TRAINING PROGRAMME FOR MANAGERS IN PUBLIC TRANSPORT

TRAINING THE LEADERS OF TOMORROW

BIRMINGHAM | 15-18 NOVEMBER 2015

MEXICO CITY | 24-27 JANUARY 2016

VIENNA | 17-20 APRIL 2016
## Module 1

**Mobility policies, Organisation and Financing**

### SUNDAY

Evening: *Welcome reception*

### MONDAY

**Why public transport is indispensable**
- Economy
- Environment and energy use
- Space/congestion
- Social inclusion

**Integrated policies to achieve sustainable urban mobility**
- Sustainable mobility in urban areas
  - Integrating public transport and urban planning
  - Controlling car traffic and parking
  - Developing public transport
- Demand management & changing travel behaviour

**Funding of public transport**
- Operating and investment expenditures
- Revenue strategy
- Earmarked taxes, charges and levies
- Partnership with private operators

Evening: *Dinner*

### TUESDAY

**Regulatory frameworks and relations between operators and authorities**
- Deregulation, liberalisation and privatisation of public transport
- Types of regimes
- Levels of decision-making: strategic - tactical - operational
- Share of competences between operators and authorities
- Types of contracts and sharing of risks between operators and authorities

**Globalisation and impact on the public transport sector**
- Globalisation of the public transport market and underlying factors
- Emergence of global players and current trends
- Types of contractual agreements and consortiums

### WEDNESDAY

- Local host session and site visit in Birmingham
- Conclusions & Evaluation of the training programme
Module 2

Public Transport Modes, Modal Choice and Security

**SUNDAY**

Evening: Welcome reception

**MONDAY**

Innovations in the bus sector
- Architecture (low floor, modularity, etc.)
- The fuel choice (reduction of emissions, lower energy consumption)
- Added-value of innovations for operators and customers
- Latest trends and developments in bus systems

New bus systems (Bus Rapid Transit, Guided systems, etc.)
- Main features & world picture
- Advantages of BRT (capacity, costs, etc.)

Innovations in light rail systems
- Light rail renaissance: new and revamped systems
- Key success factors of light rail and the question of cost
- New trends and latest developments

**TUESDAY**

BRT VS LRT: Advantages and drawbacks
- Capacity
- Design & operation philosophy
- Urban integration/regeneration
- Quality/ride comfort
- Environmental impact
- Political engineering/deliverability
- Costs

**WEDNESDAY**

Automation and innovations in metropolitan railways
- Definition of metro automation
- Classification (APM, monorail, driverless light/heavy train)
- Overview of (automatic) metro systems worldwide
- Added-value of innovations for operators and customers

Combined mobility: Public transport in synergy with car-sharing, bike-sharing, taxis, etc.
- Trends influencing urban mobility
- Description of mobility services
- Benefits of combined mobility
- PT as the integrator of mobility services

Security in public transport
- What is Security? (security v. safety)
- Examples of threats: From graffiti to terrorist threats
- The 3 pillars of security: Procedures – Technologies – Personnel
- Best practice security measures

- Local host session and site visit in Mexico
- Conclusions & Evaluation of the training programme
Module 3

Customer-oriented Management

SUNDAY
Evening: Welcome reception

MONDAY
Corporate management and business strategies
- From a production to a service industry: Changing culture
- Structure of public transport companies: from traditional functional structures to service-oriented structures
- Quality and performance management
- How to translate a corporate strategy into operational terms

Human resources management
- The human resources context
- Human resources in public transport – What does it mean?
- Customer-orientation of staff
- Current debates and hot topics: recruitment, motivation, training, reward, diversity, absenteeism, etc.

Delivering sustainable development through public transport
- The three pillars of sustainable development: economy, society and environment
- Sustainable futures: the challenges ahead
- The business case for sustainable development: organisational development, resource use and cost-effectiveness, competitive advantage
- Mainstreaming sustainable development: examples of achievements worldwide

TUESDAY
Marketing and communication
- Defining a marketing strategy
- Marketing to increase revenues and reinforce customer satisfaction
- Presentation of successful marketing approaches
- Branding and communication

E-ticketing
- The technology: How does it work?
- Advantages and disadvantages
- Open or closed systems
- Examples of check-in systems and check-in/check-out systems
- Trends (NFC, EMV, ID-based ticketing)

Travel information
- Why customers need travel information
- How to meet the endless variety of travel information needs
- Different types of users, services and information
- From collective to individual travel information through on-line platforms

Evening: Graduation ceremony and networking dinner

WEDNESDAY
- Presentation of results of the project assignment
- Local host session and site visit in Vienna
- Conclusions & Evaluation of the training programme

Evening: Free
WHO ARE OUR TRAINERS AND LECTURERS?
Top-level transport and mobility professionals with extensive experience in public transport management and operations from different regions of the world.

OBJECTIVES
- Broaden your knowledge and understanding of global mobility issues;
- Gain an insight into the main challenges facing the sector;
- Analyse and discuss the latest trends and developments in the sector with experienced public transport experts and professionals;
- Develop an international network of professionals;
- Facilitate exchange of experience with your peers.

TARGET AUDIENCE
- High-potential managers with daily responsibilities in administration, operation or maintenance
- Professionals who are new in public transport or looking to have a broader and international insight into the sector.
- Applicants are persons eager to learn from others and share their knowledge and experience.

Our Methodology: UITP offers a yearlong learning programme
- Interactive classroom sessions through sharing of theory and professional practice by experts and participants
- A dynamic Urban Mobility Group Assignment
- Site visits with focus on innovation in each city
- E-Learning modules with Transport Experts
- Mentoring support throughout the course

E-Learning Modules
UITP is offering E-Learning Sessions in the form of Virtual Class Rooms to ensure a closer link between participants and with UITP over the whole course length. We are offering one virtual introductory session in small groups before the first module and two additional virtual classroom sessions with a transport expert as a complement to the three classroom sessions.

The program was excellent in that it provided a forum for exchange of information and practices in both formal and informal contexts.

SALLY LIBRERA, MTA NEW YORK CITY TRANSIT, USA
SELECTION PROCESS: A LIMITED NUMBER OF TRAINEES FOR A MORE FRUITFUL EXCHANGE

The number of trainees is limited to about 25 persons and the following criteria is used to select the right participants:

- Only applicants demonstrating fluency in English will be accepted. Phone discussions will be conducted if necessary.
- Applicants holding a position in the middle management with daily responsibilities in the administration, operation or maintenance of a public transport network.

UITP will endeavour to select a gender and geographically balanced audience according to the applications received.

REGISTRATION DEADLINE
6 September 2015

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PROGRAMME STRUCTURE

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<th>Introductory E-Module</th>
<th>Module 1 Birmingham</th>
<th>E-Module with expert</th>
<th>Module 2 Mexico City</th>
<th>E-Module with expert</th>
<th>Module 3 Vienna</th>
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Urban Mobility Group Assignment
Mentoring Support

> Find more information and register online on our website www.uitp.org/events/managerstraining2015-2016

PARTICIPATION FEES

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