

DELIVERABLE D.T2.4.6 - PILOT FINAL REPORT

Report summarising implementation of pilot in Modena region

Version 2
November 2018

Introduction

Each piloting partner has been documenting activities done during the pilot implementation. The final report is summarising the steps undertaken to establish new services, show the difficulties encountered and solutions found. Report is describing the period March 2018 – August 2018. In addition report documents the final results of pilot project.

FINAL REPORT

Period March 2018 – June 2018

General data	
Project partner	PP9 - aMo
Pilot name	New software to better direct on-demand bus services to customer needs in the region of Modena, Italy
Pilot location	Castelfranco Emilia
Person(s) responsible for pilot implementation	Antonio Nicolini Daniele Berselli
Pilot starting date	September 19, 2017
Pilot ending date (if applicable)	July 31, 2018 (in August the service is closed and starts again in September; the pilot is continuing in September but at the date of this report it is possible to supply data until this date)
Author of the final report	Daniele Berselli

Reported period

Steps undertaken in period March 2018 – August 2018/October 2018

During the reported period aMo has not undertaken particular activities on the pilot project in the DRT service called Prontobus and operated in Castelfranco Emilia, as every actions were already started in the initial phase.

In the reported period the pilot project continued its activities with satisfaction and without unexpected problems;

The only undertaken activity was monitoring the system to check the results (evaluating all the data collected) and its correct functionality.

We would like to underline that the activities carried out with the RUMOBIL pilot action are not interrupted after the experimentation deadlines but will continue to be operative as they are by now considered essential.

In this context it is important to note that the software system developed for RUMOBIL has also been extended to two other DRT services in the province of Modena (Mirandola and Carpi) respectively during the months of March and September 2018 and by the end of the year we plan to implement it also in the remaining 3 DRT services performed in our area.

This is proof of the success of the RUMOBIL project that is bringing benefits at various levels and for different bodies:

- users of the Prontobus service, who are our main Stakeholder, who now have a new infomobility service;
- call center operators , that now manages reservations on an IT supports and no longer on paper;
- bus drivers of the Prontobus service that now have information about reservations updated in real time;
- aMo that now can access much more information on the service than in the past.

Difficulties encountered and solutions found in reporting period

None difficulties occurred during the reported period.

Final results

Resource requirements (planned versus actual)

For the pilot project a software system has been purchased, consisting of a web part and mobile apps for users and drivers; the system has two main functionalities that are manage reservations and provide an infomobility service.

The cost for the purchasing of the entire system was of € 39.900,00.

This amount covers all the needs for the technological part of the pilot project.

Additional € 7.500,00 will be paid to the public transport Operator for the additional services performed during the pilot phase, in particular the collaboration to define the technical specifications of the software system.

For the advertising campaign with posters in all the localities interested from the pilot, about € 8.300,00 have been paid.

In terms of time spent to implement the project, the consumption was of about 600 man/hours for two persons for an amount of about € 35.700,00.

The amounts above, in particular those for the purchase of software, are the same provided in the budget; in the public procurement for the RUMOBIL system, no reduction was requested in the planned cost but it was evaluated the number and characteristics of additional features offered at the same price.

In other words, the assignment of the public procurement for the RUMOBIL system was made only on the basis of the evaluation of the technical characteristics of the offered systems and not on the economic part.

Interfaces and dependencies with other groups – stakeholders

First of all, at the beginning of the RUMOBIL project, was defined with the Stakeholder group “Key actors”, to intervene inside the project in the field of infomobility for the DRT service Prontobus.

During the definition of the technical specifications of the pilot project, there were contacts via a phone survey with the “Primary Stakeholders” group, that are users of the Prontobus DRT service, to understand what their main information needs were.

Subsequently, close contact was made with the Operator of the public transport service, belonging to the “Intermediaries” group of Stakeholders, and in particular with its call center that manages the reservations of the on-call service to define a system as close as possible to their needs.

In fact, the system planned was focused to infomobility, but a good service of automatic information can only be achieved if it is well feeded and we had a great care of the quality of information entered in the system about reservations by the call center providing them an instrument that reflected their needs.

Risks and risk mitigation

The risks identified at the beginning of the project were mainly two:

1. provide a system that was really useful and easy to use for customers of the DRT service; if in fact in case that the infomobility system had not been suitable, it would not have produced any benefit to the users of Prontobus and consequently there would have been no positive results for the RUMOBIL project;
2. make sure that the system was correctly and easily used by the call center because if it had not been practical to load the bookings of users, even the real time infomobility system on the reservations would not have worked.

As underlined in the previous chapter, these risks were mitigated with the direct and proactive involvement of the interested actors.

The result of this activity of involvement has produced positive results and the forecasted risks have not produced any type of problem, as confirmed by the satisfaction of the involved actors.

In particular the call center has had great benefits from the use of the system and it is him for first to solicit the extension to the RUMOBIL system to the other Prontobus services.

Achievement of pilot project objectives

DRT services are very useful for the rural areas with a low density of inhabitants, but it is very expensive to perform them.

It is then very important that they are significantly used from the inhabitants of the areas where the DRT services are operative.

The ambition for this kind of services is not that to cover the costs of the service with the incomes of the tickets, but to have a level of use (minimum 3 passengers per hour) such to justify the maintenance of the service.

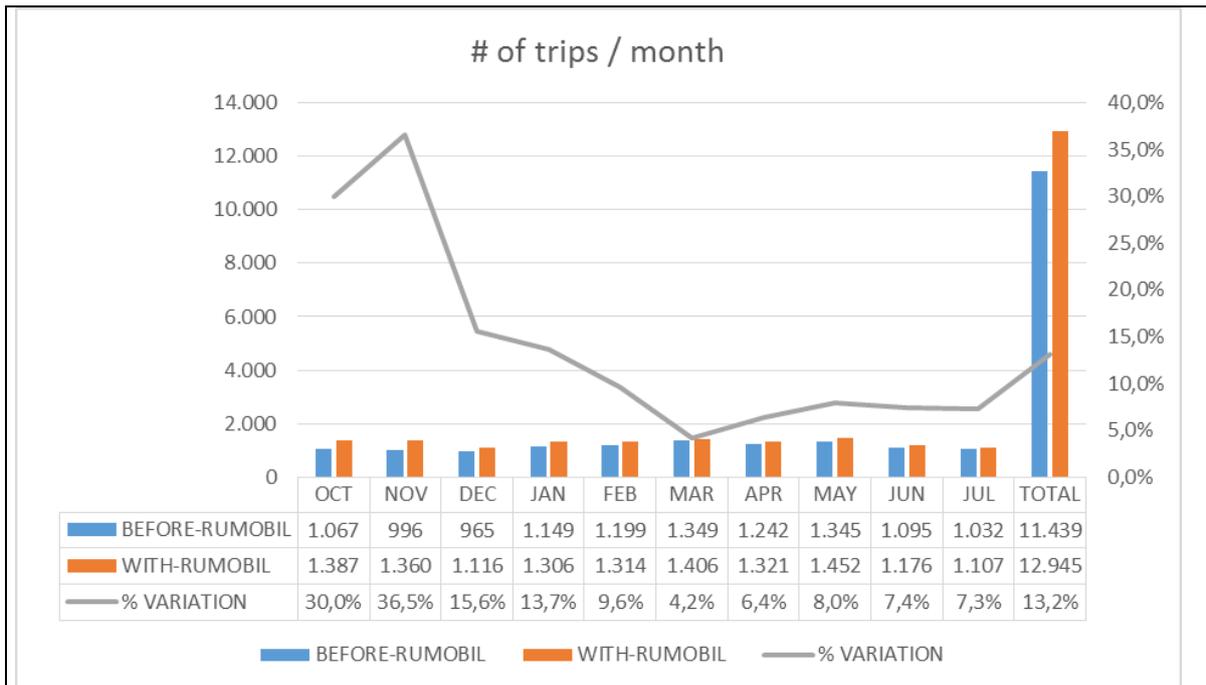
The main objective of the pilot project was then to increase the number of users so that to be able to reach and to improve the objectives of use above described.

At the moment, the total increase of passengers is, from October 2017 to July 2018 (the pilot project started on September 19, 2017 and the related DRT service is not operated in August) is of the 13,3%.

In the first 3 months of the project the increase of passengers was higher than the 25% while in the last months the increase is stabilized at about the 7% per month (see table below).

This are very good results that allow us to state that to introduce an infomobility service supported from a publicity campaign has positive effects in the number of passengers, achieving then the project objective to increase the number of trips.

RUMOBIL



The app has been downloaded from more than 200 persons; it looks that about the 80% of the Prontobus service users have the RUMOBIL application on his smartphone; this is a very important result.

About the web portal www.prontobus-rumobil.eu, it was used 1.146 different users for a total of 3.125 sessions.

Lessons learnt and recommendations.

From our pilot project we have learned that introduce tools of infomobility in the DRT services increases their attractiveness; this an important indication for future pilot replications and in fact in Modena we have begun to reply RUMOBIL on the other 5 existing DRT services.

A recommendation that we would like to make, based on our experience, is that to obtain good result it very important to actively involve the end users of the initiative in order to empower them and to receive indications of practical utility derived from everyday experience. In particular for us was very important to involve the users of the DRT service and the operators of the call center.

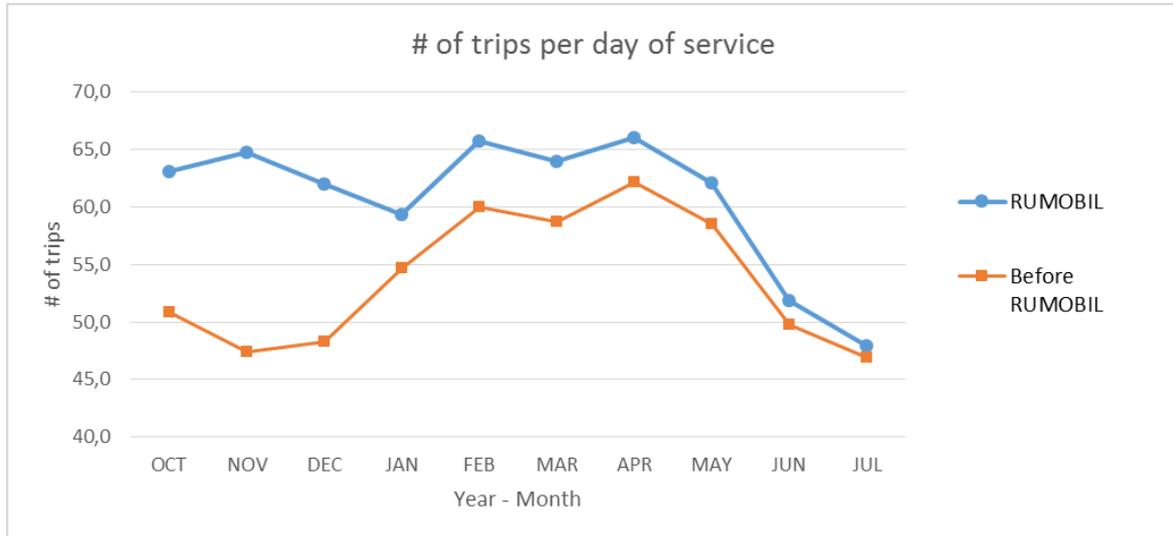
We have structured the project trying to have an informative return not only for users but also for our planning and control activities. We moved from having very general information (the maximum level of detail, before RUMOBIL was the number of passengers per day) to very detailed information related to the single reservation made (hour and day of each single trip, origins and destinations, etc). These information are strategic in order to analyze the performance of a DRT services and their maintenance or for future plans.

After an initial peak of travel increases in the first three months of more than 25% respect the same period of the year before, now the increment of travels is stabilized between 7% and 8%. From a comparison of data (one of the few possible as before RUMOBIL the only information available was the number of trips per day), we can see that the average number of trips per day is

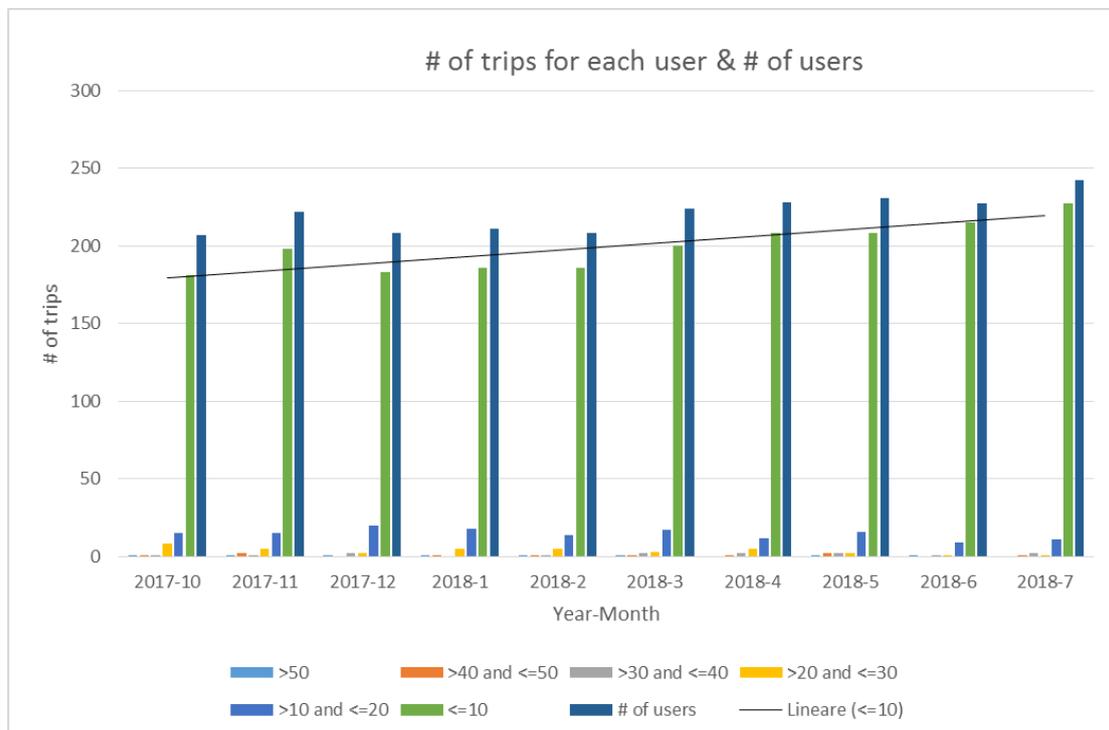
RUMOBIL

consistently superior during RUMOBIL than before; this is coherent with the total increasing of trips seen above.

As it happens for the total number of trips, the increasing of average number of trips per day was higher during the first months of the pilot (see graph below).



Another interesting analysis that could help to understand this trend (that is possible thanks to the new information collected inside RUMOBIL), is that the trend of the number of users making few trips (less than 10 trips per month) is increasing and at the same time is decreasing the number of persons that make many trips each (see graph below).



This is a very interesting element to note: the DRT Prontobus service is not designed for people doing commuting (thus making many trips each with always the same origin-destination) but is especially thought to make occasional trips.

Analysing data we can assert that the introduction of RUMOBIL and the related infomobility system has therefore made it possible to reach a very important goal that is steadily increase the number of users who that access the service, making use of the Prontobus services closest to the phosphia at the base of their creation.

It was therefore a surprise to understand that the total number of trips is not the only element to be used to evaluate the performance of a DRT service; the number of users is an indicator to be used together with the number of trips and which perhaps represents better the performance of the service.

This type of analysis is however possible now that data are available with the pilot action and also for this purpose and the others mentioned, we can certainly assert that the introduction of RUMOBIL has been very effective.

Photos

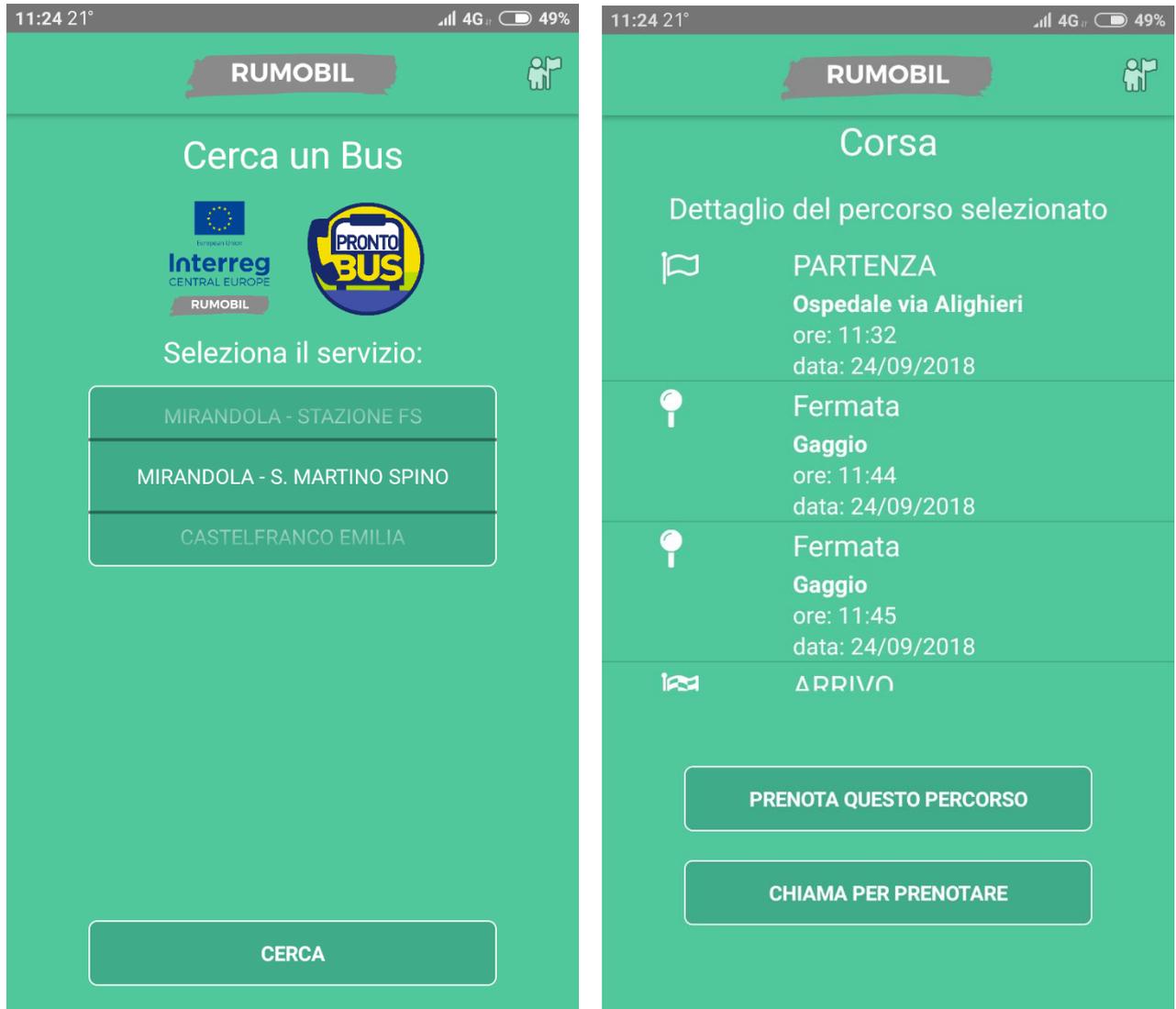


Fig. 1 – App RUMOBIL for users. Please note in the first photo that the app is available for other Prontobus services beside Castelfranco Emilia

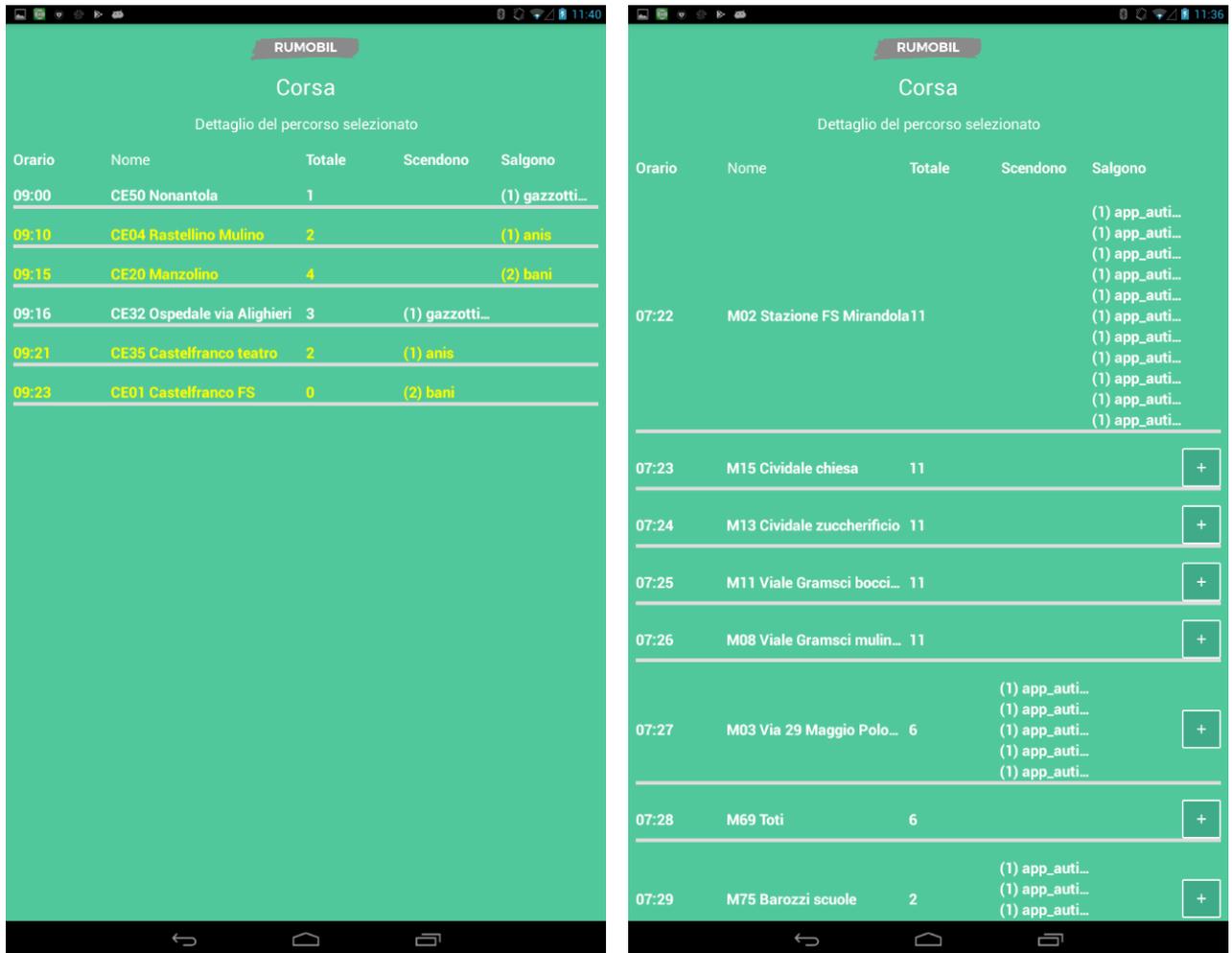


Fig. 2 – App RUMOBIL for drivers. In yellow are highlighted the reservation made after that the service is started to show to the drivers that there have been made changes respect to the original planning

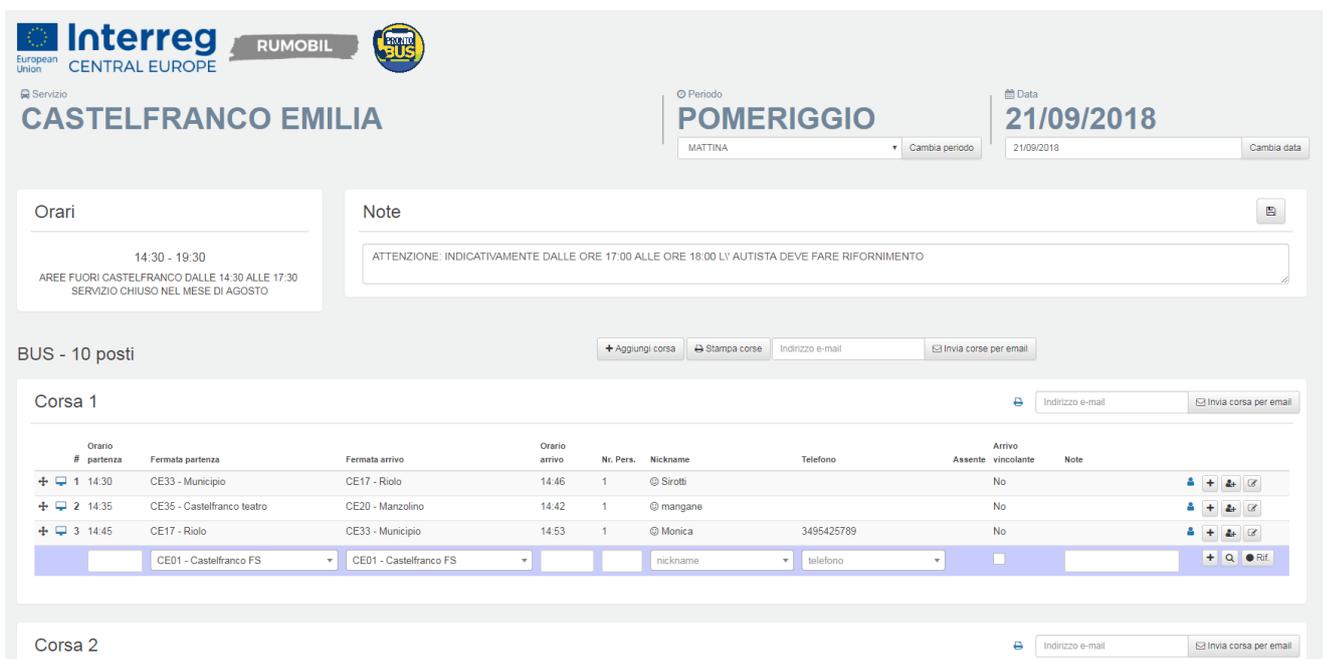


Fig. 3 – Interface for managing reservations



Fig. 4 – RUMOBIL app for drivers on buses

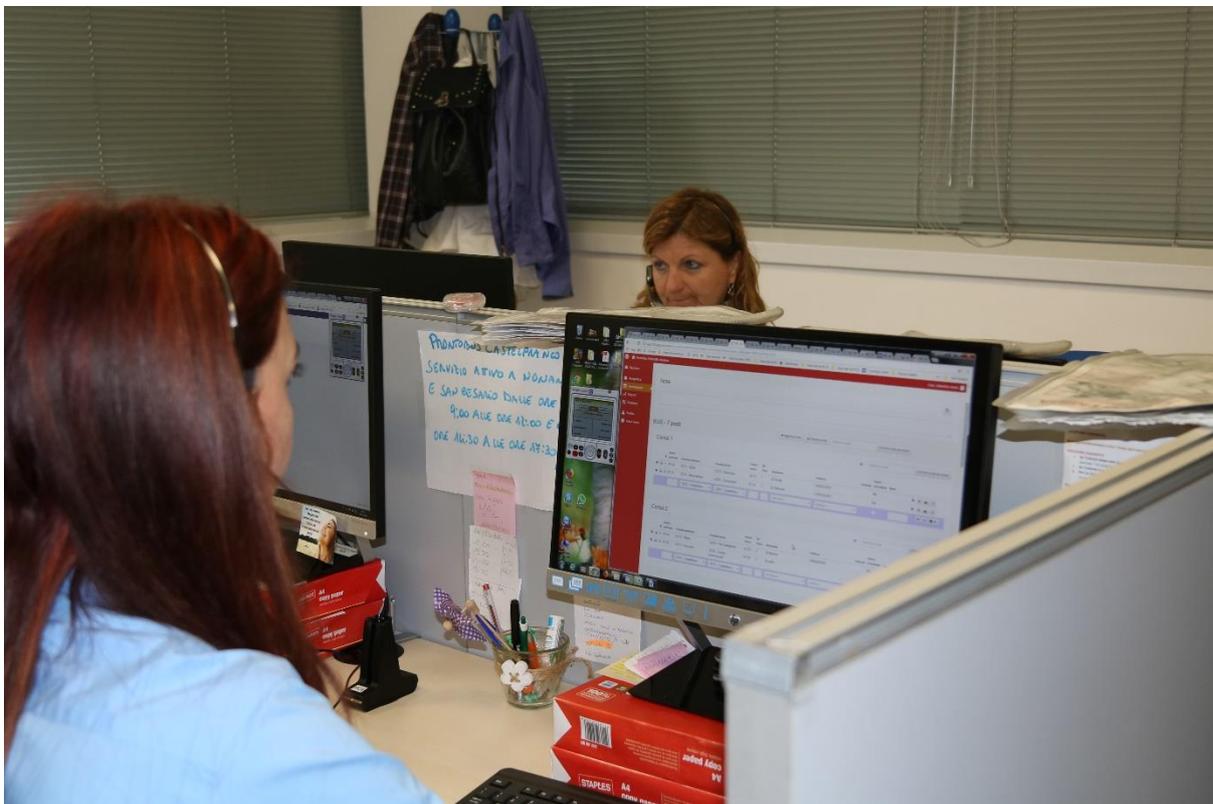


Fig. 5 – RUMOBIL reservation system used at call center



Fig. 6 – Prontobus service at Castelfranco Emilia

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SERVE UN BUS?
CON IL PROGETTO RUMOBIL SEI SEMPRE INFORMATO SUL SERVIZIO PRONTOBUS

SCOPRI COME

QUANDO? 24/09/2018 DOVE? CASTELFRANCO EMILIA QUALE AREA? CASTELFRANCO EMILIA

CERCA CORSA

Fig. 7 – RUMOBIL web portal www.prontobus-rumobil.eu