

# YOUMOBIL - Pilot launch reports - Mazovia

Launch report for each pilot action, in order to describe the steps undertaken to launch the pilot and the initial reactions by the target groups.	Version2  10 2020
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## 1. Introduction

The deliverables D.T1.3.2 “Pilot launch reports” is related to the development of a technical document in which is described each pilot actions in a global point of view. The launch report is provided by the WP leader (T Bridge).

The document is the second deliverable of Activity A.T1.3. “Piloting smart solutions to enhance rural areas' youth's access to passenger transport networks” and it continues the commitment of the partners in the implementation of the pilots, activities already described in:

- D.T1.2.1 “YOUMOBIL pilot concept” (delivery March 2020)
- D.T1.2.6 “Software programming” (delivery June 2020)
- D.T1.2.7 “Monitoring criteria” (delivery June 2020)
- D.T1.3.1 “Launch of novel ICT solutions” (delivery July 2020)

The current deliverable, closely related to the activities described, is a fundamental step that connects the technological aspects and the pilot designed by each partner and summarises the procedure carried out to create the pilot, in the different technical-economic functions as well as in the timing.

In addition, current deliverable is an essential step to prepare future activities such as the work paper on data monitoring and transferability assessment and final reports of the pilot tests (June 2021).

Despite the commitment of the partners to carry out the planned activities, some of them (although they have already started planning the pilot launch phase) will face delays due to the impact of the COVIS-19 pandemic on the project.

The reports will focus on social term of project as the involvement of target groups and they will provide a first initial reaction by users on pilot launched.

## 2. Focus on Partner's pilot

Pilot general information summary	
Project Partner	Mazowieckie Voivodeship
Location of the Pilot	6 regional lines and 5 sections on main lines. Territorial coverage covering about 60% of the Mazowieckie Voivodeship.
Progress of the pilot	Technical changes are underway to supplement the on-line ticket sales system of Koleje Mazowieckie and the electronic ticket - Mazowiecka Card, enabling the launch of a pilot project - a loyalty program. From October 29, we've plan to launch promoting the project in social media, on the websites of Mazowsze and Koleje Mazowieckie, as well as send messages to local media. Program users will be able to submit applications related to the issuance of an electronic ticket - Mazowiecka Card.
Date of launch (start - end)	The loyalty program itself should be launched on November 18 at the latest.
COVID-19 impacts	The main problem affecting the effectiveness of testing a pilot project is its start-up delay (about 4 months). The second factor is system users, ie adolescents and young adults aged 13 to 26. Currently in Poland, secondary schools, universities and older classes of primary schools learn remotely. How long distance learning will take, we cannot predict it. Young people don't buy tickets, they don't need transport service, they won't participate in the loyalty program. At the moment, we do not know how to solve the existing problems.
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Action Pilot details	
Main general aspect/Description	<p>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</p> <p>The target users are people between 13 and 26 years of age (youth from primary and secondary schools, university students, young working people) whos have an electronic ticket - Mazowiecka Card and use the services of the online ticket sales system of Koleje Mazowieckie.</p> <p>The area covered by the pilot project is a lowland area. It is inhabited by about 2.2 million people, and the average population density is about 78 people per square kilometer.</p> <p>The modified IT system for selling tickets to Koleje Mazowieckie and the module responsible for providing information about the age of the card user in the electronic ticket IT system - Mazowiecka Card are currently being tested. We plan to launch the project by November 18</p> <p>Information announcing the launch of our loyalty program (the project has not started yet):</p> <p><a href="https://www.mazowieckie.com.pl/pl/program-lojalnosciowy-mlody-podroznik">https://www.mazowieckie.com.pl/pl/program-lojalnosciowy-mlody-podroznik</a></p> <p><a href="https://www.mazovia.pl/transport-publiczny/youmobil/art,9,juz-w-listopadzie-planowane-jest-uruchomienie-programu-lojalnosciowego-mlody-podroznik.html">https://www.mazovia.pl/transport-publiczny/youmobil/art,9,juz-w-listopadzie-planowane-jest-uruchomienie-programu-lojalnosciowego-mlody-podroznik.html</a></p>
Implemented by	Mazowieckie Voivodeship and Koleje Mazowieckie
Managed by (if different)	
Innovation aspects	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.
Technical issues	
Quantitative indicators (if pertinent):	Indicator: users of the loyalty program, the current value is 0, at the end of the project the desired value of at least 300 users.



Target satisfaction	Workshops with young people, a survey conducted among young people regarding the needs and preferences of choosing a means of transport (average 30% of people commuting to school by public transport, over 90% of respondents believe that starting a loyalty program is a good idea).
ICT solutions	<p>YOUMOBIL software prepared for the loyalty program will include:</p> <ul style="list-style-type: none"> <li>• user registration in the program by filling out a special application,</li> <li>• assigning a YOUMOBIL program participant to an individual ticket sales system account,</li> <li>• scoring points,</li> <li>• awarding welcome points after joining the program,</li> <li>• handling the use of points in accordance with the YOUMOBIL regulations,</li> <li>• providing information on tickets partially paid for with points,</li> <li>• exchange of information between the IT system used to sell Koleje Mazowieckie tickets via the website, which will send the Mazowiecka Card number,</li> <li>• expansion of the database,</li> <li>• ensuring the security of data related to the YOUMOBIL Software,</li> <li>• secure data exchange between systems,</li> </ul> <p>The loyalty program will be part of the Koleje Mazowieckie ticket sales system available via a computer as well as a smartphone. The cost of changes and modifications in the IT system will be around EUR 11,000.</p>
Marketing campaigns	As part of the marketing campaign, workshops and meetings with young people were held. Information announcing the launch of the loyalty program was published on the websites of Mazovia and Koleje Mazowieckie. Posters (promoting the project) were hung at railway stations and stops in the area of the pilot implementation.
Legal issues	<p>The formal aspect of the project is implemented in accordance with the applicable law in Poland.</p> <p>Changes and modifications to IT systems were commissioned directly to their contractors on the basis of the procurement regulations of awarding Koleje Mazowieckie (price negotiation procedure).</p>
Economic issues	<p>Software solutions for pilots, pilot implementation, youth workshops during the pilot phase</p> <p>The budget available before the project (for the above activities) is EUR 58,000. The budget available after the completion of the project (implementation of the above activities) is at least EUR 10,000.</p> <p>There was no need to calculate a price for the new system.</p>
Benefits and advantages	



<ul style="list-style-type: none"> <li>• a new tool in the field of ticket sales,</li> <li>• belonging to a dedicated program,</li> <li>• collecting points with which you can partially pay for the purchase of further tickets,</li> <li>• surveys and opinions on the idea of the project and the operation of the loyalty program itself,</li> <li>• advertising and experience of suppliers related to the participation in the project.</li> </ul>
<b>Limit and disadvantages</b>
Currently in Poland, secondary schools, universities and older classes of primary schools learn remotely. How long distance learning will take, we cannot predict it. Young people don't buy tickets, they don't need transport service, they won't participate in the loyalty program. At the moment, we do not know how to solve the existing problems. We hope that when the project is launched, the loyalty program will be used by young working people (under 26 years of age).
<b>Strengths</b>
<ul style="list-style-type: none"> <li>• An innovative project,</li> <li>• Users are young people who use IT services on a daily basis</li> </ul>
<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• To join the loyalty program, the user must have an electronic ticket - Mazowiecka Card,</li> <li>• Points in the loyalty program are awarded only for the purchase of monthly and quarterly tickets.</li> </ul>
<b>Risk assessment</b>
The risk associated with the launch of the pilot project is the Contractors' failure to meet the deadlines for changes and modifications to IT systems.

### 3. Conclusions

<b>Lessons learnt</b>
<p>The functions that a "loyalty program" should have are:</p> <ul style="list-style-type: none"> <li>• Collecting points for tickets purchased online,</li> <li>• Collecting points for tickets purchased at the ticket office/ticket machine,</li> <li>• Collecting points for tickets encoded on the Mazowiecka Card,</li> <li>• Points that do not expire,</li> <li>• For the "most active" people (who often buy tickets) additional "bonus" points.</li> </ul> <p>What could the collected points be exchanged for:</p> <ul style="list-style-type: none"> <li>• discount on a ticket / free ticket,</li> <li>• cinema codes,</li> <li>• restaurant (fast-food) codes,</li> </ul>



- phone top-up,
- access to VOD services.