

Project

SPUTNIC (Strategies for Public Transport in Cities) is dedicated to challenges faced by local and regional public transport systems in transitional economies. These challenges include the emergence of a competitive environment, changing institutional frameworks and increasingly scarce financial resources.

SPUTNIC seeks to help make public transport systems more attractive and efficient by providing:

- support to stakeholders to anticipate and prepare for emerging challenges;
- an overview of state-of-the-art knowledge and research; and
- specific guidelines and practical tools.

Planned activities fall into four priority areas, each supported by a working group of professionals.

Priority Areas

• **Market organisation.** This working group focuses on effective cooperation of public transport actors, tariff optimisation and integration, innovative financing, incentive contracts, monitoring systems and ways to improve system quality and reduce costs.

• **Customer Relations.** This group focuses on the interrelations between the providers and customers with attention to mobility data and travel patterns, the image of public transport, marketing strategies and customer-relations management, and integration of monitoring results in operations and services.

• **Corporate Management.** This group analyses organisational and management issues, including human resource development and management, performance indicators and knowledge management, business re-organisation to improve efficiency of management, and cost management.

• **Equipment and operational aspects.** The efforts of this group focus on operational and technical matters, including upgrading and modernisation of infrastructure, second-hand rolling stock, safety issues, transfer of innovative technologies and operational and fleet management.

Partners

SPUTNIC is an initiative of the European Commission's Directorate General for Transport and Energy under the Sixth Framework Programme.

An international team of public transport organisations, research centres and transport consultants leads the project. They are UITP (BE), REC (HU), Rapp Trans (CH), Socialdata (DE), IMAGO (NL), TÜV-Consulting (DE), TÜV InterTraffic (DE), VTI (SE), VVO (DE), TMB (ES), Wiener Linien (AT), S2R Consulting (DE), Transmart Consulting (GR), CERTU (FR), MPK (PL), and IFTEC (DE).

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