

# D.T2.2.6

# PILOT FINAL REPORT

Report summarising implementation of  
pilot in South-Bohemia region

Version 1  
October 2018

## FINAL REPORT

Period March 2018 – June 2018

General data	
<b>Project partner</b>	PP6 – JIKORD s.r.o.
<b>Pilot name</b>	New bus line through the area of the Slepíčí hory
<b>Pilot location</b>	Microregion of Kaplice
<b>Person(s) responsible for pilot implementation</b>	Martin Stach Zuzana Jelínková
<b>Pilot starting date</b>	1. 4.2018
<b>Pilot ending date (if applicable)</b>	31.7.2018
<b>Author of the interim report</b>	Zuzana Jelínková Martin Stach Lucie Holzeplová

## Reported period

Steps undertaken in period March 2018 – August 2018
<p>Due to the technical (bad weather conditions and poor infrastructure conditions) and administrative reasons (the tender procedure and its approval by the Council of South Bohemia Region on one side and FLC on other side), the implementation of the pilot project was launched in the second half of the RUMOBIL project in April 2018.</p> <p>The steps done in the reported period:</p> <p><b>March 2018: Finalizing pilot project preparation</b></p>

- Finalizing of the tender procedure - signing the contract, approval process by FLC and South Bohemia Region

- Finalization of transport operations - approval of transport license and timetable

**March 2018: Finalizing public campaign before starting a pilot operation**

- Completing the graphic design of posters and brochures

- Printing of materials and their distribution to the area and beside the area

- Involving stakeholders (PTO, mayors, tourist NGOs) in an advertising campaign

**April 2018 - July 2018**

- Implementation of the pilot operation - the new bus line in the defined transport performance (16 connections per every day including weekend and holidays)

- Regular public campaign during the pilot operation (detailed description of public campaign implementation is the output of T2.5.2. Publicity campaign report)

**Difficulties encountered and solutions found in reporting period**

There were no major problems occurring during the pilot project. Common operational problems included vehicle service troubles, closure of the area due to car-Rallye race or car accidents in the area were resolved by standard means as a temporary replacement by another vehicle, limited operation in day of Rallye or operating bus in alternative route.

In terms of dissemination of information, vandalism on information materials placed in the public area occurred, the solution implemented was the replacement of destroyed posters by new ones.

At the beginning of pilot project occurred case that in intermodal point Kaplice station the bus did not wait to delayed train, because communication between train operator and bus operator failed. The solution was to set up more strictly condition for communication between these two operators in framework of dispatching service.

**Final results**

**Resource requirements (planned versus actual)**

Cost of pilot project

**1. Operational cost**

Operational cost consisted of operation of bus line and operating the service of dispatching for ensure the connection between the trains and bus (both are operated by different public transport operator).

	Planned cost	Actual cost	Notes
Operation of bus	1 123 511 CZK incl. VAT <b>44 940 EUR*</b> incl. VAT	1 120 392 CZK incl. VAT <b>44 815 EUR*</b> incl. VAT	Difference is due to half-day not operating bus in day of Rallye race

Operation of dispatching	60 000 CZK incl. VAT <b>2 400 EUR</b> incl. VAT	59 500 CZK incl. VAT <b>2 380 EUR</b> incl. VAT	Difference 20 EUR was a penalty for PTO for don't informing about delayed train (1 case)
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\*average rate 1 EUR = 25 CZK

## 2. Personnel cost

The personnel cost consists of work of project employees. It consists of:

- Technical planning of pilot project: at least **10 days** (planning) + **3 days** (on site)
- Meeting with stakeholders (more times): at least **3 days** meeting
- Tender procedure (preparing a call, administration, attendance in evaluation commission, evaluation, preparing a contract, administration for the Council of the region): at least **10 days** (preparing call) + **1 month** (administration), the whole tender procedure was long 6 months!!!
- Preparing a new bus stop: at least **5 days** (2 day on site, 3 days with stakeholders at offices)
- Attendance in approval processes of timetables and bus license for operating: at least **2 days**
- Preparing and operating a public campaign (cooperation with graphical studio for design, personnel campaign with area before pilot and during the pilot): at least 5 day (preparing) + **10 days** (on site before) + **10 days** (on site during) + **5 days** (in another offices, presentations) + **10 days** (online campaign)
- Monthly evaluation of operation (frequency of sold tickets): **1 days** (every month)

TOTAL: at least **120 days** working, but all depends on how far from your work is pilot implemented (travelling time), how many stakeholders do you include, how much administration work is accompanied by tender in each state, etc.. Also, some works are done more by than 1 employee.

## 3. Publicity campaign cost

A publicity campaign cost consists from: graphical design of leaflets, posters and brochures on JIKOR D sides and on Czech Railways side, printing of materials and Facebook on line campaign.

Publicity campaign means	Planned cost	Actual cost
Graphical design, printing materials (posters, leaflets, brochures)	<b>4 500 EUR</b> incl. VAT	1 750 EUR incl. VAT
Facebook		180 EUR incl. VAT
TOTAL		<b>1 930 EUR</b> incl. VAT

A lot of saving was due to the offers of involved stakeholders - especially PTO – bus and train

operators for free placement of information materials to railway stations, bus stations, to vehicles, to national webpages and their Facebooks pages, also great saving was due to sharing our Facebook post by South Bohemia tourist information and public authorities web and Facebook profiles.

### Interfaces and dependencies with other groups – stakeholders

The following stakeholder groups were involved in the implementation of the project

**Municipalities in area:** cooperation in pilot planning (suggestions and comments, dissemination of information among residents (radio, local press).

**Public transport operators (ČSAD AUTOBUSY České Budějovice, České dráhy a.s.):** selected bus carrier + affiliated railway carrier: providing operation, providing the dispatching activity (activity guaranteeing the key characterization of bus line – train-bus-train connection), cooperation in advertising campaign - free placement of information materials in the vehicles and stations of both carriers.

**Organization for restoration of castles in the area (Hrady na Malši):** engaging in an advertising campaign, providing discounts for entry to a tourist attraction in the area upon demonstration with a valid ticket

**South Bohemian Tourism Headquarters (JCRR):** dissemination of advertising campaign (placing of information materials in centers in the area, dissemination of Facebook information in high-reach groups)

### Risks and risk mitigation

#### 1. Lack of new passenger, short implementation time

Almost all of local inhabitant owns a car (because until now somewhere the public transport was very limited). People who owns car do not have usually interest to change their transport habits, also the very short time of implementation of pilot (4 month) was not in favor. To mitigate the risk, that the number of passengers will be low, we tried to inform every inhabitant in the area (every household got a leaflet, the local radio and new informed about new line, we placed many posters in each village in area). On the other hand, we tried to find another possible passengers - tourists. A relatively massive public campaign served as mitigation to this risk.

#### 2. Non-connectivity of public transport in intermodal point

The current situation in intermodal point Kaplice station is that the bus schedules and trains schedules do not respect each other and it is almost impossible to use this station for transferring between these two kinds of public transport (there is only possible to transfer from car to train – a new P+R is here). Our project has an ambition to ensure transfer between train and bus (connection of rural are to TEN-T network), but the

problem is that in South Bohemia still has not existed a common dispatching Centre for all kind of public transport. PTO do not communicate together and no one know about delayed lines. Especially trains are often delayed here and from that reason we set up a dispatching service with precisely defined rules (forwarding information on delayed connections, occurrence of passengers using traceability) to prevent the disruption of connectivity between bus and train.

### 3. **Insufficient information campaign to local residents and tourists**

To overcome this problem, cooperation with municipalities has been established with aim to inform local residents. For informing tourists, mutual cooperation was established between JIKORD, carriers and tourist organizations. This collaboration proved to be very effective, the cost of materials production was covered by JIKORD, but all stakeholders offered the distribution of the advertising material by the means available to them (station, vehicle, corporate and social networking, reduced access to tourist attractions) free of charge, this meant greatly budget savings on the other hand and massive expansion among target groups on the other. At the same time, each interested subject was mentioned in all the promotional materials, thus meant also mutual promotion and mutual benefit.

#### **Achievement of pilot project objectives**

The initial plan was to launch the on-demand buses service, however, during the planning pilot project we had to change the plan, because testing on-demand midi buses outside the RUMOBIL project in other parts of the region did not meet the public's understanding and the Council of the South Bohemian Region did not want to continue by another attempt, therefore it was decided to the launch of a regular bus line based on traditional transport technology (regular operation with posted timetables with same route and same leaving time every day). The importance of the pilot operation consisted of the establishing connection of the rural region to the TEN-T network, especially on the Linz - České Budějovice (-Praha) intercity trains, which enabled a quick connection to the regional or capital city for work and study and other services. In the opposite direction, the pilot project allowed tourists access to a naturally unique and less-visited area.

The line helped to improve the availability of public transport in the area (including weekends and public holidays, especially in places where access was not available), but the interest of local populations did not meet the demand that would lead to the inclusion pilot line to the public transport obligation. Most residents own a passenger car and are not interested in changing this means for public transport, despite the fact that the length of travel time to the regional city of České Budějovice or the capital city of Prague was comparable with the pilot bus and following train, and public transport passengers did not have to deal with problematic parking (problematic in terms of parking zones). Also economic efficiency of public transport (which is cheaper or comparable to the price of fuel consumed, not calculating car maintenance, insurance, etc. ) did not convince the residents.

To change this unfavorable situation local governments should encourage and promote public transportation more. E.g. personalized travel marketing, accompanied by other hard and soft measures, and with the possibility for participants to give feedback on the existing public

transport services in their region, could be an efficient way to increase awareness and encourage more people to use public transport more often in rural areas.

The secondary objective - to allow tourists access to the area - has been fulfilled. Despite the short test period of the pilot project, which covered the tourist season for only 3 months, there was a considerable interest of both individual tourists and organized groups (senior clubs, tourists clubs, scouts and campsites, but also schools that used the bus for a school trips).

From the results of the pilot operation evaluation, it cannot be expected that the Council of South Bohemia Region will include a bus under the public transport obligation, but the efforts will be made to establish a tourist line from the funds allocated to individual tourist transport in the South Bohemian Region.

### **Lessons learnt and recommendations.**

#### **Recommendations**

- Precise planning and enough planning time
- Effective advertising campaign is half the project's success
- Effective cooperation with the stakeholders will benefit all parties

#### **Negative experiences**

- Time-consuming tender process
- Complaints during the tender procedure (administrative complications when establishing different deadlines and authorizations for the Council of the South Bohemian Region and for FLC)
- Strict conditions for compliance with EU project rules and the tender rules in Czech Republic (in particular the minimal possibility of modifying the pilot line operation conditions against the conditions which were defined in the call for tender - the impossibility of setting up the alternative route during the pilot, the impossibility of change the number of connections and timetables according to the current conditions.
- The need for greater involvement of local stakeholders (municipalities), authorities have a lot of their own work and do not have too much time for free work beyond their activities, perhaps financial compensation for responsible persons for municipalities could help.

#### **Positive experiences**

- In spite of time-consuming own activities and administration, willingness and involvement of mayors in the planning of operation and providing synergies in the advertising campaign.
- Effective and beneficial establishment of co-operation between bus and train operators in the implementation of the dispatching centre to ensure the connection between bus and trains.
- Collaboration of JIKORD, public transport operators, association "Hrady na Malši" and tourist headquarters of South Bohemia Region during the publicity campaign. Everybody

offered a certain kind of cooperation free of charge (JIKORD - printing of materials with logos of other subjects and highlighting the tourist attractions in the locality, public transport operators - free placement of materials in stations and in buses and trains around the South Bohemian Region, tourism headquarters - placement of promotional materials in information centres and its webpages, the association of Castles at Hradý na Malši - a reduced entry fee after showing a valid ticket and the distribution of information on the schools - as a potential transport to the castle during school trips), and each of them got something (JIKORD - large-scale expansion of advertising throughout the region, public transport operators - their promotion on all printed materials, the Association Hradý na Malši - promotion of the Porešín Castle on all information materials.

### Photos



Fig.1 – RUMOBIL bus

# BUSEM DO SLEPIČÍCH HOR

v provozu 1.4.2018 - 31.7.2018

- Pilotní provoz autobusové linky Kaplice nádraží / Besednice / Soběnov / Benešov nad Černou.
- V provozu denně včetně víkendů a státních svátků.
- Přímá návaznost na vlakové spoje.



Sleva 30%\*

\*Cestující, kteří se prokáží platnou vlakovou a autobusovou jízdenkou z pilotní linky, mají nárok na 30% slevu ze vstupného na hrad Pořešín a do expozice středověké kovárny. Cestující získají zdarma výtisk mapy středověké Zemské cesty z Českých Budějovic do Rakouska, na které leží 15 hradů a zámků.

## TURISTICKÉ CÍLE

### HRAD POŘEŠÍN

Hrad Pořešín, založený okolo roku 1280, vybudoval na strmém ostrohu nad řekou Malší, Bavor ze Strakonice. Vypálen a pobořen v roce 1433. Dnes je sídlem sdružení Hradů na Malší. V areálu je muzeum, kuchyně, kovárna a krčma.

### BESEDNICE

Na okraji obce se nachází rozhledna Slabošovka, z které je unikátní výhled do širokého okolí, je možné zde přehlédnout celé panství hradu Pořešín. V obci sídlí firma Kovářství Ferenczi, kterou je možné navštívit a seznámit se s prací jihočeských uměleckých kovářů. Z obce vede značená turistická trasa na nejvyšší horu Slepíčních hor - Kohout 871 m.n.m.

### SOBĚNOV

Výchozí bod cesty na hrad Sokolčín, představující opravdové sokolí hnízdo uprostřed divoké přírody a bouřících vod řeky Černé. Po toku řeky Černé je možné se mezi divokými skalami a vodou vrátit na hrad Pořešín.

### BENEŠOV NAD ČERNOU

Brána do Novohradských hor. Památková rezervace s několika zachovalými pozdně středověkými domy, jejichž stavitelem byl Jakub Krčín z Jelčan a kostelem sv. Jakuba. Okolo obce vede značená naučná stezka. Z obce je možné po značené stezce navštívit hrad Sokolčín, případně trasu prodloužit až na hrad Pořešín.



Více informací

[www.jikord.cz/uredni-deska/rumobil](http://www.jikord.cz/uredni-deska/rumobil)

[www.facebook.com/JikordRumobil](https://www.facebook.com/JikordRumobil)

Fig. 2 – Pilot project official poster