

$2025 = PT \times 2$

Sector strategy

After $E=mc^2$, $2025=PT \times 2$. A strange formula, isn't it? The public transport sector has just defined the terms of its ambitious goal for 2025: to double its market share! To this end it has established its strategy, which was published by UITP in June 2009. In this section we present initiatives that contribute towards achieving this objective.

Lille metropolitan area: a new PTx2 champion!



... The two lanes of bi-directional traffic on rue Faidherbe (left) have been transformed into an urban promenade (right).

PTI: Bus ridership grew by 26% between 2006 and 2010. How do you explain this success?

Eric Quiquet: To be honest, we were playing urgent catch-up. Past investment had focused on metro construction. Metro is an efficient but costly mode. From 2006 onwards, we expanded the bus fleet from 300 to 400 vehicles, and increased the bus service offer by 30%, which generated 10.3 million annual trips. We also recruited 300 staff.

The new Bus Plan will be launched in September 2011 and last two years. We will create new BRT lines called 'Lianes' alongside radial and cross-town routes to better serve outlying suburbs and industrial areas.

You have also announced your ambition to double public transport market share (all modes combined) by 2020 in the Lille metropolitan area. UITP applauds this initiative! Can you tell us more about it?

Yes indeed, it is a deliberate and proactive political objective. Together with economic growth and housing, public transport is one of the strategic priorities of Lille's Mayoress Martine Aubry.

The deliberation framework voted in April 2009 plans for an increase in the public transport market share from 10 to 20%, in a difficult energy context against a backdrop of spiralling oil prices.

What concrete measures are going to be put in place to reach this objective?

We need to reshuffle the mobility 'cards'. I am not worried about the large urban centres, but more about the outlying areas. Urban sprawl must be stopped at all costs.

From now on, we are starting to cluster density around stations and public transport infrastructure right from inception stage. Furthermore, no real estate projects are approved unless they include at least 35 dwelling/ha.

On the investments side, we are going to boost metro capacity by increasing the number of cars on Line 1 from two to four. We'll also launch the 2011-2013 Bus Plan, set up two tram-train lines and quintuple the modal share of cycling from 2% today. In total this represents a budget of 1.7 billion euros over the next ten years.

Ticketing is another priority area. We are finalising a contactless card with the other organising authorities in the Nord-Pas-de-Calais region to be used across all networks.

UITP underlines the importance of political will, an essential driver to develop public transport. Lille is a shining example. How will these developments be financed?

The metropolitan area receives State subsidies and will receive a budget for its reserved right of way public transport projects. In tandem, the 'versement transport¹' continues to grow. But other financing streams are being envisaged, notably carbon

tax. The State is considering giving local authorities back polluting emissions rights, a scheme that could be enhanced by financial set-ups. By 2013, low-carbon European cities could receive monetary compensation for their efforts in reducing emissions. We are talking about EUR 50 billion for European cities. This is therefore a potential source of financing.

Also in June we announced fare increases to take effect January 2011. A monthly pass will rise from 42 to 48 euros.

It's a major hike and we have informed users that it will go hand in hand with an increase in quality and that it makes sense for users to contribute. Users have already seen increases in quality notably in matters of security, the range of fares available and the bus service.

You have mentioned the importance given to urban planning, what place is there for the car in the Lille metropolitan area?

In this respect also, we have rebalanced the amount of space allocated to the car. As an example, in 2004-2005, we transformed a giant carpark with 11 lanes of traffic into a 3.5 ha park, turned four lanes of single-direction traffic into two lanes of traffic for cars and two bus corridors, and widened the pavements. We have already started and want to continue giving back public spaces to pedestrians, cyclists and public transport.

Furthermore, I personally don't believe at all in the headlong rush into electric vehicle technology, but rather in changing behaviour and using the car rationally. Our car-sharing scheme in Lille now has around 1,000 subscribers and a fleet of 30 vehicles. The service will be rolled out to the whole of the metropolitan area as of 2011.

The idea is for households to give up at least their second car by adopting car-sharing, and also become potential public transport users.

What's in store for the 2010 European Mobility Week in Lille?

We have participated actively over recent years, and this was necessary to raise awareness. This year we will organise talks and information stands.

The time for reflection is over, and now we need to act. Our aim is to implement concrete and worthwhile measures on a daily basis, every day of the year.

¹ The French 'Versement Transport' tax requires employers with more than nine staff to contribute towards the cost of public transport investment and operation.

Translated from the French original version



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UITP Events Calendar

World Events

- 8th Latin American Assembly and Seminar
IT: challenges for operators, authorities & industries
Bogotá, Colombia, 6-7 October 2010
- 10th Light Rail Conference and Study Tour
Madrid, Spain, 18-20 October 2010
- 9th Training Programme for Public Transport Managers (1st module)
Valencia, Spain, 25-27 October 2010
- UITP Conference on Public Transport Financing¹
Hong Kong, 15-18 November 2010
- Workshop: 2nd Combined Mobility Platform Workshop
Brussels, Belgium, 17 November 2010
- Training Programme on Public Transport Fundamentals
Brussels, Belgium, 22-24 November 2010
- Training programme on Security
Brussels, Belgium, 8-10 December 2010
- 9th Training Programme for Public Transport Managers (2nd module)
Geneva, Switzerland, 7-9 February 2011
- 59th UITP World Congress and Exhibition
Dubai, United Arab Emirates, 10-14 April 2011
- 9th Training Programme for Public Transport Managers (3rd module)
Tokyo, Japan, 16-18 May 2011
- 60th UITP World Congress and Exhibition
Geneva, Switzerland, 26-30 May 2013

Local Events

- 1st African Public Transport Congress
Dakar, Senegal, 3-7 October 2010
- Workshop: Better City - Better Life - Connecting people with places
The contribution of public transport to social inclusion
Brussels, Belgium, 12 October 2010
- 6th Asia-Pacific Congress and Showcase
Hong Kong, 15-19 November 2010
- MENA public transport organisation workshop
Role of authorities, transport and urban planning, business models
Riyadh, Saudi Arabia, 28-29 November 2010
- MENA bus workshop: CNG, safety, maintenance contract
Riyadh, Saudi Arabia, 30 November 2010

¹ In conjunction with the 6th Asia-Pacific Congress and Showcase.

More information available at: www.uitp.org