



# From Engineering to Economics: The interrelations between strategic design and pricing in Public Transport

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## Abstract

Strategic design of public transport includes lines structures (network), frequencies and vehicle sizes. In this presentation the relations between these elements and the financial conditions (prices, subsidies) are established, reviewing our main findings in seventeen years of research in this area.

This is first motivated by the ill-conceived re-design of the Santiago transit system from 2002 to 2007, and covers analyses of single line models (intermodal comparisons, operating strategies, sub-optimal prices, simultaneous car pricing), of travel-cards, and of the spatial structure of transit lines, where the role of patronage, spatial distribution of demand, representation of the city and perception of transfer disruption are particularly emphasized.

## Biography

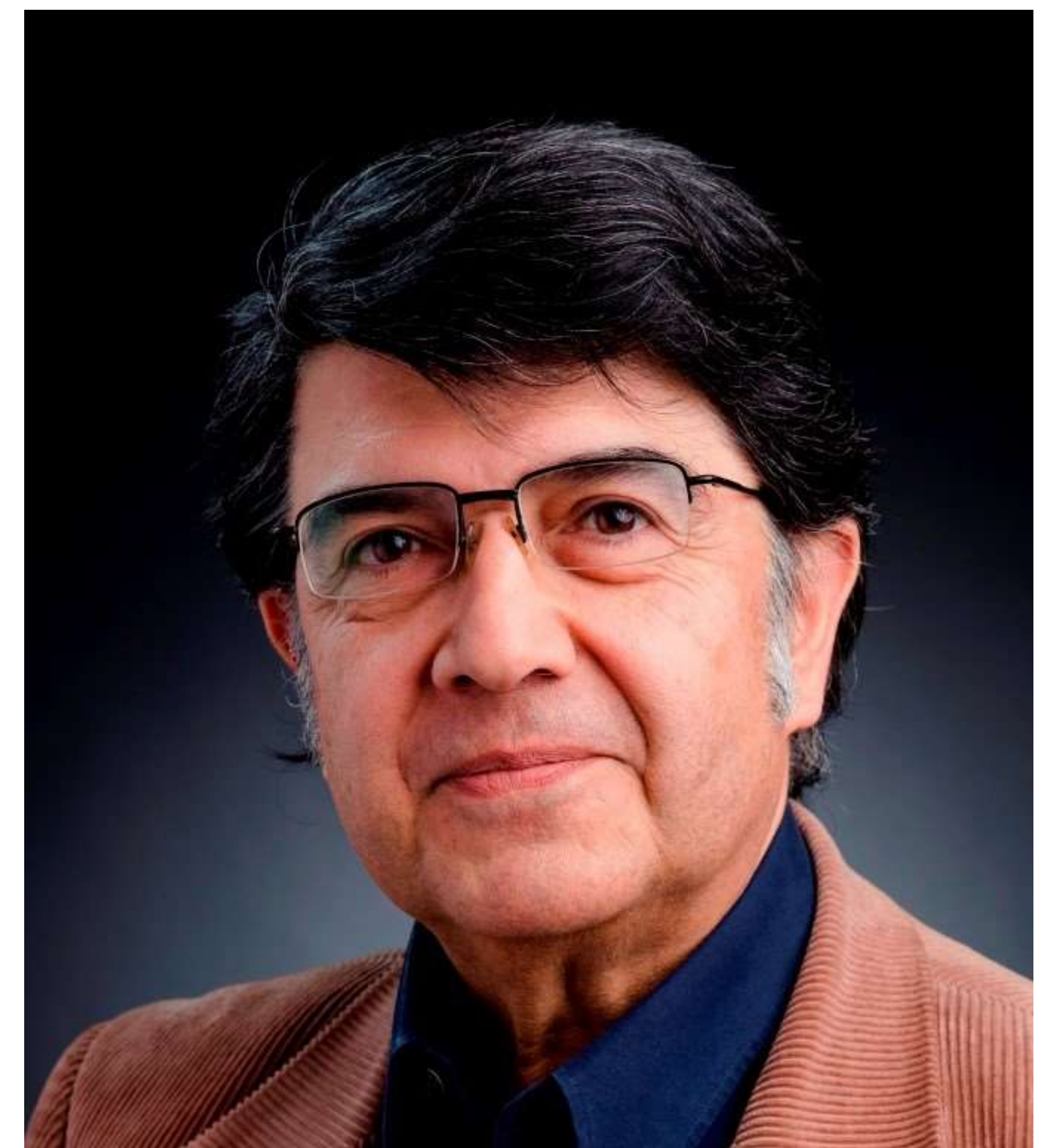
Sergio Jara-Díaz is Professor of Transport Economics at Universidad de Chile. He received his Ph.D. (1981) with a thesis in the field of Transport Economics, and a M.Sc. (1980) in Civil Engineering, both from the Massachusetts Institute of Technology. He is also M.Sc. (1977) in Urban Planning from U. Católica de Chile and Civil Engineer (1974) from U. de Chile.

Dr. Jara-Díaz is a founding member of the Transport Division at U. de Chile, where he teaches and investigates, having published more than **100 research articles on various topics as users' behaviour (travel time values, income effect); models of time use (values of leisure and work); industry structure on transport networks; strategic design of public transport; optimal pricing; and social appraisal of transport projects.**

He is the author of *Transport Economic Theory* (Elsevier, 2007) and acted as Deputy Director of the Institute for Complex Engineering Systems (2007-2014) until he became the Provost of U. de Chile (2014-2016).

He is currently the Vice-President of ITEA (International Transport Economics Association) and Vice-Chair of Prizes in the WCTRS (World Conference of Transport Research Society). Sergio runs a weekly radio show since 1991 and has published four books of chronicles.

He resides in Santiago, Chile, with his only wife with whom he shares two sons and four grandchildren.



## Date and Venue

Date Monday, 2 September 2019  
10:00 am - 11.00 am

Venue Department of Transport Technology  
and Economics  
1111 Budapest, Stoczek utca 2.  
Building St, Room 428.

Attendance at this event is subject to (free) prior registration at the Departmental website:

<http://kukg.bme.hu/en>

Please submit your registration no later than 30 August, 2019.