

# YOUMOBIL - Pilot final report Mazovia

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This paper describes how the new digital communication of public transport was received by youths and how it was used to promote additional service connections addressed primarily to youth.

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# 1. Introduction

The deliverable “Pilot final report - Mazovia” describes all the relevant aspects of the pilot in Mazovia 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

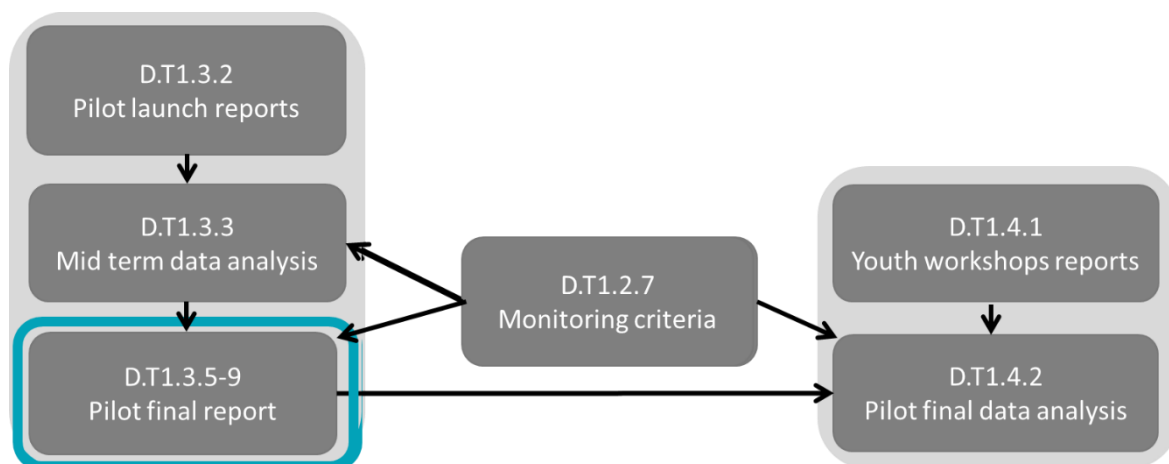
In the first part the main goal of the pilot, the target users to which the solution is addressed and all the main characteristics of the Mazovia’s pilot will be described. Moreover, the novel ICT and smart solutions and their interfaces will be analysed in detail.

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”). It is also reported how the new digital communication of public transport was received by youths and how it was used to promote additional service connections addressed primarily to youth.

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 main goal of the pilot is to promote public passenger transport services among young people and young adults in rural areas and in subregions of the Mazowieckie Voivodeship. In order to achieve this objective, the loyalty programme “Young traveller” was developed.

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.

Once the loyalty programme has been activated, points can be collected by purchasing monthly tickets via the website: <https://bilety.mazowieckie.com.pl/>. The accumulated points can be redeemed when the user purchases the next monthly ticket, thereby reducing its price.

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 Tłuszcz - Małkonia - Szulborze Wielkie,
- Line no. 7 Piława - Dęblin,
- Line no. 8 Warka - Radom - Skarżysko Kamienna,
- Line no. 9 Nasielsk - Ciechanów - Działdowo,
- Line no. 22 Radom - Drzewica,
- Line no. 26 Radom - Dęblin,
- Line no. 27 Sierpc - Nasielsk,
- Line no. 29 Tłuszcz - Ostrołęka,
- Line no. 31 Czeremcha - Siedlce,
- Line no. 33 Kutno - Sierpc.

The main steps taken the pilot implementation were the following:

- June 2020 - defining the rules for the operation of the program,
- July 2020 - preparation of documents and procedures related to the implementation of the program,
- August 2020 - preparation of technical specifications related to the modification of IT systems
- September 2020 - signing contracts with system suppliers for their modification,
- October 2020 - IT systems have been modified
- November 2020 - loyalty program tests and official release to users
- On November 16, 2020 - the pilot project was officially launched,
- On November 30, 2021 - the pilot project was officially completed

## 3. Main results

The pilot project was launched in mid-November 2020 and ended at the end of November 2021. A total of 69 people took part in the pilot program, of which 10 were actively collecting points. The number of points collected by the participants was 3101. The main beneficiaries of the loyalty program were working people under 26 years of age.

Below is the list of users joining the program in particular months:

- December 2020      8 people,
- January 2021      12 people (4 additional)
- February 2021      12 people (0 additional),
- March 2021      15 people (3 additional),
- April 2021      18 people (3 additional),
- May 2021      20 people (2 additional),
- June 2021      21 people (1 additional),
- July 2021      24 people (3 additional),
- August 2021      30 people (6 additional),
- September 2021      48 people (18 additional),
- October 2021      62 people (14 additional),
- November 2021      69 people (7 additional)

Along with the end of summer holidays, the dynamics of growth of people participating in the program was recorded.

### 3.1 .Qualitative analysis

Through the SWOT analysis, strengths and weaknesses (internal factors) can be identified together with opportunities and threats (external factors):

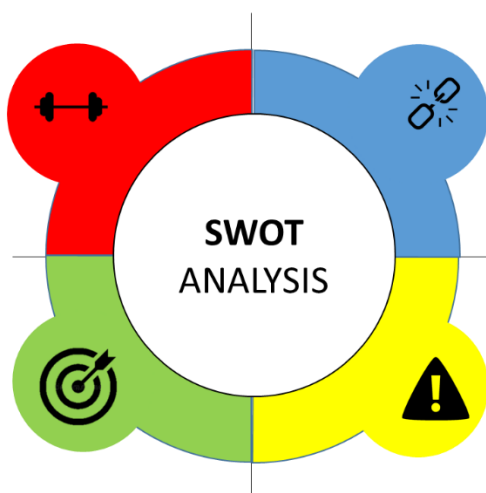
- Strengths are those factors within the pilot that have a positive impact
- Weaknesses, on the other hand, result from all the obstacles within the pilot
- Opportunities are represented by those factors which, if correctly interpreted and exploited, offer the pilot development opportunities
- On the contrary, threats are the risks to be assessed and faced because they can negatively affect the pilot from the outside.

## STRENGTHS

Clear and transparent rules for the operation of the program. Points are calculated automatically. The possibility of using points when buying a ticket is also automatic

## OPPORTUNITIES

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



## WEAKNESSES

The limited number of ticket offices in the area covered by the pilot project discourages from applying for the Mazowiecka Card (A prerequisite for participating in the program).

Points in the loyalty program are awarded only for the purchase of monthly and quarterly tickets

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

Among the factors that influenced the performance of the pilot, COVID-19 pandemic should be mentioned: from March 2020, the pandemic has changed the lifestyle and mobility habits of citizens across Europe and the world.

The program was aimed at people aged 13 to 26. Due to the lockdown that lasted from mid-October 2020 to the end of May 2021 (schoolchildren, students had remote learning - online), as well as holidays that began at the end of June and lasted until September 1, 2021, the target group was limited the possibility of using the program.

### 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”).

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



Mazovia				
KPI	EXPECTED IMPACTS (already estimated in D.T1.2.7)	State in January 2021 (already estimated in D.T1.3.3)	State in November 2021	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 registered users to the loyalty program	assumed range of 300 - 500 users	8 users are currently in the loyalty program	69 users	
number of monthly tickets sold (per month)	assumed range of 300 - 500 users	no ticket has been sold under the loyalty program	on average 2 tickets per month	
number of users who have benefited from discounts	We assume that every program user (regularly buying tickets) will benefit from the benefit at least once. The loyalty program assumes several point thresholds that can be exchanged for a cheaper ticket. It is the user who decides whether he will use the larger discount once or several times the smaller discount.	none of the users took advantage of the discounts	10 users	
number of ticket sold per distribution channels (online sales, ticket office, ticket machine)	We are currently acquiring current sales data (sale of school tickets before the Covid - 19 pandemic)	no ticket has been sold under the loyalty program	all tickets were purchased online	
number of youths involved in the youth workshops (D.T1.4.1) and raised awareness for the pilot service	At least 10 people should participate in each of the 10 workshops.	the workshops were not organized	Instead of 10 meetings with young people, there was only one meeting with 5 young people	



			whose was invite (only two people participated in the meeting).	
young users' level of satisfaction (e.g. score scale to be defined) of the YOUMOBIL service collected during the youth workshops	<p>We adopted the following evaluation of the YOUMOBIL project: (grade 1-5) - 1- very bad, 2- bad, 3 - sufficient, 4 - good, 5 - very good.</p> <p>We assume achieving at least a good level of satisfaction.</p>	a survey on satisfaction with the YOUMOBIL project was not carried out	<p>The survey was not conducted due to the reduction in the number of planned meetings with young people.</p>	<p>As part of the attendance survey, we planned to conduct a survey on trains (in October or November 2021) via Koleje Mazowieckie. Due to the high cost of the research (in the public tender), which exceeded the budget planned for this task, the research carried out this year was abandoned.</p> <p>We are considering the possibility of preparing an online survey, which will be published in January 2022 on the website of Koleje Mazowieckie</p>



## 4. Conclusions

From the technical and organizational point of view, the preparation and launch of the loyalty program itself was not problematic. The additional module integrating the electronic ticket sales on - line system and the electronic ticket - the Mazowiecka Card worked very well. The problem was the limitations related to the Covid -19 pandemic, which for many months made it impossible for young people to travel to schools and universities. After the lockdown ended at the end of May 2021, there was still uncertainty about the future and the possibility of introducing further restrictions. Such a state of affairs was (could) cause young people to look for other means of transport (instead of railroads) to get to school or university. The stabilization and predictability of the pandemic in the summer meant that after the holidays there was a rapid increase in the number of new users in the system. Ultimately, less than 25% of the estimated minimum value of users (not less than 300 users) took part in the loyalty program.

Most of the unrealized or minimal results of the indicators were due to the COVID-19 pandemic and the related limitations, over which we, as a project partner, had no influence.

Based on a few comments, one can get the impression that the new service - the loyalty program, was received positively by young people. Every action aimed at saving money and a real benefit is perceived by young people as a positive action.