

# *Evaluation of PT image survey*

Working Group Meeting  
Zagreb  
04-05 October 2007



# Survey responses

- Expert survey
- Questionnaire sent to all experts invited for the meeting in Zagreb
- 4 questionnaires filled in
- Evaluation not quantitative but qualitative



## What modes of transport are available in your city?

- All responding cities have Metro services
- All responding cities have Tram services
- Bus network (length of track) is dominating in all cities



**Do you think a higher use of PT in your city is possible? What measures would be necessary to achieve a higher use?**

- General awareness of possibility
- Development of metro network
- Tram and bus priority
- Better quality of service (punctuality, frequency)
- Better image, awareness
- Parking fees and road charging



## **What is the importance of Public Transport in the day-to-day activities and community life of the people in your city?**

- Personal opinion: Public Transport is an extremely important part of community life, it should be supported more
- Citizens opinion: Public transport is important but there are other problems in the community as well



## What images spring to mind when thinking about public transport?

- No very positive but also no very negative images
- Positive and negative images
- Personal images mostly better than public



**Do you think that it is important for the citizens in your city that public transport has/gets a good image?**

- YES!!!
- Increase patronage
- Get support of decision makers
- Make customers satisfied



## What are the most important user groups of public transport in your city?

- Pupils, students, employees, retirees
- Workers, students
- Poor citizens, pupils, students and elderly people
- Workers, pupils, students



# Who takes care of public transport image improvements in your city?

- Authorities
- Public transport operators
- Authorities and public transport operators



## **What actions are taken by the public transport operator(s) / authorities / administrations in your city to improve the image of public transport?**

- Advertising
- Public relation events
- No campaigns, promotion or other instruments

SPUTNIC



**What measures are necessary to improve the image of public transport in your city? Please also indicate who should take the lead?**

- Better rolling stock
- Better operation
- Driver training, awareness
- Lead role either with authorities or with authorities in cooperation with PT operators



## **Is the actual state of public transport in your city in your opinion better or worse than its image?**

- Actual state of public transport is better than its image
- Equal



**Do current transport policies in your city reflect people's expectations? Please state your reasons?**

- People want more / better public transport
- This is not always / fully reflected in the transport policy
- Fear of decision makers to go against car driver



**In your opinion, does the importance of public transport fit its image? Please state your reasons?**

- Image is not good enough for importance of public transport!!!
- Due to still high usership of public transport decision maker and PT operators do not see necessity to improve image



**If decisions between investments in motorised transport and public transport have to be made in your city which mode of transport does a majority of decision makers favour and why?**

- Road investments are favoured
- Because decision maker are mostly car user
- Because decision maker think that population is in favour of car
- Regarding PT investments strong focus on heavy rail and/or underground



## What needs to be done for public transport to become more of a priority?

- Targeting thinking of decision makers (awareness and image)
- Targeting population awareness
- Improvement of system and prioritising of public transport services