



## Using sustainable development to develop a city

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### MVG – an intergrated operator and infrastructure provider

- METRO: operation, vehicles, maintenance, infra, finance
- TRAM: operation, vehicles, maintenance, infra, finance
- BUS: operation, vehicles, maintenance, infra, finance
- PLANNING: competence for strategic and operational measures throughout all processes with environmental, economical and social impacts

→ Complete and integrated managed public transport service for the city of Munich, city is the owner and authority responsible for public transport

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### MVG – some figures

- MVG serves some 1,3 mio. inhabitants in Munich proper and serves another 1,3 mio. inhabitants in the metropolitan region
- MVG serves about 922.800 employees in Munich
- MVG serves most of the 3,7 mio. tourists in Munich every year
- U-Bahn:
  - 307 mio. passengers / year
  - 6 lines operating daily every 5/10 minutes from 4:30 to 1:30
  - 70 % of population lives close to metro stations (1000 m)
- Tram:
  - 83 mio. passengers / year
  - 10 lines, 20 hour services in main lines
  - 30 % of population lives close to tram stop (400 m)
- Bus:
  - 162 mio. passengers / year
  - 62 lines, 6 nightlines
  - 86 % of population lives close to bus stop (400 m)

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### MVG – short history of sustainable development

- Since 1980 Soil clean-up operation
- Since 1995 Waste water reduction program for vehicle washing stations
- Since 1996 Close cooperation with handicapped people's associations and low floor vehicles operating
- Since 2003 Environmental Quality Management

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### MVG – current sustainability projects

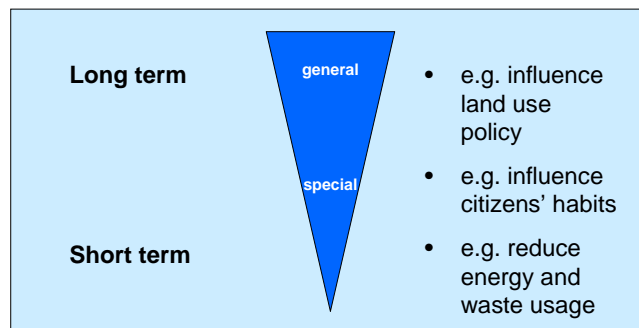
- Mobility Management for new Munich residents and for pupils (since 2005/1998)
- Noise reduction project for tram (rail/wheel interaction) (since 1998)
- Photovoltaic energy production for trams since (2000)
- Carbon-particulate filter / soot filter for clean buses (85% in 2005)
- Barrier-free access at all metro and tram stops (2007)
- Junior Customer Center (services by young people for young people) (since 2004)

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### MVG's sustainable development strategy



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### Sustainability: to whom are we talking?

- CUSTOMERS / P.T. USERS
- OWNER / STAKEHOLDERS
- PUBLIC FINANCES SITUATION
- POLITICIANS (LOCAL, REGIONAL, NATIONAL, EUROPEAN)
- MEDIA (LOCAL, REGIONAL, NATIONAL)
- GREATER PUBLIC
- EMPLOYEES
- INTEREST GROUPS

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### To Develop a Sustainable City...

- Compact cities are more effective for public transport
- Clean and safe environments encourage people to walk
- Public transport users mostly walk to stations and stops
- People who walk and cycle use more public transport
- Green cities help to keep people healthy and happy

→ Public transport can offer a lot but also needs good city planning

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### Long-term activities

#### LAND USE AND MOBILITY

- Strong input from MVG in every land use change, development plan regarding existing PT quality and necessary adaptations (costs, quality)
- MVG backs the city's strategy for "compact – urban – green" urban development mainly on fallow land from former railway, army, industry activities
- MVG is member in planning organisations on local, regional and national level
- MVG suggests, supports and finances own research for future land use strategies for Munich
- MVG offers contracts to universities and students in the field of sustainable land use development

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### Long-term activities

#### COOPERATIVE TRAFFIC MANAGEMENT MUNICH

- FOR 11 YEARS intermodal planning cooperation in Research & Development among private and public partners
- Formula: "solve 80% of common sense issues and do not fight against each others for the 20% of the conflictual projects"
- High level of acquaintance among persons and institutions involved in traffic management with large influence on local discussion culture
- Informal level of "Inzell-Meetings" offers platform for CAR and PT actors to talk openly. No formal decisions but proposals to city councils

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### Long-term activities

#### CLEAN AIR PLAN FOR MUNICH

- MVG participates actively by suggesting measures and projects
- MVG informs politicians about the effects and the necessity of „clean air“ policies
- MVG promotes the active role of public transport at the system level and at the level of improving sustainability inside the P.T. system (of MVG)

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### Short/Long-term activities

#### MOBILITY MANAGEMENT FOR PUPILS

- Educational and playful projects for pupils of 10 -12 years of age
- Getting to know the network and safety questions
- Getting teachers, parents and pupils involved to think about urban mobility and sustainability
- Rallye in the city in small groups to test the learned knowledge
- Evaluation shows great success and interest
  - PT is more liked
  - Knowledge increases
  - More parents think that PT is friendly and clean
  - Pupils want to use more PT
- Possible introduction to teachers education in Bavaria / "Multipliers"

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### Short/Long-term activities

#### MOBILITY MANAGEMENT FOR NEW RESIDENTS

- (10%) of all Munich residents move every year to a new home
- (5%) of all Munich residents move to Munich from outside the city
- MVG wants to contact citizens **pro-actively** in an **open decision-making situation**
- Interactive process of sending info-package and telephone marketing
- Balance between information/sales contact
- Consulting includes all means of transportation → MVG as the Mobility Provider
- Cost/benefit of program is positive through extended ticket sales

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### Short/Long-term activities

#### TRAFFIC & MOBILITY MANAGEMENT PLAN MUNICH (VMP)

- City wants to sharpen not coordinated single tools in traffic management
- City wants to focus more on Mobility Management (MM) than in heavy investment projects to improve quality of life
- MVG goes public by making clear the key role of PT in the urban region
- MVG leads "background-meetings" with politicians to explain the effects of choices for ecology, economy and attractive mobility for all
- MVG involves itself actively by offering technical and scientific support for the implementation of the VMP in Munich

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### Long-term activities

#### NOISE REDUCTION PLAN FOR MUNICH

- City among first in Europe to fulfill the EU – legislation
- Former legal instrument exists in Germany („Lärmsanierungsplan/Karten“)
- Conflicts of noise from rail/wheel interaction with trams is translated into R&D projects to reduce noise emissions together with the industry
- Introduction of new rating factor to explain “politically” the noise level, e.g. „dBA per passenger“ in relation to noise from road traffic



### Short-term activities

#### CUSTOMOR RELATED SERVICE-QUALITY (CRSQ)

- Technical quality of internal processes remains the backbone (DIN 9001 etc.)
- DIN 13816 for customer-relevant service quality put into reality step-by-step 2005/2007
- CRSQ used as internal controlling instrument for sustainability and monthly report to head of divisions and all responsible employees
- CRSQ used to report to Board of Directors/Supervisory Board/Owner
- Comparison with regular “customer satisfaction analysis”





### Some impressions...



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### Conclusion

- MVG wants to keep P.T. a major player in urban sustainable development
- Reduced regulations in urbanism weaken the role of PT
- Mixture of long- and short-term activities is necessary to obtain sustainability when talking about mobility, and so also land use and habits
- Active contact with decision-makers has become a major field of work for MVG
- Economy and ecology are not always in balance since the national and regional framework for transport policy partly weakens P.T. investments
- As competition becomes a reality, sustainability has to stay a major issue and criteria for tendering and contracts, which is not clear at the time, when budget policy is more present than sustainability. We try to go for it!

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1st UITP Sustainable Development Conference



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