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Action plan of the South Moravian
Region

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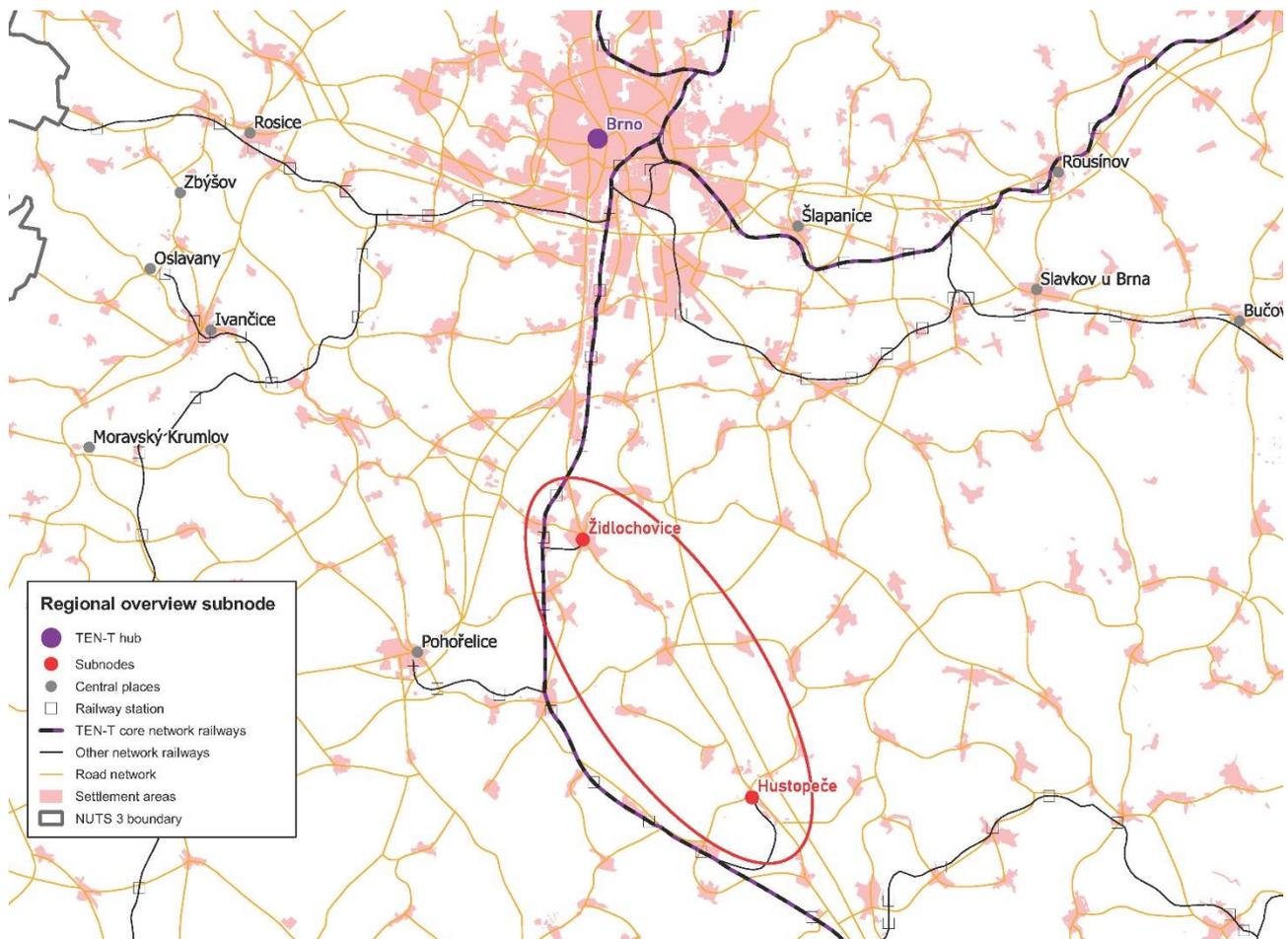
1. Introduction

The development of subnodes in peri-urban regions adjacent to primary TEN-T hubs is a proper new approach to better connect the hinterland to TEN-T nodes. These secondary hubs require more attention in view of making public transport more attractive. The jointly elaborated SubNodes strategy formulates basic principles how regions should adjust their passenger mobility policy to better respond to these new opportunities for medium-sized cities in the surroundings of primary hubs.

Based on the SubNodes Strategy, the respective subnodes per region was identified and assessed. The present Action plan describes in detail the implemented pilot actions which was carried out in the South Moravian Region during April 2019 and December 2020.

2. Regional Overview and Status Quo before Pilot Action

The two sites of pilot actions (Židlochovice Town and Hustopeče Town) are situated in the Southwest (NUTS-2) within South Moravian Region (NUTS-3), Czech Republic.



Map 1: Regional overview map



The main strength of both regional public transport hubs is a high-quality of public transport as a part of Integrated Transport System of the South Moravian Region. Also the high support of municipalities and authorities means a huge encouragement for KORDIS JMK to implement this transport change.

On the other hand, weakness of both sites was absence of connection direct to TEN-T rail line and not direct electrified railway connection to Brno. As opportunity we may consider already existing rail line and for commuters shortening of travel time and better transport availability for the whole area. There are two existing threats for KORDIS JMK; problem with insufficient measures for public transport improvement and risk of increase of travel time caused by increased traffic of individual car traffic.

3. Description of pilot actions

There were planned following pilot actions in the Subnodes sites (Židlochovice and Hustopeče). The timetable for these activities was set from April 2019 - December 2019 (in case of Židlochovice) and from April 2020 - December 2020 (in case of Hustopeče), see for detail map 1.

After the project end (August 2020) the second pilot action (in Hustopeče) will continue and will be financed from financial sources of South Moravian Region and KORDIS JMK.

The main aim of this pilot projects was to increase the level of knowledge and acceptance of public transport as a main transport mode within both the daily commuters and occasionally commuters via new public transport network solution, new train and bus timetables, and replacing bus connection with direct train connection going directly to the centre of the TEN-T hub - Brno. Electrification of the railway leading to these two subnodes (Židlochovice and Hustopeče) should help strengthening the position of both subnodes and connect them with other lines in TEN-T corridors.

The coordination role was given to KORDIS JMK, which organizes the regional system of transportation in the whole South Moravian Region.

Activities carried out:

- Data collections - quantitative measurement of the commuters potential in the area of Židlochovice and Hustopeče by using data from cell phones users (big data analysis)
- Public opinion research activities - several interviewing campaigns targeted to different groups of stakeholders - locals / whole region. In the local level two researches have been carried out - before the start of operation of the direct train and about one months after the start of operation. Last research is planned for April / May 2020.
- Collecting information from citizens and commuters - via emails and telephones.
- Discussing the proposals and possible changes with local municipalities and residents.
- Handling and discussing events about transport change - face-to-face meetings with local commuters with transport information and given possibility to discuss timetables changes.
- PR (= leaflets for local commuters, schools, employers, updated news on KORDIS JMK webpage for commuters (www.idsjmk.cz) and in local newspaper (see below).
- usage of local magazine (article of new PT possibilities) - (Židlochovický zpravodaj, Hustopečské listy), both for free monthly distributing to local citizens,
- direct mailing to local employers
- direct mailing via electronic newspaper prepared by KORDIS



- spreading set/updated information to general public (press release)
- via internet websites of both cities (www.zidlochovice.cz and www.hustopece.cz)

4. Intended change of transport solution in Židlochovice and 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, it is electrification of railway lines and their connecting to the main TEN-T corridor. This modernization of the lines will serve to effectively connect both cities to the main railway lines and thus enable faster and also more comfortable travel by public transport. Currently, both cities are connected to bus lines, which are becoming insufficient in capacity due to the number of people transported.

The specificity of this project is the effort to involve the public in the change of transport services of both cities, thanks to finding out the requirements, opinions and destinations of current passengers. The second phase will consist of meeting with citizens and discussing possible changes in transport connections to train connections. The final third phase will take the form of informing citizens about the final form of train connections and new stops, train timetables and time connections to other bus lines in the region.

4.1. Location of transport nodes within the transport network

Hustopeče, as well as Židlochovice - two combined subnodes in this area - serve as important transport hubs in the region. Nine bus lines in Hustopeče and eight bus lines in Židlochovice connect these centres with other municipalities and towns in the region, usually departing every hour on working days, which allows switching between lines. The whole region is covered by the Integrated Transport System of the South Moravian Region - IDS JMK.

The towns themselves are not connected to the TEN-T railway corridor, although they are relatively close. Židlochovice is about 2 km away from Hrušovany u Brna, the nearest train station on the Brno-Vienna / Budapest line. Hustopeče is located about 5 km from Šakvice, the nearest train station on the same line. Židlochovice is connected by bus with the train line, Hustopeče by local train and several bus lines. In the near future, the two cities will be connected directly by new electrified train lines to the TEN-T corridor, which will enable new direct trains to the TEN-T centre in Brno, the main centre of the region, and strengthen their position as an important transport hub.

4.2. Regional overview

Both cities are located in the South Moravia between the cities of Brno and Břeclav, relatively close to each other. Both are well connected and should therefore be considered as one transport hub.

Hustopeče, 6.000 inhabitants, is one of the important centers of the Břeclav district, located 35 km south of Brno and 25 km northwest of Břeclav.

Židlochovice, with about 4.000 inhabitants, is an important centre of the 'Brno-country' district - located about 20 km south of Brno and 40 km northwest of Břeclav.



Both cities are also important centres providing public administration services for surrounding municipalities, as well as job and shopping opportunities.

5. Thematic areas of public relations

Within the intended pilot action, KORDIS JMK has set a goal of implementing the planned changes of the transport solution in Židlochovice and Hustopeče subnodes in the form of active participation of citizens, including involvement in the planned change of transport services. According to his experience, the project partner chose various types of addressing and finding out the opinions of the general public, from quantitative analyses of the number of commuters and through meetings with citizens and informing them about new transport connections.

5.1. Traffic surveys of IDS JMK incl. satisfaction surveys in FUA Brno (Brno and Židlochovice, Hustopeče region)

KORDIS JMK assumes a total of 3 types of passenger surveys, which will be relevant as a basis for decisions on a new transport solution in the Židlochovice and Hustopeče regions.

Measure	Time implementation	Responsibility	Output
Quantitative measurement of the transport potential of passengers in Židlochovice and Hustopeče subnodes using data on the use of mobile phones (in the form of a tender for a telephone operator)	10/2018 - 1/2019	KORDIS JMK	Expert analysis with matrices of the results of the movement of persons from / to the sampled area for each working day and weekend, incl. tables with data
Travel of Židlochovice inhabitants survey (questionnaire survey implemented by KORDIS JMK)	4/2019 - 9/2019	KORDIS JMK	Analysis of data and their interpretation on the basis of collected questionnaires about use of public transport and the main routes of passenger transport
Questionnaire survey about travel of Židlochovice inhabitants after the implementation of the new transport solution (assumption after approx. 2-3 months after the start of the direct train connection)	1-/2020 -	KORDIS JMK	Analysis of data and their interpretation from collected questionnaires after implementing of the new transport solution (after the start of the direct train connection)



5.2. Communication with citizens

We consider direct communication with citizens to be an important factor in the participation of inhabitants of both transport hubs.

Measure	Time implementation	Responsibility	Output
Two joint meetings of Židlochovice citizens and nearby municipalities:			
<ul style="list-style-type: none"> before implementation of new transport solution (autumn 2019) 	12/2019	KORDIS JMK	minutes and photo documentation from the meeting with citizens, Židlochovice
<ul style="list-style-type: none"> shortly after implementation of the new direct train connection, winter/spring 2020) 	2-3/2020	KORDIS JMK	Minutes and photo documentation from the 2nd meeting with citizens, Židlochovice
<ul style="list-style-type: none"> continuous monitoring of citizens' requests via email and telephone communication 	2020	KORDIS JMK	Overview of citizens' requirements.
In 2020/2021, we expect a meeting with the citizens of Hustopeče.			

5.3. Promotion of the new arrangement of the transport hub

The main means of ensuring passenger information, we plan to print leaflets with current timetables, connecting lines and a map of the locations of individual bus lines.

Measure	Time implementation	Responsibility	Output
Leaflets with current timetables, incl. connecting lines (distributed in the form of leaflets inserted in local printed newspapers)	12/201	KORDIS JMK	About 5.000 printed leaflets with current timetables
Opening event to support public transport (starting train rides for parents with children and the general public, organized by the city of Židlochovice), IDS JMK information stand with current train departures	12/2019	KORDIS JMK	Photo documentation from the launch event to support the re-establishment of the Brno-Židlochovice train connection, video from the pilot action.



Other media campaigns (websites of KORDIS JMK and the city of Židlochovice, information in the city newspaper), IDS JMK newsletter	12/2019 - 1/2020	KORDIS JMK	Promotion of the meeting with citizens, information on the start of train operation and changes in public transport in the Židlochovice region
Direct marketing (= sending information by letter to local employers)	1/2020	KORDIS JMK	Addressing companies in the region regarding the different organization of public transport, the general public will then be informed through the IDS JMK newsletter „Integrated news“
In 2020/2021 we assume similar promotional campaign with citizens of Hustopeče.			

5.4. Road show Židlochovice - June 2020 (“Brněnské kolečko”, Brno - Židlochovice and back)

Continuation of the pilot action in the Židlochovice subnode - promotion of train travel to Židlochovice not only for the people of Brno, but also passengers from nearby villages (Hrušovany, Vojkovice, Rajhrad or Popovice).

At the same time, KORDIS JMK will purchase holders for timetables and traffic information for passengers from the costs of the SUBNODES project, so as to ensure constant information support for passengers (train timetables, information on possible exclusions, IDS JMK price list, etc.).

5.5. Hustopeče transport hub

Another part of the pilot project in Židlochovice is an implementation of a new transport solution in Hustopeče (construction of an electrified line and other train routing). Train and bus timetables will also be adjusted. The opening of the electrified line to Hustopeče is planned for the turn of the year 2020/2021.

In connection with this change, we also expect to inform the public about changes in transport, leaflets with current timetables and meetings with citizens. One of the measures is also the acquisition of distribution panels for transport information (current timetables, information on exclusions, IDS JMK fare price list, etc.).

To support sustainable mobility for the Hustopeče area and its surroundings, we plan to purchase transit detectors for the P + R car park in Hustopeče close to the train station. This will enable drivers to provide information on the occupancy of the car park and the possibility of using intermodal transport.