

## **MVA study, GUTS4, receives First Class Prize**

May 7<sup>th</sup>, 2012 – The Guangzhou Urban Planning Association awarded its First Class Prize for Outstanding Urban and Rural Planning and Design Project to Guangzhou on September 2011, for its study regarding the city's Urban Transport Improvement Implementation Schemes (GUTS4) of which MVA participated and supported.

From 1992 to 1995, Guangzhou carried out primary research for future transport development strategy planning and central area planning implementation schemes (GUTS1, GUTS2). This research enabled the city to plan and develop its transport system for the following 10 years. A third phase (GUTS3) was implemented in 2006-2007 strengthening the integration of transport system planning in Guangzhou. It supported the space structure expansion and sustainable development of the city, as well as the central status of politics, economic, society, civilization, transport and logistics hubs in Pan Pearl River Delta and South China.

These schemes provided a stable framework for the fourth phase (GUTS4) to be put into place to further improve Guangzhou's urban development. The Guangzhou City Centre Project Office appointed MVA to carry out the study. MVA also conducted a Traffic Demand Management study with aims to reduce traffic while encouraging the use of public transport.

During the study period, MVA worked with international and local experts and proposed operational measures including enhanced Land Use, Rapid Transit, Prioritizing Public Transport as well as Transport Planning and Policy.

MVA Director, Mr. Vincent Chan, who led the study as Project Director said, 'The award belongs to the well-deserving MVA staff who worked hard on this project.'

MVA is global transportation specialist and leading market research consultancy with its operation established in Asia since 1970s. Its Asia headquarters, located in Hong Kong, operates through offices in Mainland China, India, Singapore and Thailand, and other various project offices across the region. MVA is a Groupe SYSTRA company. SYSTRA is one of the world's leading groups of consultancy in rail and urban transport engineering, with strong international presence in 350 cities and 150 countries.

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