The Comparison of Managerial Performance of Major Cities in the World a Case Study of Tehran City

Mirzaee Yaser, Mirzaee Ehsan, Zahra Hosseinkhani
MSc Strategic Executive Management Degree, Islamic Azad University Science and Research Branch,
Sh_madyon@yahoo.com
MSc Strategic Business Management Degree, Islamic Azad University South Tehran Branch,
E.shamsi92@gmail.com
MSc Positive Psychology Degree, Islamic Azad Univesity E-Campus, Zarymahan1363@gmail.com

Abstract
Cities represent the driving force of development in economic, social, and cultural life, reflecting also the spatial organization of human society. Taking into account the fact that cities are becoming generators of economic development and a source of growth for the national economy, there is an increasing urge to identify the stages of development and to establish a system for the ranking and positioning of cities and regions in this process (the level of categorization). This will allow the preparation of appropriate strategic and development guidelines for cities and urban regions to take place

Key words
The comparison, managerial, performance , world , Tehran

Introduction
Urban transport and traffic, like intertwined network, waste millions of hours of citizens' time and capital. Today, traffic language continues to evolve with progress of societies and machine life. Planners of traffic signs and traffic planning engineers try to solve complex issue of traffic. Ignoring the planning principles of transport and traffic in preparing a comprehensive and detailed plan and other physical projects result in urban dysplasia, narrower passageway, and lessdeveloped transport services. Urban transport managers try to monitor, control, and manage complex transportation system in order to be aware of various changes of this dynamic system, identify effective phenomenon on transport system performance, and predict transport system impacts on other urban elements. Different changes in urban transport system are caused by transport projects and nontransport decisions that affect transport system. The changes and impacts are essential features of this system that cannot be removed, but they should be guided and controlled in a correct path. Launching huge transport system without accurate study, land use change without study, creating path without considering environmental conditions are some cases of traffic projects that are planned to improve transport system, but if they are not measured before implementation and their effectiveness is not ensured, they will be a costly and problematic phenomena. Lack of integrated management in urban transport affairs resulted in many damages to cities. Thus, in order to achieve to efficient management of urban transport we require much attention to it as well as planning for transport system with economic view. Today, more than 85 percent of Tehran population aged more than 6 years olds are associated with, all cities' residents directly and along with others indirectly, transport networks and private and public systems. To answer a range of occupational, educational, purchase, service, visit needs, urban transport is used. Thus, one of the main issues in the city of Tehran is inter-city transport. On average, transport land

uses have allocated at least 14 percent of city level to themselves. Comparing to other land uses, they have high severity and duration of use in terms of user population and time. Urban transport problems and issues are the results of at least half-century urban development without farsighted and rational planning. Thus, solving or reducing problems related to urban traffic is not possible in short-term because of need to material resources and many human forces. Managing such issue requires instruments in terms of determining policies and accurate planning. Due to lack of longterm or strategic plans for urban transport planning that directing affairs and solve problems in long term, and order to shortterm and at most medium-term planning, using effective factors on transport and traffic management with affirmative view can be a suitable strategy to solve these problems and reduce economic load on society. The policy can provide necessary management tools to prepare comprehensive and holistic long-term plans to solve transport problems. In order to determine research necessity with negative view, it can be said that if Tehran's transport and traffic management and its effective components with economic view is not addressed, city managers have been deprived from the power of any appropriate and logical decision-making against problems. Several damages including disorder, confusion in setting priorities, not having estimation, accurate forecast, lack of coherence and synergy in measures will be appeared. Thus, this research, considering the entity of transport and traffic system, tries to study and identify effective components on Tehran traffic management with economic view and prioritize them based on traffic criteria. This research aims to obtain effective components on Tehran's transport and traffic management with economic view and its subsidiary goal is prioritization of effective components on Tehran's transport and tragic management with economic view. The main question is to answer what are effective components on Tehran's transport and traffic management with economic view. The secondary question is to answer how is prioritization of effective components on Tehran transport and traffic management with economic view.

Transport and traffic management
One of the tools used to reduce transport and traffic issues is managerial methods with the ultimate goal of optimal use of existing transport system ability in carrying passengers and goods. Since Tehran's transport and traffic is a consequence and manifestation of set of economic, social, cultural, and technological relations, of course in the context of naturally and geographically specific conditions of the city, some of Tehran's transport and traffic features have been studied:
1. Imbalance of supply and demand in the realm of urban transport
Land uses are proposed as a demand for human's travel, carrying loads, set of transport and traffic system, and set of its regulations as urban transports system.
2. Building towers, as a symbol of luxury private transport development against constructing tall buildings and complexes, as a symbol of move in the path of public transport
The experience indicated that when constructing tall buildings and complexes is not followed by land speculation and rent-seeking, it connects with public transport and it meets many residential and service needs of citizens, but if it is linked with building towers, it will only meet luxury needs of the rich and inevitably it is accompanied by private car, manufacturers, and importers.
3. Public transport as an access civil tool in increasing threat of private car
When public transport suffers from pressure of increasing private car, practically, healthy public access in city will be a victim of several unhealthy movements. Consequently, a set of shortcomings and deficiencies is launched from transport realm. Gradually and invisibly, it affects economic, social, cultural, mental, and even political arenas of the city. Such condition changes positive competition in social life that is engine of social evolution in the situation of cooperation

survival into a negative competition in struggle for survival Main solutions to remove transport issue include:

- Focusing on citizenship-oriented in formulating the solution
- Formulating strategy of sustainable transport of city
- Preparing a comprehensive transport and traffic plan for the city
- Emphasizing on access concept instead of movement
- Organizing transport and traffic Management

Firstly, all solutions ignored main issue and its accurate plan and secondly, they presumed expansion of private car at the cost of limiting public transport. Then, they achieved these measures to solve this problem. Therefore, all of them lead to increase fuel consumption, environmental pollution, heavy traffic, violations, accidents, physical and mental illnesses etc. They instigate its complexity rather solving or reducing problem.

4- Research Methodology

Since this research aims to evaluate and explain the role of mass media on city management improvement, methodology is survey and applied. Statistical population includes clients of Tehran Municipality 22-districts in 2014. 400 of them were selected as sample by stratified cluster random sampling. For this purpose, eight districts were selected randomly among Tehran Municipality districts in the north, south, east and west of Tehran i.e. two districts from each part. Then, the questionnaires were distributed among 480 clients, 420 of them were collected, and finally 400 of them were used. In this regard, to explain the role of visual media on city management, a researcher-made questionnaire including 24 items was used. The questionnaire consisted of four parts: part 1 is related to mass media and improvement of conditions and citizens' quality of life including six questions. Part 2 is related to mass media and improving protection of city's physical environment including six questions. Part 3 is related to mass media and improving citizens' trust to municipality including six questions. Part 4 is related to mass media and improving citizens' engagement in administering urban affairs including six questions. Face validity was confirmed ideally by experts. However, in order to estimate reliability, Cronbach's alpha method was used equal to 0.83. In order to analyze data statistically, considering continuous and interval scale, data, and after ensuring normalized data distribution through Kolmogorov-Smirnov test, T-parametric and ANOVA tests were used and Lee Hee method was used to prioritize them. Table 1 represents intended districts among Tehran Municipality 22-districts.

Table1. Choosing sample by multi-stage cluster sampling

Selected municipality districts	Intended deputy in each district
District 1	Municipal services
District 3	Financial and administrative affairs
District 4	Social affairs
District 8	Professional and construction affairs
District 5	Urbanization affairs
District 9	Coordination and planning affairs
District 16	Urban affairs
District 20	Municipal services

Public Transportation

Tehran's public transport system includes variety of public transport modes like bus, bus rapid transit (BRT), Metro, Taxi, fixed- route taxi, private taxi and internet taxi. According to Tehran Traffic Organization information in 2017, the Tehran bus system gave service to passengers by

240 regular bus and 10 BRT lines. The bus lines in Tehran are operated by two public and private sectors, and the number of the public and private fleet is respectively 1348 and 4800 buses. The number of bus and BRT stations in 2017 which connected bus lines and gave services to passengers, were respectively 4,785 and 347 stations. The total length of bus and BRT lines is about 3200 km. The 541 million passengers used bus lines to commute in 2017. The first line of Tehran metro began operating in 1999. In 2017 Tehran metro consisted of six lines, with a total 215 km length and 114 stations. The total trips done by the metro lines at 2017, were 723 million trips. One of the most popular public transport modes in Tehran is taxi. There are different kinds of taxis working in Tehran and give service to passengers. They are rotary taxi, fixed- route taxi, private taxi and internet taxi which give service, either through the taxi agencies or mobile applications to the passengers. These types of taxis are registered and supervised by The Tehran Taxi Supervision and Management Organization. In addition, it should be mentioned, some private cars also work like taxis and move the passengers and charge them. The yearly and daily passengers moved by registered taxi in Tehran in 2017, were respectively 1,261 and 3.5 million passengers. The taxi fleet in 2017 included 78,722 vehicles.

The Transportation administration
The Transportation Deputy of Tehran Municipality is the highest authority in the Tehran Municipality which is responsible for policymaking, coordination, planning and controlling of transportation and traffic performance in Tehran. It should be mentioned that each of 22 districts of Tehran Municipality has own transportation deputy that works under the supervision of the Deputy of the Tehran Municipality, and provide their annual planning according to the guidelines provided by the Municipality. The affiliated organizations of Tehran Municipality Transportation Deputy are:
• Tehran Bus Company
This company is the top authority of the public bus and BRT systems in Tehran.
• Tehran Urban & Suburban Railway Operation Company (METRO)
This Company is responsible for providing rail services for Tehran and its suburbs.
• Tehran Traffic Control Company
Tehran Traffic Control Company is responsible for design and implementation of Intelligent Transportation Systems (ITS) and traffic management in Tehran.
• Air Quality Control Company
This Company is active in planning and researching to reduce and control air and noise pollution in urban and industrial environments.
• Tehran Technical Vehicle Inspection Bureau
Set up standard centers for vehicle technical examination to provide services in the field of safety and air pollution reduction.
• Organization of Passenger Terminals and Rider Parks of Tehran Municipality
This organization is responsible to maintain and manage passenger terminals and rider parks all over the Tehran. Developing and improving these terminals and parks and their equipment, construction new terminals and parks are the other responsibilities of this organization.
• Tehran Taxi Supervision and Management Organization
In Tehran, this organization supervises and monitors the registered taxis services.

The Sustainable Transport Planning Efforts

The first transportation comprehensive studies of Tehran had begun in 1994 and in order to do these studies, at that time the comprehensive transportation studies company was established. In 2004 and 2014 these studies had been reviewed and updated. It should be mentioned that because of the closure of that company in 2014, the last review of these studies has not been completed yet. Generally, the main approaches of these studies were, moving towards a safe, modern, clean and accessible transportation system in Tehran, which are the sustainable transportation characteristics. As mentioned before the Transportation Deputy of Tehran Municipality is the top authority for managing transportation in Tehran. The strategic theme of the third five-year plan, which has been prepared recently, is "Safe and Smooth Transportation and Traffic" in Tehran . Five main goals have been introduced related to this strategy:

- Increase desirability of public transportations
- Utility control of travel by private vehicles
- Reduce the number and distance of trips inside the city
- Improve traffic smart management
- Increase trip safety

All the studies and projects of covering the urban transport should be done to satisfy the above goals.

Result

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