



CiViTAS
Cleaner and better transport in cities

POINTER

Measure Evaluation Results

39 – Public Transport Promotion Campaign in Ústí nad Labem

Deliverable F

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THE CIVITAS INITIATIVE
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Measure title: **Public Transport Promotion Campaign in Ústí nad Labem**

City: **Ústí nad Labem** *Project:* **Archimedes** *Measure number:* **39**

Executive summary

The measure consisted of two main steps – elaboration of the research study revealing needs of public transport users and shortcomings of provided PT services, and implementation of a campaign to promote public transport in the city.

The city of Ústí nad Labem has undertaken a detailed analysis of the current state of public transport to identify:

- Deficits in the quality of offered services;
- Insufficient provision of PT services in specific city areas;
- Limitations in covering passenger needs.

The research study monitored public transport services in Usti nad Labem, including its historical development, functions of the system, the tariff and dispatch system, and the customer satisfaction.

Based on results of the research study, a PT promotion campaign suitable for local conditions has been designed and implemented. The aim was to build reputation of public transport in the city, attracting passengers and strengthening its usage. Requirements of individual target groups were surveyed and addressed in the campaign.

The basic objectives of public transport promotion included:

- 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 public transport and ITS;
- Improving accessibility of services by providing targeted information to passengers; and
- Supplying favourable services, such as time coupons and SMS tickets.

These outputs are together aimed at increasing awareness about local PT services and enabling their easier accessibility.

Measure evaluation was realised as assessment of public opinion through surveys implemented between December 2009 – February 2010 for the state before, and in September 2011 for the state after. Positive response was gathered from around 50% of respondents. The survey shows, that implementation of the campaign promoting public transportation in the city resulted in slight increase of the acceptance level with provided services (by 1%) and of the awareness level (by 3%).

Based on the opinion of city residents, recommendations for improvements of PT services in the city were developed and included in the Sustainable Urban Transport Plan of Ústí nad Labem. Individual steps required for implementation were processed in the action plan for public transport improvements and results were presented to the PT Company of Ústí nad Labem to address the issues.

A Introduction

A1 Objectives

The measure objectives are:

(A) High level / longer term:

- To reduce the number of people commuting by single occupied vehicles and maximise take-up of the available collective and shared modes.

(B) Strategic level:

- To increase reliability, safety and effectiveness of public transport services in order to increase their attractiveness for the public.

(C) Measure level:

- (1) To conduct a public transport user survey to understand the needs and opinions of wide public and to elaborate a study developing innovative solutions for public transport management in the city.
- (2) To launch the campaign for promotion of public transport services and monitor its acceptance and effectiveness by web-based tools.

The measure is focused mainly on public transport users and on regularly commuting citizens using individual transport. The objective is to influence existing modal split in the municipality towards collective and cleaner means of transport.

A2 Description

A research study was undertaken to monitor the number of people who use the public transport system in Ústí nad Labem and examine local PT services. The research also analysed impacts and effectiveness of optimisation process realised by the PT Company in Ústí nad Labem in 2009. As a result, areas where public transport is poorly used and where improvements can be made were identified. An analysis was undertaken to improve the use of sustainable modes and reduce barriers for vulnerable users. Outcomes of the research served as input for improvements of the PT services in the city. Further recommendations for development of PT services in the city were processed into the action plan and included in the Sustainable Urban Transport Plan of Ústí nad Labem.

Analyses of user needs were utilised for preparation of an effective campaign promoting the usage of public transport in the city. Based on the research findings and based on best practise from other cities, the publicity campaign was designed and held in the city to promote the use of urban public transport, to increase awareness about PT services and to encourage modal shift from individual motor transport towards public transportation.

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, competitions, exhibitions, training activities and promotion in local media. The campaign was focused on benefits of using public transport in the city.

B Measure implementation

B1 Innovative aspects

The innovative aspects of the measure are:

- **Targeting specific user groups** – the measure was primarily oriented at regularly travelling and commuting citizens in order to improve perception of public transport services and encourage take-up of public transportation at the expense of individual vehicle transport.
- **New organisational arrangements or relationships** – concepts for optimisation of public transport services and increasing their credibility resulted in new organisation schemes designed for the Public Transport Company of Ústí nad Labem.

B2 Research and Technology Development

RTD task 11.4.5 ‘Understanding PT users’ included an extensive survey of public transport user needs and opportunities. The background survey data were provided for the purposes of the Municipality and the Public Transport Company of Ústí nad Labem.

During the surveys, the transport demand was mapped out for all lines, based on transfers of passengers on all stations and the number of passengers on-board on sections in-between (during both peak and off-peak periods). The survey of directional relationships and transfer links was realised by questioning passengers waiting on public transport stations or travelling on less frequented routes (directly in a vehicle).

Based on collected and processed data, the study delivered proposals for optimisation in different sectors of the public transport system. Results were further utilised for development of an efficient PT promotion campaign realised within the DEMO task 4.14, and for the SUTP of Ústí nad Labem.

B3 Situation before CIVITAS

Rising living standard of 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 public must be provided with better-targeted information and the quality of public transport services in the city needs to be improved.

Currently, traffic performance of urban public transport is in the city 13,5 times lower than traffic performance realised by personal vehicles. Usage of the city public transport in Ústí nad Labem is relatively high, compared to similar cities in the Czech Republic, although improvements of services are still needed. Although figures show slight improvement in the number of PT passengers in the Usti region in 2010, there is still a 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%.

Usti nad Labem has a target to support the use of transport modes alternative to personal vehicles, such as public transportation. Understanding public transport users in their diverse needs, different

purposes to travel to different destinations in various time periods is necessary to reach any improvements in this particular area.

B4 Actual implementation of the measure

The measure has been implemented in the following stages:

Stage 1: Survey of user needs (February 2009 – February 2010) – Survey of PT services and user needs of various passenger groups was performed in the city. During the survey, the transport demand was mapped out for all lines based on transfers of passengers on all stations and the number of passengers on-board on sections in-between (during both peak and off-peak periods). The survey of directional relationships and transfer links was realised by questioning passengers waiting on public transport stations or travelling on less frequented routes (directly in a vehicle).

Stage 2: Data processing for the research study (March 2010 – October 2010) – Outputs of the field survey were processed into the research study mapping usage of public transportation in the city and determining public opinion of PT users on its services. It was further based on a thorough analyses elaborated for the city in 2009 and on questionnaires distributed to wide public promoted through the campaign.

Stage 3: Designing the campaign concept (November 2010 – December 2010) – Results of the research study of PT users were processed and findings were utilised for designing effective PT promotion campaign in conditions of Ústí nad Labem. Needs of individual target groups were analysed and addressed in the campaign.

Stage 4: Preparation and organization (January 2011 – May 2011) - Preparation of the technical background for the campaign, including development of final graphical designs, production of supporting promotional, information and training materials, cooperation with the Public Transport Company of Ústí nad Labem, promotion in media and on the website, administration, etc.

Stage 5: Launching the campaign (June 2011) - The campaign was implemented in various forms in order 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, competitions, exhibitions, training activities and promotion in local media and on the city website.

Within the campaign, several public events were organised. 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. Important information, promotional and education materials, which have been missing in the city so far, have been produced, distributed to residents and handed over to the PT Company of Ústí nad Labem, which will continue in the initiated activities. Two PT vehicles were equipped with free internet connection for passengers and decorated with thematic pictures in order to attract attention and welcome customers. Campaign activities were promoted in local media and on the city website.

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, which was equipped for this purpose within the campaign.

B5 Inter-relationships with other measures

The measure is related to other measures as follows:

Measure UNL 40 Drive safely campaign – Campaign activities were realised and promoted through both campaigns in order to strengthen the impact and increase the amount of participants.

Task 11.8.9 SUTP development - Measure results were incorporated into the Sustainable Urban Transport Plan of Ústí nad Labem and steps required for implementation were described in the action plan for public transport improvements in Ústí nad Labem

Task 11.2.4 PT route optimisation study – recommendations for PT route optimisation were processed into the proposal for improvements of PT services and included in the SUTP of Ústí nad Labem.

Task 11.2.2 PT priority systems – recommendations for priority for PT in the city and technical development of PT services (including electrification and reduction of pollutions) were included in the proposal for improvements of PT services and involved in the SUTP of Ústí nad Labem.

At the measure level: The campaign utilised information and best practise generated by the lead cities within WP4.

C Impact Evaluation Findings

C1 Measurement Methodology

C1.1 Impacts and Indicators

The aim of the measure is to support usage of urban transportation and help to shift the modal split in the city from individual motor transport to public transport with the impact on improving conditions for walking and cycling, reducing negative impacts of motor transport in the city and improving the living environment in the city. Public transport promotion campaign was implemented in the city. It was targeted primarily on drivers, commuters and city residents. It was focused at changing the attitude, encouraging behaviour change and improving awareness about local urban public transport. The indicator of "modal split" was not evaluated due to the fact, that public opinion cannot accurately determine change of modal split.

Table C1.1: Indicators

NO.	EVALUATION CATEGORY	EVALUATION SUB-CATEGORY	IMPACT	INDICATOR	DESCRIPTION	DATA /UNITS
	Society					
13		Acceptance	Awareness	Awareness level	Awareness of the policies/measures	Index (%), qualitative, collected, survey
14		Acceptance	Acceptance	Acceptance level	Attitude survey of measure acceptance	Index (%), qualitative, collected, survey

Table C1. 1: Method for evaluation of indicators

NO.	INDICATOR	TARGET VALUE	SOURCE OF DATA AND METHODS	FREQUENCY OF DATA COLLECTION
13	Awareness level	25 %	Data collected via surveys realized by questionnaires distributed through the city website, available at the entrances to city and district town halls, through public transport operator, at local newspaper, on Facebook and during the campaign activities (public events, workshops, training) – target amount of respondents is 300	2x (before and after the campaign)
14	Acceptance level	25 %	Data collected via surveys realized by questionnaires distributed through the city website, available at the entrances to city and district town halls, through public transport operator, at local newspaper, on Facebook and during the campaign activities (public events, workshops, training) – target amount of respondents is 300	2x (before and after the campaign)

Data collection and processing:

Data were collected from respondents answering various questions about local public transportation, its usage and services, user needs and satisfaction. Questions were of various types – yes/no questions, fill in the answer, choose an answer or write your opinion. In total, there was a maximum of 46 possible answers to questionnaires. People were motivated to take part in the survey by a possibility to win prices and receive CIVITAS presents. Ten randomly selected participants received free time vouchers to urban public transport (for one year/half-year/quarter-year). Data were gathered before measure implementation – these served as background information for the research study of public transport users. Final data were collected during the PT promotion campaign organised in the city and after the implementation. Results were processed into recommendations for improvements submitted to the Public Transport Company of Ústí nad Labem, for the Action Plan of the SUTP of Ústí nad Labem, and for measure evaluation.

Questions presented to residents included the following:

- How often do you use public transport and for what purpose?
- What would persuade you to use the public transport more often?
- Are you satisfied with the way routes of the city public transport lead through the city?
- Are you satisfied with the intensity of connections of the city public transport?
- Do you think the capacity of public transport vehicles is satisfactory?
- Do you think the public transport vehicles are clean enough?
- Do you feel safe in the public transport?

- Is it necessary for you to use low-floor vehicles?
- Do you feel the number of low-floor vehicles operating in Ústí nad Labem is sufficient?
- Are you satisfied with accessibility of public transport stations in the city?
- Do you prefer integrated tickets for all means of public transport?
- Do you use the car in combination with public transport?
- Do you use the combination bicycle with the public transport?
- What is for you the main source of information about the public transport?
- Which promotion campaign about the city public transport did you notice?
- Do you think that the public transport in the city is being promoted sufficiently?
- What extra public transport services would you appreciate?
- What is your opinion on changes to the city public transport realised on the 1st September 2009?

Based on the survey of public transport users, their needs and satisfaction with provided services, the optimisation scheme and proposed actions were developed. Potential influence of these proposed actions were examined through the city transport model in order to assess benefits.

Based on research results, the public transport promotion campaign was held and additional data were gathered, primarily on public acceptance and awareness of the campaign.

Efficiency of encouraging demand for public transport services was evaluated.

Campaign results will be further utilised by the city and the public transport operator, the approaches will be developed and used in future development of urban public transport. Similar public campaign can serve as a tool for introducing new service and changes in the existing scheme.

C1.2 Establishing a Baseline

Ústí nad Labem residents were surveyed on their views of the city public transport services and PT optimisation realised by the city and initiated on the 1st September 2009. The first survey was carried out between December 2009 and February 2010 to identify the degree of satisfaction with the existing PT services in the city. Results were used to reveal problems and deficits of urban public transportation at the present state and to propose improvements. Questionnaires were distributed to members of the public in paper version (at PT stations and in vehicles) and in electronic versions (on the city website and the website of the PT company). The incentives for the residents taking part in the survey were the possibility to win free public transport permits.

The second survey for the state after was realised in May and September 2011. Questionnaires were distributed to city residents during public events in the city, on main squares in the city centre. There was extensive media coverage in local media, on the city website, through the city information centre, posters etc. Provided information also included an introductory section about the CIVITAS ARCHIMEDES project, the measure and its goals. Degree of satisfaction with realised efforts and goals for improvements were surveyed. By comparing results before and after, specific indicators were assessed.

In both surveys, pedestrians and PT users were the target group. They were city residents of all ages.

C1.3 Building the Business-as-Usual scenario

In this scenario, no changes and improvements were considered to be realised, and therefore, public opinion is reflecting the current state of public transport services in the city – year 2011.

Almost all parts of the city are currently covered by public transport. Buses and trolleybuses cover most of the major transport links. Connection of the city with surrounding municipalities is provided by regional charter buses. Other cities and more distant areas are linked by the railway network. Individual modes of public transport are not yet incorporated into an integrated transport system (ITS).

The services are covering the city well except for two sparsely inhabited areas Budov and Bánov. The backbone network consists primarily of trolleybus lines serving all the inner city parts. The only exception is Střekov, where the establishment of a new trolleybus line is planned.

In total, Ústí nad Labem Public Transport Company in the city operates 16 bus lines, 11 trolleybus lines, 2 night bus lines, 2 cycle-buses and 2 ski-buses. The network consists of 251 stations. On average, 144 649 passengers are transported by the city public transport on a working day, 68 385 on Saturday and 51 860 on Sunday. It was revealed, that several connections operated overloaded while other PT lines were underutilised.

Traffic performance of the city public transport is 13,5 times lower than traffic performance realised in the city by personal vehicles. Usage of the city public transport in Ústí nad Labem is relatively high compared to similar cities in the Czech Republic, although improvements of services are still needed.

C2 Measure Results

Recently, since September 2009, the majority of PT connections have been optimised. The operating times were adjusted to correspond with beginning and end times of schools, opening hours of offices, businesses and services in the city, arrivals and departures of trains and working hours in factories. Intervals of individual connections were set to better correspond with each other. Some lines were cancelled or replaced. Selected lines were guaranteed to operate by low-floor trolleybuses to enable transportation of disabled passengers.

Survey of customer satisfaction revealed, that the majority of respondents require improvements of the existing services rather than establishing new ones. They favour purchase of new and modern low-floor buses and trolleybuses, better maintenance of vehicles and stations and improved delivery of information. Residents also prefer calming the city centre, excluding the traffic and establishing pedestrian zones (92%). In general, residents are satisfied with public transportation but demand improvements in quality of services equal to the price of the ticket.

Requirements of individual target groups were surveyed and addressed within the campaign. City residents welcomed 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.

The results according to set indicators are presented in the following sections.

C2.5 Society

Survey of the state before launching the campaign (December 2009 – February 2010) was realised with 426 respondents, from which 371 were non-anonymous and 296 questionnaires were filled in electronically. Survey participants were residents

From the total number of evaluated 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 (mainly Bánov and Budov) and concurring of connections.

1) PT usage

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.

2) Tickets

When using the city public transport, over the half of the respondents prefer to use time permits (54%), 26% use single paper tickets and 21% buy tickets via SMS, which illustrates quite a success in implementing this environmental friendly solution of a travel permit. It was recommended to introduce SMS tickets for discounted fares for children and youth as requested by several respondents. The slight majority of respondents (about 54%) supported the establishment of an integrated transport system in city public transport, charter buses and trains (preferably with smart cards), divided according to tariff zones.

3) Serviceability of the city

Number of respondents satisfied with the daily frequency of public transport (61%) is roughly double than the number of respondents who are dissatisfied (37%). Unfortunately, satisfaction with frequency of night services is significantly lower - approximately the same number of respondents is satisfied (38%) and dissatisfied (37%). In overall, respondents expressed requirement to increase the number of connections especially around the time of the end of working hours and at night. Furthermore, the respondents often wanted better continuity of services (both within public transport and concurrence of charter buses and trains) and improved intervals between connections.

4) Cleanliness

Respondents are satisfied with cleanliness of charter buses (92%), while public transport vehicles are considered clean only by 42% and trains by 32% customers. Mostly, passengers are concerned about the overall untidiness, about dirty seats and windows, about the impedimental advertisements on windows obstructing the view and about neglected maintenance of vehicles.

5) Safety

Feeling of safety in public transport vehicles is quite high, confirmed by around two thirds of respondents (67%). At night, only 24% of respondents feel safe in buses and trolleybuses, 29% in charter buses and 32% in trains. Citizens frequently expressed their demand to ensure more strict control in public transport vehicles to avoid illegal passengers and passengers with inconvenient behaviour.

6) Accessibility

Low-floor vehicles are preferred by two thirds of respondents (68%) and 52% of them are not satisfied with the current number with regard mainly to disabled people and mothers with strollers. Citizens

further noticed that public transport stations with disabled access are concentrated only in the city centre. Also, public transport drivers were criticised for not stopping the vehicle close enough to the pavement, leaving a gap between the pavement and the vehicle, therefore the disabled access of the station and low-floor bus/trolleybus have no effect and the vehicle is difficult to reach by disabled and older people.

7) Modal split

Citizens generally do not use the combinations car - public transport. Furthermore, residents answered that most of them would not use the park and ride system in Ústí nad Labem with the necessity to park their car on the outskirts and travel to the city centre by public transport. Neither do respondents use the combination bicycle – public transport. In overall, bicycles are not used in the city due to safety issues on local roads, with no designated areas for cyclists, due to the lack of safe premises to store the bike in the city centre and also due to the fact that bikes are not allowed in buses and trolleybus with only few exceptions.

8) Information

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 internet (for 62% of respondents). The official web site of Ústí nad Labem Public Transport Company is demanded to be modernised and regularly updated. Public transportation is currently considered to insufficiently promoted and participants welcomed the efforts realised within the Civitas Archimedes campaign. The missing practical information and training brochures and leaflets were produced, distributed and provided to the PT operator for further usage. Training in PT use of children in the city is regularly held thanks to the campaign.

9) PT optimisation

About half of the respondents are satisfied with the changes to the public transport realised in September 2009. This result indicates, that these changes did not mean a significant improvement. On the other hand, passengers need some time to get used to new time tables and schemes. Further optimisation of the services was proposed within the measures, submitted to the Public Transport Company of Ústí nad Labem and processed into the Action Plan of the city SUTP.

10) Conclusion

Majority of respondents expressed their requirement to improve the existing services rather than to establish new ones. They favour purchase of new and modern low-floor buses and trolleybuses, better maintenance of vehicles and stations and improved delivery of information. Residents also prefer calming the city centre, excluding the traffic and establishing pedestrian zones (92%).

In general, residents are satisfied with public transportation but demand improvements and quality services equal to the price of the ticket. Some of the proposed improvements are investment demanding (e.g. acquisition of new vehicles), but others can be realized with affordable costs (e.g. improved maintenance of stops or clean more attractive vehicles).

The state after launching the campaign was assessed through questionnaires distributed at public premises in the city centre, on main squares, in September 2011. 140 respondents took part in the survey. Comparison of results for individual indicators of society is presented below.

Awareness level (no. 13)

Calculation of the state before is derived as an arithmetic mean of positive answers to the following questions of the survey realised in 2009/2010:

Table 1 – Indicator of awareness level: positive answers in survey 2009/2010

Question	Positive Response
Do you think that the public transport in the city is being promoted sufficiently?	38%
Have you noticed any events promoting public transport in the city?	54%
Average:	46%

Calculation of the state after is derived as an arithmetic mean of positive answers to the following questions of the survey realised in 2011:

Table 2 – Indicator of awareness level: positive answers in survey 2011

Question	Positive Response
Do you think that the public transport in the city is being promoted sufficiently?	54%
Have you noticed any events promoting public transport in the city?	44%
Average:	49%

Acceptance level (no. 14)

Calculation of the state before is derived as an arithmetic mean of positive answers to the following questions of the survey realised in 2009/2010:

Table 3 – Indicator on acceptance level: positive answers in survey 2009/2010

Question	Positive Response
Do you think the coverage of the urban PT network in the city is sufficient?	68%
Do you think that the capacity of public transportation in the city is sufficient?	53%
Are you satisfied with time intervals of urban PT lines during a day?	61%
Are you satisfied with time intervals of urban PT lines during a night?	38%
Are you satisfied with cleanliness of operating PT vehicles?	42%
Do you feel safe in urban public transportation during a day?	67%
Do you feel safe in urban public transportation during a night?	24%
Do you think the number of low-floor vehicles operating in the city is sufficient?	35%
Are you satisfied with barrier-free access at stops?	58%
Average:	50%

Calculation of the state after is derived as an arithmetic mean of positive answers to the following questions of the survey realised in 2011:

Table 4 – Indicator of acceptance level: positive answers in survey 2011

Question	Positive Response
Do you think the coverage of the urban PT network in the city is sufficient?	64%
Do you think that the capacity of public transportation in the city is sufficient?	46%
Are you satisfied with time intervals of urban PT lines during a day?	77%
Are you satisfied with time intervals of urban PT lines during a night?	36%
Are you satisfied with cleanliness of operating PT vehicles?	41%
Do you feel safe in urban public transportation during a day?	69%
Do you feel safe in urban public transportation during a night?	19%
Do you think the number of low-floor vehicles operating in the city is sufficient?	48%
Are you satisfied with accessibility of public transport stations in the city?	55%
Average:	51%

Table C2.5.1: Calculation of indicator values

Indicator	Before (2008/2009)	B-a-U	After (2011)	Difference: After –Before	Difference: After – B-a-U
No. 13 - Awareness level	46 %	-	49 %	+ 3 %	-
No. 14 - Acceptance level	50 %	-	51 %	+ 1 %	-

According to the assessment, the level of awareness about local urban public transport services as well as the level of acceptance of quality of provided PT services in Ústí nad Labem is quite high (around 50 %), compared to other cities in the Czech Republic. Comparing results from the surveys, this level is quite stable and without significant differences, which can be considered as a positive result. The values are approximately twice higher than the target value set for each of the indicators.

C3 Achievement of Quantifiable Targets and Objectives

No.	Target	Rating
13	25 % of awareness level	***
24	25 % of acceptance level	***
NA = Not Assessed O = Not Achieved ★ = Substantially achieved (at least 50%) ★★ = Achieved in full ★★★ = Exceeded		

C4 Up-Scaling of Results

Results are relevant to the entire network of urban public transport in Ústí nad Labem. Therefore, up-scaling of results is not applicable for this measure. Results are relevant only to local conditions of PT services and users, however, the implemented campaign can be modified to serve other cities and the best practise experience can be exploited.

C5 Appraisal of Evaluation Approach

Evaluation of the measure was based on public opinion of respondents surveyed before and after measure implementation. The survey was performed through questionnaires distributed in electronic and paper form to people in the city in December 2009. Initially, the city faced indifference of local residents and the target sample value was not reached. Therefore, the survey had to be extended until February 2010, which caused certain delay to the measure.

Another evaluation issue was the fact, that people answering anonymously sometimes participated in the survey more than once or answered differently than when signing a questionnaire. Therefore, anonymous answers were assessed with only half-value compared to signed questionnaires. It was concluded that signed answers are more valuable and true than anonymous ones.

The survey was performed with prizes for its participants and with strong promotion of its reasons in local media, on the City website and through the public transport operator. Supporting information and promotion materials were distributed along the survey. Selected participants won free time-vouchers for public transportation in the city. Also, all campaign activities were supported by promotional and practical materials. After data were collected after campaign activities and strong promotion in September 2011.

Survey participants were city residents of all ages (from 9 to 74 years old), most of them travelling daily or frequently by urban public transport. In the survey of before data, 45% of participants were females and 55% were males, in the survey of after data, 46% of participants were females and 54% were males.

C6 Summary of Evaluation Results

The survey revealed that the acceptance level of provided PT services and awareness about the supply of local public transportation by local residents are satisfactory in the city. However, it is necessary to continue in the efforts to support use of public transportation, to provide comprehensive information and improved services to encourage change of modal split in favour of public transport. This requires beside high investment demanding solutions (renewal of vehicle fleet, utilisation of new equipment and technical tools, modernisation, establishing and integrated transport system) also low cost improvements (better and more attractive provision of information, increased maintenance of vehicles and stops, organisation of public events welcoming passengers, etc.). This measure revealed some of the most urgent deficit and helped to improve the good image of urban public transportation. Recommendations for improvements were submitted to the Public Transport Company of Ústí nad Labem and processed into the Action Plan of SUTP.

The key results are as follows:

- **Key result 1** – The implemented campaign helped to improve positive attitude towards PT services and good image of public transportation in the city (increased awareness level and acceptance level of urban public transport services).

- **Key result 2** – Based on the survey of passenger needs and satisfaction with provided services, recommendations for improvements were developed and some of the most required services were realised by the PT Company of Ústí nad Labem, such as provision of more complex information, optimisation of PT operation scheme, provision of guaranteed low-floor vehicles on specific lines marked in timetables, etc.
- **Key result 3** – Proposal for further optimisation of PT services towards greater satisfaction of passengers and thus greater take-up of this mode of transport were designed and processed into the action plan for public transport improvements included in the Sustainable Urban Transport Plan of Ústí nad Labem.
- **Key results 4** – The implemented campaign promoting public transport in the city provided the citizens with important information and training materials missing in the city so far and initiated activities promoting PT services, which will be further carried out by the Public Transport Company of Ústí nad Labem.
- **Key results 5** - Two promotional PT vehicles decorated with welcoming CIVITAS signs and equipped with free Wi-Fi connection were put into operation.
- **Key result 6** – Training of children in proper and safe usage of public transportation in the city was started and will be further carried out by the Municipal Police on the traffic court of the city.

C7 Future Activities Relating to the Measure

For the future, initiated activities will be carried out by the Public Transport Company of Ústí nad Labem; training will be performed by the Municipal Police. Produced information and training materials will be further distributed and utilised.

Solutions processed into the Action Plan for Public Transport Improvements of SUTP will be submitted to city authorities for approval and implementation. This includes primarily future modernisation, renewal of vehicle fleet and equipment, gradual improvement of quality of provided services and implementation of an integrated transport scheme.

D Process Evaluation Findings

D.0 Focused Measure

X	0	No focussed measure
Reason 5*	1	Most important reason
Reason 4*	2	Second most important reason
Reason 1*	3	Third most important reason

*) Reasons from checklist in Guidelines for the Completion of the MERT

D.1 Deviations from the Original Plan

The measure was delayed by the need to extend the initial survey due to lack of interest of city residents. In order to increase the sample size, additional budget was moved to provision of supporting materials to encourage participation in the survey. Promotion was realised through local media and public events held at large public squares in the city, with quizzes, exhibitions, thematic gifts, distribution of graphic brochures, etc. All participants were given the possibility to win free PT vouchers and books about history of PT in the city for taking part in the survey. Participation of residents in the repeated survey of the state after was also weak. Nonetheless, the sample could be used for measure evaluation. The additional preparations caused certain delays, which did not have impact on other tasks or measure results.

D.2 Barriers and Drivers

D.2.1 Barriers

Preparation phase

- **Barrier 9 (financial)** – It is expensive to improve the existing services and vehicle fleet of the Public Transport Company.
- **Barrier 3 (cultural)** - Change in behaviour of citizens is required to shift the modal split more towards public transportation.
- **Barrier 4 (problem related)** - Impacts of traffic and regulations on provided PT services makes it a complex issue.

Implementation phase

- **Barrier 5 (involvement)** – It is difficult to organise well accepted public campaign with the impact on most of the city residents. People are overwhelmed by information.

Operation phase

- **Barrier 8 (organisational)** – Need of balancing high efforts with low-cost solutions to reach desired effect.

D.2.2 Drivers

Preparation phase

- **Driver 5 (involvement)** – High motivation of the Public Transport Company of Ústí nad Labem to cooperate in order to improve its services and reputation.
- **Driver 3 (cultural)** - Cultural pressure towards quality of public transport.
- **Driver 1 (political)** - Support of political leaders to improve conditions in the city towards sustainable transport and thus healthier city life style.

Implementation phase

- **Driver 8 (organisational)** – Smooth cooperation with the PT Company of Ústí nad Labem.

Operation phase

- **Driver 5 (communication)** – Public campaign well accepted by local residents, who appreciate the effort towards improvements of PT services and provided information.
- **Driver 6 (positional)** – Contribution to the vision of clean urban transport.

D.2.3 Activities

Preparation phase

- **Activity 8 (organisational)** – Additional thorough analysis of PT services in the city and satisfaction of passenger needs
- **Activity 5 (involvement)** - Processing survey results in order to design effective local campaign promoting urban public transport in Ústí nad Labem addressing specific user needs identified within the measure
- **Activity 7 (planning)** - Analysing campaigns promoting public transport in other cities, gathering best practise experience in order to plan an effective local campaign
- **Activity 4 (problem related)** – Application of deep analysis and traffic modelling to optimise solutions for improvements of PT services

Implementation phase

- **Activity 8 (organisational)** – Wide range of campaign forms were realised to reach as many city residents and commuters as possible, including public events in the city centre, exhibitions, workshops and competitions
- **Activity 5 (communication)** - Practical information materials and brochures about PT services missing in the city so far were provided to residents and handed over to the PT Company of Ústí nad Labem to continue in the efforts
- **Activity 5 (involvement)** – Two PT vehicles were equipped with free Wi-Fi connection and decorated by welcoming CIVITAS signs in order to attract passengers
- **Activity 5 (involvement)** – People participating in campaign events were rewarded by gifts and practical materials

Operation phase

- **Activity 8 (organisational)** – Findings about deficits and passengers' requests were submitted to the PT Company for improvements
- **Activity 5 (involvement)** – Training of school children in proper usage of public transportation was initiated on the traffic court of the city and will be further carried out by the Municipal Police to encourage take-up of public transportation from child-age

D.3 Participation

D.3.1. Measure Partners

- **Measure partner 1 – Ústí nad Labem Municipality:** organiser of measure activities
- **Measure partner 2 – Public Transport Company of Ústí nad Labem:** cooperation in campaign preparations and production of information materials, provision of background data for surveys and analysis, consultation of results and recommendations, responsibility for implementation of proposed solutions for improvements of PT services in the city
- **Measure partner 3 – Municipal Police of Ústí nad Labem:** cooperation in traffic training of children, workshops with students and elderly people in the city.

D.3.2 Stakeholders

- **Stakeholder 1 – drivers in the city:** target group primarily required for encouraging take-up of public transportation
- **Stakeholder 2 – commuters to the city:** desired to use public transportation
- **Stakeholder 3 – regular and irregular PT users:** major source of information for gathering opinion on PT services

D.4 Recommendations

D.4.1 Recommendations: measure replication

- **Recommendation 1** – The measure was designed for city conditions and any replication requires modification to local conditions – conduction of field surveys, cooperation with local public operator and local stakeholders.
- **Good lesson** - campaign well perceived by participants
- **Bad lesson** – initial lack of interest from city residents requiring direct motivation

D.4.2 Recommendations: process

- **Recommendation 1** – provide complex and comprehensive information, easily accessible and available to all
- **Recommendation 2** – implement recommended improvements of PT services and modernisation (low and high cost solutions) as proposed in the SUTP of Ústí nad Labem
- **Recommendation 3** – improve maintenance and cleaning and increase attractiveness of stops, vehicles and equipment
- **Recommendation 4** – continue in initiated efforts by measure partners (including events for passengers and potential passengers, training of children, distribution of practical and promotional materials, etc.)