



Training Programme on Urban Transport Pricing

Target Audience	<ul style="list-style-type: none">• Transportation planning and transportation economics staff
Duration	3 Days
Programme Topics	<ul style="list-style-type: none">• Introduction to urban transport pricing• Transportation pricing theory• Implications for public transit planning• Design of an integrated package of pricing reforms and public transit improvements• Modelling methods. Predicting pricing reform travel impacts and revenues• Best practices of Pricing reforms• Communication and marketing. How to communicate the benefits of pricing reforms and build public support.• Designing a marketing plan.
Objectives	<ul style="list-style-type: none">• Identify the best transportation pricing reforms to achieve various planning objectives (road and parking congestion reductions, revenue generation, traffic safety, energy conservation and emission reductions).• Identify the political, institutional and practical obstacles that these pricing reforms are likely to encounter.• Identify ways to overcome those obstacles.• Develop an integrated package that includes pricing reforms and various support policies and program.• Describe how you would promote that package to various stakeholders and interest groups.

All training content, format, methodologies and length can be customized to the company's needs and interests.



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	<ul style="list-style-type: none">• Identify the likely beneficiaries, and a possible coalition that you could create to build political support for such a programme.• Brainstorm some marketing themes that you could use to promote the program
Methodology	<ul style="list-style-type: none">• Interactive plenary sessions including overview of the topic, presentation and discussion of the latest trends and developments• Presentation of good practice examples by experts and students• Additional opportunity to exchange experiences and discuss hot topics during workshops in smaller groups
Trainers	<ul style="list-style-type: none">• High level bus professionals with extensive knowledge and expertise in pricing

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