

Tren Urbano UPR-MIT Professional Development & Research Program  
Tren Urbano Conference – January 2003  
Wednesday, January 8, 2003 –9:30AM

**TU Start Up Panel- Exploring Opening Day- September 2003**

Moderator: Ricardo Alvarez - HTA

**Panelists:**

Lin Nathan / Jack Flaherty - GMAEC  
Chris Fonta - Siemens

**Description of the Panel:**

Puerto Rico is close to opening day of the Tren Urbano, scheduled to start operating in September 2003, a 17.2-kilometer heavy rail Metro in the Metropolitan Area.

We would like to discuss a description of the system and those things that need to be in order before opening day. A report of the status of the Project should be presented by GMAEC; Siemens and ACI should address those issues related to Operations.

Panelists should prepare a 15-minutes presentation that will provoke critical inquiry and thinking about the Tren Urbano start-up.

We will have computers and projectors in hand and also overhead projectors. Please let us know before hand of other particulars you may need.

Tren Urbano UPR-MIT Professional Development & Research Program  
Tren Urbano Conference – January 2003  
Wednesday, January 8, 2003 – 10:30AM

**TU Panel- Exploring Marketing and Public Education for Tren Urbano**

Speaker: Isabel Lopés - HTA

Description of the Panel:

Puerto Rico is close to opening day of the Tren Urbano, scheduled to start operating in September 2003, a 17.2-kilometer heavy rail Metro in the Metropolitan Area.

We would like to discuss a description of marketing strategies that are being developed to educate the public about Tren Urbano, ATI and how the system has worked before.

Panelists should prepare a 15 minute presentation that will provoke critical inquiry and thinking about the marketing strategies that will be used for the Tren Urbano start-up

We will have computers and projectors in hand and also overhead projectors. Please let us know before hand of other particulars you may need.

Tren Urbano UPR-MIT Professional Development & Research Program  
Tren Urbano Conference – January 2003  
Wednesday, January 8, 2003 – 11:00AM

**Once Upon A Time, There was A Train That Came Into San Juan**

Development of a transportation system in Puerto Rico during the XIX and XX Century

Speaker: Rose Marie Bernier - Siemens Transit Team

Puerto Rico is constructing a new Metro in San Juan. Many people consider this the first train the island has ever had. Memories of trains elude new generations; fifty years elapsed since the trains ran. Memories must be rekindled so we can discover this Caribbean Island's train history and culture.

We will place Puerto Rico at a regional level, a Caribbean Island, and explore its connections to the rest of the World. Different modes of transportation are studied to get a perspective of which means people used in order to get from their origins to destinations.

Transportation by boat, a viable alternative to move within an island, as well as the road system will be addressed. The rail system will be studied. Including the first steam locomotives, freight trains, different trolleys and connections to ferries.

The advent of the private automobile changed everything. The Island shrunk; it seemed as it was reduced in size when distances were shortened, as a 1917 article stated.

Bus systems and "carros públicos" (jitneys) were used to get the type of multimodal system that Puerto Rico boasts until now.

Rescuing lost memories, those of trains that carried us back and forth, are memories that will help us be more comfortable with the Tren Urbano that will lead us into the future

We will feature maps, historical photos that document the transportation system that the island of Puerto Rico has had during the 19th and 20th Century.

*Abstract published and presented at the **49th Annual North American Meetings of the Regional Science Association International in San Juan, Puerto Rico, Nov. 14-16, 2002** and the **IX Encuentro UPR/MIT on Tren Urbano - 9th UPR-MIT Conference on Tren Urbano January 7-12, 2003- Moving Towards a Transit Oriented Region***

**Experiencing Public Transportation in the San Juan Metropolitan Area  
Wednesday, January 8, 2003**

<b>Group 1</b> <b><u>Río Piedras- Bayamón- Cataño- Old San Juan</u></b>	<b>Group 2</b> <b><u>Río Piedras- Carolina- Calle Loíza - AMA to Old San Juan</u></b>	<b>Group 3</b> <b><u>Río Piedras- Carolina- Old San Juan Via AMA</u></b>
<ol style="list-style-type: none"> <li>1. Jasmi C. Alemany</li> <li>2. Julie Kirschbaum</li> <li>3. Rafael F. Blanco</li> <li>4. Anneloes Hensen</li> <li>5. Mariel Lacourt</li> <li>6. Jeffrey Busby</li> <li>7. Coraly Moreno Iglesias</li> <li>8. Miguel Vescovacci</li> <li>9. Vanesa Miranda</li> <li>10. Demian Raspall Galli</li> </ol>	<ol style="list-style-type: none"> <li>1. Cesar Garcia</li> <li>2. Ajay Martin</li> <li>3. Marilyn J. Goyco</li> <li>4. Alexander Cohen</li> <li>5. Eduardo Perez</li> <li>6. Jordan Karp</li> <li>7. Roberto Pagan</li> <li>8. Carelyn Y. Torres</li> <li>9. Michael Marrella</li> <li>10. Carlos G. Pérez</li> </ol>	<ol style="list-style-type: none"> <li>1. Carmen Miranda</li> <li>2. Lillian Shuey</li> <li>3. Dainank Cordova</li> <li>4. Jing Su</li> <li>5. Cristina T. Hermida</li> <li>6. Anubhav Gupta</li> <li>7. Jose M. Hernandez</li> <li>8. Aaron Koffman</li> <li>9. Erick J. Rodriguez</li> <li>10. Mario Velez</li> </ol>

**Note:** Faculty and others not listed please see Diana Rubio to be assigned to a group.

This field visit will allow students to learn first hand how the Public Transportation System works (or doesn't) in the San Juan Metropolitan Area. You will get the full experience of being in Río Piedras, the most important transportation center in Puerto Rico and from there go to your particular destinations.

We will be divided in three groups. This year we will expand this activity going to two Río Piedras- Carolina-San Juan routes and will all depart from Río Piedras. We will leave the Tren Urbano Office early by van in order to be dropped off in Río Piedras, there you can browse and go have lunch, there are many different lunch options. We would like to form small sub-groups of about 4 people that should always include at least one local student, in order for this to be a "true-experience". This is especially important for those groups that will be traveling by públicos only.

There is a main Capetillo AMA Terminal in Río Piedras. It is located in the eastern part of the town of Río Piedras. The públicos can be taken in the General Palerm Públicos Terminal.

Bring enough cash so that you can pay the fare and your own lunch at Río Piedras. Dress comfortably, with cool clothing and walking shoes. Remember: the públicos do not have air conditioning. Do not bring a lot of cash with you. All groups will meet at the Plaza Dárceñas in Old San Juan and from there will go on an informal walking tour of Old San Juan.

**Group # 1- Río Piedras- Bayamón- Cataño- Old San Juan- Coordinator Carmen Correa**

Will be dropped off at Río Piedras, from there will go to the AMA Capetillo Corral terminal and take a Metro-Bus to Bayamón. Once in Bayamón will take a Público to Cataño, from Cataño the Ferry to Old San Juan.

**Group #2- Río Piedras- Carolina- Calle Loíza - AMA to Old San Juan- Coordinator Rose Marie Bernier**

Will be dropped off at Río Piedras. The públicos that leave to Carolina can be taken from the terminal General Palerm. This route will take you by the whole 65<sup>th</sup> Infantry Avenue Corridor and reach the destiny of the main town of Carolina. Once in Carolina, near the Plaza take another Público to the Calle Loíza. When the Calle Loíza is reached, then take AMA A-5 bus to Old San Juan.

**Group # 3- Río Piedras- Carolina- San Juan Via AMA- Coordinator Gabriel Moreno Viqueira**

This group will also be dropped off at Río Piedras and will go to the AMA Capetillo Corral. Take the A-6 bus and get off at the Iturregui terminal. From Iturregui, take the AMA A-5 bus to Old San Juan via Isla Verde.

This trip is an opportunity to experience public transportation, as it exists today in the San Juan Metropolitan Area. Please be attentive to the way the transportation mode functions including the vehicle, the driver, how fare is collected, waiting areas, the route traveled, the neighborhoods & areas served, the ease of transfer, other passengers. How will Tren Urbano affect this mode of transportation? What could be done in order to create a more effective public transportation network for SJMA? Make mental and/or written notes on the experience.

Inform your facilitator if you decide to go off on your own. If you get lost or need assistance, call Diana Rubio at 939-644-3413, Rose Marie Bernier at 787-402-1311 or Benjamin Colucci at 787 604-9030.

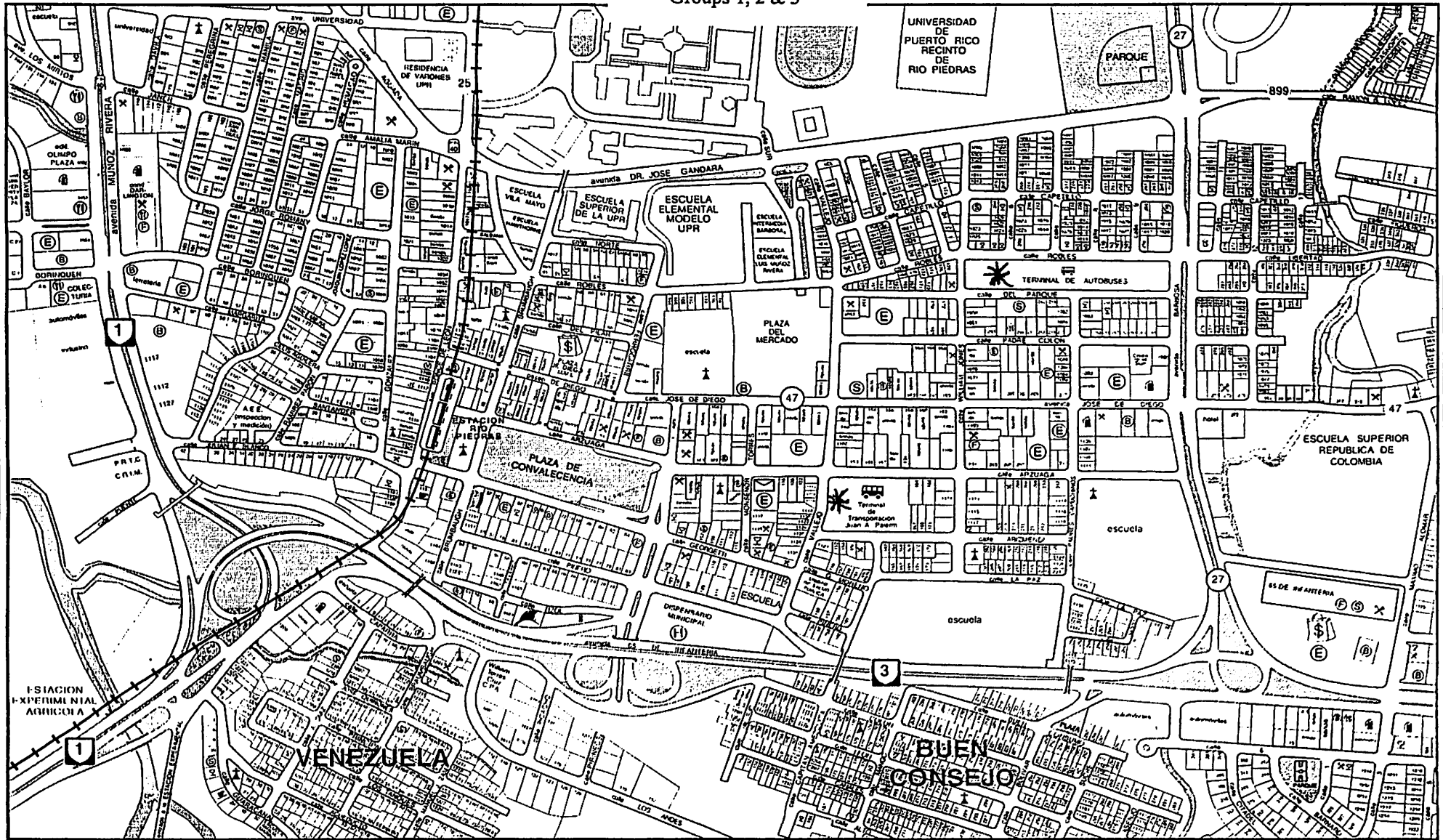
When you arrive in San Juan go to the *Centro de Información Turística* on the water's edge.

If you want to go back to the hotel, there will be a van at the Tourism Information Center to take you back starting at 5:00 PM. If you wish to join the walking tour of Old San Juan, it will last approximately one hour and depart at 5 PM. Vans will also be available to take you back to the hotel after the walking tour. Students who wish to stay in San Juan may do so and make their own arrangements to return to the hotel.

Carmen Correa, Gabriel Moreno Viqueira and Rose Marie Bernier will be Coordinating this activity.



# Rio Piedras Groups 1, 2 & 3

## Key Map




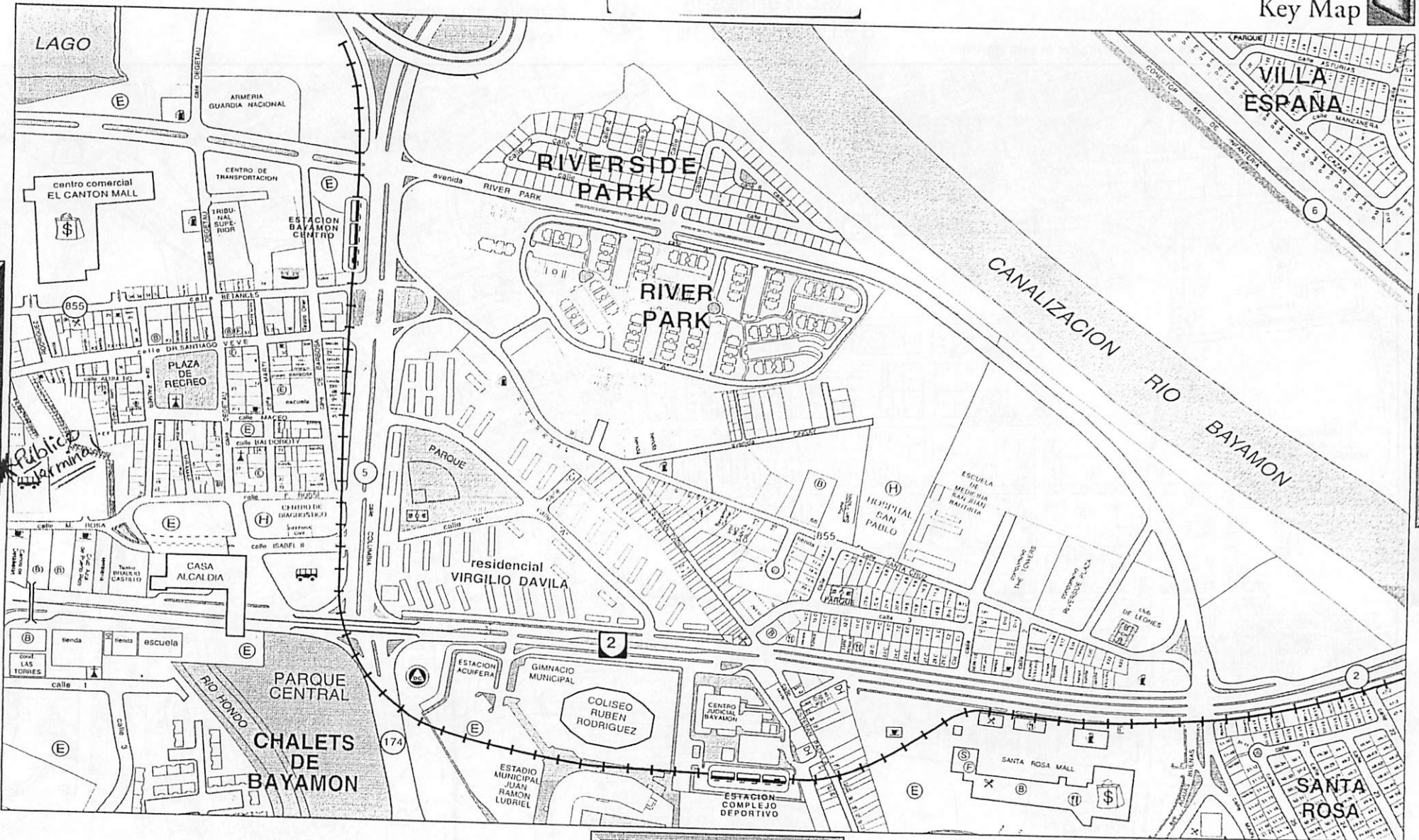
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- |   |                               |   |                                 |
|---|-------------------------------|---|---------------------------------|
|  | CAFETERIAS<br>(COFFEE SHOPS)  |  | RESTAURANTES<br>(RESTAURANTS)   |
|  | COMIDA RAPIDA<br>(FAST FOODS) |  | SUPERMERCADOS<br>(SUPERMARKETS) |

Bayamón  
Group 1

Key Map 



continue map 78

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Iturregui Avenue  
Group 3

Key Map



AMA Terminal  
(Iturregui)

AUTORIDAD METROPOLITANA DE AUTOBUSES (A.M.A.)

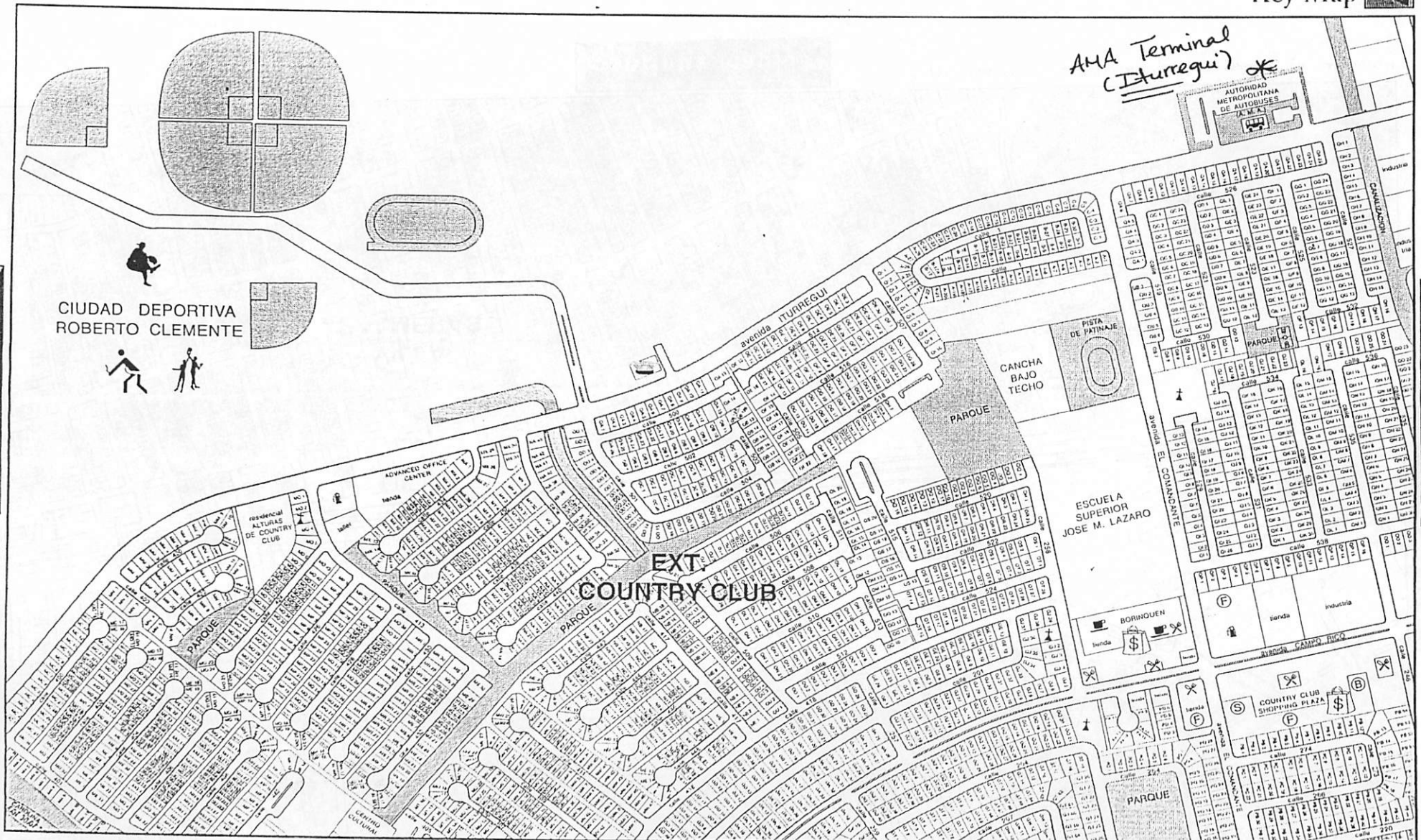
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EXT. COUNTRY CLUB


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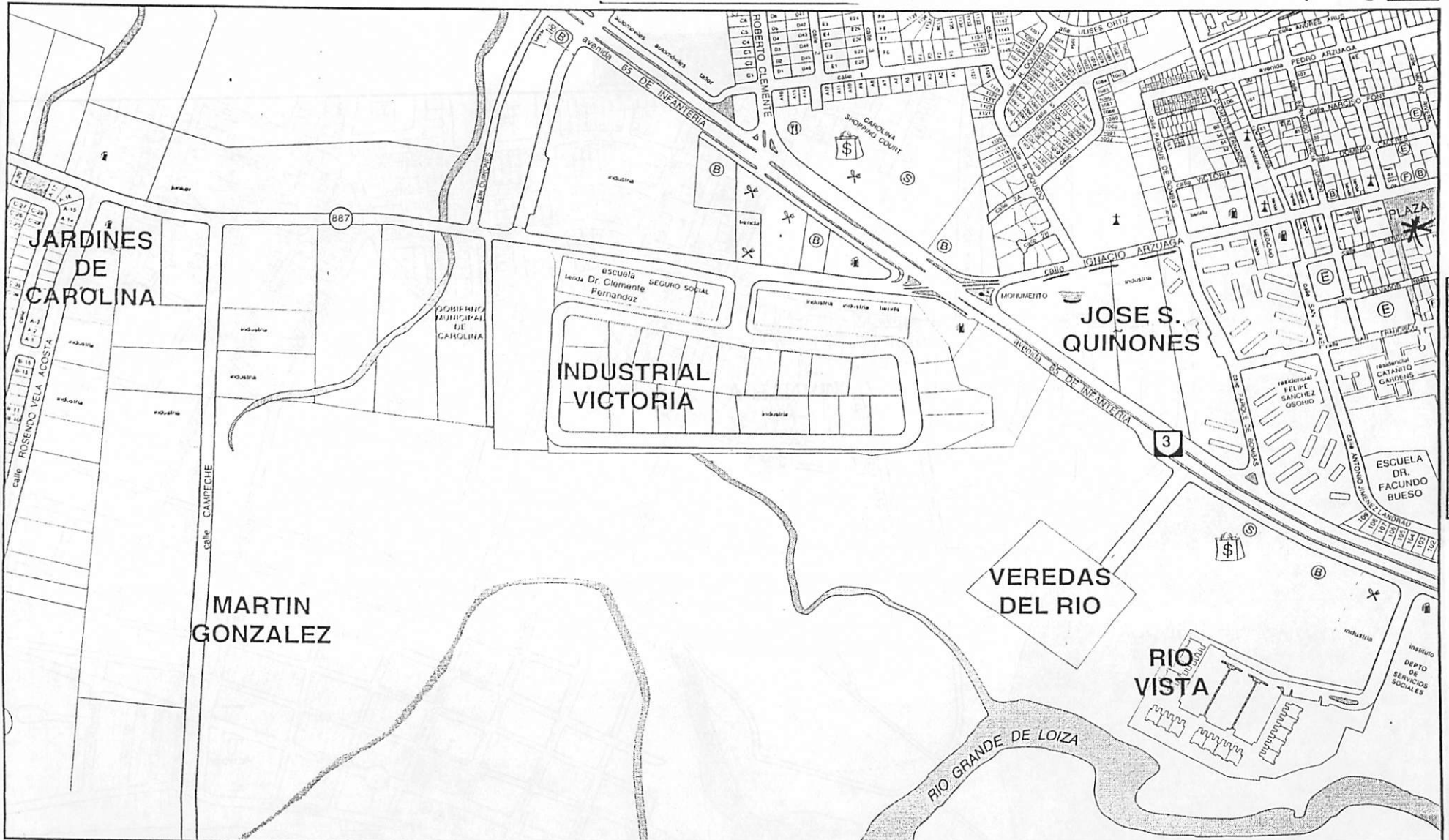
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Carolina  
Group 2

Key Map 



continue map 118

continue map 120



Old San Juan  
Groups 1, 2 & 3



continue map 3

continue map 7