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1. Summary

The CIVITAS ELAN measure “4.13-BRN Integrated Mobility Centre” is being implemented by the City of Brno (SMB).

The implementation of the measure consists of installation of Integrated Mobility Centre (IMC) and real time information panels (RTIP) on the stop at the intersection of Joštova and Česká Street.

Both, the IMC and the RTIPs started operating on 19 September 2011. The opening ceremony took place on CIVITAS Day 2011.

The IMC is a unique information point which provides information on public transport, cycling, walking and other sustainable transport modes. Also tourist information and information on cultural events is provided there, not only by the employees themselves but also via leaflets which were prepared especially for this info point.

By now (September 2012), the IMC and the RTIPs are in operation for almost a year. Data on every customer is being collected since the beginning to be able to evaluate the type of requested information and also who is requesting it. This data allows to evaluate the acceptance of the measure.

The final part of the measure consisted in a survey on customer awareness and satisfaction conducted in September 2012. It showed very high satisfaction levels.

The IMC is operated by the Tourist Information Centre (TIC), a contributory organisation of the City of Brno.

The RTIPs are operated by KORDIS JMK, the coordinator of the Integrated Transport System of the South Moravian region.

2. Introduction to the measure

2.1. City of Brno

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

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

Brno is situated in a picturesque countryside, surrounded by wooded hills on three sides and opening to the Southern Moravian lowlands on the south of the city. In the north, the city is guarded by the foothills of the Drahaný and Bohemian-Moravian ranges. The city itself lies in the basin of Svatka and Svitava rivers, somewhat to the north of their conflux at elevations ranging from 190 to 425 meters (620 to 1395 ft) above sea level and covers an area of 230 km² (143 square miles). From east to west it spans about 22 km (13 miles). The river Svatka cuts a 29 km (17 mile) path through the city and is the main supply for the Kníničky Dam Lake, a popular recreation area in the city's northwest corner. The Svitava river flows through the city for about 13 km (8 miles).

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

2.2. Objectives of measure 4.13-BRN Integrated Mobility Centre

The objectives of the measure are the following:

- To provide all kinds of information at one spot; at the Integrated Mobility Centre (IMC): transport information, tourist information on the City of Brno, and the South Moravian Region as well as information for Brno's citizens.
- To increase customer satisfaction, accessibility and attractiveness of integrated public transport in the City of Brno and the South Moravian Region.
- To create a new functional and spatial solution for Joštova street.
- To equip stops at the connection point Česká RTPI (Real Time Passenger Information).
- To present a unique customer service and to increase the level of communication with the customers.
- To reduce operating costs by providing synergies and applying innovative technologies.
- To increase ticket sales.
- To increase attractiveness of public space at one of the most important junction points in the city.
- To improve comfort of passengers while changing PT lines.
- To provide the complete pilot installation of the RTPI at one the most important interchange points in Brno. This pilot project will be used as an example for other places in Brno or other cities.
- To find out the optimal system of providing real time departure information to the customers.

The main aim of the measure was to construct the Integrated Mobility Centre and install Real time Information Panels and thus improve the quality of the provided information.

2.3. Situation before CIVITAS ELAN

The intersection of Česká Street and Joštova Street is situated next to the historical centre of the city of Brno. Joštova Street is one of the most remarkable boulevards of the city and its sequence to Husova Street and Komenského square recreates the nonrecurring and unique accent of the Brno former fortification ring. The exceptionality of this space is emphasised by the fact that two of the highest judicial institutions of the Czech Republic have their seats in this place – the Constitutional and the Supreme Administrative Court.

This place is not only very valuable public space, but also one of the most important junction points of public transport in the city. It is a transition point for 8 tram lines and 6 trolley bus lines. The place is the main meeting point in the city centre, too.

Before the start of the CIVITAS ELAN project the state of public space in this area didn't correspond to its importance. In spite of being part of the central pedestrian zone, this area wasn't very safe for people crossing or changing lines. Most of the stops were isolated refuges without access for disabled people. The distance between them was quite long as well, thus it wasn't possible to change PT lines comfortably and quickly.

A public transport (PT) customer satisfaction survey confirmed that despite the big effort to provide as much information as possible to the public, the customers are not satisfied with the level of information. The quality of the provided information was at that time still evaluated as one of the 5 worst characteristics of the integrated public transport system (out of 27).

Before the CIVITAS ELAN project there was only one information office of the Brno Public Transport Company. This office is far from the main streets and it is not equipped to receive larger numbers of customers. Moreover, it does not provide other information than on public transport. There are two city information services for customers operated by the City Hall, but they are not so easily accessible for inhabitants of the city or PT users.

At present, there is a Central Dispatching System of the Integrated Public Transport System of the Southern Moravia Region. It collects real time position information of all kinds of public transport in the

Southern Moravia Region (trains, trams, trolleybuses, city and regional buses). As a part of the Central Dispatching System, several information panels have already been installed.

There has not been any producer that would have been able to provide RTPs that could be used for historical centres of the cities in the CEE countries at a reasonable price. Moreover, there has not been any study that could have solved the problem of optimal size, technical solution and placement of such panels.

2.4. Implementation of the measure within CIVITAS ELAN

The construction of IMC and RTIPs and start of their operation was the last step in the implementation of the measure.

The whole process started in March 2009 when work on the architectural study on the design of IMC and RTIPs began. The architectural solution of the Integrated Mobility Centre was prepared by the architectural atelier RAW. The IMC building is based on a modular system which is designed in such a way that it allows different configurations and may be used at different locations. The design of the Real Time Passenger Information panels is suitable for the historic city centre not only in Brno but in other CEE and middle sized cities in general.

In 2009 and 2010 the so-called investment process took place. Within this internal procedure of the Brno City Municipality the operational model of the IMC and the RTIPs was approved by City Council.

The installation begun in 2011. This stage was delayed. The installation of the IMC and the RTIPs was part of the reconstruction of the public place at Joštova and Česká Streets. But this reconstruction (which was not part of CIVITAS ELAN project) became delayed and this consequently caused the delay of the measure.

Before the opening of the IMC an information campaign took place. Citizens were informed about the new service which would be available from September 2011 on.

In August and September 2011 the new employees of the IMC were trained at the Mobility Centre in Graz and also by the coordinator of the Integrated Transport System of the South Moravian Region, KORDIS JMK.

The IMC and the RTIPs are operating since 19 September 2011.



Picture 1: Situation before implementation of measure 4.13-BRN and reconstruction of Joštova Street

3. Integrated Mobility Centre and Real Time Information Panels at Joštova and Česká Street

3.1. Research and Development

The installation of the IMC, implemented within the CIVITAS ELAN project, is based on experience in EU cities similar to Brno and its size. The pioneer of mobility centres is the City of Graz which built one in 1997 (also utilizing subsidy of EU funds). These centres can be found also in other similar or smaller cities (e.g. Leipzig, Parma or Mainz).

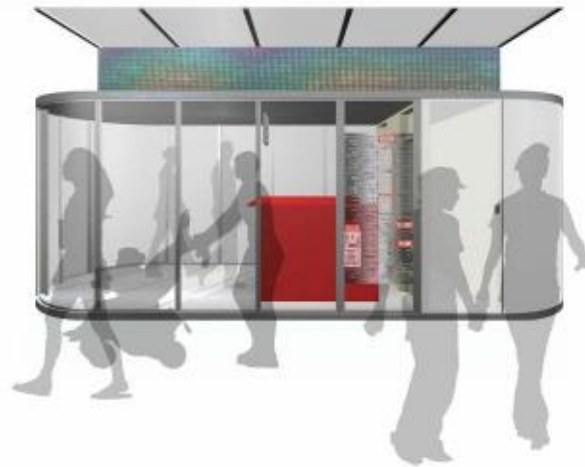
The main aim of mobility centres is to provide citizens and tourists with complex information on transport – public, individual or cycling. Also, they provide an opportunity to inform citizens about transport development projects within the city.

In Europe, these centres usually specialize on the provision of information about the city as well as about city surroundings.

The RTD phase of this measure consisted mainly of:

- An architectonical solution of the Integrated Mobility Centre building
- The design of the Real Time Passenger Information panels

The final proposal, a building with glass walls, is representing the openness of the public space. A ticket vending machine with touch screen was embedded in the construction of the IMC.



Picture 2: The visualisation of IMC by RAW architectonical studio

3.2. Preparation of the operation

Before the opening of the IMC the future scope and form of the provided information was discussed between the operator of the IMC – the Tourist Information Centre (TIC) –, the main operator of public transport in the city of Brno – Brno Public Transport Company (DPMB) – and the coordinator of the Integrated Transport System of the South Moravian Region (KORDIS JMK). The services which should be provided at the IMC were designed according to the experience of the above-mentioned organizations.

Another step was to discuss the operation of the IMC with citizens. To gather their suggestions and opinions two approaches were chosen – a questionnaire was published on Brno's CIVITAS website

which was also distributed during a public discussion held in December 2010. Although only 21 questionnaires were filled in, several suggestions were taken into account, e.g. regarding the daily opening hours.

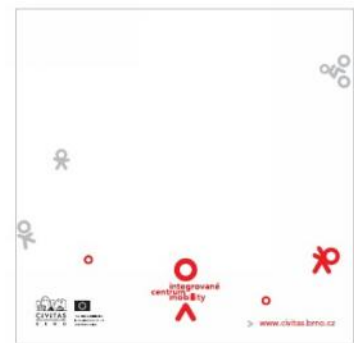
3.3. Dissemination and PR activities

To promote the operation of the IMC and support its service measure partners prepared several dissemination activities and organised a training session for the future employees.

3.3.1. IMC logo

A specific logo was prepared for the IMC. The new logo combines the characteristics of the Brno City logo and images of the focus of the IMC which is transport.

The new logo is used on glass walls of the IMC, on promotional material and gadgets and on new information leaflets on transport which were especially prepared and designed for the IMC.



Picture 3: The new logo of the Integrated Mobility Centre



Picture 4: The usage of the logo

3.3.2. Information campaign before opening

In August 2011, a month and a half before the opening of the IMC an information campaign begun. Citizens were informed about the opening of the IMC via information on billboards, on so-called citylight posters and through a spot broadcasted on the radio.



Picture 5: Examples of the information campaign on the opening of the IMC

The formal opening of IMC took place on 19 September 2011. It was the highlight of the various activities on CIVITAS Day 2011 (which had been celebrated in all ELAN cities within the European Mobility Week). Two-sided RTIPs placed at four public transport stops started providing information on the same day.

The IMC was ceremonially opened by the First Deputy Mayor Robert Kotzian, the Deputy Mayor for City Development (and political guarantor of the CIVITAS ELAN project) Ladislav Macek, the CEO of Brno Public Transport Company Miloš Havránek and the director of the Tourist Information Centre Petra Kačírková.



Picture 6: Formal opening of the IMC on 19 September 2011

3.3.3. Information leaflets

Information leaflets and transport maps were prepared in order to be distributed in the IMC.

In cooperation with project partner DPMB and KORDIS JMK (the coordinator of public transport in the whole South Moravian Region) the city of Brno produced several leaflets and maps in Czech as well as in English.

The leaflets (an updated version was prepared this year) are giving advice on how to travel by public transport in the city of Brno and in the South Moravian Region. A special leaflet describing how to get to Brno Airport was published as well.

Maps of the entire public transport system in Brno during day and night hours were produced.

3.4. Training of the employees

A training workshop for the future IMC employees took place on 25-26 August 2011 at the Mobility Centre in Graz. This workshop mainly focused on the operation of the mobility centre. Brno's employees got the experience with work in such an information centre.

Another workshop took place on 15 September 2011 in Brno at KORDIS JMK. This workshop focused on the different types of transport information and which sources can be used to obtain them.



Picture 7: Training workshop in Brno, 15 September 2011

3.5. Operation of the IMC

The operation of the IMC started on 19 September 2011. At the beginning there were two employees providing information every day from 9am to 6pm. In October 2011 a third person was employed to ensure this operational scheme.

At the beginning of 2012 the opening hours were shortened by 30 minutes a day because more clients are coming to the IMC in the afternoon. Thus the service of IMC is not affected and also some economical savings are achieved. Now the IMC is opened daily from 9:30am to 6pm.

The RTIPs at the public transport stops on Joštova and Česká Street have been put into operation on the day when the IMC was opened.



Picture 8: Current situation at Joštova Street – The Integrated Mobility Centre



Picture 9: Current situation at Joštova Street – The RTIPs

4. Evaluation of the IMC operation³

4.1.1. Information on IMC clients

Continuous monitoring of the IMC clients is a valuable source of information on their demographic characteristics and particularly on type of questions and queries they have when visiting the IMC.

As of July 2012 the IMC helped more than 8,000 clients.

³ The data used in this chapter are from IMC monitoring.

The monthly turnout of IMC varies according to the season. As summarised in chart 1, a lower number of clients visited the IMC in winter. With the beginning of spring and the tourist season the number of clients rose to approximately 1,000 per month.

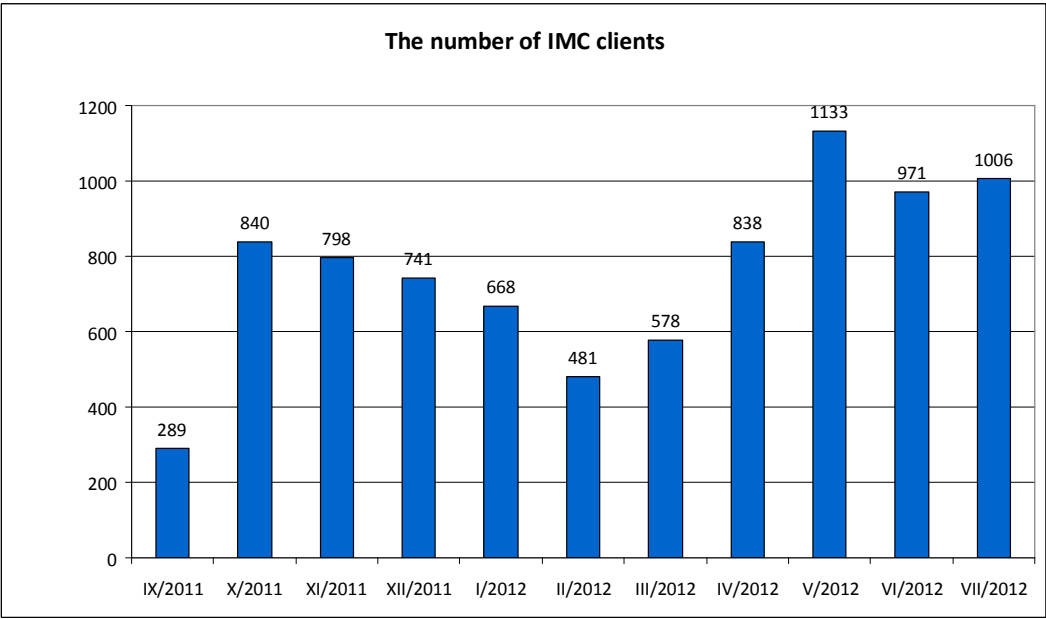


Chart 1: Number of IMC clients

The analysis of the data on gender and age structure (which are recorded on the basis of IMC employees' observations) didn't reveal any unusual values. The female clients outweigh the male clients by 1%. 87% of clients are adults, only 5 % were children or youngsters (see charts 2 and 3)

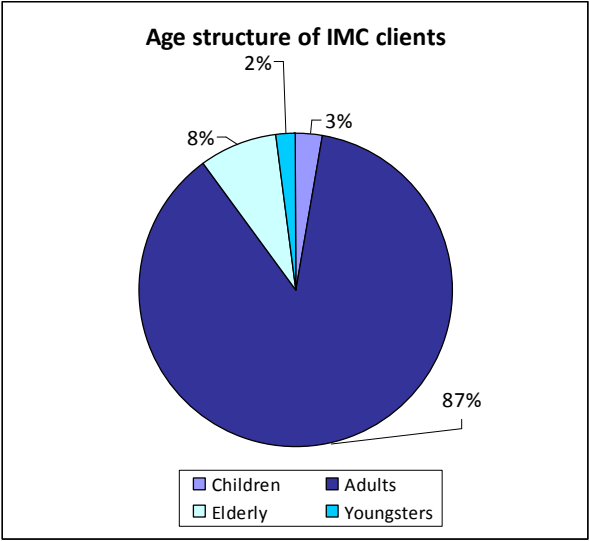


Chart 2: Age structure of IMC clients

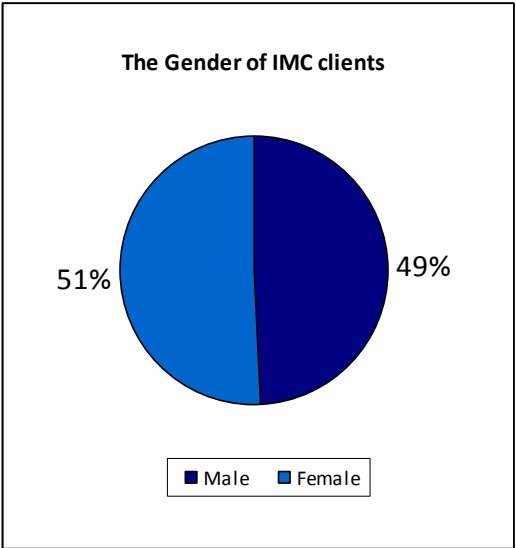


Chart 3: Gender division of IMC clients

Another interesting information gathered at the IMC describes the nationality of the visitors (or more precisely the language they speak at the IMC). According to chart 4, 83% of visitors (6,929) are Czech speaking and the remaining 17% speak other languages. The shares of the most important foreign languages are displayed in chart 5. The largest share (50%) is taken by English speaking visitors, the second largest is Slovak with 18% (as there is a disproportionately large share of Slovaks both studying and working in Brno). These are in a certain distance followed by German and Russian speaking (7%, resp. 6%) as well as Spanish with 5%. Less than 5% each are occupied by Polish, Italian, French, Japanese and several other languages. Of course it is necessary to bear in mind that these data are not representing the nationalities of the clients, only the language they speak with the IMC employees. Especially English is certainly heavily overrepresented compared to the share of native English speakers. On the other hand the data for minor languages should be fairly precise. Moreover the data are interesting themselves, describing the language capacities of the visitors.

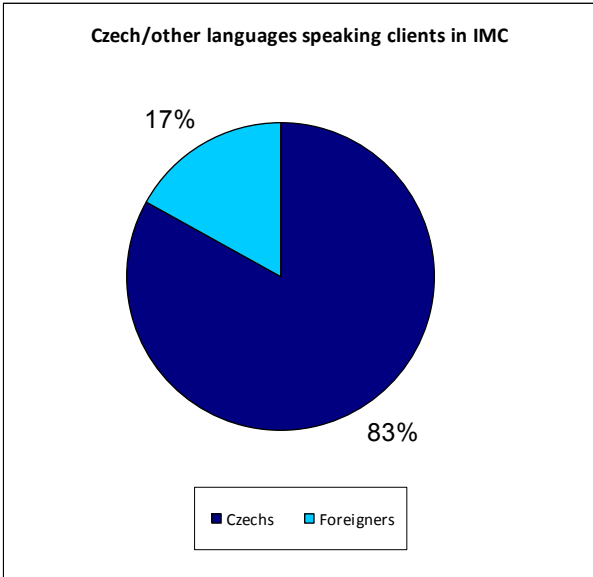


Chart 4: Client's languages spoken at the IMC

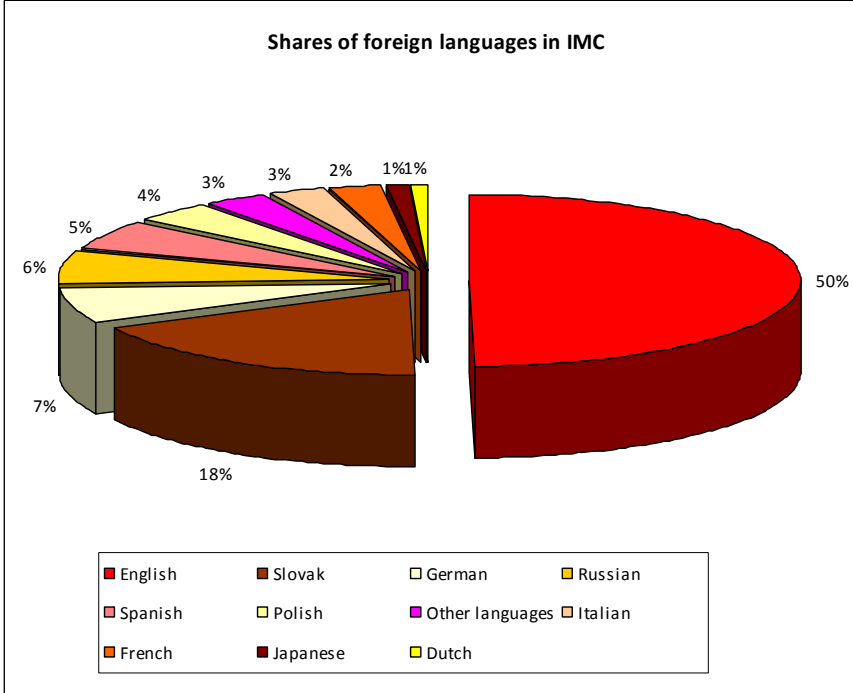


Chart 5: Share of foreign languages spoken at the IMC

4.1.2. Type of provided information

The IMC employees also gather information regarding the types of inquiries their clients have. The aggregated results are displayed in Chart 6. Most of the questions are related to traffic and transportation (63%). In this figure are aggregated shares of questions related to PT, cycling, individual car transport, PT tickets, connections and interruptions. These results allows us to claim that the IMC is in fact fulfilling its primary role of providing transportation related information. The ratio between PT, cycling and pedestrian related and individual car transport related information then proves that the provided information indeed supports primarily sustainable modes of transport as it had been intended. The share of inquiries related to tourism (landmarks, sightseeing tours, etc.) and culture (locations of culture institutions, programmes, etc.) rose significantly from 17% in May 2012 to 37% in July which is due to the tourist season. 3,8% of inquiries are about the CIVITAS ELAN project as well as the IMC itself. And last but not least there were several complaints, wishes and ideas and even first aid requests.

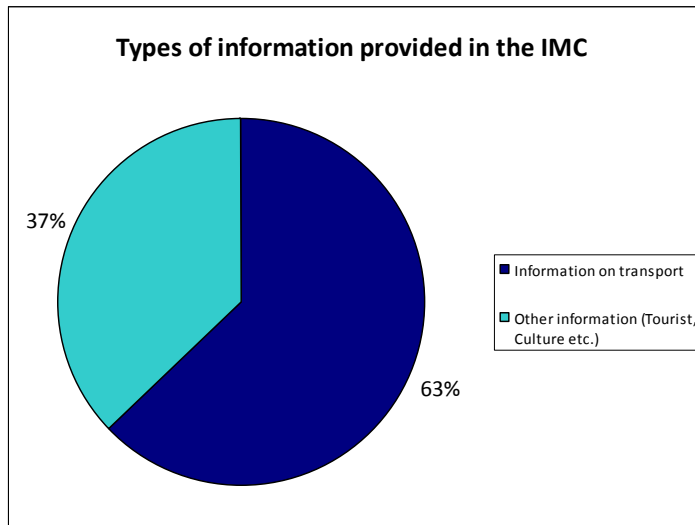


Chart 6: Types of information provided at the IMC

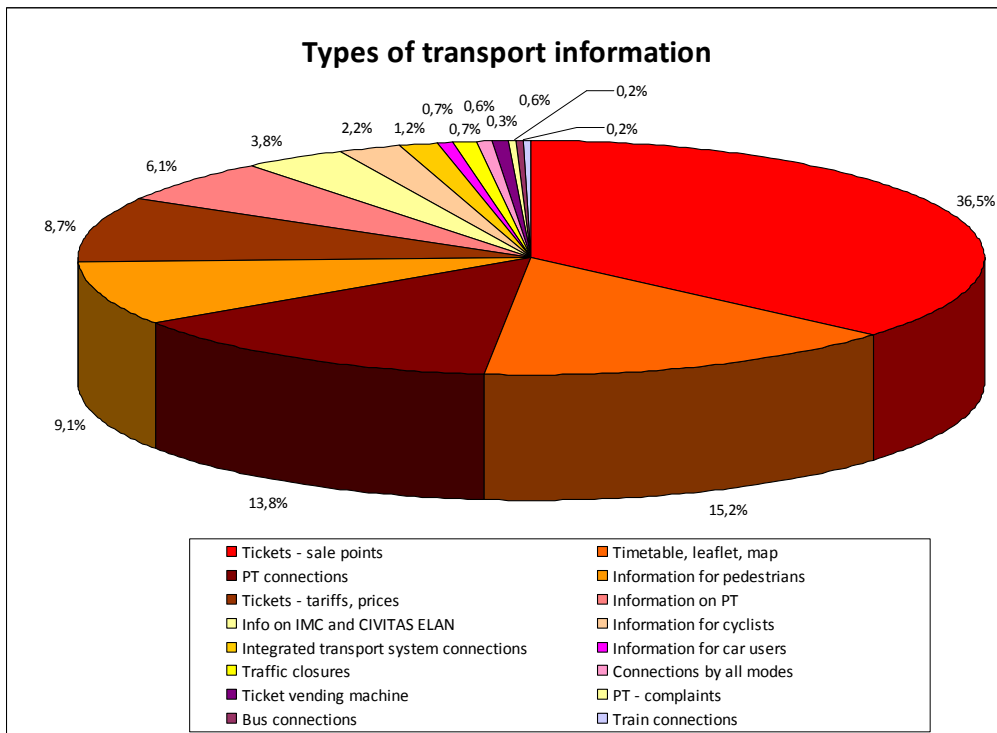


Chart 7: Types of transport information provided at the IMC

4.1.3. Awareness and satisfaction of the measure

The awareness and satisfaction with the provided service had been measured using a survey. This survey was designed as representative for Brno residents (permanent or temporary) and daily commuters. 1,000 face-to-face interviews were carried out in September 2012 using a questionnaire containing mainly closed questions (shortly after the end of summer holiday). The sampling method used was stratification quotas – gender, age, residence. It was based on studies⁴ deciding that residents should compose 70% of the sample whereas the commuters and the residents without permanent address in Brno should compose the rest. For commuters, according to estimations of KORDIS JMK, half of them were questioned at intermodal interchanges (PT users) and half in the shopping centres and other points typical for car users.

Almost seven out of ten respondents do not know the Integrated Mobility Centre (69.6%) in Brno at the crossroad of Joštova and Česká Street. Over one fourth of the respondents know it by other means (from media, family, and friends). Only 1.7% of respondents have their own personal experience with IMC.

The survey also revealed that the satisfaction with IMC services is quite high. The level of satisfaction was identified by means of a set of eight items. The level of satisfaction with ICM services was identified for each item on a scale of 1 (very satisfied) to 5 (very dissatisfied). The respondents could also mark the sixth option – I do not know, I cannot say. For most items related to the ICM services there was a prevailing positive evaluation (answer options: rather satisfied and very satisfied). Almost 87% of respondents are satisfied with the quality and the topicality of the information provided in the IMC and more than 81% find the IMC staff helpful and willing to help. The same percentage of respondents is happy with the location of the IMC and the scope of provided information. In some cases, negative rating was given to items related to the clarity – comprehensibility of ICM marking and ICM design. Detailed results of the answers are provided in Chart 8.

⁴ It is an analysis providing a qualified estimation of the development of present inhabitants until 2020 on the top of the inhabitants with permanent residence published by Masaryk University, Centre for Regional Development (Mgr. Daniel Seidenglanz, Ph.D., Doc. RNDr. Václav Toušek, CSc., Mgr. Michal Janota, Brno, 2008).

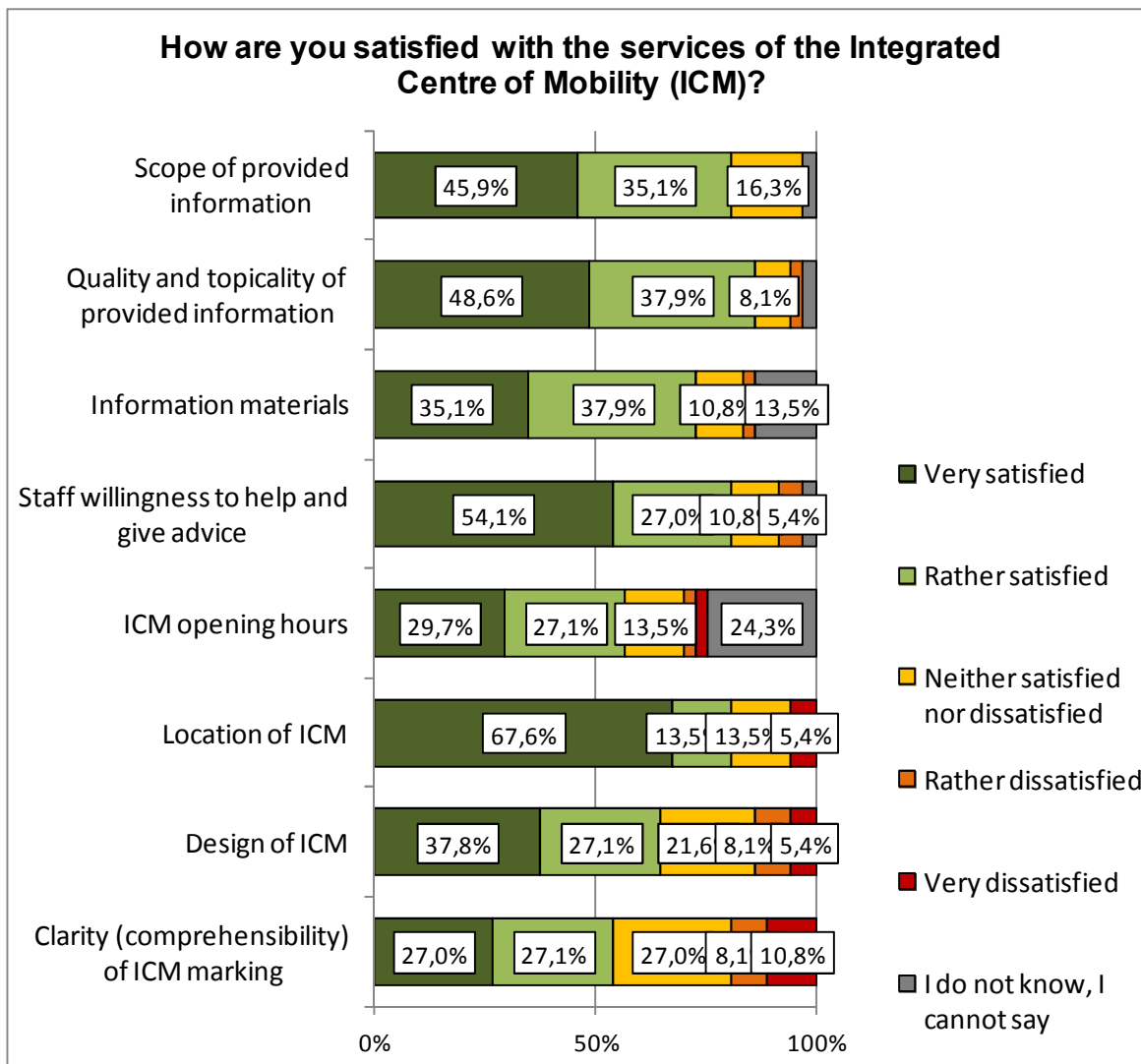


Chart 8: Satisfaction with ICM services

5. Observations

The implementation of the measure was delayed by almost one year. The delay was caused by external problems resulting from the delay of the reconstruction of the public space at Joštova Street (which was not the part of the CIVITAS ELAN project). However, the installation of the IMC and the RTIPs was an integral part of this reconstruction.

Although the operating period of the IMC (and the RTIPs) within the ELAN project is shorter than planned the evaluation of the data from their operation shows that the measure is successful.

Within one year the IMC provided information to almost 10,000 clients. The information provided is related mostly to transportation.

6. Next steps

The operation of IMC should continue after the end of the ELAN project in October 2012.

The work on the dissemination of the IMC services will also continue.

A new website including a route planner and social network features is currently being prepared. Also updated versions of the information leaflets were printed. The City of Brno started a cooperation with an NGO focused on promoting car sharing. A campaign already started which focuses mainly on students who just moved to Brno.