

## Andrew Nash

Vienna Transport Strategies, Vienna, Austria



### Speaker Qualifications

Andrew Nash is managing director of Vienna Transport Strategies. He specializes in transportation and city planning project development and management. His latest project GreenCityStreets was awarded a prize as the most innovative project submitted for the Die Stadt 2020 Program in Vienna.

Between 2001 and 2007 Nash was a researcher at the ETH Zurich's Institute for Transport Planning and Systems (IVT). He focused on public transport efficiency, railway planning and operations, communications and public involvement, and the relationship of transport policy to urban development. In 2000 and 2001 Nash served as executive director of the San Francisco County Transportation Authority, where he directed the city's long-range transportation planning and financing programs. Nash is a registered professional civil engineer. He is a member of several US Transportation Research Board committees.

### GreenCityStreets.com – tools for improving citizen involvement in public transportation

GreenCityStreets.com is an integrated Internet application consisting of a game, best practices library and social network. It was developed to help residents become actively involved in helping improve their local public transport service. The game and best practices are designed to educate residents, while the social network allows them to suggest and comment on specific ideas for improving public transport. The goal of educating residents is to improve the quality of ideas generated and to communicate the importance of seemingly small improvements. The goal of the forum is to create communities of people willing to actively help improve local public transport service (by providing political support, ideas, and serving as advocates).

A prototype application was developed and tested in Vienna (Austria) in 2011. The prototype software was successful, but the application failed to attract a critical mass of users. The presentation presents lessons learned and recommendations for similar projects. The main lesson learned was the importance of having a real client for the application. The application is on line at [www.greencitystreets.com](http://www.greencitystreets.com) and the developers are seeking opportunities for testing it at a public transport operator.