



International Association of Public Transport  
Union Internationale des Transports Publics  
Internationaler Verband für öffentliches Verkehrswesen  
Unión Internacional de Transporte Público

## **Trolley Marketing Symposium**

### **Push forward your trolleybus system-Development and Trends**

*Trolley Marketing symposium*

**29- 30 June, 2011**

**Lviv, Ukraine**

**Khassiev Yussup  
UITP Eurasian Division  
Brussels**

**Better mobility for people worldwide**



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**UITP**

# **International Association of Public Transport**

**Better mobility for people worldwide**

# Structure of the Presentation

- 1. What is UITP**
- 2. UITP Trolleybus Working Group**
- 3. Working Group on Public Transport & Large Events**

## A global membership

UITP represents:

- over 3,400 urban, local, regional and national mobility actors
- from 92 countries on all continents

# One main office in Brussels

## 11 liaison and regional offices worldwide



## UITP is...



The network of all mobility actors



The catalyst for new business opportunities



The global centre of knowledge and know-how



The advocate for public transport and sustainable mobility



The promoter of innovations and forward-looking solutions

## A diverse membership

UITP unites the entire supply chain of public transport players

- Operating companies
- Local, regional and national authorities
- Service and supply industry, consultants
- Research institutes and academics

## Strategic alliances

- United Nations (UNEP, UNDESA, UNFCCC)
- Organization for Security and Co-operation - OSCE
- World Bank
- Regional development and lending institutions
- Targeting national ministers



## A diverse membership

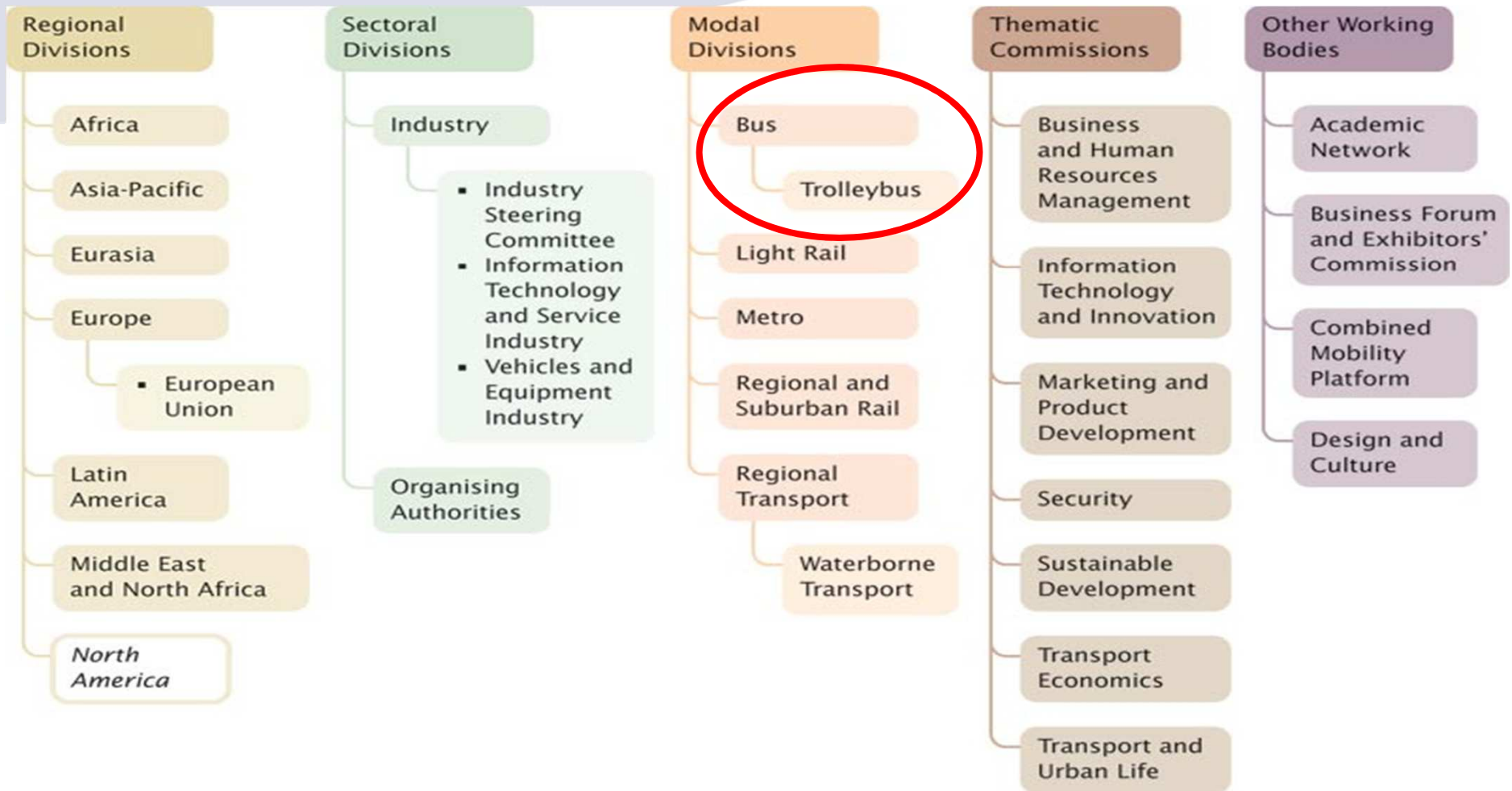
UITP covers **all modes** of public transport:

- Metro
- Bus
- Light rail
- Regional and suburban railways
- Waterborne

And **collective transport** in a broader sense:

- Taxis
- Car-sharing

# Membership bodies



# UITP Trolleybus Work Group 2004-2011

**UITP**

Trolleybus  
Working  
Group

**UITP Trolleybus Working Group**

**Arno Kerkhof,  
Senior manager Bus Division**



# Trolleybus systems of the world

<b>Total, pcs., incl.:</b>	<b>347</b>
<b>Central and Eastern Europe and CIS countries</b>	<b>252</b>
<b>Western Europe</b>	<b>38</b>
<b>Asia</b>	<b>37</b>
<b>South America</b>	<b>12</b>
<b>North America</b>	<b>7</b>
<b>Australia</b>	<b>1</b>

# Countries with trolleybus systems

## Central and Eastern Europe and CIS countries

<b>Armenia</b>	<b>2</b>	<b>Lithuania</b>	<b>2</b>
<b>Azerbaijan</b>	<b>4</b>	<b>Moldavia</b>	<b>5</b>
<b>Belarus</b>	<b>7</b>	<b>Mongolia</b>	<b>1</b>
<b>Bosnia and Herzegovina</b>	<b>1</b>	<b>Poland</b>	<b>3</b>
<b>Bulgaria</b>	<b>15</b>	<b>Romania</b>	<b>19</b>
<b>Czech Republic</b>	<b>13</b>	<b>Russia</b>	<b>89</b>
<b>Estonia</b>	<b>1</b>	<b>Slovakia</b>	<b>5</b>
<b>Georgia</b>	<b>12</b>	<b>Tajikistan</b>	<b>2</b>
<b>Hungary</b>	<b>3</b>	<b>Turkmenistan</b>	<b>1</b>
<b>Kazakhstan</b>	<b>9</b>	<b>Ukraine</b>	<b>48</b>
<b>Kirghizia</b>	<b>4</b>	<b>Uzbekistan</b>	<b>4</b>
<b>Latvia</b>	<b>1</b>	<b>Serbia &amp; Montenegro</b>	<b>1</b>
<b><i>Total</i></b>	<b>252</b>		

# Countries with trolleybus systems

## Western Europe

<b>Switzerland</b>	<b>11</b>
<b>Italy</b>	<b>11</b>
<b>France</b>	<b>3</b>
<b>Austria</b>	<b>4</b>
<b>Germany</b>	<b>3</b>
<b>Spain</b>	<b>1</b>
<b>Greece</b>	<b>1</b>
<b>Holland</b>	<b>1</b>
<b>Portugal</b>	<b>1</b>
<b>Norway</b>	<b>1</b>
<b>Sweden</b>	<b>1</b>
<b><i>Total</i></b>	<b>38</b>



# Countries with trolleybus systems

## Asia

<b>China</b>	<b>25</b>
<b>North Korea</b>	<b>8</b>
<b>Japan</b>	<b>2</b>
<b>Iran</b>	<b>1</b>
<b>Nepal</b>	<b>1</b>
<b><i>Total</i></b>	<b><i>37</i></b>

## Trolleybuses in the world

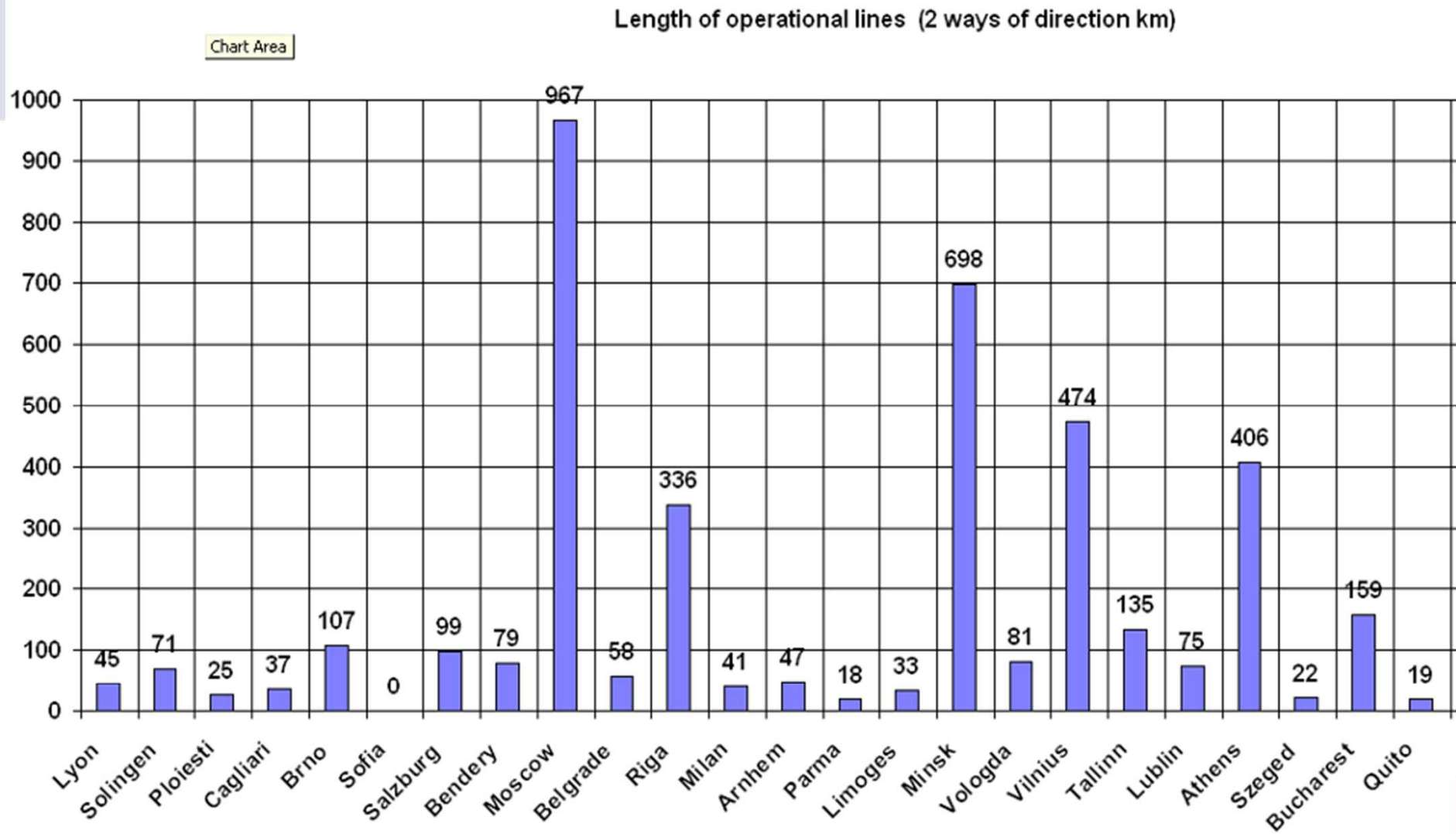
Region	Trolleybus stock ( pcs.)
Eastern Europe	4482
Western Europe	1893
Eurasia incl. Russia	26 666
North America	1926
South America	828
Africa	0
Australia - Indonesia	60
Asia	4810
Total	40 665



## TWG Sessions

Year	Place and period
2004	TWG formation, Moscow (Russia), June, the 1st session
2005	Belgrade (Serbia), March, the 2nd session
2005	Cagliari (Italy), September, the 3rd session
2006	Salzburg (Austria), April, 4 <sup>th</sup> session
2006	Solingen (Germany), December, 5 <sup>th</sup> session
2007	Brno (Czech Republic), April, 6th session
2007	Lyon (France), October, 7th session
2008	Vologda (Russia), February, 8th session
2008	Zurich (Switzerland), November, 9th session
2009	Ploiesti (Romania), April, 10th session
2009	Lublin (Poland), September, 11th session
2010	Lyon (France), June, 12th session
2010	Athens ( Greece), December, 13th session
2011	Sofia (Bulgaria), June, 14th session

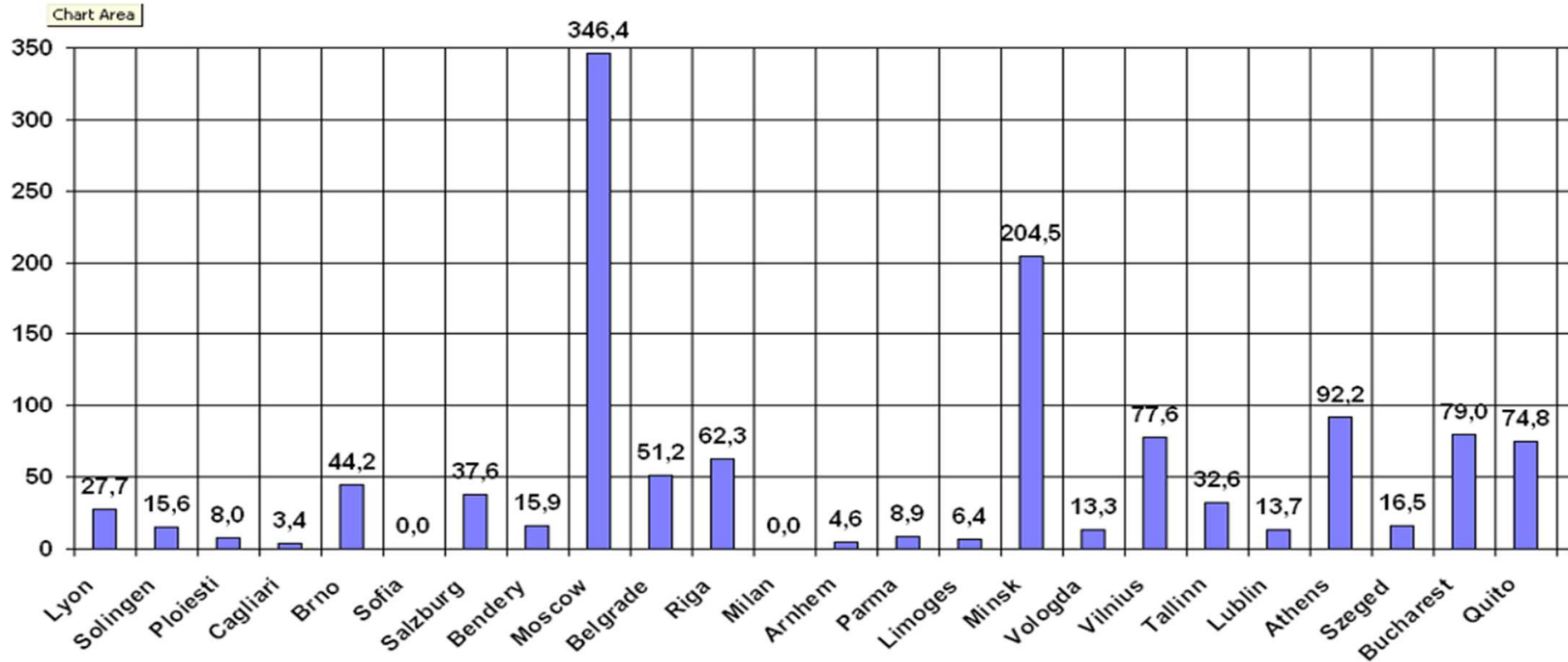
# TWG members – system length



(operating companies)

# TWG members – passenger volume

Annual number of passengers  
in millions (000000)



in 2009

# The self-acting system of bow installing - removing, operated from the cab (Lyon, France).





# Separated trolleybus line in Lyon



# Urban insertion in Lyon





# 8<sup>th</sup> TWG UITP Session in Vologda



# 9<sup>th</sup> TWG UITP Session in Zurich





## 10<sup>th</sup> TWG UITP Session in Romania



## 11<sup>th</sup> TWG UITP Session in Lublin



## **Principal requirements to modern trolleybuses, stated by TWG technical division in past working period.**

<b>1</b>	<b>Electronic control of traction drive.</b>
<b>2</b>	<b>Asynchronous traction motors.</b>
<b>3</b>	<b>Low floor, providing entire and exit of low-mobility (disabled) members of the public</b>
<b>4</b>	<b>Electronic screens and audio information systems, and special systems for people with impaired hearing and vision.</b>
<b>5</b>	<b>Trolleybus autonomous drive.</b>
<b>6</b>	<b>Self-acting system of bow installing - removing</b>
<b>7</b>	<b>Fire sprinkler system.</b>
<b>8</b>	<b>Satellite navigation system.</b>
<b>9</b>	<b>On-board diagnostics system, checking faults during trolleybus exploitation and, what is the most important, resistance of seal of electrical chains.</b>
<b>10</b>	<b>Systems, providing the Automatic Passenger Control System operation.</b>

# UITP Brochure „Development policy for public transport trolleybus systems”





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## ***Large Events and Public Transport:***

*Successfully handling transport during large events*

**Better mobility for people worldwide**



## Working Group on Public Transport & Large Events

A group of experts shared their experiences about public transport management during large events

AMT, Genova (Italy)  
De Lijn, Leuven (Belgium)  
GTT, Turin (Italy)  
HVV, Hamburg (Germany)  
MVG, München (Germany)  
OASA, Athens (Greece),  
RATP, Paris (France),  
TfL, London (United Kingdom)



Prof. Philippe BOVY, IOC Transport Expert (Switzerland)

# Development of the technical guidance

## Structure of the checklist

### **General Aspects / Pre-Planning Verifications**

- I.**     Development of Service Offer
  - A. Infrastructure
  - B. Rolling Stock
  - C. Service Provision Planning
- II.**    Organizational Process
  - A. Coordination (internal & External) & COCC
  - B. Information and Communication
  - C. Fare Policy & Ticketing
  - D. Security
  - E. Anticipation of Emergency Situations / Disruptions
- III.**   Management of Staff (Including Volunteers)

# General aspects/pre-planning verifications

## Different kinds of events



UIP



# Policy Recommendations

## UITP Focus Paper

### **Shared benefits of coordination of large events and PT:**

- Structural aspects: Development and upgrade of PT infrastructure
- Functional aspects: Opportunity for testing and implementing innovative marketing or ticketing practices
- Operational aspects: Forms of traffic and transport management implemented for the event last afterwards and have been validated

# Policy Recommendations

## Recommendations



### Recommendations : Cooperation & Coordination

- Consultation for the choice of the location
- Planning of infrastructure considering the long term development of the area
- Planning of organisational aspects considering the development of the transport system
- Functional aspect : Transport & event need to be planned together as inseperable elements
- Creation of a coordination group for transport
- Memorandum of understanding for funding scheme
- Prior testing of the transport system

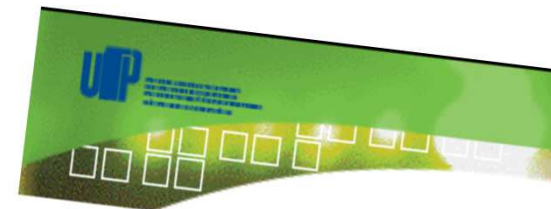
# Conclusion : Cooperation & Coordination

Working Group Public Transport & Large Events

**Large Events  
and Public Transport:  
A Winning Team**  
Successfully handling transport  
during large events



UTP



## Large events & public transport: a winning team

### 1. The rise of large events

Over the last decade, a growing number of large events: sports, religious, cultural, political, etc., have been organized. These events are often held in urban areas, which means that they have a significant impact on the city's infrastructure and public transport system.

During the 2008 Olympic Games in Athens, the city's public transport system was able to handle the large number of visitors. The challenge was to provide a safe and efficient service for over 200,000 people.

Large events can also be a catalyst for city improvements. The 2004 Olympic Games in Athens led to the construction of new infrastructure, including the Athens Metro, which improved the city's public transport system.

Public transport is an essential ingredient of large events. It provides a safe and efficient way for visitors to travel, and it helps to reduce the impact of the event on the city's infrastructure.

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Focus

UTP



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**Thank you!**

