pedestrian Amenities

- Plant additional street trees in key tourist areas that are currently lacking adequate shade.
- Provide more benches and bus shelters, particularly in vicinities that already have an established sidewalk culture with cafes and well-designed streets, but also in vicinities that lack these characteristics.

Information

Add Signs to Tourist Destinations

- Signs directing both automobiles and pedestrians to major tourist destinations should be prominently displayed along major thoroughfares, inside transit station areas, and along pedestrian pathways.

Create a Wider Distribution Network for Free Maps and Brochures

- In addition to tourist kiosks, free maps and brochures should be placed in hotel lobbies, Metro stations, and inside major tourist destinations such as museums.
Post More Outdoor Vicinity Maps

- Outdoor vicinity maps should be placed in central areas of tourist destinations and transportation stations and/or stops.

RECOMMENDATIONS TO PROSPECTIVE TOURISTS

**Metro**
- Use the ‘women and children only’ cars located at the front of the train.
- Wait for a less crowded train if the cars are too crowded.
- Make sure there is enough time to get on or off the train.
- Secure personal belongings.
- Be aware of your surroundings at all times.

**Colectivos and Public Buses**
- Before boarding, determine which route the bus will take and where to request the driver to stop.
- Be conscious of how much change is given to and received from the driver.
- Obtain a seat or a secure standing position.
- Move to the back of the bus prior to reaching the desired stop.

**Taxis**
- Use Sitio taxicabs, not Libres.
- Do not hail taxicabs off the street.
- Ask for assistance from a local hotel or restaurant in calling a trustworthy Sitio or Radio taxicab (and be sure to tip the individuals who provide assistance).
- Carry the phone number of a local Sitio or Radio taxicab company at all times.
- Make sure the license plate and ID number on the side of the taxicab match before getting into the vehicle.
- Discuss how much the trip will cost before getting in the taxicab or check to make sure the taxicab has a meter.

**Special Transit**
- Clearly communicate stops to the driver of the Turibús.
- Select only one or two stops to get off and on the Turibús.
- Determine the exact destination of the guided tour before purchasing tickets.

**Pedestrian Environment**
- Pay attention to the potential hazards of walking on sidewalks and crossing the street.
- Avoid construction areas.
- Sit or stand against a building when consulting maps.
- Stay alert to surroundings.

**Information**
- Research multiple guidebooks before making a purchase.
- Obtain at least two guidebooks.
- Always carry a map of Mexico City and the Metro system.
- Obtain the free tourist map from the tourist information kiosk.
- Approach local residents with questions.
• Ask multiple people the same question to ensure accurate information.
• Visit hotel front desks for additional information or recommendations
• Use websites to obtain additional information about Mexico City.
APPENDIX C: DESTINATIONS
Note: When the Research Team went to many of these destinations, a number of specific locations (e.g., buildings, park areas, and shops) within them were observed.

- Basílica de Nuestra Señora de Guadalupe
- Bellas Artes Area
  - Ballet Folklorica
  - Palacio De Bellas Artes
  - Alameda Central
  - Museo Mural Diego Rivera
  - Museo Franz Mayer
- Bosque de Chapultapec
  - Museo Nacional de Antropologia
  - Museo de Arte Moderno
  - Museo Rufino Tamayo
  - El Castillo de Chapultepec
- Bus Rapid Transit (BRT) on Insurgentes
- Centro Artesanal Buena Vista
- Centro Histórico
  - Zócalo
  - Catedral Metropolitana
  - Templo Mayor de Tenochtitlán
  - Museo José Luis Cuevas
  - Palacio Nacional
  - Museo de la Ciudad de México
  - Iglesia de Jesús de Nazareno
  - Gran Hotel Ciudad de México
  - Secretaría de Educación Pública
  - Casa de los Azulejos
- Ciudad Universitaria
  - Biblioteca Central
  - Rectoria
- Colonia Condesa
- Colonia Isidro Fabela
  - Fabrica de Vidrio Soplado
- Colonia Polanco
- Colonia Roma
- Colonia Coyoacán
  - La Iglesia de San Juan Bautista
  - Villa Coyoacán
  - Mercado de Coyoacán
  - Museo Frida Kahlo
  - Museo León Trotsky
  - Jardín Hidalgo
  - Jardín del Centenario
- Diablos Rojos Béisbol Game
- Museo Nacional de Arte
- Museo Nacional de la Estampa
- Mercado La Lagunilla
- Mercado de Artesanías de la Ciudadela
- Mercado de la Merced
- Mercado de Sonora
- Políforo Cultural Siqueiros
- San Ángel
  - Bazaar Sabado
  - Museo Estudio Diego Rivera
  - Museo del Carmen
  - Casa del Risco
  - Plaza San Jacinto
  - Plaza del Carmen
- Taxco
- Teotihuacán
- Tlalpan
  - Plaza de la Constitución
  - Antigua Palacio Municipal
- Torre Latinoamericana
- Turibus
- World Trade Center
- Xochimilco Area
  - Tren ligero
  - Canals and Ecological Park
  - Museo Dolores Olmeda Patino
- Zona Rosa and Paseo de la Reforma
  - Monumento a la Revolución
### APPENDIX D: STATION AREA AND NEIGHBORHOOD SURVEY

<table>
<thead>
<tr>
<th>Surveyor Name</th>
<th>Date</th>
<th>Destination</th>
<th>Trip to Destination (Assume start at Zona Rosa)</th>
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<td>Time of Day</td>
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<td>Transportation Modes Used</td>
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<td>Ease of transfers (1-3)</td>
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<td>Estimated travel time from Zona Rosa</td>
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<td>Would you take this mode again?</td>
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<td>Comments</td>
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#### Characteristics of Destination, 1=bad, 2=OK, 3=great

<table>
<thead>
<tr>
<th>Immediate Station Area</th>
<th>Neighborhood</th>
<th>Security</th>
<th>Aesthetics</th>
<th>Accessibility</th>
<th>Information</th>
<th>Design</th>
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<td>Visibility of police (y/n)</td>
<td>Personal space (1-3)</td>
<td>Free of people who made you feel uncomfortable? (y/n)</td>
<td>Lighting at night, if applicable (1-3)</td>
<td>Trash or litter (1-3)</td>
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<td>Condition of pedestrian paths, e.g. holes and/or bumps (1-3)</td>
<td>Are the sidewalks aesthetically pleasing (1-3)</td>
<td>Are curb ramps present (1-3)</td>
<td>Signage to transit stops/stations (1-3)</td>
<td>Connectivity of pedestrian pathways (1-3)</td>
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<td>Are the sidewalks aesthetically pleasing (1-3)</td>
<td>Greenery, if present (1-3)</td>
<td>Map of neighborhood (y/n)</td>
<td>Signage to tourist destinations (1-3)</td>
<td>Can two people walk simultaneously (1-3)</td>
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<td>Over assessment of public space (1-3)</td>
<td>Pedestrian amenities, e.g. benches and shelters (1-3)</td>
<td>Transit map (y/n)</td>
<td>Visibility of street signs (1-3)</td>
<td>Buffer between pedestrians and auto traffic (1-3)</td>
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<td>Pedestrian amenities, e.g. benches and shelters (1-3)</td>
<td>Are vendors present (y/n)</td>
<td>Visibility of street signs (1-3)</td>
<td>Density around transit stations (1-3)</td>
<td>Buildings scaled to pedestrians (1-3)</td>
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<td>Are vendors present (y/n)</td>
<td>Ease of crossing streets (1-3) cross walks, green man, traffic cops, lighting at night</td>
<td>Ease of crossing streets (1-3) cross walks, green man, traffic cops, lighting at night</td>
<td>Bicycle paths (1-3)</td>
<td>Connectivity of pedestrian pathways (1-3)</td>
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<td>Ease of crossing streets (1-3) cross walks, green man, traffic cops, lighting at night</td>
<td>Traffic calming (1-3) speed bumps, speed tables</td>
<td>Traffic calming (1-3) speed bumps, speed tables</td>
<td>Identifiable Character (1-3)</td>
<td>Connectivity of pedestrian pathways (1-3)</td>
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Comments:
APPENDIX E: TRANSPORTATION MODE SURVEY

Surveyor Name: ___________________________
Date: __________________ Time of Day: __________________
Station Location: ___________________________
Transportation mode: _______________________

Characteristics of Transportation Mode and Station/Stop, 1=bad, 2=OK, 3=great

<table>
<thead>
<tr>
<th>Mode</th>
<th>Station/Stop</th>
<th>Security</th>
<th>Aesthetics</th>
<th>Accessibility</th>
<th>Operational Quality</th>
<th>Information</th>
<th>Comments</th>
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<td>Visible Presence of Cameras or other Crime Deterrent Equipment</td>
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<td>Presence of Emergency Call Boxes</td>
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<td>Presence of Individuals Loitering</td>
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<td></td>
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<td>Does mode have controlled entrances limiting access to patrons?</td>
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<td>Is the mode operating in a safe manner?</td>
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<td>Trash or litter</td>
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<td>Was the mode or station/stop free of loud music?</td>
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<td>Was the mode or station/stop free of solicitors?</td>
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<td>Was the mode or station/stop climate controlled?</td>
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<td>Was the mode or station/stop free of loud music?</td>
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<tr>
<td></td>
<td></td>
<td>Was the mode or station/stop free of solicitors?</td>
<td>y n</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Was the mode or station/stop climate controlled?</td>
<td>y n</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Graffiti</td>
<td>1 2 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Condition of signage</td>
<td>1 2 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Overall condition</td>
<td>1 2 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Is there priority seating for elderly or disabled?</td>
<td>y n</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Are there lifts or floor ramps for wheelchairs?</td>
<td>y n</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Are there ADA accessible entrances/exits?</td>
<td>y n</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Are the escalators in the station stop functioning properly?</td>
<td>1 2 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Is the signage at proper heights?</td>
<td>y n</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Is there signage with brail?</td>
<td>y n</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Are there warning strips at the edge of platform?</td>
<td>y n</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Are the ticket counters at proper height?</td>
<td>y n</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Does a person need to speak to a driver to let them know when to stop?</td>
<td>1 2 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Is it easy to get in/out of the mode or station/stop?</td>
<td>1 2 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Helpfulness of the staff in directing you through transit system (1-5)</td>
<td>1 2 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Arrive Free of Mode Malfunction</td>
<td>y n</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Was there enough seating available for riders?</td>
<td>1 2 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Was there enough standing room for riders?</td>
<td>y n</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Did staff enforce customer rules if violations existed? (radios, beggars...)</td>
<td>y n</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Is there a transit system map?</td>
<td>y n</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Is there a schedule?</td>
<td>y n</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Are the routes/destinations clearly identified?</td>
<td>1 2 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Are the fares clearly displayed?</td>
<td>1 2 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Is it clear where to purchase fare?</td>
<td>1 2 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Is it clear where to board?</td>
<td>1 2 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Is it clear where to transfer?</td>
<td>1 2 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Is it clear where to enter/exit?</td>
<td>1 2 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Is signage in languages other than Spanish?</td>
<td>1 2 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Are the stops clearly identified?</td>
<td>1 2 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Comments: ____________________________

E-1
# APPENDIX F: TRANSPORTATION PHRASES

<table>
<thead>
<tr>
<th>English</th>
<th>Spanish</th>
</tr>
</thead>
<tbody>
<tr>
<td>Across the road</td>
<td>Al otro lado de la calle</td>
</tr>
<tr>
<td>Address</td>
<td>La dirección</td>
</tr>
<tr>
<td>Are you heading towards Las Aguilas?</td>
<td>¿Pasa por Las Aguilas, no?</td>
</tr>
<tr>
<td>Are you ready?</td>
<td>¿Estás listo/lista?</td>
</tr>
<tr>
<td>At the bottom of the road</td>
<td>Al pie de la calle</td>
</tr>
<tr>
<td>At the next stop</td>
<td>En la siguiente parada</td>
</tr>
<tr>
<td>Be careful!</td>
<td>¡Cuidado!</td>
</tr>
<tr>
<td>Block (city)</td>
<td>La cuadra</td>
</tr>
<tr>
<td>Boarding pass</td>
<td>La tarjeta de embarque</td>
</tr>
<tr>
<td>Bus</td>
<td>Camión / autobús</td>
</tr>
<tr>
<td>Bus station</td>
<td>La central camióniera, la estación de autobuses</td>
</tr>
<tr>
<td>Bus stop</td>
<td>La parada de camión</td>
</tr>
<tr>
<td>Can I book a seat?</td>
<td>¿Puedo reservar un asiento?</td>
</tr>
<tr>
<td>Can I park here?</td>
<td>¿Puedo estacionarme aquí?</td>
</tr>
<tr>
<td>Can I see your license please?</td>
<td>¿Me deja ver su carnet, por favor?</td>
</tr>
<tr>
<td>Can you call me a taxi please?</td>
<td>¿Puede llamar un sitio, por favor?</td>
</tr>
<tr>
<td>Can you give me some change?</td>
<td>¿Me da suelto?</td>
</tr>
<tr>
<td>Can you help me?</td>
<td>¿Puede ayudarme?</td>
</tr>
<tr>
<td>Can you reduce the cost a little more?</td>
<td>¿Me lo rebaja un poco más?</td>
</tr>
<tr>
<td>Can you take me to the airport?</td>
<td>¿Me lleva al aeropuerto?</td>
</tr>
<tr>
<td>Can you tell me when we get to the Tlalpan plaza?</td>
<td>¿Puede avisarme cuando llegamos la plaza de Tlalpan?</td>
</tr>
<tr>
<td>Car</td>
<td>El carro, el auto</td>
</tr>
<tr>
<td>Catch the bus</td>
<td>Toma el camión</td>
</tr>
<tr>
<td>City center</td>
<td>El centro de la ciudad</td>
</tr>
<tr>
<td>Closed</td>
<td>Cerrado</td>
</tr>
<tr>
<td>Correct</td>
<td>Correcto</td>
</tr>
<tr>
<td>Corridor</td>
<td>El pasillo</td>
</tr>
<tr>
<td>Could you find out for me?</td>
<td>¿Me lo puede averiguar?</td>
</tr>
<tr>
<td>Could you give me a lift?</td>
<td>¿Me puede llevar?</td>
</tr>
<tr>
<td>Could you move up a little?</td>
<td>¿Puede correrse un poco?</td>
</tr>
<tr>
<td>Could you say it slowly?</td>
<td>¿Podría decirlo despacio?</td>
</tr>
<tr>
<td>Could you say that again?</td>
<td>¿Podría repetirlo?</td>
</tr>
<tr>
<td>Could you show me where it is on the map?</td>
<td>¿Puede enseñarme en el mapa dónde está?</td>
</tr>
<tr>
<td>Could you tell me the way to…</td>
<td>¿Podría indicarme el camino a …?</td>
</tr>
<tr>
<td>Could you wait here for me?</td>
<td>¿Puede esperarme aquí?</td>
</tr>
<tr>
<td>Cross the street</td>
<td>Cruce la calle</td>
</tr>
<tr>
<td>Day trip</td>
<td>La excursion</td>
</tr>
<tr>
<td>Destination</td>
<td>El destino</td>
</tr>
<tr>
<td>Direction</td>
<td>La dirección</td>
</tr>
<tr>
<td>Distance</td>
<td>La distancia</td>
</tr>
<tr>
<td>English</td>
<td>Spanish</td>
</tr>
<tr>
<td>---------------------------------------------</td>
<td>---------------------------------------------</td>
</tr>
<tr>
<td>Do I need to pay?</td>
<td>¿Necesito pagar?</td>
</tr>
<tr>
<td>Does this bus go to...</td>
<td>¿Este camión va a ...?</td>
</tr>
<tr>
<td>Don't wait for me</td>
<td>No me espere</td>
</tr>
<tr>
<td>Down the road</td>
<td>Calle abajo</td>
</tr>
<tr>
<td>East</td>
<td>Este, oriente</td>
</tr>
<tr>
<td>Excuse me (to apologize)</td>
<td>Disculpe</td>
</tr>
<tr>
<td>Excuse me (to get attention)</td>
<td>Por favor!</td>
</tr>
<tr>
<td>Excuse me (to get past)</td>
<td>Con permiso</td>
</tr>
<tr>
<td>Exit</td>
<td>Salida</td>
</tr>
<tr>
<td>Fare</td>
<td>El pasaje</td>
</tr>
<tr>
<td>Fast</td>
<td>Rápido</td>
</tr>
<tr>
<td>First floor</td>
<td>La primera planta, la planta baja</td>
</tr>
<tr>
<td>Flight number</td>
<td>El número de vuelo</td>
</tr>
<tr>
<td>Follow me</td>
<td>Sigame</td>
</tr>
<tr>
<td>For how long?</td>
<td>¿Por cuánto tiempo?</td>
</tr>
<tr>
<td>For two, please</td>
<td>Por los dos, por favor.</td>
</tr>
<tr>
<td>For what time?</td>
<td>¿A que hora?</td>
</tr>
<tr>
<td>Free</td>
<td>Libre</td>
</tr>
<tr>
<td>From</td>
<td>De, desde</td>
</tr>
<tr>
<td>Gas station</td>
<td>La gasolinera</td>
</tr>
<tr>
<td>Get back (return)</td>
<td>Regresar</td>
</tr>
<tr>
<td>Get of the bus</td>
<td>Se baja del camión</td>
</tr>
<tr>
<td>Get on the bus</td>
<td>Se sube al camión</td>
</tr>
<tr>
<td>Give me back 10 pesos</td>
<td>Devuélveme dies pesos</td>
</tr>
<tr>
<td>Go back</td>
<td>Regresar</td>
</tr>
<tr>
<td>Go in</td>
<td>Entrar</td>
</tr>
<tr>
<td>Go straight until you reach the traffic lights</td>
<td>Siga recto hasta llegar al semáforo</td>
</tr>
<tr>
<td>Go through</td>
<td>Pasa por</td>
</tr>
<tr>
<td>Go up (the stairs)</td>
<td>Subir</td>
</tr>
<tr>
<td>Guided tour</td>
<td>La visita con guía</td>
</tr>
<tr>
<td>Half fare</td>
<td>El medio boleto, el boleto con discuento</td>
</tr>
<tr>
<td>Half price</td>
<td>A mitad del precio</td>
</tr>
<tr>
<td>Hill</td>
<td>El cerro</td>
</tr>
<tr>
<td>Hotel room</td>
<td>El cuarto de hotel</td>
</tr>
<tr>
<td>Hour</td>
<td>La hora</td>
</tr>
<tr>
<td>How do we get to the city center?</td>
<td>¿Cómo se llega al centro?</td>
</tr>
<tr>
<td>How long does it take?</td>
<td>¿Cuánto tiempo lleva?</td>
</tr>
<tr>
<td>How much does it cost to go to the Zócolo?</td>
<td>¿Cuánto vale para ir al Zócolo?</td>
</tr>
<tr>
<td>How much farther is it to Cuernavaca?</td>
<td>¿Cuánto falta para Cuernavaca?</td>
</tr>
<tr>
<td>How much is it?</td>
<td>¿Cuanto cuesto?</td>
</tr>
<tr>
<td>How much will it be?</td>
<td>¿Cuánto será?</td>
</tr>
<tr>
<td>How often do the buses run?</td>
<td>¿Cada cuánto pasan los camións?</td>
</tr>
<tr>
<td>I can’t find it</td>
<td>No lo encuentro</td>
</tr>
<tr>
<td>English</td>
<td>Spanish</td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>--------------------------------------------</td>
</tr>
<tr>
<td>I don't know where it is</td>
<td>No sé dónde está</td>
</tr>
<tr>
<td>I want to go home</td>
<td>Quiero irme a casa</td>
</tr>
<tr>
<td>I'd like to visit...</td>
<td>Me gustaría conocer...</td>
</tr>
<tr>
<td>I'll come back later</td>
<td>Regresaré más tarde</td>
</tr>
<tr>
<td>I'm in a hurry</td>
<td>Tengo prisa</td>
</tr>
<tr>
<td>I'm lost, I want to get to...</td>
<td>Me perdí, quiero ir a...</td>
</tr>
<tr>
<td>I've found it</td>
<td>Ya lo encontré</td>
</tr>
<tr>
<td>In the North</td>
<td>En el norte</td>
</tr>
<tr>
<td>In the old town</td>
<td>En el barrio antiguo</td>
</tr>
<tr>
<td>Intersection</td>
<td>El cruce</td>
</tr>
<tr>
<td>Is it a long walk?</td>
<td>¿Se tarda mucho en caminar?</td>
</tr>
<tr>
<td>Is it a long way to...</td>
<td>¿Queda lejos...?</td>
</tr>
<tr>
<td>Is it far from here?</td>
<td>¿Está lejos de aquí?</td>
</tr>
<tr>
<td>Is it free of charge?</td>
<td>¿Es gratis?</td>
</tr>
<tr>
<td>Is it in this direction?</td>
<td>¿Es por aquí?</td>
</tr>
<tr>
<td>Is it near the city center?</td>
<td>¿Está cerca del centro?</td>
</tr>
<tr>
<td>Is there a discount?</td>
<td>¿Hay descuento?</td>
</tr>
<tr>
<td>Is this seat taken?</td>
<td>¿Está ocupado este asiento?</td>
</tr>
<tr>
<td>Is this the right road for...</td>
<td>¿Es éste el camino para...?</td>
</tr>
<tr>
<td>It takes three hours</td>
<td>Tarda tres horas</td>
</tr>
<tr>
<td>It's only a short walk</td>
<td>Está cerca</td>
</tr>
<tr>
<td>It's over here</td>
<td>Está por ahí</td>
</tr>
<tr>
<td>It's that way</td>
<td>Es por allí</td>
</tr>
<tr>
<td>Its only a short distance</td>
<td>Queda bastante cerca</td>
</tr>
<tr>
<td>Just past the information office</td>
<td>Justo después de la oficina de información</td>
</tr>
<tr>
<td>Keep the change</td>
<td>Quédese con el cambio</td>
</tr>
<tr>
<td>Late</td>
<td>Tarde</td>
</tr>
<tr>
<td>Let’s go!</td>
<td>¡Vamos!</td>
</tr>
<tr>
<td>Main road</td>
<td>La calle principal</td>
</tr>
<tr>
<td>Mexico City</td>
<td>El D.F. (deh efah)</td>
</tr>
<tr>
<td>Narrow street</td>
<td>Calle estrecho</td>
</tr>
<tr>
<td>Near</td>
<td>Cerca</td>
</tr>
<tr>
<td>Next street on the left</td>
<td>La próxima calle a la izquierda</td>
</tr>
<tr>
<td>Next to</td>
<td>Al lado de</td>
</tr>
<tr>
<td>No, not very far</td>
<td>No, no muy lejos</td>
</tr>
<tr>
<td>Northeast</td>
<td>El noreste</td>
</tr>
<tr>
<td>Northern</td>
<td>Del norte</td>
</tr>
<tr>
<td>Northwest</td>
<td>El noroeste</td>
</tr>
<tr>
<td>OK</td>
<td>De acuerdo</td>
</tr>
<tr>
<td>Old town</td>
<td>El barrio antiguo</td>
</tr>
<tr>
<td>On the corner</td>
<td>En la esquina</td>
</tr>
<tr>
<td>On the left</td>
<td>A la izquierda</td>
</tr>
<tr>
<td>On the right</td>
<td>A la derecha</td>
</tr>
<tr>
<td>English</td>
<td>Spanish</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>----------------------------------------------</td>
</tr>
<tr>
<td>Over there</td>
<td>Por allá</td>
</tr>
<tr>
<td>Parking lot</td>
<td>El estacionamiento</td>
</tr>
<tr>
<td>Passenger</td>
<td>El pasajero, la pasajera</td>
</tr>
<tr>
<td>Path</td>
<td>El camino</td>
</tr>
<tr>
<td>Pavement</td>
<td>La acera</td>
</tr>
<tr>
<td>Pedestrian crossing</td>
<td>El paso de peatones</td>
</tr>
<tr>
<td>Pedestrian precinct</td>
<td>La calle peatonal</td>
</tr>
<tr>
<td>Place</td>
<td>Lugar</td>
</tr>
<tr>
<td>Platform</td>
<td>La vía</td>
</tr>
<tr>
<td>Quickly</td>
<td>Rápidamente</td>
</tr>
<tr>
<td>Road map</td>
<td>El mapa</td>
</tr>
<tr>
<td>Route</td>
<td>La ruta</td>
</tr>
<tr>
<td>Rush hour</td>
<td>La hora pica</td>
</tr>
<tr>
<td>Seat</td>
<td>Asiento</td>
</tr>
<tr>
<td>Second class</td>
<td>De segundo clase</td>
</tr>
<tr>
<td>Second floor</td>
<td>Segundo piso</td>
</tr>
<tr>
<td>Shortcut</td>
<td>El atajo</td>
</tr>
<tr>
<td>Side street</td>
<td>La callejuela</td>
</tr>
<tr>
<td>Sidewalk</td>
<td>La banqueta</td>
</tr>
<tr>
<td>Signpost</td>
<td>El letrero</td>
</tr>
<tr>
<td>Slow down!</td>
<td>Cálmese!</td>
</tr>
<tr>
<td>Somewhere</td>
<td>En alguna parte</td>
</tr>
<tr>
<td>South of Taxco</td>
<td>Al sur de Taxco</td>
</tr>
<tr>
<td>Southeast</td>
<td>El sudeste</td>
</tr>
<tr>
<td>Southwest</td>
<td>El sudoeste</td>
</tr>
<tr>
<td>Speed</td>
<td>La velocidad</td>
</tr>
<tr>
<td>Speed limit</td>
<td>El límite de velocidad</td>
</tr>
<tr>
<td>Station</td>
<td>La estación</td>
</tr>
<tr>
<td>Straight ahead</td>
<td>Todo recto</td>
</tr>
<tr>
<td>Street map</td>
<td>El plano de la ciudad</td>
</tr>
<tr>
<td>Switch on the meter</td>
<td>Prenda el medidor</td>
</tr>
<tr>
<td>Take the first right</td>
<td>Tome la primera al a derecha</td>
</tr>
<tr>
<td>Take the freeway</td>
<td>Toma la autopista, toma el periférico</td>
</tr>
<tr>
<td>Taxi driver</td>
<td>Taxista, taxisto</td>
</tr>
<tr>
<td>Thank you very much for your help</td>
<td>Muchas gracias por su ayuda</td>
</tr>
<tr>
<td>That’s a little expensive; how about 50?</td>
<td>Es muy caro, ¿me lo deja en cincuenta?</td>
</tr>
<tr>
<td>That’s not convenient</td>
<td>No conviene</td>
</tr>
<tr>
<td>That’s the lowest I’ll go</td>
<td>Es lo ultimo</td>
</tr>
<tr>
<td>The driver (him/her)</td>
<td>El/ la chofer, el conductor</td>
</tr>
<tr>
<td>The other side of town</td>
<td>Al otro lado de la ciudad</td>
</tr>
<tr>
<td>The train was delayed</td>
<td>Se demoró el tren</td>
</tr>
<tr>
<td>There’s no hurry</td>
<td>No hay prisa</td>
</tr>
<tr>
<td>Through</td>
<td>A través de</td>
</tr>
<tr>
<td>English</td>
<td>Spanish</td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>----------------------------------------</td>
</tr>
<tr>
<td>Ticket office</td>
<td>La taquilla</td>
</tr>
<tr>
<td>To the left</td>
<td>Hacia la izquierda</td>
</tr>
<tr>
<td>Tour guide</td>
<td>Guía turista</td>
</tr>
<tr>
<td>Tourist information office</td>
<td>La oficina de información turística</td>
</tr>
<tr>
<td>Traffic</td>
<td>El tránsito</td>
</tr>
<tr>
<td>Traffic jam</td>
<td>El embotellamiento</td>
</tr>
<tr>
<td>Traffic lights</td>
<td>El semáforo</td>
</tr>
<tr>
<td>Tram</td>
<td>El traffico</td>
</tr>
<tr>
<td>Travel agent</td>
<td>La agencia de viajes</td>
</tr>
<tr>
<td>Trip</td>
<td>La excursion</td>
</tr>
<tr>
<td>Trolley</td>
<td>El carrito</td>
</tr>
<tr>
<td>Turn left</td>
<td>Tuerce a la izquierda</td>
</tr>
<tr>
<td>Turn right</td>
<td>Dé vuelta a la derecha</td>
</tr>
<tr>
<td>Wait for me</td>
<td>Espéreme</td>
</tr>
<tr>
<td>Well how far is it?</td>
<td>Bueno, ¿qué tan lejos?</td>
</tr>
<tr>
<td>West</td>
<td>Oeste, occidental</td>
</tr>
<tr>
<td>What is the address?</td>
<td>¿Cuál es la dirección?</td>
</tr>
<tr>
<td>What is the quickest way?</td>
<td>¿Cuál es el camino más directo?</td>
</tr>
<tr>
<td>What number bus is it to…</td>
<td>¿Qué número tomo para…?</td>
</tr>
<tr>
<td>What street is this?</td>
<td>¿Cómo se llama esta calle?</td>
</tr>
<tr>
<td>What time is the last bus?</td>
<td>¿A qué hora sale el último camión?</td>
</tr>
<tr>
<td>What’s the best route?</td>
<td>¿Cuál es la mejor ruta?</td>
</tr>
<tr>
<td>When does the next train arrive?</td>
<td>¿Cuándo llega el próximo tren?</td>
</tr>
<tr>
<td>When does the next train leave?</td>
<td>¿Cuándo sale el próximo tren?</td>
</tr>
<tr>
<td>When is the next bus to…</td>
<td>¿Cuándo sale el próximo camión para…?</td>
</tr>
<tr>
<td>Where can I find a taxi?</td>
<td>¿Dónde encuentro un taxi?</td>
</tr>
<tr>
<td>Where do I turn off?</td>
<td>¿Dónde doy la vuelta?</td>
</tr>
<tr>
<td>Where do we catch the bus to…?</td>
<td>¿Dónde se toma el camión para…?</td>
</tr>
<tr>
<td>Where does this lead to?</td>
<td>¿Adónde va esto?</td>
</tr>
<tr>
<td>Where is the bank?</td>
<td>¿Donde está el banco?</td>
</tr>
<tr>
<td>Where is the cathedral?</td>
<td>¿Dónde está la catedral?</td>
</tr>
<tr>
<td>Where is the museum?</td>
<td>¿Donde está el museo?</td>
</tr>
<tr>
<td>Which direction is it?</td>
<td>¿En que dirección está?</td>
</tr>
<tr>
<td>Which platform is it for Puebla?</td>
<td>¿De qué vía sale el tren para Puebla, por favor?</td>
</tr>
<tr>
<td>Why is the road blocked?</td>
<td>¿Porqué la calle está bloqueado?</td>
</tr>
<tr>
<td>Will you come and pick me up?</td>
<td>¿Pasarás a recogerme?</td>
</tr>
<tr>
<td>Will you get me a taxi?</td>
<td>¿Me consigue un taxi?</td>
</tr>
<tr>
<td>Will you let me off?</td>
<td>¿Me deja en…?</td>
</tr>
<tr>
<td>Window seat</td>
<td>El asiento junto a la ventana</td>
</tr>
</tbody>
</table>
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