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Cleaner and better transport in cities

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Implementation status report on marketing campaign and transport plans

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	WP1 Alternative fuels & clean vehicles		WP7 Energy-efficient freight logistics
	WP2 Collective transport & intermodal integration		WP8 Transport telematics
	WP3 Demand management		WP9 Project coordination
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1. Summary

The CIVITAS ELAN measure "4.12-BRN Comprehensive mobility Dialogue and Marketing Research – New Transport Services" is being implemented by the City of Brno (SMB). In August 2012, the largest part of the measure is implemented. The first activity in this measure was the preparation of the long-term Transport Plan for the years 2010-2024. Thereafter, a mobility dialogue with citizens has been established. This dialogue is based on a series of marketing research surveys which collected data on transport behaviour and opinions of PT passengers. Data are analysed and fed back to transport planners who use them to compile specifications of the long-term perspective in the form of yearly Transport Plans. Only the last marketing survey "Transport Barometer 2012", one of the parts of the Transport Plan, is still due to be implemented.

According to the preliminary evaluation results the measure is a success. Two-way communication and an information feedback loop have been established which led to positive effects on ticket sales. Also, PT acceptance and satisfaction with the provided service are increasing.

2.   Introduction to the project

2.1. City of Brno

Brno lies in the central part of Europe, in the Czech Republic and it represents the centre of the South Moravian region. It is situated at the crossroads of ancient trade routes which had connected the North and South European civilizations for centuries.

The city of Brno, with 370,000 inhabitants, is the second largest city in the Czech Republic and the largest in Moravia. It is the major urban centre of the Southern Moravian region, which has 1,132,563 inhabitants.

Brno is situated in a picturesque countryside, surrounded by wooded hills on three sides and opening to the Southern Moravian lowlands on the south of the city. In the north, the city is guarded by the foothills of the Drahany and Bohemian-Moravian ranges. The city itself lies in the basin of Svratka and Svitava rivers, somewhat to the north of their conflux at elevations ranging from 190 to 425 meters (620 to 1395 ft) above sea level and covers an area of 230 km^2 (143 square miles). From east to west it spans about 22 km (13 miles). The river Svratka cuts a 29 km (17 mile) path through the city and is the main supply for the Kníničky Dam Lake, a popular recreation area in the city's northwest corner. The Svitava river flows through the city for about 13 km (8 miles).

This measure is being implemented by the Brno City Municipality in cooperation with the City of Brno Transport Company (DPMB) and KORDIS JMK which is a company jointly owned by the City of Brno and the South Moravian Region established to act as a coordinator of the Integrated Transport System of the South Moravian Region (DPMB is the biggest operator participating in this system; apart from Czech Railways company).

2.2. Objectives of measure 4.12-BRN Comprehensive mobility dialogue and marketing research – new transport services

The objectives of the measure are to:

- establish a mobility dialogue – incorporate customers' needs in transport planning
- incorporate demographic changes into transport planning and create flexible transport plans
- increase the number of public transport users
- increase the level of communication with the customers
- establish new ways of communication and different approaches towards customers
- provide public transport service according to the needs and opinions of the customers

The main aim of the measure was to prepare Transport Plans for the next four years and to conduct accompanying marketing researches. The outcomes of the marketing researches were to be incorporated into the Transport Plans. Also, a mobility dialogue was to be established. Within the measure a way of communication with PT users was to be tested which could be used in more CEE and other medium-sized cities.

3. Comprehensive Mobility Dialogue and Marketing Research – New Transport Services

3.1. Communication with passengers before CIVITAS ELAN

Before the CIVITAS ELAN project several communication procedures with passengers had been established by DPMB. However, most of the communication was strictly one-way only with DPMB disseminating information about its activities, plans, changes, etc. via primarily their website, the Šalina magazine (distributed free of charge in the vehicles) and information boards at the stops (traffic closures, changes of routes, etc.). Certain levels of feedback had been provided by the regular polls on the DPMB website and letters sent to DPMB via question forms in the Šalina magazine. The most effective way of gathering data on passengers' opinion and behaviour had been the annual survey "Barometr spokojenosti cestujících" (Passengers' Satisfaction Barometer or simply Transport Barometer) commissioned by the City of Brno's Transport Department and implemented by KORDIS JMK since at least early 2000. This survey asked for both the passengers' opinions on a range of questions regarding PT in Brno and the Integrated Transport System of the entire South Moravian Region and their transport behaviour patterns (frequency of usage, modal split, etc.). Some basic demographic data are collected as well.

3.2. PT planning before CIVITAS ELAN

Before the implementation of this measure, transport output for respective time periods had been set solely based on demographical data using the experience of the transport planners themselves, in the best case including ad hoc information provided by large employers, organizers of major events, etc. No permanent feedback loop had been established.

3.3. Implementation of the measure within CIVITAS ELAN

The first thing to do during the implementation of this measure was establishing an expert working group which prepared a long-term Transport Plan for the years 2010-2024. The working group consisted of experts from SMB, DPMB and KORDIS and convened as planned and the Transport Plan for the years 2010-2024 was delivered in December 2008 (available from: http://civitas.brno.cz/sites/default/files/4.12_-_WD1_-_Transport_Plan_2010-2024_0.pdf). The final part of this stage was setting up a second working group on marketing research, again consisting of experts from SMB, DPMB and KORDIS. The marketing research was conducted in December 2009.

The second phase of measure implementation consisted of elaborating specifications of the Transport Plans for the years 2010, 2011 and 2012 as well as of data collection activities and analyses of the marketing research. This is to be regarded as the major phase including the most important measure activities. Hence it is also the main focus of this report. Unfortunately, as of this moment (mid-August 2012), this stage is not entirely finished.

The third stage of the measure concerns dissemination and training.

3.3.1. Marketing research

Three rounds of marketing research were planned during measure implementation. Each marketing research was supposed to be delivered (as a working document) in April of the respective year (2010, 2011 and 2012). Data collection and an analysis of the data were to follow in May of the respective

year. And finally the analysis of the marketing research results was to be delivered in June (again as working documents).

3.3.2. Transport plans

The very first activity of the measure had been establishing of the working group entrusted with the task to elaborate the long-term Transport Plan for 2010-2024. This framework document was supposed to be updated and specified regularly by yearly Transport Plans. Three of them (2010, 2011, 2012) had been planned for the project implementation period. Each was to be delivered in September of the respective year (2009, 2010 and 2011).

4. Implementation

4.1. Marketing research

One of the first activities implemented in this measure had been establishing of the working group with the task to prepare the marketing research survey. After researching the resources already available this working group recommended using the already existing Transport Barometer survey instead of designing a brand new one. The Transport Barometer survey could be easily adapted to accommodate the needs of this measure. Still, in order to do that, the timetable of the measure had to be slightly adapted (Milestones concerning the survey and its analysis were shifted in order to reflect the real dates when the Barometer was conducted). The working group delivered its results (in the form of recommendations) as planned on 15 August 2008.

Mobility dialogue activities commenced in July 2010 when the first marketing survey was carried out and data were collected with a two months of delay due to the deliberate decision to postpone the survey in order to gather the data at the same time of the year as in the previously conducted Transport Barometer surveys (to be able to gather longitudinal data). The analysis of the results of the first marketing survey was then conducted in August 2010. However, it was not possible to publish the results prior to their approval by the Brno City Council which was impossible to obtain due to the regional elections in October. After approval all material was officially submitted as a working document in January 2011.

The next marketing research was officially submitted as a working document in October 2011 with data collection during June and July and analysis during August again. A slight delay in delivery occurred due to its submission together with the Specifications of the Transport Plan for year 2012 of which it is an integral part (as well as again the necessary approval by the Brno City Council).

The final round of marketing research is taking place in June/ July 2012 (see chapter 9).

4.2. Transport Plans

Establishing of the working group preparing the Transport Plan 2010-2024 had been the very first activity actually implemented in the framework of this measure. This working group delivered its output in October 2008. This long-term Transport Plan (focusing on public transport in Brno) serves as the background for further specification through yearly Transport Plans elaborated in the framework of this measure.

Almost exactly a year after the availability of the long-term Transport Plan its first specification was completed. The specification of the Transport Plan for the year 2010 was delivered as a working document in December 2009. The scheduled date had been mid-September but again it was necessary to present the results to the Brno City Council and ask for approval. The obligatory procedure took longer than expected and resulted in a three months delay.

For the same reasons also the Specification of the Transport Plan for the year 2011 were published with a slight delay. It was officially delivered only in January 2011 and the Specification of the Transport Plan for the year 2012 was then published in October 2011.

5. Preliminary results

Preliminary evaluation results suggest that the measure is a success. First of all, of course, there are the Transport Plans which greatly simplify the work of transport planners for both the Department of Transport and the transport operator(s). Moreover, the citizen engagement activities (i.e. the conducted surveys) allowed to reflect passenger behaviour and to integrate their opinions to the plans in an unprecedented manner.

The evaluation results (see chapter 7) show, among other things, a steadily rising number of sold season PT tickets. This can be interpreted as a positive sign both for the further PT operation itself and as an indirect indicator of the improving image of public transportation in Brno – that being said despite the negative effects of the economic crisis which struck with its full strength shortly after the start of the measure.

According to the gathered data both the customer acceptance of the PT service and their overall satisfaction with it increased over the project implementation period.

6. Observations

No substantial problems or defaults had been observed during the implementation of the measure so far. It is assumed though that the effect of the economic crisis, which struck between the design and implementation phase, significantly distorted the results which are thus in some cases quite unexpected.

Data analysis during the evaluation showed certain imperfections in the questionnaire design. Especially the question regarding the overall PT service satisfaction (Chart 6) has unclear categories of answers and could thus produce somewhat biased results. This will be reflected in further use of the questionnaire for the Transport Barometer survey.

7. Evaluation

7.1. Data collection

7.1.1. Number of passengers

The number of passengers is measured by collecting data on sold tickets. All the required data are collected by DPMB on a regular basis. As of this moment, there is no system of electronic tickets implemented in Brno, figures therefore consist of the total amount of paper tickets sold at classical distribution (shops, stalls, etc.) and tickets sold at ticket vending machines. A distinction is made between single tickets and season tickets (monthly, quarterly and yearly).

7.1.2. Acceptance level

The level of PT acceptance by passengers is assessed using the same annual marketing survey as is used to establish a mobility dialogue. It is called "Transport Barometer", conducted by the Transportation Department of the City of Brno. As this (or a very similar) survey is conducted annually since 2004, useful longitudinal data are available. The model of the Transport Barometer was adapted from similar surveys used mainly in German cities. The survey includes three sets of questions:

- Questions regarding usage of PT by the respondent (i.e. frequency, intensity and preferred modes of transport);
- Questions surveying the acceptance of the service as well as satisfaction with the quality of provided service. Satisfaction is divided into "global" and "particular" (the first assessed with questions on overall satisfaction or repeated choice of PT, the other by questions on 27 specific elements of the provided transport service);
- Third set contains demographic questions. Answers are necessary for the analysis of the gathered data.

The full questionnaire is included in Annex 1.

For measuring the acceptance level of PT, the frequency of usage (compared with the frequency of usage of private transport) is selected, and whether the respondents would recommend the use of PT.

Participants are selected using quota sampling, meaning that interviewers are instructed to select a precise number of participants in a defined age and gender structure. The total number of respondents in 2007 was 268 and it rose gradually to 599 in 2011. The survey addresses the entire area of the Integrated Transport System of the South Moravian Region, but it is conducted in Brno and it is representative for all PT users in Brno. The expected value of statistical error in the case of 250 respondents on the level of 20% is approx. 4-6%, in the case of 500 respondents on the level of 20% it is reduced to approx. 2.5-3%. In other words, when there are 20% of respondents with a certain opinion, in reality 17-23% of PT users might have this opinion. All interviews are conducted face-to-face.

The only perceived weakness of this survey is that it is not representative of the opinions of all of Brno's inhabitants (it was originally designed to be representative of all the PT users in Brno). However, given the specific composition of the population of Brno with its relatively high number of students (Brno officially has approx. 370,000 inhabitants and there are more than 80,000 university students of whom a large part is not from Brno and therefore not included in the first figure) and commuters who are typical PT users while not officially citizens of Brno, using the official lists of citizens for sampling would produce biased results. To concentrate on PT users only is thus a better solution of this issue.

7.1.3. Satisfaction level

The level of satisfaction with the Transport Plans among the passengers is assessed using the Transport Barometer survey, namely the second set of questions mentioned earlier. There is one question asking about the general level of satisfaction with the service of the IDS JMK and two batteries of questions inquiring about the satisfaction with the specific elements of the PT service.

7.2. Results

Good indicators for PT acceptance are the first two questions of the questionnaire. They inquire about the frequency of usage of private cars and PT respectively. Charts 1 and 2 show that the number of passengers travelling by PT regularly (at least three times a week) fluctuates around the value of 80%, differences are close to the value of statistical error. Over the same period the number of PT users who travelled regularly by private car increased slowly from 22% in 2008 to 27% in 2011. In this light it is interesting to see that the share of regularly travelling PT users is not changing significantly. Around 10% of respondents travelled by PT less often (at least once a week). Neither this figure fluctuates beyond the range of statistical error (same as the final one comprising those who travel by PT less often than once a week). In 2010 23% of PT users travelled by private car once or twice a week (24% in 2011) and less often or not at all 53% and 49% of PT users respectively. Data seems to support aforementioned hypothesis of increasing availability of private cars for PT users. Other than that, there is no sign of an increased PT acceptance in these charts. One way to explain this is that the measure results are countered by the increasing availability of private cars. But this is falsified by answers to another question which is part of the survey. This question (see Chart 3) inquires directly about the availability of private cars and proves that the availability had been indeed rising until 2009 but the same year when measure implementation began, the number of PT users who don't have access to any car at all rose dramatically from 25 to 44%. Together with Chart 2 this indicates a significant change in the demographic structure of PT users in Brno which is probably not limited to the increasing amount of students as well as seniors in the city.
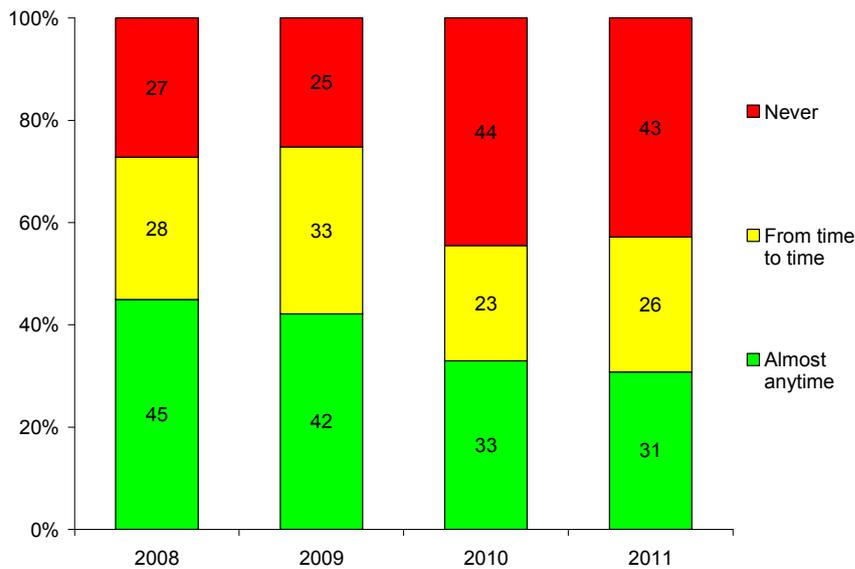
Chart 1: Frequency of individual car usage
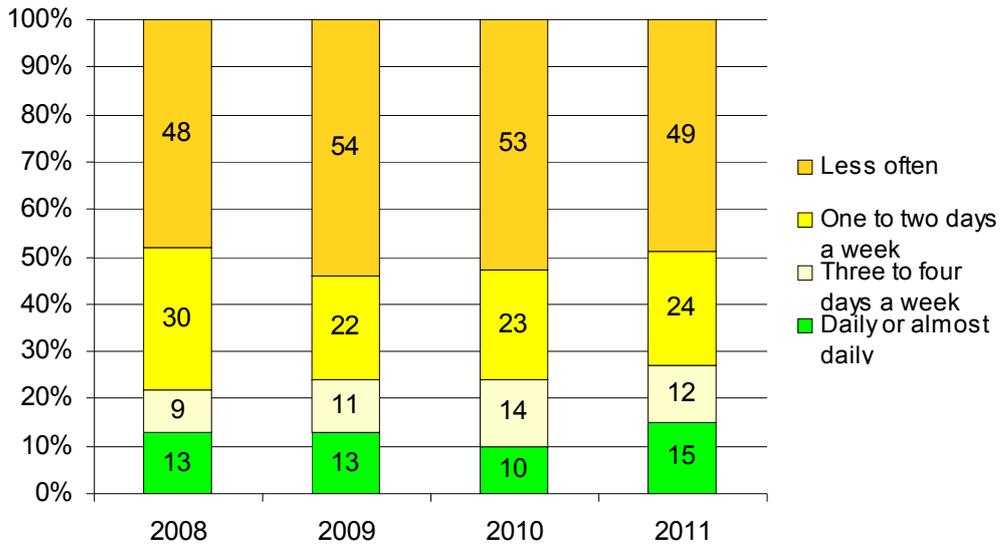
Source: Barometr spokojenosti cestujících 2011

Chart 2: Frequency of PT usage
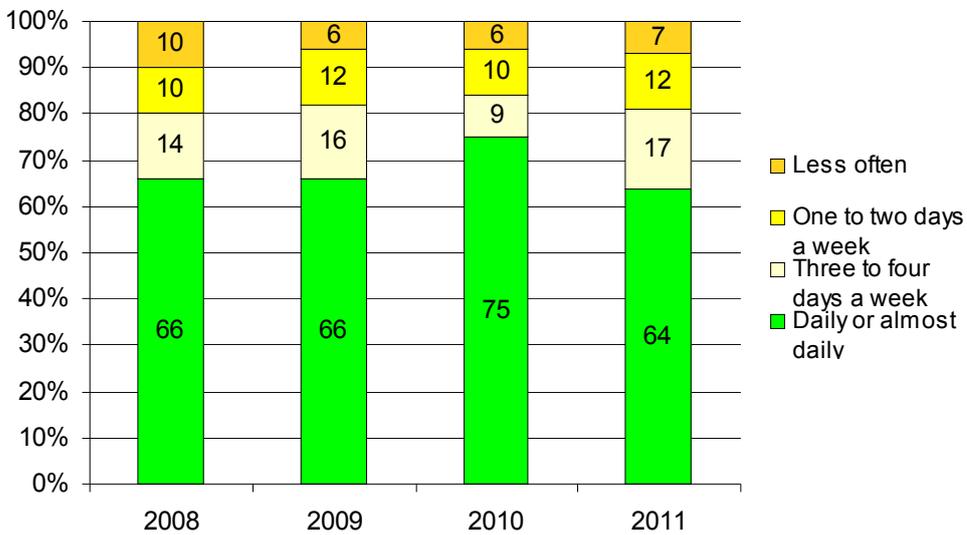
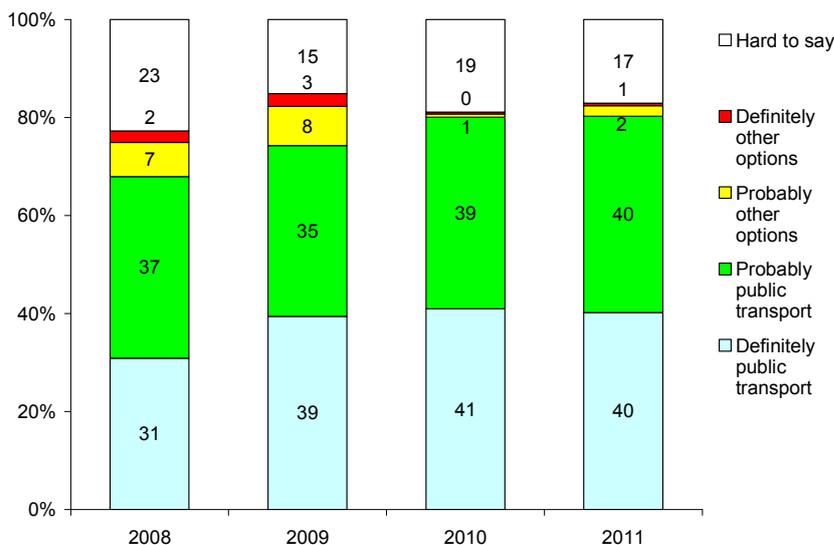*Source: Barometr spokojenosti cestujících 2011*

Chart 3: Private car availability

Source: Barometr spokojenosti cestujících 2011

PT acceptance is indicated by the answers of respondents to the question which mode of transport they would recommend to a tourist to travel around Brno. Answers to this question suggest that the acceptance of PT in Brno is actually increasing. According to Chart 4 the baseline share of PT users who would recommend public transport is 68% (answers 'Definitely PT' and 'Probably PT'), in 2010 and 2011 it reached 80%. In the same way in 2008 9% of PT users expressed the opinion that they would choose a different mode of transport (replies 'Probably other options' and 'Definitely other options') while in 2011 it was only 3%. The decreasing share of the answer "Hard to say" from 23% in 2008 to 17% in 2011 also suggests that the acceptance (as well as possibly the awareness) of PT is increasing (the difference is larger than the value of statistical error for this survey). The fact that 80% of passengers in Brno are not only using PT but willing to recommend it as well clearly says that most of them are not travelling by public transport only because they have to (because they can't afford individual transport for example) but they also consider it to be a viable alternative for individual transportation in other fields (speed, comfort, etc.).

Chart 4: Preferred mode of transport

Source: Barometr spokojenosti cestujících 2011

7.2.1. Satisfaction level

Chart 5 displays the average customer satisfaction from 2008 (baseline) until 2011. The smaller the value, the higher the satisfaction, so it is clear that the general satisfaction rose steadily through the entire monitored period. In 2008 the value was 2.85 and in 2011 it got as low as 2.38, which is a difference of 10%. When we compare the values of 2004 (2.88) and 2008 (2.85) it becomes clear that the steady satisfaction increase commenced only after the measure implementation period began and in 2011 and to a lesser degree in 2010 as well corresponds to the measure activities. However, as the decrease began in 2009 already, it cannot be clearly attributed to the results of measure 4.12-BRN only.

**Chart 5: Average customer satisfaction 2008-2011**
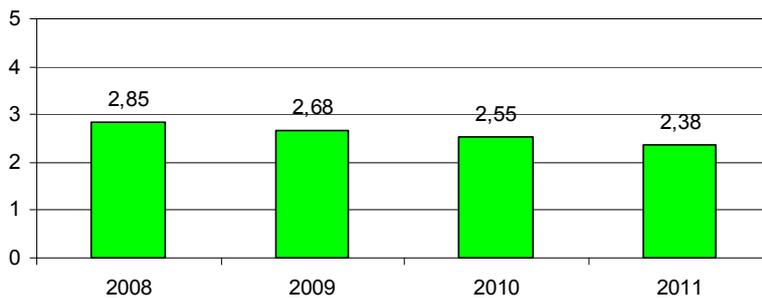
Note: the smaller the number, the higher the satisfaction

Source: Barometr spokojenosti cestujících 2011

When looking at the distribution of answers regarding the overall satisfaction with IDS JMK service (see Chart 6), we can see that it is very similar to Chart 5 and that there are no surprising values. The number of "satisfied" passengers decreased from 55% to 42% in 2011. The two most positive answers of "fully satisfied" and "quite satisfied" rose from the share of 29% in 2008 to 51% in 2011. Two of the most negative answers, i.e. "less satisfied" and "not satisfied" comprised 16% of PT users in 2008 and 7% in 2011. A relatively mild satisfaction increase of 2009 was probably due to changes in the tariff (price increase for some tickets) which took place only a few months prior to the survey. As had been said already with regard to the previous chart, the trend of increasing satisfaction was established in 2008 and sped up in 2010. It might be speculated that this is due to the multiplication effect of measure implementation.

Chart 6: Overall satisfaction with IDS JMK service in Brno
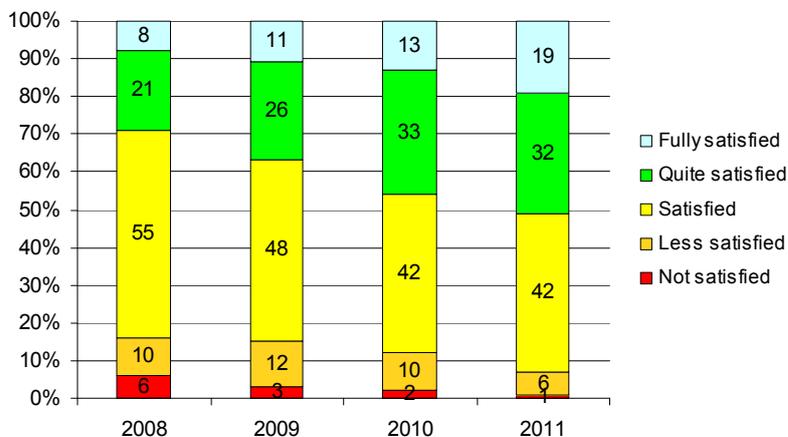
Source: Barometr spokojenosti cestujících 2011

Table 1 shows the satisfaction of interviewees with the particular elements of the transport service in Brno. There are 27 elements in two sets. In this table they are arranged according to their value (the smaller the value, the better the assessment). The colour code enables to see the change in the assessment between 2010 and 2011. There were six elements which improved by more than 0.1 points and ten which worsened by at least the same value. As for the rest (value of change between -0.1 and 0.1) the change is considered insignificant.

The values of 2011 indicate that the best assessments are given to the **Look and tidiness of staff**, **Distance to the nearest stop from your home**, **Interchange walking distance**, Security during daytime and **Service network**.

The worst assessments are given to the **Cleanliness of the stops**, **Comfort and equipment of the stops**, Space in the vehicles, Value for money ratio and Cleanliness of the vehicles (elements in bold are recurring for the last five years).

Actually both the best and the worst elements of the transport service are the same as in the baseline year. The assessment of two of the best elements worsened by more than 0.1 (but still not significantly), two of them improved insignificantly. The assessment of all of the five worst elements further deteriorated, in one case significantly. Interesting is that though the general satisfaction rose significantly from 2010 to 2011, only seven of all the elements improved year by year. One remained the same and the rest worsened, albeit most of them insignificantly. The reason for this might be a higher level of awareness among PT users which brings increasing requirements and pressure on quality.

When comparing the values of the respective elements over the last two years, it becomes obvious that only four of the elements changed really significantly. The biggest improvement is in case of Functioning of ticket machines (most likely due to implementation of CIVITAS-ELAN measure 8.7-BRN Ticket Vending Machines Diagnostics) and the biggest deterioration is regarding the range of tickets, timetables at stops and comfort and equipment of the stops. These are typical elements which could be subjectively assessed worse without any objective change.

Table 1: Satisfaction with transport service elements

Element of PT service	2011	2010	2009	Change 10/11
Look and tidiness of staff	1.92	1.98	1.97	**-0.06**
Distance to the nearest stop from your home	1.98	1.82	2.01	**0.16**
Interchange walking distance	2.04	2.04	2.21	**0.00**
Amount and availability of information	2.06	2.07	2.37	**-0.01**
Service network	2.09	1.92	2.29	**0.17**
Travel information in vehicles	2.13	1.98	2.34	**0.14**
Security during daytime	2.19	2.24	2.29	**-0.05**
Drivers' behaviour	2.27	2.26	2.31	**0.01**
Possibility of buying ticket in general	2.28	2.40	2.50	**-0.12**
Information for passengers in special situations	2.30	2.40	2.68	**-0.10**
Punctuality and reliability in maintaining timetables	2.37	2.35	2.68	**0.02**
Speed of travel	2.40	2.22	2.59	**0.18**
Frequency of services	2.44	2.55	2.61	**-0.11**
Functioning of ticket machines	2.45	2.82	2.72	**-0.37**
Departure times of individual services	2.49	2.30	2.59	**0.19**
Interchange options	2.50	2.39	2.67	**0.12**
Equipment of interchange hubs	2.59	2.48	2.88	**0.11**
Efforts of ITS to improve services	2.61	2.57	2.85	**0.03**
Timetables at stops	2.63	2.24	2.75	**0.39**
Comfort in vehicles	2.65	2.57	2.85	**0.09**

Element of PT service	2011	2010	2009	Change 10/11
Cleanliness of vehicles	2.74	2.71	2.98	**0.02**
Range of tickets	2.76	2.37	2.79	**0.39**
Space in vehicles	2.85	2.79	2.98	**0.07**
Comfort and equipment of stops	3.01	2.80	3.21	**0.20**
Security during nightime	3.11	2.94	2.86	**0.17**
Cleanliness of stops	3.19	3.11	3.33	**0.08**
Value for money ratio	3.30	3.10	3.41	**0.19**

Note: The elements which sport better assessment in 2011 than in 2010 are shown in green. Those with similar values are yellow and those with worse assessment are in red.

Source: Barometr spokojenosti cestujících 2011

8. Next steps

The first activity to be implemented is the third marketing research survey. It took place at the same time of the year as in the past (June/July) in order to ensure reliable longitudinal data. The results from this survey should be available after their analysis in August 2012 and published once they are approved by the Brno City Council later this year.

As this document is delivered later than originally foreseen, nearly all the other measure activities (working groups, long-term transport plan and its specifications, marketing research surveys, partially also the information leaflets) are completed by now. Only the thorough evaluation will take place once the last missing data (recent ticket sales and most of all the results of Transport Barometer 2012 survey) are available. The final evaluation results will be available in October 2012 and will be included in the CIVITAS-ELAN Final Evaluation Report. Apart from that information leaflets will be published and the entire measure will be concluded by a workshop.

9. Annex 1: Marketing research questionnaire 2010

Good day. I am conducting a survey on public transport users' satisfaction for the KORDIS JMK company which is responsible for the Integrated Transport System of the Southern Moravian Region (IDS JMK). If you let me to, I'd like to ask youe several questions.

IDS JMK includes public transport in Brno and other cities, railway transport and inter-city buses. In the next questions when I speak of IDS JMK I mean all the aforementioned modes of transport.

INSTRUCTION: SHOW CARD L1 (DOES NOT KNOW = 0)

DB How often in the last six months did you use a car for
1. your trips in Brno and the South Moravian Region?

Daily or almost daily, …..................	1
three to four days a week,...............	2
one to two days a week, …...............	3
one to three days a month, …..........	4
one to two days in a quarter of a year,	5
or less often? …..........................	6

DB And how often in the last six months did you use any
2. lines of public transport of IDS JMK?

Daily or almost daily, …..................	1
three to four days a week,...............	2
one to two days a week, …...............	3
one to three days a month, …..........	4
one to two days in a quarter of a year,	5
or less often? …..........................	6

DB On which IDS JMK lines do you usually travel…
3.

in Brno only…..............................	1
both in Brno and outside of Brno....	2
outside of Brno only? …..................	3

P: *SHOW CARD L1*
IF THE RESPONDENT IS NOT EMPLOYED, FILL THE CODE 0 (ZERO) IN THE QUESTION DB3 A).

DB One may have various reasons for traveling. How often
4. in the last six months did you use IDS JMK:

DAILY OR ALMOST DAILY,…........…	1
THREE TO FOUR DAYS A WEEK,……	2
ONE TO TWO DAYS A WEEK, …........	3
ONE TO THREE DAYS A MONTH, …...	4
ONE TO TWO DAYS IN A QUARTER OF A YEAR,	5
LESS OFTEN ….............................…	6

a) to go to work or from work...
   1 2 3 4 5 6

b) to go shopping, to a doctor,
   to visit public authorities..... 1 2 3 4 5 6

c) to get to recreational
   facilities, sport facilities, to
   visit somebody or for trips… 1 2 3 4 5 6

DB Which type of ticket do you use most often?
5.

Non-changing short-term tickets (CZK 8 or 14) …......................…	1
changing single-use tickets …..........	2
one month season ticket …...............	3
three-months season ticket …...........	4
yearlong season ticket …..................	5
you are entitled for free transport …..	6
you travel without paying …..............	7
different transport document...........	8

INSTRUCTION: SHOW CARD L2 (DOES NOT KNOW = 0)

DB Taken all in all, to what extent are you generally
6. satisfied with the services of the IDS JMK?

completely satisfied…................…..	1
very satisfied ….................……......	2
satisfied ……...........................……	3
less satisfied ……...................……..	4
or dissatisfied? …........................….	5

DB If a tourist would ask you whether he or she should use
7. public transport during the visit to Brno and the South Moravian Region or not, what would you recommend?

definitely public transport, …........…	1
probably public transport …........…	2
It is hard to say, …....................…..	3
probably different option….............	4
or definitely different option? ….......	5

DB Do you expect that in the next year you will be using
8. public transport

a lot more often than today, …........	1
a little more often, ….................…..	2
more or less the same, ….............…..	3
a little less often, …..........................	4
or a lot less often? …..............…….	5

INSTRUCTION: SHOW CARD L2 (DOES NOT KNOW = 0)

DB Tell me please how satisfied you are with the following
9. (in IDS JMK):

COMPLETE-LY SATISFIED	VERY SATISFIED	SATISFIED	LESS SATISFIED	DISSATIS-FIED
1	2	3	4	5

a) **lines network**, i.e. how and where it is possible to get….................. 1 2 3 4 5

b) **options to change** and **mutual coherence** of lines (do not evaluate facilities of connection nodes here, please) ….............................… 1 2 3 4 5

c) **walking distance when changing**… 1 2 3 4 5

d) **frequency of vehicles**….…......... 1 2 3 4 5

e) **departure times** of vehicles …...… 1 2 3 4 5

f) **ticket price/ quality of services value** …............................….. 1 2 3 4 5

g) **variety of ticket types available**….............................. 1 2 3 4 5

h) **functioning and user-friendliness** of <u>vending machines</u> …………. 1 2 3 4 5 ☐

i) <u>ticket selling facilities</u> in general…. 1 2 3 4 5 ☐

j) <u>distance</u> of the nearest stop from your place of residence…..…. 1 2 3 4 5 ☐

k) amount and availability of <u>information</u> concerning IDS JMK 1 2 3 4 5 ☐

l) effort of IDS JMK <u>to improve its</u> <u>services</u>…………………………… 1 2 3 4 5 ☐

m) <u>equipment</u>, features and easiness of use of connection nodes ………. 1 2 3 4 5 ☐

DB Tell me please how satisfied you are with the following
10. (in IDS JMK):

COMPLETELY SATISFIED	VERY SATISFIED	SATISFIED	LESS SATISFIED	DISSATIS-FIED
1	2	3	4	5

a) <u>Punctuality and reliability</u> of traffic order? ……………………... 1 2 3 4 5 ☐

b) <u>swiftness</u> of transport? ……..……. 1 2 3 4 5 ☐

c) <u>transport information</u> in the vehicles, directional signs, plans of the stops, etc.? …………………… 1 2 3 4 5 ☐

d) <u>cleanliness</u> of the vehicles and their upkeep? …………..………… 1 2 3 4 5 ☐

e) <u>comfort</u> of the vehicles? …………. 1 2 3 4 5 ☐

f) personal <u>security</u> during <u>day</u> travels? ………………………… 1 2 3 4 5 ☐

g) personal <u>security</u> during <u>night</u> travels? …………………………. 1 2 3 4 5 ☐

h) <u>cleanliness of the stops</u> and of their facilities and their upkeep? ……….. 1 2 3 4 5 ☐

i) <u>comfort and facilities</u> of the stops? 1 2 3 4 5 ☐

j) <u>Traffic orders at the stops?</u> …….... 1 2 3 4 5 ☐

k) <u>information services for the passengers</u> concerning changes in transport and with solving of unanticipated problems like traffic accidents, vehicle malfunction, etc. 1 2 3 4 5 ☐

l) <u>space</u> in the vehicles and chance to sit down ………………..……….... 1 2 3 4 5 ☐

m) conduct of drivers…..……………. 1 2 3 4 5 ☐

n) <u>Look</u> and orderliness of the employees of the tran. operator 1 2 3 4 5 ☐

DB Are you holder of the driving license entitling you to
11. drive a motorcar?
YES…………………………………. 1 ☐
NO………...…………………………. 2

DB Would you please tell me how many cars in working
12. order are available in your household?
NONE…....….. 0   TWO …………….. 2 ☐
ONE ……..... 1   THREE OR MORE.. 3

DB How often, disregarding fuel prices, would you
13. personally have a car at your disposal?
almost anytime ………………………... 1
from time to time………………….... 2 ☐
never …………………………………... 3

DB How long (in minutes) is your most frequent trip with
14. IDS JMK lines – e.g. to the place where you work or to school (please consider time from your door to the door of the place you want to get to)
NUMBER OF MINUTES:
IF HE/SHE DOESN'T KNOW, FILL 00 ☐☐

DB How many times a month do you visit:
26.
a) **Integrated Transport System website (www.idsjmk.cz)?** ☐☐

b) **City of Brno's PT Company website (www.dpmb.cz)?** ☐☐

DB When compared to last year, do you travel by public
30. transport
more often ………………………… 1
about the same ……...……………… 2 ☐
less often? …………………….…… 3

DB Do you remember when you were checked by the
31. controller for the last time (in Brno)?
in the last week …………..………… 1
in more than one week and less than a 2
month …………………………………
In a longer time …………………… 3 ☐
I do not remember ………….………. 4

And now I will ask you about certain data which we need for the statistical processing.
DB How old are you?
18. ☐☐

DB What is the highest level of education you achieved?
19.
BASIC …………………………………. 1
HIGH SCHOOL …………………….. 2 ☐
UNIVERSITY 3

DB What is your occupation?
20.
PUPIL, TRAINEE, STUDENT…………….... 1
WORKING INCLUDED ENTREPRENEURS 2 ☐
PENSIONER …………………………... 3
OTHER …………………………………... 4

And finally I'd like to know your name and address. KORDIS needs to know for the sake of random check of my work. Names and addresses are filled in a different form and will be kept separate from the filled in question-naires. Addresses are used solely for the sake of the controls, I am not allowed to tell them anybody and they will never be used for different purposes. FILL IN THE ADDRESS FORM

Thank you for the interview.

QUESTIONS FOR THE INTERVIEWER:

DB 21. INTERVIEWEE IS:

MALE 1

FEMALE... 2

DB 22. PLACE OF INTERVIEW

……………………………………………………

DB 23. INTERVIEWEE STATED HIS/ HER ADDRESS:

YES .... ……… 1

NO.. ……. 2