



CiViTAS FORUM 2016

CIVITAS ANNUAL CONFERENCE | 28-30 SEPTEMBER | GDYNIA

CREATING THE VALUE FOR PASSENGERS IN PUBLIC TRANSPORT SERVICES.

THE CASE OF SZCZECIN

Zuzanna Kłós-Adamkiewicz, University of Szczecin



THE CIVITAS INITIATIVE IS CO-FINANCED BY
THE EUROPEAN UNION

Value

- Subjective nature;
- Adjust to the situation;
- Fastly changing (in time);
- Impossible to measure;
- Can't be described in direct way.

Features of transport services which makes value harder to describe:

- Immaterial nature;
- Fastly changing;
- Can't store them (stock);
- It has to be produced and consumed at the same time.

That is why it is so hard to create value!!!

- You can adjust it to passengers/commuter needs;
- Gives the overview on shaping the quality of public transport services;
BUT!!! Quality \neq Value
- Information about travel needs and decisions concerning transport mode
Why do we choose car versus why do we choose PT?
- Tailored services
- Be aware that it might be costly !

Where to start?

1. Prepare the list of transport features and demands from the point of view of passenger
2. Prepare the questionnaire in which you ask about those features
3. Analyse the results
4. Prepare the actions (be aware of costs!)

1. Most important PT features:

- Frequency (64% of indication)
- Punctuality (58%)
- Spatial accesibility of PT (41%)
- Price (36%)

It ALL changes in time!

2. What makes you choose PT for daily trips?

- Good connections (44%)
- Lower costs of journey (in relation to car);
- Other – related to car problems (29%)

3. What makes you choose car for daily trips?

- Comfort (73%)
- Too long PT journey (39%)
- Not good PT connections (34%)

4. What WOULD make you choose PT instead of a car?

- Direct journey (4,24) in the scale form 1 to 5 (from less to most important feature)
- Lower travel time (4,18)
- Shorter waiting time (on PT stops) (4,12)

What is important for car drivers and PT users?

	PT users [indication in %]	Rank place	Car users [%]	Rank place
Punctuality	71,36	1	48,10	3
Frequency	68,64	2	60,48	1
Good communication (no need to change vehicles)	35,45	3	33,33	4
Tickets prices	35,00	4	32,38	5
Reliability	33,64	5	18,10	11
Accessibility	32,73	6	48,57	2
Quality of PT vehicles	28,64	7	26,19	9
Clean PT vehicles	20,45	8	20,48	10
Travelling time	20,00	9	30,95	7
Direct journey	17,73	10	26,19	8
Easy to buy tickets	17,27	11	31,90	6
Crowd in PT vehicles	15,00	12	16,19	12
Information	14,09	13	13,33	13
Safety and security	10,91	14	11,90	15
PT vehicle speed	9,55	15	4,29	16
Comfort	8,64	16	12,38	14
Service by PT company	5,00	17	4,29	17

Who cares about the value?

Pedestrians



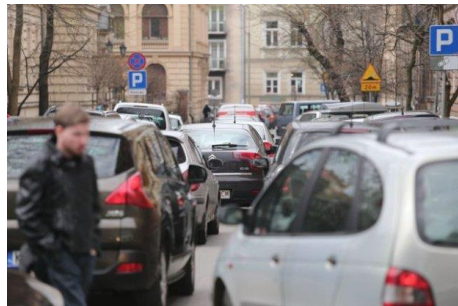
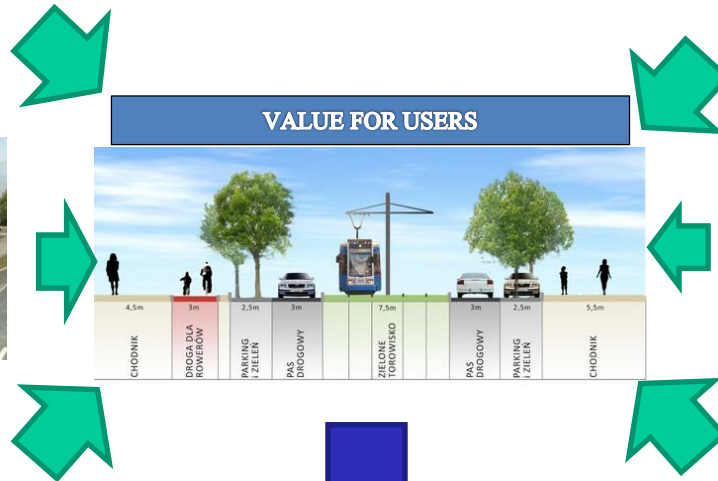
Urban problems



PT



Cyclists

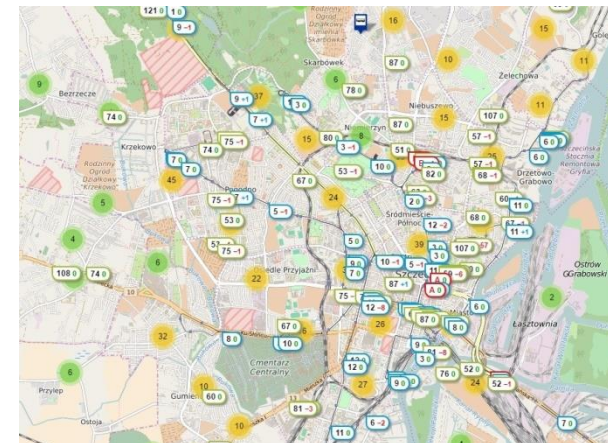
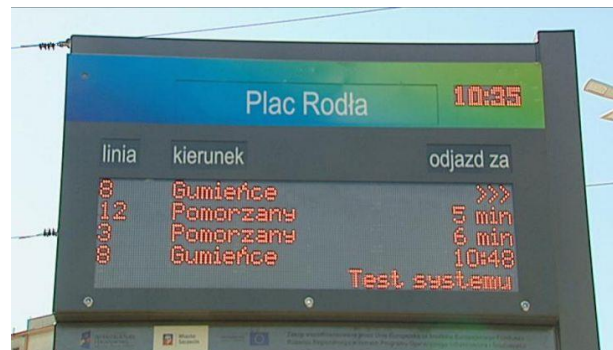


Car drivers



Truck drivers

How it looks in Szczecin?





CiViTAS FORUM 2016
CIVITAS ANNUAL CONFERENCE | 28-30 SEPTEMBER | GDYNIA

Thank you!

Zuzanna Kłos-Adamkiewicz

Contact Details

University of Szczecin

E-mail: zuzanna.klos@wzieu.pl

<http://www.civitas.eu>

UNIwersytet Szczeciński
WYDZIAŁ ZARZĄDZANIA
I EKONOMIKI USŁUG



SERVICE INTER-LAB
CENTRUM TRANSFERU WIEDZY
I INNOWACJI DLA SEKTORA USŁUG



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION