

YOUMOBIL - Pilot launch report HZPP

Launch report in order to describe the steps undertaken to launch the pilot and the initial reactions by the target groups	Final 10 2020
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With the contribution of:

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Pilot general information summary	
Project Partner	PP4 - HŽPP
Location of the Pilot	Zagreb Main Station - Dugo Selo line
Progress of the pilot	<p>HŽPP has a specific pilot, because it is introducing a new innovative service of night trains, accompanied by a smart solution communication and data display. Another company (HŽ Infrastructure Ltd) has an important role in this pilot because it owns the software that is essential to insert the timetables and share them with HŽPP, so it can be displayed on ISPRO interfaces.</p> <p>The pilot communication is facilitated by smart solutions available to HŽPP and stakeholders from Dugo Selo, via available online media.</p> <p>The solution itself is a continuation of an existing process in HŽPP when drafting timetable and preparing the data for online display and usage.</p> <p>All preparatory work for the pilot implementation has been done, regarding the operation and software, in 2019, when the new timetable is drafted. Marketing/media part of the pilot i.e. communication was done in Dugo Selo before the pilot started and nationally, when the pilot was launched.</p> <p>Pilot is in progress and it started as planned.</p>
Date of launch (start - end)	<p>11/07/2020 - 11/07/2021</p> <p>No delays are foreseen due to timely and strict timetable planning process.</p>
COVID-19 impacts	<p>There are a couple difficulties encountered:</p> <ol style="list-style-type: none"> 1. Internal issues: due to the COVID-19 pandemic, where there has been a 1.5 months discontinuance of railway public passenger transport in the spring 2020, the financial aspect is very important. This will reflect on the planned incomes that should have covered a part of the operating costs. 2. External aspect: People tend to avoid using public transport, when possible. Also, this type of behaviour is justifiably encouraged by the health department. This could lead to poor effectiveness of the pilot in terms of passenger numbers. 3. Communication aspect (public): piloting service can be



	<p>communicated to the general public and especially target group, but, due to health department recommendations, it is not advisable to invite people to use it, during the pandemic.</p> <p>4. Communication aspect (stakeholders): Local politicians are used to frequenting locations and having public appearances that lead to media coverage. This type of media communication was planned but now it is replaced by the written word to media. The expected results are absent.</p> <p>Most of the challenges, caused by the Covid-19 epidemic, are not under the influence of HŽPP and although the pilot implementation is going as planned, the expected results might be worse than expected.</p>
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Action Pilot details	
Main general aspect/Description	<p>HŽPP is introducing an innovative service of night trains going from Zagreb to Dugo Selo, accompanied by the systematic display of timetable information in the sales application, mobile application and online application. The solution itself is a continuation of an existing process in HŽPP when drafting timetable and preparing the data for online display and usage.</p> <p>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.</p> <p>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 railway is well used on this line because it is faster than the road.</p> <p>The pilot started on 11th of July 2020 and will run for a year, until the 11th of July 2021.</p> <p>The pilot communication is facilitated by smart solutions available to HŽPP and stakeholders from Dugo Selo, via social media, intranet and websites as well as local media and national media.</p>
Implemented by	PP4 - HŽPP
Managed by (if different)	/
Innovation aspects	<p>The innovative character of the pilot mostly concerns the service. It is focused on creating customer-oriented timetable with online information provision.</p> <p>The other aspect is close cooperation and coordination with local community representatives by including them in the service planning and communication.</p>
Technical issues	



<p>Quantitative indicators (if pertinent):</p>	<ul style="list-style-type: none"> ▪ No. of passengers per trip ▪ No. of passengers per month ▪ number of youths involved in the youth workshops (D.T1.4.1) and raised awareness for the pilot service ▪ young users' level of satisfaction (e.g. score scale to be defined) of the YOUMOBIL service collected during the youth workshops
<p>Target satisfaction</p>	<ul style="list-style-type: none"> ▪ closer cooperation with local community representatives ▪ improvement of service frequency ▪ improvement of information provision
<p>ICT solutions</p>	<p>ICT part of the pilot, displaying data solution on all available platforms was available in June, before the actual service started.</p> <p>The software development planned is not an actual development but a part of the process to introduce the train into operation. The procedure consisted of HŽPP asking HŽ Infrastructure (separate State-owned company, railway infrastructure manager) for a train path with all its specifications, confirming it and then the information about the requested timetable was inserted into the system called ROMAN-P. This data was, and is, consequently displayed on all ISPRO channels, ISPRO being a new IT sales system developed by HŽPP. Channels in question are ticket-office terminals, on-board terminals, mobile application and on-line sales system.</p> <p>The timing of the preparation activities was carefully planned to be in line with the start of timetable 2019/2020, so all the activities started in the very early stage of the project, for the pilot to be launched in summer 2020. The operation started on 11/07/2020.</p> <p>The software cost for HŽPP doesn't exist because all the activities regarding timetable display on all channels are calculated in the train service itself and not separately.</p>
<p>Marketing campaigns</p>	<p>The workshops with the youth confirmed that the communication aspect is developing in the right direction - online as much as possible, new technologies included. When conducting the workshops, before the COVID-19 pandemic, the youth were very much supportive of the new service. Now, in light of the pandemic, we need to evaluate and assess the pilot impact and needs once more, through D.T1.4.1 youth workshops.</p> <p>Presently, the online aspect of the communication is more important than ever. All the smart solution communication activities began in June, including social media coverage and online promotion by the City of Dugo Selo and HŽPP. This was due to timely inclusion of local community representatives (City government and Youth Council), who</p>



	<p>are very supportive of this initiative.</p> <p>HŽPP published an article about the project and announcing the pilot in 2019 and for pilot launch in July 2020. An article was also published in local media of Dugo Selo (Dugoselska kronika). The information about the pilot was published on Dugo Selo website on two occasions and on their FB page. Press release was published few days before the pilot began. Printed materials (flyers) were distributed in Dugo Selo and Zagreb Main Station, together with communication items. Posters (with all programme visibility requirements) are placed on both main stations, as well as intermediate ones. Smart solutions such as social media and online content will support the activities, assisted by the Youth Council of Dugo Selo.</p>
Legal issues	<p>HŽPP's legal team had no issues to deal with since everything was resolved when introducing ISPRO system.</p> <p>No tendering is necessary in this case because HŽ Infrastructure is the only infrastructure manager that can provide the complete service of introducing trains into operation, including information insertion into already existing software. The display of the information is under HŽPP's ownership.</p>
Economic issues	<p>Cost related to YOUMOBIL project: 51.750,00 Euro</p> <p>This budget is covering external service costs during the 1-year pilot implementation. The external services consist of infrastructure fees (train track, electricity, train formation, delays, use of passenger stations) and vehicle maintenance.</p> <p>The ticket price on line Zagreb GK – Dugo Selo is 14,30 Kuna (about 1,9 Euro), per person.</p>
Benefits and advantages	
<p>Potential benefits for the provider are identified:</p> <ul style="list-style-type: none"> ▪ <u>Potential revenue</u>. Although current costs exceed revenues by far, it is intended to show potential of night train service. ▪ <u>Efficiency</u> due to automated process development. ▪ <u>Risk</u> that new service can reduce with regards to the competition. ▪ <u>Sustainability</u> by reducing environmental impact when transferring people to public transport. ▪ <u>Digital asset</u> to facilitate further business development. ▪ <u>Data quality</u> to ensure timely, up-to-date and correct data for the users, as well as feedback. ▪ <u>Service quality</u> improvement by adding new core service (train operation) and 	



accompanying service (data display).

- Contribution to brand identity by communicating involvement in EU co-financed project.

Potential benefits for the **users** are identified:

- Cost reduction due to new available service that is cheaper for end user than individual transport.
- Time savings due to fast railway connection compared to road transport.
- Service quality improvement for existing railway users and diversity for public transport users.
- Life quality improvement by ensuring enhanced mobility.

Limit and disadvantages

There are a couple difficulties encountered:

1. Economic: due to the COVID-19 pandemic, where there has been a 1.5 months discontinuance of railway public passenger transport in the spring 2020, the financial aspect is very important. This will reflect on the planned incomes that should have covered a part of the operating costs.
2. Social: People tend to avoid using public transport, when possible. Also, this type of behaviour is justifiably encouraged by the health department. This could lead to poor effectiveness of the pilot in terms of passenger numbers.
3. Communication aspect (public): piloting service can be communicated to the general public and especially target group, but, due to health department recommendations, it is not advisable to invite people to use it, during the pandemic.
4. Communication aspect (stakeholders): Local politicians are used to frequenting locations and having public appearances that lead to media coverage. This type of media communication was planned but now it is replaced by the written word to media. The expected results are absent.

Most of the challenges, caused by the Covid-19 epidemic, are not under the influence of HŽPP and although the pilot implementation is going as planned, the expected results might be worse than expected.

Strengths

Railway service:

- Tailor-made
- Unique
- Fast
- Cost-effective for users

Software improvements:

- Real-time information



<ul style="list-style-type: none"> ▪ Online ticket purchase <p>Strong stakeholder involvement</p>
Weaknesses
<p>Railway service:</p> <ul style="list-style-type: none"> ▪ Expensive for provider ▪ Not flexible ▪ Not flexible regarding the accompanying services <p>Software improvements:</p> <ul style="list-style-type: none"> ▪ Not flexible regarding display options ▪ Not flexible regarding the display of accompanying services
Risk assessment
<p>The pilot is launched on time, so there are no risks concerning its launch.</p>
Lessons learnt
<p>Target group for this pilot activity are young people living in Dugo Selo, or on the line from Zagreb to Dugo Selo. Initial reactions during the planning phase (workshops) showed excitement because many use this service daily - train is their commute choice due to speed and price on that line.</p> <p>Since the pilot was launched, there were 2 months without school/studies and Covid-19 situation discouraged people from using public transport, as well. HŽPP will be in touch with the Youth Council from Dugo Selo and ask for feedback until the end of the 2020.</p>



Web application display:

Via

Povratak iz

Datum polaska

Datum povratka

Razred

Broj putnika

Popust

Broj putnika

Popust

Print



Zagreb Glavni kol. → Dugo Selo

Odaberite odlazno putovanje

*akcijske cijene nisu uključene

Datum polaska: 08.08.2020.

Polazak	Vlak	Dolazak	Trajanje	Presjedanje	Cijena
00:30	8099	00:56	00:26	0	14,30 kn

Kolodvor	Dolazak	Polazak	Kašnjenje	Čekanje	Vlak	Kategorija i sastav
Zagreb Glavni kol.		00:30			8099	2
Maksimir	00:35	00:36			8099	
Trnava	00:39	00:39			8099	
Čulinec	00:41	00:41			8099	
Sesvete	00:45	00:46			8099	
Sesvetski Kraljevec	00:50	00:51			8099	
Dugo Selo	00:56				8099	

Ukupno trajanje putovanja: 00:26

LEGENDA

- 2** Vagoni drugog razreda
- Vagon za prijevoz bicikla
- Putnički vlak



Polazni kolodvor Dugo Selo		Odredišni kolodvor Zagreb Glavni kol.	
Via odabir kolodvora		Povratak iz odabir kolodvora	
Datum polaska 08.08.2020.	Datum povratka	Razred 2. razred	<input checked="" type="radio"/> Izravni vlakovi <input type="radio"/> Svi vlakovi
Broj putnika 1	Popust Redovna cijena	Broj putnika 0	Popust
Pretraži			

Print 



Dugo Selo → Zagreb Glavni kol.

Odaberite odlazno putovanje

*akcijske cijene nisu uključene

Datum polaska: 08.08.2020.

Polazak	Vlak	Dolazak	Trajanje	Presjedanje	Cijena
01:53	8090	02:19	00:26	0	14,30 kn Odaberi

Kolodvor	Dolazak	Polazak	Kašnjenje	Čekanje	Vlak	Kategorija i sastav
Dugo Selo		01:53			8090	2 
Sesvetski Kraljevec	01:58	01:58			8090	
Sesvete	02:02	02:03			8090	
Čulinec	02:07	02:07			8090	
Trnava	02:09	02:10			8090	
Maksimir	02:13	02:14			8090	
Zagreb Glavni kol.	02:19				8090	

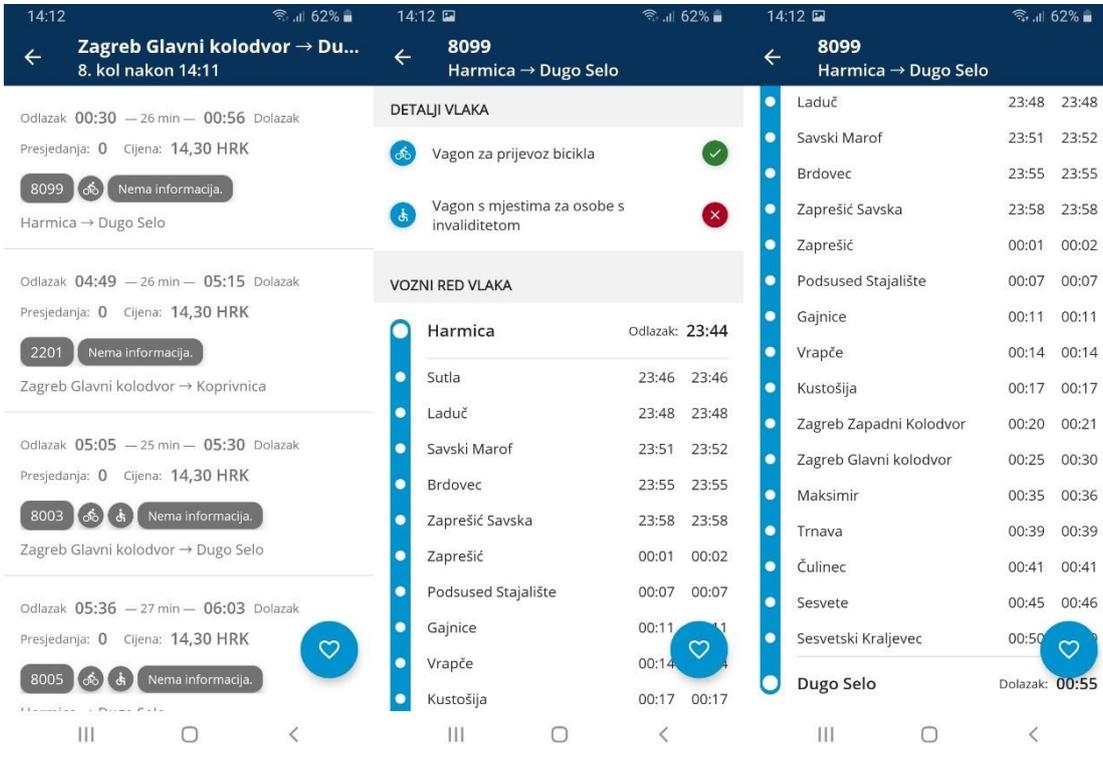
Ukupno trajanje putovanja: 00:26

LEGENDA

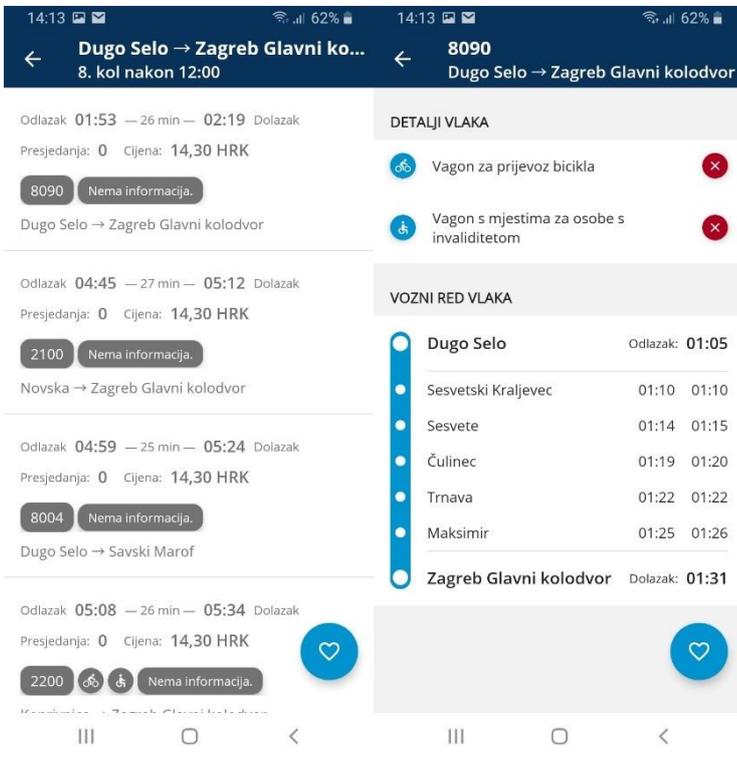
- 2** Vagoni drugog razreda
-  Putnički vlak



Mobile application (HŽPP planer) display:



The screenshot shows three panels of the mobile application interface. The first panel displays train details for route 8099 from Zagreb Glavni kolodvor to Dugo Selo, including departure times (00:30, 04:49, 05:05, 05:36) and prices (14,30 HRK). The second panel shows 'DETALJI VLAKA' (Train Details) for route 8099, listing amenities like bicycle and wheelchair access. The third panel shows 'VOZNI RED VLAKA' (Train Schedule) for route 8099, listing stations from Harmica to Dugo Selo with arrival and departure times.



The screenshot shows two panels of the mobile application interface. The first panel displays train details for route 8090 from Dugo Selo to Zagreb Glavni kolodvor, including departure times (01:53, 04:45, 04:59, 05:08) and prices (14,30 HRK). The second panel shows 'DETALJI VLAKA' (Train Details) for route 8090, listing amenities like bicycle and wheelchair access. The third panel shows 'VOZNI RED VLAKA' (Train Schedule) for route 8090, listing stations from Dugo Selo to Zagreb Glavni kolodvor with arrival and departure times.