

# YOUMOBIL - YOUTH WORKSHOPS REPORTS MODENA

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Youth workshops to raise awareness youth living in rural areas of the pilot service, the introduced software/mobile app solution and to collect feedback	Version 1  3-2022
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## 1. Introduction

This task is the first step of the Activity T1.4 “Feedback, data analysis and conclusions”.

Considering the current situation affected by the COVID-19 pandemic, it is proposed to arrange short interactive sessions (1 per pilot case) with young people to:

- promote and valorise the pilot experiences, also thanks to the “pilot stories” (WP C);
- point out the possibility for the young people involved of filling a questionnaire;
- collect a first round of feedback and real-time inputs regarding the pilot experimentations.

The workshops should involve the no. of youths outlined for each pilot case in “D.T1.2.7 Monitoring criteria” (around 15/20 per pilot)

## 2. Questionnaire template

The questionnaire, addressed to youths using the communication channels already started up, is divided into two parts:

- a set of «standard» questions for all pilots, to get coherent data for the report,
- some specific questions for each pilot.

### 2.1 Standard questions to all pilots

1. In which country do you live in?
  - Croatia
  - Italy
  - Germany
  - Poland
  - Czech Republic
2. Please indicate your age category
  - 0-10
  - 11-15
  - 16-20
  - 21-25
  - >25
3. Please indicate your gender
  - Male
  - Female
  - I prefer not to declare it



4. What is the main mean of transport you use in your city?
  - ☐ Car
  - ☐ Bicycle
  - ☐ Train
  - ☐ Bus
  - ☐ Metro
  - ☐ Motorcycle
  - ☐ Walk
  - ☐ Other (to specify)
5. Did you hear about the YOUMOBIL project?
  - ☐ Yes
  - ☐ No
6. Did you hear about the taxi YOUMOBIL service?
  - ☐ Yes
  - ☐ No
7. Have you ever used the taxi YOUMOBIL service?
  - ☐ Yes
  - ☐ No
8. Have your friends/family ever used it?
  - ☐ Yes
  - ☐ No
9. Has using this service/solution become a habit (either regular or occasional) for you?
  - ☐ Yes
  - ☐ No
10. What is your level of satisfaction in using it?
  - ☐ 1
  - ☐ 2
  - ☐ 3
  - ☐ 4
  - ☐ 5
11. Do you think it should continue after the end of the YOUMOBIL project?
  - ☐ Yes
  - ☐ No
12. Did you have difficulties using the service? If yes, which ones? (Open question)
13. Do you think it should be expanded/improved? (Open question)
14. Do you think it improve users' travel experience? What benefits has it brought you?  
(Open question)
15. What is your opinion on public transport in general? (Open question)
16. Has COVID-19 changed the way you move in your city? If yes, how? (Open question)

### 3. Workshops

To disseminate the questionnaire and collect willingness to participate in the workshop, an online questionnaire was organized and sent to all those who signed up to the YOUMOBIL app.

- 21 people responded to the questionnaire;
- 6 people gave their willingness to participate in the workshop;
- 5 persons participated to the workshop;
- the workshop took place online on March 9, 2022;
- Average age of participants: 22,4 years
- 3 of the participants to the workshop used almost one time the YOUMOBIL service;
- 2 person signed up to the app but then found that the service was not adequate for their needs.

### 4. Results of the questionnaires at a glance

1. In which country do you live in?
  - Italy: 21
2. Please indicate your age category
  - 0-10: 0
  - 11-15: 3
  - 16-20: 6
  - 21-25: 9
  - >25: 3
3. Please indicate your gender
  - Male: 10
  - Female: 11
4. What is the main mean of transport you use in your city?
  - Car: 2
  - Bicycle: 5
  - Train: 0
  - Bus: 9
  - Metro: 0
  - Motorcycle: 1
  - Walk: 4
5. Did you hear about the YOUMOBIL project?
  - Yes: 21
  - No: 0
6. Did you hear about the taxi YOUMOBIL service?
  - Yes: 21
  - No: 0
7. Have you ever used the taxi YOUMOBIL service?
  - Yes: 5



- No: 16
- 8. Have your friends/family ever used it?
  - Yes: 2
  - No: 19
- 9. Has using this service/solution become a habit (either regular or occasional) for you?
  - Yes: 1
  - No: 20
- 10. What is your level of satisfaction in using it?
  - 1: 0
  - 2: 1
  - 3: 0
  - 4: 3
  - 5: 1
- 11. Do you think it should continue after the end of the YOUMOBIL project?
  - Yes: 17
  - No: 4
- 12. Did you have difficulties using the service? If yes, which ones? (Open question)
  - Payment issues: 1
  - Few trips after midnight: 2
  - Low number of places on taxi available: 5
  - Few trips in general: 7
- 13. Do you think it should be expanded/improved? (Open question)
  - More bookable seats: 3
  - Expand lines to other small villages: 3
  - More covered nights: 6
- 14. Do you think it improve users' travel experience? What benefits has it brought you? (Open question)
  - Easy to make reservations and payments: 3
  - New travel possibility: 8
- 15. What is your opinion on public transport in general? (Open question)
  - It should be extended to the evening: 4
  - It should be free to use more: 6
  - Acceptable and adequate: 8
- 16. Has COVID-19 changed the way you move in your city? If yes, how? (Open question)
  - I looked for alternatives: 5
  - I use public transport less: 6
  - No: 10



## 5. Other inputs collected

During the workshop was tried to deepen the themes proposed by the questionnaire especially with a view to making the service more attractive and used after the end of the YOUMOBIL Project.

It was illustrated that aMo intends to continue the service and it has emerged that the main element to have more use is to increase the number of trips available so that there is more flexibility especially in the return home verse.

In fact, it is easier to adapt the departure times to the center to the times of the service while for the return home you would very much like to know that a return service is still available at any time you decide to return to your home, even if you book a short time. before the trip.

It was explained that this implies the availability of more taxis involved and that assessments will be made on the economic commitment that a service of this type entails.

## 6. Conclusions

It was certainly very useful to collect the opinions of those who used the service but perhaps even more so from those who did not use it as after signing up they did not use it because it did not meet their needs.

Collecting these opinions both in the workshop and in the questionnaire will certainly be useful in packaging a more used service, especially when the pandemic emergency ends.

As said other times aMo wants to continue to perform the service so any input aimed at making it more used is certainly precious.

We would like to be able to carry out a real experimentation in suitable conditions to probe the potential of a type of service in which we want to invest in the future.

The technological platform already exists to be able to manage it and it is relatively simple to make agreements with the taxi companies located in the cities of the province of Modena; activating additional YOUMOBIL services in other contexts would then be much less complicated and less expensive than activating ordinary public transport services.