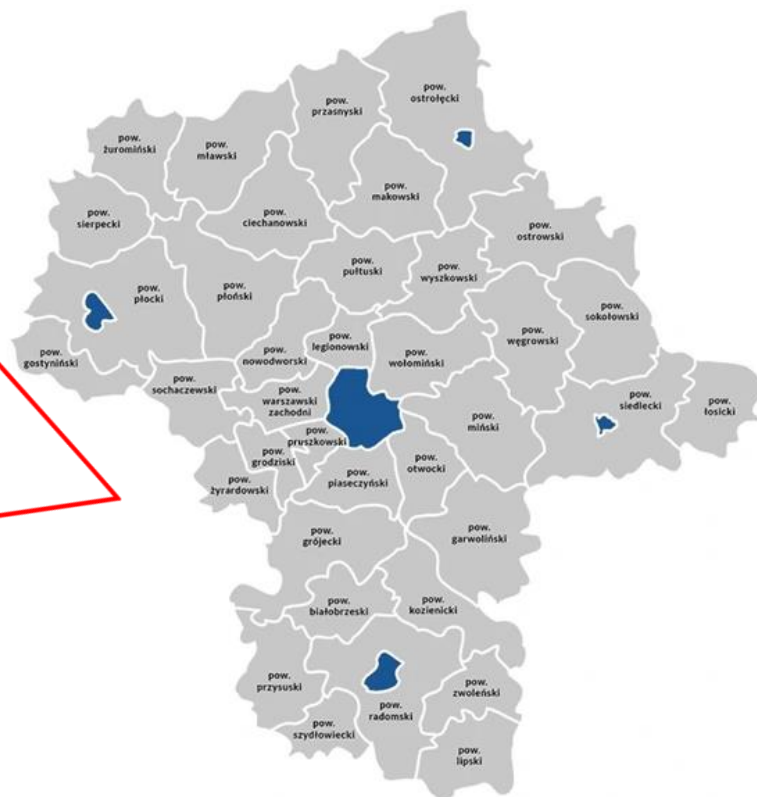


"Young Traveler" - loyalty program of Koleje Mazowieckie to increase the attractiveness of services for youth

- Kamila Napora, Koleje Mazowieckie (Mazowieckie Railways)
- Dominik Antonowicz, The Marshall Office of the Mazowieckie Voivodeship

Mazowieckie Voivodeship - basic data



Area: **35 558,47 per square kilometer**

Population: **approximately 5.4 million inhabitants,**

Population density: **152,5 people per square kilometer**

An administrative division:

- Number of cities with the county law 5
- Number of counties 37
- Number of municipal communes 35
- Number of urban-rural communes 53
- Number of rural communes 226

The largest cities in Mazovia: **Warsaw** (approx. 1.75 million inhabitants),

Radom (approx. 220 thousand inhabitants), **Płock** (approx. 125 thousand inhabitants).

Marshal's Office of the Mazowieckie Voivodeship in Warsaw

It ensures the implementation of tasks assigned to the voivodeship marshal, voivodeship board and voivodeship council by providing the highest quality public services, purposeful and effective management of the entrusted funds, so as to maximize the value for citizens in the voivodeship.

The tasks of the voivodeship self-government falling within the competences of the marshal or the management board and implemented with the help of the marshal's office include, in particular, matters related to:

- public education, including higher education,
- health promotion and protection,
- culture and monuments and the care of monuments,
- social assistance,
- pro-family policy,
- modernization of rural areas,
- public transport and public roads,
- physical culture and tourism,
- public safety.



Organizer of public collective transport

The Marshal's Office is the legal organizer of collective public transport in the Mazowieckie Voivodeship. The organizer's tasks include:

- transport development planning,
- organizing public collective transport,
- management of public collective transport.

Tasks related to the performance of regional passenger rail transport are outsourced to two companies:

- Warszawska Kolej Dojazdowa sp. z o.o. (Warsaw Commuter Railway),
- "Koleje Mazowieckie - KM" sp. z o.o. (Mazowieckie Railways).

Warszawska Kolej Dojazdowa sp. z o.o.

A company that manages a separate city rail system. It provides passenger transport on the standard-gauge railway line on the section Warszawa Śródmieście WKD - Podkowa Leśna Główna - Grodzisk Mazowiecki Radońska (line 47) with a branch Podkowa Leśna Główna - Milanówek Grudów (line 48). The total length of the line is 32 km.



„Koleje Mazowieckie – KM”

29th July 2004 - The company "Koleje Mazowieckie - KM" sp. z o.o. (known as KM) was created. Shareholders were: 51% - The Regional Council of Mazovia Voivodeship, 49% - "PKP Przewozy Regionalne" sp. z o.o.

1st January 2005 - First trains operated by KM started running.

12th November 2007 - PKP PR got a green light from Ministry of Treasury to sell 5% of KM's shares. Mazovia Voivodeship bought those shares.

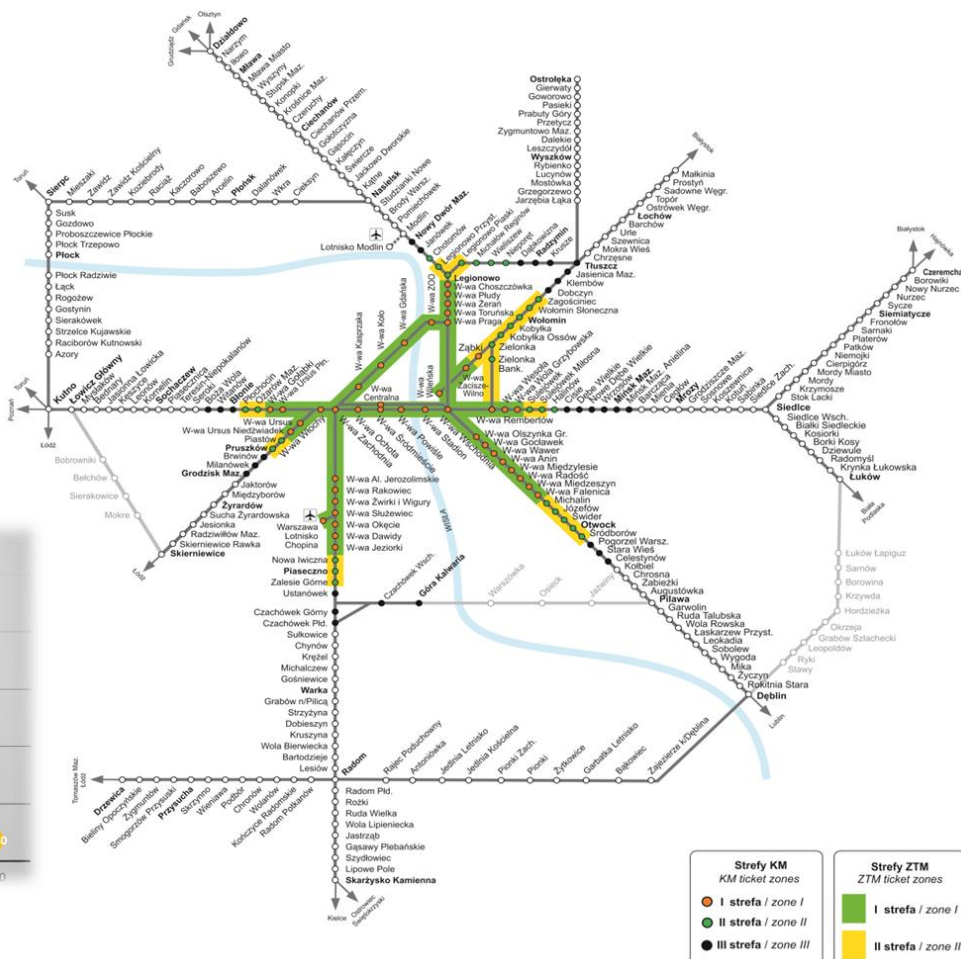
8th January 2008 - KM became a company fully owned by the Regional Council. Mazovia Voivodeship bought from PR all components of the company, including 184 electric multiple units.

In 2009 KM signed the agreement with Mazovia Voivodeship to operate passenger railway connections on the territory of the voivodeship, as the public service, until 31st December 2024.

Area of operation - number of passengers carried

Currently Kolej Mazowieckie runs trains on 15 railway lines with total length of **1 342 kms.** Each day KM operates around **800 trains**, serving around **180 000 passengers (before pandemic Covid-19).**

Number of passengers carried (in millions)



„Koleje Mazowieckie” fleet



138 new railway vehicles
makes 45%
of the company's fleet!



Where did the idea for the "Young Traveler" project come from?

Workshops with young people, a survey conducted among young people regarding their needs and preferences of choosing a means of transport (on average 30% of people commute to school using public transport, over 90% of respondents believe that starting a loyalty program is a good idea).

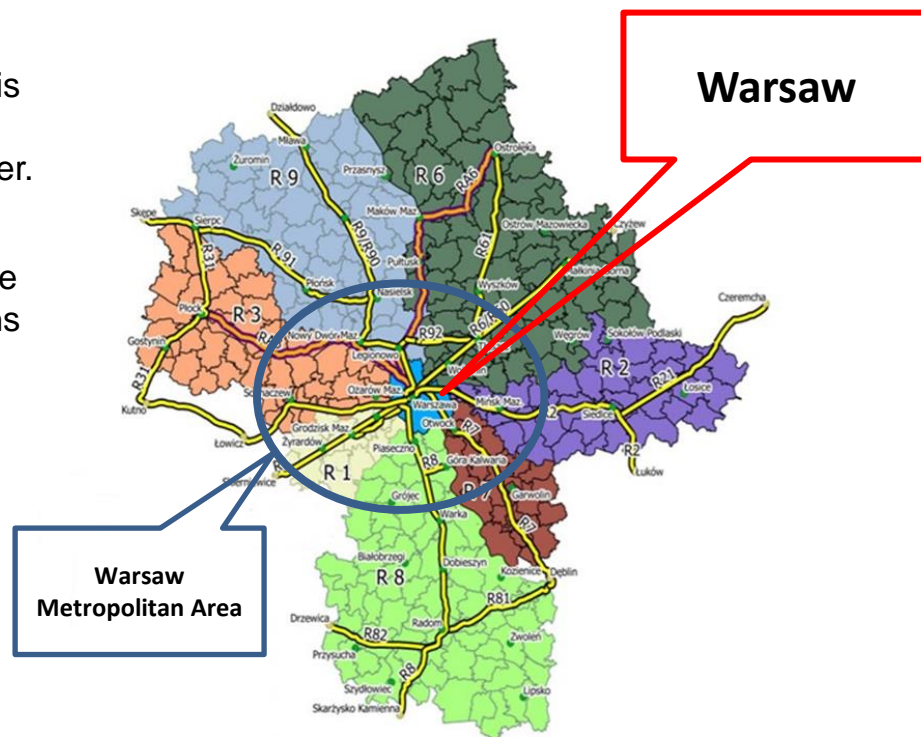
Project is an innovative solution when it comes to loyalty programs in rail transport. No other passenger carrier in Poland offers a loyalty program, which allows you to earn points for purchasing a ticket and exchange them for discounts when buying another one. The project is designed to promote public transport, reduce travel costs, and create good relations between the carrier and the passenger.

The area where the project is implemented

The area covered by the pilot project is a lowland area (outside Warsaw and the Warsaw Metropolitan Area) . It is inhabited by about 2.2 million people, and the average population density is about 78 people per square kilometer.

The programme is intended for passengers who commute by Koleje Mazowieckie trains on the railway lines' sections indicated below:

- Line no. R2 Mrozy - Siedlce – Łuków,
- Line no. R6 Tłuszcz – Małkonia – Szulborze Wielkie
- Line no. R7 Pilawa – Dęblin,
- Line no. R8 Warka - Radom - Skarżysko Kamienna,
- Line no. R9 Nasielsk - Ciechanów – Działdowo,
- Line no. R82 Radom - Drzewica,
- Line no. R81 Radom – Dęblin,
- Line no. R91 Sierpc – Nasielsk,
- Line no. R61 Tłuszcz – Ostrołęka,
- Line no. R21 Czeremcha – Siedlce,
- Line no. R31 Kutno – Sierpc.



"Young Traveler" - loyalty program

- The main goal of the pilot project is promoting public passenger transport services among young people and young adults in rural areas and in subregions of the Mazowieckie Voivodeship
- The target users are people between 13 and 26 years of age (youth from primary and secondary schools, university students, young working people) who have an electronic ticket - Mazowiecka Card and use the services of the online ticket sales system of Koleje Mazowieckie.



**WEŹ UDZIAŁ W PROGRAMIE
„Młody Podróżnik”**

**Już od listopada
zbieraj punkty i wymieniaj
na upusty i bilety Kolei Mazowieckich**

 **Masz od 13 do 26 lat?**
 **Korzystasz z usług Kolei Mazowieckich?**
 **Kupujesz bilety miesięczne?**
 **Chcesz korzystać z upustów i rabatów?**

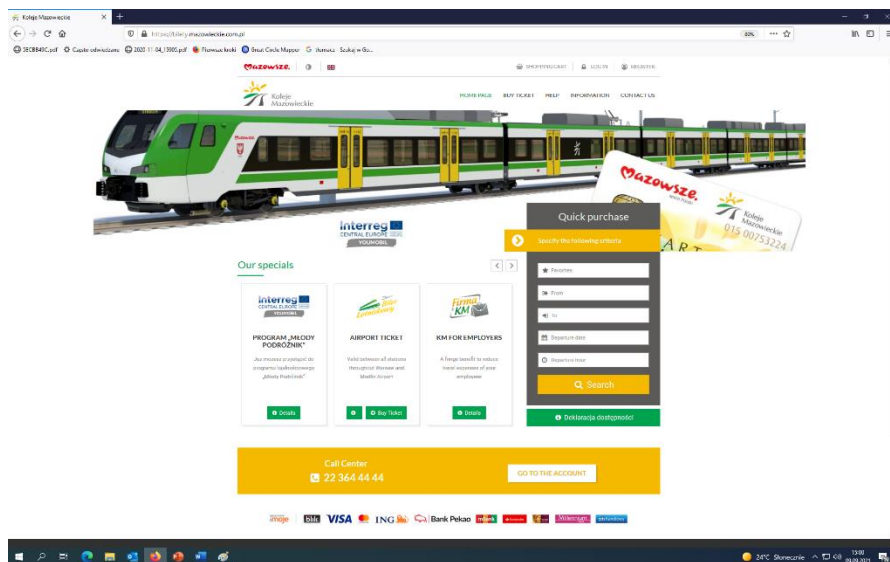
**WYRÓB KARTĘ MAZOWIECKĄ - ZAŁÓŻ KONTO
W PROGRAMIE - KUPUJ BILETY ON-LINE
ZBIERAJ PUNKTY I OSZCZĘDZAJ!**

Chcesz wiedzieć więcej?
**Pełny Regulamin i szczegóły dotyczące
Programu, dostępne są na stronach:**
www.mazovia.pl
oraz
www.mazowieckie.com.pl



Projekt CE1307 YOUMOBIL „Promocja mobilności wśród dzieci i młodzieży z obszarów wiejskich poprzez lepszy dostęp do europejskiej i krajowej sieci transportu pasażerskiego”, współfinansowany w ramach Programu Interreg Central Europe 2014 – 2020. Cel Projektu - promocja mobilności wśród dzieci i młodzieży zamieszkującej tereny wiejskie oraz zwiększenie udziału tej grupy społecznej w podróżach w ramach publicznego transportu zbiorowego

IT system of the loyalty program



YOU MOBIL software prepared for the loyalty program includes:

- user registration in the program by filling out a special application,
- assigning a YOU MOBIL program participant to an individual ticket sales system account,
- scoring points,
- awarding welcome points after joining the program,
- handling the use of points in accordance with the YOU MOBIL regulations,
- providing information on tickets partially paid for with points,
- exchange of information between the IT system used to sell Koleje Mazowieckie tickets via the website, which will send the Mazowiecka Card number,
- expansion of the database,
- ensuring the security of data related to the YOU MOBIL Software,
- secure data exchange between systems.

The loyalty program is part of the Koleje Mazowieckie ticket sales system available on a computer as well as a smartphone



"Young Traveler" – How can I join the loyalty programme?

- If you are 18 or over 18, create your user account at <https://bilety.mazowieckie.com.pl/>. You will be using this account for purchasing tickets purposes.
- If you are under 18 (the programme is addressed to the people from 13 up to 26 years), ask one of your parents or a legal guardian to create their account at <https://bilety.mazowieckie.com.pl/>. They will be using this account for purchasing tickets for you.
- If you do not have Mazowiecka Card yet, apply for it. Detailed information on Mazowiecka Card is available at the website: www.mazowieckie.com.pl and www.karta.mazowieckie.com.pl. You will find there, inter alia, information on how to create user account and apply for issuing a card, how to log into an account using the card number and PIN number, generated during card issuance, how to check the card history, how to find information and news about Mazowiecka Card.
- Activate your participation in the loyalty programme on your user account.
- Collect points for purchasing monthly tickets on-line, without leaving home.
- Redeem points, reduce the purchase price of next monthly tickets.



The loyalty programme „Młody Podróżnik” ('Young Traveller')

The programme is carried out jointly by Koleje Mazowieckie (Mazowieckie Railways) Company and the Self-government of the Mazowieckie Voivodeship as part of the YOUMOBIL project 'Promotion of the Mobility of Youth and Young Adults in rural areas through better access to European and national passenger transport networks'.

The loyalty programme has been subsidised by the EU funds under the Interreg Central Europe 2014–2020 Programme.

What is the 'Young Traveller' - the loyalty programme by Koleje Mazowieckie?

The programme is addressed to the youth from 13 up to 26 years who regularly make use of Mazowieckie Railways services (on the basis of a monthly ticket). If you do not have Karta Mazowiecka (Mazowiecka Card) yet, apply for one, activate the loyalty programme and collect points when purchasing each monthly ticket via <https://bilety.mazowieckie.com.pl/> website. You can redeem your points when buying next monthly ticket, reducing its price this way.

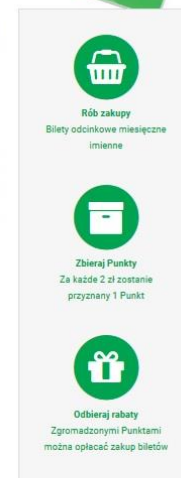
The programme is intended to passengers who commute by Koleje Mazowieckie Company trains on the railway lines' sections indicated below:

- ✓ Line no. 2 Mrozy - Siedlce - Łuków,
- ✓ Line no. 6 Tuszcz - Małkinia - Szulborsze Wielkie *),
- ✓ Line no. 7 Pilawa - Dęblin,
- ✓ Line no. 8 Warka - Radom - Skarżysko Kamienna,
- ✓ Line no. 9 Nasielsk - Ciechanów - Dziadkowsko,
- ✓ Line no. 22 Radom - Drzewica,
- ✓ Line no. 26 Radom - Dęblin,
- ✓ Line no. 27 Sierpc - Nasielsk,
- ✓ Line no. 29 Tuszcz - Ostrołęka,
- ✓ Line no. 31 Czeremcha - Siedlce,
- ✓ Line no. 33 Kutno - Sierpc.

*) Szulborsze Wielkie station will be included into railway transport services from 13 December this year.

How can I join the loyalty programme?

- ✓ If you are 18 or over 18, create your user account at <https://bilety.mazowieckie.com.pl/>. You will be using this account for purchasing tickets purposes.
- ✓ If you are under 18 (the programme is addressed to the people from 13 up to 26 years), ask one of your parents or a legal guardian to create their account at <https://bilety.mazowieckie.com.pl/>. They will be using this account for purchasing tickets for you.
- ✓ If you do not have Mazowiecka Card yet, apply for it. Detailed information on Mazowiecka Card is available at the website: www.mazowieckie.com.pl and www.karta.mazowieckie.com.pl. You will find there, inter alia, information on how to create user account and apply for issuing a card, how to log into an account on the basis of the card number and PIN number, generated during card issuance, how to check the card history, how to find information and news about Mazowiecka Card.
- ✓ Activate your participation in the loyalty programme on your user account.
- ✓ Collect points for purchasing monthly tickets on-line, without leaving home.
- ✓ Redeem points, reduce the purchase price of next monthly tickets.



"Young Traveler" – strengths and weaknesses of the program

Strengths:

- An innovative project,
- Users are young people who use IT services on a daily basis

Opportunities:

- Return of children and youth to schools,
- Life stabilization during a pandemic (no lockdown),
- Promotion of the program in social media

Weaknesses:

- To join the loyalty program, the user must have an electronic ticket - Mazowiecka Card,
- Points in the loyalty program are awarded only for the purchase of monthly and quarterly tickets.

Threats:

Until May 2021 high schools, older primary school classes, universities in Poland were learning remotely. Young people did not buy tickets, did not need travel to school, and therefore did not actively participate in the loyalty program

Thank you for attention

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dominik.antonowicz@mazovia.pl