

# Newsletter

No. 05 | September 2011



## Child artworks displayed at the "Mobile Art Gallery"

Young people frequently use public transport, but are not considered to be valuable customers by the public transport providers due to their lower revenue potential. The children's art competition as well as the exhibition can have an influence on children's attitudes towards sustainable transport. Most of the artworks from the creative competition involving elementary school children from Žilina, dedicated to the theme „My dream public transport“, have been displayed at the "Mobile Art Gallery". There, the city's public transport passengers can appreciate the artworks when travelling on buses or trolleybuses on designated routes since April. About 70 vehicles have been decorated.

Contact: Dana Sitányiová, Žilina, E-mail: [dasit@fstav.uniza.sk](mailto:dasit@fstav.uniza.sk), [www.zilina.sk](http://www.zilina.sk)



## New information boards at the University of Žilina Campus

A set of basic information about public transportation for travellers using public transport is available at the university premises and includes time schedules for lines to and from the university campus. The information boards have been installed at strategic points of the university campus. The incentives for this measure were the results of a travel survey carried out among university students and employees. Respondents expressed the wish to have more information on public transport not only at the university or public transport operator web pages, but also directly at the campus. There is much valuable information provided on these boards, such as time schedules, ticket prices, public transport map from Žilina and information on how to obtain a travel chip card etc.

Contact: Dana Sitányiová, Žilina, E-mail: [dasit@fstav.uniza.sk](mailto:dasit@fstav.uniza.sk), [www.zilina.sk](http://www.zilina.sk)



## Mobility plans in primary school Janka Padežnika in Maribor

A specific action of the awareness campaign on sustainable mobility in Maribor was addressed to the primary school Janko Padežnik. In June 2011 ENERGAP prepared a lot of different workshops about environmentally friendly transport modes under the motto: "How can you get to school?" Mobility plans for kids were prepared. These enabled pupils, parents and teachers to find the best solution for travelling from home to school and back. Together with teachers a 14-day action, titled: "Everyone can come to school with public transport, bicycles or walking", was organized. All kids in school participated: 68, 3% of all kids came to school by sustainable transport modes. With that kind of action ENERGAP wanted to increase the awareness on sustainable mobility among kids and young people and indirectly also among partners.

Contact: Mirt Branka, Maribor, E-mail: [info@energap.si](mailto:info@energap.si), [www.energap.si](http://www.energap.si)



## New public bus service operator in Maribor – MARPROM

On the 1<sup>st</sup> of August a new public bus service operator called MARPROM (MARriborski PROMet) has started a service in Maribor. When the City Council discussed the business strategy of a new service provider they pointed out that “soft” measures should be used to motivate the users. Users should include all companies in the region, giving them the opportunity to cooperate in the field of creating a new bus lines and schedules. The main goal of MARPROM is to have modern services orientated towards sustainability that take travellers needs into account and understand the sustainable mobility as a part of their business. Energap will help them with the ideas and best practices learned from the partners in the BENEFIT project. .

Contact: Krmelj Vlasta, Maribor, E-mail: [info@energap.si](mailto:info@energap.si), [www.energap.si](http://www.energap.si)



## New buses in Sofia

The Sofia mobility center announced that 50 % of the bus park in Sofia will be replaced with new vehicles in 2012. By the end of 2011 a public procurement procedure for new buses that provide access for disabled people and have air-condition systems will be launched. Some of the buses should have modern diesel motors. In July, the municipality decided to launch mini-buses connecting the remote Sofia neighborhoods with the new metro-stations. The passengers will have the possibility to use them with combined tickets at a reduced price.

Contact: Lucia Ilieva, Sofia, E-mail: [mail@csdcs.org](mailto:mail@csdcs.org), [www.csdcs.org](http://www.csdcs.org)



## Sofia Integrated Urban Transport Project

The Municipality of Sophia is planning to improve its public transport sector through the implementation of the Sofia Integrated Urban Transport Project. The project will be funded with an EU grant under the Operating Programme Regional Development. Total project costs amount to EUR 61.685 million of which up to EUR 42.5 million will be provided by the European Regional Development Fund. The proposed Project comprises several project components covering essential areas of the City's urban transport system including the purchase of new trolley-buses; the construction of a new tram line to Darvenitsa residential district; the reconstruction of the tram line on Bulgaria Blvd.; the installation of an intelligent traffic management system at selected intersections; the installation of electronic information boards providing real time passenger information at public transport stops.

Contact: Lucia Ilieva, Sofia, E-mail: [mail@csdcs.org](mailto:mail@csdcs.org), [www.csdcs.org](http://www.csdcs.org)



## Bologna – Awareness campaign at secondary schools

A specific action of the awareness campaign on public transport in Bologna was addressed to secondary schools. ATC (public transport operator) and contacted head-masters of schools to organize information initiatives on public transport during the “Open Days”. ATC took this opportunity to distribute informative material concerning the public transport service and to give personal assistance to students to find the best solution to travel from home to school. This was the first step of a cooperation ATC established with headmasters of schools in order to increase awareness about sustainable mobility among young people. ATC found the support of 5 important schools in the city centre: Liceo “Minghetti”, Liceo “Galvani”, Liceo “Righi”, the Technical Institute “Pier Crescenzi-Pacinotti” and Liceo “Laura Bassi”.

Contact: Armandi Mirco, Cocchi Daniela, Bologna, E-mail: [daniela.cocchi@atc.bo.it](mailto:daniela.cocchi@atc.bo.it), [www.atc.bo.it](http://www.atc.bo.it)



## Bologna – Citizens' Survey

After the implementation of the BENEFIT measures ATC conducted a survey to evaluate citizens' mobility habits, knowledge and opinion about the new fare and integrated electronic ticketing system and their interest in the ticket integration between bus and train services. The survey involved a sample of about 500 citizens interviewed at the bus stops in the target area. It took place during the week of the 21<sup>st</sup> March 2011 at 8 of the main bus stops in the city centre. The results are very interesting and show a considerable attention to the fare integration process and to the interoperability between different transport modes (train and bus): people show great interest and appreciate this possibility.

Contact: Armandi Mirco, Cocchi Daniela, Bologna, E-mail: [daniela.cocchi@atc.bo.it](mailto:daniela.cocchi@atc.bo.it), [www.atc.bo.it](http://www.atc.bo.it)



## Information for First Class Students

In cooperation with the European Law Students Association KORDIS has prepared special targeted information for the newcomers to the Masaryk University, Faculty of Law. This information has been printed in a special booklet containing the most important information about the study and student life in Brno and also about possible ways of mobility. 2000 of these booklets were distributed during the sign – in period. The booklet was highly appreciated by the organisers of this student campaign.

Contact: Kvetoslav Havlík, Brno, E-mail: [khavlik@kordis-jmk.cz](mailto:khavlik@kordis-jmk.cz), [www.idsjmk.cz](http://www.idsjmk.cz)



## Information phone line IDS JMK

The information phone line IDS JMK was established in 2008 with the contribution of the project BENEFIT. It operates every day including weekends and holidays from 4:00 to 24:00 hours. On the line passengers can obtain information on public transport in the South Moravian Region and the City of Brno. The number of calls grows steadily. In 2009, our staff responded to more than 20 000 questions. In 2010, the number has already risen to more than 21 000 questions. And for the period January to June 2011 there have been more than 11 000 questions. The most common questions from passengers are about finding the best connections, fares and complaints. Information line IDS JMK will continue to operated in the future after the BENEFIT project has finished. Sufficient funding for its operation has been already been secured.

Contact: Kvetoslav Havlík, Brno, E-mail: [khavlik@kordis-jmk.cz](mailto:khavlik@kordis-jmk.cz), [www.idsjmk.cz](http://www.idsjmk.cz)



## Photo exhibition and sample group raffle

A photo competition titled "Do you want to: For a sustainable mobility" was organised. Participants had to submit photographs related to sustainable mobility within the UIB Campus. It was possible to organise a Photo Exhibition in the University Metro Station Hall. This exhibition lasted until the 30th of June. During the inauguration of the photo exhibition, a bicycle was raffled, and diplomas from the BENEFIT Project were handed to the members of the sample group. This group was made up of 60 volunteers who left their cars at home to travel to the university using public transport and helped to evaluate the mobility behaviour changes thanks to the promotional campaign carried out. Results showed that mobility patterns of this sample group changed after the trial period.

Contact: Raúl Medina Granados, Antoni Bosch Oliver, Palma de Mallorca, E-mail: [rmedina@cinesi.es](mailto:rmedina@cinesi.es), [abosch@consorcidetransports.com](mailto:abosch@consorcidetransports.com), [www.cinesi.es](http://www.cinesi.es), [www.consorcidetransports.org](http://www.consorcidetransports.org)





## New carpooling website for Parc BIT

Mobility surveys carried out in the frame of BENEFIT showed that car occupation rates in the Parc BIT business cluster were far from environmentally friendly (1,2 occupants/vehicle). This led to the development of a new carpooling application for this target group with the sole aim of reversing this bad trend. At this point, anyone working in the area can make use of this useful tool by signing in for free. The application matches user's mobility needs by putting them in contact with other people requiring a carpool. Expected results are the decrease of emissions and reinforcement of social relationships by increasing car occupation rates. Together with the launching of the website, promotional activities were carried out in order to increase the knowledge on such innovative measures, combined with individualised consultations at the Mobility Officer.

Contact: Raúl Medina Granados, Antoni Bosch Oliver, Palma de Mallorca, E-mail: [rmedina@cinesi.es](mailto:rmedina@cinesi.es), [abosch@consorcidetransports.com](mailto:abosch@consorcidetransports.com), [www.cinesi.es](http://www.cinesi.es), [www.consorcidetransports.org](http://www.consorcidetransports.org)



## Bistrița TV and radio spots

In July 2011 the production was finished for Bistrița TV and radio spots, as one of the measures undertaken during the awareness campaign carried out by SC TRANSMIXT SA Bistrița, Romania. The video lasts 31 seconds. The bus used belongs to TRANSMIXT and it was lent to the film team for 32 hours for film making. The characters, which all had more than one role, were selected among young people who had never used public transport for a journey before. The texts were selected among 132 lines, proposed by each member of the working team. The TV distribution, on a local channel will start in mid August 2011 and will last for three months. The radio spot will follow immediately for another three months.

Contact: Viorica Aurelia Sarman, Bucharest, E-mail: [viosarman@yahoo.com](mailto:viosarman@yahoo.com), [www.urtp.ro](http://www.urtp.ro)



## BENEFIT Final Conference – New passengers for public transport

On 10 June 2011 in the beautiful mountain resort of Sinaia, Romania, the Final Conference of the BENEFIT project was held under the motto "NEW PASSENGERS FOR PUBLIC TRANSPORT". The event was organised by URT and aimed to disseminate the best practices acquired during the lifetime of the project (last three years). The Conference was attended by 48 persons: representatives of all project partners, Romanian public transport operators (URTP members) and experts in this area. The main focus was on the very important questions of awareness raising campaigns for a better and sustainable mobility. The Conference was a complete success!

Contact: Viorica Aurelia Sarman, Bucharest, E-mail: [viosarman@yahoo.com](mailto:viosarman@yahoo.com), [www.urtp.ro](http://www.urtp.ro)



[www.eu-benefit.eu](http://www.eu-benefit.eu)



### PROJECT COORDINATION:

Austrian Mobility Research – FGM-AMOR

Jörg Kastelic, Schönaugasse 8a, 8010 Graz, Austria

E-mail: [kastelic@fgm.at](mailto:kastelic@fgm.at)

The sole responsibility for the content of this publication lies with the authors. It does not necessarily reflect the opinion of the European Communities. The European Commission is not responsible for any use that may be made of the information contained therein.