

## Puebla is Taking Public Transportation in a New Direction

The city of Puebla is the fourth largest in Mexico and is committed to providing a good quality of life for its citizens. To create a positive experience for people using public transportation, the city replaced the electronic fare collection system of one of its bus rapid transit (BRT) lines in record time, without affecting current operations.



### The Challenge

In 2013 and 2014, Puebla, a city of 1.5 million inhabitants, launched two main BRT lines, engaging two different operators to run them. With the Red Urbana de Transporte Articulado (RUTA), Puebla was able to eliminate congestion in part of the city—35,000 riders travel on Line 1 every day.

In late 2015, the Government of Puebla decided to take a further step for a very specific purpose: to increase the frequency of Line 1 by 65% in order to transport 50,000 riders a day. To enhance the rider experience, the city set two priorities: improve the fare collection equipment and make it easier to travel throughout the network.

### The Solution

Since November 2016, Line 1 has had a new payment system that uses contactless smart cards to deliver what people expect in terms of reliability and data transmission. They decided to rely on a solution implemented by Conduent on several Mexican main transportation quarters—in Torreón and parts of the Metrobús México lines.

Toward the end of 2016, all field equipment was replaced, such as free-standing ticket vending machines, inspector terminals, validators and access control gates on the 77 buses and at the 37 stations of this main transportation line that extends for more than 11 miles (18 km). All components were connected to a new, centralized system.



### The Results

- A new contactless smart card system for Puebla City
- With this electronic fare collection system, users can board RUTA Line 1 using the Puebla urban transit card.
- The transition was achieved in record time without affecting the system's continuity of service.
- Puebla City chose a BOT (Build, Operate, Transfer) concession system, which perfectly suited the development of public transportation in Latin America since the city has no obligation to invest in new assets.
- The contract also provided for supplying, installing and operating the equipment and system for nine years as well as launching and coordinating the fare collection system.

Thus, Puebla City will not have to worry about technological developments or replacing components and can rely on the solid technical, operational and financial support of Conduent that can help the city meet their service standards.

**Contact us**  
[Transportation@Conduent.com](mailto:Transportation@Conduent.com)