

YOUMOBIL HŽPP PILOT CONCEPT

Technical concepts for performing the pilot demonstrations
of YOUMOBIL project.

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1. Introduction

The document “YOU MOBIL PILOT CONCEPTS” is the first deliverable of activity A.T1.2, representing in this respect the basis for the future steps of the 5 YOU MOBIL pilot tests in Saxony-Anhalt, Modena, South-Moravia, Croatia and Mazovia. It concerns, in particular, the **technical concepts** for the realisation of the pilot actions.

Considering its technical aspect, it should be considered as an added support for partners in association with the previous document “Draft Tool Box” (D.T1.1.5 of A.T1.1), in order to provide operative instructions for the pilot test implementation and help partners to realise the next steps of the activities related to pilots (A.T1.2 “Elaboration of demand-driven smart transport solutions for rural areas” and A.T1.3 “Piloting smart solutions to enhance rural areas’ youth’s access to passenger transport networks”).

2. Pilot partner: HŽPP

HŽ Passenger Transport Limited Liability Company (HŽPP)’s pilot project was to launch a new service of night trains from Zagreb to Dugo Selo, a rural area near Zagreb. The main objectives of the pilot were to attract young people to public transport, to decrease the carbon footprint of young people and to ensure visibility for the project and the programme. The pilot was primarily intended for young people (high-school students, university students and young employed adults) that have a need to go to Zagreb from the rural area of Dugo Selo and back. Since Dugo Selo doesn’t have any (or at least close to metropolitan quality) cultural or entertainment industry, the young people go to the movies, clubbing and to theatre to Zagreb. Many also work in Zagreb. The needs to be satisfied by this pilot were mostly cultural and social, but basic need to work is also accounted for, since people often work until late in different service industries. Enabling mobility after midnight is the key to attracting young people to use the public transport. The pilot communication is facilitated by smart solutions available to HŽPP and stakeholders from Dugo Selo, via available online media. The solution itself is a continuation of an existing process in HŽPP when drafting timetable and preparing the data for online display and usage.

3. Main aspects

The structure of this document has been designed for collecting the main aspects, underlined during the previous activities and conformed to each partner in order to be the most suitable for specific case.

The technical concept of pilot aims to point out the following items:

HŽPP - Zagreb pilot test	
Target	The pilot is primarily intended for young people (high-school students, university students and young employed adults) that have a need to go to Zagreb from the rural area of Dugo Selo and back. Since Dugo Selo doesn't have any (or at least close to metropolitan quality) cultural or entertainment industry, the young people go to the movies, clubbing and to theatre to Zagreb. Many also work in Zagreb.
Needs to be satisfied thanks to each pilot experimentation	The needs to be satisfied by this pilot are mostly cultural and social, but basic need to work is also accounted for, since people often work until late in different service industries. Enabling mobility after midnight is the key to attracting young people to use the public transport.
Critical issues and constraints to be overcome, including a short plan of the risks planned	There are a couple of obstacles foreseen, alongside the financial ones, due to the COVID-19 situation, where there has been a 1.5 months discontinuance of railway public passenger transport. This will reflect on the planned incomes that should have covered a part of the operating costs. Another possible situation are media "growing appetites". When something positive happens, someone always asks the questions like "Why Dugo Selo and not some other area?" or "Why can't the train operate



	the whole night?” or “Why can’t the train operate every day?” etc.
<i>Sensitive areas/sectors</i>	The pilot is solely a project of HŽPP, so thus HŽPP plans, implements and controls all the aspects of the pilot. We established a good connection with the Dugo Selo mayor and the young people during the preparation workshops, so the local media should be inclined to positive publicity. The only sensitive sector is national media.
<i>Objectives to be pursued</i>	The main objectives of the pilot are to attract young people to public transport, to decrease the carbon footprint of young people and to ensure visibility for the project and the programme.
<i>Where the action starts from, e.g. the state-of-the-art of SW, interfaces, devices, etc. also thanks other initiatives</i>	For now, a common railway system exists where all the trains are presented. It displays the timetable on the company webpage and tickets can be bought online (mobile platforms included). The YOUMOBIL pilot night train is already in this system. It is not in the printed timetables since it has a calendar and operates only on weekends.
<i>How to reach the objectives, in terms of operative steps of each pilot experimentation</i>	<p>The pilot planning was mostly done in 2019, which was the “easier” aspect. The heavier work was to get local politics on board, and will be to inform the public and get positive feedback.</p> <p><u>Operation.</u> As mentioned, the train was already inserted in the valid timetable 2019/2020, in 2019. It has a calendar (operates from 11/7/2020 on Saturday and Sunday). The company logistics are already informed that the pilot will last one year so it will be inserted in the timetable 2020/2021.</p> <p><u>Software.</u> Train details are already inserted into the existing system for 2019/2020 timetable and will be for 2020/2021.</p> <p><u>Marketing and media.</u> An article about the project and announcing the pilot was published in 2019. An article was also published in local media of Dugo Selo. Press release will be published few days before the</p>



	pilot begins during a media conference. Printed materials will be distributed in Dugo Selo. Social media will support the activities.
<i>Timeline for each step</i>	All preparatory work for the pilot implementation has been done, regarding the operation, software and marketing/media.
<i>What expectations from each pilot</i>	The launch of the pilot was planned already from the beginning of the project, since the railway timetable is planned a year in advance. In the longer period, if the pilot proves successful, a prolongation of the night train line is planned, to Ivanić-Grad. We expect that more young people that are oriented to road transport (due to lack of choice) are going to try and continue to use railway transport. The night time is slow, traffic wise, thus is comfortable (plenty of room). Together with speed, we consider there are the two most valuable factors that could bring to that decision.
<i>If the partner assumes necessary, it can insert additional voices</i>	

4. Conclusions

The goal is to increase mobility of young people living in rural areas near the Croatia's capital and to provide them with a new railway service and real-time traffic data. The area in question is historically orientated to Zagreb, due to capital's educational, cultural, working and other opportunities. The railways are well used on this line because it is faster than the road and pilot was successful story deserving to be expanded.