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European Union
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Development Fund

YOUMOBIL

YOUMOBIL – Pilot launch reports

Launch report for each pilot action, in order to describe the steps undertaken to launch the pilot and the initial reactions by the target groups.	Version2 10 2020

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1. Introduction

The deliverables D.T1.3.2 "Pilot launch reports" is related to the development of a technical document in which is described each pilot actions in a global point of view. The launch report is provided by the WP leader (T Bridge).

The document is the second deliverable of Activity A.T1.3. "Piloting smart solutions to enhance rural areas' youth's access to passenger transport networks" and it continues the commitment of the partners in the implementation of the pilots, activities already described in:

- D.T1.2.1 "YOUMOBIL pilot concept" (delivery March 2020)
- D.T1.2.6 "Software programming"   (delivery June 2020)
- D.T1.2.7 "Monitoring criteria"   (delivery June 2020)
- D.T1.3.1 "Launch of novel ICT solutions" (delivery July 2020)

The current deliverable, closely related to the activities described, is a fundamental step that connects the technological aspects and the pilot designed by each partner and summarises the procedure carried out to create the pilot, in the different technical-economic functions as well as in the timing.

In addition, current deliverable is an essential step to prepare future activities such as the work paper on data monitoring and transferability assessment and final reports of the pilot tests (June 2021).

Despite the commitment of the partners to carry out the planned activities, some of them (although they have already started planning the pilot launch phase) will face delays due to the impact of the COVIS-19 pandemic on the project.

The reports will focus on social term of project as the involvement of target groups and they will provide a first initial reaction by users on pilot launched.

2. Focus on Partner's pilot

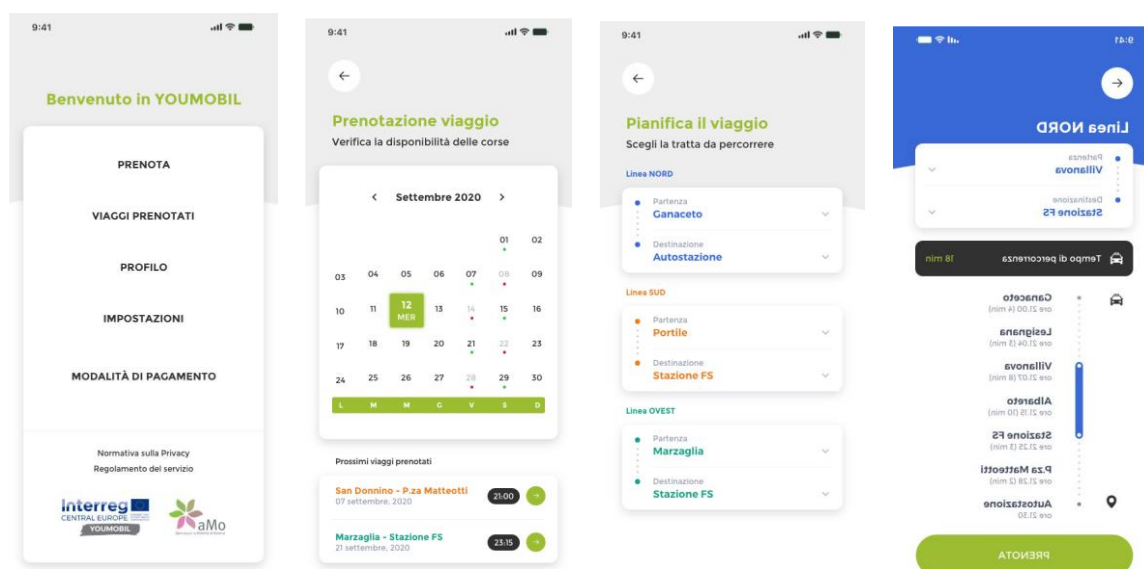| Pilot general information summary	
Project Partner	PP7 - aMo
Location of the Pilot	Modena
Progress of the pilot	At the moment the software that is necessary to perform our pilot is under development. It is scheduled to be ready until the end of November. It is scheduled to tart our pilot at the beginning of December, compatibly with the Covid-19 situation that has been worsening in recent weeks.
Date of launch (start – end)	Currently the delay is 3 months but the situation is not encouraging and at the moment the start of the pilot project at the beginning of December seems not to be sustainable given that new lockdowns are about to be launched and the pandemic is in great expansion. The first delay was accumulated due to the lockdown that took place in spring 2020 and unfortunately it will still accumulate for a similar reason.
COVID-19 impacts	The pilot project is expected to introduce a new public transport service from the rural areas around Modena to the city. On the one hand, there is the positive aspect of introducing a flexible instrument which is not currently available and during the pandemic it was found that flexibility is an important element in the management of services in general. On the other hand, the service is aimed at young people and provides the possibility of moving at times when there is no public transport service and therefore for leisure time; but if all leisure-related activities are inaccessible as is happening now , the new service would be completely useless. If the current partial lockdown situation remains or if it worsens further with full lockdowns, the activation of the pilot project could be further delayed due to the above considerations until an unknown date.
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	Action Pilot details
Main general aspect/Description	Please, take into account what already inserted in the previous deliverables. Mainly you could highlight the changes in your pilot characteristics in comparison with the progress described in the previous documents (e.g. D.T1.3.1, concerning software, ICT, app, etc.) Indicate: • The goal of the Pilot in Modena is to give to young people who live in the peripheral and rural areas around Modena a new LPT service available that will allow them to move towards the city center not only for established activities such as going to school but also for leisure; it should be remembered that it is precisely for these types of movements that the need for new solutions emerged during the workshops; • As mentioned above the primary target user are the young people living in rural areas or with a low density surrounding Modena. • The territory is completely flat, with a low density of inhabitants when in rural areas or with an higher density if in small villages. These are areas with a demand that is low from a quantitative point of view, but for the few present the needing of the demand is the same as for those who live in the city areas • The pilot is actually scheduled for the beginning of December, but due to the limitations that are in place for the pandemic due to Covid-19, it is unlikely that the pilot project will be activated before Christmas, at best.
Implemented by	aMo is planning the pilot and the local public transport Operator will charged to implement it subcontracting the activities to the local Taxi Cooperative
Managed by (if different)	
Innovation aspects	• For the pilot will be implemented a new type of flexible service never tested before in the province of Modena. It is something new for our area but not for our region where similar services already exist. The innovation consists in two main points: 1. it will be possible to access the service exclusively through the dedicated app through which it will be possible to make reservations and pay for travel; it is an important step towards the strong use of an ITS tool; 2. the services will be carried out by the Taxi Cooperative and not by public transport, offering an enormously greater operational flexibility also in a future perspective and making the service more easily replicable in similar contexts, i.e. in other cities with a taxi service. • the role of infomobility and the use of ITS tools will therefore be strengthened and in a particular moment like the one we are experiencing, the activation of tools of this type is increasingly

	necessary
Technical issues	
Quantitative indicators (if pertinent):	• The main indicator, from a quantitative point of view, will be the number of passengers that will use the new service. We will evaluate also to collect information for qualitative indicators with surveys with the users; • During the pilot we expect to keep the currently planned network of services unchanged, but in the event of requests for extension of the service (such as covered areas and therefore the number of lines and stops), the extension of the network could also become an additional indicator.
Target satisfaction	In order to make the service as close as possible to the needs of users, it was designed taking into account the indications of the users themselves that were collected during the workshops envisaged by the Project.
ICT solutions	Please, take into account what already inserted in the previous D.T1.3.1, highlighting the changes occurred • The ICT tool that will be introduced in the pilot, will allow to make reservations of the new PT service, to pay the reservations, to monitor in real time reservations, to receive information about the service; • The new ICT tool will be available on an App for iOS and Android; it will be possible to monitor in real time the reservations also with a dedicated web portal; • With the App it will be possible to pay the reservations and a wallet will be available for refunds due in case of failure to perform the service for reasons not dependent on the user; • The cost of all the system (App, web portal, back-office configuration system, database, etc.) will be of € 30.000; • Te new system is actually under development and will be released until the endo of Novembere 2020.
Marketing campaigns	A strong communication campaign is planned that will precede the activation of the new service, both through the media, social media and by informing potential users with local initiatives in the areas concerned. A billposting activity will also be set up in the areas near the service stops. The main Stakeholders of the project who took part in the definition of the pilot will then be involved (students, youth associations, sports clubs, city Councilors, etc.)
Legal issues	A public tender was held for the purchase of the ICT tool in which 7 companies participated. In the tender specifications a reduction of the expected amount was not requested but was asked to offer additional features at the same cost. This choice was aimed at maximizing the contents and functionality of the system rather than paying for it as little as possible.

Economic issues	At the moment there are not issues related to the economic aspetcs.
	In addition to the figure indicated above, a further € 35,100 is foreseen in the budget to be used for the implementation of the new service envisaged

Benefits and advantages

With the new pilot a new flesxible public transport service will be introduced and this represent the biggest benefit of the YOUMOBIL Project in Modena.

This will give young people who live in rural areas and with low population density around Modena the advantage of being able to enjoy a service that will give the possibility of having significantly reduced in terms of mobility one of the main limitations of living in these areas.

It will also take a step forward in the use of ITC tools that are increasingly needed.

Limit and disadvantages

The limits for carrying out the pilot are currently linked to the situation generated by Covid-19 which in fact prevents it from being carried out.

Current regulations prohibit travel after 10pm and also all places of interest to young people must close after 6pm.

Since the new service was designed especially for free time on weekends in the evening, at the moment proposing the service would be useless and obviously counterproductive from an image point of view.

Nor would it be possible to use the new service at different times and for school activities since the educational activities are currently carried out virtually.

Strengths

The strength of the pilot project lies in the fact that since the new service has been designed and developed together with the main Stakehoders, that iare the users of the service, it is hoped that this will be successful and will be used satisfactorily.

Weaknesses

The weakness is mainly linked to the current situation generated by Covid-19 since even if it will be possible according to the regulations to reactivate the service, it will be necessary to verify whether public transport services will be used again as before.

Unfortunately, public transport has been identified by some political parties and also in the world of social media as one of the main sources of contagion without there being scientific proof of this fact.

However, this belief is helping to create an unjustified distrust on public transport which could be penalizing in terms of user confidence when the pandemic ends with a future decrease in the use of LPT services.

Risk assessment

Possible measures to ensure that the risks described above are minimal are linked to widespread and authoritative information that can reassure potential users of the new service.

Through the new ICT system it is also possible to modulate the number of bookings that can be accepted for each trip that will be made in the new LPT service, thus reducing the number of people present on the taxis that will be used; this could contribute to ensuring that the new service is considered safer even if obviously the number of users and the consequent revenues will be lower.
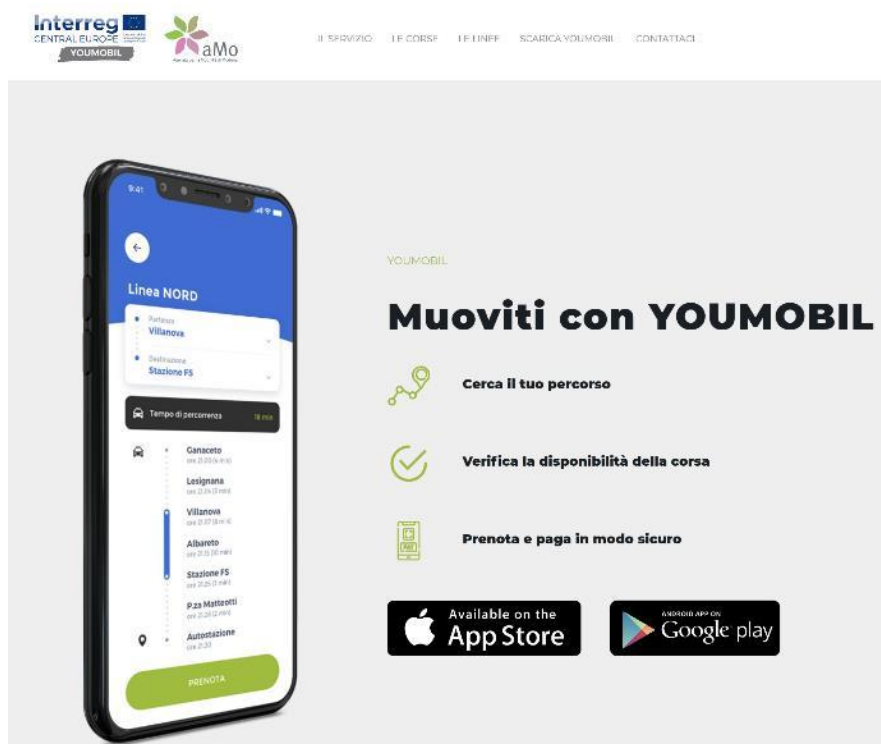
3. Conclusions

New YOUMOBIL App

New YOUMOBIL website

New YOUMOBIL website

Lessons learnt
Nothing to say to the matter at the moment