

INNOVATIVE DEVELOPMENT STRATEGIES OF URBAN PASSENGER TRANSPORT AND THEIR IMPLEMENTATION

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Urban passenger transport (UPT) occupies a special place in the overall structure of passenger transport. The quality of passenger traffic affects the psychological and physical condition of people, the productivity of their work, and rest. On this basis, improving the organization of passenger transport and improving their quality has an important economic and social significance. Thus, the question arose about the rational organization of urban passenger transport. The article highlights the results of research on the organization of urban passenger transport in Odessa. and provides recommendations for implementation of the UPT 's innovation development strategies.

On the basis of analysis of literary sources, experience of foreign countries and problems of development of passenger transport in the cities of Ukraine, innovative strategies of urban passenger transport development as a way of its improvement and structuring are formed:

– improvement of the route network on the basis of the existing electric transport network;

- optimization of the structure of motor vehicles used for urban passenger transportation;
- increasing the efficiency of traffic management through the use of modern navigation systems;
- development and introduction of technical and technological means for the implementation of a single electronic ticket;
- organization and implementation of measures aimed at increasing public safety in public transport.

The analysis showed that there are effective ways to improve the functioning of urban passenger transport, but for each strategy should be defined evaluation criteria, constraints and basic directions of implementation. Implementation of strategies should be coordinated according to timing and available resources.

In the final of the study, a project was proposed to implement an innovative strategy for organizing and conducting activities aimed at raising public safety in public transport. The result of the implementation of one of the strategies was the development of a social project “Safe UPT” using video surveillance, which will enable to increase the safety of Odessa citizens in public transport.