

2025=PTx2

Signatories to the UITP Sustainable Development Charter are helping to make this ambitious strategy a reality

MORE EXAMPLES FROM SIGNATORIES CAN BE FOUND IN THE SUSTAINABLE DEVELOPMENT BEST PRACTICES DATABASE IN UITP'S ELECTRONIC LIBRARY

On their way to doubling market share!

Empowers the economy!
 Help the planet breathe!
 Bring everyone everywhere!
 Alleviate congestion!

Major expansion plans in Milan, Italy

The city of Milan and UITP member **Azienda Trasporti Milanesi (ATM)** will host the 2015 Expo and the UITP World Congress in 2015. Today ATM serves the 3 million people living in the larger metropolitan area of Milan but for this to be successful they need to significantly increase their public transport network! Urban planning and mobility planning are being developed hand-in-hand with a focus on creating local economies:

- increased parking availability at public transport interchange hubs dissuades people from entering the city by car;
- creation of modern multi-purpose intermodal centres (with shops, etc.).



	2010		2015	
Km	70.8	➤	100	+ 41%
Stations	88		118	+ 34%
Staff (Operations)	1040		1350	+ 30%
Pax per Direction	1,080,000		1,700,000	+ 57%

Nice, France increases significantly modal share

Veolia Transdev operates the network along the Cote d'Azur in the south of France. This region encompasses 163 districts with a total of just over 1 million inhabitants. But it must also cope with around 10 million tourists every year for a few months of the year and an 'older than average' local population.

The decision-makers are keen to constrain urban sprawl and to find sustainable solutions for the growing congestion levels that are as high as the Paris ring road (Péripherique) during the summer months! Measures include the introduction of the tramway in 2007 and improving the quality and frequency of the buses (4 minute headways, a bus with a high level of service, BHLS in Antibes and a BHLS project in Cannes). 40% of the trips are made on the tram as this is seen as being more attractive than the bus. A flat fare of 1€ for urban and non urban trips has also really played a strong part in getting people out of their cars as this is easily what they pay in parking in downtown and shopping areas! Bike and car sharing are part of the service offer. Public transport modal share increased by 31% between 1998 and 2009 and the ridership of the urban transit system grew by 57% between 2006 and 2010.

The UITP Sustainable Development Commission visiting the Nice network.



Valencia and Alicante working on doubling its market share

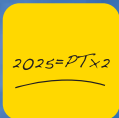
Ferrocarrils de la Generalitat de Valencia (FGV) serves the area around Alicante, in Southern Spain and capital of the fourth most densely populated provinces (1.9 million). FGV, founded in 1986 operates the largest tram network in Spain with three underground lines (MetroValencia) and two tram lines (Alicante tram) and serving some 73 million passengers. The Alicante tram connects 15 towns along its 95km line with 50 stations and has been modernized to be interoperable for tram, train-tram and diesel train services. The area welcomes significant levels of tourists and Alicante airport sees more than 9 million passengers each year. Increased demand of more than 3 million passengers will be generated with the commissioning of a high-speed rail link between Alicante and Madrid cutting the journey time to less than 2 hours.



An additional 12 km of new light rail line from the central station are presently under construction and forecasted to carry 10 million passengers annually – effectively more than doubling capacity and it is expected to also double market share. Other improvements and extensions in Valencia and the new T2 line to the historic centre will also complement existing services. Overall some 100m€ is being invested in infrastructure and a further 50m€ in new rolling stock. FGV is strongly committed to sustainability and has its own independently developed 12 point sustainable charter, created by a multidiscipline committee composed of transport and non transport experts. It has also installed 10,400 photovoltaic panels on the roof of the main office (paid back in 25 years).



Several national associations have taken up this challenge with us – **Svenskcollectivtrafik**, the Swedish National Association (SLTF) and the German National Association (VDV) have national programmes to also support doubling public transport. SLTF 'Dubbling project' has the vision to double market share in Sweden focusing on four pillars: public transport is a strategic tool for boosting employment and environmental protection; it creates the conditions for growth and economic development and; avoids traffic fatalities and injuries.



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Empowers the economy!

New Business Culture Keeping services rolling – with new business models

Improving efficiency is on-going in the sector but new streams of funding also need to be found to fill the gap between ticket sales.

The very high levels of patronage, especially with the successful BRT networks in Latin America mean that they are often able to cover their costs despite average fares being low (often under 1US\$). Signatory **Metroviá**, Guayaquil, Ecuador has been able to operate with no subsidy despite a very low fare due to its high productivity of 13 passenger boardings per km.

MTR Corporation, Hong Kong generates 17.7% of total revenue from non transport sources with their ‘Rail and Property’ model. MTR is building five new rail lines in China and has won contracts to operate outside Hong Kong in Europe and Australia.

Many companies also offer their services as consultants to emerging countries which helps to create new streams of funding. Creating partnerships with the private sector especially in expanding retail outlets at major transport hubs as well as selling advertising space can help. Shops at the main transport hubs in Munich and Milan can command high rents and often have waiting lists from interested parties.

Institutional and network reform is also sometimes required to reinvestigate a public transport system. **Seoul Metropolitan Government (SMG)** completely overhauled its bus system in the early ‘90s making it more attractive and better adapted to the citizens needs. This has reduced but not eliminated the need for subsidy. Integration with a now extensive Metro network is also part of its success. But they also need to constantly invest and innovate. Metro line 9 is the first metro in Asia with an express service, which skips some stations, and provides a faster service.

Squeezing extra years out of rolling stock means that service frequencies can be kept high without having to buy new rolling stock. **Leipziger Verkehrsbetriebe** (Germany) have created a new company in partnership with Siemens to refurbish rolling stock. This was done to maximise the know-how that they had built up through many years of maintenance which sometimes entailed almost rebuilding cars and to help secure skilled jobs in the sector.

Utah Transit Authority, Salt Lake City USA often buys second hand light and commuter cars and has them completely renovated to today’s standards, saving at least 25% over the cost of a new rail car and adding 10 years to their life.



The New Citizen Project is an integral part of the mobility management initiative of the city of Munich, Germany and operator **MVG**. Some 85,000 citizens arrive in Munich annually. Their behaviour is likely to be open to suggestions to try public transport while they are in the process of orienting themselves in their new environment and getting used to finding their way around. Data from the city's residents register is made available, allowing an initial contact and information packs to be sent encouraging them to try and alternative means of transport to their private car. Results show a 7,6% higher use of public transport when compared to a group that did not have this offer.

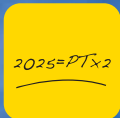
Many signatory organisations are looking into how to provide the 'first and last mile' to be able to offer seamless journeys and are connected with bike and car sharing schemes. Many of the leading car sharing companies are signatories such as **Communauto**, Canada and **Greenwheels**, the Netherlands. One shared car reduces between 8-12 individual cars and there is a further reduction in the total number of trips made by those who do not own their own car but are active members of such clubs. Integrated offers with public transport provides true seamless mobility for citizens and gets them used to not owning a car.



Shaving a few percent off major expenses can make a big difference. **Translink**, British Columbia, Canada began to collect bus idling data over one year using a newly implemented Vehicle Data Capture System. The data showed that bus idling represented up to a peak of 21% of operating time of the buses, fuel consumption costs approximately CAN\$ 1,500,000 burning 1.76 million litres of fuel and causing 440,000 hours of unnecessary engine wear. Policies to manage this better (taking into account seasonal needs) not only reduced fuel consumption but also brought environmental benefits and reduced CO₂ emissions.

Metro de Santiago (Chile), the underground in Santiago, is implementing a new train control system for Line 1 based on CBTC technology (Communications Based Train Control allowing real time monitoring of the position and exact speed of all the trains in motion, which means that trains can be brought much closer, avoiding unnecessary braking and stopping and consequently reduce power consumption required for railway traction. Line 1 is the most congested line on the network and one of the most heavily used in the world, transporting daily more than 1.5 million of people (over 60% of all trips of the network). The project will be completely implemented by 2013 and it is estimated to annually save 31,376 (MWh) of energy and 16,000 t CO₂/yr. This project hopes to use carbon credits to help finance it and has been submitted to the UNFCCC Clean Development Mechanism for approval.





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Help the planet breathe!

Help the planet breathe

Signatories are taking a comprehensive approach to reduce their own carbon footprint. Examples show a growing understanding of how to calculate the carbon used for stationary and mobile sources of public transport as well as the carbon from trips that are avoided. There are a variety of examples in the database and from the articles in different editions of Public Transport International.



RATP, Paris has used the 'Bilan carbone' methodology to calculate its footprint. UITP has a new working group to look at this Issue and develop a standard approach.

In 2009, **Transports Metropolitans de Barcelona TMB (Spain)** launched their 'Let's change CO₂ for flowers' campaign, an online interactive public awareness campaign to promote using public transport as a way to reduce the carbon dioxide emissions. The campaign was made with the cooperation of two NGOs **Acción Natura** and **Ecología y Desarrollo**. People were invited to calculate the amount of carbon dioxide not emitted into the atmosphere when they choose not to use private transport on a certain route, and were then asked to create their own flower and plant it in a virtual garden as a symbol of their contribution to protecting the environment.

Taking action against climate change

The international climate change agreement signed in Kyoto expires at the end of 2012 and the CO₂ reduction targets mean that the developed world in particular should cut emissions by as much as 80-90%. As transport is largely reliant on fossil fuel, major changes will have to be made to our present transport systems. UITP is highlighting public's transport contribution with the initiative **Bridging the Gap**. More information can be found on www.transport2012.org.



New media is used to help pass the message that taking public transport is a gesture to reduce carbon emissions. Films such as this on Youtube from the operator **Verkehrs-Aktiengesellschaft (VAG) Nürnberg** Germany.

http://www.youtube.com/watch?v=2WLZ-68c--E&feature=player_embedded#



CARRIS, the bus and tram operator in Lisbon, Portugal, has a certified Environmental Management System including a selection and assessment procedure for suppliers of products/ services that are critical to company operations or have significant environmental impact. The company has been giving special attention to rational use of energy and the continuous improvement of energy efficiency in its transport operations. It has put a number of measures into practice and has established certain procedures both in the acquisition, maintenance and driving of vehicles, and also in aspects related to traffic management and conditions of use. Measures have been introduced in company buildings following energy audits which evaluate consumption and identify possibilities to increase efficiency of systems and equipment and also propose the application of measures geared to rational use of energy. Supply procedures are regulated Quality and the Environment management systems and product control (goods, materials and services acquired) is referenced by the impact of the type of product and the supplier on the transport service and on the environment.



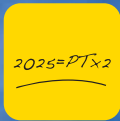
A number of signatories have carbon calculators on their websites namely

CO ₂ calculator	http://www.ditesnonauco2.be/
FirstGroup	http://www.firstgroup.com/corporate/csr/
Metro de Madrid	in collaboration with Fundacion Entorno"): http://www.fundacionentorno.org/accionco2/08/calculadora.htm
TMB	http://canviemco2xfors.tmb.cat
New York Metropolitan Transportation Authority	http://www.mta.info/sustainability/index.html?c=calc



Queensland Rail, Queensland, Australia is working with other actors in a city wide partnership to implement public place recycling at Queensland Rail Citytrain Network Stations. Waste surveys conducted at a number of Citytrain Network Stations identified that approximately 60% of waste material (on average) collected at these stations was potentially recyclable. Queensland Rail is working with Green Echo to design a receptacle that itself is constructed of approximately 50% “Ewood” (derived from 100% recycled printer cartridges); and HELP Enterprises (a community-based, not-for-profit organisation which was established in 1968 to assist in the support of people with disabilities) to construct the bins. The design needed to comply with all safety, security, disability access, customer service and legislative requirements associated with a high-density public transport hub and this was achieved via consultation with both internal and external stakeholders. Quantitative and qualitative data is being collected on the success of this project.





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Bring everyone everywhere

Social responsibility and healthy lifestyles

The social pillar of public transport organisations is one that is gaining in importance. Public transport actors and suppliers are important players in liveable communities, works life balance and as employers the provision of green and decent work opportunities.

Metro Lisbon, Portugal carried out an internal study «Excellence at Work Award 2010/11» with independent consultants on the organizational climate and growth of the company's human capital. In 2010 Lisbon metro was the operator of the Lisbon Metropolitan Area with the highest degree of customer satisfaction, according to the National Index of Customer Satisfaction, ECSI-Portugal with 7.7 points on a scale of 1 to 10.

The Department of Transport, Victoria, Australia encourages people to participate in the National Walk to Work Day, an annual event run by the Pedestrian Council of Australia, involving workplaces and workers around the country. Now in its 8th year, Walk to Work Day encourages Australians to include regular walking in their daily routine to increase health and wellbeing while cutting traffic congestion and pollution. Other actions include participating in the World Health Day by organising a free breakfast for those who ride or walk to work on the day. World Health Day is organised each year by the UN's World Health Organisation as part of a call for global action to reduce the effects of urbanisation. In particular due to increased exposure to pollution, unhealthy lifestyles, physical inactivity, communicable diseases and safety.



In addition to labour and health protection schemes, **Stuttgarter Straßen Bahnen (SSB AG)**, Germany and several other German operators, have workforce health programmes. Special measures and programs with a focus on preventative long term health and wellbeing reduce sickness and helps with the long term health and employability of staff. SSB subsidises gym memberships and owns sport groups "Sozialwerk"; it offers nutrition training, stress management and back health (especially for drivers). In addition, SSB employees are encouraged to participate in marathons e.g. "Stuttgarter Zeitung-Lauf" and "Firmenlauf".

Mentoring and help for psychological problems and the prevention of addiction (including to nicotine) are available, and SSB arranges annual Health Days in cooperation with their health insurance company.

Bring everyone everywhere!

Bring everyone everywhere

Getting children to understand and be able to enjoy using public transport is a message for the future sustainability of our cities!

Metro Bilbao, Spain and many others have programmes to promote public transport to a young audience!



Getting close to the community

On the social level, **De Lijn**, Belgium has recently launched its campaign "Be a face of De Lijn" emphasising the importance of diversity in our recruitment policy. Efforts are being made to "green" bus and tram depots. In Flanders, the system to exchange a car registration plate for an annual PT ticket is proving attractive to households that may have more than one car.

Dublin Bus, Ireland ensures the provision of a reliable method of public transport for customers, but it also plays an active role in the communities it serves. An important part of a successful business is about connecting with these people. The Community Support Programme is a way of building links with different communities across the route network by recognizing the valuable work done by local charities and voluntary groups by awarding grants. Its strong growth and the Key Performance Indicator(s) show that:

- it is very much appreciated by voluntary groups;
- shows that limited funding can go a long way;
- it has been very good public relations for the company and
- has been positively received by all involved.



Social equality commission
of Metro de Madrid