



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

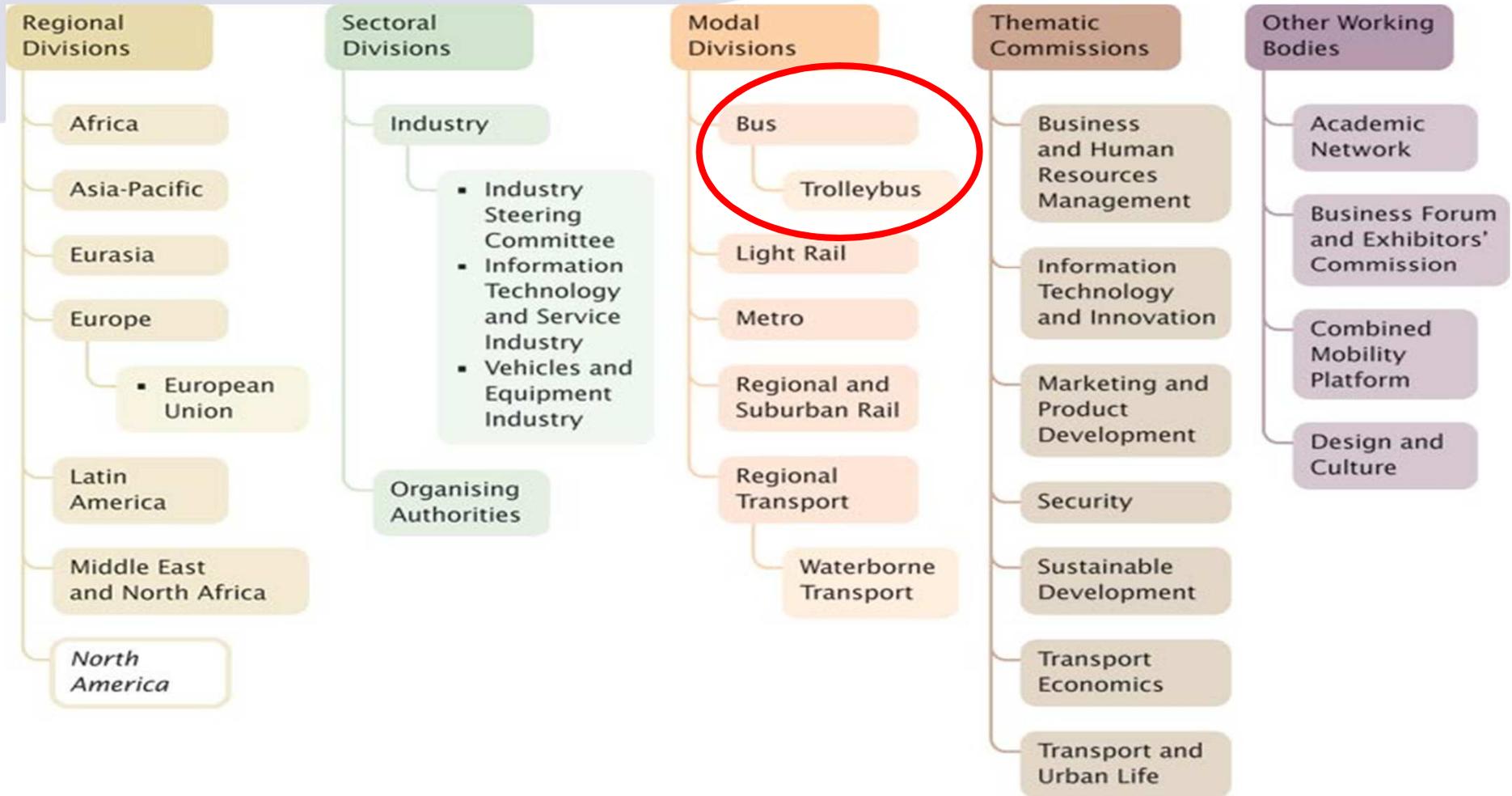
UITP covers **all modes** of public transport:

- 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

The logo for UITP (International Association of Public Transport) is displayed in a bold, blue, sans-serif font.

Trolleybus
Working
Group

UITP Trolleybus Working Group

**Arno Kerkhof,
Senior manager Bus Division**



Trolleybus systems of the world

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

Countries with trolleybus systems

Central and Eastern Europe and CIS countries

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

Countries with trolleybus systems

Western Europe

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

Countries with trolleybus systems

Asia

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

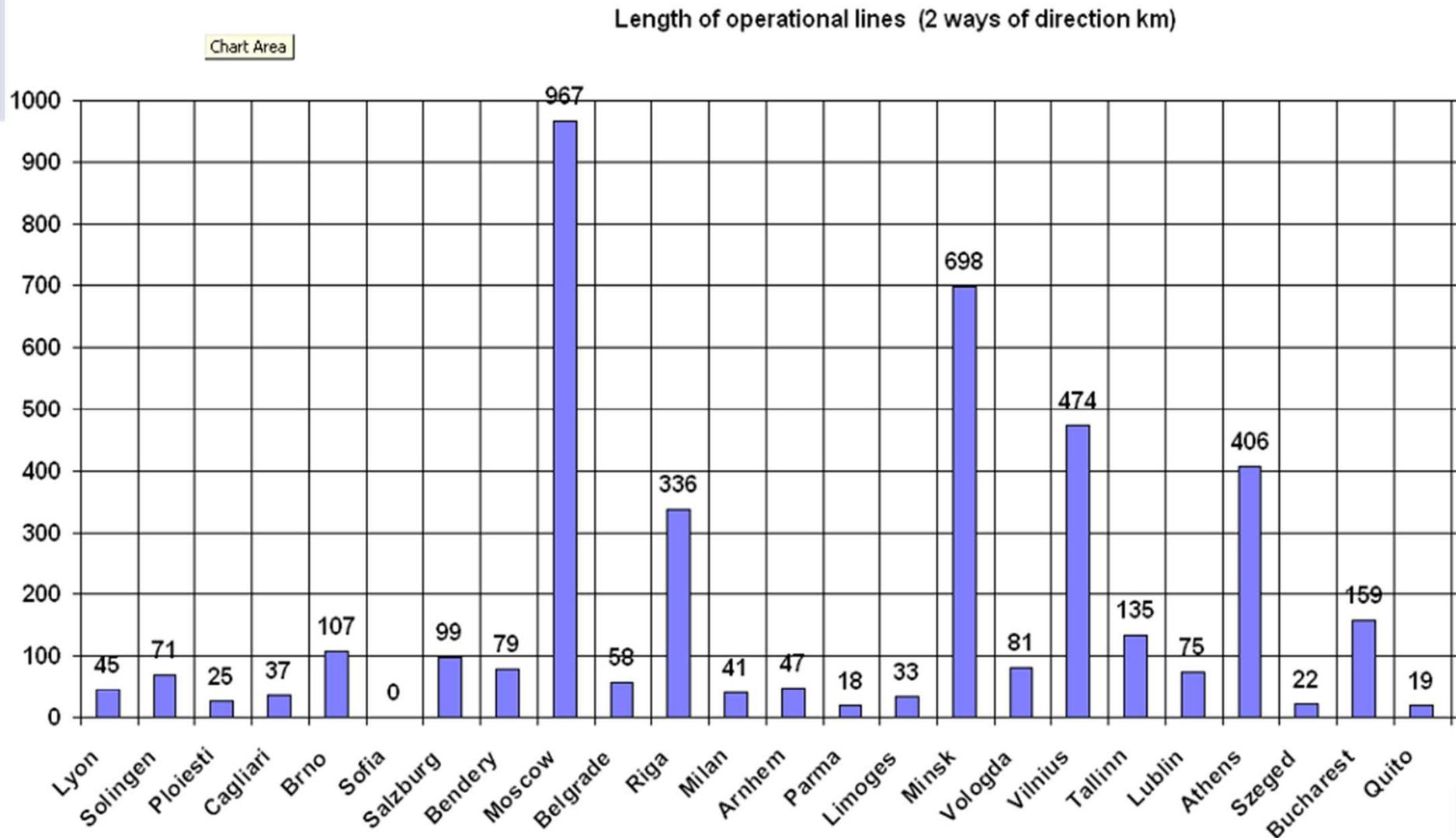
Trolleybuses in the world

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 th session
2006	Solingen (Germany), December, 5 th 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

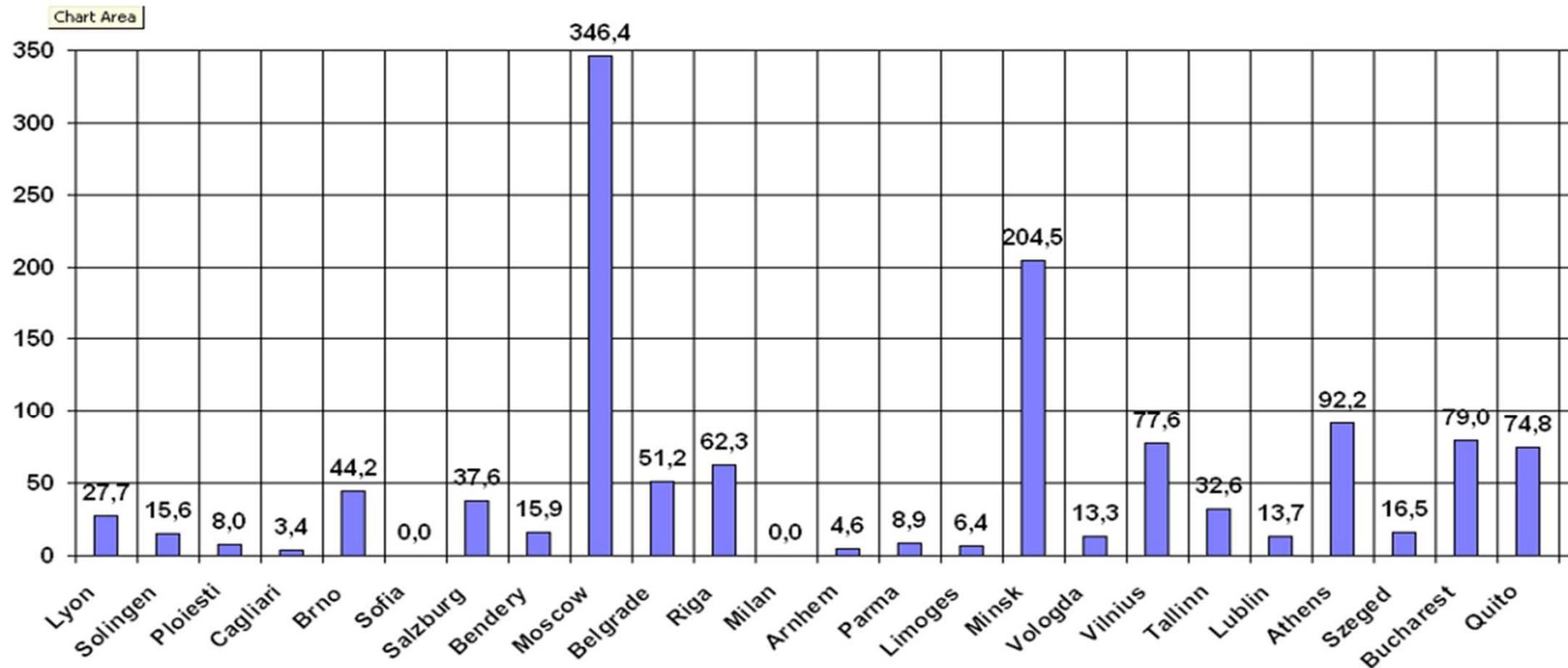
TWG members – system length



(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



8th TWG UITP Session in Vologda



9th TWG UITP Session in Zurich



10th TWG UITP Session in Romania



11th TWG UITP Session in Lublin



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

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

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



OIP

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

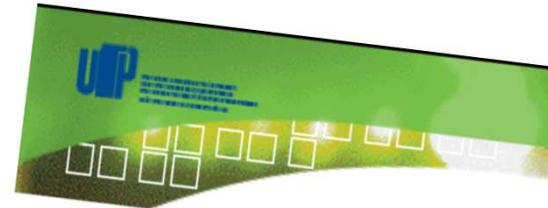
Conclusion : Cooperation & Coordination

Working Group Public Transport & Large Events

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



UTP



Focus Large events & public transport: a winning team

1. The rise of large events

Over the course of a growing number of large events: open-air festivals, concerts, cultural festivals, religious pilgrimages and business conferences, the scale has increased. Several large events now attract millions of visitors. For instance, about 6,000 large events take place in London each year, on the weekend of the 7th of July 2007 alone, the city had to manage the Tour de France Grand Départ, the Live 8th concert, the Tottenham Hotspur and Arsenal football match and the 120,000 large events differ in purpose, duration, size, frequency and type of public. A big event is like any other but it is very different from it.

The 14th French Grand Prix, 23-24 July 2007, Le Mans

Large events, the organization and the management of the effects of all events in the city are the main concern of the event.

Public transport: an essential ingredient of large events

Dependent events that large events usually rely on the ability of the public transport system of the host city and its ability to get large volumes of new travellers to the right and highest places.

During the Olympic Games in Athens (Greece) in 2004, 22 billion passengers journeyed across the world to watch the Olympic Games. 70% of which using public transport. During the Rugby World Cup in South Africa in 2007 about 3 billion passengers journeyed across the world. The challenge is particularly acute in small and medium-sized cities. For instance, the Black Festival in Newcastle (UK) attracts about 200,000 spectators every year in a rural village of 2,200 inhabitants. The public transport service usage is 80% of these visitors.

Large events: catalysts for city improvements

- The benefits of a large event for the host city may include: the development of the efficiency of the organization, the development and expansion of public transport services.
- An objective for the overall development of the area and the public transport infrastructure is the ability to host it.
- The chance to raise the image of the city in the eyes of the international and qualified public.
- The development of a feeling of national pride among citizens.

¹ 2004 Athens International Olympic Games

June 2006

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Thank you!



UITP