

Create a new business culture

A favourable business and regulatory framework allows public transport to thrive and to be attractive to customers, to investors and to the workforce.

Public transport is a net contributor to global and local development economically, socially and environmentally. As our consumption patterns are severely questioned, the sector is at the forefront of the sustainable revolution required by our urban centres. More than ever public transport remains an important source for sustainable, green, local jobs, and a strong support to local economy.

Besides the traditional public transport approach comprising public service requirements and a social function, innovative, profitable and diversified business models will attract entrepreneurship, capital and talent.

A fair and transparent regulatory framework is necessary for the sector to offer quality mobility solutions to various market segments. The production of services needs to be properly defined, monitored and remunerated whatever the service, be it “traditional public service” or newer mobility services.

Call for action

- > Leave room for operators to develop competences, innovation and entrepreneurship.
- > Change the corporate culture from a fleet manager and production activity to a service industry fully focused on customers. To this end:
 - Introduce new management models, processes and tools to achieve high performance.
 - Develop innovative human resources practices to attract talented people, motivate and develop staff loyalty.
 - Use integrated management models, strategy maps and values to ensure alignment of objectives and actions, transparency, and staff motivation and performance.
- > Use management contracts to specify and balance the responsibilities, competences and risks of the various parties.
- > Define a desired and affordable level of quality and introduce a system of mutual bonus/malus into contracts.
- > Use codes of ethics to increase awareness of social responsibility and transparency.

2025=PTx2

Bogota (Colombia)

Based on previous policies supporting the development and the organisation of public transport in Bogota, the Mobility Master Plan, which provides orientation for the next 20 years, sees public transport as the backbone of the mobility system.

Priorities include the full integration of the traditional and high capacity public transport systems, the development of new routes for Bus Rapid Transit, and the development of public transport interchanges to improve connectivity. It is planned that **by 2020 85% of the city will be within 500 metres of the trunk public transport system**, the rest being covered by feeder lines.

The Mobility Master Plan also covers the improvement of travel conditions for pedestrians and parking management measures.

Lagos (Nigeria)

The transport authority for the Lagos metropolitan area (LAMATA), established in 2003, has put together a Strategic Transport Master Plan with ambitious targets for the development of public transport. **Seven railway corridors, seven BRT lines, and eight waterborne connections are planned by the year 2020.** A transport fund was created to gather the necessary resources. The implementation of these projects is expected to significantly reduce congestion and increase traffic speed. About 200,000 passenger trips are currently made daily in the first BRT corridor (22km) which was launched in 2008. Travel time in the corridor has halved since the opening of the BRT.

Beijing (China)

The soaring population and economic growth of Beijing is resulting in a rapid increase in car ownership (400,000 new cars per year since 2002) and a deterioration in traffic conditions. The city authorities have developed an ambitious, long term urban mobility policy for Beijing based on the development of public transport and innovative traffic management measures, taking advantage of the momentum created by hosting the Olympic Games in 2008. The development of the public transport network triggered a **rise in the public transport modal share from 26% (64% cycling, 5% car) in 2000 to 34% (23% cycling, 33% car) in 2008 and the authorities are targeting 45%** (24% cycling, 18% car) in the future. One new metro line per year is planned to be added from 2009 to 2015. By then the metro network will be 560km long.