



ADVANCING
PUBLIC
TRANSPORT

OUR STRATEGIC PRIORITIES

IN 2018 -2020



PUBLIC TRANSPORT AND BEYOND

Mobility is a **fundamental right for all**, making public transport an absolute necessity in every part of the world. Environmentally sustainable and safe, public transport **enhances the quality of life** in cities. It **provides access** to jobs, entertainment, shops and schools; it boosts the **economic and social prosperity** that a city needs to thrive. Public transport is

“““

The challenge will be to expand mass public transit while embracing new mobility services.

more than a mobility solution: it's a cultural solution that improves air quality and encourages active, healthy lives.

As with any social need, it develops and adapts with the needs of the city. Trends like **digitalisation** and growing **urbanisation** have led to the development of **flexible** mobility services and platforms. These on-demand services, while satisfying the door-to-door needs of travellers, could never meet the full mobility demands of large and medium-sized cities on their own.

The two are clearly complementary and must work together to reduce the individual use of cars and traffic congestion, in the context of a growing demand for mobility.



Thus, with public transport as the firm **backbone** of urban mobility, we must encompass an ever-more inclusive variety of mobility services to keep our cities moving and thriving.

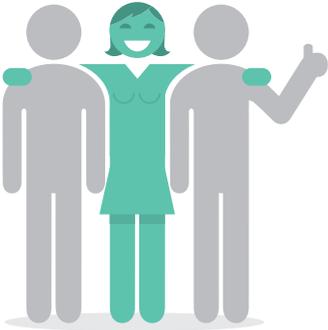
It is with this turning point of public transport in mind that we reissue here our vision, mission, and strategic priorities as an association moving forward.

*Mohamed Mezghani,
UITP Secretary General*

OUR PRIORITIES MOVING FORWARD

We have set five key priorities for the Association to remain at the forefront of the sector and continue advancing public transport.

1 SERVE THE ENTIRE PUBLIC TRANSPORT MARKET



Including shared and new mobility players, women working in the sector as well as men, and a new generation of innovative thinkers and workers. We must continually adapt to our growing market.

2 DEVELOP HIGH-QUALITY AND VALUABLE SERVICES

And expand the reach of our activities to ensure the Association is financially sustainable, utilising the knowledge and expertise of our members.



3 ANSWER LOCAL SPECIFICITIES

And the diverse expectations of different categories of members by generating relevant and targeted knowledge and services, making sure that we meet the needs of all regions and diverse institutional contexts.



4 STRENGTHEN THE VOICE OF PUBLIC TRANSPORT

Focus on the advocacy and outreach of public transport and sustainable mobility by engaging more with mayors, business leaders and influencers, and by building alliances with international organisations.

5 REINFORCE OUR WORK

Support our members with more agility, considering the constantly changing transport context and evolving members' expectations, by implementing new digital tools and improving work relations and management. Staff happiness is a top concern, and necessary to ensure happy members.



WHAT WE DO

OUR VISION

We are working to **enhance quality of life and economic well-being** by supporting and promoting sustainable transport in urban areas **worldwide**.

OUR MISSIONS

Every day we make a difference for our members and for the wider sustainable transport community.



ADVOCACY & OUTREACH

We engage with decision-makers, international organisations, key stakeholders



KNOWLEDGE

We generate cutting-edge knowledge and expertise



NETWORK & BUSINESS

We bring people together to exchange ideas, share best practice and forge partnerships

OUR VALUES

Innovation, respect, sharing and expertise are at the heart of all our projects.



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UITP (International Association of Public Transport) is a passionate champion of sustainable urban mobility and is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes. UITP has 1,500 member companies giving access to over 18,000 contacts from 96 countries.



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