

The development and functioning of urban public transport in Gdynia

Abstract of articles published in „Transport Miejski i Regionalny” Miesięcznik Naukowo-Techniczny Inżynierów i Techników Komunikacji Rzeczpospolitej Polskiej. Nr 4, Kwiecień 2014.

The sustainable development of public transport on the example of Gdynia

In 1998 a strategy of sustainable development of public transport was admitted in Gdynia. Ensuring a rational range of public transport services is fundamental within this strategy. The most significant factors which determine the demand for this type of transport are the number and the structure of citizens as well as the level of individual motorization. The organizer of public transport in Gdynia and in 6 other gminas having a common transport system on behalf of communal agreements is the Public Transport Authority in Gdynia. The transportation of passengers is uneven within the twenty-four-hour and hourly period. The supply of services equals the demand. Persons entitled to free or reduced transportation dominate among all passengers. The number of lines and operational work are diverse in particular gminas. The services are rendered by communal and private operators. The highest number of vehicles is in use on weekdays during the afternoon hours. The budgetary surcharges have a greater share in services financing than the incomes from the ticket fares. Water tramways operated during summer holidays and the minibuses for handicapped people play a complementary role in the services organized by the Public Transport Authority in Gdynia.

In the future of public transport in Gdynia maintaining suitable principles of forming the transportation offer has the key meaning. The growth of the share of trolleybus transport and railway can be predicted. Assuring a priority to public transport within the road transport is going to be indispensable. The categorization of the lines and the modular frequency should be retained as far as the timetables are concerned. The public transport of Gdynia will be integrated in scale of metropolis.

Changes in transport preferences and behavior of the inhabitants of Gdynia between 1996 and 2013

The article presents the results of the research on the preferences and travel behavior carried on in Gdynia by the Public Transport Authority in Gdynia and the Transport Market Department of Gdańsk University in years 1996, 2002, 2008 and 2013. The research encompassed every time 1% of the inhabitants aged 16 to 75, chosen randomly, in a multilayer manner. Individual interview in the households was chosen as the research method.

The research investigated the hierarchy of the transport postulates, the level of the inhabitants satisfaction with the realization of the particular postulates, the declared and the factual way of caring on the urban trips, the factors determining those choices and the aims of the trips. The range of changes of the mentioned parameters was identified within the analyzed period. In case of most parameters it was possible to determine the clear tendency of the changes. The main factors determining the changes occurred to be the demographical, social and occupational structure of the inhabitants, and first of all the level of private motorization.

It was revealed that the inhabitants invariably attributed the highest meaning to the directness, punctuality and frequency of the transport connections. The level of satisfaction of the postulates is considered by them as high, although as far as punctuality is concerned it decreased as a result of the

delays caused by the traffic congestion. A growing level of the evaluation of fulfilling the comfort postulate was observed. The inhabitants of Gdynia to a growing extent realized their urban trips by private cars. The share of inhabitants travelling by bikes remained minimal. The inhabitants travelling by public transport constantly first of all choose buses and after them trolleybuses.

The overall evaluation of the quality of public transport services of the inhabitants of Gdynia is high and grows constantly.

Research of the demand volume and structure as a base of public transport services settlement under the Gdynia's municipal agreements

Subsidies for public transport are due to its operation in areas with permanent deficit of public transport budget. If budget subsidy isn't adequate to the actual cost of public transport operation and revenues from tickets, it could limit development public transport in the area of commune and cause undue implement operational and economic aspects of payment of one municipality to another.

Amount of subsidy for public transport, coming from the agreement of communes, is the differential between the cost of communication services and revenue from ticket sales.

This paper presents the principles and methods of calculating the commune subsidies bases on marketing research of demand, which are an integral municipal transport agreements.

State of the art and perspectives of development trolleybus transport in Gdynia

Dynamics of trolleybus transport development in Gdynia was mainly stimulated by external factors (situation on liquid fuel markets, access to subsidies of European Union and development of the bus transportation) and transport policy of the city. Strong and stable market position of trolleybus transport in Gdynia is the effect of complex investment, organizational and managerial activities. They are being reflected in the improvement of partial quality parameters of trolleybus transport.

The opinions of citizens on the future actions of local government in regards to the trolleybus transport form the base of its further development. A major decrease was observed according to citizens that wanted to replace trolleybus lines with the bus lines and was comparable to the share of respondents expected an opposite action. More than half of the inhabitants prefer to maintain the existing proportion between trolleybus and bus transport. A share of citizens expecting creation of the new trolleybus lines was doubled between 2002 and 2013.

Determinants influencing further development of trolleybus transport in Gdynia are ecological factors (lack of local emissions, low level of noise), exploitation factors (priority to public transport vehicles and long life cycle of trolleybuses), technological factors (gradual independence of the vehicles from the catenary), economical factors (taking into account external costs), political and image factors.

The importance and conditions of public transport control – the case of Public Transport Authority in Gdynia

Public transport control is one of the most important management processes and under the Polish public transport Act, should be the task of organising authority. One of the control activities, undertaken by Public Transport Authority in Gdynia are mystery client observations, that are continuously carried during the entire year at designated stops. They focus mainly on the measurements of buses and trolleybuses punctuality, as well as on the correctness of the vehicle information (route number and destination). Due to the high intensity of mystery client observations, the control primarily achieves its preventive and corrective role, what, as a consequence, leads to the decrease in the number of shortcomings (lost, ahead of schedule or incorrectly identified runs). Another useful tool that motivates operators to quality improvements are operators' league tables, prepared periodically by ZKM Gdynia. Considering that public transport contract determines the effectiveness of control, a wide range and detailed set of quality standards (with corresponding penalties) are incorporated in contracts between ZKM Gdynia and operators. Operators are penalized for any of the failure in reaching the agreed performance level in areas like: safety, timetable, comfort, passenger information, cleanliness, customer care and cooperation with public transport authority. In the nearest future, punctuality and performance (operational work) of public transport in Gdynia will be measured with the use of ITS system TRISTAR, currently being under construction.

Marketing strategy of Public Transport Authority in Gdynia

Public Transport Authority in Gdynia as the entity organising transport services in the market of public transport in Gdynia operates using the concept of marketing management, which is based on self-designed marketing strategy. The marketing strategy of Public Transport Authority in Gdynia includes the following elements:

- the mission of the entity;
- marketing situation of the entity (the market position of Public Transport Authority in Gdynia, SWOT analysis);
- strategic objective as well as directional and general objectives;
- the target market;
- proceedings on the market;
- activities in shaping services, prices, distribution and promotion;
- activities in the field of personnel management;
- control and marketing audit.

The mission of Public Transport Authority in Gdynia is focused on satisfying the needs and transport demands of inhabitants of Gdynia and neighboring municipalities. In determining the market position of Public Transport Authority in Gdynia, the main competitors have been identified as: cars and bus operators, operating outside the transport system and providing services within the area served by Public Transport Authority in Gdynia.

The strategic objective of the current marketing strategy of Public Transport Authority in Gdynia is to stop the decrease of public transport share in city journeys. The target market of Public Transport Authority in Gdynia was defined in objective, subjective and spatial dimension. The proceedings of Public Transport Authority in Gdynia in the market can be considered as offensive. Among the marketing instruments the

most attention is paid to the shaping of services. The crucial in staff management is motivation system based on discretionary wage. The implementation of the marketing strategy requires control and audit. For this reason, Public Transport Authority in Gdynia carries out the periodic assessment of the implementation of tasks and the current marketing results.

Promotion of the services of Public Transport Authority in Gdynia under the conditions of the sustainable development policy

Promotion of public transport services is a part of transport policy of Gdynia based on sustainable urban transport development. The aim of the promotion is not only to inform about the offer, but also create the need for its recognition. Promotion of public transport in Gdynia is not only information, but also education. An important element of these activities were educational programs about eco transport - performed by Public Transport Authority in Gdynia. In the era of intensive use of cars in the cities such actions are taken to build a positive image of public transport, and with environmental education encourage the use its services. However, it is important to use basic instruments of promotion mix in activities, including advertising, public relations, personal selling and sales promotion. Strategy of the promotion of public transport services in Gdynia in terms of sustainable development is an important element of marketing management. The future of the promotion of urban transport projects is the implementation of information, education and trainings for eco transport.

Public Transport Authority in Gdynia as an participant of tariff and tickets integration in the Gdansk Bay Metropolis

The tariff and tickets integration is one of the most important criteria for the evaluation of the functioning of public transport in urban areas. In the Gdansk Bay Metropolis there is a need for tariff and tickets integration. In 2008, the MZKZG, the aim of which is full integration of public transport in Gdansk Bay Metropolis offered to transport users "joint ticket" for buses, trolleybuses, trams and trains, which represents a complementary offer in relation to the previously existing tariffs and tickets. New "joint ticket" is an additional offer for persons interested in traveling all over the metropolitan area. The offer of metropolitan tickets first of all is dedicated to the passengers who make metropolitan trips, using different means of transport. The metropolitan tickets are very useful for tourists, because they shouldn't get to know the specificity of tariffs and tickets of different organizers and operators.

An important participant in the tariff and tickets integration is the Public Transport Authority in Gdynia, which, thanks to the acceptance of "joint ticket", makes that the passengers can easily travel by public transport in the Gdansk Bay Metropolis. The sale results of the integrated metropolitan tickets show positive effects and reception of this integrated solution. It is also important that the tariff and tickets integration serves the implementation of sustainable transport policy.