

D.T2.1.8

Pilot evaluation report

Version 1.0

01/2020





A. Introduction

The combined subnode Židlochovice with approx. 4.000 residents and Hustopeče with 6.000 residents are located about 20 kilometers from Brno to the south and 40 kilometers from Břeclav to the north-west. The both cities are important centers of the Brno-Country district, assuring public administration services for neighboring municipalities, working and shopping opportunities. The cities are not situated on the TEN-T railway line, although they are relatively close; they are connected with the bus and train connections.

The South Moravian Region has set the goal of implementing a new transport solution in the Židlochovice region. This concerns electrification of railway lines and their connection to the TEN-T corridor. This modernization will serve for efficient connection of the city to the main railway lines and will enable faster but also more comfortable public transport travel. Until now, the city was connected only to bus lines, whose capacity was beginning to be insufficient due to the number of passengers transported.

New train line will shorten the important direct bus line and offer passengers a 10-minute shorter journey to the city center. Moreover, the trip to the station in the city will be shortened for 30%.



The area of Židlochovice and Hustopeče.



B. Technical preparation

A large amount of work was devoted to a preparation of new train timetables, both as bus timetables, which were modified several times. During the preparation of the timetables, the changes were discussed with stakeholders -affected municipalities, Židlochovice residents and the South Moravian Region which ensures train and bus transport. There were extensive discussions on routing of bus lines, which had to be reorganized in connection with the establishment of the train line. We discussed timetables, transport children to schools and whether the connections would be direct or with a transfer. Regarding rail transport, it was necessary to find a solution that would meet the requirements of citizens and at the same time allowing trains to pass through the Brno node. During the preparation of the timetables we communicated with the public, we responded to requests sent by email and phone.

C. Public communication - events

1. Launching of the reopened railway line to Židlochovice

Židlochovice used to have a train connection but 40 years ago, the operation stopped and the municipality was dependent only on bus transport. After 40 years the railway line Brno-Židlochovice has been renewed. We managed to connect the Židlochovice subnode directly with Brno which will make life for Židlochovice citizens easier. Due to this change, bus lines in the area have been modified. The intended changes were discussed with the Mayor of Židlochovice. We announced all these changes in an informational leaflet which has been delivered to all citizens together with municipality news.

Together with the train station, the bus terminal and its surrounding has been renovated as well.

By this special occasion, the municipality of Židlochovice organized a special steam train which was the first train which operated on the newly opened railway line. The event was accompanied by a majorette performance and the mayor's speech. The Mayor of Židlochovice, the President of the South Moravian Region and the Minister of Transport got involved.

It was the right possibility to promote the new transportation possibilities and to communicate with public.

KORDIS attended this event with an information stand where visitors could get information they needed. Visitors mostly asked about time schedules of the newly implemented train and of other buses operating in the area as well. Visitors were also invited to the upcoming meeting targeted to residents which was held in 2 days.

We were surprised by such a great interest of people. The station was crowded with lots of people. Together, about 1.000 visitors attended the event. The whole event has been recorded on video camera which will serve for demonstration of the event in various levels.

A final video has been made from this meeting.



Jihomoravský kraj - oficiální stránka
13 hod ·

Nový vlakový terminál dnes otevřelo Město Židlochovice! Po 40 letech sem tak budou opět jezdit vlaky, které budou součástí IDS JMK - oficiální profil.

Židlochovice

Linda Doucková a 80 dalším · 1 komentář · 13 sdílení

To se mi líbí · Okomentovat · Sdílet

Nejrelevantnější

Napište komentář...

Jitka Kešnerová Je to potřeba. Hodně lidí vymění vlak za auto
To se mi líbí · Odpovědět · 3 h

Komunita · Zobrazit vše

Vyzvěte přátele, ať se stanou fanoušky stránky

4 587 lidem se to líbí

4 934 lidí to sleduje

To se líbí Filipovi Hejkrlikovi a 4 dalším přátelům nebo tu oznámili svoji polohu

698 oznámení polohy

Informace · Zobrazit vše

Žerotínovo nám. 3 (0,50 km)
602 00 Brno
Zobrazit trasu

541 647 501

Poslat zprávu

www.kr-jihomoravsky.cz

Organizace

Otevřeno: 8:00 až 17:00
Otevřeno

Navrhnete úpravy

Transparentnost stránek · Zobrazit víc

Facebook zobrazuje informace, které vám pomůžou lépe porozumět účelu stránky. Podívejte se, jaké akce dělají lidé spravující a zveřejňující obsah.

Stránka byla vytvořena 12. března 2012

Související stránky

Facebook post about the event on the official site of the South Moravian Region.



Pictures from the event







2. Workshops with stakeholders

Information about the pilot action has been discussed three times in the working group with the audience of transportation specialists, decision makers and other stakeholders. The final workshop (session) has been attended by public. On the workshops it has been discussed issues connected to the pilot activities and changes of public transport in the Židlochovice - Hustopeče area.

As part of the planned pilot action, KORDIS JMK has set a goal of implementing planned changes of the network and timetables in the Židlochovice and Hustopeče regions through the active participation of citizens, including their involvement in the upcoming change in transport services. According to their experience, the project partner chose different types of addressing and surveying the general public, ranging from quantitative analyzes of the number of commuters to meeting citizens and informing them about new transport links.

The meeting took place on 11 December in the cultural hall in Židlochovice. Mayor Mr. Vitula, welcomed all guests. KORDIS was represented by Mr. Horský, director, Mr. Havlík, deputy director, Mr. Elstner and Mrs. Vojtková.

The discussion lasted for almost two hours. In total, more than 50 people visited the discussion. The most discussed topic was changes in time schedule of buses in the area. People asked about most suitable connections for them. We were prepared that people would not fully agree with changes that were made so it was a nice surprise for us that people did not complain about the changes very much. They more asked generally how to travel in the current status. Other questions concerned tariff, e.g. which ticket to use, where to buy it and also train traveling.



Diskuse s občany o změnách v dopravě

Máte dotazy, jak cestovat od 15. prosince?
Zajímají Vás slevy v dopravě?
Jak nejpohodlněji dojet do Brna?
Chybí vám dopravní spojení?
Máte jiný dotaz či připomínku k veřejné dopravě?

Přijďte ve středu 11. prosince v 17:00
do kulturního sálu sokolovny na ulici Tyršova v Židlochovicích.

Akce se zúčastní:
starosta města Židlochovice **ing. Jan Vitula**
ing. Jiří Horský, ředitel společnosti KORDIS JMK, a.s. -
koordinátora Integrovaného dopravního systému Jihomoravského kraje

Invitation to the meeting with citizens.

Pictures from the discussion





3. Information event in Rajhrad

The event took place from 14th - 16th February 2019 in Rajhrad (town with population about 3800 residents, 7 km far from Židlochovice towards Brno). KORDIS used the opportunity to be present at occasional exhibition of train models, technical devices and pictures about local railways.

The event was attended by classes from local schools on Friday morning and by general public in the rest of the weekend. Ca. 550 visitors passed the information stand, KORDIS staff informed about changes in timetables, answered queries and got feedback from locals to the day-to-day operation of the new public transport concept in Židlochovice surroundings.



4. Train „roadshow“ to Židlochovice

KORDIS intended to organize a train roadshow by the occasion of the reopened railway line to Židlochovice on 8. December 2019. As a special train and miscellaneous entertainment program was already in place prepared by the municipality, the road show was postponed to mid of June 2020. KORDIS plan to offer historical train ride as a special event for local citizens, transport fans and tourists to attract them to visit the new SUBNODE. The event will be connected to the traditional transport event “Brněnské kolečko” promoting public transport in Brno surroundings.

D. Evaluation

Transport behaviour survey of Židlochovice residents

Before the pilot action was launched, a survey of traffic behavior of Židlochovice inhabitants of was carried out. Within the preparing of the pilot, a marketing survey was conducted with the following findings:

When traveling to Brno to work or to school, 58% of respondents very often use public transport. In the case of a car it is only 4%, or 7% travel regularly by car. Unfortunately, the results are distorted by the fact that interviews were conducted in public areas of Židlochovice, where there are naturally more people using public transport.

Respondents who choose a car for their trip to Brno most appreciate the flexibility that the car brings. They also mention time savings and comfort as other reasons for choosing this vehicle. On the contrary, they are not affected by the lack of information on public transport.

Passengers also responded to possible changes in public transport. They expressed their willingness to make more use of public transport if the journey itself was simplified. They also stressed the need to increase the number of connections.

As we can see from the third chart, citizens are not interested very much in public discussions.

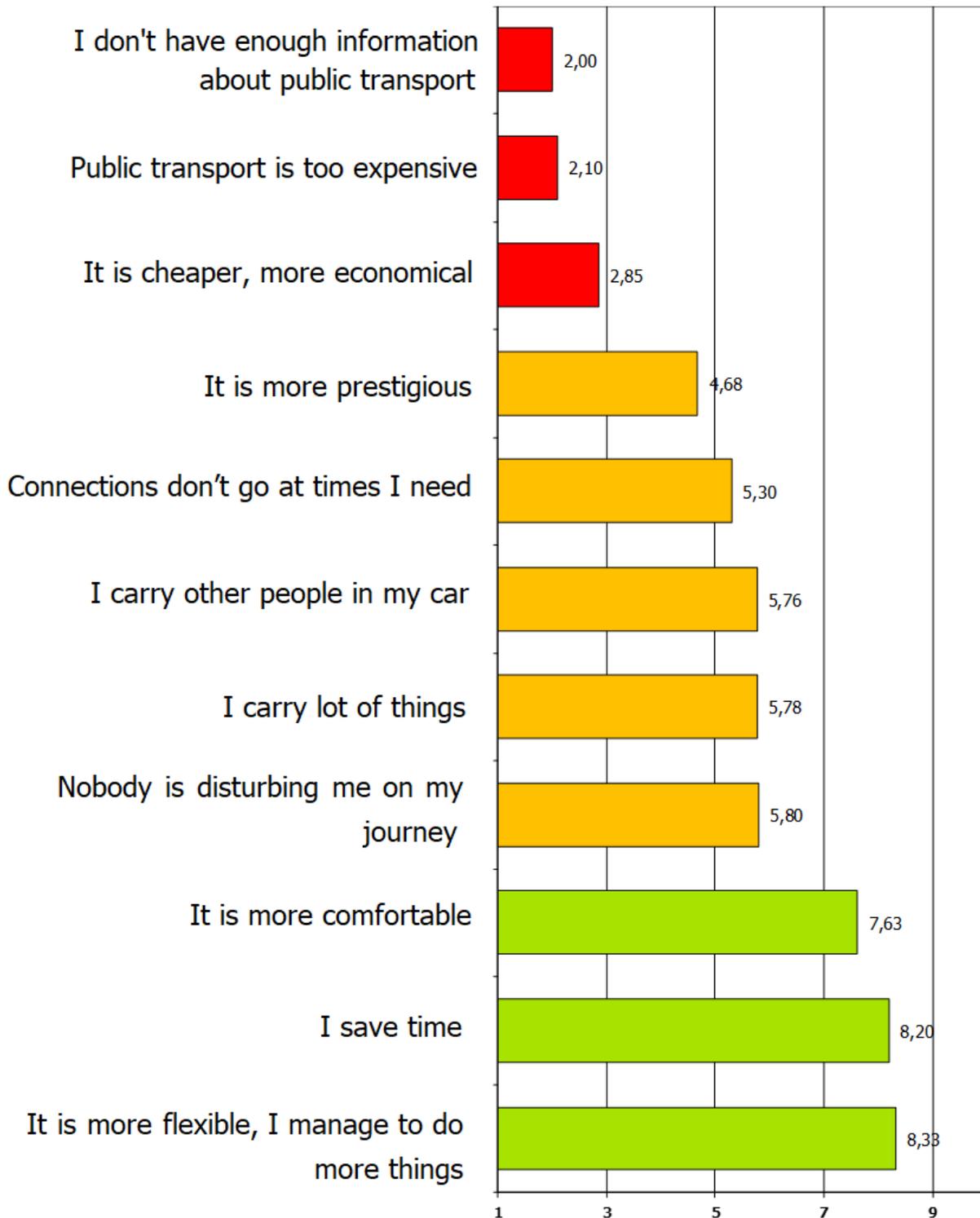


Chart 1: Reasons for car preference as a means of transport.

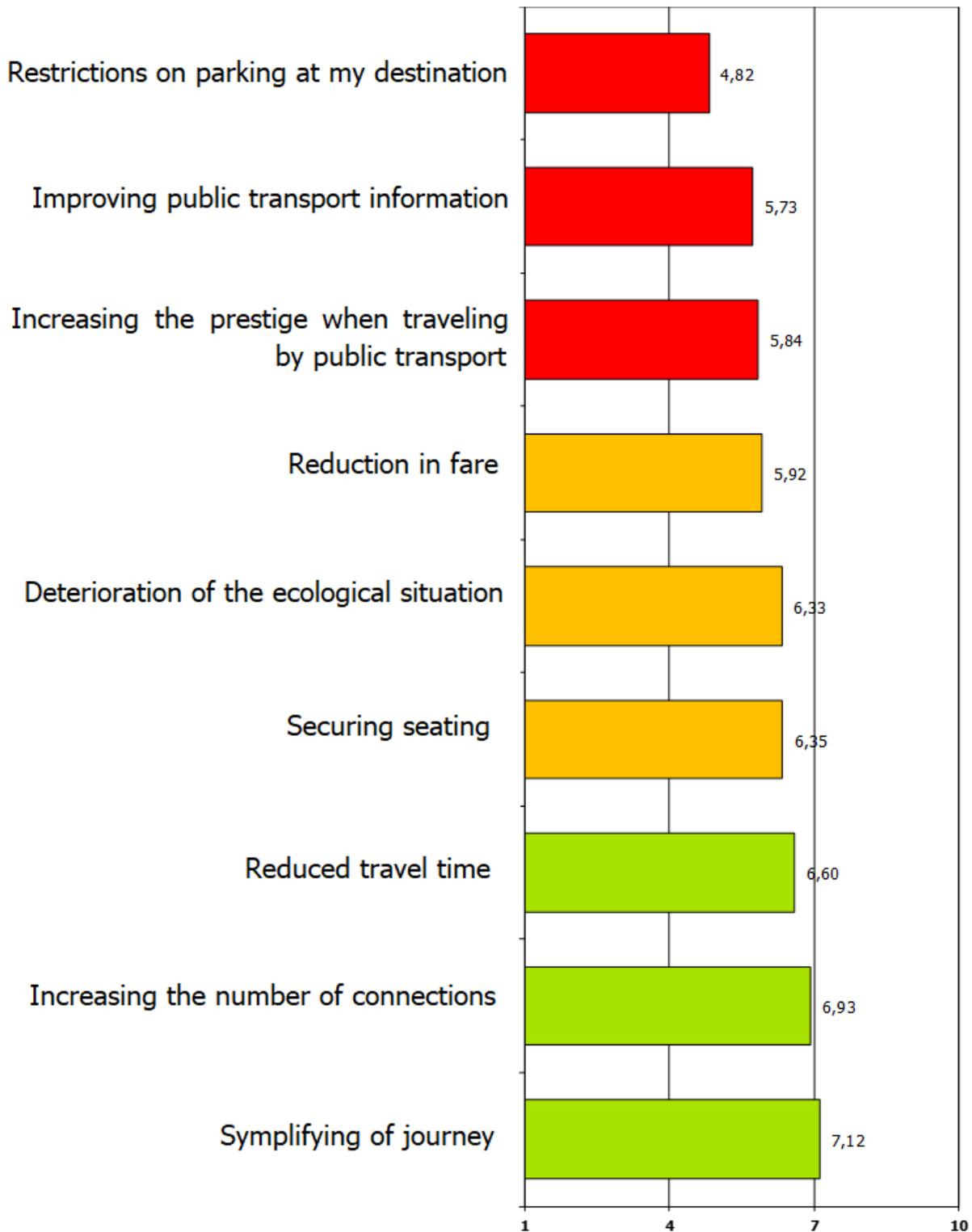


Chart 2: Potential reasons for using public transport instead of a car.

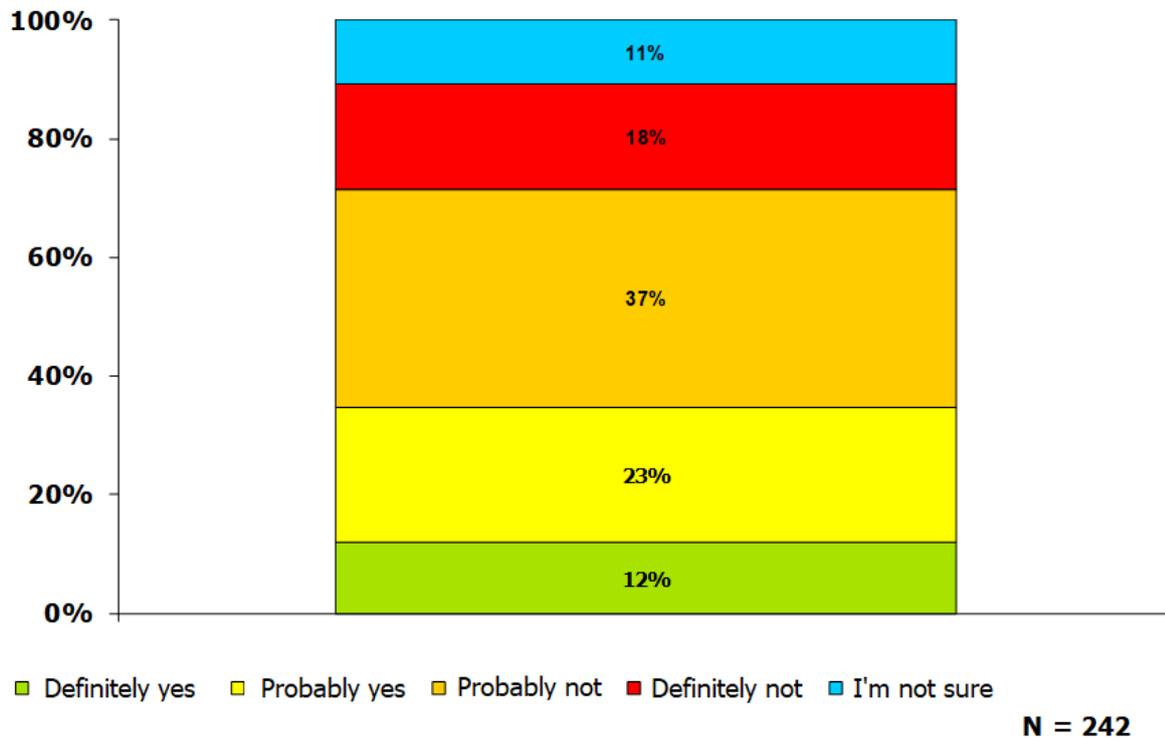
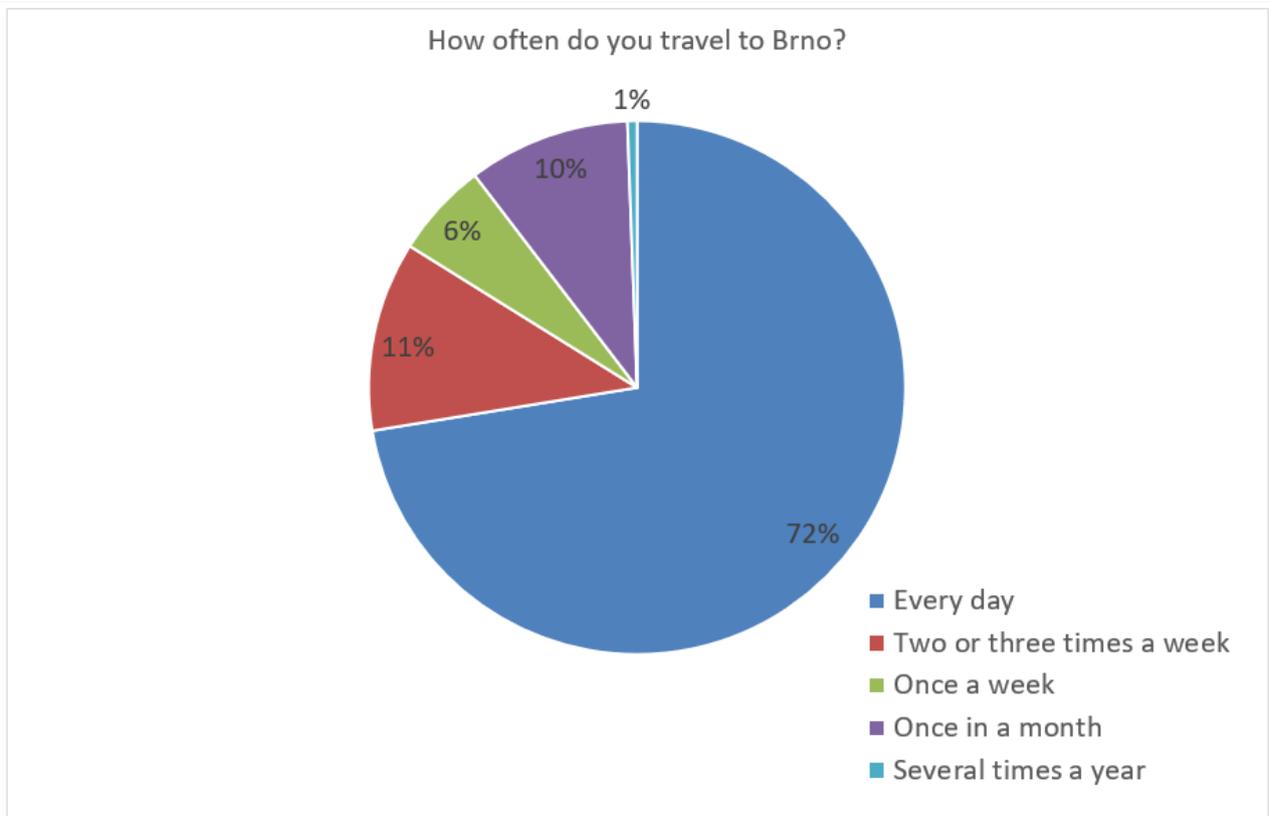


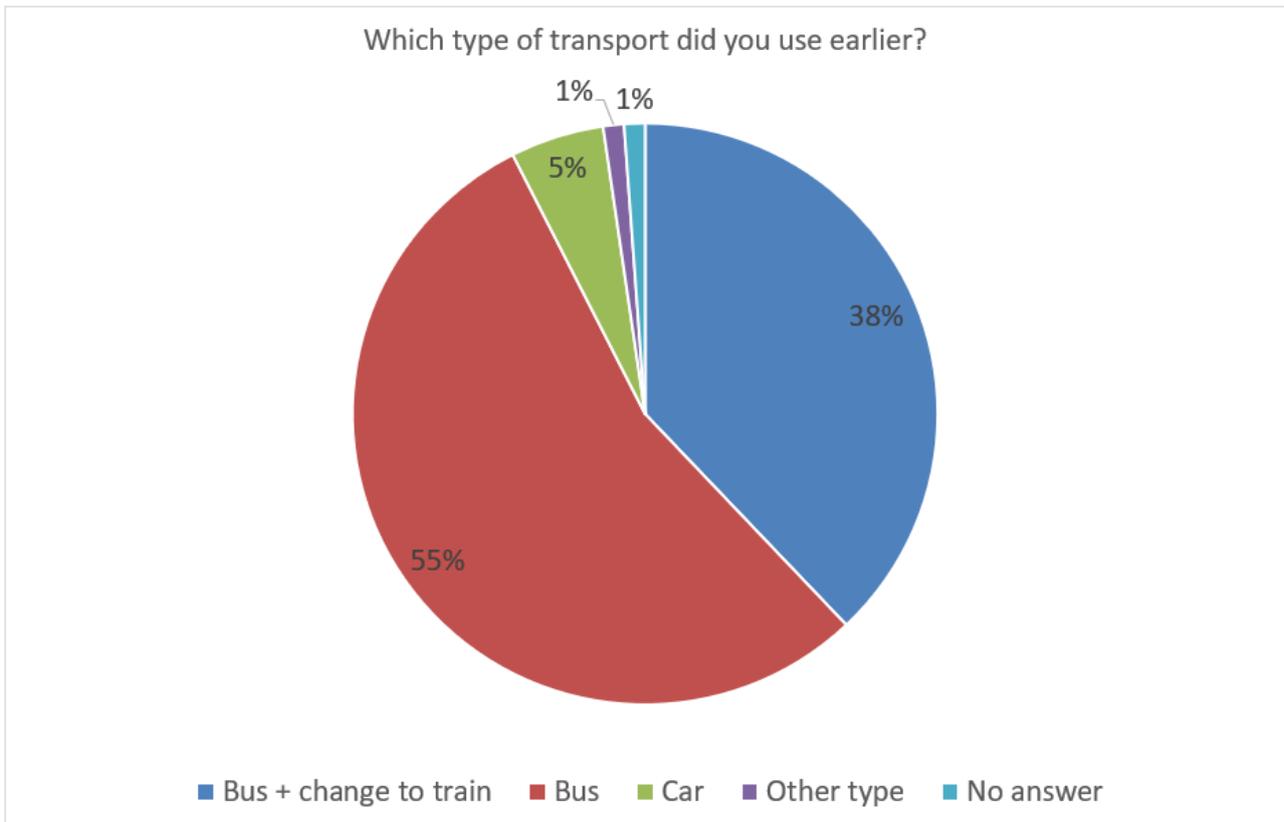
Chart 3: If there was a public debate on transport changes in Židlochovice, would you attend?

Second survey of Židlochovice residents

In January, one month after launching the operation of the train, another survey was conducted. It was a short survey on a sample of 174 people travelling between Židlochovice and Brno by train. We wanted to find out how residents' habits have changed.



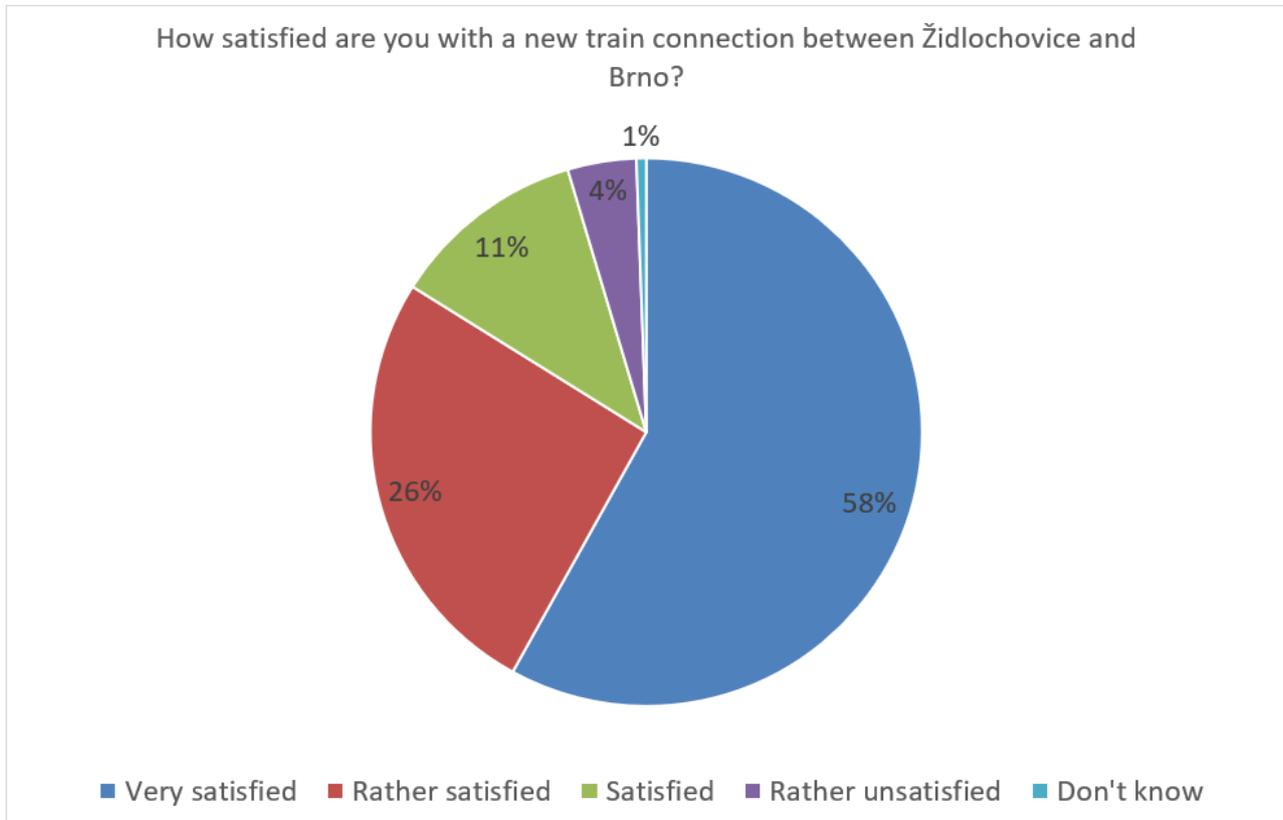
It is clear from the chart that three quarters of respondents are daily commuters, probably working or studying in Brno. Another category consists of people commuting to Brno two or three times a week and this category is represented by 10%. Almost the same values - 10% - reached the category of people commuting to Brno once a month. 6% of respondents commute to Brno once a week. Only 1% of respondents use public transport to travel to Brno several times a year.



We wanted to know what were people's earlier travel habits. Most of them (55%) used a bus when traveling to Brno. 38% of respondents travelled by bus to Hrušovany nad Jevišovkou, the neighboring town with a train connection and then changed to a train.

Very special result is that 5% of the passengers declared they used to use a car for their traveling to Brno before the new train line. This is a very good result.

Because the amount of bus connections has been cut in line with the new train operation, the results have confirmed that the cut of the bus connections did not lead to the increase of the amount of the car users.



As far as satisfaction with the direct train connection to Brno is concerned, most of the respondents (58%) are fully satisfied. About 26% claimed they were rather satisfied and 11% were satisfied. Only 4% said they were not satisfied with the changes.

E. CONCLUSION

1. Explanation of the pilot action

The pilot activity has used the on-going investments projects in area of Židlochovice and Hustopeče. In both cases the railway track should be renovated and electrized and direct trains to Brno should be introduced. This plan has been fulfilled in December 15, 2019 in Židlochovice and it will be fulfilled in December 13, 2020 in Hustopeče. The role of KORDIS JMK was and still is to prepare the line routing changes, new timetables, communicate with municipalities and citizens, promote the new possibilities of transportation and introduce a low-cost smart solution in Židlochovice and Hustopeče (P+R information, leaflet distribution boxes).



2. Difference in number of passengers

We have carried out a quick opinion research on 174 train users on 13-17 January, 2020. The research was made only on a small number of respondents and very soon after the new service started operation. Despite that, we detected that 5% of train users changed from car to train which we consider a very good number. 55% of respondents changed from bus to more sustainable transport mode. Naturally, the amount of bus connections has decreased.

3. Level of satisfaction of passengers with the public transport

From the same research it is obvious that the customer satisfaction is quite high. Nearly 60% of train users are satisfied with the new service and another quarter is rather satisfied. Only 4% are rather unsatisfied, nobody was unsatisfied.

4. Involvement of passengers

In our region due to the lack of appropriate infrastructure it is not possible to change the train timetables according to the needs of passengers. Whereas buses are connected to trains, even departure times in bus timetables are not possible to change. On the other hand, KORDIS played very important role in line planning.

New bus line routing was discussed with citizens and representatives of neighbouring municipalities. For a long time, it was not sure how several villages would be served and where the buses would have a route terminal in Brno.

Different groups of residents had different ideas and needs. That was the main role of KORDIS - to find the most acceptable routing and explain it to stakeholders and users. At the end KORDIS participated at the celebration of the new line in Židlochovice on 8 December 2020. It had produced special leaflets for distribution, articles for local media, town magazines.

KORDIS has send an information letter to local entrepreneurs to inform them on changes and better service for their employees.

KORDIS in a cooperation with the Mayor of Židlochovice organized a meeting with residents where their needs, questions and comments were discussed. Furthermore, KORDIS has reacted to many emails regarding the prepared changes.

5. Main objectives of major policy strategy

The pilot action is both a part of major strategy accepted by the transport department of the regional government and the regional masterplan which supports the public transport development in this specific area and its better connection with Brno - the interregional transport hub.



F. FURTHER ACTIVITIES

During Pilot Action in Židlochovice we have found out, that there exists a large demand for information leaflets about public transport services. Therefore, we searched on the market for a leaflet rack or box that could be placed in Subnodes on platforms or generally at bus or trains stops. However, we have not found a product that is suitable for outdoor usage and resistant against vandalism. Thus we decided to design a box for leaflets on our own and strive to find a manufacturer that would be able to produce such box to municipalities according technical specifications from KORDIS.

Until the end of the project, we expect implementation of activities of the information campaign and public communication, which will continue even after its completion in the Židlochovice area, and in particular we expect other activities in the Hustopeče region. The project helped to start long-term cooperation with municipalities and we can count on that we will continue in it.