



MMRDA launches STAMP 2019 to facilitate access to the Metro in Mumbai

For better crowd management and connectivity to the Mumbai Metro

In partnership with World Resources Institute India and Toyota Mobility Foundation

Facilitated by Municipal Corporation of Greater Mumbai, Mumbai Traffic Police, Mumbai Rail Vikas Corporation Limited, Mumbai Metro One Pvt. Ltd. and Maharashtra State Innovation Society

Mumbai, India (July 31, 2019): The Mumbai Metropolitan Region Development Authority (MMRDA) in collaboration with World Resources Institute (WRI) India Ross Center and Toyota Mobility Foundation (TMF) jointly launched the Station Access and Mobility Program (STAMP) in Mumbai on Wednesday, 31 July 2019. The program aims at enabling public-private partnership by launching a challenge to seek innovative data and technology-based solutions to improve crowd management and first- and last-mile connectivity to the Mumbai Metro. STAMP will be facilitated by the partners, namely, Municipal Corporation of Greater Mumbai (MCGM), Mumbai Traffic Police (MTP), Mumbai Rail Vikas Corporation Limited (MRVC), Mumbai Metro One Pvt. Ltd. (MMOPL) and Maharashtra State Innovation Society (MSInS).

MMRDA spearheads the task of building the metro network in the Mumbai Metropolitan Region (MMR). They have already successfully begun implementation, with over 300 kilometers of metro rail networks in the region in varied stages of completion. The current 11.4 km of the Mumbai Metro One Line that offers east-west connectivity in the city by linking major suburban hubs of Versova, Andheri and Ghatkopar to employment centers, has a total anticipated ridership of around 8 million passengers per day. This ridership is expected to continue growing as the metro offers a safe and reliable commute option. This will, in turn, increase the need for control of metro passenger traffic. Electric and alternate fuel-based last-mile connectivity services, informed commuting enabled by data dissemination, and tech-enabled crowd management techniques can help improve metro commuter experience. The STAMP Challenge will seek such solutions by building efficiencies in passenger flow and passenger dispersion at stations.

The STAMP initiative invites entrepreneurs, citizens' groups, professionals, and students to submit proposals targeted at seamless multi-modal transfer. Their proposals should enhance commuter experience, last-mile connectivity options to metro/suburban rail, and/or traffic flow management systems for station access areas. Selected solutions and service providers will be able to leverage information provided by MMRDA, MCGM, MTP, MRVC, MMOPL and WRI India. The objective is to apply new technologies to better utilize data and address commuting and access challenges faced by metro users in Mumbai.

Proposals will be evaluated in a two-step process, based on criteria such as potential for impact and deployment, sustainability and replicability. The final teams will participate in an intensive five-day accelerator with stakeholders to help adapt solutions to identified problem statements. The accelerator will culminate in a public Pitch Day event, at which 2-3 winning proposals will be announced and awarded research grants and an opportunity to pilot their solutions.

On the occasion, **Shri. R. A. Rajeev**, Metropolitan Commissioner, MMRDA said, “MMRDA is creating additional public transport system by way of metro projects which will cater to additional 8 million passenger trips per day. To ensure smooth, efficient and safe dispersal of commuters for last/first mile connectivity MMRDA is implementing multimodal integration plans together with technology innovations. In this context MMRDA is happy to associate with WRI and other concerned agencies.”

An MMOPL spokesperson said, "Commuting through multiple modes of transport is an everyday challenge for Mumbaikars. Interchange between modes of transport eats into commuters' valuable time. Mumbai Metro One has set a new benchmark in providing multi-point entry and exit, efficient crowd management and seamless commuter flow at all its stations to enhance commuter experience and save on their time. We look forward to enhance convenience and comfort for last-mile connectivity for metro users as a part of STAMP initiative.”

This is the fourth edition of the STAMP challenge led by WRI India and Toyota Mobility Foundation. Previously, they have worked in **Bengaluru, Hyderabad** and **Kochi** to improve access and last-mile connectivity to mass transit systems using data. This year, WRI and TMF will work towards improving access and usage of metro transit in Mumbai by sourcing innovative and sustainable entrepreneurial solutions.

Toyota Mobility Foundation Director, **Mr. Prasanna Ganesh** remarked, “Metro transportation must enable its commuters with a safe, affordable, convenient and comfortable mobility offering. To achieve this, Mumbai Metro has agreed to tackle the significant problem of crowd management in their stations as a critical element of the commute. The Toyota Mobility Foundation is excited to work with WRI India and introduce technology and data-driven innovations that can be coupled with localized ideas to augment the Mumbaikar commuter experience. After successful pilots in Bengaluru, Hyderabad and Kochi, STAMP Mumbai will take another step to comprehensively tackle the first- and last-mile problem.”

Commenting on the launch of STAMP in Mumbai, **Mr. Shekar Viswanathan**, Vice Chairman and Whole-time Director of Toyota Kirloskar Motor, said, “The launch of STAMP in Mumbai seeks to enhance first- and last-mile connectivity by creating sustainable transport systems that is economical and easily accessible. With the rapid surge in the usage of metro, this initiative will fuel the constant innovation we are pursuing to lend to the greater good of society. At the end of the day, the efficiency of the metro needs to be matched by equally efficient first- and last-mile services for affordable and time-saving commutes.”

Mr. Madhav Pai, Director, WRI India Ross Center for Sustainable Cities, commented, “From an urban planning perspective, Mumbai has many things right; a mix of land uses, good densities and a development centered around transit. What it really needs now is to address the improvement in station environments for better commuting.”

Learning’s from the pilots will be documented and used to work with MMRDA and other partners to develop strategies in planning last-mile solutions, mode integration, and passenger management for existing and upcoming metro projects in Mumbai. Challenge link: <https://wricitieshub.org/STAMP/>

About STAMP



The Station Access and Mobility Program (STAMP) is an initiative led by WRI India and the Toyota Mobility Foundation (TMF) to promote a high quality of multimodal integration of the metro rail with other modes of transportation in Indian cities. The objective of the initiative is to support metro rail in becoming an efficient and attractive mode of travel, to ensure faster travel times, reduce congestion and lower air pollution caused due to urban transport. The program was initiated in 2017 and enables station accessibility through a partnership model with the innovation and entrepreneurial ecosystem. STAMP 2019 in Mumbai is the fourth edition of the program after successful pilots in Bangalore in 2017 and Hyderabad and Kochi in 2018.

About WRI India Ross Centre

WRI India Ross Centre is part of WRI Ross Centre for Sustainable Cities. WRI Ross Centre for Sustainable Cities is a non-governmental global research organization that aims to protect earth's environment and provide for the needs and aspirations of current and future generations, including but not limited to improving the quality of life in cities, by developing and scaling environmentally, socially, and economically sustainable urban transport solutions, with capabilities to identify and implement such solutions in over fifty countries including within Europe, United States, Mexico, Brazil, Indonesia and India.

About the Toyota Mobility Foundation

The Toyota Mobility Foundation was established in August 2014 to support the development of a more mobile society. The Foundation aims to support strong mobility systems while eliminating disparities in mobility. It utilizes Toyota's expertise in technology, safety, and the environment, working in partnership with universities, government, non-profit organizations, research institutions and other organizations to address mobility issues around the world. Programs include resolving urban transportation problems, expanding the utilization of personal mobility, and developing solutions for next generation mobility.

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