


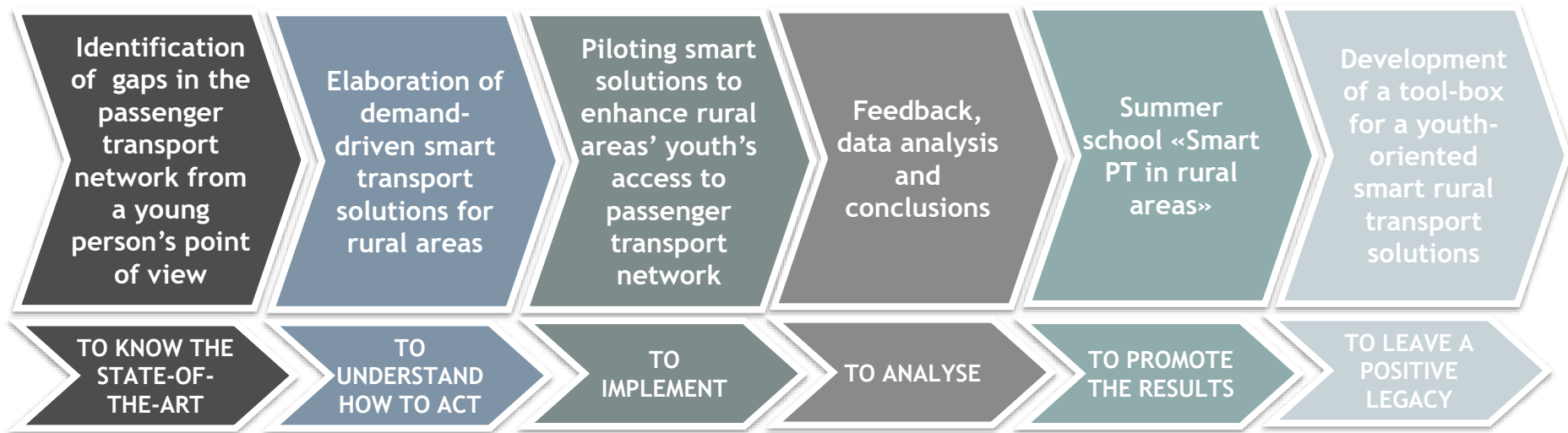
TAKING  
**COOPERATION**  
FORWARD

 Final Conference  
17th March 2022

 **YOUMOBIL Toolbox: for the smart rural transport of the future**

 YOUMOBIL | T BRIDGE

# YOUMOBIL TOOLBOX



# INTRODUCTION

Limited mobility options are often mentioned as a reason why young people choose to leave their native rural area and migrate to larger cities. This intensifies demographic change, which is a concern in many rural areas of Central Europe. Despite a number of tools such as shared mobility and demand-oriented flexible collective transport services have emerged across Europe, only a few have been introduced in rural areas of Central Europe.



It is therefore time to define new approaches and service systems for possible transport solutions for young people living in rural areas, based on the potential of new ICT devices and IT tools.

In this presentation, the tools tested within the YOUMOBIL project will be presented, along with guidelines for their implementation and lessons learned, so that they can be replicated by other passenger transport stakeholders.

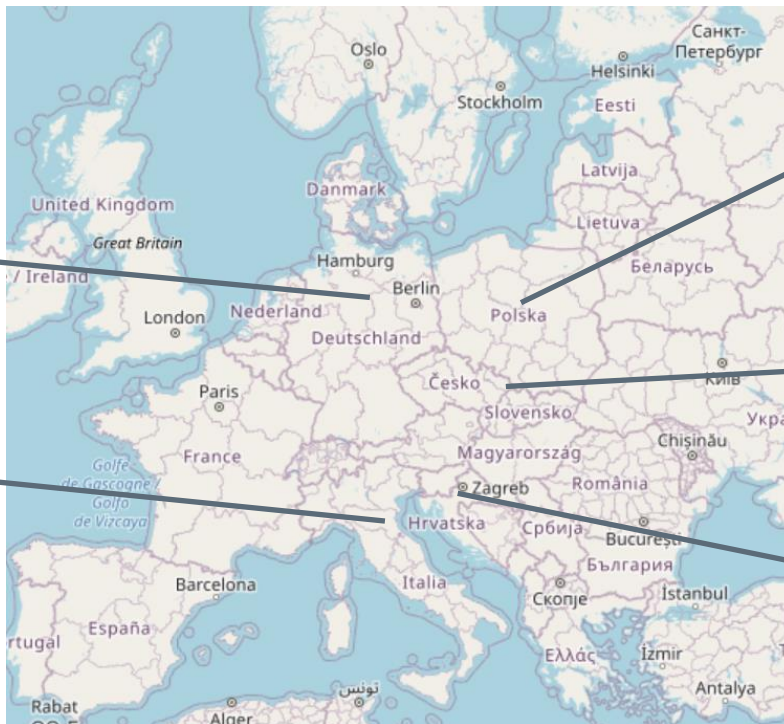


# THE TOOLS TESTED IN YOUMOBIL

During the YOUMOBIL project 5 different solutions were tested, each in a different European country.

**INSA YOUNG App**  
Saxony Anhalt (DE)

**Modena night taxi**  
Modena (IT)



**Loyalty programme**  
Mazowieckie Voivodeship (PL)

**POSEIDON App**  
South Moravian Region (CZ)

**Night trains**  
Zagreb (HR)



# LOYALTY PROGRAMME

## YOUNG TRAVELLER

It is a digital loyalty programme for young people living in Mazowieckie Voivodeship who have an electronic ticket for the train (Mazowiecka Card) and use the services of the online ticket sales system.

The collected points for the purchase of a ticket could be exchanged for discounts for the purchase of another monthly ticket.



No. users	69
No. ticket sold	31
No. points achieved	3.101

# LOYALTY PROGRAMME - «HOW TO» GUIDE

Loyalty programmes could be a useful tool in order to attract young people to public transport. The concept of 'loyalty' and 'incentive' is developing more and more throughout Europe.

Contact the target group to collect their needs and expectations

Define how to identify the membership of a loyalty programme (electronic car, QR code,..)

Determining the amount of benefits and discounts related to participation in the project

#1

#2

#3

#4

#5

#6

Choose which type of programme to implement

Development of the web platform and integration with any electronic devices

Establish rules that will allow as many users as possible to participate in the programme



# DRT SERVICES



## MODENA NIGHT TAXI

It is a mix between DRT services and normal line services, active on Friday and Saturday evenings. The service is structured on 3 lines and the trips will be performed only in case of reservations.

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

No. Download	63
No. of reservations	90
Average no. of passengers per trip	1,3
Km travelled	94 km
No. Visits YOUMOBIL site	200 different visitors



\*Data refers to January 2022 only



# DRT SERVICES - «HOW TO» GUIDE

DRTs are sometimes an integration to an existing PT service and aims to support it reaching low density areas or covering particular time frames, but in other cases they are even more important because they could represent the only PT alternative.

Searching of suitable area in which to implement the service

Stakeholders engagement

Technical dimensioning of the new services and definition of the operational model

Development of the web platform for reservations and service management

#1

#2

#3

#4

#5

#6

#7

Contact the target group to collect their needs

Analysis of the demand for mobility and the transport offer, evaluating the potential mobility demand

Definition of the governance model and tender procedure





# APP FOR REAL TIME INFORMATION

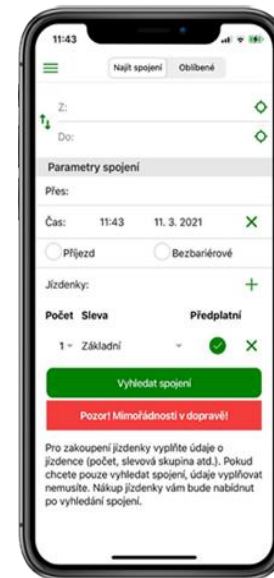
## POSEIDON APP

The POSEIDON APP is an official ticketing app for the South Moravian Region.

The pilot is based on young travelers' declaration that no new app is needed, but improvement on the existing one could be a good solution.

Functionalities:

- Ticketing
- Online vehicle positions
- Real time information on traffic change
- Information on free parking capacity of several Park and Ride car parks



No. Download	3,000
No. Ratings and average	1.128 ratings, average 3 stars
No. ticket sold through the app	80.000 tickets sold



# APP FOR REAL TIME INFORMATION



## INSA YOUNG APP

INSA YOUNG is a public transport information app for young adults living in rural areas of Saxony-Anhalt, based on an existing app called INSA.

### Functionalities:

- Find and save connections (“Take me there” function)
- Summer holiday ticket checking function
- Maps: POI, Live-map, reachability layer

No. Download	1666 Android, 1048 iOS
No. Ratings and average	Google play Store: 4,4 out of 5
No. Visits	Maximum = 3359 visits in week 41 (11 <sup>th</sup> until 17 <sup>th</sup> October 2021)
No. of users using a specific function	<ul style="list-style-type: none"><li>• Summer holiday ticket check function was used 789 times</li><li>• Take-me-there function was used 1468 times</li><li>• Map (incl. live map) was opened 27 747 times</li></ul>



# APP FOR REAL TIME INFORMATION - «HOW TO» GUIDE

Infomobility applications can be of many types and offer many different functions. Many of them refer to the matter of real-time information that can really improve the perceived quality of a service. Other actions focus on helping people in their trip planning, to make useful decisions, while other propose to manage booking services and ticket buying to make users save time and troubles.

Contact the target group to collect requirements for the app

Find appropriate supplier

Test and fine tune the app

Reply to customers' queries and complains

#1

#2

#3

#4

#5

#6

#7

Finalise the requirements of the app based on the technical possibilities

SW development

Marketing



# DEVELOPMENT OF A RAILWAY SERVICE

## NIGHT TRAINS

HŽPP introduced an innovative service of night trains going from Zagreb to Dugo Selo (and back), accompanied by the systematic display of timetable information in the sales application, mobile application and online application.

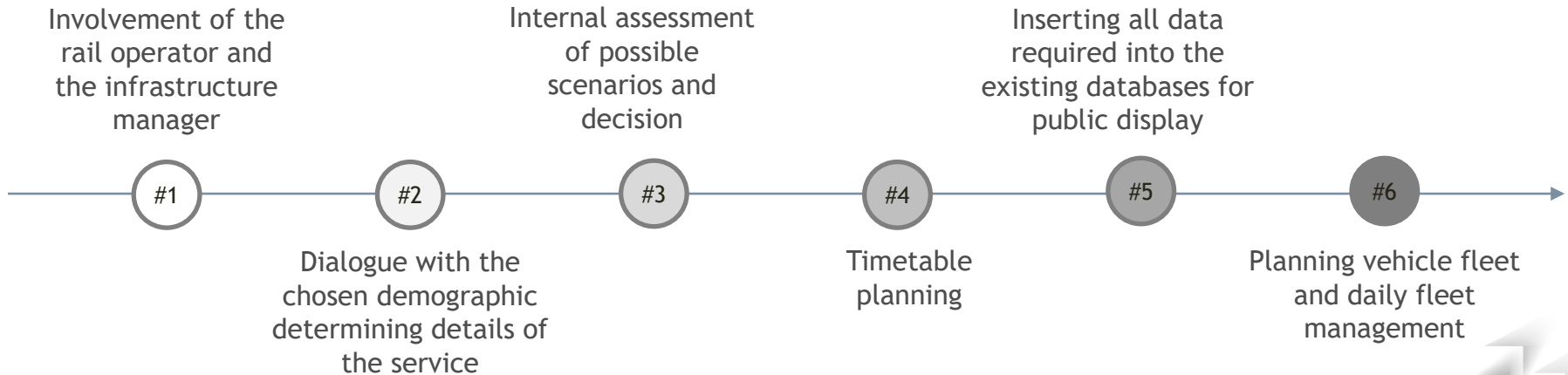
The pilot started on 11th of July 2020 and ran for a year, until the 11th of July 2021.



No. of passengers per trip	15
No. of passengers per month	120
Young users' level of satisfaction	average score (for railway transport in Croatia in general) is 3,2/5

# DEVELOPMENT OF A RAILWAY SERVICE - «HOW TO» GUIDE

Main common actions in the different cities have been oriented towards a double goal: improving the PT offer and/or its attractiveness. In fact, there can be observed plans of spatial densification of stations/stops and interchange terminals, better integration among existing services, as well as redefinition of timetables. All this goes along with a huge stakeholders' involvement, which is considered as an essential step for an efficient planning process.



# LESSONS LEARNT



involving the stakeholders



involving volunteers and associations



assessing customer expectations



launching a good promotion campaign



taking into account the whole system



making the best use of available resources



providing technological tools



monitoring the service

# COVID-19 AND THE MOBILITY HABITS OF YOUNG PEOPLE

Since the pandemic of COVID-19 have had a significant impact on mobility and use of mass transportation, the YOUMOBIL Toolbox also contains an analysis of how the mobility habits of young people have changed compared to the pre-pandemic period.

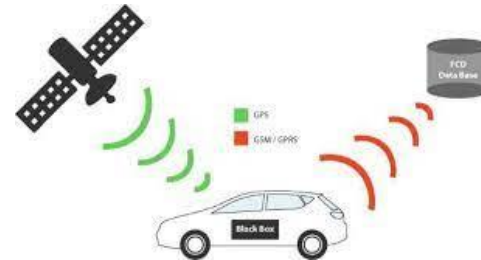
## COVID-19 SURVEY

To collect information on how the experiences of the pandemic has impacted changes in the use of public transport.



## FCD DATA ANALYSIS

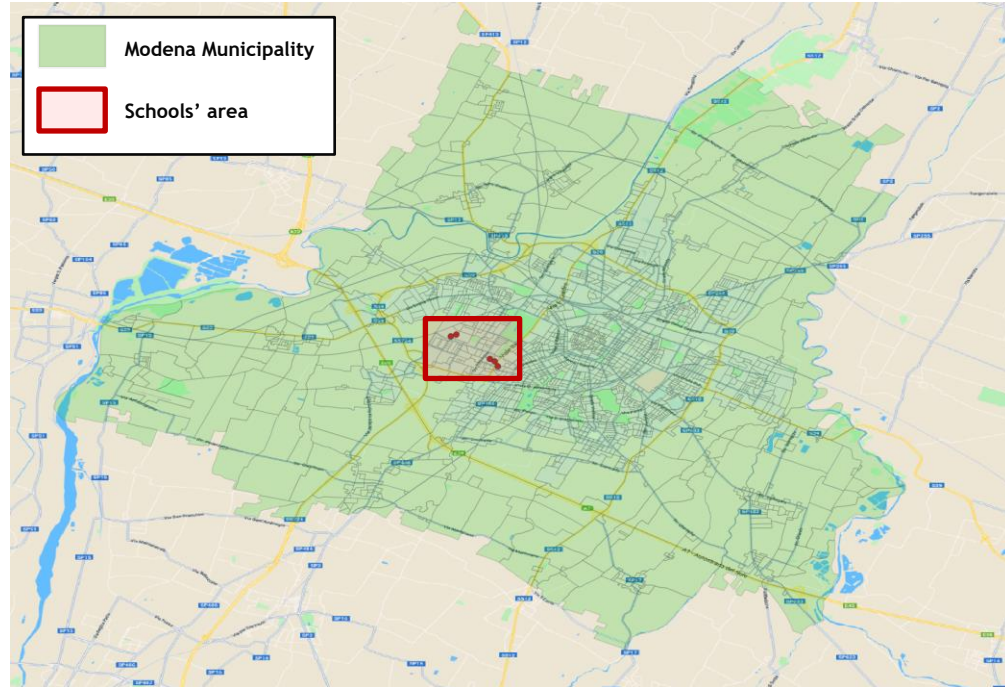
Floating Car Data (FCD) generally refers to data collected directly from the moving vehicle and typically consists of position and speed.



## Refined research questions

**RQ1:** Does the traffic flow near high schools in 2021 significantly differ from traffic in 2019?

**RQ2:** How does the traffic flow near high schools compare with that of the whole Municipality of Modena in 2019 and in 2021?





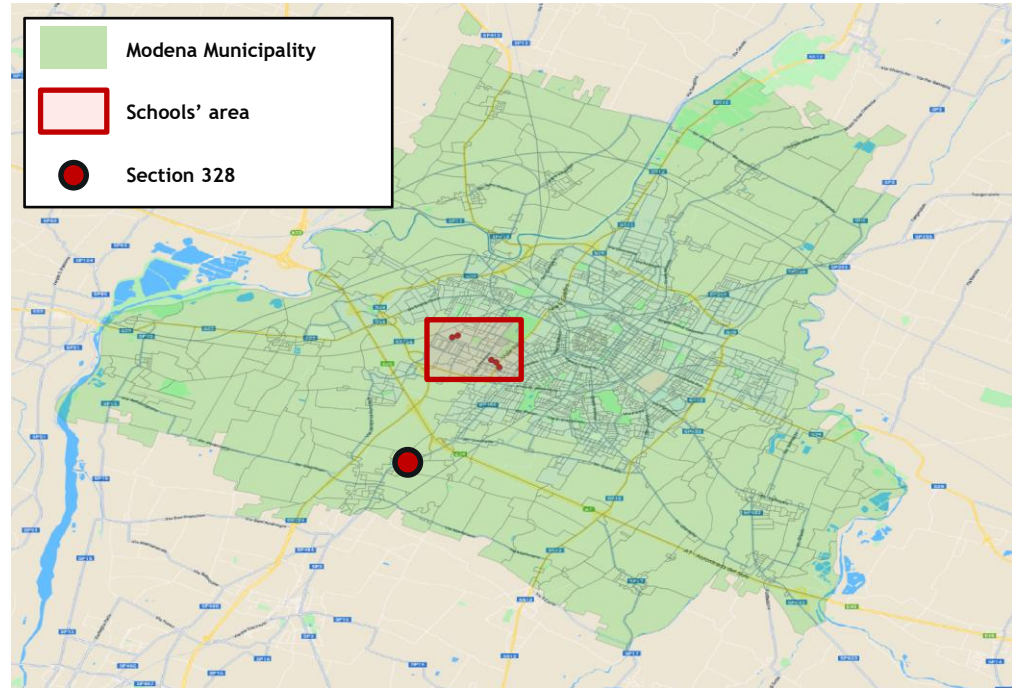
# FCD DATA ANALYSIS

## FCD penetration rates

FCD penetration rate is defined as the fraction of the full traffic the FCD data represents.

Road section	Year	Stationary device count (ANAS)	Inverse penetration rate
328 (SP486)	2019	26.926	118
328 (SP486)	2021	25.389	116

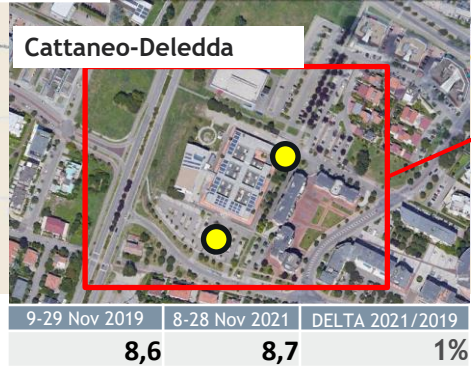
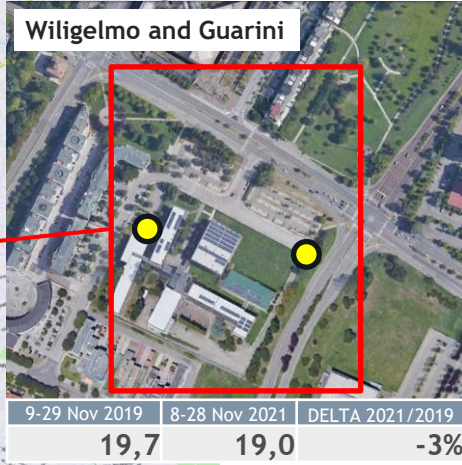
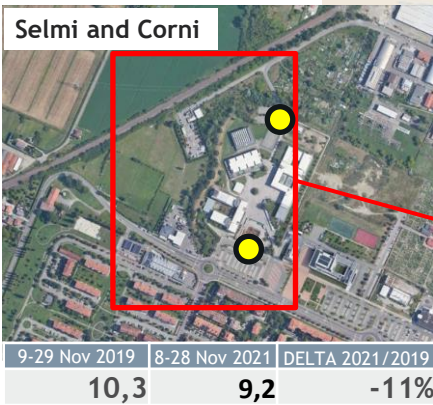
Traffic flow can be estimated by multiplying the number of vehicles detected with FCD by the inverse penetration rate of the FCD devices




# FCD DATA ANALYSIS

Average of distinct FCD devices over 3 weeks in 2019 and 2021, and associated delta (7:00-9:00, Monday-Saturday)

Modena Municipality		
9-29 Nov 2019	8-28 Nov 2021	DELTA 2021/2019
685,8	632,9	-8%



 School's entrance

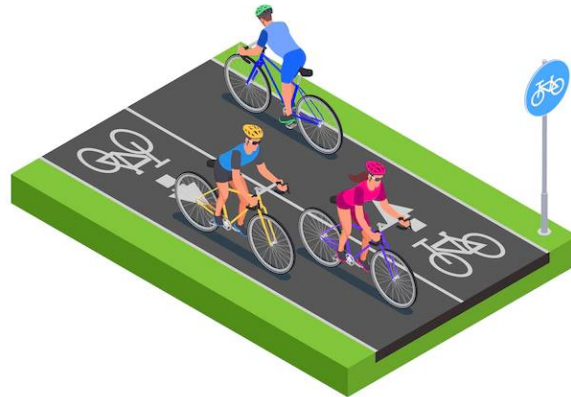


# CONCLUSIONS

General increase in the use of private vehicles as a result of the pandemic



But where specific mobility solutions have been implemented, there has been an increase in the use of more sustainable means of transport



Mobility habits have changed, it is up to planners to understand the new needs of citizens and provide tools to encourage more sustainable mobility



# THANK YOU!



Elena Cosso  
Francesco Edoardo Misso  
T Bridge S.p.A.  
YOUMOBIL



**T BRIDGE**  
BV TECHGROUP



[www.interreg-central.eu/youmobil](http://www.interreg-central.eu/youmobil)



[e.cosso@tbridge.it](mailto:e.cosso@tbridge.it)  
[f.misso@tbridge.it](mailto:f.misso@tbridge.it)



+39 10 5769111

