

SOCIETATEA DE TRANSPORT PUBLIC SA ALBA IULIA

PUBLIC TRANSPORT COMPANY OF ALBA IULIA



STP
SOCIETATEA DE TRANSPORT PUBLIC ALBA IULIA

Mișcă-te inteligent în Zona Metropolitană Alba Iulia!
Smart Move in The Metropolitan Area of Alba Iulia

ALBA IULIA
2013

WHO ARE WE: NETWORK, INFRASTRUCTURE AND VALUES

We are the Public Transport Company of Alba Iulia and we have been trying, for a few years, to increase the standard of the local transportation to the level of the 21st century. We have invested a lot over the past years so that the citizens of our city can travel in comfortable, clean, heated, and appropriately ventilated busses, busses that have access for the people with special needs and with a schedule that is respected almost to the second.



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Alba Iulia is located at an altitude of 270 m, at a distance of 340 km from Bucharest. The town itself is located on the first terrace of the Mures, forming a plain east of 8-10 km long and 2-4 km wide. The western town is surrounded by wooded heights of the mountains Metal Mammoth Peak (630 m). To the east, over Mures, there are reddish clay hills of the Transylvanian plateau, eroded by the rivers Mures, Sebes and Secas, they form a series of ravines with interesting shapes and sparse vegetation. To the south are mountain peaks Sebes see with Surianu Peak (2245) and the top four (2130). Alba Iulia is located in the heart of the Transylvanian plateau, 46° 5' north latitude and 21° 15' east longitude, 330 m altitude, in an area of interference of the hills descending from the mountains to the plains Trascău middle course of the Mures valley.

History

Alba Iulia was the first capital of the three Romanian countries, capital under Sigismund Bathory, and under the scepter of the great unifying ruler Mihai the Brave.

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On 1 November 1599 Mihai the Brave came in Alba Iulia, realizing the political unification of Transylvania, Moldova and Romanian lands.

On the first of December 1918, Alba Iulia hosted the Grand National Assembly which led to the unification of Transylvania with the Kingdom of Romania. The coronation of King Ferdinand and Queen Mary was also held in Alba Iulia (15 October 1922).



The National Day of Romania was celebrated for the first time on the 1th of December 1990, in Alba Iulia.

Today, Alba Iulia is a European beautiful city. Being an important tourist place, the city is constantly visited by tourists from around Europe.

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The public transportation from Alba Iulia gives each citizen the possibility to have an active social life, access to work, education, authorities and public services even though they do not own a car, regardless of race, religion or income. Our routes cover the whole city so that our travelers can arrive wherever they want, whenever they want it.

Although our company is 100% private, we consider ourselves to be a public service, having as a mission the permanent increase in quality of the transport for passengers in Alba Iulia.

The city of Alba Iulia is a middle-sized Romanian town, located in the middle of Transylvania, with a population of 66.000 inhabitants. The city has a very particular historical meaning. In the middle of the city there is a huge Vauban style Citadel. Inside of this monument, PT is forbidden. This is the reason why the PT transport lines are forced to follow a round shape in order to cover all the neighborhoods.

There are 42 bus-lines. The majority (more than 90%) of the houses and businesses are within 300 m of a bus stop.

The travel options are available on the Company's website www.stpalba.ro

STP is operating also in Turda City (about 60 kilometers away from Alba Iulia). This is similar city considering the number of inhabitants and transport necessities.

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The project

The project we called "**Smart Move in The Metropolitan Area of Alba Iulia**" was a big challenge for our company because it was for the first time in Romania when a PT operator and the local administration introduced the Metropolitan transport. Our Metropolitan Transport System is perfectly functional and it is the first one ever implemented in Romania. STP is the only company in Romania which uses validation systems based on the GPS position of the customer in the relation with the tariff zones.



Intercommunity Development Association for Public Transport was created in order to manage the public transport in the area. The partners of STP Alba Iulia are: the local administrations of (local councils) of Alba Iulia, Ciugud, Sintimbru, Intregalde, Galda de Jos, Cricau and Ighiu. The Metropolitan PT was introduced since October 2012. The project will last at least 6 years (duration of the contract). All the actions of STP Alba Iulia were focused on the increasing the quality of service and the success of the project.

The fleet

The bus fleet consists of 90 busses (only in Alba Iulia), most of them not older than 6 years; they have a reduced impact over the environment, and are equipped with air conditioning and supplementary heating systems. We have built our own fuel station and we have one of the most modern car wash, which allows us to ensure transportation using exclusively busses that are washed twice a day. The people with special needs can travel easily on the routes of Alba Iulia: we have low-floor busses, busses equipped with ramp and level boarding.

The average age of the bus fleet is between 5-6 years. All vehicles are painted in corporate red design and are available for outdoor advertising. Each vehicle has a ticket validation machine onboard and most of them have air-conditioning.

Ticketing

STP introduced for the first time in Romania the tariff validity of one hour/ticket at Alba Iulia and Turda, valid on any means of transport, including suburbs (different validity periods, depending on the distance).

The following tickets are available:

- one - hour valid ticket (no matter how many interchanges) – for the first time in Romania: 1,8 lei (0,35 EURO);
- monthly pass: 60 lei (13,6 EURO);
- different rates for each Metropolitan Zone;
- gratuities established in the relation with the Local Authorities.

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The company introduced the possibility to pay the ride via SMS.

Info Transport Public **STP** SOCIETATEA DE TRANSPORT PUBLIC ALBA IULIA

Acum poți circula în Alba Iulia cu autobuzul trimițând un

SMS la 7585
(Vodafone și Orange).

Tarif: **0,35 euro** (plus TVA)

Valabil o oră.

Info Transport Public **STP** SOCIETATEA DE TRANSPORT PUBLIC ALBA IULIA

Plătește-ți biletul de autobuz cu un simplu

SMS la 7585

număr disponibil în rețelele de telefonie mobilă Vodafone și Orange!
Costul unui SMS este de **0,35 Euro** (plus TVA).

Alba Iulia – primul oraș din țară care implementează acest sistem!

STP introduced the urban mobility cards for all travelers and a modern electronic ticketing.

STP SOCIETATEA DE TRANSPORT PUBLIC ALBA IULIA

CARD DE MOBILITATE URBANĂ

ALEXANDRA PETRESCU
C.I. AX SERIA 234566
NR. CARD 5453 6465 3433

Validarea cardului este obligatorie la fiecare urcare în autobuz.

Poarta a III-a Cetății Alba Iulia

STP is member of:



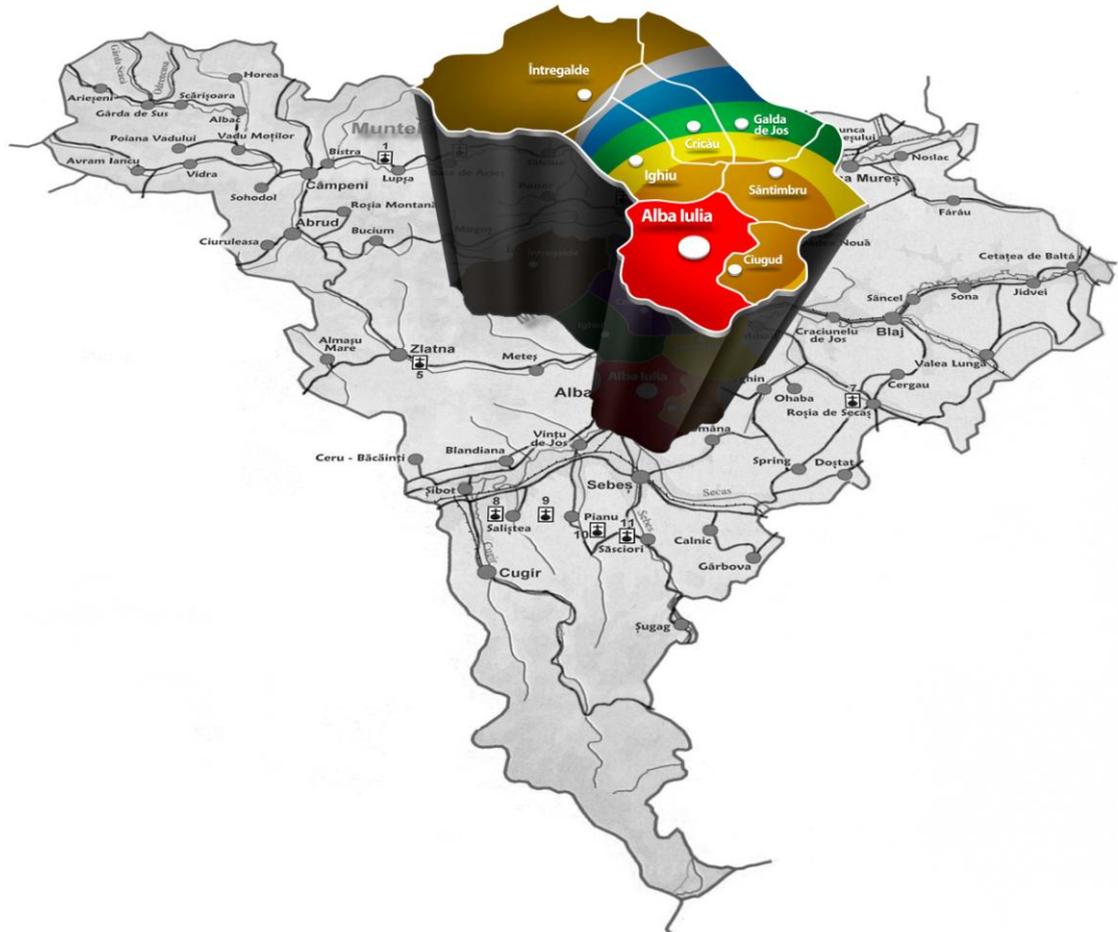
Very important:

STP is the only company in Romania which uses validation systems based on the GPS position of the customer in the relation with the tariff zones.

The farthest tariff zone is situated 41 km from Alba Iulia.

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The colors represent the Tariff Zones.

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QUALITY



STP – demonstrator in ENERQI project



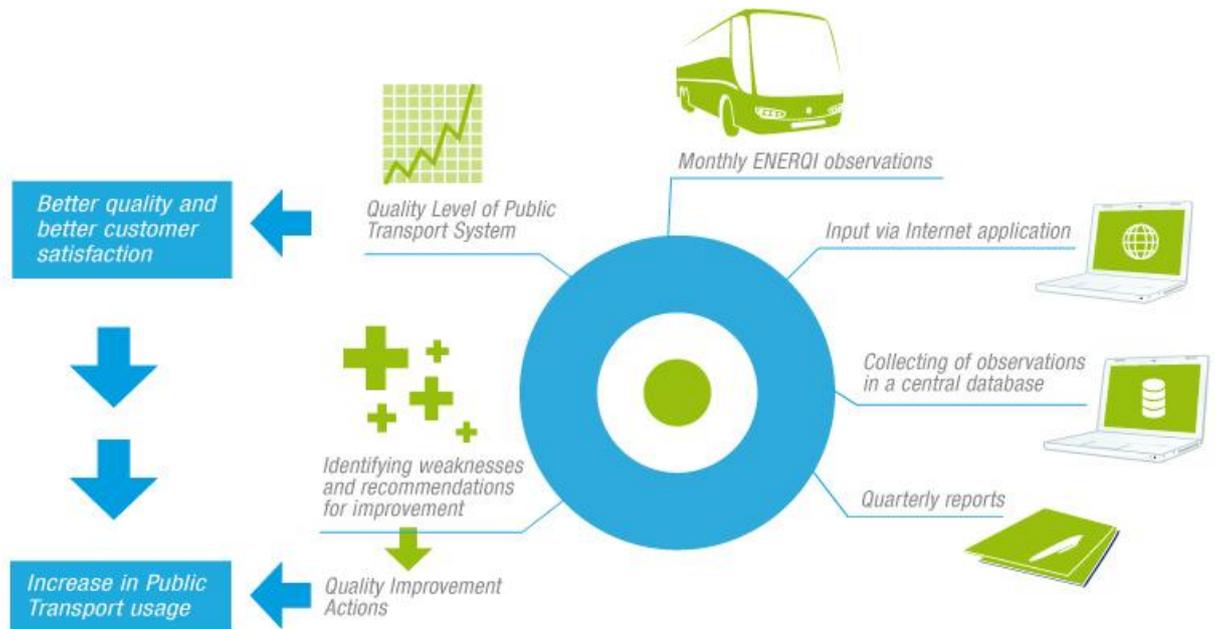
ENERQI aims to **improve public transport** by using observations of customers regarding quality. Between 2010 and 2013, ENERQI is implementing an innovative quality monitoring system for public transport in 8 towns, cities and regions across Europe. Uniquely, ENERQI involves **voluntary observers** to monitor the quality of bus, tram and metro lines. These volunteers are regular public transport users who have agreed to answer questionnaires on a regular basis about their experiences.

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STP recruited 557 observers (275 were planned at the beginning). Most of them were recruited directly in the bus by STP operators. The results are used to improve the quality of public transport in these 8 areas making it a **more attractive alternative for the car!**

The idea behind ENERQI:



The ENERQI Quality Loop

Demonstrators:

- STP Alba Iulia (Ro)
- Oasa Athen (GR)
- Breda (Ned)
- Holding Graz Linien (AT)
- Transdev Burnley & Pendle (UK)
- Carris Lissabon (PT)
- Plovdiv (BG)
- Tisseo Toulouse (FR)

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Feedback from customer satisfaction survey:

ENERQI gave the possibility to measure the quality perception and the effect of local improvements. The report is based on the evaluation topics, as it results from the web-tool developed in the project time.

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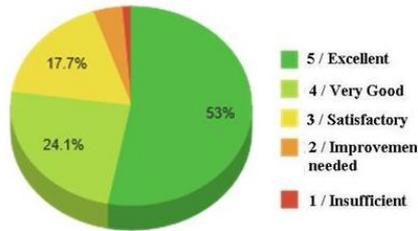


Ex.: overall customer satisfaction

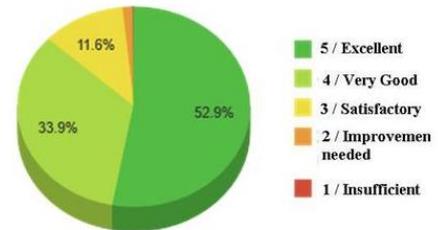
First reporting period
27.12.2011 – 25.03.2012

Final reporting time
05.2013

Overall customer satisfaction



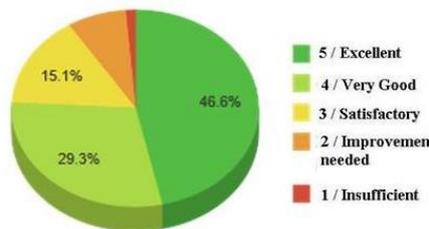
Overall customer satisfaction



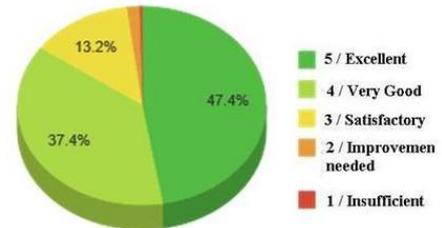
How do you judge the value for money service?

Indicators improved due to the better general conditions, electronic ticketing and, most important, extension of ticket validity up to 1 hour.

Value for money, tickets and tariffs



Value for money, tickets and tariffs



Quality improvement actions implemented within ENERQI:

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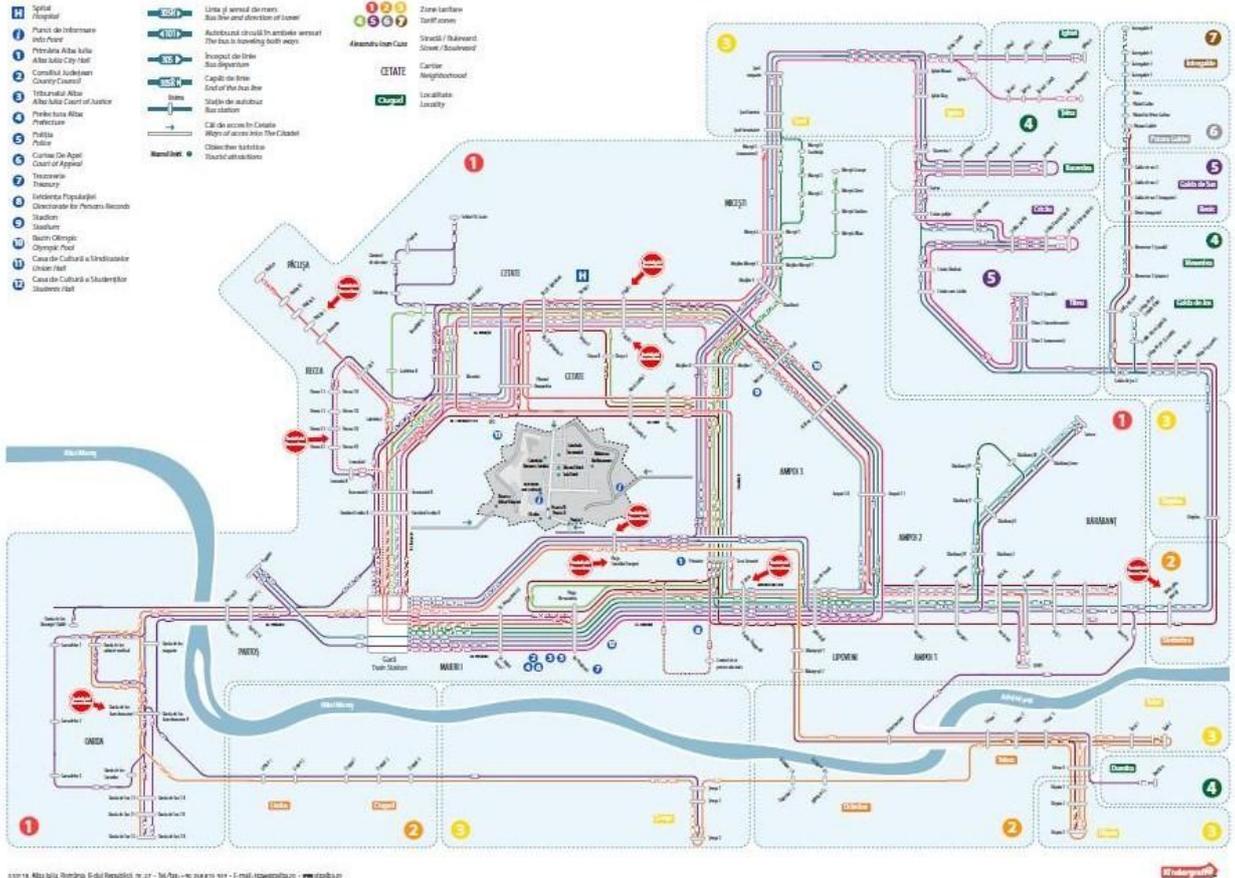
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- STP website (with route planner);
- billboards in 70% of the bus lines stops with actual arrival times;
- electronic ticketing;
- an info-line to improve traffic conditions (citizens can call for free to make proposals on local transport or to report any problems they may have experienced);
- campaigns: the film bus (during a festival in the city, a double-decker was transformed in a mobile cinema where short movies were broadcasted); the Revolution bus (an old bus, used in the communist era of Romania was released on a line; inside there was a photo exhibition related to the Romanian revolution in 1989 and some actors were replying the atmosphere);
- voice boxes at the bus stops and in the buses (we also changed the voice after it was considered too unfriendly);
- drivers training;
- PT maps at all stops and inside the buses.

The new PT Map of Alba Iulia Metropolitan Area

Legenda / Legend



STP is member of:



European Standards achieved by STP are 13816:2002 (Transportation – Logistics and services – Public passenger transport – Service quality definition, targeting and measurement) and EN 15140: 2006 (Public passenger transport – basic requirements and recommendations for systems that measure delivered service quality). STP provides public services according to following standards: ISO 9001, ISO 14001, ISO 18001, ISO 50001 and ISO/IEC 27001.

CUSTOMER SUPPORT

We care about the time of our passengers.

Our busses are equipped with GPS, allowing us to use a fleet management and dispatching system. Therefore, the traffic charts are precisely observed and the traveler waits less time in the stations. We own an integrated traffic monitoring system on all the vehicles and on all routes, which can thus be localized in real time on the digitalized map of the entire park.



We inform our customers in due time.

For the most part of the stations there can be found display boards with real arrival time, and in the means of transportation there are dynamic display systems, where the current station and the following station is always announced. These facilities are doubled by the vocal announcing of the lines and stations, both in the stations and in the busses.



To inform the passengers, STP has reinvented the website which now offers, among others, the possibility of calculating complex bus routes, and pedestrian distances from any point of the city until the nearest station.

We care about the safety of our customers.

The GPRS system makes possible the communication of each vehicle with the two dispatchers, which allows us to optimize in time according to the traffic jams, damages or accidents. Due to this system we can guarantee the safety of the travellers through the possibility of calling the emergency number (112) for authorities: emergency rescue, firemen, police or constabulary. The busses are also equipped with recording cameras for the supervising of the doors and the safety of the travelers. The busses are also equipped with video cameras in order to supervise the doors and to ensure the traveller's safety.

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Voice boxes.

STP is the first Romanian operator to introduce voice announcement systems - voice box in all transport stations in the city and in the vehicles. Ads are yet only in Romanian. Currently ads are being implemented in English (records already achieved) while the city begins to attract more tourists after rehabilitation of Vauban Citadel and certain sights.

We care about what our customers think.

Because we care about what our customers think about us, we have launched an information campaign aimed at improving the services offered to passengers in Alba Iulia. Citizens can call for free from any fix or mobile network to 0800800STP to make proposals on local transport or to report any problems they found.

We get back to them in order to let them know how the problem was solved.





Info Transport Public **STP**

Ajută-ne să facem lucrurile bine!

Sună la
0800 800 STP
0800 800 787

PENTRU PROPUNERI DE ÎMBUNĂTĂȚIRE A TRANSPORTULUI PUBLIC LOCAL

Semnalati-ne problema dumneavoastră sau propunerea de îmbunătățire a transportului, indicându-ne toate detaliile solicitate de operatorii noștri. Vă vom răspunde în scris cu privire la modul de soluționare a problemei, dacă ne lăsați adresa. Pentru îmbunătățirea serviciului, toate apelurile vor fi înregistrate.

Pentru informații legate de programul de circulație, sunați la **0258.812.826** Dispeceratul STP.

*Apel netaxabil din orice rețea.

COMMITMENT TO THE ENVIRONMENT

The company is concerned with innovation and research in the relation with the environment. STP is the first Romanian PT operator to use of bio-fuels in urban passenger transport. The project was developed in 2007, under European Union support, having as a partner the Technical University of Cluj Napoca (the main University from Transylvania).

STP began a collaboration (September 2011) with the inventor Cornelius Birtok Baneasa, author of a special air filter that reduces fuel consumption and increases engine power. On one of the buses STP was installed experimentally such a filter, observing, after about two weeks, a reduction of almost 11% less, without registering other side effects. Collaboration will continued by extending the experiment to other buses in the fleet.

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The filter was awarded with the Gold Medal at the International Invention Exhibition in Geneva in 2012.

MARKETING AND COMMUNICATION

Cinema - bus

STP also intends to attract more citizens of the city by public transport. For this novel campaign initiated constantly attracting new potential customers. Such a campaign is the "Cinema bus". Between 13 and 16 November 2011, a bus was transformed into a cinema on wheels, providing the public with shorts movies. The price was the ticket.



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The Revolution Bus Campaign

21 of December 2011, celebrating the Romanian Revolution ... and the changes in Public Transport! We brought an old bus (an Ikarus that it used to run in the communist period) and we organised an exhibition inside with pictures and a movie about how the things happened in Alba Iulia. The exhibition was mobile and the bus traveled in the city on the normal routes. Hundreds of people visited it and



travelled with it. STP used also some actors for example for the selling tickets lady and some characters in the bus.



It was a very important day and we connected our event to that. We had a really big national media coverage and the people from our city got the chance to **remember what was the situation in public transport and to make a comparison.**

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Inclusion of non-public transport users:

A gift for the National Day – campaign

On the occasion of the National Day of Romania (1st of December 2012), STP introduced tickets which were valid during all day. The price was similar with the one normally paid for a single journey.



Why is this important to be done in Alba Iulia?

- 1600, the first Union of the three Romanian States was done in Alba Iulia.
- At the end of World War I, representatives of the Romanian population of Transylvania gathered in Alba Iulia, on 1 December 1918 (celebrated as the National Day in post-communist Romania), to proclaim the Union of Transylvania with Romania.

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- In 1922, Ferdinand of Romania was symbolically crowned the King of Romania, in Alba Iulia.
- Thousands of tourists and residents are celebrating the National Day on the streets of Alba Iulia. The city is very crowded and it is almost impossible do drive.
- It was the best time to invite people to try public transport in the city.

Nights of the Museums Campaign

STP made a partnership with the National Museum of Alba Iulia related to the Night of the Museums event (18 May 2013). The partnership had no financial implications. The main purpose was the promotion of the Nights of the Museums events and also of the Public Transport in Alba Iulia. STP introduced a special night line for Museum area. One achieved ticket was valid on the way back, also.



The Campaign was promoted in the city using some historical characters (Museum employees) which travelled by bus.

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For the first time in Romania: Metropolitan Transport

The greatest achievement was the creation of Alba Iulia Metropolitan Area (the first in Romania), which benefits of integrated public passenger transport with single information service, ticketing scheme and unique single transport time.

Increasing the number of passengers. Since October 2012, after the implementation of the existing local public transport system in Alba Iulia (maintaining the same standards of quality and municipalities in the metropolitan area), the number of journeys made by public transport between Alba Iulia and villages metropolitan areas (tariff zones 2-7) increased by 23%. In absolute figures, the number of additional trips per month was 27,300. Calculating per working-day, there were made at least 1,050 additional trips per day. It means that about 525 unique visitors per day traveled to Alba Iulia using public transport instead of the car. If we consider an average occupancy of 2.5 persons / vehicle, it results that at least 210 cars were displaced every day in our city traffic during the peak hours (7.30 to 8.15). This translates into 210 extra parking spaces available per day.

STP introduced the first double - decker used in the local public transport on regular lines and accessible for all citizens to normal rate.



STP built in Turda the first climatic bus station in Romania. It is equipped with air conditioning, hot air curtain to prevent fogging glass walls during winter and automated access. The result of all this was the increasing of the number of passenger and revenues.

Major realized investments – Basic information on investments made and revenues generated by the project, including the subsidies received

Despite the economical context, we were able to invest during the last years in PT service, in order to maintain the number of passengers and to win new customers.

2006

- 11 buses were bought (7 new and 4 second – hand): 570.000 Euro

2007

- 6 buses were bought (new): 420.000 Euro

2008

- 7 buses were bought (3 new with Euro 3 norm and 1 with Euro 4 norm, air conditioning and 3 second hand): 700.000 Euro

2009

- 21 buses were bought (14 were new buses with Euro 4 norm and air conditioning and 7 were second – hand): 2.320.000 Euro
- Washing facility: 214.000 Euro

2010

- 20 buses were bought (15 new buses with Euro 4 and 2 with Euro 5 norm and air conditioning and 3 second- hand): 2.764.000 Euro
- A new fuel station: 124.000 Euro

2011

- 19 buses were bought (12 new buses with Euro 5 norm and air conditioning and 7 second hand): 2.049.000 Euro
- Ticketing and voice – boxes: 300.000 Euro

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2012

- 4 buses were bought (second hand)

As a result of increased comfort and quality improvements, the number of passengers has increased over the years with an average of 3 % each year. The Metropolitan Transport increased the number of passenger by 43%, from January to September 2012.

In all our activities we were supported by the local authorities, our partners for a sustainable Public Transport.

The Local Council of Alba Iulia is offering compensation for Public Service Obligation (Public Service Obligation - PSO) for the Public Transport inside the City. The annual amount is 3.800.000 euro.

The subsidies from the other partners of the Metropolitan Area: local administrations of Ciugud, Sintimbru, Intregalde, Galda de Jos, Cricau and Ighiu are totaling 150.000 euro/ year.

The revenue from direct tickets sale is about 2.000.000 euro/year, including the revenue growth generated by the implementation of the project (23%).

Facts and figures demonstrating that the project`s objectives were achieved

- 1. The creation of Alba Iulia Metropolitan Area** (the first in Romania), which benefits of an integrated public transport with single information service, ticketing scheme and unique single transport time. The farthest tariff zone is situated 41 km from Alba Iulia.
- 2. Quality improvement actions:**
 - STP website (with route planner);
 - billboards in 70% of the bus lines stops with actual arrival times;
 - electronic ticketing; STP is the only company in Romania which uses validation systems based on the GPS position of the customer in the relation with the tariff zones;
 - an info-line to improve traffic conditions (citizens can call for free to make proposals on local transport or to report any problems they may have experienced);
 - campaigns: the film bus (during a festival in the city, a double-decker was transformed in a mobile cinema where short movies were broadcasted); the Revolution bus (an old bus, used in the communist era of Romania was released on a line; inside there was a photo exhibition related to the Romanian revolution in 1989 and some actors were replying the atmosphere);
 - voice boxes at the bus stops and in the buses (we also changed the voice after it was considered too unfriendly);
 - drivers training.
 - PT maps at all stops and inside the buses.
- 3. Increasing the number of passengers.** Since October 2012, the number of journeys made by public transport between Alba Iulia and villages metropolitan areas (tariff zones 2-7) increased by 23%. In absolute figures, the number of additional trips per month was 27,300.

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4. Achieved standards:

13816:2002 (Transportation – Logistics and services – Public passenger transport – Service quality definition, targeting and measurement) and EN 15140: 2006 (Public passenger transport – basic requirements and recommendations for systems that measure delivered service quality). STP provides public services according to following standards: ISO 9001, ISO 14001, ISO 18001, ISO 50001 and ISO/IEC 27001.

ENERQI project is a new method of measuring the customer's satisfaction in PT.

5. Fuel saving:

The implementation of a new technology, developed by a young Romanian inventor, reduced the fuel consumption up to 11%. The invention received a Golden Medal in Geneva 2012 – Invention Exhibition.

Our routes cover the whole city so that our travellers can arrive wherever they want, whenever they want it. Although our company is 100% private, we consider ourselves to be a public service, having as a mission the permanent increase in quality of the transport for passengers in Alba Iulia.

Alba Iulia
May 2013

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