



## INTEGRATED URBAN POLICIES

A well functioning and integrated public transport system is the backbone of successful economic, social and environment urban policies. In order to fully perform and deliver the expected results, public transport policies must be fully integrated. Authorities must act as 'integration champions' and empower sustainable mobility solutions which define efficient and sustainable ways of embracing the needs of living, working, free time and culture.

This integration must exist at two different levels:

First of all, the different urban policies should be coordinated with public transport policy. This includes urban planning, land use, energy and environmental planning, social inclusion, and traffic planning.

On the other hand, the different levels of decision at all governmental levels should be ensured. Action should be taken at the most effective level and can contain areas with different regions and policy backgrounds.

At the same time a balance is needed to ensure that intervention leaves room for the business-oriented activities of the operator without undermining the social functions of public transport.

It is not an easy task to reach such a balance and the form this coordinated policy takes depends on the administrative and political organisation of every region and country. However, number of national, regional and local authorities are delivering and/or implementing such ambitious integrated policies.

- ✓ Legal and regulatory framework must define clear roles and commitments for each stakeholder of the supply chain and offer transparency, viability and stability.
- ✓ Short, medium and long term policies must be integrated.
- ✓ The coordination of different transport modes and different transport companies is essential to create an integrated public transport system from the viewpoint of the passenger.
- ✓ Ensure that the positive externalities of public transport are considered and that the combined internal and external costs of all modes of transport are properly measured.

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### Notes for Editors

UITP's World Congress and Exhibition will be held in Vienna, Austria, 7-11 June 2009. The theme of the event is 'Public transport: Making the right mobility choices'. For more information, visit [www.uitp.org/vienna2009/](http://www.uitp.org/vienna2009/).

See the congress programme: [www.uitp.org/vienna2009/Congress/programme-en.cfm](http://www.uitp.org/vienna2009/Congress/programme-en.cfm)

See the Expo Forums programme: [www.uitp.org/vienna2009/Congress/Expo-Forums-en.cfm](http://www.uitp.org/vienna2009/Congress/Expo-Forums-en.cfm)

Get a preview of the exhibition: <http://www.uitp.org/vienna2009/exhibition/index.cfm>

Visit the Vienna Congress and Exhibition Media Room:

[www.uitp.org/vienna2009/news/index.cfm](http://www.uitp.org/vienna2009/news/index.cfm)

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## Urban governance during the 58<sup>th</sup> UITP World Congress and Exhibition

Monday 8 June	09:00-10:30	SESSION 2
Will the new European Parliament set a new benchmark for transport policy?		

In 2009 a new European Commission and a new EU Parliament will enter into function. In this context, UITP – through the EU-Committee – will put forward its policy recommendations and highlight the priority issues that should be tackled during the next parliamentary term. This will certainly include topics like “setting the right European framework conditions for a fair pricing system for all modes of transport, taking into account the externalities”.

Chair: Guido Del Mese, General Director, ASSTRA, Rome, Italy and Chairman of the UITP EU Committee

- Urban Transport Policy - The role of the European Parliament  
Reinhard Rack, Député européen, Comité Transport et Tourisme, Parlement européen, Bruxelles, Belgique (tbc)
- Passengers at the heart of public transport  
Josef Schneider, Représentant de la Fédération européenne des passagers, Gent, Belgium
- Priorities for the next Parliamentary term  
Future Chairman of the EU-Committee (tbc)

Tuesday 9 June	11:00-12:30	SESSION 4
Mayors' Summit		

Public transport is today recognised as a critical element in the major societal debates such as climate change, energy efficiency or poverty alleviation. Local administrations' mission has changed from merely providing technical services and infrastructure to providing social services at large. Selected Mayors of the Central and Eastern Europe region have been invited by the Mayor of Vienna Dr. Michael Häupl. They will share mutual experience, innovative methods and efficient cooperation with public transport decision-makers.

Tuesday 9 June	16:00-17:30	SESSION 8
The more the merrier? Forecasting and coping with increasing demand		

The demand for public transport is rising. Better infrastructures and services but also high fuel prices and environmental concerns are underpinning this trend. Public transport networks are increasingly facing capacity problems in particular at peak time. This session will explore how to forecast and to address demand in this new context. It will outline operational, organisational and infrastructure based responses to capacity issues.

Chair: Georg Drechsler, Vorstandvorsitzender, Bremer Strassenbahnen AG, & Chairman of the Light Rail Committee, Bremen, Germany

- Infrastructure development: a metro circle line in the Paris Region  
Seymour Morsy, Directeur du Développement et de l'Action Territoriale, RATP, Paris, France

- Transport supply optimisation - crowd management, skip stops and other operational tricks  
Speaker to be confirmed, Metro de Santiago, Santiago, Chile
- Segregation and priority help all modes to integrate in urban fabric and to boost speed and demand  
Christian Dochy, Manager, STIB, Brussels, Belgium
- Hot issues in capacity management for regional and suburban railways  
Mark Gommers, Capacity Manager Southern, ProRail, Utrecht, The Netherlands

Tuesday 9 June	16:00-17:30	SESSION 9
Central and Eastern Europe: taking up the challenge of public transport modernisation		

This session will showcase know-how and expertise from Central and Eastern European countries. Companies from four cities of the region have selected one area of excellence in which they have achieved substantial progress; contributing to maintaining a traditionally high modal share for urban transport.

Chair: Robert Kadnar, General Director, Dopravný Podník Bratislava, Bratislava, Slovakia

- Integrated Public Transport System in the Southern Moravia Region, Czech Republic  
Jaromir Holec, CEO, Kordis JMK, Brno, Czech Republic & Kvetoslav Havlik, Specialist, Kordis JMK, Brno, Czech Republic
- Ukraine: problems of development of bus transport  
Vitalii Reva, President, All-Ukrainian Association of Automobile Carriers, Kiev, Ukraine
- Searching for capital and competences  
István Tömpe, CEO, MAV Start Railway Passenger Co., Budapest, Hungary
- Twinning partnership between Sibiu and Dresden  
Adrian Popa, General Manager, SC TURSIB SA, Sibiu, Romania

Wednesday 10 June	09:00-10:30	SESSION 12
How can public transport help cities shape up?		

The introduction of high quality public transport creates opportunities for remodelling and even improving the urban environment. It can add financial as well as socio-economic value to urban developments. Positive experiences from light rail, bus and waterborne modes will be presented and general recommendations for all public transport actors will be outlined.

Chair: John English, General Manager, Utah Transit Authority, Salt Lake City, USA

- Integrating urban planning and public transport - Presentation of UITP Focus Paper and recent experiences  
Tom Magrath, Policy & Strategy Director, CENTRO, Birmingham, UK

- Waterborne transport and waterfront redevelopment - overview of recent success stories  
Larry Jacobs, Transport Coordinator, Government of Bermuda, Hamilton, Bermuda
- Abu Dhabi transportation master plan: issues, policies and plans  
Khalid Hashim, Executive Director, Land Transport Sector, Department of Transport, Abu Dhabi, United Arab Emirates
- The point of view of a property developer  
Luis Irastorza, Consejero Delegado de Desarrollo Urbanístico Charmartín, S.A., Madrid, Spain

Wednesday 10 June	11:00-12:30	SESSION 14
Policy integration and intermodality: the keystone for achieving results and success		

The provision of good public transport is greatly facilitated when transport policy is closely and consistently intertwined with other policies, especially land-use planning. But integration must also be carefully planned and implemented between transport modes - public and private - in order to offer the most convenient seamless mobility chain. Examples of successful intermodality schemes and forceful policies will be illustrated.

Chair: Marijke Van Haaren, Vice Governer, Provincie Gelderland, Arnhem, The Netherlands

- Montpellier, an exceptional consistency between urban development and public transport policy  
Marc Le Tourneur, Managing Director, TAM, Montpellier, France
- Brazilian experiences in the construction and management of passenger terminals  
Noemir Zanatta, Diretor, SOCICAM, São Paulo, Brazil
- The new bus network in Oporto: A contribution to an intermodal system  
Paulo Sá, Member of the Board, STCP SA, Porto, Portugal
- New perspectives on urban transport: Södertälje as a model city  
Anders Lago, Chairman of the Municipality of Södertälje, Södertälje, Sweden

Wednesday 10 June	11:00-12:30	SESSION 15
Public transport vs. cars: are WE ready to assume our roles?		

In the mobility market, the car industry has gained a dominant position. Public transport stakeholders need to act jointly to balance out the situation, with all stakeholders fully assuming their role. The session will present successful case studies where overarching solutions have been found by using disruptive strategies in product design, quality management or urban planning and marketing.

Chair: Susana Palomino, Marketing, Quality & Environment Manager, Metro Bilbao S.A., Bilbao, Spain

Moderator: Patrick Vautier, Head of Marketing, RATP, Paris, France

Panellists:

- Joël Gauthier, President & CEO, Agence Métropolitaine de Transport, Montreal, Canada
- Dick Fleming, National Technical Executive - Transit Planning, Parsons Brinckerhoff Australia Pty Ltd, Sydney, Australia
- Mehmet Buldurgan, CEO, Temsa Global, Adana, Turkey
- Marielle Villamaux, Vice-President of Marketing & Communications, Veolia Transport, Paris, France

Wednesday 10 June	14:00-15:30	SESSION 17
Transport authorities create the conditions for better or worse!		

Transport authorities have the power to influence mobility choices and must fully assume this responsibility under the guidance of local political leadership. In many places, formally organised public transport is not yet a reality. This is why it is essential to set up such an authority responsible for policy implementation, coordination of the major modes and definition of a regulatory framework.

Chair: Claudio Masi, Chief Executive Officer, Agenzia Mobilità e Ambiente, & Chairperson of UITP Organising Authorities Committee, Milan, Italy

- The problem: What if public transport fails to deliver?  
Victor Raul Martinez, General Manager, Sistema Integrado de Transporte, Bogota, Colombia (TBC)
- The case of London  
Peter Hendy, Commissioner, Transport for London, London, United Kingdom (TBC)
- The case of the Gauteng Province  
Eze Raboroko, Chief Director, Transport Management, GAUTRANS, Johannesburg, South Africa (TBC)
- The case of Melbourne  
Bernie Carolan, Chief Executive Officer, Metlink Victoria Pty Limited, Melbourne, Australia (TBC)

Wednesday 10 June	16:00-17:30	SESSION 19
Keeping on the move beyond 2025: what do cities need to do?		

Cities produce over 70% of GDP, and as such are drivers of the globalised economy. Whether a city succeeds or not in offering efficient mobility to its inhabitants will define its ability to remain attractive in a competitive world. This round-table will enable participants to share their views on the developments in the worlds' major cities in the coming few decades, the solution public transport can offer and the conditions needed to allow our sector to meet this challenge positively.

Chair : Cyrille du Peloux, Directeur Général, Véolia Transport, Paris, France

Round table

- Jurandir Fernando R. Fernandes, Diretor Presidente, Empresa Paulista de Planejamento Metropolitano SA, Sao Paulo, Brazil

- Dayo Mobereola, Managing Director, Lagos Metropolitan Area Transport Authority, Lagos, Nigeria
- Mohsen Hashemi, Chairman & Managing Director, Tehran Urban & Suburban Railway Company, Tehran, Iran
- Joon-Byeong Yoon, Director-General Transportation Policy Bureau, SMG, Seoul, Korea
- Philippe Mellier, Président du Secteur Transports, Alstom Transport, Saint Ouen, France
- Adam Giambrone, Chair, Toronto Transit Commission (TTC), Toronto, Canada

Wednesday 10 June	16:00-17:30	SESSION 20
Gradual improvement to achieve modal shift		

Achieving a modal shift to public transport requires a strong improvement in service quality. This can only be achieved with the support of a forceful policy and in most cases with the refurbishment or creation of new infrastructures. This session features examples of the gradual implementation of transport corridors.

Chair: Petr Ivanov, General Director, Mosgortrans, Moscow, Russia

- Nice: an agglomeration tackling with sustainable mobility  
Yvette Lartigau, Transport Director, Nice Transit Authority, Nice, France
- Investment Plan in Metrovalencia Line 1: more capacity, speed and comfort  
Marisa Gracia, Managing Director, Ferrocarrils de la Generalitat Valenciana (FGV), Valencia, Spain
- Growing busway networks: Nimes, Lille, Lorient  
Frédéric Baverez, Executive Vice-President, Keolis, Paris, France
- Implementing the priority strategy to establish an integrated public transport system  
Wenhui Li, Director General, Shanghai Municipal Transport & Port Authority, Shanghai, China

Thursday 11 June	09:00-10:30	SESSION 23
Complementary mobility services: last miles & more		

In order to offer a complete mobility chain and encourage a modal shift to public transport, public transport companies are building new alliances with mobility providers such as car sharing, waterborne, taxi and bike operators. This multi-modal approach improves the quality and image of public transport if successfully integrated into the public transport network. This session will showcase examples of fruitful partnerships that have prompted a behavioural change in the population.

Chair : Didier Dumont, Directeur Bouquet de Transports, Société des Transports Intercommunaux de Bruxelles (STIB), Brussels, Belgium

- Combined mobility: The way forward to a higher quality of life in urban areas  
Martin Bütikofer, Leiter Regionalverkehr, SBB AG, Bern, Switzerland

- How the car and public transport can work together for sustainable mobility: Car-Sharing growth and partnerships with public transport in North America  
Marco Viviani, Head of development and public relations, Communauto, Montreal, Canada
- Self-service bicycles by JCDecaux  
Sylvain Larray, Director, JC Decaux, Plaisir, France
- Integration of WT with other modes  
GianLuca Cuzzolin, Naval Division - Waterborne Service Planning and Management, ACTV SpA, Venice, Italy