

YOUMOBIL - Pilot final report Modena

This paper summarises the experimentation of the "Modena night taxi bus", an on-demand services addressing the specific needs of youth. The report also indicates how the software is used to coordinate and promote the service.

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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

The deliverable “Pilot final report - Modena” describes all the relevant aspects of the pilot in Modena and the main results achieved.

In particular, the following topic will be discussed:

- General description of the pilot and focus on the adopted solution
- Achievements

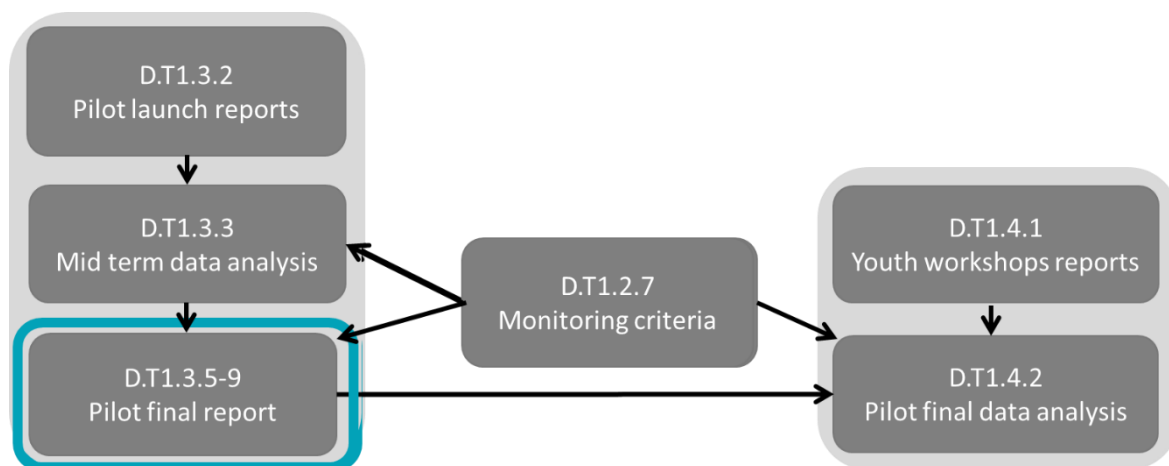
In the first part the main goal of the pilot, the target users to which the solution is addressed and all the main characteristics of the Modena’s pilot will be described. Moreover, the novel ICT and smart solutions and their interfaces will be analysed in detail.

The second part collects all the results achieved during the pilot experimentation, focusing on critical issues encountered, strengths and on the analysis of the most relevant quantitative indicators (cfr. D.T1.2.7 “Monitoring criteria”). Moreover, it is summarised the experimentation of the “Modena night taxi bus”, an on-demand services addressing the specific needs of youth. The report also indicates how the software is used to coordinate and promote the service.

This document is one of the five final deliverables of Activity 1.3 “Piloting smart solutions to enhance rural areas’ youth’s access to passenger transport networks”, in fact it is strictly related to deliverables 1.3.6 - 1.3.7 - 1.3.8 - 1.3.9, in which are collected the achievements for the pilots in Croatia, Mazovia, South Moravia and Modena. All these documents follow a common template.

This document is also related to DT 1.2.7 “Monitoring criteria”, as it contains an update on the status of the assumed KPIs compared to DT1.3.3 “Mid-term data analysis”.

The results presented in this deliverable will be integrated into DT1.4.2 together with the results obtained from the workshops organised in the framework of DT1.4.1.



2. Pilot description

The pilot project of aMo is a new service, which is a mix between DRT services and normal line services.

The main goals of the pilot are the following:

- Provide a new public transport service that allows young inhabitants of the peripheral and rural areas surrounding the city of Modena to access the city center and its attractions not only for study, but also for leisure, at times when there is no public transport service;
- To allow better access from the aforementioned areas to the main national and international connection corridors, especially railways; in fact the new lines always pass through the Modena railway station.

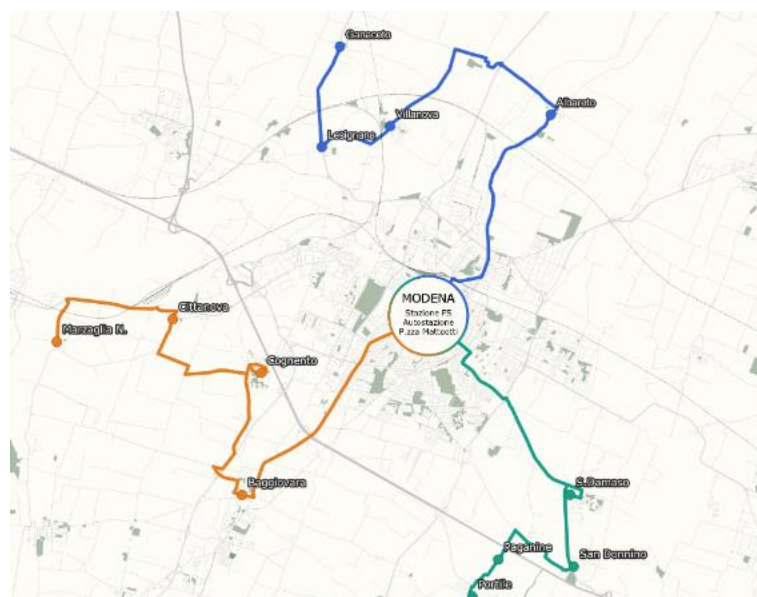
Three new lines (see image below) have been established and the service contract existing between aMo and the public transport Company that manages the services of the province foresees that each public transport service is entrusted to them.

aMo therefore agreed with the Operator on the methods of carrying out the new service and jointly decided to entrust it to the Taxi Cooperative as subcontractor of the service.

The new lines are active on Friday and Saturday evenings with 9 trips each night that are performed only in case of reservations; to optimize the use of economic resource in case there are no reservations on a trip, it isn't done.

Reservations and related payments are managed by a new app (downloadable at Android, iOS and Huawei stores) expressly developed for the YOUMOBIL Project.

The network of new lines connect the following hamlets to the city center of Modena:



New lines map



- BLU line: connect the hamlets of Ganaceto, Lesignana, Villanova and Albareto to the Center;
- RED line: connect the hamlets of Marzaglia, Cittanova, Cognento, Baggiovara to the Center;
- GREEN line: connect the hamlets of Portile, Paganine, S.Donnino and S.Damaso to the Center.

The timetables of the various trips are the following:

LINEA BLU		
21:00	00:00	Ganaceto
21:04	00:04	Lesignana
21:07	00:07	Villanova
21:16	00:16	Albareto
21:26	00:26	Stazione FS
21:28	00:28	Autostazione
21:29	00:29	P.zza Matteotti

LINEA BLU	
23:30	P.zza Matteotti
23:31	Autostazione
23:33	Stazione FS
23:43	Albareto
23:52	Villanova
23:55	Lesignana
23:59	Ganaceto

Timetable BLU line

LINEA ROSSA		
21:00	00:00	Marzaglia N.
21:05	00:05	Cittanova
21:11	00:11	Cognento
21:17	00:17	Baggiovara
21:27	00:27	P.zza Matteotti
21:28	00:28	Autostazione
21:30	00:30	Stazione FS

LINEA ROSSA	
23:30	Stazione FS
23:32	Autostazione
23:33	P.zza Matteotti
23:43	Baggiovara
23:49	Cognento
23:55	Cittanova
00:00	Marzaglia N.

Timetable RED line

LINEA VERDE		
21:00	00:00	Portile
21:04	00:04	Paganine
21:07	00:07	San Donnino
21:16	00:16	San Damaso
21:26	00:26	P.zza Matteotti
21:27	00:27	Autostazione
21: 29	00:29	Stazione FS

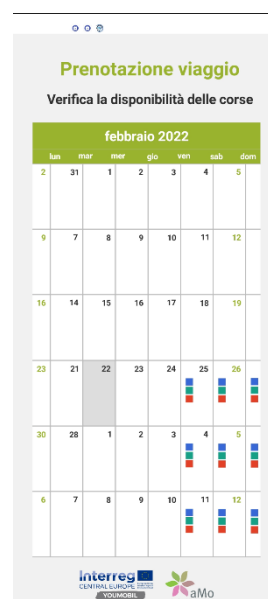
LINEA VERDE	
23:30	Stazione FS
23:32	Autostazione
23:33	P.zza Matteotti
23:43	San Damaso
23:52	San Donnino
23:55	Paganine
23:59	Portile

Timetable GREEN line

An app has been developed for booking and paying for the new service offered.

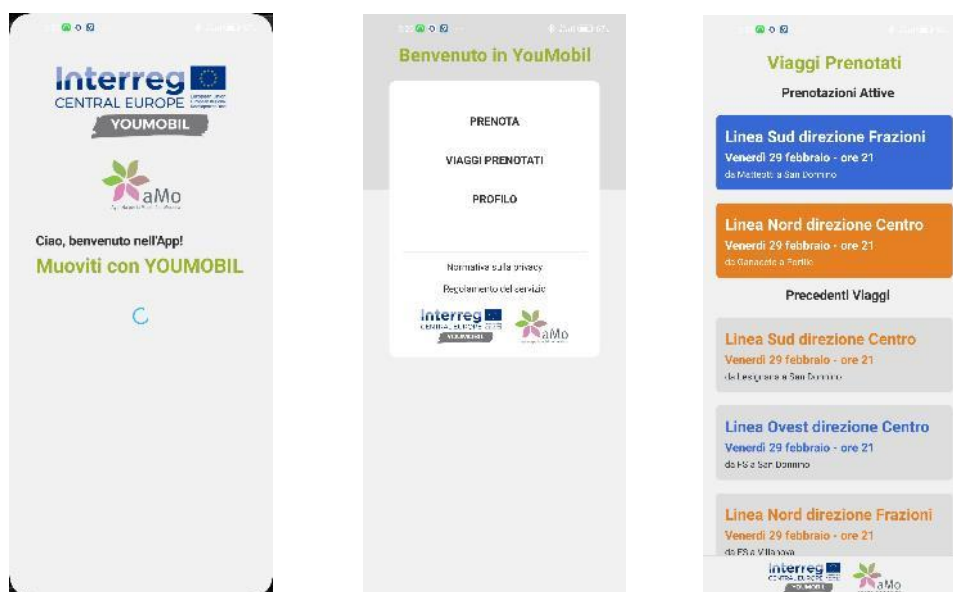
In addition to the app, a backend system is made available to configure the main features of the service, which are:

- stops served from the service;
- routes connecting the various stops;
- fares applied which are depending from the age of customers and with discounts for the owners of a season card for the public transport ;
- timetables and trips available;
- service calendar to manage different timetables depending from the period;

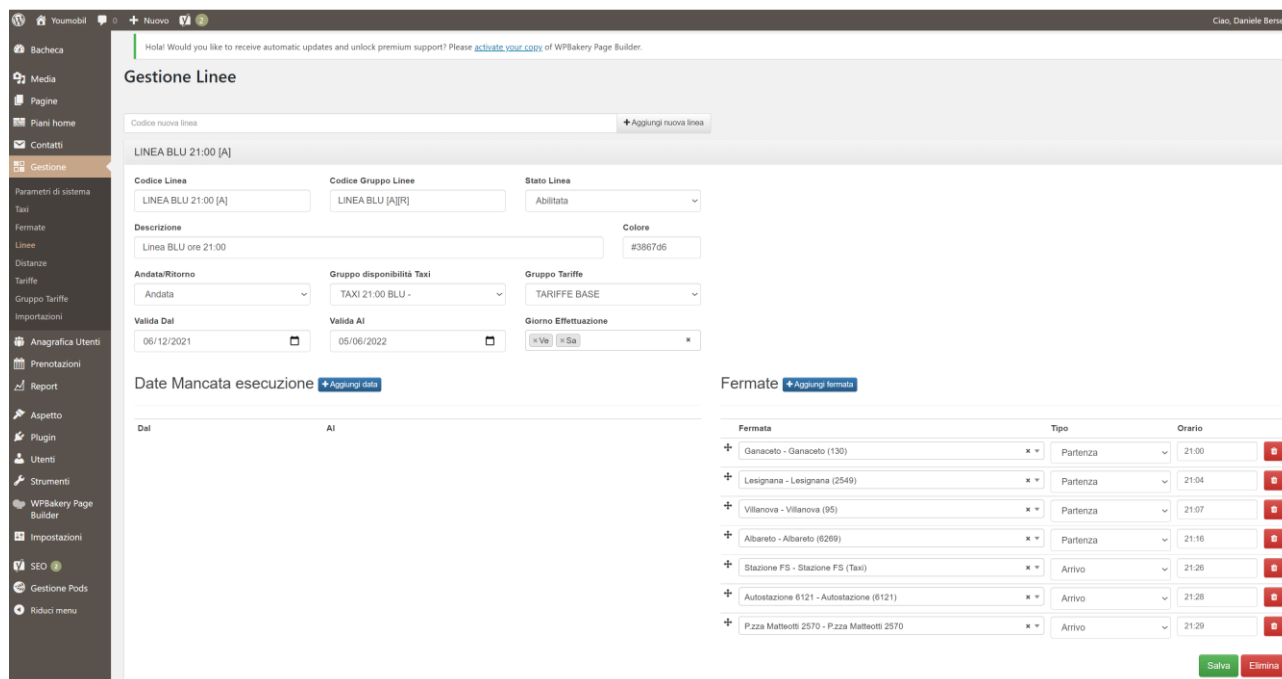




- distance between the various stops to determine the km traveled for the reportings;
- interface with the taxi booking system to automate the reservation operations;
- manage the list of persons registered to the service;
- manage reservations, payments, refunds.



App screenshots



Sample of backend page

3. Main results

In this chapter the main results achieved during the pilot experimentation will be described in detail.

In the “qualitative analysis” sub-chapter, strengths/weaknesses and opportunities/risks are reported. Moreover, the effects of COVID-19 on the pilot are included.

In the “quantitative analysis” sub-chapter, the progress of the indicators proposed in the deliverable D.T1.2.7 “Monitoring criteria” are reported.

3.1 Qualitative analysis

Unfortunately, the implementation of the YOU MOBIL pilot project coincided with a recurrence of the spread of the Corona virus.

It is obvious that it would have been appropriate to be a pilot at a different time, especially with the introduction of a new public transport service.

The pilot project had already been postponed for a long time respect the original schedule because it was deemed inappropriate to activate it in the worst moments of the pandemic, but when it was finally decided to start it was in a moment (late summer 2021) in which it seemed that things were going significantly better with the will to not concluding the project without having done the pilot.

Then obviously it took some time to be ready to start as many subjects were involved (public transport Operator, Taxy Company, Stakeholders, etc.) and when things were ready, unfortunately, it was once again in a moment of great difficulty with restrictions on travel and the possibility of accessing meeting places and people were absolutely not motivated to use the service.

Furthermore, for the entire period of the pandemic - and still today - the number of people who can get into taxis at the same time is half compared to the normal situation (actual 2 people instead of 4).

All of these things meant that the use of the new service activated within the YOU MOBIL pilot was very poor.

The numbers of booked trips have been so low and we believe it is impossible to carry out qualitative analysis with the actual results which would be distorted and unreliable by the problems introduced by the pandemic.

Now the situation is slowly improving but unfortunately the “boost” given by the advertising activities that had been carried out to make the new service known, has been lost.

In this regard, a dedicated press conference was held, all the local media were informed about the pilot with a good response in terms of communication given.

The pilot was advertised in all the socials of the Municipality of Modena, of the Public transport Operator, high schools of Modena and the University of Modena.

A coordinated image was created to be used on a dedicated website and for posters measuring 3x6 meters which for two weeks were exhibited in all the locations involved in the service.

For four weeks on the main 4 radio stations of the Modena a spot was proposed six times a day (for each radio) to advertise the pilot.

5.000 brochures were distributed in all the main places of the small town involved in the pilot and on the taxi fleet of Modena.

But as said all this has been thwarted by Covid.

However, considering the new service useful and potentially successful, aMo has already decided that the service will in any case be extended with its own resources even after the end of the YOUMOBIL Project.

If, as it seems, the situation linked to the pandemic is progressively improving and in the perspective of the end of the state of emergency scheduled for March 31, 2022, we expect to have good feedback from the initiative and the results that will be obtained will be disseminated in YOUMOBIL capitalization activities. which we hope will occur in the near future.

3.2 Quantitative analysis

For each pilot, different KPIs have been identified in D.T1.2.7 “Monitoring criteria” to monitor and determine the success of the actions carried out in the pilot tests to enhance the passenger transport system for young people living in rural areas and their access to the European and national transport networks.

This chapter reports the final status of the monitored KPIs, providing an update of what was the monitored status in January 2021 (DT1.3.3 “Mid term review”).

Obviously, the considerations made in the previous paragraph also heavily impacted the results and the related KPIs then these considerations will be taken into account when evaluating the results reported below.

If any KPIs have not achieved their 'expected impacts', a detailed explanation is given in the last column of the following table.

aMO MODENA				
KPI	EXPECTED IMPACTS (already estimated in D.T1.1.7)	State in January 2021 (already estimated in D.T1.3.3)	State in March 2022	State of planning (if the KPI has not been achieved, it is indicated the current status and further details useful to understand it)
number of app downloads during the YOUMOBIL pilot period	200	As the pilot project has not started yet, it was	63	



monthly number of reservations (per stop/line/timetable)	32 reservations/month/line (3 lines) starting from the second and third months when the service will be fully known	not possible to monitor its status. At the moment it is not possible to plan a starting date for the pilot project due to the COVID-19 limitations currently in place. All the indicators about the planned service performance refer to a normal context which was the one identified when the new service was designed; therefore they do not take into account the situation that could be significantly different during the pilot project due to the post COVID-19 regulations and behaviour.	13	The number is referred to the month of January 2022; the service started on December 10, 2022
number of trips (per line and per month)	16 trips/month/line (3 lines)		10	
average number of passengers per trip	1,5 passengers/trip		1,3	
km travelled (per line and per month)	288 km/month/line (3 lines, average value per line)		93,9 km	
number of youths involved in the youth workshops (D.T1.4.1) and raised awareness for the pilot service	38 youths involved during the various Workshops. 15 in workshops about T1 23 in workshops about T2 as also in this Workshops the youth were informed about the pilot service			
young users' level of satisfaction (e.g. score scale to be defined) of the YOUMOBIL service collected during the youth workshops	8/10 The level of satisfaction about the service is 10/10 but the final score has to be reduced because youths would like lower fares			
Number of persons that used the service			7	
Number of trips per person			1,85	
Average age of subscribers			27,6	



Average age of travellers			21,9	
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4. Conclusions

As previously mentioned, the pilot carried out within the YOUMOBIL Project did not bring the desired results.

The pandemic prevented that it could be carried out in normal conditions both from the point of view of people's willingness to use the new service; during the new peak of the pandemic the possibility of going to work and leisure activities was discouraged and the capacity of taxis was reduced 50% and having to travel in a taxi with strangers certainly did not encourage use.

Consequently, the results were significantly below the expectations and for the reasons indicated above it is not possible to make an assessment of the KPIs as almost probably they were unsatisfactory for the existing situation and not for problems related to the service.

Of course corrective measures could have been adopted to the service respect to the first planning, but these aspects will be evaluated in the continuation of the service which, as previously mentioned, will continue beyond the end of the YOUMOBIL Project.

This continuation will allow to evaluate the effective effectiveness of the pilot action and with the feedback of the users it will be possible to eventually make targeted corrections and not conditioned by the pandemic.

About the advertising of the new service it was done both in a "traditional" way and through social media.

The new service was advertised on the social channels of the Project, on those of the Municipality of Modena, on those of the public transport Operator, high schools and the University of Modena.

Large posters (3x6 meters) were placed in all the locations involved in the service and for 4 weeks advertising was advertised on the main advertising radio stations.

All the high schools in the city of Modena and the faculties of the University of Modena were also informed and over 5.000 brochures were distributed.

In the final workshop and in the related questionnaire, it will be investigated how much digital communication has influenced the dissemination of knowledge of the new service.

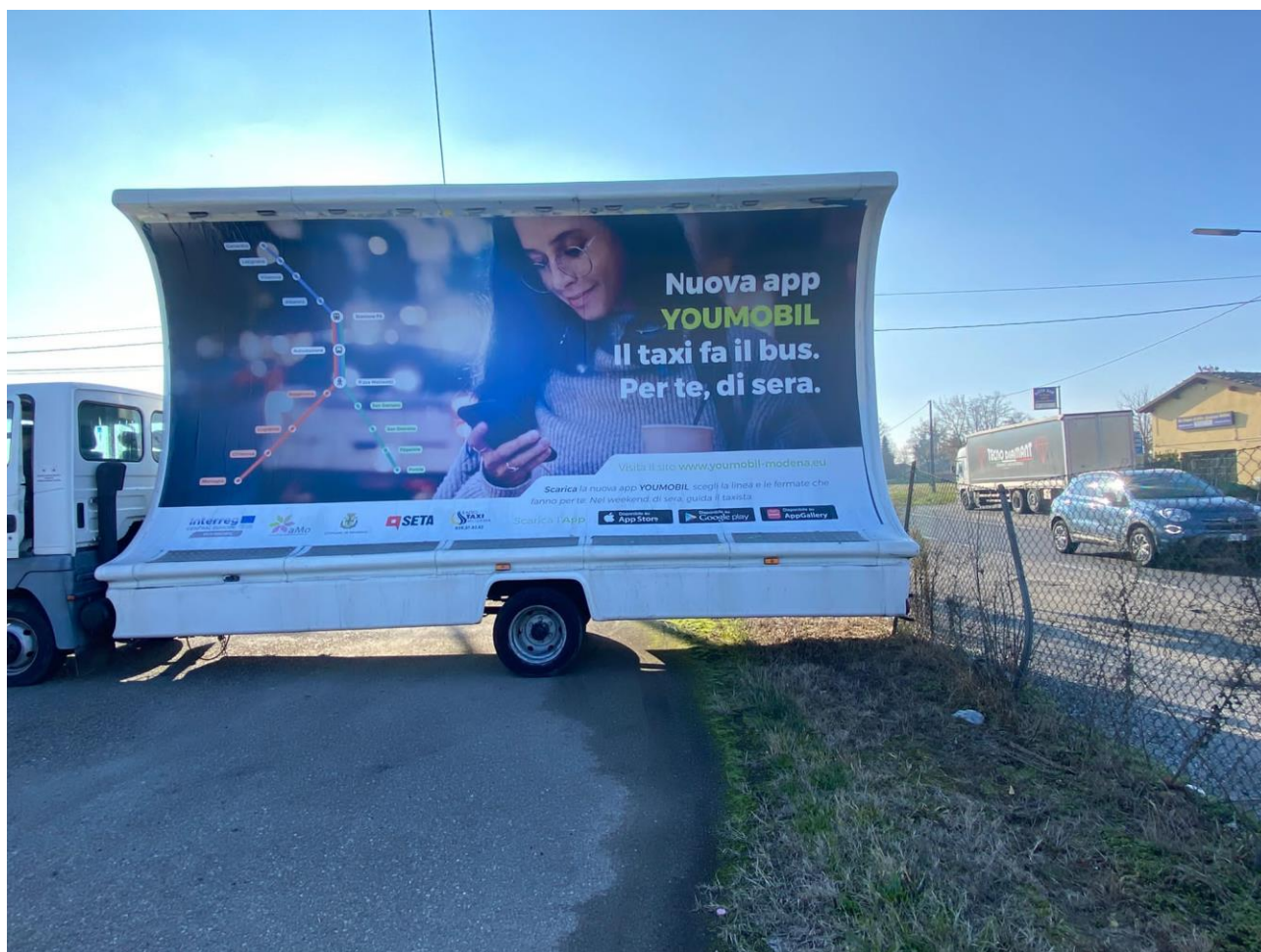
However, it should be noted that young people obviously make great use of socials but in general in previous experiences it has been noted that their attention is not collected by the communication of institutions or bodies; for this reason, extensive information was given on the new service also with tools other than digital communication.

Considering the age of those who used the service and those who signed up to the YOUMOBIL app, the majority were university students.

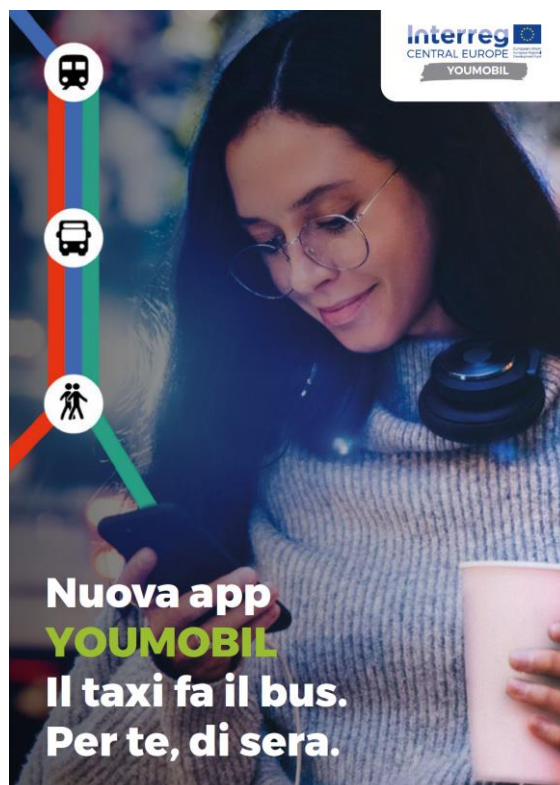
This probably indicates that however from that category of people there was a greater propensity to travel during the pandemic peak than younger boys.

In the questionnaire that will be done in conjunction with the workshops, we will try to understand from which source they have been informed about the new service.

5. Annexes



Advertising in the places involved in the project



Brochure page 1

Muoviti con YOUMOBIL



Un servizio di trasporto pubblico per i giovani

Nell'ambito del progetto YOUMOBIL, sarà attivato un servizio di trasporto pubblico dedicato alle frazioni di Modena per consentire un maggiore collegamento tra le periferie e il centro.

Il servizio è attivo nei week end (serate del venerdì e sabato non festivi) tra le principali frazioni di Modena e il centro della città.



CERCA PERCORSO



PRENOTA IL TUO VIAGGIO



PAGA IN MODO SICURO



Scarica l'App YOUMOBIL sul tuo dispositivo

Le linee a disposizione

LINEA BLU

Collegherà le frazioni di Ganaceto, Lesignana, Villanova e Albareto al centro.

- Ganaceto
- Lesignana
- Villanova
- Albareto
- Stazione FS
- Autostazione
- P.zza Matteotti

- Marzaglia
- Cittanova
- Cognento
- Baggiovara
- P.zza Matteotti
- Autostazione
- Stazione FS

LINEA ROSSA

Collegherà le frazioni di Marzaglia, Cittanova, Cognento e Baggiovara al centro.

- Portile
- Paganine
- San Donnino
- San Damaso
- P.zza Matteotti
- Autostazione
- Stazione FS

LINEA VERDE

Collegherà le frazioni di Marzaglia, Cittanova, Cognento e Baggiovara al centro.

Visita il sito www.youmobil-modena.eu

Scarica l'App



Brochure page 2-3

Le tariffe

Meno di 27 anni

ABBONATI

Sola andata	€ 3,00
Andata e ritorno	€ 5,00

NON ABBONATI

Sola andata	€ 3,50
Andata e ritorno	€ 6,00

Più di 26 anni

ABBONATI

Sola andata	€ 3,50
Andata e ritorno	€ 6,00

NON ABBONATI

Sola andata	€ 4,00
Andata e ritorno	€ 7,00

N.B Gli orari delle corse sono visibili sul sito www.youmobil-modena.eu

Brochure page 4

← Tweet



Dal 10 dicembre è attivo il nuovo servizio di trasporto pubblico YOUMOBIL.
Vai su youmobil-modena.eu per maggiori informazioni
[#youmobil](#) [#publictransport](#)



09:22 · 8 dic 21 Twitter Web App

Social of the University of Modena