

D.T.3.3.5

Revision of Transport Plan
Jihomoravský kraj

Version 1.0
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1. Process of approval and revision

“The Transport Plan of the South Moravian Region” (Plán dopravní obslužnosti Jihomoravského kraje) is drawn up every five years. The obligation to prepare this plan is anchored in the Act on public passenger transport services (Act No. 194/2010 Coll.). The planning process according to this legislation enables to cooperate and create synergies in public transport services between regions and national level. (Long distance trains are in gestion of the Czech Ministry of Transport.)

The Transport plan has been prepared by South Moravian Region and KORDIS JMK - a company that is responsible for coordination of public transport services in the region. Current Transport Plan is valid for period 2017 - 2021 and has been has been twice updated during the period of validity. Last update included among other issues also the pilot activities derived from the SUBNODES project.

The process of revision consisted in updating of input information concerning:

- foreseeable transport infrastructure projects as of modernisation and upgrades of railway and road network,
- agreements on common funding of public transport services crossing borders to surrounding regions or financed by Ministry of Transport,
- requests for changes in public transport services declared by regional stakeholders (especially mayors, public initiatives, significant employers),
- schedule of public tenders for public transport operators,
- schedule of delivery of new train sets owned by the South Moravian Region,
- public transport operators' experience from the previous period and their opinions on possible conceptual changes in public transport services in the region.

Having collected all necessary information, specialists from the South Moravian Region (Transport dept.) and KORDIS draft the plan. After several internal revisions the finetuned version is put forward to the Regional council.

In case of Subnodes pilot action, KORDIS JMK prepared the changes (in form of an annex) in autumn 2019. The revision of the Transport Plan was scheduled for spring 2020, therefore we want to secure its incorporation into this document.

During winter 2019 and spring 2020, the Transport plan was drafted and several times reviewed by all relevant authors from KORDIS and transport specialist of the South Moravian Region (SMR). The final version was then ready for the meeting of the Regional council in June 2020. The Council of the South Moravian Region approved the 2nd revision of the Transport Plan of SMR on 29 June 2020.

September 2019	October 2019 - April 2020	May 2020	June 2020
Action plan sent to Transport department of SMR for incorporation into current Transport Plan of the South Moravian Region	Discussion and comment of the action plan - transport specialist of the South Moravian Region	Inclusion of the Subnodes action plan into the Transport Plan of South Moravian Region.	Approval of the of the updated Transport Plan.

The approved Transport Plan is published in a manner enabling remote access (on the web of SMR: <https://www.kr-jihomoravsky.cz/Default.aspx?ID=325457&TypeID=2>).



2. Subject of revision in the case of project Subnodes

Our pilot action was focused on testing of participatory concepts and awareness raising to canvass new passenger. We have divided our work plan in four main parts:

- a) Rearrangement of public transport services after modernisation of railways Hrušovany u Brna - Židlochovice and Šakvice - Hustopeče
- b) Traffic surveys (big data analysis and data travel surveys)
- c) Communication with the citizens
- d) Promotion of the new setting of transport in Subnodes and surrounding.

A. Rearrangement of public transport services after modernisation of railways Hrušovany u Brna - Židlochovice and Šakvice - Hustopeče

Within the SubNodes project, KORDIS has set a goal of implementing a new transport solution for the transport hub in Židlochovice and Hustopeče. In both cases, modernisation and electrification of railway lines have brought significant changes in transport accessibility of these towns. Whereas formerly commuters had to travel to Brno by bus and change for trains on the main railway to Brno, after the modernisation has been finished direct trains have been put in operation. This change was preceded by planning phase and preparation of new timetables that were designed by KORDIS (bus and train timetables specialists). These timetables served as basis for discussions with mayors, citizens and further stakeholders. The core activity of the time table planners were to obtain all relevant information from the municipalities, propose the timetable according the stakeholders needs, consult the feasibility of the timetable with transport operator and the South Moravian Region as a funding body. This planning cycle had repeated until final decision was found. The same procedures applied for each particular little change that was necessary for setting the new timetables (e.g. defining routes of single bus lines, time synchronisation of possible changes among lines in the Subnodes). The conclusions of the proposed changes were enshrined in the public transport plan of the South Moravian Region.

B. Traffic surveys

KORDIS JMK has firstly ordered unique big data analysis of cell phones usage of daily commuters in Židlochovice and Hustopeče. This statistic was additionally completed with traffic and economic statistic of KORDIS JMK. On this base KORDIS JMK prepared transport solution which calculated with data about commuters of both pilot sites and with requested demand for public transport in course of a week period.

Passenger's survey was realised as an additional qualitative information source in summer 2019. The questions were concerned about different ways of travelling in the Židlochovice area and the satisfaction with the local transport.

Finally, second short passenger survey was done after the transport change, in January 2020. KORDIS JMK wanted to know, how the passengers accepted the transport mode change and their first experiences with the new transport setting.

C. Communication with the citizens

One of the main tools of our pilot action was direct communication with the local people, introducing the suggested transport plans to them and get feedback from the potential passenger group. KORDIS JMK was in



close cooperation with the City of Židlochovice and their representatives, on this level were done most of the preparation. Few months before implementation (of the new transport model) were published articles in local newspaper, KORDIS constantly communicated directly with passenger and answered questions about new trains and connections to other local hubs.

As soon as KORDIS had approved train and bus timetables (beginning of December 2019), we took part in the festive “reopening of the railway line” in Židlochovice on 8th of December 2019. KORDIS were present in an information stand and distributed new bus and train timetables, informed about the new transport solution and answered many questions concerning fares, possible connections and possibilities for buying tickets.

Few days before start of the new transport solutions (11th of December 2019) KORDIS organised (together with City of Židlochovice) discussion with citizens, where KORDIS explained the new transport model, main reasons for change and advantages for local commuters. Afterwards the citizens raised questions to KORDIS representatives and at their Mayor. At the end of the meeting both groups positively assess the possibility to ask straight the competent experts.

The third way of KORDIS JMK communication presented continuous monitoring of commuters' requirements via e-mails and phone communication. This online support helped us to find out the bottlenecks in our communication towards public, unfortunately most of the information /e.g. timetables/ were till the beginning of December insecure.

D. Promotion of the new setting of transport subnode

KORDIS promotion strategy was based on: a) general information campaign in local newspaper (distributed to each household in the area), b) electronic communication (KORDIS websites, newsletter IDS JMK, webpage of City of Židlochovice), c) direct marketing (mails addressing to local employers), d) information leaflets with updated timetables, bus station maps and changes in the transport.

Besides that, we planned promotion train ride from regional capital and transport hub - the city of Brno to Židlochovice. Due to COVID - 19 the event was postponed from June 2020 to August 2020, thanks to attractive program we succeed to attract commuters, families with kids and as well transport experts and fans to test and enjoy the historical train atmosphere and comfortable connection between these two nodes.

All these four parts of our pilot action are included in the revision of the Transport Plan Jihomoravsky kraj. We have also mentioned the transport node in Hustopeče, which is going to be opened in December 2020. KORDIS has implemented there a small investment in to the adaptation of the P+R parking lot close to railway station. The installation of the parking detectors should attract local commuters to combine individual and public transport by informing about free places in the car park. Another small item was the installation of box of timetables leaflets at the bus station building in Hustopeče (next to the information office of the bus operator), that was installed as piloting prototype to be tested and replicated in further subnodes within the South Moravian Region.