



SPUTNIC – Strategies for Public Transport in Cities
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Keynote speech

PUBLIC TRANSPORT: A VISION OF THE FUTURE

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Zagreb, 4-5 October 2007

SUMMARY

1. Market organization
2. Customer relations
3. Corporate management
4. Equipment and operations



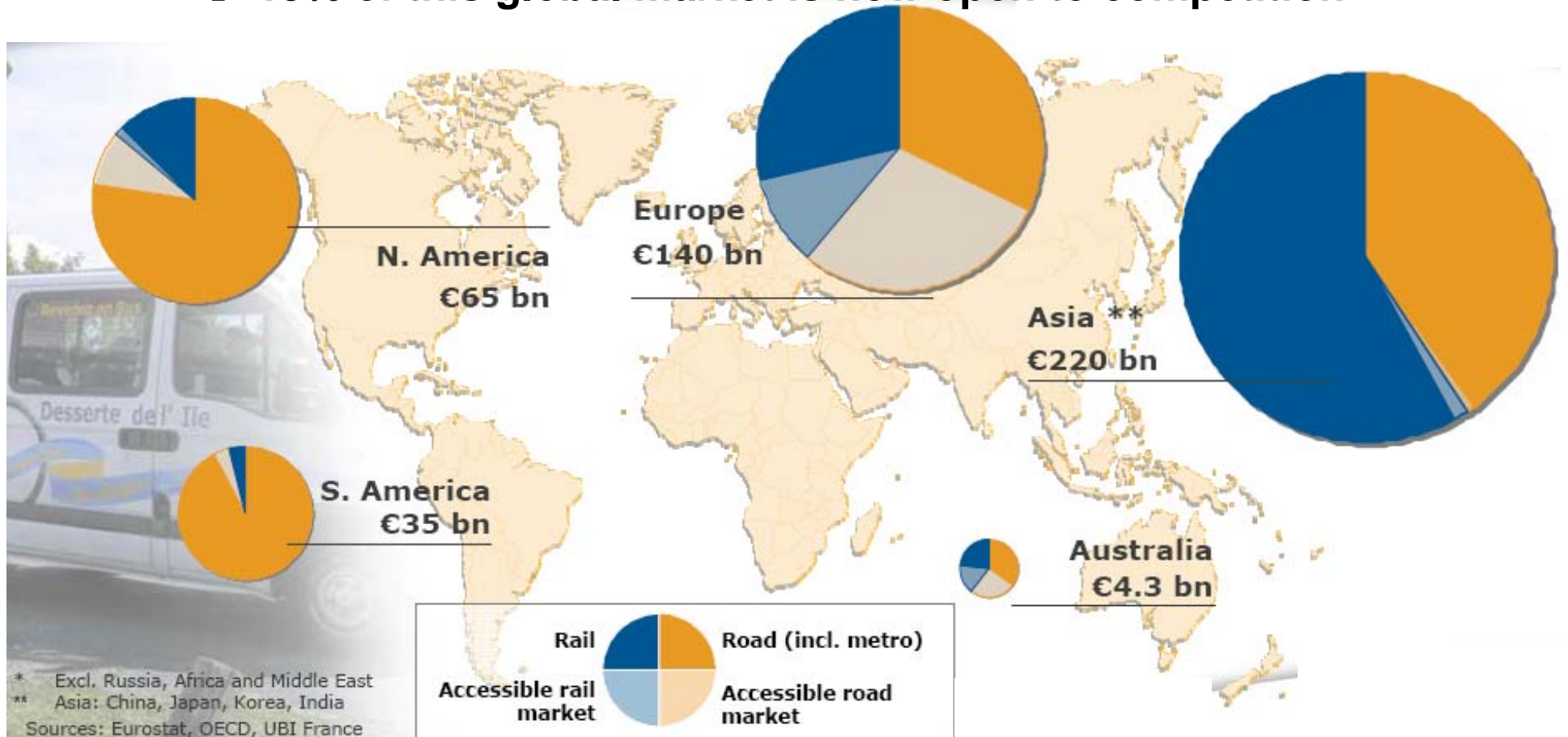
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1. Market organization

A worldwide market

Mass transit: a €460 billion market*

→ 15% of this global market is now open to competition



Mass transit: a high growth market

In **2016**, mass transit market will represent **€750 bn**,
of which **€250 bn accessible** (30%)

Major growth drivers

- Increase in mobility and cross-border trade within Europe
- Explosion of urban concentration the world over
- Environmental impact (greenhouse gases, security, urban development, etc.)
- Priority given by public authorities and municipalities to mass transit (regulations, tax incentives, financing, etc.)
- Gradual deregulation of markets in response to public funding constraints and increasing complexity of projects



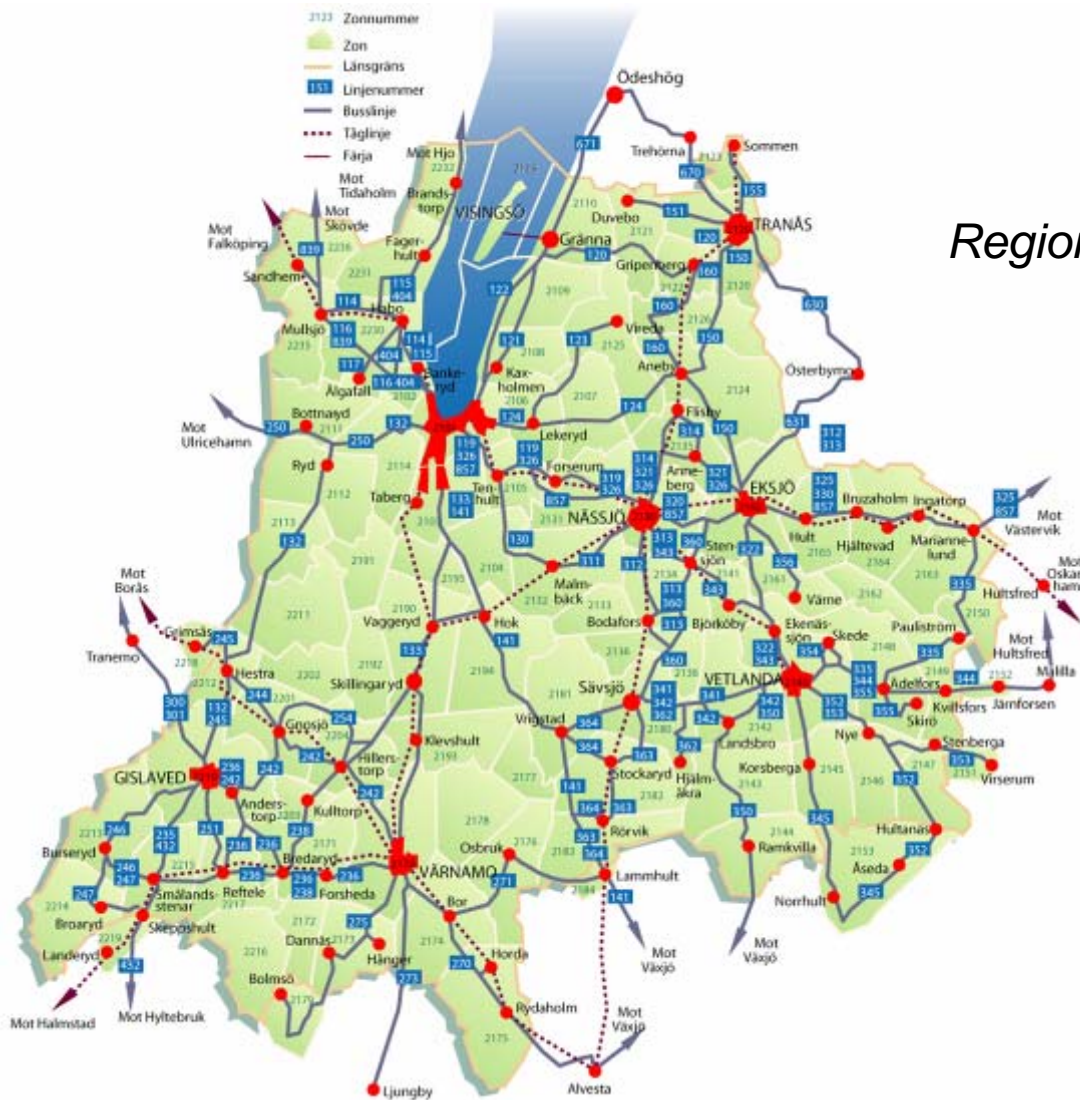
The expansion of regulated competition

- **Clear relationships** authorities – operators through contracting
- **European regulation** on public service requirements
- **Financial issue** for local authorities
 - ➔ Competitive tendering
 - ➔ New financial resources

From “transport” to “mobility”

- Authorities to become **mobility agencies**: transport, traffic, parking, town planning, etc. (ex.: Italy)
- **Multimodal and regional authorities** (ex.: Scandinavia, the Netherlands)
- **Co-operation** between authorities to be developed

Multimodal and regional authorities



*Regionalization of authorities in Sweden:
the example of Jönköping*

Jönköping County
340,000 inhabitants

City of Jönköping
100,000 inhabitants

13 municipalities

Urban traffic policy: the four families

- **Restricted access** to city centers: ZTL in Italy
- **Pedestrianisation** of city centers: Germany
- Restrictive **parking policy**: Switzerland
- **Congestion charging**: London, Norway, Stockholm, etc.

→ Political agenda!





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2. Customer relations

Customer at the center

- Strong **quality** expectations
 ➔ Contractual commitments
- **Customized services** to expand: transport on demand, real time information, call centers, etc.
- Extensive **marketing** to boost ridership
- Customer **complaints** management
- Passenger rights / Passenger charters





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3. Corporate management

Training, empowerment, mobility

- Service industry + quality expectations
 → **Training** essential to develop PT
- **Staff involvement**
- Company organization: decentralization and **empowerment**
- Benchmarking and **knowledge management** processes to be implemented on a wide scale
- **Mobility** for managers





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4. Equipment and operations

More added value, investment and risks

- Intermodality and **seamless transportation**: information, ticketing, financing (clearing houses), operations, vehicles (tram-trains, etc.)
- Expansion of **Bus Rapid Transit** systems
- Operators to become **mobility managers**: call centers, brokerage, transfer stations management, P+R facilities, clearing houses, franchising, etc.
- **Environmental expectations**
 - ➔ PT role to increase
 - ➔ Clean fuels and clean vehicles





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Thank you!



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