

STABILISATION OF BEHAVIOUR FOR COLLECTIVE TRANSPORT IN ZNOJMO, CZECH REPUBLIC





Stabilisation of Behaviour for Collective Transport in Znojmo

Problem description

The main subject of the project Step by Step for Znojmo was and still is in the first place reducing energy in transport, air protection and improving of life environment for townspeople and its visitors in an every single season. Moreover, to ensure a comfortable transport to the work as well as clear movement of people in an urban area. The town was supposed to refer to impending danger of motorisation, especially to menace of exhausting gas and its negative effect on people and historical construction. A car is for all of us a kind of need so at the present, it is very unpleasant to be without it.

Representatives of the town Znojmo found out a long time ago that for a health protection and live environment must regulate passage out town, namely since beginning of nineties a hard regime for vehicles destined to the city centre is hold. E.g. there is an entry to the permission to no resident, which by a single application costs 20,- Kc and every other twenty crowns apiece unfinished hour of parking. In the town are many walking zones providing increasing of population safeness and air quality. Znojmo supports public transport. The centre is provided by two ecobusses. The centre is reachable also by bicycle, there is a special bicycle path in the length 7 km, in terms of project Step by Step are organized „Days without car“ and the number of bicycle race has also grown up. In Znojmo arose a centre of Carpooling, a complex campaign is proceeding recently all the accessible media (TV, radio, press, information catalogues, direct mailing). Carpooling and organization of the bicycle races and tramps are emphasised as well as presentation in different sport and further actions.

In Znojmo in the basic schools and colleges went ahead a survey of traffic service with structure to project Step by Step and its positive sides leading to energy savings.

Please see: [www.znojemskyrozvoj.cz/step by step](http://www.znojemskyrozvoj.cz/step%20by%20step)

Description of the campaign / measure

Concept of the advertising campaign was set up in advance in concurrence on final group and on accessible agents for its realization.

The advertising campaign guided by Moravian television

First phase began unofficially in November 2003 where TV had a mission to inform citizens about the project Step by Step and its realization in Znojmo. The official campaign was kicked off in 1st of March and till 30th of June 2004 was around 10 times of broadcasting in agenda closely (talks with known, prominent people in Znojmo).

In addition, the campaign had to watch, transmit and advertise sporadically days without cars, cycling days, tramps and workshops.



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The second phase of the advertising campaign began 15th of October 2004 and will last till 30th of April 2005. In this campaign is stressed up realization of carpooling, propagation and running the carpooling centre through MTV.

Advertising campaign guided by radio Blanik

The first phase began unofficially in October 2003 by informing public irregularly about the project Step by Step, after that an official advertising campaign, which began 1st of March and lasted till 30th of June 2004. The watchwords as “Do go by car alone, there are other possibilities”, “Do you know what carpooling is?”, “I like bicycling the most”, “I walk to work or use public transport” were transmitted 3 times a day with reference to project Step by Step.

This campaign included interview with prominent personalities, furthermore the campaign followed various actions in term of project e.g. European day without cars on 22nd of September 2004, week of mobility and so on.

Advertising campaign in the press and special magazines

First news regarding project Step by Step were discovered in May 2003 on the base of conference arranged by the town Znojmo in May 2003. The project was tracked edgewise of all local newspaper, daily, weekly, over nightly and quarterly oriented paper. A partnership with newspapers Rovnost, Znojemsko, Znojemské listy, Travel Profi, Impulzy has been set up. In all of mentioned newspapers went out articles several times. In terms of advertising campaign for the press were prepared articles about the project Step by Step with emphasise on energy savings, carpooling, public transport, cycling and walking for a health life style. Moreover, other two graphical suggestions were prepared for an advertisement in a local newspaper (Znojemsko, Znojemské listy).

1. *The advertisement included general information about the project and advised energy conservation by using other vehicles than cars.*
2. *The advertisement included information about energy conservation by using Carpooling.*

Both advertisements were published in Znojemsko, Znojemské Listy around 30 times and were supported by other articles. They were carried out from May 2004 to November 2004. Please see www.znojemskyrozvoj.cz

Advertising campaign placed on the back of public busses

A poster (2x2m) was designed with the slogan “Do you go alone in car? There are other possibilities!” incl. contact details. This design was placed on 3 regular busses for 12 months.

Please see: www.znojemskyrozvoj.cz



Advertising campaign supported by the press

- published a propagation material about the project Step by Step, printed 15 000 pieces,
- published informative an propagation material about advantages of Carpooling, 15 000 pieces

Both of materials were distributed in Znojmo and 120 local offices.

Please view both materials on www.znojemskyrozvoj.cz

Advertising campaign through Internet web sides

As the domain Step by Step wasn't free, we were forced to do reconstruction of current pages „Znojmo development“ so that we could place information about the project in the main title and on the main side. Please find all the information on www.znojemskyrozvoj.cz/step-by-step.



Who is the driving force behind it? Who is the beneficiary?

The advertising campaign was supported by all accessible resources (meetings, enlightenment, research at schools, project presentation at the meeting of association and chambers in Znojmo County). An engine of this huge campaign was, without a doubt, the realization team. Its chairman is chief magistrate of the city Znojmo, the campaign was focused on all population and autonomy in the county. The main motto of this campaign was energy conservation, health life style in the city and its surroundings and using alternative ways of transport.

Main slogan / statement

„Do you go by car alone? There are other possibilities“.

Results

The complex advertising campaign hit about 60 000 citizens from 120 villages in the county where the project was presented at chief magistrate's meetings every 3 months. They supported „Days without cars“, which was holding on 15th of June 2004 and European „Day without cars“ on 22nd of October 2004.

Furthermore were supported actions, as follows:

- Cycling day 1.5.2004, attendance c.1500 bikers
- Cycling day 3.7.2004, attendance c. 3500 bikers
- Tramp throughout „Znojemské Podyjí“ 4.9.2004, 1200 people
- Days without cars 15.6.2004, 500 drivers; 22.9.2004, 600 drivers

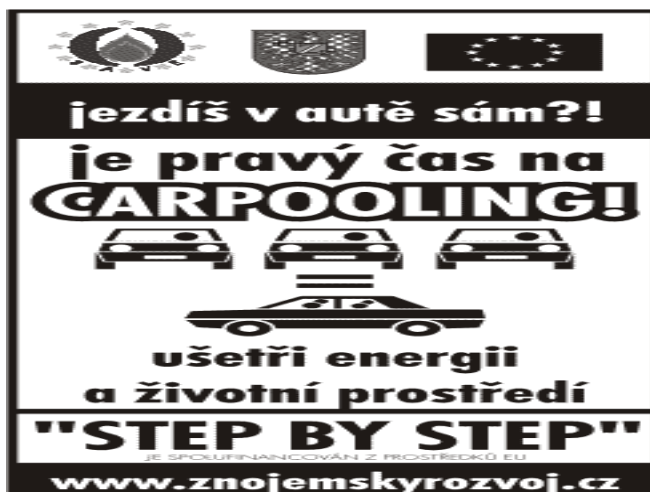
Carpooling

Carpooling is a routine in Znojmo region and in all over the Czech Republic because it's operated by various population groups going to work out of town e.g. teachers, workers in large companies, business centres and market places e.g. on border Hatě used to be duty free zone, unfortunately exact numbers of cars and people are unknown recently.

At the present the carpooling centre operates in Znojmo and we are expecting clear information in the near future. The centre has taken up activities since November 2004 and the number of people interested in it isn't big at the moment.

According to our information, which we got from different resources, the number of carpooling cars (driver + 2 people) is from 85 to 110 cars daily. The town Miroslav provides transport for labours whose work is 70 km far away. The labours come to the town, they leave their cars in a car park, and then they get on the prepared bus, which take them to the work. It is about 11 cars every day.

Also, there are 20 to 30 cars in Moravský Krumlov which use carpooling every day. We have no information about other smaller villages at the meanwhile, which could be published. However, we are convinced that carpooling is used quite often.



Ecological collective transport

Znojmo has got second Ecobus which runs on 100% electric drive. Other collective transport uses diesel motors. A use of the public transport grows up, especially as a reason of lack of park places near by centre and charges to approach the city centre.



Research of traffic service in Znojmo

Within the project Step by Step we have done a research of traffic service in Znojmo, questionnaire action went ahead at selected schools with 537 respondents. One of the main aims of this task was to get a potential group, at the same time to introduce pupils and students with the project, realization effects on energy savings and protection of life environment.

Other aim of the research was information how pupils and student are going to the schools. It was found following:

- 40% on foot
- 28% by bus
- 16% by car as passenger
- 6% by train
- 3.5% by bicycle
- 3% driving car
- 1.5% skating or by scooter
- 1% by motorbike
- 1% other way (skateboard etc.)

Evaluation of advertising campaign and achieved results

Advertising campaign through media, press, direct mailing, public transport, workshops, enlightenment and propagation materials was really successful, enough informative for all public and objective group in whole region.

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Monitoring was in progress simultaneously with the campaign. The campaign was clear, simple. We did not notice any problem during realization.

In terms of carpooling savings and using lower level to sum up carpooling actions in our region (116 cars) we can see following results:

116 cars with 3 passengers, consumption 2 litres on 20 km x 250 days a year = 58 000 l of petrol.

In case of using cars separately, the petrol consumption would be 3 times bigger i.e. 174 000 l.

Savings: $174\,000 - 58\,000 = 116\,000$ l / year (250 days).

The price of petrol and diesel is almost same (24 – 25 Kč/l).

Money savings: $116\,000 \text{ l} \times 24 \text{ Kč} = 2\,784\,000,- \text{ Kč}$ i.e. 92 800 € (30 Kč / 1 €).

Carpooling during ice-hockey and football matches

In conjunction with gym association in Znojmo we organized transport c. 200 fans to see a match in Znojmo. We used 60 cars. The drivers used to go on their own with c. 200 cars and with 1 person. Average distance was 35 km. In the year 2004 these organized transports took place 12 times with a surprising result.

$35 \text{ km} \times 60 \text{ cars} \times 12 = 25\,200 \text{ km}$, in case of consumption 2,5 l / 35 km the real consumption was:

$60 \times 12 \times 2.5 = 1800 \text{ l}$

$200 \times 12 \times 2.5 = 6000 \text{ l}$

Savings $6000 - 1800 = 4200 \text{ l}$

$4200 \times 24 \text{ Kč/l} = 100\,800 \text{ Kč}$

The total number of cars coming to Znojmo during the sport matches is 2000 cars.

Car entrance to the centre

With regards to the project we observed cars approaching the centre in 2003 and 2004, we found out that at the time of project realization a number of cars approaching the centre fell down from 101 408 in 2003 to 91 200 cars in 2004, which is c. 10% less (10 208 cars).

Opportunities / barriers

The project Step by Step acquired public trust not only in Znojmo but also in other cities of our region. That comes up from many questionnaires provided by Moravian television.

We have no negative opinion, by contrast the trust was showed with wishing to continue with the project and its aims.

Many citizens considered this project as educational for a young generation; therefore we delivered, with cooperation of 5 directors of basic schools and colleges, materials containing information about the project to pupils and students.

Our cooperation culminated with a research of traffic services for Znojmo. Results of this research are viewed on www.znojemskyrozvoj.cz



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During the realization time of the project we met with no problems with exception of weather, which sometimes wasn't very nice. To reach a success in our case, it was sufficed only little: honesty, sedulity, using a public transport and if is possible using own feet.

Project Step by Step became a theme form many cities and villages. We recommend its extension to following villages.

1. *Moravský Krumlov – 6000 citizens, second biggest town in our county.*

Contact person: Mr. Bartolomej Pitlach – chief magistrate, tel. number +420 515 300 710

Mrs. Marie Valachová – vicemagistrate, +420 515 300 720

Please see www.mkrumlov.cz

2. *Mirotlav – 3000 citizens*

Contact person: Mr. Augustin Forman, Ing. – chief magistrate, +420 515 333 203

Mr. Roman Volf – vicemagistrate, +420 515 266 453

Plese see www.mesto-mirotlav.cz

3. *Village Dobsice – 2500 citizens*

Contact person: Mr. Jaroslav Jenešovský, Ing. – chief magistrate, +420 515 245 975

Please see www.dobsice.cz

Cost / Benefits

Human resources – working off hours in total: 1500 hours, an estimation of the project was slightly overstepped.

Translation expenses English – Czech, Czech – English	16 950,-- Kč
Print of propagation materials	44 386,-- Kč
Press advertising	103 665,-- Kč
Advertising in Moravian TV	65 900,-- Kč
Radio advertising	20 493,-- Kč
Traffic information research	16 000,-- Kč
Travel expenses	106 077,-- Kč
Bus advertising	62 004,-- Kč
Internet pages	31 590,-- Kč
Distribution	10 000,-- Kč
Total expenses	477 070,-- Kč

Advanteges

Since Znojmo supports financially activities of Moravian TV and radio Blanik, the project Step by Step was favoured and can be tell that given services multiply exeeded paid bills. Other favour came from a side of city transport, where was overlooked a payment for a few months so we can talk about 100% reduction on services.



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Experiences from project realization and recommendation

More information can be obtained from the final report of the STEP BY STEP project which can be downloaded from the projects website: The project Step by Step was for Znojmo a pilot project in the areas: energy conservation in transport, protection of life environment and citizens' health life style.

As the main idea of the project completes some ways of city development, for Znojmo wasn't difficult to initiate realization of this project in cooperation with other municipality of region.

The first experience showed that citizens' awareness in the area of energy conservation wasn't on the proper level.

The second experience was that the objective groups played a role of passengers in a running train without an operating authority. A better awareness and enlightenment in this area was needed. Cooperation with the objective groups was kind of difficulty because the project theme was sensitive and unacceptable for some of them, especially when we wanted to replace car for their feet.

Cooperation with institutions in region (municipalities, big manufacturing concerns, schools, etc.) was in a very good level and contributes with a big part for project propagation and its successful realization of intention. We were surprised with an interest of young generation, who was connected to the project through schools.

We reached a very good cooperation with media, TV, radio and press.

We noticed no barriers or lack of interest in the cooperation level.

This project brought conviction of some groups to realise more projects concerning savings and enlightenment in the area of life environment.

We recommend expansion of this project to other cities in our region stressing out various instruments leading to energy conservation and atmosphere protection, especially by using carpooling service and establishing new centres of carpooling in the city offices, eventually in functional arrangement of business subjects and by creating walking zones and cycling tracks or footpaths in every village