

# YOUMOBIL PILOT CONCEPTS

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Technical concepts for performing the pilot demonstrations  
of YOUMOBIL project.

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## 1. Introduction

The document “YOUMOBIL PILOT CONCEPTS” is the first deliverable of activity A.T1.2, representing in this respect the basis for the future steps of the 5 YOUMOBIL 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: Mazovia

Mazowieckie Voivodeship (Mazovia)’s pilot project aim to promote mobility among children and young people living in rural areas and increasing the participation of this social group in journeys within public public transport.

As part of the pilot project, Mazowieckie Voivodship intends to create a loyalty program for young people and young adults using trains Mazowieckie Railways, operating on regional lines.

The program is addressed to young people and young adults aged 13 to 26 who regularly use (on the basis of a monthly ticket) the services of Mazowieckie Railways. The program will consist in collecting points for every monthly ticket purchased. Points can be used when buying another monthly ticket, thus reducing its price.

From technical page loyalty program will be based on the online ticket sales system of Mazowieckie Railways, which allows verification of persons purchasing tickets. The another system - electronic ticket system (Mazowiecka Card) is to enable the online ticket sales system to verify the program

participant in confirming the age of the person joining the loyalty program based on the data provided in the application process for the Mazowiecka Card.

People who want to participate in the loyalty program and are between 18 and 26 years old will have to set up a user account at <https://bilety.mazowieckie.com.pl/> through which they will buy tickets. People aged 13-18 will have to ask their parent or legal guardian to set up an account at <https://bilety.mazowieckie.com.pl/> from which they will buy tickets for a minor.

Persons of legal age who do not have an electronic ticket - Mazowiecka Card must apply for it. In the case of persons under 18 years of age, the application is submitted by one of the parents or legal guardian.

Participation in the loyalty program will be voluntary. The participant on his user account will activate his participation in the program through a special tab. For each PLN 2 spent, the participant will receive 1 point. Points earned will be credited to account within 2 business days after payment. The assumptions of the loyalty program provide for point thresholds, which will be assigned a specific financial value reducing the value of the next monthly ticket purchased.

### 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 each pilot aims to point out the following items:

- ✓ **Target:** the target to which the pilot is addressed (school, students, pupils, workers, university...);
- ✓ **Needs to be satisfied thanks to each pilot experimentation:** what are the needs of target that partner can contribute to realise, implement, improve, etc.;
- ✓ **Critical issues and constraints to be overcome:** the partner is invited to mention the critical aspects, the constraints, the weakness points remarked during the past activities, if possible explaining when (which step of the current activities) and which subjects has been involved. A short plan of the risks planned can be useful to highlight better the specific situation;
- ✓ **Sensitive areas/sectors:** explain the sensitive area (one or more) observed for launching the pilot project, and sectors (ICT, social engagement, communication, knowledge process);
- ✓ **Objectives to be pursued:** what are the main goals that the partner wants to pursuit, showing a classification of the priorities;
- ✓ **Where the action starts from:** e.g. the state-of-the-art of SW, interfaces, devices, etc. also thanks other initiatives. The partner is asked to briefly explain the assumption of the



choice for each voices mentioned, laying the basis for the deliverables T1.2.2-6 “Software programming/development”;

- ✓ ***How to reach the objectives, in terms of operative steps of each pilot experimentation:*** the partner is required to expose a range of actions that it will implement to reach its objectives, explaining in detail the whole process, showing the method selected;
- ✓ ***Timeline for each step:*** the partner is asked to describe the schedule planning of the main topics of the process;
- ✓ ***Budget planned and (possible) financial sustainability for the afterlife project period:*** it is important to assure the project seamless, according to financial term and bodies involved;
- ✓ ***What expectations from each pilot:*** the partner is invited to give a brief opinion about the launch of pilot, describing qualitatively the main results they expected to perform, effects to achieve in short, and if possible in long period. In this section, the partner is asked also to highlight also the benefits expected, the opportunities to be exploited and what to improve.

<b>Mazowieckie Voivodeship - Mazovia pilot test</b>	
<b>Target</b>	The pilot is directed to children, schoolchildren and adult youth from 13 to 26 years of age (studying in elementary schools, high school and university, as well as working people).
<b>Needs to be satisfied thanks to each pilot experimentation</b>	The aim of the project is to meet the basic needs associated with daily mobility on the route home - school (work) - home. The loyalty program is designed to strengthen the message in the awareness of young people who will start choosing the train as their primary means of transport.
<b>Critical issues and constraints to be overcome, including a short plan of the risks planned</b>	The loyalty program is based on the online ticket sales system and the electronic ticket system - Mazowiecka Card (possible technical problems related to the implementation of systems for the loyalty program). The restrictions are that each participant of the loyalty program must have a user account and Masovian Card.
<b>Sensitive areas/sectors</b>	The Mazovia pilot project covers several geographical areas of the Mazowieckie Voivodeship, where young residents will be able to use the loyalty program. Rural areas are located 50 to 100 km from Warsaw. Public transport plays a very important role here because it allows a certain group of young people to carry out transport on the section home - school - home. Some people use trains, some use road transport. The important thing is to convince young people (where they have a choice) to choose the railways. During transport workshops in schools, it turned out that young people have little knowledge about what public transport is and what its role is. Through the involvement of schools, as well as through a series of 10 meetings with young people (the workshops are inscribed in the



	implementation of the pilot program), we want to transfer knowledge to the most interested youth, so that they, through e.g. social media, young people passed on knowledge and held discussions with other.
<b>Objectives to be pursued</b>	<p>The main objectives of the project are:</p> <ul style="list-style-type: none"> <li>• Increasing the participation with travel of young people in rail transport on regional lines,</li> <li>• Raising awareness among children and youth about the role of public transport,</li> <li>• Promotion of public transport, especially rail transport among children and youth.</li> </ul>
<b>Where the action starts from, e.g. the state-of-the-art of SW, interfaces, devices, etc. also thanks other initiatives</b>	
<b>How to reach the objectives, in terms of operative steps of each pilot experimentation</b>	<ul style="list-style-type: none"> <li>• Survey - learning about young people's preferences regarding the use or possibility of using public transport in the future. The questions concern, among other things, whether and how often you use public transport, whether it is attractive, the assessment of the degree of implementation of transport services, the assessment of stops and railway and bus stations, as well as questions about the loyalty program.</li> <li>• Information meetings - a presentation of what public transport is, its advantages and disadvantages and what benefits it gives to travelers in relation to everyday life and ecology.</li> <li>• Frequency and customer satisfaction surveys during the implementation of the pilot project - we want to know the opinions of young people about the introduced loyalty program, we want to see if we are dealing with an increase in passengers in the age range of 13-26 years.</li> <li>• Analysis of ticket sales data - comparison of ticket sales before the project and during its implementation. Comparison of ticket distribution channels (online sales, ticket office, ticket machine).</li> </ul>



<b>Timeline for each step</b>	<ul style="list-style-type: none"> <li>• April 2020 - signing of contracts (annexes to existing contracts) for updating and expanding the system of selling on-line tickets and electronic ticket - Mazowiecka Card to create a loyalty program.</li> <li>• May 2020 - system development,</li> <li>• June 2020 - system testing, promotion of the loyalty program on social media and traditional local media,</li> <li>• July 1, 2020 - readiness to launch a pilot project, distribution of electronic ticket to young people - Mazowiecka Card,</li> <li>• November 2020 - attendance and customer satisfaction surveys are planned,</li> <li>• October 2020 - May 2021 - conducting a series of 10 informational meetings in the area covered by the pilot project,</li> <li>• 31 June 2021 - completion of the pilot project</li> </ul>
<b>What expectations from each pilot</b>	<p>The loyalty program is primarily aimed at increasing the share of young people in traveling by rail in Mazovia. The project also aims to promote public transport as an opportunity to move without using own car. The project is also education, where children and young people learn other behaviors related to mobility, and young people transfer this knowledge to their parents. In the long run, the loyalty program is designed to lower ticket prices and also increase participation in the online ticket sales channel. Ultimately, the gradual elimination of paper tickets and significant restrictions on ticket sales by conductors is assumed (currently a large percentage of tickets are sold on the train, which results in restrictions on ticket control on the train).</p>
<b>Loyalty program after the end of the pilot project</b>	<p>The initial assumption determines the possibility of continuing the loyalty program after the pilot project, regardless of the results achieved (success or failure to achieve the expected value). The project would be implemented by Mazowieckie Railways on</p>

	<p>other lines served by the carrier (target group: youth and young adults aged 13-26). Then, passengers over 26 will be able to use the loyalty program. Ultimately, the possibility of collecting points for single tickets and other periodic tickets is foreseen. Mazowieckie Railways would finance the loyalty program in the future.</p>
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## 4. Conclusions

At the moment, preparations for the implementation of the pilot project are going according to plan. Launching the loyalty program in July seems not at risk