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FORMING OF THE PUBLIC RIVER TRANSPORT SYSTEM AS A KYIV TRANSPORT INFRASTRUCTURE DEVELOPMENT FACTOR

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Summary. This article provides the following: rationale for the formation of the system of the city of river transport in the city of Kyiv and the feasibility of implementing this type of transport in the transport infrastructure of the city; the casting of actors involved in the implementation of the programme

of introduction of new passenger water transport and their functional duties; factors affecting the mechanism of implementation of the urban river transport.

Key words: *water transport, passenger transportation, water taxi, city water transportation.*

The Kyiv transport system must be changed innovatively. We suggest involving public river transport – small size vessels that will carry passengers on schedule (river busses) and on demand (river taxi).

For the fixed route public conveyance it is advisable to use the passenger catamarans (over 12 passengers). For the non-fixed routes (on demand) it is wise to use small size boats (3–7 passengers).

These vessels are characterized by the following: high navigability; attractive and modern design; high quality of services; ease of control and maintenance; low fuel consumption; possibility of mooring to the unequipped berth; high level of safety.

For the implementation of the program of the public river transport we suggest to involve the following institutions: The Department of Transport Infrastructure of Kiev City State Administration (providing of the organisation the realisation of the program); public river transport operator(-s) (providing of the work of coastal infrastructural objects; organisation of controller's service; creating and filling of the informative web-site; coordination of the activity of individual small size vessels operators); individual small size vessels operators (purchase or lease of small size vessels intended for the operations as a public river transport; rendering of transportation services); private investors, leasing companies

(cash flows for the purchase of small size vessels and building/repairs of the coastal infrastructural objects); "State Inspection of Ukraine on safety in maritime and river transport" (small size vessel registration in the State Ship Register of Ukraine; controlling the navigators training; receipt of a licence to the realisation of the river transportation economic activity; control of navigation and passengers transportation observance); Internal Waterways State Enterprise 'Ukrvodshliakh' (provision of the navigational services); Ukrainian meteorological center (the meteorological providing during small size vessels operations); ultimate consumer (usage the public river transport).

During the program realisation one must pay special attention to the factors that impact on the vehicle choice of ultimate consumer – his personal priorities that can be divided in three groups of factors: value (the price of the service), quality (the services on board and ashore) and transport (the rate of delivery, the schedule, the presence of a vehicle and its safety).

The use of modern public river transport will provide not only freedom of movement, and will also considerably impact on the image of our country and every city that use this kind of transportations.

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