

Jose David Castro Castro

Principal Consultant

Jose is a Principal Consultant at Steer 's Bogotá office. He has a background as a civil engineer and a master's degree with an emphasis in Transportation from the Universidad del Norte in Barranquilla, Colombia. During his career he has accumulated extensive experience in market research techniques, specializing in stated preference studies and transportation planning. He has participated in the development of more than 30 studies in Colombia, El Salvador, Canada, the Dominican Republic, Peru and Mexico. Their knowledge and skills cover all phases of modelling: study planning, survey design, estimation of discrete choice models, and analysis of results. He has developed demand estimation models for new modes of transport, such as public bicycles, scooters, cable car services, BRT, metro, tram, train, among others. In recent projects, he has developed demand estimation models with a gender approach.

Relevant Skills

Demand estimation: He has specific knowledge in demand estimation, specifically in the development of discrete choice models. He has developed stated preference surveys, which estimate, among other things, the willingness to pay for savings in travel times, mode preferences and other attributes that characterize people's travel choice behavior. He has worked in the development of models in Colombia, Mexico, the Dominican Republic, Canada, Perú and El Salvador.

Transportation planning: He has specific knowledge in the definition of transportation policies and plans, and has participated in various projects focused on the structuring of integrated public transportation systems at the urban and regional levels. As a support for transportation planning, he manages macro modeling models, and has developed models of public transportation networks to estimate demand for new transportation services. It has sufficient capacity to develop the entire process from data collection to the creation of the model.

Education

Universidad del Norte,
Barranquilla, Colombia
Civil Engineer

2014

Universidad del Norte,
Barranquilla, Colombia
Master in Civil Engineering

2020

Professional associations

National Professional Engineering
Council
Member

Years of experience

7 years of consulting
1 year in research

Languages

Spanish --- Native
English - Intermediate

Project Summary

	Project	Customer	Year/Place	Post
Demand estimation	Re - Engineering SITM	Ministerio de Transporte	2022/Bogota, Colombia	Demand estimation specialist (emphasis on modal choice models)
	Analysis, Evaluation and Modelling of Drivers of Travel Demand and Modal Choice with Gender Perspective in Lima, Peru.	World Bank	2021-2022/Lima,Perú	Project Manager/ Demand estimation specialist
	Demand Study Valle Commuter Train	IDOM	2021-2022/ Colombia	Demand estimation specialist (emphasis on modal choice models)
	Survey Design & Application	BID	2020-2021/ Colombia	Project manager
	Multi-criteria evaluation for the definition of the first section to be structured of the inter-municipal rail transport system between Cali, Palmira, Yumbo and Jamundí	Financiera de Desarrollo Nacional	2020/ Cali, Colombia	Project manager
	Demand estimation for a tourist cable	POMA Colombia S.A.S	2019/ Confidential	Project Manager/ Demand Estimation Specialist
	Project	Customer	Year/Place	Post
Transportation planning	Calibration of the transport model in four (4) stages in the Emme4 software of the Aburrá Valley	Área Metropolitana del Valle de Aburrá	2023, Colombia	Project manager
	Enhancing Operational And Financial Resilience And Sustainability Of Colombia S Integrated Mass Transport Systems (SITM)	World Bank	2022 /Colombia	Project Manager
	Feasibility B23	Confidencial	2021/ Colombia	Project Manager
	Update Demand Forecast for Transcaribe Bus System	Transambiental SAS	2019/ Colombia	Demand estimation specialist
	Construction of a public transport model for the city of Cartagena and estimation of system demand in future scenarios.	Transambiental S.A.	2016 / Colombia	Consultant
	Demand estimate for the TransCaribe bus system	Transambiental S.A.	2016 / Cartagena, Colombia	Consultor