Олимпийские игры, кубки мира и
всемирные выставки: что может сделать транспорт для успеха глобальных массовых мероприятий

Hall 4, Level +1
среда, мая 27, 2015, 09:00 - 11:00

Global events present a major challenge for transport operators and authorities. The planning and delivery of a successful transport solution is a complex task, and in many cases, it will be the ability of the transport network to accommodate the additional demand that will determine the event’s overall viability, the experience of both international and local participants and spectators, and the international reputation of the city.

Returning for a second year, the Summit Masterclass offers two hours of discussion with two leading transport practitioners. This year’s Masterclass, entitled ‘Olympics, World Cup and Expos: What transport can do to make global mass events work’, will see Rehana Moosajee and Stuart Reid share their experiences and lessons learnt in planning for transport provision during two significant global events held in recent years. They will discuss the opportunities that these types of events can present for countries, regions, and cities, for transport authorities and citizens in terms of the provision of new infrastructure and services, as well as the ‘legacy’ of the event.

This session will explore the following questions:

- How can spectator demand be managed within a saturated transport network?
- What is the role for transport leaders in the planning and execution of an event?
- How can collaboration between different agencies best be achieved?
- What types of long-term changes can be realised through hosting large events?

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Rehana Moosajee was a member of the Mayoral Committee for Transport in Johannesburg, South Africa from 2006 to 2013. She led the team that delivered Africa's first Bus Rapid Transit System - Rea Vaya which opened in 2009 and links Johannesburg and Braamfontein with Soweto. Since 2013 Moosajee works through her consulting company advocating humane approaches to mobility provision and city-making to create environments where people connect deeply with each other and relate differently with space.

Stuart Reid is responsible for developing Transport for London’s (TfL) Travel Demand Management programme. He has over 20 years’ experience in the field of travel choices, travel behaviour and travel behaviour change. From 2008 to 2012 he developed the strategy for, and strategic delivery of, TfL’s behaviour change campaign in response to the London 2012 Olympic and Paralympic Games. Since 2012 he has been accountable for behaviour change around other major events in London such as the Tour de France, as well as the application of this approach to major engineering works and everyday congestion.

Anthony May is Emeritus Professor of Transport Engineering at the University of Leeds. He has been Director of the Institute for Transport Studies and Pro-Vice Chancellor. May was awarded the Order of the British Empire (OBE) for services to transport engineering in 2004 and was elected as a fellow of the Royal Academy of Engineering in 1995. From 1985 to 2001, he combined research and teaching at Leeds with consulting as Director of Transport Policy for MVA Ltd. From 1967 to 1977 he was responsible, with the Greater London Council, for policy on highways, traffic management and land use planning.