

**CiViTAS**  
Cleaner and better transport in cities

**ÚSTÍ NAD LABEM**  
.....

## **T39.1 Public Transport Promotion Campaign in Ústí nad Labem**

April 2012



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## Table of contents

<b>1</b>	<b>INTRODUCTION .....</b>	<b>4</b>
1.1	BACKGROUND CIVITAS.....	4
1.2	BACKGROUND ARCHIMEDES .....	5
1.3	PARTICIPANT CITIES .....	5
1.3.1	<i>Leading City Innovation Areas.....</i>	<i>5</i>
<b>2</b>	<b>ÚSTÍ NAD LABEM .....</b>	<b>6</b>
<b>3</b>	<b>BACKGROUND TO THE DELIVERABLE .....</b>	<b>6</b>
3.1	SUMMARY DESCRIPTION OF THE TASK .....	7
<b>4</b>	<b>PUBLIC TRANSPORT PROMOTION CAMPAIGN IN ÚSTÍ NAD LABEM.....</b>	<b>8</b>
4.1	TARGET GROUP OF THE PROMOTION CAMPAIGN.....	10
4.2	PROMOTION FORMS .....	11
4.3	SPECIFIC EXAMPLES OF EFFECTIVE PT PROMOTION .....	13
4.3.1	<i>Examples from abroad .....</i>	<i>13</i>
4.3.2	<i>Examples from the Czech Republic.....</i>	<i>16</i>
<b>5</b>	<b>SURVEY OF SATISFACTION OF PT PASSENGERS .....</b>	<b>21</b>
<b>6</b>	<b>CAMPAIGN ACTIVITIES.....</b>	<b>22</b>
6.1	PUBLIC EVENT ON THE MÍROVÉ SQUARE .....	22
6.2	BROCHURES .....	23
6.3	COMPETITIONS .....	30
6.4	PROMOTIONAL PT VEHICLES IN OPERATION .....	32
6.5	EDUCATIONAL BUS FOR CHILDREN .....	33
6.6	DISCUSSIONS AND WORKSHOPS .....	36
6.7	PROMOTION.....	37
<b>7</b>	<b>RECOMMENDATIONS FOR IMPROVEMENTS IN PT IMAGE IN THE CITY .....</b>	<b>38</b>
7.1	MAJOR SHORTCOMINGS .....	38
7.2	IDENTIFIED POSITIVE EFFORTS.....	41
<b>8</b>	<b>CONCLUSION .....</b>	<b>43</b>

# 1 Introduction

## 1.1 Background CIVITAS

CIVITAS - cleaner and better transport in cities - stands for City-VITALity-Sustainability. With the CIVITAS Initiative, the EC aims to generate a decisive breakthrough by supporting and evaluating the implementation of ambitious integrated sustainable urban transport strategies that should make a real difference for the welfare of the European citizen.

CIVITAS I started in early 2002 (within the 5th Framework Research Programme); CIVITAS II started in early 2005 (within the 6th Framework Research Programme) and CIVITAS PLUS started in late 2008 (within the 7th Framework Research Programme).

The objective of CIVITAS-Plus is to test and increase the understanding of the frameworks, processes and packaging required to successfully introduce bold, integrated and innovative strategies for clean and sustainable urban transport that address concerns related to energy-efficiency, transport policy and road safety, alternative fuels and the environment.

Within CIVITAS I (2002-2006) there were 19 cities clustered in 4 demonstration projects, within CIVITAS II (2005-2009) 17 cities in 4 demonstration projects, whilst within CIVITAS PLUS (2008-2012) 25 cities in 5 demonstration projects are taking part. These demonstration cities all over Europe are funded by the European Commission.

### **Objectives:**

- to promote and implement sustainable, clean and (energy) efficient urban transport measures
- to implement integrated packages of technology and policy measures in the field of energy and transport in 8 categories of measures
- to build up critical mass and markets for innovation

### **Horizontal projects support the CIVITAS demonstration projects & cities by:**

- Cross-site evaluation and Europe wide dissemination in co-operation with the demonstration projects
- The organisation of the annual meeting of CIVITAS Forum members
- Providing the Secretariat for the Political Advisory Committee (PAC)
- Development of policy recommendations for a long-term multiplier effect of CIVITAS

### **Key elements of CIVITAS:**

- CIVITAS is coordinated by cities: it is a programme “of cities for cities”
- Cities are in the heart of local public private partnerships
- Political commitment is a basic requirement
- Cities are living ‘Laboratories’ for learning and evaluating

## 1.2 Background ARCHIMEDES

ARCHIMEDES is an integrating project, bringing together 6 European cities to address problems and opportunities for creating environmentally sustainable, safe and energy efficient transport systems in medium sized urban areas.

The objective of ARCHIMEDES is to introduce innovative, integrated and ambitious strategies for clean, energy-efficient, sustainable urban transport to achieve significant impacts in the policy fields of energy, transport, and environmental sustainability. An ambitious blend of policy tools and measures will increase energy-efficiency in transport, provide safer and more convenient travel for all, using a higher share of clean engine technology and fuels, resulting in an enhanced urban environment (including reduced noise and air pollution). Visible and measurable impacts will result from significantly sized measures in specific innovation areas. Demonstrations of innovative transport technologies, policy measures and partnership working, combined with targeted research, will verify the best frameworks, processes and packaging required to successfully transfer the strategies to other cities.

## 1.3 Participant Cities

The ARCHIMEDES project focuses on activities in specific innovation areas of each city, known as the ARCHIMEDES corridor or zone (depending on shape and geography). These innovation areas extend to the peri-urban fringe and the administrative boundaries of regional authorities and neighbouring administrations.

The two Learning cities, to which experience and best-practice will be transferred, are Monza (Italy) and Ústí nad Labem (Czech Republic). The strategy for the project is to ensure that the tools and measures developed have the widest application throughout Europe, tested via the Learning Cities' activities and interaction with the Lead City partners.

### 1.3.1 Leading City Innovation Areas

The four Leading cities in the ARCHIMEDES project are:

- Aalborg (Denmark);
- Brighton & Hove (UK);
- Donostia-San Sebastián (Spain); and
- Iasi (Romania).

Together the Lead Cities in ARCHIMEDES cover different geographic parts of Europe. They have the full support of the relevant political representatives for the project, and are well able to implement the innovative range of demonstration activities.

The Lead Cities are joined in their local projects by a small number of key partners that show a high level of commitment to the project objectives of energy-efficient urban transportation. In all cases the public transport company features as a partner in the proposed project.

## 2 Ústí nad Labem

Ústí nad Labem is situated in the north of the Czech Republic, about 20 km from the German border. Thanks to its location in the beautiful valley of the largest Czech river Labe (Elbe) and the surrounding Central Bohemian Massive, it is sometimes called 'the Gateway to Bohemia'. Ústí is an industrial, business and cultural centre of the Ústí region.

Ústí nad Labem is an important industrial centre of north-west Bohemia. The city's population is 93859 living in an area of 93.95 km<sup>2</sup>. The city is also home to the Jan Evangelista Purkyně University with eight faculties and large student population. The city used to be a base for a large range of heavy industry, causing damage to the natural environment. This is now a major focus for improvement and care.

The Transport Master Plan, initiated in 2007, will be the basic transport document for the development of a new urban plan in 2011. This document will characterise the development of transport in the city for the next 15 years. Therefore, the opportunity to integrate Sustainable Urban Transport Planning best practices into the Master Plan of Ústí nad Labem within the project represents an ideal match between city policy framework and the ARCHIMEDES project.

The project's main objective is to propose transport organisation of the city, depending on the urban form, transport intensity, development of public transport, and access needs.

## 3 Background to the Deliverable

Proper functioning of public transport (PT) in the city, its promotion and improvement is a challenge for all interested state institutions. The highest institution creates the legislative framework; formation of the transport system involves regions, municipalities, individual operators of public transport and the integrated transport system (ITS). PT promotion has a goal to support its good image, attract passengers and strengthen its usage. The prerequisite for effective promotion campaign is cooperation of a city and a public transport operator.

The basic objectives of PT promotion include:

- Highlighting advantages of public transport compared to individual motor transport
- Attracting new passengers while keeping the existing ones
- Improving provision of information about transport services
- Increasing awareness about PT and ITS
- Improving accessibility of services by providing targeted information to passengers
- Supplying favourable services, such as time coupons and SMS tickets

Promotion of public transport must comply with basic rules - must be true, not-intrusive, attractive, up-to-date, informative and understandable. There is variety of options for PT promotion and it is necessary to utilise maximum available forms.

The following table presents the number of PT passengers in the Ústí region in the years 2005-2010. Although figures show slight improvement in 2010, there is still clear decline in the number of transported passengers compared to the year 2005: the decline in intercity buses was 22%, in urban public transport 12% and in rail transport almost 10%.

**Figure 1 – Number of passengers transported by public transport in the Ústí region**

Transport of passengers within the Ústí region (thousands of persons)	2005	2006	2007	2008	2009	2010
<b>Intercity buses</b>	21 704	19 667	14 723	13 694	14 964	16 925
<b>Urban public transport</b>	112 962	110 139	113 592	110 762	98 920	99 449
<b>Rail transport</b>	10 393	10 103	9 527	8 560	7 986	8 132

Source: *Statistical Yearbook of the Ústí Region 2009*

On the territory of the Czech Republic, integrated transport systems (ITS) are gradually expanding, linking the systems of urban public transport with regional buses, rail transport, or even water transport. The main objective is to increase effectiveness and attractiveness of public transport by tariff, time and spatial coordination. This system has been positively received by citizens in localities where ITS was introduced. However, ITS was not implemented in the Ústí region yet.

**Figure 2 – Integration of the Czech railways into the ITS**

Source: [www.cd.cz](http://www.cd.cz)

### 3.1 Summary Description of the Task

Ústí nad Labem implemented a public campaign promoting public transport in the city, based on the results of the CIVITAS ARCHIMEDES research task 11.4.5 Understanding Public Transport Users. The municipality produced promotional materials and training brochures to support the activities. The campaign was designed in various forms to reach as many people in the city as possible. Ústí nad Labem organised promotional activities to raise usage of PT and increase awareness of PT services through public events, workshops, exhibitions, training activities and promotion in local media.

## 4 Public Transport Promotion Campaign in Ústí nad Labem

Promotion is an integral part of marketing (product, price, distribution, promotion). Marketing sets steps towards encouraging demand for a product/service. However, it is only a tactical tool rather than a strategic one, and it is necessary to establish a suitable strategy. PT promotion is targeted at various social and age groups within the population; therefore its scope is very broad. The campaign has particularly informative format, but includes also product and image promotion.

Correct marketing strategy:

- First, identify customers (current, former or potential) and sort them into segments according to their needs and interests;
- Subsequently, determine how to reach these customers;
- Finally, set suitable approach - image, emphasis, properties and characteristics presented to customers.

Core themes of PT promotion are:

### 1) Highlighting advantages of public transport in comparison with individual automobile transport

The goal of the city is not only to maintain current PT users, but also to increase their numbers on the expense of individual motor transport. Arguments for such efforts include:

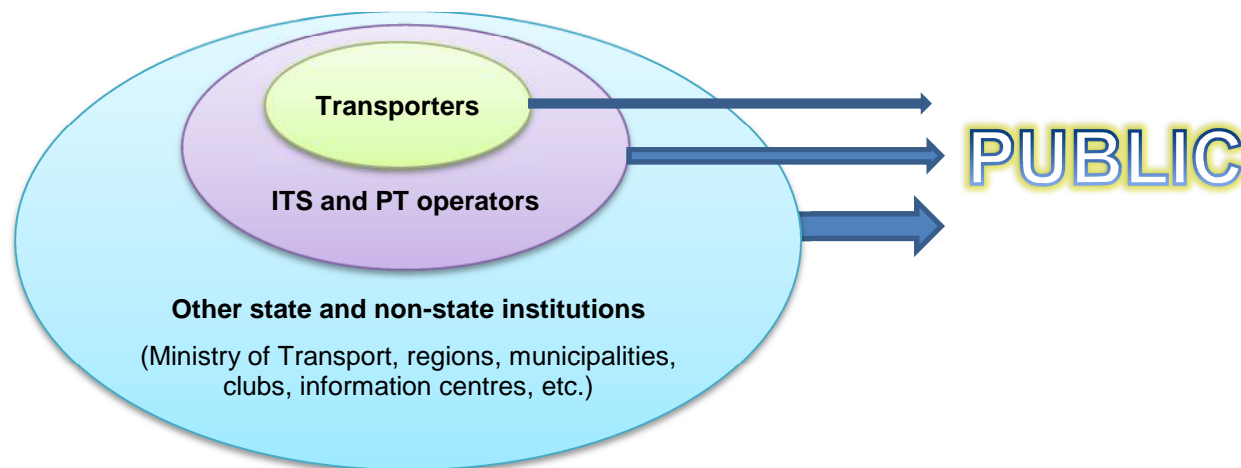
- Economic aspects (fuel consumption, operation of a motor vehicle, parking fees, highway payments, depreciation of vehicles compared to a ticket price)
- Time savings (in particular from congestion)
- Elimination of parking problems
- Journey comfort (possible additional activities - reading, eating, legal use of mobile phones; travelling after consumption of alcoholic beverages, etc.)
- Mobility (accessible for all people, allows access to areas prohibited for personal vehicles, etc.)
- Social benefits (in particular lower negative effects on the environment)

### 2) Building reputation of public transport

Increasing share of public transport in the modal split and establishing its positive image is a goal of all stakeholders, including state institutions.



Figure 3 - Hierarchy of affecting public in building reputation of public transport



Source: *Promotion of public transport*, F. Drápal, FD ČVUT

State and non-state institutions - mainly legislative support for public transport, priority for public transport in decision-making (approval of territorial plans and budgets)

PT and ITS operators - mainly compliance with rules and quality standards, maintenance and renovation of PT stations and transport terminals, quality of website and other information resources, ensuring safety of trips, utilisation of uniform elements (logo, design of stations, etc.)

Transporters – mainly ensuring quality of vehicle fleet, accuracy of services, utilisation of uniform elements

### 3) Raising awareness of passengers

Awareness rising is aimed mainly at increasing confidence in the transport system, education about effective and convenient usage of the system and utilising available information resources.

## 4.1 Target Group of the Promotion Campaign

Target groups of the PT promotion campaign are:

**Regular PT passengers** - Passengers regularly using PT services, usually on one specific route, do not pay much attention to information elements and surroundings in vehicles and on stations (only in case of unexpected changes). It is required to apply unusual elements in the familiar environment to attract passengers' attention and fill in their waiting time – suitable promotion in/on vehicles and at stations.

**Occasional PT passengers** - Promotion aimed at convincing passengers for more frequent PT trips - promotion at stations, in/on vehicles, promotional materials of the city, websites, media, etc.

**Potential PT passengers** - new passengers need to be convinced about merits of public transportation and need to obtain all complex information on PT services, including timetables, tariffs and conditions of operation. Suitable promotional materials should be located at PT stops, at bus and train stations, in offices, relevant public premises and in media.

**Drivers** - these potential customers needs to be persuaded about benefits of public transport. Therefore, it is necessary to locate promotional elements in the vicinity of roads (with regard to road safety), at parking areas, in PT vehicles, in public places with concentrations of people (shopping malls, cultural and sports centres, healthcare facilities, offices, etc.).

**Visitors** - it is suitable to provide visitors with multilingual promotional materials on important nodes, such as airport, bus and train stations, in accommodation and catering facilities and tourist attractions (e.g. historical monuments, the ZOO, etc.)

**Practitioners** - this includes policy makers, officers and other authorities influencing operation of public transport, who do not have to be experts in this field. Promotion activities for this target group involve lectures, training sessions and promotion in media.

The following table presents appropriate allocation of promotion activities according to target customers.

Figure 4 – Location of promotion depending on target customers

Location of promotion	Target customers					
	regular passengers	occasional passengers	new passengers	drivers	visitors	practitioners
transport terminals	yes	yes	yes		yes	
PT stations	yes	yes	yes		yes	
on PT vehicles	yes	yes	yes	yes	yes	yes
inside PT vehicles	yes	yes	yes		yes	
tourist points of interest					yes	
information centres			yes		yes	
squares, pedestrian zones		yes		yes	yes	yes
accommodation facilities					yes	
commercial, administrative and sport centres		yes		yes		
cultural facilities		yes		yes		
restaurants, bars		yes		yes		
offices and medical facilities		yes		yes		yes
vicinity of roads				yes		
parking premises				yes	yes	
Internet	yes	yes	yes	yes	yes	yes
national media		yes		yes	yes	yes
regional media	yes	yes	yes	yes		yes
specialized publications						yes

Source: Promotion of public transport, F. Drápal, FD ČVUT

## 4.2 Promotion Forms

There are several ways of promotion:

- printed materials:
  - tips for trips by public transport
  - utilising vacant areas on timetable desks at PT stations
  - regular publications about news in public transport
  - distribution of free pocket timetables
- electronic information:
  - sending news by e-mail
  - sending information about upcoming changes and planned improvements
  - sending of timetables
  - interactive plan of urban PT
  - regularly updated website

- other:
- presenting interactive information about PT services
  - establish a common brand for all types of promotion, with consistent visual style
  - involvement in the European mobility week promoting environmental friendly transport
  - utilising results from customer research in order to optimise promotion
  - acoustic advertising in vehicles
  - implementing priority for PT vehicles at traffic light controlled intersections
  - establishing a common mascot of public transport, which will occur at various public events and in all promotional materials for public transport
  - creating an original slogan (i.e. "Please, get on, we have a common path" – PT Company in Ostrava)
  - mutual cooperation, which will allow presentation of PT services at various public and social events (sporting, cultural, etc.)
  - regular open-door days in the PT Company
  - attractive appearance of stations (e.g. an original PT station in Liberec realised by an artist D. Černý – please see Figure 5)

**Figure 5 – PT station in Liberec designed by the artist D. Černý**



For realising a successful promotion campaign, it is necessary to gather experience from successful PT promotion campaigns realised in the Czech Republic and in other European cities.

## 4.3 Specific Examples of Effective PT Promotion

### 4.3.1 Examples from abroad

#### Switzerland

Figure 6 - Reach the target faster



Figure 7 - One ticket for everything



Austria

Figure 8 – Why is she always leaving first? Her family travels by PT.



Figure 9 – I get up pretty early in order you are not late – Metro driver



Figure 6 - I care who takes me home at night – safe night PT connections



Germany

Figure 7 – Summer-season ticket in Dresden



Figure 8 – Do you also read a newspaper right now? – aimed at drivers in Zwickau



### 4.3.2 Examples from the Czech Republic

**Brno** – The city of Brno established female names for each tram to allow passengers to get familiar with these PT vehicles. These names serve as recognition marks of vehicles instead of numbers.

**Figure 13 – Tram Žofinka**



Also, Brno issues a monthly magazine *Šalina* both in paper and electronic form for PT passengers. The magazine informs about PT services, their changes, plans and projects of local PT Company, trends in public transportation, competitions, news, events in the city, etc.

Furthermore, Brno offers a specialised PT Assistant, who can provide personal assistance for PT passengers. This help is aimed primarily at elderly or handicapped people, but the assistant also serves as a source of information on PT services, helps with organisation of transport during emergency and extraordinary situations, etc.



Figure 9 – Free of charge PT Assistant available for all passengers



**DP asistent je naše bezplatná služba pro vaši klidnou cestu**

Zajistíme doprovod cestujícího během cestování prostředky brněnské městské dopravy, a to z výchozí až do cílové zastávky cesty včetně přestupování. Náš asistent poskytuje osobní pomoc při nastupování, pohybu ve vozidle i při vystupování, ale také při vyhledání nejlepšího spoje.

**Službu si můžete objednat osobně na dispečinku DP asistent na Novobranské 18 nebo telefonicky na: 543 174 318, 723 980 676**

**Prague** – The city of Prague offers the possibility to compare online costs and time savings of individual and public transport on the website of the Prague PT Company ([www.dpp.cz](http://www.dpp.cz)) in the section *Useful*.

Figure 10 - Calculation of costs and benefits of individual and public transportation on a specific route in Prague



**Porovnání výhodnosti hromadné a automobilové dopravy**

Odkud:  Kam:

Porovnat s:

Cena PHM Kč/l:  Spotřeba l/100 km:

Opořebení vozidla Kč/km:  Počet osob:

Prague also promotes basic rules of correct behaviour in PT vehicles in order to improve comfort of passengers. These rules are promoted as a cartoon on leaflets, posters, inside vehicles and on stations, and as short animated movies broadcasted on large Metrovision screens at metro stations and on the website of the Prague PT Company.

Following surveys of the Prague PT Company, eight major topics were selected for this promotion campaign: loud music and phone calls in vehicles, damage of equipment, intrusive behaviour, travelling with pets or large luggage, priority for vulnerable passengers, getting on and off at stations, maintaining cleanliness in and outside PT vehicles.

Figure 11 – Campaign promoting correct behaviour in public transportation



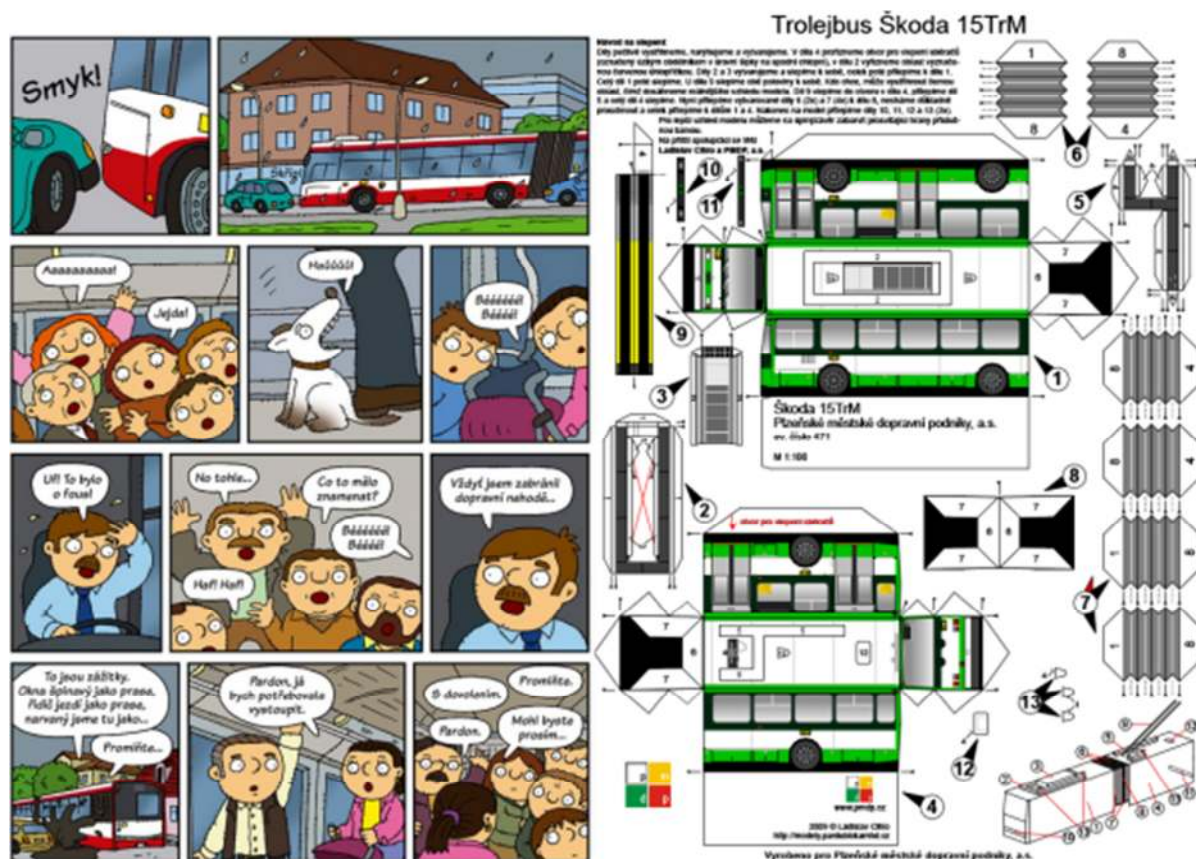
**Ostrava** – Ostrava PT Company established special summer offer for its passengers. They issued a 24hour ticket valid for a whole family during the summer holidays to encourage family trips realised by public transport.

Figure 12 – Leaflet promoting 24hour ticket valid for the whole family during summer holidays



**Plzeň** – Plzeň PT Company presents information to passengers in amusing and entertaining way on their website [www.pmdp.cz](http://www.pmdp.cz). This includes comic stories about the PT driver Fousek, his jokes relating to behaviour in public transportation, paper models of individual PT vehicles, puzzles and colouring pictures.

**Figure 13 – Comic story about the PT driver Fousek and a paper model of a vehicle available at the website of Plzeň PT Company**



**Jihlava** - The official website of the city presents links to timetables and other important information of public transport in the city, including results of realised PT surveys.

**Zlín** – PT Company Zlín - Otrokovice offers reduced fares for parents on maternity leave.

**Busline** – It provides free internet connection in its 30 intercity buses.

**Czech Railways** – Czech Railways promote Esko Prague, the first of two Czech regional systems of interval passenger rail transport, which lead on the main radial routes from Prague. It operates within the Prague integrated transport and aims at substituting personal transport.

Figure 14 – Promoting fast and convenient integrated transport



**Vlakem do Prahy**  **Esko**  
Rychleji, výhodněji a jistěji Pří městská doprava pro Vás

The advertisement features a blue silhouette of the Prague skyline. Below it, a horizontal line connects four circular icons representing different transport modes: Esko (a stylized 'S'), metro (a train), tram (a tram), and bus (a bus). Below the icons, the text 'www.cd.cz/esko' is displayed on the left, and a row of logos for various partners and sponsors is shown on the right, including the Czech Railways logo (ČD).

## 5 Survey of Satisfaction of PT Passengers

Prior to the PT promotion campaign implemented in the city, a survey was carried out to explore satisfaction of citizens of Ústí nad Labem with PT services in the city. Data on public opinion were gathered by questionnaires, which were distributed through local newspaper, during campaign events, in the city Information Centre, from kiosks selling PT tickets, and electronically on the city website [www.usti-nad-labem.cz](http://www.usti-nad-labem.cz) and on the website of the PT Company [www.dpmul.cz](http://www.dpmul.cz). The survey was realised from December 2009 to February 2010.

Results from these questionnaires were processed for the task 11.4.5 Understanding Public Transport Users and for the task 4.14 Public Transport Promotion Campaign. Complete report about the survey is presented in the deliverable R39.1 Study of Public Transport Users in Ústí nad Labem.

426 respondents took part at the survey, of which 371 were anonymous. 296 questionnaires were filled in electronically. From the total number of completed questionnaires, around two thirds of respondents were satisfied with the way the city is served by the public transport (68%). Some exceptions appeared concerning serving the outskirts and effectiveness of connections.

Around 88% of respondents are using city public transport daily, usually to get to and from school or work (57%), for leisure activities (14%) and for shopping (11%). Charter buses and trains are used rather irregularly for occasional free time activities and for visits. Daily trips to school or work are realised by train by 12% of respondents and by charter bus by 15% of respondents.

Local residents complained about insufficient and outdated information provided about the public transport, primarily inside vehicles and on bus stations, where it is often completely missing. The main source of information is the internet (for 62% of respondents). Public transportation was considered to be poorly promoted, which should have been changed by the PT promotion campaign.

In general, residents are satisfied with public transportation but demand improvements in quality of services. Common requirements were the following:

- more frequent checks of valid PT tickets
- abolition of commercial adverts on vehicle windows
- replace promotion materials inside vehicles with operational information for passengers
- improvement of PT stations
- more ticket machines
- introduction of electronic contactless chip cards
- implementation of an integrated transport system
- improvements in providing complex updated information about local PT
- ensuring continuity of services

## 6 Campaign Activities

Based on research described in previous chapters, Ústí nad Labem realised the PT Promotion Campaign in the city. This chapter provides an overview of campaign activities.

### 6.1 Public event on the Mírové square

On 21<sup>st</sup> and 22<sup>nd</sup> September 2011, a public event aimed at the promotion of urban public transport organised by the CIVITAS ARCHIMEDES team in Ústí nad Labem was held on Mírové square in the city centre. It included an exhibition from history of local urban public transport. Citizens had a unique opportunity to compare the past and current appearance of public transport. At the stand of the city council, it was possible to participate in competitions for free PT time vouchers, receive CIVITAS promotional gifts and information leaflets about local public transport, as well as about the project and its activities. Visitors of the event were able to enter an old PT vehicle with entertaining instruction materials on correct behaviour of PT passengers located inside. PT users, who participated in the survey on PT services in the city, were awarded CIVITAS gifts.

Figure 15 - Promoting public transport in the city



The event continued on Saturday, 24.9.2011, by the open-door day in the PT Company of Ústí nad Labem. On the same day, a training bus was installed on the traffic court of the Municipal Police of Ústí nad Labem within the campaign. (Please see the chapter 5.5)

Target groups of this event were primarily:

- regular passengers
- occasional passengers
- potential passengers
- drivers
- visitors

## 6.2 Brochures

Promotional materials were designed and produced for the city public transport. These brochures contain complex information about local PT services, including fares, maps of the lines, transportation conditions, operating times, contact details, availability of tickets, etc. Each of the 5 separate versions is aimed at specific PT services:

- **General information** (in Czech, English and German versions):
  - Scheme of all lines in the city with major PT stops (including buses, trolleybuses and the cable car)
  - Information about tariffs, tickets and payment options
  - Information about transport conditions and operating times
  - Contact information

Figure 16 - Brochure with general information about PT services in the city

**AUTOBUSY A TROLEJBUSY**

**NÁKUP JZDENKY**  
Pro cestování MHD Ústí nad Labem můžete použít přístrojové jízdenky pro jednotlivou jízdu, SMS jízdenku, časově nastříhané i nepřístrojové a integrované síťové jízdenky REGIONAL Labo - Elbo.

**CELEK ZÁKLADNÍHO JÍZDNÉHO, PLATNÉHO NA TROLEJBUSOVÝCH A AUTOBUSOVÝCH LINKÁCH (VÝJMA TURISTICKÝCH LINKÁCH)**

	30 minut	60 minut	24 hodin
<b>ZÁKLADNÍ</b> (okupační a omezení nad 15 let)	15 Kč	19 Kč	65 Kč
<b>ZLEVNĚNÉ</b> (SRU G - 15 let, důchodci)	8 Kč	10 Kč	32 Kč

**LANOVÁ DRÁHA NA VĚTRUŠI**

**PROVOZNÍ DOBA**  
Lanovka je v provozu denně, kromě každého prvního pondělí v měsíci, kdy probíhají pravidelné údržby. Jezdí od 8:00 do 22:00 v intervalu 15 minut (první jízda v 8:00, poslední jízda ve 22:00).

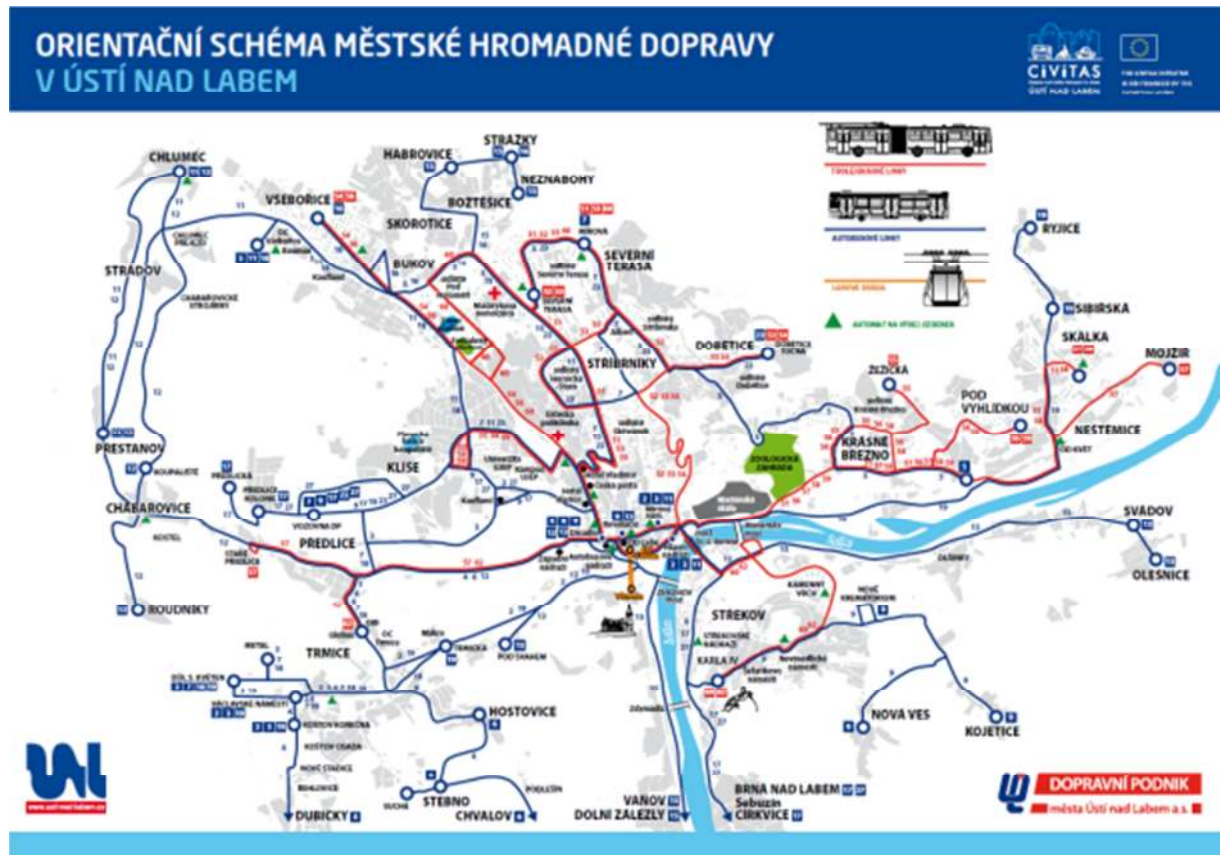
**JÍZDNÉ**  
Jízdní doklad na lanovku dráhu lze zakoupit výhradně ve stanici lanové dráhy, ze které bude jízda uskutečňována a platí pouze pro jednu jízdu a v den jejího zakoupení.

CESTUJÍCÍ	1 JÍZDA
SRU od 6 do 15 let	15 Kč
osoba od 16ti letů vlnu 15 let	15 Kč

**CESTUJEME MHD V ÚSTÍ NAD LABEM**  
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**INFORMAČNÍ STŘEDISKO MĚSTA ÚSTÍ NAD LABEM**  
Městské náměstí 1/1, 400 01 Ústí nad Labem  
úterý - pátek: Po-Út: 9:00 - 17:00  
řeka - úterý: Po-Út: 9:00 - 17:00, So: 9:00 - 12:00  
Telefony: 475 271 700  
www.ustí-nad-labem.cz

**ZÁKAZNICKÉ A INFORMAČNÍ CENTRUM DPMUL**  
Revoluční 26, 401 11 Ústí nad Labem  
Po - Pá: 6:00 - 21:30  
Bezplatná vlnová: 800 200 613  
www.dpmul.cz



➤ **Touristic lines**

- Map of the area served by seasonal touristic buses from Ústí nad Labem (ski-buses and cycle-buses)
- List of available destinations
- Operating periods and time schedules
- Information about tariffs, tickets and payment options
- Operating conditions
- Contact information



Figure 17 - Touristic lines operating to/from Ústí nad Labem

### SEZÓNŇNÍ TURISTICKÉ LINKY

Přijíždějí k agroturistické ústředí v okolí Ústí nad Labem, můžete využít turistických linek (Dopravní podnik Ústí nad Labem). V letních období jsou v provozu cyklobusy - linky 2, 20 a 21, v zimních období pak skibus - linka 2, 30.

#### JÍZDNÉ NA TURISTICKÝCH LINKÁCH

Sezónní linky můžete využít i jízdenkami na turistické linky a jízdenkami s platností 24 hodin nebo se službou Jízdenkou REGIONÁLNĚ LABE ČTK.

#### CENÍK JÍZDNÉHO (TURISTICKÉ LINKY)

Sezónní linky (2014)	Sezónní linky (2015)	Sezónní linky (2016)
Ústí nad Labem - Ústí nad Labem	10 Kč	10 Kč
Ústí nad Labem - Ústí nad Labem	10 Kč	10 Kč
Ústí nad Labem - Ústí nad Labem	10 Kč	10 Kč

\* Platí pouze pro sezónní linky Ústí nad Labem - Ústí nad Labem (2014-2016) a Ústí nad Labem - Ústí nad Labem (2015-2016).

#### JÍZDNÉ ŘÁDY TURISTICKÝCH LINKY

POZNÁMKA: Pro turistické linky je určeno číslo Ústí nad Labem - Ústí nad Labem (Ústí nad Labem - Ústí nad Labem). K jízdenkám je možné připojit i jízdenku z jiného území (Ústí nad Labem - Ústí nad Labem).

#### CYKLOBUSY

Cyklobusy jsou v sezóně 2011 provozovány od 28. 4. 2011 do 30. 10. 2011, vždy v úterý a v úterý a v úterý, v úterý a v úterý.

Linka 2, 20, 21 Ústí nad Labem - Ústí nad Labem - Ústí nad Labem - Ústí nad Labem	Ústí nad Labem	Ústí nad Labem
Ústí nad Labem	10 Kč	10 Kč
Ústí nad Labem	10 Kč	10 Kč
Ústí nad Labem	10 Kč	10 Kč

### SKIBUS

Skibus je v sezóně 2011/2012 provozován při příležitosti evropských pozemních her od 5. 11. 2011 do 29. 3. 2012, vždy v úterý a v úterý a v úterý a v úterý.

Linka 2, 30 Ústí nad Labem - Ústí nad Labem - Ústí nad Labem - Ústí nad Labem	Ústí nad Labem	Ústí nad Labem
Ústí nad Labem	10 Kč	10 Kč
Ústí nad Labem	10 Kč	10 Kč
Ústí nad Labem	10 Kč	10 Kč

## TURISTICKÉ LINKY

MHD ÚSTÍ NAD LABEM  
cyklobus + skibus

Víte, že... (úterý karta je možná přepravená se souhlasem řidiče na všech jezících MHD, a to v pracovní dny od 12:00 do 18:00, a víkendech a svátcích od 10:00 do 18:00)

**INFORMAČNÍ STŘEŽIDLO MĚSTA ÚSTÍ NAD LABEM**  
Město Ústí nad Labem, Ústí nad Labem  
Katedra územního plánování a dopravního inženýringu  
E-mail: [info@ustinadlabem.cz](mailto:info@ustinadlabem.cz), [skibus@ustinadlabem.cz](mailto:skibus@ustinadlabem.cz)  
Telefon: 475 275 700  
[www.ustinadlabem.cz](http://www.ustinadlabem.cz)

**ZAKÁZNIČKÁ A INFORMAČNÍ CENTRUM DPNUL**  
Komenského 20, 402 01 Ústí nad Labem  
Po - Pá: 9:00 - 18:00  
E-mail: [info@dpnul.cz](mailto:info@dpnul.cz), [skibus@dpnul.cz](mailto:skibus@dpnul.cz)  
[www.dpnul.cz](http://www.dpnul.cz)

## ORIENTAČNÍ SCHÉMA LINEK SKIBUSU A CYKLOBUSŮ V ÚSTÍ NAD LABEM

**DOPRAVNÍ PODNIK Město Ústí nad Labem a.s.**

➤ **Night lines:**

- Scheme of night lines operating in the city (buses and trolleybuses), with major stops
- List of night lines and served localities
- Operating periods and time tables for each line
- Tariffs, tickets and payment options
- Contact information

Figure 18 - Brochure about night lines operating in the city

**JÍZDNÍ ŘÁD NOČNÍCH SPOJŮ MHD ÚSTÍ NAD LABEM**

**137** Chvalovitz (Benešovitz) - Dřetovitz - Sečovice obch.

**101** Křiva Lhota - Ústavice - Křivaný Újezd - Mlýnský náhon - Sečovice

**102** Chvalovitz - Václavské nám. - Ústavice - Sečovice 3 - Seč

**58** Dřetovitz - Přelouč - Hrančitz - Ústavice - Mladá Boleslav - Dobruška

**56** Václavské nám. - Ústavice - Vřehovitz - Pod vřehovitzkou

**NOČNÍM MĚSTEM**  
MHD V ÚSTÍ NAD LABEM  
autobusem + trolejbusem

**ORIENTAČNÍ SCHÉMA MĚSTSKÉ HROMADNÉ DOPRAVY V ÚSTÍ NAD LABEM** PLATÍ OD 11. 12. 2011

**NOČNÍ AUTOBUSY A TROLEJBUSY**

Pro více informací navštivte v Ústí nad Labem webové stránky [www.mhd.cz](http://www.mhd.cz) nebo zavolejte číslo 112. Číslo 112 je dostupné 24 hodin denně.

LINKA	STANICE
137	Chvalovitz (Benešovitz) - Dřetovitz - Sečovice obch.
101	Křiva Lhota - Ústavice - Křivaný Újezd - Mlýnský náhon - Sečovice
102	Chvalovitz - Václavské nám. - Ústavice - Sečovice 3 - Seč
58	Dřetovitz - Přelouč - Hrančitz - Ústavice - Mladá Boleslav - Dobruška
56	Václavské nám. - Ústavice - Vřehovitz - Pod vřehovitzkou

**CENY ZÁKLADNÍHO JÍZDNÉHO PLATBY NA TROLEJBUSOVÝCH A AUTOBUSOVÝCH LINKÁCH (VÝSIVA TURISTICKÝCH LINKÁCH)**

	00 minut	05 minut	15 minut
Číslovaná lístky a vstupy nad 100 Kč	17 Kč	19 Kč	21 Kč
Číslovaná 200 Kč - 33 Kč, 33 Kč, 33 Kč	8 Kč	12 Kč	16 Kč

**SMI JEZEKVA**  
Pro více informací navštivte webové stránky [www.mhd.cz](http://www.mhd.cz) nebo zavolejte číslo 112. Číslo 112 je dostupné 24 hodin denně.

➤ **Public transport in the city centre:**

- Scheme of all PT stops in the city centre and lines serving these stops (buses, trolleybuses and the cable car)
- List of all lines operating in the city centre and their destinations
- Operating periods
- Contact information

Figure 19 - Brochure about PT lines operating in the city centre



- **Barrier-free access to public transport:**
  - Scheme of lines operating with low-floor vehicles in the city (buses, trolleybuses and the cable car), with major PT stops
  - List of lines with guaranteed low-floor vehicles, with their destinations
  - Information about tariffs, tickets and payment options
  - Operating information
  - Transport conditions and recommendations for people with mobility restrictions (with wheelchairs or strollers)
  - Contact information

Figure 20 - Brochure about PT services for people with mobility restrictions in Ústí nad Labem

**GARANTOVANÉ NÍZKOPODLAŽNÍ SPOJE**  
 Zásadní podmínkou je zápis v seznamu nízkopodlažních, tedy bezstairových vozidel. V jednom řádku jsou vyznačeny mezikolonním symbolem přístupnosti a za mezikolonním položkou odkaz na spoje.  
**Garantované nízkopodlažní linky** jsou pak linky, na kterých jsou nasazena výhradně nízkopodlažní vozidla. Všechny spoje na lince jsou garantované nízkopodlažní.

**AUTOBUSY**  
 Na všech autobusových linkách kromě linky noční dopravy a turistických linek jsou garantovány nízkopodlažní spoje.  
 Vyhrazené nízkopodlažní vozidlo je zapřísáhná provoz na následujících linkách:

4	Městské náměstí - Dvůrčák - Nová Pevnost - (MHD) - Náměstí - (MHD) - Dubáň
6	Dvůrčák - Nová Pevnost - Hrabovka - (MHD) - (MHD) - Chvalka
7	Městské náměstí - Pátkovsko - Mlýnský náhon - (MHD) - Nová Pevnost - (MHD) - (MHD) - (MHD) - (MHD)
13*	Dvůrčák - (MHD) - (MHD) - (MHD) - (MHD) - (MHD) - (MHD) - (MHD) - (MHD)
18	(MHD) - (MHD) - (MHD) - (MHD) - (MHD) - (MHD) - (MHD) - (MHD)
19	(MHD) - (MHD) - (MHD) - (MHD) - (MHD) - (MHD) - (MHD) - (MHD)

\* Až na příležitost spoje v pracovní dny

**TROLEJBUSY**  
 Garantované nízkopodlažní spoje jsou vyznačeny na následujících trolejbusových linkách:

11	Městské náměstí - Městské náměstí - (MHD) - (MHD) - (MHD) - (MHD) - (MHD) - (MHD)
14	Věžeňská - (MHD) - (MHD) - (MHD) - (MHD) - (MHD) - (MHD) - (MHD)
19	Městské náměstí - (MHD) - (MHD) - (MHD) - (MHD) - (MHD) - (MHD) - (MHD)

**CESTOVÁNÍ S DĚTSKÝM KOČÁRKEM**

- Při nástupu do vozu oznámte řidiči, že budete nastupovat s dětským kočárkem. Nastoupit pak můžete teprve po souhlasu řidiče.
- Chce-li z vozu vystoupit, je třeba o tom včas výrazně řídit pomocí signálního zařízení „znamená k řidiči“.
- S dětským kočárkem můžete do vozidla nastoupit pouze dvířky označenými symbolem kočárku, nebo symbolem vozíčku.
- Po nástupu do vozu umístěte kočárku na plochu v bezpečném diviš, která je označena symbolem kočárku. Kočárku nezapomeňte zapřít proti směru směru pohybu.
- V prostoru plošiny vozidla smí být přepraven pouze jeden dětský kočárek. Přesprava dalších kočárků může povolit řidič, a to po vyhodnocení situace v rámci je ohrožení vozidla.
- Přijezdět dětského kočárku kočárkem není povolen.

**PREPRAVA OSOB S OMEZENOU SCHOPNOSTÍ POHYBU A ORIENTACE A PREPRAVA OSOB NA VOZÍČKU PRO INVALIDY**

- Při nástupu do vozu oznámte řidiči, že budete nastupovat s invalidním vozíčkem. Nastoupit pak můžete teprve po souhlasu řidiče.
- Chce-li z vozu vystoupit, je třeba o tom včas výrazně řídit pomocí signálního zařízení „znamená k řidiči“.
- Vozík pro invalidy musí být vybaven ochrannou rubežní brzdou. Měsíť se o celou osobu přepravě řidič v průběhu „bezpečnosti“.
- Je-li vozidlo vybaveno bezpečnostními pásy, je osoba na vozíku pro invalidy povinná se těmito pásy proti pádu sama zapnout, nebo ji zapnout její doprovod.
- Ve vozidlech nabytákových nájezdových rampou lze přepravovat pouze mechanické vozíky pro invalidy.
- U vozidel vybavených nájezdovou rampou musí nastupující osobu přepravit prostor pro manipulaci s touto rampou. Samostatná manipulace s nájezdovou rampou není dovolena. Do vozidla vybaveného nájezdovou rampou lze umístit maximálně dva vozíky pro invalidy nebo dva dětské kočárky, pokud jde o jeden ústejný nástup a jeden výstup pro invalidy.
- Pro přepravu vozíku pro invalidy bez přepravního ústej, musí podniknout jako pro přepravu osob s omezenou schopností pohybu a orientace.
- Řidič je oprávněn odmítnout přepravu osoby na vozíku pro invalidy nebo dětského vozíku pro invalidy, pokud prostor pro přepravu těchto vozíků nebo celé vozidlo jsou již obsazeny.

**SMS ŽÁDÁNKA**  
 Pro odjezd SMS žadatelé požádejte SMS zprávou ve tvaru **MHD** na číslo **902 06**.  
 Žádánka stojí 15 Kč, je platná 24 a platí 40 minut.

**INFORMAČNÍ STŘEDIŠKO MĚSTA ÚSTÍ NAD LABEM**  
 Městské náměstí 1/1, 400 01 Ústí nad Labem  
 telefon - žadatel: Po - Pá 9:00 - 17:00  
 telefon - (MHD): Po - Pá 9:00 - 17:00, So 9:00 - 12:00  
 telefon: 475 271 700  
[www.ustinadlabem.cz](http://www.ustinadlabem.cz)

**ZÁKAZNICKÉ A INFORMAČNÍ CENTRUM DPMUL**  
 Revoluční 26, 401 11 Ústí nad Labem  
 Po - Pá 6:00 - 16:30  
 nepřetržitá linka: 800 100 613  
[www.dpmul.cz](http://www.dpmul.cz)



Target groups of this activity are primarily:

- Regular passengers
- Occasional passengers
- New passengers
- Potential passengers
- Visitors

## 6.3 Competitions

- **Promotional video about local urban public transport**

The city of Ústí nad Labem organised during November 2011 a competition for its residents. They were asked through various media to make a promotional video or Powerpoint presentation promoting urban transport in the city. The authors of the best five pieces were awarded valuable prizes - 3D digital camera for the winner, external 1TB drive and 16 GB flash disks. Small prizes were given to each participant. Residents could vote for their favourite video/presentation on the official city website [www.usti-nad-labem.cz](http://www.usti-nad-labem.cz). 1370 voters participated in the on-line poll. The winning promotional materials are available at [www.usti-nad-labem.cz/civitas](http://www.usti-nad-labem.cz/civitas).

**Figure 21 - Winners of the competition for the best promoting material about public transport in Ústí nad Labem, receiving their prizes from the deputy mayor**



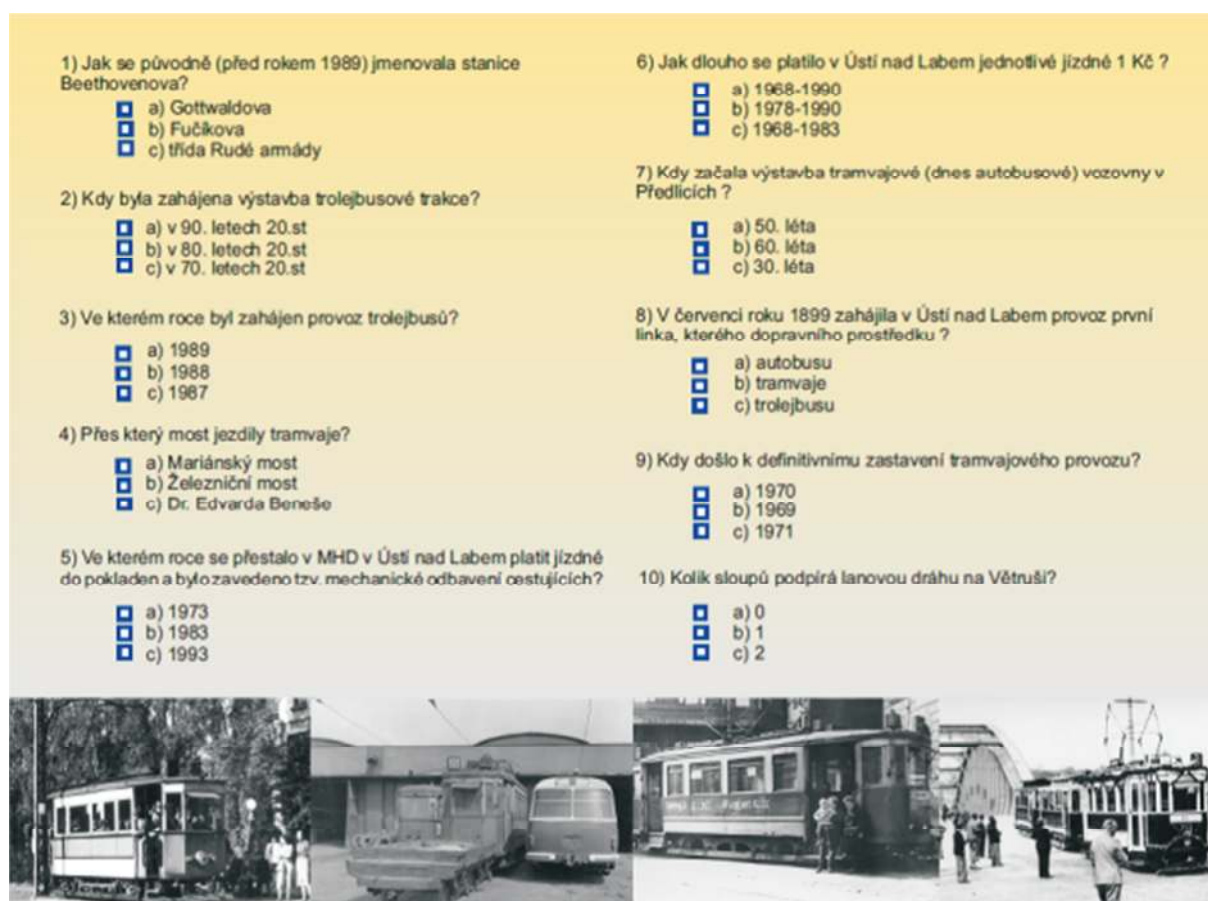
## • History of public transport in Ústí nad Labem

In September 2011, Ústí nad Labem arranged a competition about history of public transport in the city. The knowledge tests were distributed via the Information Centre, in the Municipality, at PT kiosks, in the local newspaper, in the monthly magazine of the PT Company, on the city website and website of the PT Company. These tests were filled in by 404 persons, 86 of which answered correctly. All correct participants received a book about the history of PT in Ústí nad Labem. Three randomly selected winners were also awarded free PT time vouchers (annual, semi-annual and quarterly PT permits).

Target groups of this activity were primarily:

- Regular passengers
- Occasional passengers
- Potential passengers

Figure 22 – Knowledge tests about history of public transport in the city



1) Jak se původně (před rokem 1989) jmenovala stanice Beethovenova?  
 a) Gottwaldova  
 b) Fučková  
 c) třída Rudé armády

2) Kdy byla zahájena výstavba trolejbusové trasy?  
 a) v 90. letech 20.st  
 b) v 80. letech 20.st  
 c) v 70. letech 20.st

3) Ve kterém roce byl zahájen provoz trolejbusů?  
 a) 1989  
 b) 1988  
 c) 1987

4) Přes který most jezdily tramvaje?  
 a) Mariánský most  
 b) Železniční most  
 c) Dr. Edvarda Beneše

5) Ve kterém roce se přestalo v MHD v Ústí nad Labem platit jízdné do pokladěn a bylo zavedeno tzv. mechanické odbavení cestujících?  
 a) 1973  
 b) 1983  
 c) 1993

6) Jak dlouho se platilo v Ústí nad Labem jednotlivé jízdné 1 Kč?  
 a) 1968-1990  
 b) 1978-1990  
 c) 1968-1983

7) Kdy začala výstavba tramvajové (dnes autobusové) vozovny v Předlicích?  
 a) 50. léta  
 b) 60. léta  
 c) 30. léta

8) V červenci roku 1899 zahájila v Ústí nad Labem provoz první linka, kterého dopravního prostředku?  
 a) autobusu  
 b) tramvaje  
 c) trolejbusu

9) Kdy došlo k definitivnímu zastavení tramvajového provozu?  
 a) 1970  
 b) 1969  
 c) 1971

10) Kolik sloupů podpira lanovou dráhu na Větruši?  
 a) 0  
 b) 1  
 c) 2

## 6.4 Promotional PT vehicles in operation

Two vehicles of PT Company of Ústí nad Labem (a bus and a trolleybus) were decorated by CIVITAS signs and pictures encouraging to use public transport in the city. Motives on the vehicles present various places, which can be reached by local public transport. These vehicles were furthermore equipped with wireless Wi-Fi connection to allow free access of passengers to the internet.

Target groups of this activity are primarily:

- Regular passengers
- Occasional passengers
- New passengers
- Potential passengers

Figure 23 – CIVITAS decorated PT vehicles with free Wi-Fi connection operating in the city





## 6.5 Educational bus for children

Children in Ústí nad Labem learn basic traffic rules at the traffic court managed by the Municipal Police. This includes both theoretical lectures in the classroom and practical training at the outside court for children of school and pre-school age.

Within the PT promotion campaign, a training bus was installed in the traffic court to allow children to learn basic rules and safety instructions for PT usage. Demonstrative pictures and graphical guidelines are arranged inside the vehicle.

**Figure 24 - Training bus for children installed on the traffic court for**



The traffic court was also provided with comic-style brochures summarising in an entertaining way basic correct behaviour for public transportation, and with other graphical tutoring materials, including colouring books and school time-schedules with PT motives.

Figure 25 – Educational material for children about PT usage



**7.** Dávejte si pozor na své osobní věci  
A PŘEDTAVTE SI ŽE ONA MU ŘEKLA JAK... JEŠTĚ KOUŠEK...

**9.** Neobtěžujte ostatní hlasitým hovorem a telefonováním  
ALE NO JASNÝ... TO VÍŠ HM... ŽENSKA... SAKRA MŮŽEME VYSTOUPIT ?

**8.** Neobtěžujte ostatní hlasitou hudbou

**10.** Nenechávejte ve vozidlech odpadky  
TO JE NĚJ SÍMBAK FLU... KONEČNĚ PROSÍM... CO TO...

**1.** Nepoškozuje vozidla a zastávky

**3.** Ve vozidlech nejezte, nepijte a nekuřte

**5.** Dávejte pozor, aby vaše zavazadla nepřekážela ostatním  
PO ITALIE NA ČTRNÁCT DNI... ALL JO... TO ŠNAD UŽ... NIENÍ UŽ PRAVDA.

**2.** Postupujte dál ve vozu

**4.** Uvolněte místo k sezení těm, kteří to potřebují  
UŽ MOJE ZADA... AŽI JIC... UŽ.

**6.** Při přepravě zvířat respektujte bezpečnost ostatních  
HVINKO AAA... CO TO JE... TO ŠNAD NENÍ.

**DESATERO slušného chování v MHD**

**U DOPRAVNÍ PODNIK**  
města Ústí nad Labem a.s.

**U CIVITAS**  
www.usti-nad-labem.cz/civitas

www.usti-nad-labem.cz/civitas  
www.dpmul.cz  
veškeré Akce P+P a.s. (Vozidlo potřebovaná, o.s.)  
Pauze (Ladění)

Figure 26 - Promotional materials for children - school time tables with motives of PT usage



PT training has now become an integrated part of traffic education of the traffic court, which is attended, beside others, by all 4<sup>th</sup> grade children from the city. Regular training of children should encourage larger take-up of public transportation among residents.

Target groups of this activity are primarily:

- Children and their families

## 6.6 Discussions and workshops

Within the campaign, the city of Ústí nad Labem held several workshops focused on safe behaviour on roads in the city and in public transportation. The workshops were organised at the High School of Mechanical and Electrical Engineering, the University of Jan Evangelista Purkyně, at retirement homes and at the Senior Club of Ústí nad Labem during November 2011.

The workshops included presentations, discussions and competitions for young people. Students participating in knowledge tests were awarded flash disks and other promotional materials. Educational brochures in an entertaining comic strip format and safety gadgets were distributed to all participants. This included for example reflexive accessories, pocket magnifying glasses with lights for elderly people to be able to easily read timetables at PT stations, books about the history of PT in the city and other CIVITAS presents.

Two short TV spots summarising the workshops were produced. They are available at the Ústí online TV [www.usteckatv.cz](http://www.usteckatv.cz) at:

- [TV spot - young people](#)
- [TV spot - elderly people](#)

Target groups of this activity were primarily:

- Young people and students
- Elderly and vulnerable PT users and pedestrians

**Figure 27 – Workshop for students about safe behaviour on roads and in public transportation**



## 6.7 Promotion

Current popularity of social networks is exploited for promotion by utilising Facebook page on [www.facebook.com/civitas.ul](http://www.facebook.com/civitas.ul). Basic information about the events organised within the campaign, as well as other CIVITAS activities in Ústí nad Labem are disseminated among city residents. Information on CIVITAS activities, including the Public Transport Promotion Campaign, is furthermore accessible online on the official city website on [www.usti-nad-labem.cz/civitas](http://www.usti-nad-labem.cz/civitas), or can be found in the local newspaper Městské Noviny or Ustecký Deník ([www.ustecky.denik.cz](http://www.ustecky.denik.cz)).

Figure 28 – Facebook page promoting CIVITAS activities in Ústí nad Labem



The screenshot shows the Facebook interface for the page 'CIVITAS ARCHIMEDES Ústí nad Labem'. At the top, there are login fields for 'E-mail' and 'Heslo' with a 'Přihlásit se' button. Below the login fields is a registration prompt: 'Registrace Díky Facebooku můžete navázat kontakty s lidmi a sdílet s nimi své zážitky.' The main content area features the organization's profile picture, name, and location. A post from December 27, 2011, is visible, titled 'Dětská dopravní hřiště má nové vybavení' (Children's playgrounds have new equipment), with a link to a website. The post includes a photo of people with bicycles. The left sidebar contains navigation links: 'Začít', 'Informace', 'Fotky', 'Udělosti', 'Pol', 'Informace', '93 To se mi líbí', and 'Obľíbené stránky' with thumbnails for 'Jobsinfo' and 'Ústí nad Labem'.

## 7 Recommendations for Improvements in PT Image in the City

During the PT Promotion Campaign, conditions of PT stations in the city and vehicles operating on these stations were monitored. As in many cities, Ústí nad Labem faces vandalism. It is a long term issue, which was not addressed by this campaign.

However, other deficits in appearance of PT in the city were revealed, which were submitted to the PT Company of Ústí nad Labem and to the Municipality for correction. Also, positive efforts of the PT Company and the Municipality were recognised. The overview is presented in this chapter.

### 7.1 Major shortcomings

There are empty spaces on PT station markers, which should be utilised to provide additional information to passengers. Information presented on these markers is often in poor condition, insufficient and unattractive. Some PT stops lack any sign with a name, timetable or a glass cover protecting the information from the weather. There are even several completely unmarked PT stops in the city.

Figure 29 – Missing information on PT station markers



Furthermore, all PT stops, at least in the city centre, should be equipped with a shelter protecting passengers in bad weather conditions. Another prerequisite is the provision of an adequate number of benches at each stop to allow more comfortable waiting. This is not fulfilled in the centre of Ústí nad Labem.

**Figure 30 – Missing equipment at PT stations**



PT stops for seasonal lines, such as ski-buses and cycle-buses, are poorly marked. In the current state, these services are used by only few regular users and cannot attract new passengers. These designated stops should be visibly and attractively marked and should be provided with information materials.

**Figure 31 – Poorly marked PT station for seasonal lines**



In case of advertising banners located on PT vehicles, it is desirable not to shield view outside the windows and information for passengers located on the vehicle by PT Company.

**Figure 32 – Advertising banners covering the view and information for passengers**



Most of the PT stations in the city are neglected and insufficient in terms of the information provided, appearance, equipment and comfort of passengers.

**Figure 33 – Neglected PT stations in the city**





## 7.2 Identified positive efforts

Despite these shortcomings, a number of measures improving conditions of provided PT services and comfort of passengers have been recently realised in Ústí nad Labem. This includes:

**Modification of pavement kerbs** - A prefabricated pavement kerb is shaped to enable a PT vehicle to approach as close to the boarding edge as possible. The boarding edge is rounded to avoid damage to tyres. Optimal height of the platform is almost at the floor level of buses and trolleybuses to allow smooth transition from a pavement to a PT vehicle, especially for passengers with reduced mobility.

**Figure 34 – Modified pavement kerbs to allow smooth boarding of PT passengers**



**Installing ticket machines at PT stations** – The most frequented PT stops in the city centre were equipped with tickets machines.

**Providing information on PT vehicles** – The PT Company of Ústí nad Labem places important information for passengers directly on windows of PT vehicles or inside to ensure their easy accessibility.

**Improving equipment of PT stations** – PT stations in the city centre are being gradually improved and provided with shelters and benches.

Figure 35 – Ticket machine at a PT station; information on a window of a PT vehicle



## 8 Conclusion

The rising living standard of the population causes increase in the number of passenger cars, which results in insufficient capacity of the road network and related environmental issues occurring in the city. One of the important steps towards improving this situation is to increase the number of PT users. To ensure sustainable development of the city, it is necessary to present the benefits of public transport effectively and promote its services sufficiently to influence the modal split in favour of public transportation.

The promotion campaign was aimed at providing information to passengers (both existing and potential) in a comprehensible and attractive form. Unfortunately, it is currently quite difficult to organise a public campaign in order to reach a wide public audience. Residents in the city are overwhelmed by information presented to them and frequently ignore even useful information. Therefore, it was demanding to organise an original and effective public campaign, which would be well accepted by local residents.

The campaign was based on the results of a customer survey and on experience with PT promotion from other domestic and foreign cities. It was grounded on the fact that passengers perceive public transportation in a complex way, considering comfort of transport, convenience of timetables, quality of provided information and services, etc.

Requirements of individual target groups were surveyed and addressed in the campaign. Important information, promotional and education materials, which have been missing in the city so far, have been produced and distributed within the campaign. Further distribution of these materials was transmitted to the PT Company of Ústí nad Labem, which will continue in the initiated activities. Provision of information in an understandable and attractive form should improve accessibility of PT services both for existing or potential users.

Within the campaign, several public events were organised to promote local PT services to residents. During these events, people were able to compare PT services provided in the past and in the present. They participated in knowledge and effort competitions for prizes, discussions and workshops about PT services. Information materials were distributed during these events and they are available at other public areas and through the PT Company of Ústí nad Labem. Two PT vehicles were equipped with free internet connection for passengers and decorated by thematic pictures in order to attract attention and welcome customers. Campaign activities were promoted in local media. These outputs are together aimed at increasing awareness about local PT services and enabling their easier accessibility.

Particular attention of the promotion campaign was laid on education of children to utilise PT in the city. This training will be further carried on for all primary school children in the city by the Municipal Police on their traffic court.

City residents welcome the effort to make city public transportation more attractive, whether by providing basic improvements (information brochures and other sources of comprehensive data about PT services) or extra services (free Wi-Fi connection in vehicles or competitions for PT users).

The campaign involved relatively many participants, which was considered as a success. Data from participants are being utilised for measure evaluation (indicators of acceptance and awareness level) and will be further exploited for future activities of the city and the PT

Company. Ústí nad Labem plans to organise similar events in the future, based on experience and best practise from CIVITAS campaigns.