



CiViTAS

Cleaner and better transport in cities

ELAN

BRNO • GENT • LJUBLJANA • PORTO • ZAGREB

Implementation status report on marketing and communication campaign

ELAN Deliverable No. 2.6 – D1

Project acronym: ELAN
Project full title: Mobilising citizens for vital cities

Grant Agreement No.: ELAN TREN/FP7TR/218954/"ELAN"

Workpackage: WP 2
Measure: 2.6-ZAG Promotion of electronic PT
tariff system

Author(s): Lidija Pavić-Rogošić, Branko Mikinac
Co-author(s): Srećko Krznarić, Tihana Damjanović



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION

Status: Final

14 July 2010

ELAN deliverable no.	2.6 – D1
Date / Version	14/07/2010 Final
Dissemination level	CO
Work Package	WP 2 - Collective transport & intermodal integration
Author(s)	Lidija Pavić-Rogošić, Branko Mikinac
Co-author(s)	Srećko Krznarić, Tihana Damjanović
File Name	2.6 - D1 - Implementation status report on marketing and communication campaign.pdf

Keywords

General

x	CIVITAS	
x	ELAN Project	

Work package links

	WP1 Alternative fuels & clean vehicles		WP7 Energy-efficient freight logistics
x	WP2 Collective transport & intermodal integration		WP8 Transport telematics
	WP3 Demand management		WP9 Project coordination
	WP4 Influencing travel behaviour		WP10 Project management
	WP5 Safety, security & health		WP11 Research and Technological Development
	WP6 Innovative mobility services		WP12 Impact and process evaluation
			WP13 Dissemination, citizens' engagement, training and knowledge transfer

Document history

Date	Person	Action	Status ¹	Circulation ²
12/07/2010	Lidija Pavić-Rogošić	Preparation of the document	Draft	ML
13/07/2010	Branko Mikinac	Review of the draft	Draft	LDM
14/07/2010	Lidija Pavić-Rogošić	Final review	Final	ML, SC

¹ Status: Draft, Final, Approved, Submitted

² Circulation: PC = Project Coordinator; PM = Project Manager; SC = Site Coordinators; EM = Evaluation Manager; DM = Dissemination Manager; SEM = Site Evaluation Managers; SDM = Site Dissemination Managers; SCo = Scientific Coordinator, P = partners, ML = Measure Leaders

CONTENT

- 1. SUMMARY 4**
- 2. INTRODUCTION 5**
 - 2.1. CITY OF ZAGREB 5
 - 2.2. ZET – PUBLIC TRANSPORT COMPANY..... 6
 - 2.2.1. Tram service 6
 - 2.2.2. Bus system 7
 - 2.3. SITUATION BEFORE CIVITAS..... 7
- 3. Measure 2.6-ZAG – Promotion of electronic PT tariff system..... 8**
- 4. Implementation of Electronic PT Tariff System 10**
 - 4.1. ELECTRONIC PT TARIFF SYSTEM INTRODUCTION..... 10
 - 4.2. MARKETING AND INFORMATION CAMPAIGN..... 10
 - 4.2.1. Presentation in CIVITAS-ELAN Forum..... 10
 - 4.2.2. Leaflets on new electronic tariff system..... 11
 - 4.2.3. ZET web site – Info on SMART CARD (e-purse)..... 13
 - 4.2.4. Trams and buses 15
 - 4.2.5. New services..... 16
 - 4.2.5.1. *Contact centre* 16
 - 4.2.5.2. *New info point and vending place* 16
 - 4.2.6. Media coverage..... 17
- 5. Conclusion 19**
- 6. Attachments 20**
 - 6.1.1. Press clippings..... 20
 - 6.1.2. Power point presentation..... 22

1. SUMMARY

Nearly 780,000 people live within the city of **Zagreb** boundaries, while the metropolitan area has more than 1 million inhabitants. Like in other similar countries, the number of private vehicles has almost doubled since the transition in the early nineties of the 20th century. This caused serious problems in the city's historic core which also houses main administrative, cultural, commercial and social institutions and buildings, where the street grid was largely defined in the 2nd half of the 19th century. This grid could hardly support traffic until 1990, but with the number of vehicles almost doubled since, the situation becomes dramatic, so there is urgent need to act.

Some of the key issues to be addressed to improve public transport (PT) in Zagreb are:

- More attractive public transport services;
- Foster the dialogue with all citizens and change mobility behaviour;
- Strengthen integrated approaches;
- Better integration with the region;
- Improve links between transport modes.

Mobility is one of the main strategic issues in Zagreb, and all plans and strategies strongly aim at better public transport and alternative means of transport: public transport, cycling and walking, instead of using the private car.

The Measure Leader of measure **2.6-ZAG – Promotion of electronic PT tariff system** is ZET. Other partners are the City of Zagreb and ODRAZ-Sustainable Community Development.

Zagreb Municipal Transit System or ZET (Zagrebački električni tramvaj) is specialized for passenger transportation in the City of Zagreb and a part of Zagreb County. It uses buses, trams and cable car to transport citizens, students, tourists and visitors. ZET also provides special transportation to people with disabilities.

Before CIVITAS-ELAN, a joint tariff system (ZET and Croatian Railways) has existed within the City of Zagreb, whereas a number of individual operators provided services within Counties of Zagreb and Krapina-Zagorje on numerous lines and with autonomous tariffs. This type of unified ticketing was introduced by HZ INFRA and ZET to enable daily travel with a single ticket. A study on "Comprehensive tariff union for the City of Zagreb, and Counties of Zagreb and Krapina-Zagorje" is being conducted by Czech companies who proposed the establishment of a suitable model of joint public transportation and an appropriate tariff union. It was decided to continue with the activities needed for the establishment and exploitation of the joint tariff and transport union.

The **purpose** of this specific measure is to introduce an electronic PT ticketing system defining the appropriate model for joint public transportation (bus, tram and rail). One of the first planned activities was the introduction of the electronic PT by ZET, but also informing consumers and the wider public on electronic ticketing.

The electronic PT tariff system was introduced by ZET. The system was not completely developed yet, so the new possibilities were introduced step by step. As a first step, the contactless validators were posted in all trams and buses until September 2009. The electronic tickets (smart cards) were introduced for students, some group of workers and social tickets. A new e-purse ticket (*vrijednosna karta*) was introduced in May 2010.

The marketing and communication campaign in the framework of the new tariff scheme was planned and implemented by ZET, with the involvement of ODRAZ and the City of Zagreb. This was done in order to improve the quality and image of public transport and to change existing habits of travel by commuters towards increased use of public transportation.

2. INTRODUCTION

2.1. City of Zagreb

Zagreb is the capital city and the cultural, scientific, economic and governmental centre of the Republic of Croatia. Nearly 780,000 people live within the city boundaries, while the metropolitan area has more than 1 million inhabitants.

Like in other similar countries, the number of private vehicles has almost doubled since the transition in the early nineties of the 20th century. This caused serious problems in the city's historic core which also houses main administrative, cultural, commercial and social institutions and buildings, where the street grid was largely defined in the 2nd half of the 19th century. This grid could hardly support traffic until 1990, but with the number of vehicles almost doubled since, the situation becomes dramatic, so there is urgent need to act.

Some of the key issues to be addressed to improve PT in Zagreb are:

- More attractive public transport services:
The quality of public transport provision is a key variable to achieve more sustainable transport patterns. This requires an integrated package of measures, like the use of new low-floor trams, real-time information on arrival, high reliability and an improved image of public transport. Safety and security, especially for more vulnerable user groups, is also a relevant topic.
- Foster the dialogue with all citizens and change mobility behaviour:
The citizens and their well-being are at the centre of attention when improving urban transport in Zagreb. This requires to listen to all stakeholders and to develop solutions in a participatory approach. At the same time tailored mobility management approaches are needed that effectively help to change mobility behaviour in favour of sustainable transport modes.
- Strengthen integrated approaches:
It is clear that only an integrated strategy that combines different measures and modes, and strengthens cooperation between different spatial entities and sectoral policies can have a real impact.
- Better integration with the region:
One reason for the traffic problems in Zagreb is the increasing number of commuters from the region to the city centre. While more sustainable settlement structures need to be aimed at, the city and the neighbouring communities also have to provide attractive public transport services and intermodal interchanges that enable people within the whole region to easily and comfortably reach the city centre with high quality public transport. This includes physical integration and direct connections, but also the organisational integration via integrated tariff and ticketing schemes.
- Improve links between transport modes:
The provision of high quality interchanges is indispensable to encourage intermodality and a better use of public transport services. The issue is also highly relevant for the City of Zagreb (e.g. rail to trams and buses).

Mobility is one of the main strategic issues in Zagreb, and Sustainable Urban Transport Planning represents an important part in its strategic documents: Spatial plan for Zagreb (2005), Zagreb City Master Plan (adopted in 2006, now undergoing revision), various political statements on priorities in the city, projects in preparation, etc. All these documents strongly advocate both better public transport and alternative means of transport: public transport, cycling and walking, instead of using the private car.

2.2. ZET – Public Transport Company

Zagreb Municipal Transit System or ZET (Zagrebački električni tramvaj) is a branch of the Zagreb Holding specialized for passenger transportation in the city of Zagreb and a part of Zagreb County. It uses buses, trams and cable car to transport citizens, students, tourists and visitors. ZET also provides special transportation to people with disabilities. It is exclusively owned by the city of Zagreb and it is mainly financed through its budget.

Zagrebački električni tramvaj (Zagreb Electric Tram) was established in 1909, as a successor of previous PT established in 1891. Since 2006 ZET is a branch of the Zagreb Holding.

ZET, aside from its primary function, passenger transportation, in more than one century of its existence, greatly influenced the development of Zagreb, and this influence continues to grow by covering important day routes people take in Zagreb and suburban areas with its extensive tram and bus system. However, ZET continues to follow the city development and connects many newly built districts, and together with the City District Councils adapts the routes and stations to address the needs of citizens.

Financial support of the city and citizens of Zagreb, but also CIVITAS-ELAN, in the last couple of years contributed to substantial progress in the development of the public transit system. So far, 140 new modern low-floor trams and 214 low-floor buses were purchased. Following the environmental standards, in the year 2007 ZET started to use biodiesel in public transportation vehicles, and from 2008 compressed gas is used.

The radio connection system is modernized and traffic monitoring and control are also computerized by introducing vehicle location system. The infrastructure and 147 displays on tram and bus stations, on which passengers are able to receive real-time arrival information, are posted.

Since July 2007 ZET service users can buy a ticket by using mobile services and sending an SMS. The project of introducing digital and automatic public transport charge, the so-called smart cards, is also introduced with the support of CIVITAS-ELAN.

With the realization of all Zagreb measures of the ELAN project, ZET, when it comes to quality of public transportation service, should meet European standards.

2.2.1. Tram service

Tram service is the basic type of public transport in Zagreb. Regular tram transport includes 116.346 meter long tracks, 193 lead cars and 41 trailers. 15 day lines run during the day on 148 km long tracks and 4 night lines on 57km long tracks. The city has 164 switches and 256 tram stops. Trams in Zagreb transport 200.000.000 passengers a year. (Data for 2009)

Crotram consortium from Zagreb, produced 140 modern low-floor TMK 2200 trams and two low-floor TMK 2200-K tram.



2.2.2. Bus system

ZET's bus transport is used in Zagreb, Velika Gorica and Zaprešić, and the districts Bistra, Luka, Klinča Sela and Jakovlje. ZET runs 132 day lines and 4 night lines. There are 2103 bus stops, 1614 of which are in Zagreb. On working days 284 buses are used on regular bus routes. Every year ZET's buses transport about 87,000.000 passengers. (data for 2009)

New vehicles are mostly low-floor ones, which enables the usage of public transport for all types of users. In the years 2008 and 2009 ZET obtained 214 new low-floor buses.

In the year 2007 ZET has started to use biodiesel and from 2009 the use of CNG has started as well. According to development plans, ZET buses will use strictly biofuels in the next couple of years which is Zagreb transit system's contribution to pollution reduction and elimination of harmful substances produced by fossil fuels.

2.3. Situation before CIVITAS

A joint tariff system (ZET and Croatian Railways) has existed within the City of Zagreb, whereas a number of individual operators provide service within Counties of Zagreb and Krapina-Zagorje on numerous lines and with autonomous tariffs. This type of unified ticketing was introduced by HZ INFRA and ZET to enable travels daily trips with a single ticket, from towns along the railway that are already included into the public transport system. However, many providers of bus services have not yet been included. Those tickets have been issued on paper (single-trip, daily, monthly, yearly tickets).

Additionally, the so-called ZAGREB CARD was introduced, usually valid for 3 days, providing access to most of Zagreb's museums with reduced price and allowing free use of PT.

A study on "Comprehensive tariff union for the City of Zagreb, and Counties of Zagreb and Krapina-Zagorje" was conducted by Czech design and consulting companies Sudop Brno, Kordis Jmk, Eurovision and CDT. The study, presented in 2008, has proposed the establishment of a suitable model of joint public transportation and a proposal for an appropriate tariff union. After completion of the study, the City of Zagreb, the Counties of Zagreb and Krapina - Zagorje, HZ (Croatian Railways) and Holding (ZET) have decided to continue the activities needed for the establishment and exploitation of the joint tariff and transport union.

3. Measure 2.6-ZAG – Promotion of electronic PT tariff system

This measure is part of **WP 2 - Collective transport & intermodal integration**, which aim is to implement effective, high quality mobility solutions.

The purpose of this specific measure is to introduce an electronic PT ticketing system defining the appropriate model for joint public transportation (bus, tram and rail).

One of the first planned activities was the introduction of the electronic PT tickets by ZET, but also informing consumers and wider public on electronic ticketing.

Further steps are planned towards the introduction of a unified tariff system for all providers of public transportation, which will contribute to a shift towards sustainable modes.

An integrated system of urban transport of passengers is a comprehensive, coordinated, organized and supervised transport that uses all sorts of available vehicles (in this case: trams, buses and railway) with single tariffs and dissemination of costs and benefits among different players. An integrated system of transport is a single coordinated system of subventions within the framework of regional authorities.

Present situation

Due to the daily migration of people within the Zagreb metropolitan area (mainly from Zagreb County and Krapina-Zagorje County) and sharp increase in number of personal vehicles, Zagreb has severe problem with traffic jams that last during whole day and the decrease in usage of public urban transport. Although there is a suburban railway system provided by HŽ it is not utilized enough. Public transport in the city and counties is mainly provided by ZET- Zagreb Holding branch that covers an area bigger then City of Zagreb itself (by trams and buses) and a number of private companies with concessions from counties to provide bus transport in certain areas. Evident is the lack of coordination, provision of accurate information to passengers and single tariffs that will encourage people to use it in the most efficient way. The lack of coordination between different public transport operators and the lack of an integrated system of payment lead to inefficient, time consuming and costly suburban and urban transport. In some suburban and urban areas the lack of coordination and low frequency of buses 'force' the population to use private modes of transport (that means mostly cars) that significantly increases emissions of CO₂eq greenhouse gases. According to data of the Croatian Environmental Agency, 49% of personal emissions of CO₂eq gases are due to the usage of private cars. Modal split analysis for Zagreb shows that 52% of passengers use individual modes of transport (mainly cars), 40% use buses and trams and only 8% use train. In the counties the situation is even worse: over 60% of passengers use private cars.

Why integrated transport and tariff system is needed

Unified (integrated) transport and tariff system brings a lot of benefits for all participants in it. Some of them are explained below:

1) benefits for regional authorities:

- decrease in costs of subsidizing public transport
- decrease in need to secure parking places and garages in the city, etc. (less space needed for private cars, possibility to use it for other purposes)
- increase in public transport safety, less traffic accidents
- increase in number of passengers using public transport, decrease in usage of private vehicles, decrease in intensity of traffic jams

2) benefits for transport companies:

- new efficient organization and coordination of the whole system and the grid of lines
- know-how transfer, increased capacity of all involved transport companies
- increase in number of passengers, higher income
- elimination of parallel lines in the same area

3) benefits for citizens:

- reduction of costs of urban transport (especially for suburban areas)
- increased quality of urban passengers transport through decreasing time spent in transport
- more user friendly modes of transport
- the frequency and modes of transport in concordance with the needs of passengers
- increase in mobility of the population in the City of Zagreb, Zagreb County and Krapina-Zagorje County and higher possibility for their employment
- increase in mobility of population and better possibility for continuation of education (especially among the younger population in regular schools, as well as among the middle aged population that will have bigger possibilities for prequalification)

Integrated transport and tariff system and CIVITAS ELAN

Preparing and introducing integrated public transport for the City of Zagreb and surrounding regions is a complex task – on political and organizational level. Therefore it is expected that it will last several years and will be finished beyond the project period of CIVITAS-ELAN. In parallel with the decision-making process and preparing the organisational and funding preconditions, through this measure of CIVITAS-ELAN, the first concrete steps are undertaken and the public is informed on introduced and planned improvements.

Activities among the City of Zagreb, Zagreb County and Krapina-Zagorje County on preparing the Consortium agreement has started, as well as preparation of documentation. ZET has actively participated in preparing this Consortium agreement and parts of documentation.

Putting citizens first

For the purpose of putting focus on citizens, the project has established strong participatory elements. In Zagreb, the CIVITAS-ELAN Forum is established, serving as a base of communication and information. This Forum is also used to inform the media and interested public on planned activities within measure 2.6-ZAG and to explain how the electronic PT ticketing system will work.

As the CIVITAS-ELAN idea of stakeholder involvement goes beyond listening to people's concerns, citizens and stakeholders are continuously encouraged to contribute with their own ideas and thus influencing directly mobility planning related decisions. Therefore, visitors of the CIVITAS-ELAN info point and stakeholders listed on the ODRAZ e-mail list have had an opportunity to comment on prepared info material related to the introduction of electronic PT ticketing.

A wide media and info campaign was organized, and info material (leaflets for passengers, stickers in trams and buses) was produced.

4. Implementation of Electronic PT Tariff System

4.1. Electronic PT tariff system introduction

The new integrated ticketing system will be implemented mainly outside the CIVITAS funding scheme. The activities within ELAN will focus on a promotional campaign in order to prepare the public on the new tariff scheme and ticketing and make them aware of the new possibilities proposed by unified tariffs.

The electronic PT tariff system was introduced by ZET. The new ticketing system in Zagreb has been installed by the domestic company KING ICT in cooperation with the Czech company Microelectronica, as a result of an international bidding. The activity is financed from HBOR loan (Croatian Bank for Reconstruction and Development).

The system is still not completely developed – the new possibilities are introduced step by step. As a first step, the **contactless validators** were installed in all trams and buses until September 2009.

Up to now, the electronic tickets (**smart cards**) were introduced for students, some group of workers and social tickets.

In May 2010, a new **e-purse ticket** (*vrijednosna karta*) was introduced.

A **marketing and communication campaign** in the framework of the new tariff scheme was planned and implemented by ZET, with the involvement of ODRAZ and the City of Zagreb. This was done in order to improve the quality and image of public transport and to change existing habits of travel by commuters towards increased use of public transportation.



4.2. Marketing and Information campaign

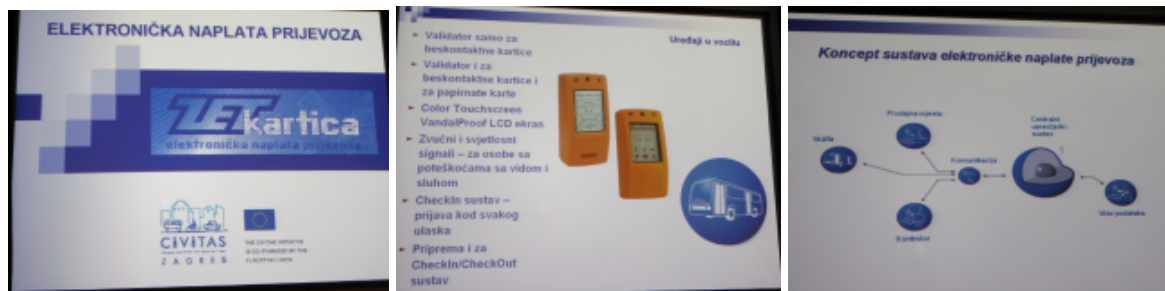
4.2.1. Presentation in CIVITAS-ELAN Forum

In September 2009, during the European Mobility Week (EMW) and celebration of the CIVITAS Day, the new tariff system was presented to interested stakeholders. The whole event around the EMW and CIVITAS Day was organized as a part of the CIVITAS-ELAN Forum. The info point, an antique refurbished tram was placed in front of the Technical Museum. The project was presented by the Mayor of Zagreb during a press conference, when the info point was officially launched.



The leaflets on the new tariff system are available at the info point, open daily from 1-5 p.m. and on Saturdays from 9 a.m. – 1 p.m. Young, enthusiastic staff is providing information on the CIVITAS-ELAN project and its specific measures. Since its opening in September 2009 until the end of April 2010, the staff registered 6.047 visits, of which some citizens visited the tram several times.

Presentation in Technical Museum



A detailed presentation was prepared by ZET and presented by Ms. Marić. She informed the audience about the concept, validators, vending places, control of ticket, work of the back office, etc. She also explained what passengers need to know, types of tickets, including e-purse, benefits for ZET, PT users, but also for the City of Zagreb.



4.2.2. Leaflets on new electronic tariff system

ZET prepared a leaflet with detailed info on how to use the new smart card. The leaflets are available at every vending place, but also at the CIVITAS-ELAN info point.

Kako se izdaju kartice?

1. Obrazac Zahtjeva dostupan je na internetskoj stranici www.zet.hr i na prodajnim mjestima ZET-a.
2. Popunjeni Zahtjev uz fotografiju i ostalu potrebnu dokumentaciju, predaje se na prodajnom mjestima ZET-a.
3. Korisnik može izabrati dostavu kartice poštom ili je preuzeti na lokame prodajnog mjesta na kojima je Zahtjev predan.
4. Informacija o izdanim karticama bit će dostupna na internetskoj stranici ZET-a.

Izdane kartice, ovisno o vrsti, elektroničkim putem treba dodatno prepisati kapice (postaviti "markicu") za željeno prometno područje.

Usluga prijevoza plaća se on, starije, kopirane prepisne kartice koji se na prodajnim mjestima postavljaju na karticu, a njihova je vrijednost i vremenski ograničenja. O postavljanju i roku važenosti prepisnog kapica na kartici putnik će, prilikom očitavanja kartice, biti obaviješten u prikazanoj slici.

KONTROLA KARATA

Ulaskom u ZET-ovo vozilo kontrolor kartica. Ako očitavanje osoba prijevoznika, javlja se na posebnom monitoru i značkom kontrolna vrata kartica. Kontrolor mogu biti odgovorni u službeno odjeću ZET-a ili u građansko odjeću. Za vrijeme vožnje putnik mora imati igranov voznu kartu koju je dužan ne zahtjev kontrolora vozne kartice predložiti na kontrolu, a prodavaca dati predlažu za koji se može izdati iznova novčana kazna prema članku 57. Odluke o javnom reguliranju gradskog prijevoza putnika (Službeni glasnik Grada Zagreba br. 11/05 / 22/02).

Gdje se izdaju kartice?

Zahtjev za očitavanje prepisane kartice mogu se predati u ZET-ovim prodajnim mjestima kartice:

- ČVORNOVAC, očitavala 24 sata; radni dan, 10.00-17.00 sati
- DUVRINA, očitavala 24 sata; radni dan, 10.00-17.00 sati
- SAVSKI MOST, očitavala 24 sata; radni dan, 10.00-17.00 sati
- BOROVGALJ, očitavala 24 sata; radni dan, 10.00-17.00 sati
- ZAPRUDE, očitavala 24 sata; radni dan, 10.00-17.00 sati
- TRG MAŽURANICA, radni dan, 10.00-17.00 sati
- SEKVIĆEVA, očitavala 24 sata; radni dan, 10.00-17.00 sati
- DUBICE, očitavala 24 sata; radni dan, 10.00-17.00 sati
- ZET, Opatjeva 105, radni dan, 7.30-18.00 sati
- ZET, V. GORICA, Zagrebčica 48, radni dan, 8.00-16.00 sati
- ZAPREŠIĆ, Nova ulica 10, radni dan, 8.00-16.00 sati
- SLIŠTOVIĆ sve prodajne mjesta (osim vrste kartice)

Zaprešići radi od 7.00 do 14.00 sati

* U prodajnom centru može se samo predati Zahtjev. Putnik koji predaje Zahtjev a ne želi dostavu poštom, karte je poštu u svojoj općini ZET-a, Opatjeva 105.

Što je s papirnatim kartama?

Papirnatim i dnevnim "papirnatim" kartice koje se koriste za uplatu ostaju i dalje u upotrebi.

Usluga prijevoza (dupliranje kartice) dodatno besplatno kontrolira je i dalje na raspolaganje.

Papirnatim se kartice ponuditi i u vožnje na srednjim za registraciju kartica samo kod putnika, a u svojim vremenskim i zglednim autobusima a četvrti sretni i kod zaobilazni vrata.

Informacije o karticama: www.zet.hr

ZET KARTICA

ELEKTRONIČKA NAPLATA PRIJEVOZA

Što je elektronička naplata prijevoza?

To je novi, suvremeniji način plaćanja usluge prijevoza putnika, korištenjem prepisane ili vrijednosne kartice u ZET-ovim vozilima.

Komu je namijenjena?

Svim korisnicima prijevoza, jer se ne dosadajše pokazne karte zamjenjuju novim karticama. Elektronička naplata prijevoza očitava i korisnici besplatnog prijevoza, koji će to prvo moći ostvariti isključivo uz **ZET KARTICU**.

Otkad se primjenjuje ZET KARTICA?

Prvoća rujna počinje prodaja i korištenje vrijednosnih kartica za zapiranje zahtjeva za izdati prepisane kartice i dodatne i srednjim. Drugim korisnicima prijevoza kartica izdati će se u sljedećem razdoblju, do kojega u upotrebi ostaju postojeće vrste karte.

Informacije o karticama: www.zet.hr

Što je elektronička naplata prijevoza?

To je novi, suvremeniji način plaćanja usluge prijevoza putnika, korištenjem prepisane ili vrijednosne kartice u ZET-ovim vozilima.

Komu je namijenjena?

Svim korisnicima prijevoza. Sve dosadajše pokazne karte zamjenjuju se novim karticama. Elektronička naplata prijevoza očitava i korisnici besplatnog prijevoza koji će to prvo moći ostvariti isključivo uz ZET karticu.

Otkad se primjenjuje ZET kartica?

Prvoća rujna počinje prodaja i korištenje vrijednosnih kartica za zapiranje zahtjeva za izdati prepisane kartice i dodatne i srednjim. Drugim korisnicima prijevoza kartica izdati će se u sljedećem razdoblju, do kojega u upotrebi ostaju postojeće vrste karte.

Keje vrste kartica imamo?

PRIPLATNA KARTICA omogućuje plaćanje usluge prijevoza, odnosno repozitni putnik, a na njegovu je zbirnu količinu elektroničkom karticom uplatiti prijevaz. To je personalizirana kartica s fotografijom korisnika te njegovim imenom i prijevaznom. Putnik u prometnom području i roku važenosti prepisnog kapica na kartici. Kartica vrijedi za plaćanje od stana izdatima, bez obzira na promjene u statusu kartice. U tom roku može se nadopuniti novim iznosom, odnosno dodatno prepisati kupovinu, dodatno uplatiti u Cividu ZET-a. Isto tako, prepisna kartica može služiti i kao vrijednosna kartica. Čijom vrstom prepisane kartice je po koji plaća se po postupcima. Zahtjev za izdavanje karte može biti predan na prodajnom mjestu ZET-a, koje uključuje i prijevaz.

VRIJEDNOSNA KARTICA

Vrijednosna kartica vrijedi za sve zone i linije, prometna je na drugu karticu, a vrsta se koristi na prodajnim mjestima ZET-a i kioscima odgovarajućih područja. U općini vrijednosne kartice od 50 kn sadržan je trošak njene izdavanja od 20 kn, a po linijama koje se plaćaju volage prijevoza. Kada se potroši njena početna vrijednost, kartica se može nadopuniti samo na prodajnim mjestima ZET-a i kiosku koji karticu i sam odabere. Vrijednosnom karticom može se platiti prijevaz za više osoba, kao i dnevna karta po cijeni od 25 kuna. Izpisanost kartice može se provjeriti na uređaju za registraciju u svim ZET-ovim vozilima, očitavanim opcije "INFO" na zaslonu.

VOŽNJA VRIJEDNOSNOM KARTICOM NAJPOVOLJNIJA JE VOŽNJA!

Plaćanje prijevaza vrijednosnom karticom a iznosa od 200 kn omogućuje dodatno iznajmljivanje, autobusima i općinama, redovito u svojom području, osim vremenski ograničenja po zonama (I zona, Grad Zagreb – go mrež, II, III i IV zona svaka po go mreži).

UPUTE ZA KORIŠTENJE

- kartica pristupa na uređaj za registriranje, osim u zoni besplatnog prijevoza
- smetnje na kartici automatski se umanjuje za njenu vrijednost u zoni u kojoj se trenutno nalazi

Kako se izdaju kartice?

1. Obrazac Zahtjeva dostupan je na internetskoj stranici www.zet.hr i na prodajnim mjestima ZET-a.
2. Popunjeni Zahtjev, uz fotografiju i ostalu potrebnu dokumentaciju, predaje se na prodajnom mjestima ZET-a.
3. Korisnik može izabrati dostavu kartice poštom ili je preuzeti na lokame prodajnog mjesta na kojima je Zahtjev predan.
4. Informacija o izdanim karticama bit će dostupna na internetskoj stranici ZET-a.

ZET has also prepared a leaflet on e-purse smart card that was printed in 50.000 copies. Detailed information on how to use the e-purse smart card is included in the leaflet that is given to every buyer of this card (ZET space or kiosk).

Kako se izdaju čip kartice?

Postupak izdavanja prepisanih karata

1. Obično: Zahtjev dostupan je na internetskoj stranici www.zet.hr i na prodajnim mjestima ZET-a
2. Popunjen: Zahtjev, uz fotografiju i ostale potrebnu dokumentaciju, predaje se na prodajnim mjestima ZET-a
3. Korisnik može izabrati dostavu kartice poštom ili je preuzeti na istome prodajnom mjestu na kojemu je Zahtjev predan.
4. Informacije o izdanim karticama bit će dostupne na internetskoj stranici ZET-a

Izdanoj kartici, osim u vrsti, elektroničkim putem treba dodjeliti prepisani kupon (sukladno "matrica") za željeno posredstvo podvožnja.

Usluge prijevoza plaća se, dakle, kupnjom prepisanih kupona koji se na prodajnim mjestima pohranjuju na čip karticu, a njihova je vrijednost vnosnaki ograničena.

O postojanju i roku valjivosti prepisanih kupona sa kartici putnik će, prilikom dostave kartice, biti obaviješten o priloženom pismu.

Gdje se izdaju čip kartice?

Zahtjev za izdavanje prepisanih čip kartica mogu se predati u ZET-ovim poslovnim centrima:

- CRKOMEREC: radni dan, 10:00-17:00 sati
- DUBRAVA: radni dan, 10:00-17:00 sati
- ŠAYŠKI MOSTI: radni dan, 10:00-17:00 sati
- BOROVSKA: radni dan, 10:00-17:00 sati
- ZAPRUDE: radni dan, 10:00-17:00 sati
- TRG MAŽURANČA: radni dan, 10:00-17:00 sati
- SEVETE: radni dan, 10:00-17:00 sati
- DUREC: radni dan, 10:00-17:00 sati
- UPRAVNA ZGRADA ZET-a: radni dan, 7:30-18:00 sati
- VELIKA GOVICA: radni dan, 8:00-16:00 sati
- ZAPREŠIĆ: radni dan, 8:00-16:00 sati
- ŠIBOVCI: sve poslovne dane (osim Velike Gorice i Zaprešića) radni dan od 7:00 do 14:00 sati

* U poslovnicama Šestri mosti mogu se samo predati Zahtjevi. Putnik koji predaje Zahtjev a ne želi dostavu poštom, karti pošta o spremno uplati ZET-a. Odlaska: 105

Što je s papirnatim kartama?

Papirnatice i drevne "papirnatice" karte se karte za uspješnu ostaju i dalje u uporabi.

Usluge mPrijevoza (kupnja karata mobilnim telefonom) korisnicima je i dalje na raspolaganju.

ZAGREBAŠKI HOLDING
ZET
ZAGREBAŠKI ŽELJEZNIČKI PROMET

Prehoda korisnicima: HR: 0800 200 080
Informacije o kartama običajama (danas) i cijena prijevoza: tel: 800 180 000
www.zet.hr

CIVITAS ZAGREB
NAJPOVOLJNIJA JE VOZILNA

TICKETING

ELEKTRONIČKA NAPLATA PRIJEVOZA

Što je ticketing?

To je novi, suvremeniji način plaćanja usluge prijevoza putnika, korištenjem prepisanih ili vrijednosnih čip kartica u ZET-ovim vozilima.

Komu je ticketing namijenjen?

Svim korisnicima prijevoza, jer sve se dosadašnje pokazne karte zamjenjuju novim čip karticama. Ticketing obuhvaća i korisnike besplatnog prijevoza, koji će se pravo moći osvrnuti isključivo uz čip karticu.

Škad se primjenjuje ticketing?

Prvoća naplaćuje prodaju i korištenje vrijednosnih čip kartica te zamjenjuje usluge za izradu prepisanih karata davnim i studenima. Drugim korisnicima prijevoza čip kartice isplatit će se u sljedećem razdoblju, do kojega u uporabi ostaju postojeće vozne karte.

Koje vrste čip kartica imamo?

PRETPLATNA ČIP KARTICA

zamjenjuje godišnji, odnosno mjesečni pokaz, a namijenjena je svima koji se svakodnevno koriste uslugom prijevoza. To je personalizirana čip kartica s fotografijom korisnika te njegovim imenom i prezimenom. Podaci o prometnom poduhodu i roku valjivosti pohranjeni su u čipu.

Čip kartica vrijedi 3,5 godine od dana izdavanja, bez obzira na promjene u statusu korisnika. U tom roku može se nadopunjavati mjesečnim, odnosno godišnjim prepisanim kuponima, sukladno uvjetima iz Cjenika ZET-a. Prepisana kartica stoji 30 kn i plaća se pri donošenju Zagreva za izradu.

Kupnju prepisane kartice ZET-a koja uključuje i prijevoz vlakovima HŽ na području Grada Zagreba, treba naplatiti prije izdavanja.

UPUTE ZA KORIŠTENJE

U blizini svih ulaza u ZET-ova vozila postavljeni su uređaji za registraciju putnika. Pri ulasku u vozilo putnik je obavezan prisloniti čip karticu na uređaj. Valjivosti karte potvrđuje se kratkim zvučnim signalom i zelenim svjetlom te porukom na zaslonu uređaja. Ako je kartica neispravna ili je istekla valjivosti prepisanih kupona, putnik će biti upozoren crvenim svjetlom i porukom na zaslonu.

VRIJEDNOSNA KARTICA

jest kartica s ugrađenim čipom i vrijedi za sve zone i linije, prenosiva je na druge korisnike, a može se kupiti na prodajnim mjestima ZET-a i kioscima ugovorenih partnera. U cijeni vrijednosne čip kartice od 50 kn sadržan je trošak njezine izrade od 20 kn, a 30 kn raspoloživo je za plaćanje usluge prijevoza.

Kad se potroši potrebna vrijednost, kartica se može nadopunjavati na prodajnim mjestima ZET-a u iznosu koji korisnik sam odabere.

Vrijednosnom čip karticom može se platiti prijevoz za više osoba kao i dnevnu kartu po cijeni od 25 kuna. Ispravnost karte može se provjeriti na uređajima za registraciju u svim ZET-ovim vozilima, odabirom opcije "INFO" na zaslonu.

VOZILNA SA ČIP KARTOM NAJPOVOLJNIJA JE VOZILNA!

Plaćanje prijevoza vrijednosnom kartom u iznosu od 7 kn omogućuje neograničenu vožnju tramvajem, autobusom i uspinjačom u roku od 90 minuta u prvoj zoni, bez obzira na satnje.

UPUTA ZA KORIŠTENJE

- čip kartica prisloni se na uređaj za registriranje, osim u zoni besplatnog prijevoza
- sredstva na kartici automatski se umanjuju za cijenu vožnje u zoni u kojoj se trenutno nalazite

Za vožnju kroz više zona korisnici na zaslonu trebaju postupiti na sljedeći način:

1. odabrati broj zona
2. odabrati konkretnu zonu putovanja
3. odabrati broj osoba za koje se plaća prijevoz
4. prisloniti čip karticu uz uređaj za registriranje

SVAKI PUTNIK OBVEZAN JE REGISTRIRATI SE PRI ULASKU U VOZILO

4.2.3. ZET web site – Info on SMART CARD (e-purse)

The ZET web side contains an animated info on the e-purse card, with a link to guide on how to use it and other useful information. → <http://www.zet.hr/tarife/zet-kartica/vrijednosna-karta.aspx>

e, za koje su zahtjevi predani do 9. srpnja, mogu se preuzeti na prodajnim mjestima ili će :

Vrijednosna karta



Kliknite za pregled uputa

Vrijednosna karta vrijedi u svim zonama i na svim linijama i prenosiva je na druge korisnike. Može se kupiti na prodajnim mjestima ZET-a i kioscima ugovornih partnera (iNovine, a uskoro i drugih).

Vrijednosnom kartom može se platiti prijevoz za više osoba po cijeni od 7,50 kuna po osobi, odnosno zoni, kao i dnevna karta po cijeni od 25 kuna.

Plaćanje prijevoza vrijednosnom kartom korisnicima omogućuje vožnju tramvajem, autobusom i uspinjačom, neovisno o smjeru putovanja, 90 minuta u l. te 30 minuta u svakoj sljedećoj zoni.

Kupnja i nadoplata vrijednosne karte

Vrijednosna karta može se kupiti na kioscima ugovornih partnera po cijeni od 50 kuna. U cijeni je sadržan trošak izrade od 20 kuna, a 30 kuna je raspoloživo za plaćanje usluge prijevoza.

Na prodajnim mjestima ZET-a kartica se prodaje po cijeni od 20 kuna, a kupac određuje iznos kojim želi nadoplatiti karticu, do najviše 1000 kuna.

Vrijednosna kartica može se nadopunjavati samo na prodajnim mjestima ZET-a!

Plaćanje prijevoza

Putnik može platiti prijevoz vrijednosnom kartom na bilo kojem uređaju za registraciju i poništavanje karata u vozilu.

Za plaćanje u zoni u kojoj se trenutno nalazi (osim u zoni besplatnog prijevoza), putnik mora samo prisloniti karticu uz uređaj i sredstva na karti se automatski umanjuju za cijenu vožnje za jednu zonu i jednu osobu.

Kod plaćanja prijevoza za više osoba, prije prislanjanja kartice putnik najprije odabire zonu, a zatim i broj putnika za koje plaća prijevoz. Tek nakon toga prislanja karticu uz uređaj.

Nakon što je transakcija uspješno provedena, na zaslonu uređaja pojavljuje se natpis "eKARTA USPJEŠNO KUPLJENA" te ukupan iznos kupnje i vrijeme do kada karta vrijedi.

Isti je postupak i kod plaćanja prijevoza za više zona.

Vrijednosnom kartom može se kupiti i dnevna karta (vrijedi samo u l. tarifnoj zoni) po cijeni od 25 kuna. Kod kupnje dnevne karte putnik na zaslonu uređaja najprije odabire ikonu s natpisom "dnevna karta", a zatim broj putnika te prislanja karticu uz uređaj. Nakon što je transakcija uspješno provedena, na zaslonu uređaja pojavljuje se natpis "eKARTA USPJEŠNO KUPLJENA", 25,00 kn, Vrijedi do 3:59.

Informacije o karti mogu se provjeriti na uređajima za registraciju odabirom opcije "I" na zaslonu te prislanjanjem kartice.

Ostale informacije

Nakon plaćanja prijevoza vrijednosnom kartom, putnik se pri izlasku iz vozila ne mora "odjavljivati".

Međutim, registriranje je obavezno prilikom svakog ulaska u vozilo prislanjanjem kartice uz uređaj za registraciju. S vrijednosne karte ponovno će biti naplaćen prijevoz samo ako je isteklo vrijeme predviđeno za putovanje (90 minuta).

U slučaju gubitka vrijednosne karte, putnik nema pravo na zamjensku kartu i povrat sredstava.

Isto tako, u slučaju pogrešne, odnosno neželjene transakcije, ZET ne nadoknađuje štetu.

Svaki kupac uz karticu dobiva i letak s uputom za korištenje, a može ga se preuzeti i ovdje.

Zadnje vijesti

06/07/2010 - Izmjena trasa linija 32 i 33

06/07/2010 - Šubičeva i Zvonimirova dva tjedna bez tramvoja

06/07/2010 - Nova izmjena trasa linija 164 i 165



Oglašavajte se...

Preuzmite sadržaj

Pravila prijevoza

Cjenik

Cjenik dačkih pretplatnih kartica

Cjenik studentskih pretplatnih kartica

Upute za izdavanje i mjesta izdavanja pretplatnih kartica

Obavijesti

Nove pretplatne kartice - gotove

Zamjena socijalnih i umirovljeničkih pokaznih karata

Pretplatne kartice za korisnike stalne pomoći

Velika Gorica - kartice za darivatelje i starije od 65. g.

Besplatan prijevoz u središtu grada

Zahtjevi za izdavanje pretplatnih karata

Opća

Dačka i studentska

Umirovljenička

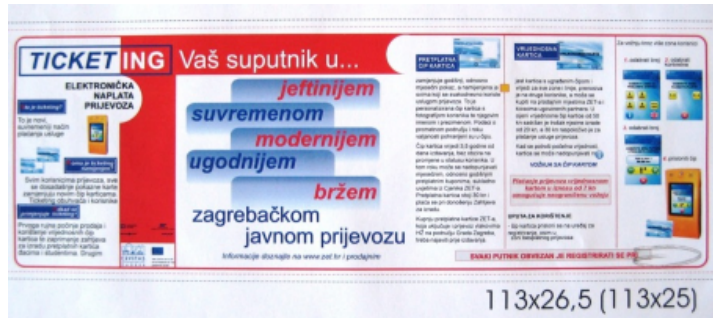
Socijalna

Darivatelji krvi

Zapisnik o reklamaciji

4.2.4. Trams and buses

A poster and info stickers are posted in all trams and buses.



Information on the new tariff system is also put on vehicle displays and audio information has been broadcasted in the vehicles, explaining where the old paper ticket could be annulled and how to use new electronic tickets. The passengers are reminded to register after entering the vehicle and that they can get additional information in the contact centre.

Što je elektronička naplata prijevoza?

- novi način plaćanja usluge prijevoza korištenjem pretplatnih ili vrijednosnih kartica u ZET-ovim vozilima

Komu je namijenjena?

- svim dosadašnjim korisnicima prijevoza
- korisnicima besplatnog prijevoza, koji će to pravo moći ostvariti isključivo uz **ZET KARTICU**

Otkad se primjenjuje ZET KARTICA?

- od prvoga rujna pretplatna kartica za đake i studente
- u sljedećem razdoblju vrijednosna kartica i pretplatna kartica za ostale korisnike

ELEKTRONIČKA NAPLATA PRIJEVOZA

ZAGREBSKI
MOSLIČKI
OZALJSKI
ZET

Podrška korisnicima: tel. 0800 200 060
Informacije o tarifnim odredbama (zoniama i cijenama prijevoza): tel. 060 100 001
Javnost@zet.hr
www.zet.hr

CIVITAS THE CIVITAS INITIATIVE IS CO-FINANCED BY THE EUROPEAN UNION
ZAGREB

Koje vrste kartica imamo?

PRETPLATNA KARTICA

PRETPLATNA KARTA
JUAN HORVAT

VRIJEDNOSNA KARTICA

VRIJEDNOSNA KARTA

PAPIRNATE KARTE

- zamjenjuje godišnji, odnosno mjesečni pokaz.
- vrijedi 3,5 godine od dana izdavanja, bez izbora na promjenu u statusu korisnika.
- nadopunjava se mjesečnim, odnosno godišnjim pretplatnim kuponima.
- cijena kartice iznosi 30 kn i plaća se pri podnošenju Zahtjeva za izradu,
- služi i kao vrijednosna kartica,
- godišnju pretplatnu karticu ZET-a, koja uključuje i prijevoz vlakovima H2 na području Grada Zagreba, treba najaviti prije izdavanja.

- vrijedi za sve zone i linije,
- prenosiva je na druge korisnike,
- kupuje se na prodajnim mjestima ZET-a i kioscima ugovorenih partnera,
- u cijeni vrijednosne kartice od 50 kn sadržan je trošak njezine izrade od 20 kn, a 30 kn raspoloživo je za plaćanje usluge prijevoza,
- nadopunjava se samo na prodajnim mjestima ZET-a u iznosu koji korisnik sam odabere,
- omogućava plaćanje prijevoza za više osoba,
- može se kupiti i dnevnu kartu po cijeni od 25 kuna.

- pojedinačne i dnevne "papirnat" karte te karte za uspinjaču ostaju dalje u upotrebi, kao i usluga mPrijevoza (kupnja karata mobilnim telefonom).

Kako se izdaju kartice?

1. Obrazac Zahtjev dostupan je na internetskoj stranici www.zet.hr i na prodajnim mjestima ZET-a.
2. Popunjeni Zahtjev, uz fotografiju i ostalu potrebnu dokumentaciju, predaje se na prodajnim mjestima ZET-a.
3. Korisnik može izabrati dostavu kartice poštom ili je preuzeti na istome prodajnome mjestu na kojemu je Zahtjev predan.
4. Informacije o izrađenim karticama bit će dostupne na internetskoj stranici ZET-a.

Izrađenoj kartici, ovisno o vrsti, elektroničkim putem treba dodijeliti pretplatni kupon (nekadašnju "markicu") za željeno prometno područje. Usluga prijevoza plaća se, dakle, kupnjom pretplatnih kupona koji se na prodajnim mjestima pohranjuju na karticu, a njihova je valjanost vremenski ograničena. O postojanju i roku valjanosti pretplatnog kupona na kartici putnik će, prilikom dostave kartice, biti obaviješten u priloženom pismu.

Gdje se izdaju kartice?

Zahtjevi za izdavanje pretplatnih kartica mogu se predati u ZET-ovim prodavaonicama karata:

<p>ČRNOMEREC, okretišta tramvaja: radnim danom, 10.00-17.00 sati</p> <p>DUBRAVA, okretišta tramvaja: radnim danom, 10.00-17.00 sati</p> <p>SAVSKI MOST¹, okretišta tramvaja: radnim danom, 10.00-17.00 sati</p> <p>BORONGAJ, okretišta tramvaja: radnim danom, 10.00-17.00 sati</p> <p>ZAPRUDE, Balokovičeva bb: radnim danom, 10.00-17.00 sati</p> <p>TRG MAŽURANIĆA: radnim danom, 10.00-17.00 sati</p>	<p>SESVETE autobusni terminal: radnim danom, 10.00-17.00 sati</p> <p>DUBEC, autobusni terminal: radnim danom, 10.00-17.00 sati</p> <p>ZET, Ozaljska 105: radnim danom, 7.30-18.00 sati</p> <p>ZET, V. GORICA, Zagrebačka 46: radnim danom, 8.00-16.00 sati</p> <p>ZAPREŠIĆ, Nova ulica 10: radnim danom, 8.00-16.00 sati</p>
--	---

SUBOTOM sve prodavaonice karata (osim Velike Gorice i Zaprešića) rade od 7.00 do 14.00 sati

¹ U prodavaonici Savaški most mogu se samo predati Zahtjevi. Putnici koji predaju Zahtjev a ne žele dostavu poštom, karte podižu u upravnoj zgradi ZET-a, Ozaljska 105.

CIVITAS

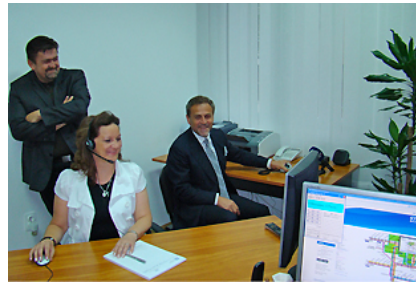
ELAN

THE CIVITAS INITIATIVE IS CO-FINANCED BY THE EUROPEAN UNION

15

4.2.5. New services

4.2.5.1. Contact centre



In order to closer approach to citizens and visitors and to make PT more attractive and user friendly, ZET introduced a new service. The Contact centre was opened by Milan Bandić, Mayor of Zagreb, in May 2009. This service allows citizens quick and relevant information, by calling on two telephone numbers.:060 100 001 or 0800 200 060.

Available information:

- Who are users of free-of-charge tickets in Zagreb?
- Free-of-charge routes in the centre
- Working hours of vending spaces

The operators in the contact centre will provide information related to the time table, actual traffic situation, prices, etc. Also, they are informed and trained on electronic card use, so they can explain to passengers how to use them.

The free-of-charge telephone centre records 24-hours a day citizens' suggestions and comments related to PT on which they receive feedback.

The interactive map on the actual PT situation is under preparation and will be posted on the website of ZET.

4.2.5.2. New info point and vending place



A new info centre was opened in June 2010 in the centre of Zagreb. This new place was officially launched by the Mayor of Zagreb, accompanied by the media, who showed a significant interest, as this modern centre is opened by ZET in the centre and is user-friendly. The e-purse can be prepaid in this place which makes the use of this new paying tool more practical and useful.

4.2.6. Media coverage

The media, local and national, has continually shown interest for the introduction of the new electronic tariff system. The partners were proactive in approaching the media:

- A press conference with the Mayor of Zagreb was organized.
- Press releases were sent to all media when new services were introduced.
- Information was sent through the CIVITAS-ELAN info service facilitated by ODRAZ, to more than 400 addresses.
- ZET experts were guests in different contact TV and radio shows offering gratis e-purse smart cards:

27 April 2010	OTV-Open television
28 April 2010	Z1Television
	Antena ZG radio
29 April 2010	Radio Sljeme
	Zagrebački radio
30 April 2010	HTV, Zagreb panorama

- The overview of media coverage related to measure 2.6-ZAG:

PRESS CLIPPING				
DATE	PRESS	ARTICLE - TITLE	SIZE	LEVEL
12.6.2009	Zagreb.hr	Otvoren ZET-ov kontaktni centar	1/3 of a page	local
29.8.2009	Vjesnik	Elektroničke kartice i nova naplata zamjenjuju pokaze	1 page	national
Sep 2009	Vjesnik	Đačke i studentske iskaznice	1/3 of a page	national
22.9.2009	Novi list	Danas besplatan prijevoz u ZET-u	65 cm ²	national
Oct 2009	Info (Grad Zagreb - Gradski ured za strategijsko planiranje i razvoj Grada)	CIVITAS ELAN Zagreb u Europskom tjednu mobilnosti 2009. i Drugi dio	2 pages	expert public + local
18.2.2010	Novi list	Čipirane ZET-ove karte u prodaji koncem ožujka	1/3 of a page	national
April 2010	Glas Trešnjevke	CIVITAS ELAN: Futurističa slika Zagreba i Drugi dio	2 pages	local
	RADIO	TITLE	LENGHT	LEVEL
Dec 2009	Plavi radio	Gradski promet s pročelnikom Gradskog ureda za prostorno uređenje, izgradnju Grada, graditeljstvo, komunalne poslove i promet	5:00 min	national
Jan 2010	HR2	Šuškalica (ODRAZ, Grad Zagreb)	6:24 min	national
	TELEVISION	TITLE	LENGHT	LEVEL
Feb 2010	HTV1	Dobro jutro Hrvatska (ODRAZ)	5 min	national

	WEBSITE	TITLE	SIZE/LENGTH	LEVEL
20.4. 2009	www.javno.info	Zagrebom vozi tramvaj broj 20	4 lines + 3 photos	national
Sep 2009	http://www.zgh.hr/default.aspx?id=386	Europski tjedan mobilnosti 2009.	2 pages	local
19.10.2009	www.zelenaenergija.hr	CIVITAS ELAN: Zašto je stari tramvaj parkiran pred Tehnički muzej?	26 lines + photo	local
31.1.2010	http://www.zagrebancija.com/hr-aktualnosti/zeljeznica-buducnosti-povezat-ce-zagreb-i-zupaniju_291508	Željeznica budućnosti povezat će Zagreb i Županiju	1 page	local
25.3.2010	http://www.online-zagreb.hr/moj_zagreb/zagreb%20%93eu_metropol_a/kuda-vozi-civitasov-tra%20%89mvaj-broj-20/	Kuda vozi Civitasov tramvaj broj 20?	1 page	local

5. Conclusion

ZET, Measure Leader of 2.6-ZAG, is in the final phase of implementation of a new ticketing equipment. The activities are undertaken as planned and their implementation is one of presumptions for improving and introducing new ways in public transport in the City of Zagreb and in Croatia generally.

ZET is continuously improving its services and preparing for introducing transport tariff union that will involve all PT providers in Zagreb, Zagreb County and Krapina-Zagorje County. Besides ZET, HZ (Croatian Railways) and several private transport providers should all be prepared for this union. Until now, every provider has acted and trained its staff on its own. A technical precondition should be established to consolidate the joint system. The activities are under way to achieve political decision and to start with planning, training and implementation.

The awareness of the necessity of introducing integrated public transport which includes a unified tariff system, is achieved among decision-makers. As explained previously, the first steps towards implementation are done. Through CIVITAS-ELAN, ZET and partners involved in the measure, contributed to information sharing and helping citizens to easier implement introduced improvements.

ZAGREB

ZET Od 1. rujna zaprimaju se zahtjevi za izradu novih preplatnih kartica za dake i studente

Elektroničke kartice i nova naplata zamjenjuju pokaze

ZET poziva građane da nove kartice zatraže što prije, a zahtjevi za izdavanje mogu se preuzeti na prodajnim mjestima i na internetskoj stranici www.zet.hr

Sanja TERZIĆ

Novi sustav naplate za javni prijevoz... elektroničke kartice zamjenjuju pokaze... ZET poziva građane da nove kartice zatraže što prije...



BRANO VUKIĆ

ZET-ove preplatne kartice

- 1. Berezeg, od 10 do 17 sat, ulaznica od 7 do 14 sat.
2. Čakovci, od 10 do 17 sat, ulaznica od 7 do 14 sat.
3. Dubrava, od 10 do 17 sat, ulaznica od 7 do 14 sat.
4. Duga Sela, od 10 do 17 sat, ulaznica od 7 do 14 sat.
5. Maturski trg, od 10 do 17 sat, ulaznica od 7 do 14 sat.
6. Opatovina, od 10 do 17 sat, ulaznica od 7 do 14 sat.
7. Savijski most, od 10 do 17 sat, ulaznica od 7 do 14 sat.
8. Šestak, od 10 do 17 sat, ulaznica od 7 do 14 sat.
9. Vukov trg, od 10 do 17 sat, ulaznica od 7 do 14 sat.
10. Zagreb, od 10 do 17 sat, ulaznica od 7 do 14 sat.

Što je potrebno? Da se ne prijavljuje... elektroničke kartice zamjenjuju pokaze... ZET poziva građane da nove kartice zatraže što prije...

Elektroničke kartice zamjenjuju pokaze... ZET poziva građane da nove kartice zatraže što prije... na prodajnim mjestima i na internetskoj stranici www.zet.hr

Dan obrtnika

'Trgovci mogu sjesti i jesti, a da prije koga na svojoj ulazi... Dan obrtnika... 28. listopada 2009.



Otvoren ZET-ov Kontakti centar

U nastojanju da javni gradski prijevoz što više približi korisnicima... Otvoren je ZET-ov Kontakti centar za građane.



Tradicionalno okupljanje ovdimera

Tradicionalno okupljanje ovdimera... 28. listopada 2009.



MODERNIZACIJA U JAVNOM PRIJEVOZU GRABANIMA DONOSI JEFTINIJU VOŽNJU

Čipirane ZET-ove karte u prodaji koncem ožujka



Čipirane vrijednosne kartice na kojima će biti kunski krediti... funkcioniirat će kao i prepaid-kartice za mobilite. Bit će i jeftinije u odnosu na papirnatu punne karte

Cijena za jedno poslištavanje, jednino u smjeru putovanja, bit će 7,50 kuna... ZET-ove pokazni karte... modernizacija u javnom prijevozu grabanima donosi jeftiniju vožnju

U cijenu kartice od 50 kuna bit će sadržan trošak njezine izrade od 20 kuna, a ostatak od 30 kuna bit će raspoloživ za usluge prijevoza... Stari pokazi bit će iskorisćeni najkasnije do kraja listopada

Dođe nova kartica: Svi Zagrepčani, turisti i ovdje građani Hrvatske od jutra ne moraju plaćati javni prijevoz u centru grada



Besplatna vožnja u centru grada

Svi Zagrepčani, ali i gosti grada Zagreba i turisti od jutra mogu besplatno koristiti javni prijevoz u centru grada... Besplatna vožnja u centru grada

6.1.2. Power point presentation

Europski tjedan mobilnosti
17. rujna 2009.

CIVITAS
ZAGREB

**ELEKTRONIČKA
NAPLATA PRIJEVOZA**

ZET civitas@zet.hr
http://civitas-elan.zagreb.hr

JUČER

- tehnološki zastarjelo (1979)
- financijski zahtjevno održavanje
- neprepoznavanje putnika
- lakše falsificiranje karata
- preprodaja mjesečnih markica
- izrada duplikata iskaznica

DANAS

Koncept sustava elektroničke naplate prijevoza

Uređaji u vozilu

- Validator samo za beskontaktnu karticu
- Validator i za beskontaktnu karticu i za papirnatu kartu
- Color Touchscreen VandalProof LCD ekran
- Zvučni i svjetlosni signali – za osobe sa poteškoćama sa vidom i sluhom
- Checkin sustav – prijava kod svakog ulaska
- Priprema i za Checkin/CheckOut sustav

Prodajna mjesta


- Prodaja i produžavanje trajanja beskontaktnih karata
- Izrada (personalizacija) beskontaktnih karata
- Upis i ažuriranje podataka o putnicima
- Današnje markice će biti zamijenjene elektroničkim kuponom pohranjenim na čipu kartice
- Rasterećenje gužvi u prvim danima mjeseca jer se kupon može kupiti bilo koji dan u mjesecu i vrijedi 30 dana od dana kupnje

Kontrola karata

- Ručni uređaji sa mogućnošću čitanja MIFARE kartica
- Prijenosni Bluetooth® printer
- Izdavanje kazni na licu mjesta
- Automatsko blokiranje svih uređaja (validatora) prilikom ulaska kontrole u vozilo
- Nadzor nad radom kontrolora

Centralni upravljački sustav (BackOffice)

- Objedinjavanje svih funkcija sustava na jedno serversko mjesto
- Blade poslužitelji
- VMware virtualizacija
- EMC diskovni podsustav
- Troslajna arhitektura softvera
- Microsoft .NET i SQL2005
- Backup & Disaster Recovery
- Kompletan nadzor nad svim elementima sustava
- Veza sa drugim sustavima (ERP)



PUTNICI TREBAJU ZNATI

Šta je elektronička naplata prijevoza?
 novi način plaćanja usluge prijevoza korištenjem pretplatnih ili vrijednosnih kartica u ZET-ovim vozilima

Komu je namijenjena?
 svim dosadašnjim korisnicima prijevoza
 korisnicima besplatnog prijevoza, koji će to pravo moći ostvariti isključivo uz **ZET KARTICU**


Otkad se primjenjuje ZET KARTICA ?

- od prvoga rujna pretplatna kartica za đake i studente
- u sljedećem razdoblju vrijednosna kartica i pretplatna kartica za ostale korisnike




Vrste karata i primjena

- Prema načinu izrade
 - Papirnate karte
 - Beskontaktna karte
- Prema trajanju
 - Pojedinačne karte za vožnju u zonama
 - Dnevne karte
 - Vrijednosne karte sa određenim novčanim iznosom
 - Pretplatne karte: mjesečne i godišnje
- Prema tipu korisnika
 - Opća, đačka, studentska, umirovljenička, socijalna...



Vrste beskontaktnih kartica

PRETPLATNA KARTICA



zamjenjuje godišnji, odnosno mjesečni pokaz, vrijedi 3,5 godine od dana izdavanja, bez obzira na promjene u statusu korisnika, nadopunjava se mjesečnim, odnosno godišnjim pretplatnim kuponima, cijena izrade kartice iznosi 30 kn i plaća se pri donošenju Zahtjeva za izdavanje, služi i kao vrijednosna kartica, godišnju pretplatnu karticu ZET-a, koja uključuje i prijevoz vlakovima HŽ na području Grada Zagreba, treba najaviti prije izdavanja.


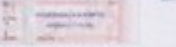



VRIJEDNOSNA KARTICA

- vrijedi za sve zone i linije,
- prenosiva je na druge korisnike,
- kupuje se na prodajnim mjestima ZET-a i kioscima ugovorenih partnera,
- u cijeni vrijednosne kartice od 50 kn sadržan je trošak njezine izrade od 20 kn, a 30 kn raspoloživo je za plaćanje usluge prijevoza,
- nadopunjava se samo na prodajnim mjestima ZET-a u iznosu koji korisnik sam odabere,
- omogućava plaćanje prijevoza za više osoba.

PAPIRNATE KARTE

pojedinačne i dnevne "papirnate" karte te karte za uspinjaču ostaju dalje u upotrebi, kao i usluga mPrijevoza (kupnja karata mobilnim telefonom).

PREDNOSTI ELEKTRONIČKE NAPLATE PRIJEVOZA

Za ZET

- Bolje upravljanje podacima – optimizacija prijevoza
- Integriranost s postojećim poslovnim sustavima u ZET-u i van ZET-a
- Poboľšanje rada vozača i kontrolora
- Smanjenje broja putnika koji ne plaćaju karte
- Dodatne uštede putem smanjene cijene održavanja i prodaje karata
- Nuđenje dodatnih usluga – integracija s platnim sustavima, SMS plaćanje usluga, usluge promidžbe
- Poboľšanje imidža



Za ZET-ove putnike

- Smanjenje vremena potrebnog za kupnju karata
- Dodatne mogućnosti plaćanja
- Mogućnost korištenja jedne karte za više prijevoznika
- Sprečavanje korištenja ukradenih karata



Zaključak

- Ponuđeno rješenje isprobano je u praksi i ima veliki broj referenci u Europi i širom svijeta
- Ponuđeno rješenje je modularno te nudi veliki spektar funkcionalnosti i mogućnosti za ZET
- Dodana vrijednost ZET-u i Zagrebu

