

# YOUMOBIL - YOUTH WORKSHOPS REPORTS

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 2  3-2021
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Prepared by T Bridge S.p.A., Via Garibaldi 7, 16129 Genova, Italia

With the contribution of:

Elena Cosso  
Francesco Edoardo Misso



## 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 service/solution implemented in your city?
  - ☐ Yes
  - ☐ No
7. Have you ever used the service/solution implemented in your city?
  - ☐ 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)

## 2.2 Mazovia

Additional questions for the survey:

1. What should be done to make the journey by Koleje Mazowieckie attractive (you can mean more than one answer)?
  - a. lower ticket prices
  - b. increase the number of trains (so that they run more often)
  - c. extend the train sets (so that it is not crowded)
  - d. introduce special offers and promotions (e.g. cheaper tickets for the weekend)
  - e. nothing should be done
  - f. additional services
2. What would you like to exchange the points collected in the loyalty program "Young Traveler" (you can mean more than one answer)?
  - a. Cinema vouchers
  - b. museum vouchers
  - c. discount codes for restaurants / cafes
  - d. phone top-up
  - e. free access to VOD services
  - f. Koleje Mazowieckie gadgets
  - g. discount / free ticket of Koleje Mazowieckie

## 3. Workshops

Mazovia did not organize similar workshops as the other partners. We planned to organize 10 meetings with school youth, within which we were to take the information needed to complete the task. Due to the pandemic, organize these meetings were not possible.

## 4. Results of the questionnaires at a glance

21 people took part in the survey. Below we present the collected responses:

1. In which country do you live in?
  - Poland - all respondents are people living in Poland
2. Please indicate your age category
 

• 0-10	0%
• 11-15	5,5%
• 16-20	50%
• 21-25	18,2%
• >25	27,3%
3. Please indicate your gender
 

• Male	52,4%
• Female	38,1%
• I prefer not to declare it	9,5%



4. What is the main mean of transport you use in your city?
  - Car 14,3%
  - Bicycle 14,3%
  - Train 52,4%
  - Bus 9,5%
  - Metro 4,7%
  - Motorcycle 0%
  - Walk 0%
  - Tramp 4,8%
5. Did you hear about the YOUMOBIL project?
  - Yes 47,6%
  - No 52,4%
6. Did you hear about the loyalty program "Young traveler", which was available in the company "Koleje Mazowieckie - KM"?
  - Yes 52,4%
  - No 47,6%
7. Have you ever used the loyalty program "Young traveler"?
  - Yes 23,8%
  - No 76,2%
8. Have your friends/family ever used it?
  - Yes 95,2%
  - No 4,8%
9. Has using this service/solution become a habit (either regular or occasional) for you?
  - Regular 9,5%
  - Occasional 14,3%
  - not applicable 76,2%
10. What is your level of satisfaction in using it? (1-very good - 5 - very weak, 6 - not applicable)
  - 1 4,8%
  - 2 0%
  - 3 9,5%
  - 4 0%
  - 5 19%
  - 6 66,7%
11. Do you think it should continue after the end of the YOUMOBIL project?
  - Yes 71,4%
  - No 4,8%
  - I don't know 23,8%
12. Did you have difficulties using the service? If yes, which ones? (Open question)
  - Yes, points are not added to me, even though my route includes places in a young traveler.
  - I don't know exactly where to activate the loyalty program. I can't find it.



- No record of purchased tickets.
13. Do you think it should be expanded/improved? (Open question)
- The area of operation should be extended to include the vicinity of Warsaw.
  - Yes, extend it to the entire area of operation of the Koleje Mazowieckie Company.
14. Do you think it improve users' travel experience? What benefits has it brought you? (Open question)
- I'm saving money.
  - The loyalty program makes trains "my first transport choice" when planning a trip.
  - Satisfaction that it is the first rail loyalty program in Poland.
15. What is your opinion on public transport in general? (Open question)
- Positive. However, there are too few connections in the morning and afternoon hours.
  - My overall opinion on public transport is rather good. Nevertheless, there are quite often delays of several to several dozen minutes, which in the winter season is a very big difficulty.
  - It is chaotic and unpredictable and the frequencies are too low.
  - I am passionate about transport, mainly rail and public transport.
  - The trains are too short, I often have to stand in on my way back from work. I think that everyone who buys a ticket has the right to sit down for the duration of the journey.
  - In my opinion, public transport works at a very good level.
  - I really like to use public transport it and sometimes it's the only way to get from A to B.
  - No integration of different modes of transport.
16. Has COVID-19 changed the way you move in your city? If yes, how? (Open question)
- I walks more & travels less.
  - The COVID-19 pandemic has not greatly affected my transport habits. I commute to school by Koleje Mazowieckie.
  - Yes, I avoid crowded vehicles.
  - Has not changed.
17. What should be done to make the journey by Koleje Mazowieckie attractive (you can mean more than one answer)?
- |  |       |
|--|-------|
| • lower ticket prices  | 61,9% |
| • increase the number of trains (so that they run more often)                    | 81%   |
| • extend the train sets (so that it is not crowded)                              | 33,3% |
| • introduce special offers and promotions (e.g. cheaper tickets for the weekend) | 52,4% |
| • nothing should be done   | 0%    |
| • additional services  | 4,8%  |
18. What would you like to exchange the points collected in the loyalty program "Young Traveler" (you can mean more than one answer)?
- |                   |     |
|-------------------|-----|
| • Cinema vouchers | 45% |
|-------------------|-----|




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• museum vouchers	20%
• discount codes for restaurants / cafes	25%
• phone top-up	15%
• free access to VOD services	30%
• Koleje Mazowieckie gadgets	20%
• discount / free ticket of Koleje Mazowieckie	95%

## 5. Other inputs collected

## 6. Conclusions

The survey results show that the pilot program implemented by Mazovia is received positively and should be continued in the future. The respondents indicated the strengths and weaknesses of the loyalty program, but also determined what benefits / rewards they expect as part of participating in the program loyalty.

The Covid-19 pandemic haven't been significantly change the transport habits of young people. Public transport during the pandemic was available at the same level as before the pandemic. Concern for health caused people to change to their cars or use the bicycle on the way to school or work.