

The changing context of mobility: opportunities or threats for public transport?

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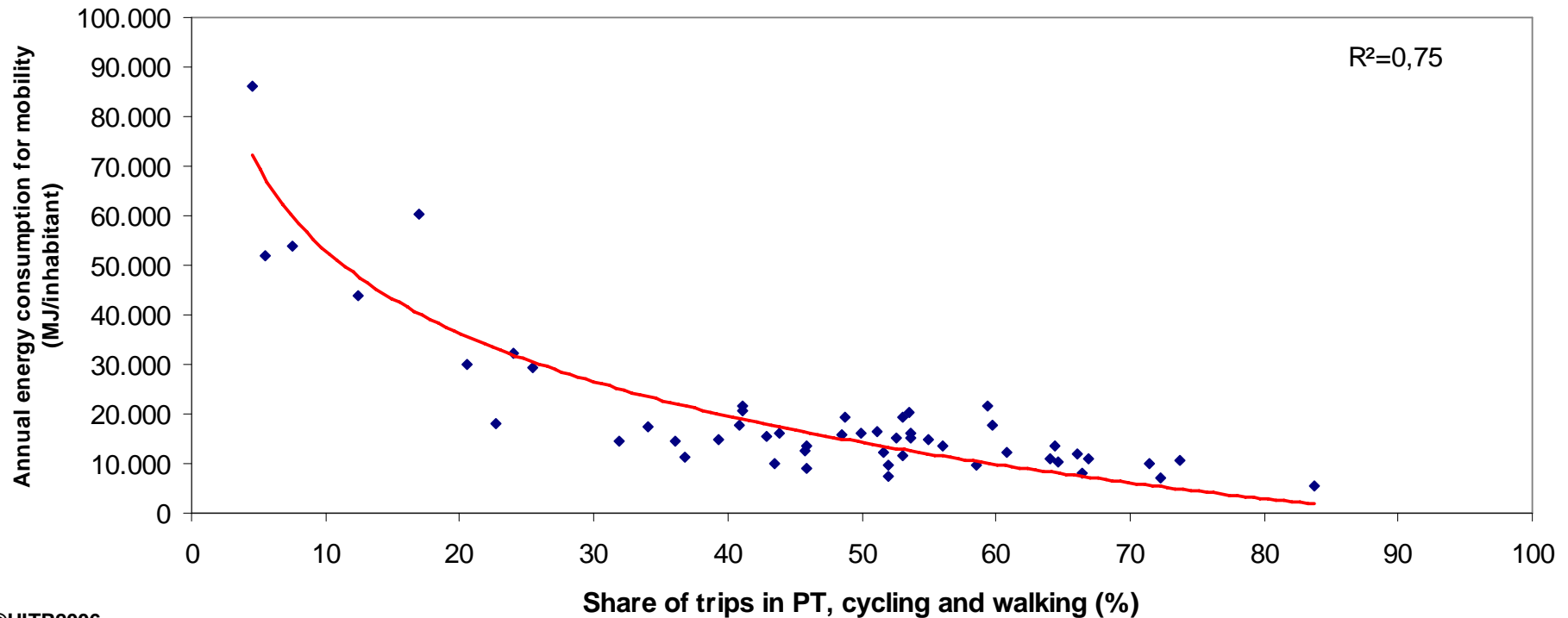
Västerås, 20 Sept. 2007

Top 10 trends affecting public transport

- Economic globalisation
- Energy issue
- New technologies
- Demographic changes
- Lifestyles and behaviours
- Security issue
- Urban development
- Environmental issues
- Scarcity of public funds
- Market framework



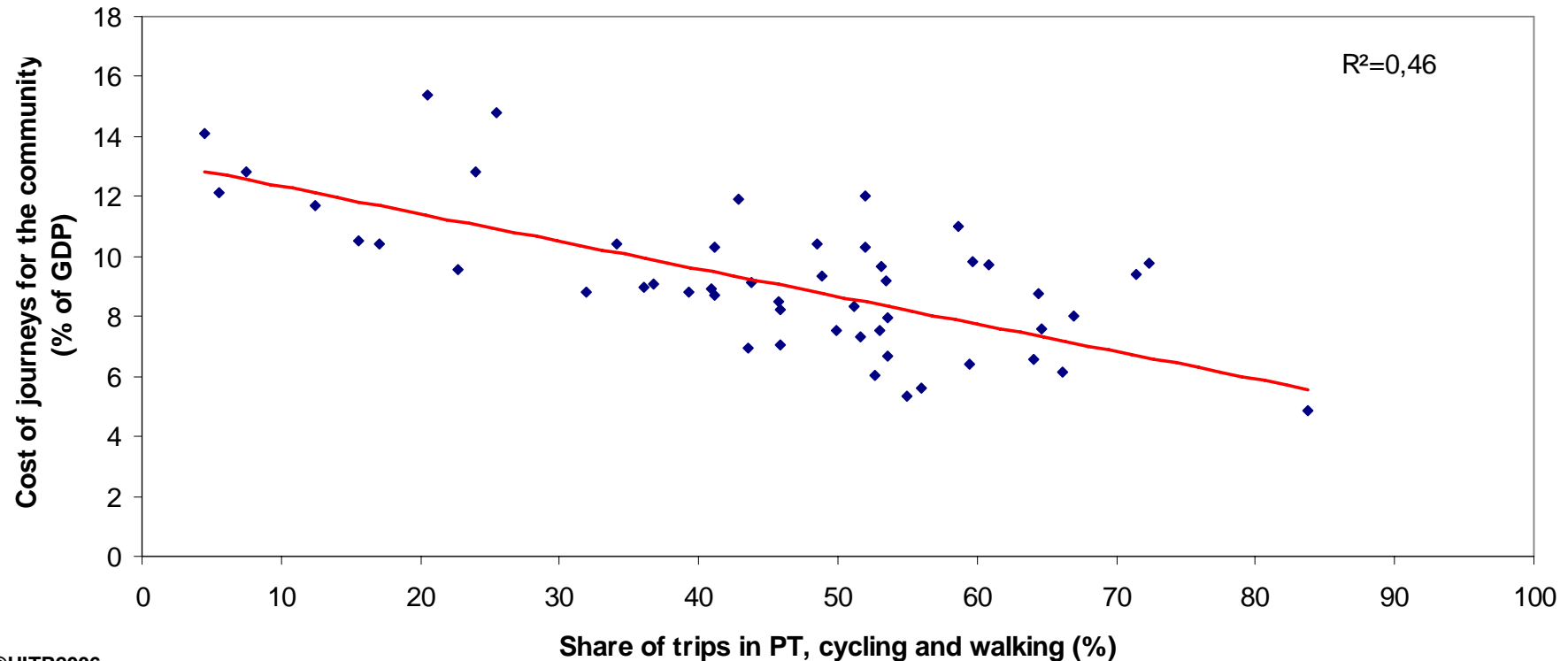
Impact of modal split on energy consumption



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Energy savings between cities with a high modal share of public transport and cities relying mainly on the private car represent around 500 to 600 litres of petrol per inhabitant per year.

Impact of modal split on mobility costs



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The cost of transport for the community in cities with a high share of public transport is up to half the cost in cities where the private car is dominant. This difference represents a saving of 2.000 EUR per inhabitant per year

Impact of modal split on mobility costs and energy demand

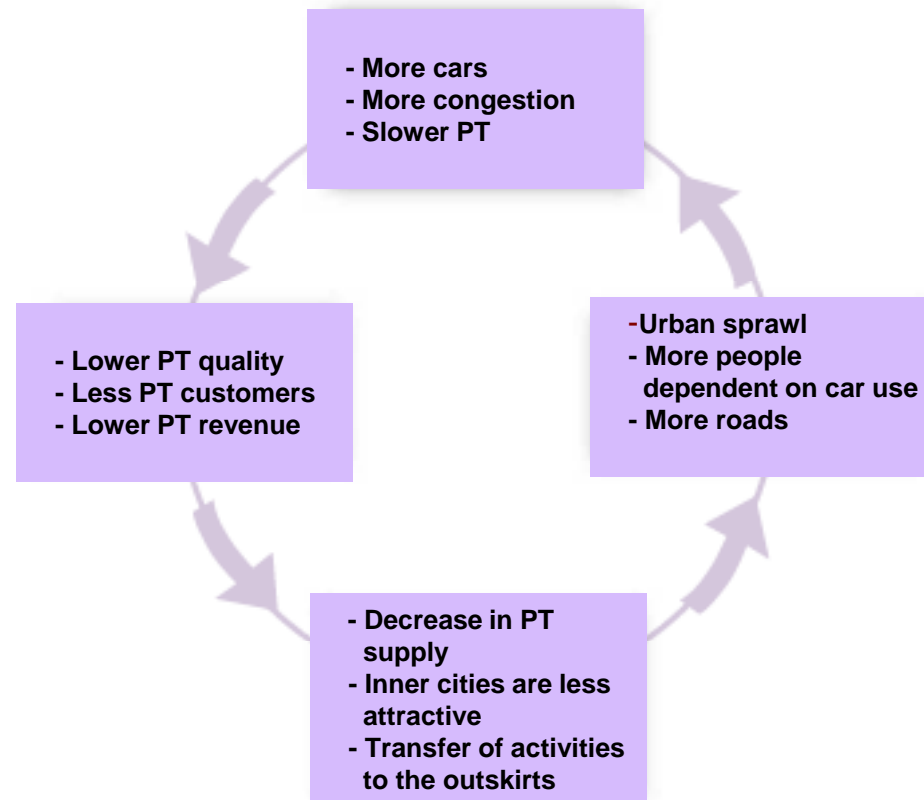
Cities	Density (inhab/ha)	% walking + cycling + PT	Journey cost (% of GDP)	Energy (Mj/inhab)
Houston	9	5 %	14.1 %	86,000
Sydney	19	25 %	11.0 %	30,000
London	59	51 %	7.1 %	14,500
Paris	48	56 %	6.7 %	15,500
Munich	56	60 %	5.8 %	17,500
Tokyo	88	68 %	5.0 %	11,500
Hong Kong	320	82 %	5.0 %	6,500

Impact of modal split on access to jobs

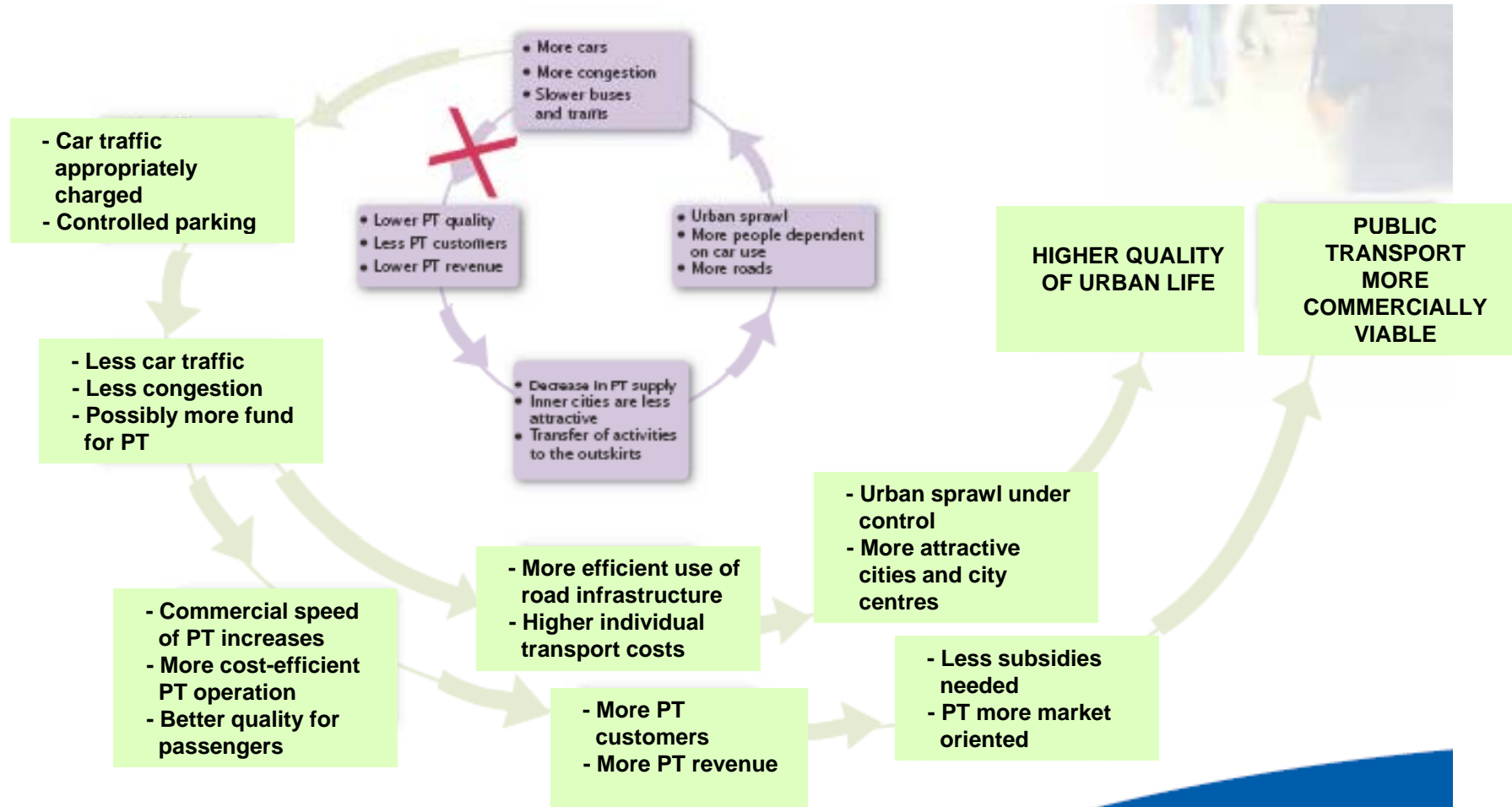
Cities	Density (inhab/ha)	% walking + cycling + PT	Motorised mobility (km per year and per inhab)	Access by PT to 500,000 jobs
Houston	9	5 %	25,600	70 mn
Melbourne	14	26 %	13,100	57 mn
Paris	48	56 %	7,250	31 mn
Munich	56	60 %	8,850	26 mn
Tokyo	88	68 %	9,900	21 mn
Singapore	94	48 %	7,850	27 mn
Hong Kong	320	82 %	5,000	21 mn

- The added value of public transport is obvious ...
... but public transport is still too low profile
 - The context has never been as favourable for public transport as it is now ...
... but it implies proactive sector and actors
- ➔ It is urgent to act!

The vicious circle of urban mobility



We must break the vicious circle



Better responding to citizen expectations



- Improve knowledge about mobility behaviour
- Optimise supply to demand (quantity and quality)
- Utilise “soft measures” to influence travel behaviour
- Improve “door to door” character of public transport services (package of services)
- Enhance accessibility and comfort
- Improve the security feeling

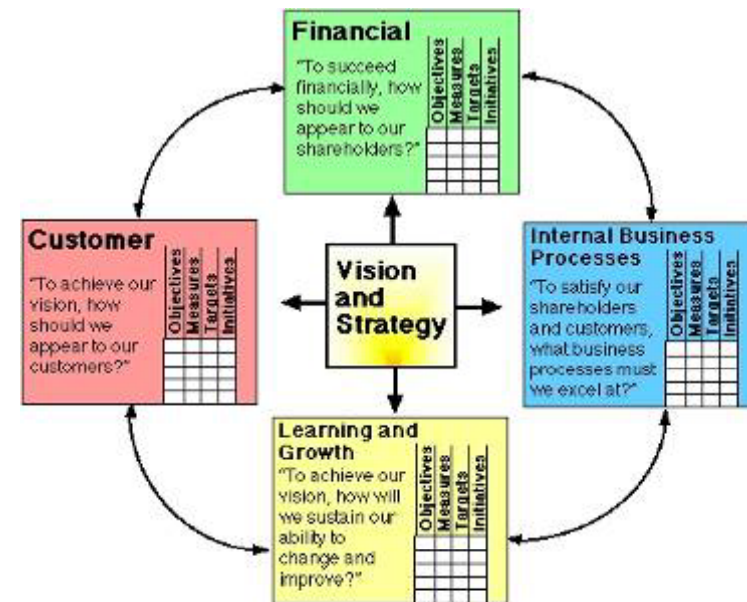
Higher public transport system efficiency

- Standardisation of infrastructure, rolling stock and components
- Improve integration
- Explore the potential of automation
- Prioritisation of public transport
- Foster innovation



Improve business management

- Define clear strategy and align the whole undertaking
- Modernise and streamline internal organisation
- More transparent cost – revenue structures
- Make public transport an attractive employer
- Staff involvement and motivation



Make public transport attractive for investment

- Improve entrepreneurial spirit of the sector
- Detach service providers from social obligations
- Apply cost verity (environment, health, safety, space)
- Develop innovative financing schemes (congestion charging, land value capture, PPP)

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Improve stakeholder interaction

- Provide clear structural framework
 - Clear allocation of responsibilities
 - Streamline tendering process
- Develop strategic alliances
 - Strategic urban management
 - Partnerships on products and services



More effective lobbying

- Develop a clear and positive message about public transport (social, environment and *business*)
- Develop a pro-active institutional communication
- Approach lobbying as an investment
- Consider all relevant levels of decision-making



Conclusions

- There are much more opportunities than threats on public transport because the present context is very favourable
- There is an enormous potential for making public transport the preferred mobility choice
- To succeed, political will is essential:
Transport is not a technical, but a political issue!

Thank you!

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