MANAGERS IN PUBLIC TRANSPORT
DIPLOMA PROGRAMME

ADVANCING TALENT IN PUBLIC TRANSPORT

GENEVA 6-8 APRIL 2020
MONTREAL 29 JUNE - 1 JULY 2020
BARCELONA 5-7 OCTOBER 2020

Local hosts

UITP ACADEMY

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The Diploma Programme for Managers in Public Transport is an expert-level yearlong course composed of three modules in three different countries. It includes additional webinars organised between the classroom modules.

Who is it for?

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

### Programme Structure

<table>
<thead>
<tr>
<th>Date</th>
<th>Module/Event</th>
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<tbody>
<tr>
<td>6-8 April 2020</td>
<td>Module 1 in Geneva</td>
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<tr>
<td>May - June</td>
<td>Webinars with experts</td>
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<tr>
<td>29 June - 1 July 2020</td>
<td>Module 2 in Montreal</td>
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<tr>
<td>July - September</td>
<td>Webinars with experts</td>
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<tr>
<td>5 - 7 October 2020</td>
<td>Module 3 in Barcelona</td>
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“A comprehensive presentation of the stakes of public transport, including fruitful interactions with international peers and local insights from three networks abroad.”

Yannick Lannes, Transports Publics de la Région Lausannoise SA
A top level methodology

- **Expert trainers** with extensive experience in public transport management and operations from different regions of the world
- **3 interactive classroom modules** with sharing of theory and practice
- **Case study teaching and workshops** organised in small groups on practical case studies and based on public transport facts and situations
- **Local host sessions and site visits** with focus on innovation in each city: presentations by local operators and authorities, discovery of network, visit of control rooms, depot and maintenance centres
- **Webinar series** with experts for each field

Reach your 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 your international network of professionals**
- **Facilitate exchange of experience with your peers**

To ensure a fruitful exchange, the number of trainees is limited to approx. 30 persons.

“**A great opportunity to connect with peers on an international level, learn about the mobility characteristics of other cities and exchange knowledge with UITP experts in workshops and interactive tutorials.**”

Caroline Haseke, RATP Dev Transdev Asia

PREVIOUS COURSES INCLUDE PARTICIPANTS FROM:

Module 1

Policy, Planning, Regulation & Funding

**MONDAY | 6 APRIL**

Setting the scene: mobility trends and impact on public transport

Current societal trends - Implications for urban mobility in terms of demand, car usage, electrification, automation and combined mobility - The indispensability of public transport: Economy - Environment and Energy use - Space/congestion - Social inclusion

Integrated policies for sustainable urban mobility in cities

Public transport and land use planning - Car traffic, access restrictions, parking management, road user charging - Demand management & travel behaviour - Integrated urban mobility plans

Planning of public transport services

Overview of the public transport planning process - Data collection for network design - Main principles for network design and route planning - Planning of operations

Funding and financing public transport

The funding mix - Operating and investment expenditures - Revenue strategy and fare management - Ear-marked taxes, charges and levies - Financing public transport: mechanisms & actors - Public private partnerships

Workshops

Networking reception

**TUESDAY | 7 APRIL**

Regulatory frameworks and relations between operators and authorities

Overview of organisational forms in (local) public transport: deregulation, liberalisation, privatisation and types of regimes – The role of competition and right of initiative - Levels of decision-making, share of competences between operators and authorities – Competitive tendering and line bundles - Types of contractual agreements, sharing of risks, incentives - Globalisation and impact on the public transport sector

Workshops

**WEDNESDAY | 8 APRIL**

Local host session and site visit

Presentation of public transport and sustainable urban mobility in Geneva and visit of the public transport infrastructure in the city.
Module 2

Public Transport Modes and Modal Choice: Bus, Rail, LRT & New Mobility Services

**MONDAY | 29 JUNE**

Innovation in the bus sector

Bus architecture and modularity of buses - The fuel choice (reduction of emissions, lower energy consumption) - Standardised On-Road Test cycles (SORT) - Benefits for operators and customers - Electric buses: Battery technology, charging systems infrastructure, the fuel cell principle, trends and latest developments - New bus systems: Bus Rapid Transit

Innovation 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

Modal choice, mode typology & modal choice criteria

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

- Workshops
- Networking reception

**TUESDAY | 30 JUNE**

Mass transit, automation and innovation in rail

System typology - Control-demand & CBTC - Grades of automation - Technology - Benefits for operators and customers - Implementation strategies - Platform-train interface

Security in public transport


New mobility services, Shared transport, Mobility as a Service (MaaS) and integration with public transport

New mobility trends & mobility services (Car-sharing, Bike sharing, Taxi, Ride-sharing, Pooling, etc.) - Benefits of combined mobility - Impacts of shared mobility - Public transport as the integrator of mobility services - MaaS - Autonomous vehicles

- Workshops

**WEDNESDAY | 1 JULY**

Local host session and site visit

Presentation of public transport and sustainable urban mobility in Montreal and visit of the public transport infrastructure in the city.

UITP reserves the right to make amendments to the programme or any related activity
Module 3

Customer-oriented Management

**MONDAY | 5 OCTOBER**

Corporate management and business strategies

From a production to a service industry: changing culture - From traditional functional structures to service-oriented structures - Quality and performance management - How to translate a corporate strategy into operational terms

Human resources management

Human resources in public transport: what does it mean? - Customer-orientation of staff - Current debates: recruitment, motivation, training, reward, diversity, absenteeism, performance management, etc.

:: Workshops

:: Networking reception

**TUESDAY | 6 OCTOBER**

Marketing and communication

Successful marketing strategies and approaches - Revenue management - Customercentricity - Branding and image - Innovative Communications tools - Product development

Electronic ticketing

The technology - Advantages and disadvantages - Open/closed systems, check-in/out and implications - Trends (NFC, EMV, ID-based ticketing) - Exploitation of data and big data

Innovative travel information systems

Meeting travel information needs - Different types of users, services and information - From collective to individual travel information - Travel information design

**WEDNESDAY | 7 OCTOBER**

Local host session and site visit

Presentation of public transport and sustainable urban mobility in Barcelona and visit of the public transport infrastructure in the city.

“A very complete overview of what is existing and the future trends explained in a clear, simple, comprehensive & pragmatic way.”


UITP reserves the right to make amendments to the programme or any related activity
A series of webinars is organised to complement each module: one introductory webinar before the first module and several additional webinars throughout the course (including pre-defined and customised topics).

These additional sessions allow to gain more knowledge and to ensure a closer link between participants and with UITP between the modules.

Each webinar will be conducted by a different mobility expert who will address best practice cases and the most innovative topics matching the interests of participants.

Topics of webinars can include:
- Best practice on Strategic Urban Mobility Planning
- Best practice on Bus Rapid Transit (BRT) implementation
- Exploitation of data to increase efficiency
- Autonomous vehicles & connectivity: technology, regulation, impacts
- Mobility as a Service (MaaS): Concept and practice
- Best practice on Contract management, quality management & use of incentives
- Electric buses
- Ride sourcing/TNC & transport on demand

“The course attracts participants with a wide range of expertise from different countries. This diversity and possibility to hear how things are done differently elsewhere is very inspiring.”

Vojta Vlcek, Arriva
Interested?

Participation fees (3 modules + webinars)

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<th>Until 3/02/2020</th>
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<tr>
<td>Member</td>
<td>4,290€</td>
<td>4,990€</td>
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<tr>
<td>Non-member</td>
<td>-</td>
<td>5,990€</td>
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Registration deadline

- 15 MARCH 2020

Find more information and register online: www.uitp.org/managertraining

VAT not applicable for this programme

UITP is certified for ISO 29990:2010, the standard for Learning services for non-formal education and training.