YOUMOBIL – PILOT FINAL DATA ANALYSIS

This work paper summarises the conlusions across all pilot regions and compares it to existing data of the addressed areas.	Version 1 03-2022

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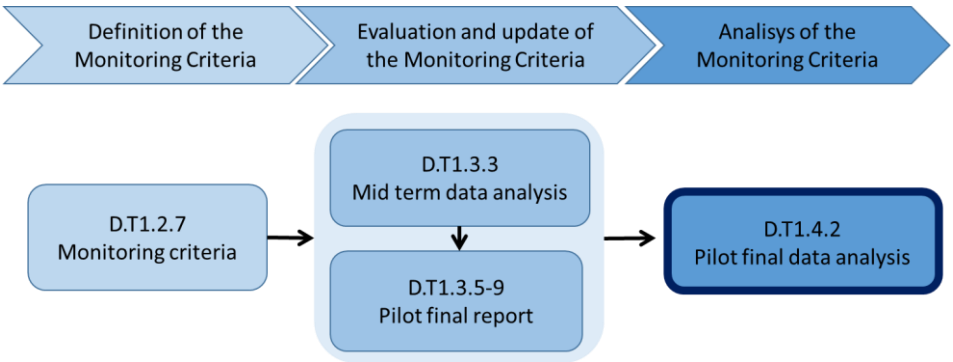
1. Introduction

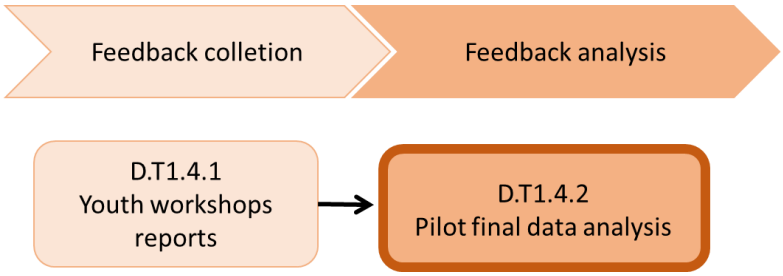
The deliverable T.1.4.2 "Pilot final data analysis" is the second step of the Activity T1.4 "Feedback, data analysis and conclusions" and its aim is to summarise the conclusions across all pilot regions and to analyse in detail the data collected during the pilot experimentation.

The structure of this document is the following:

- In chapter 2 the monitoring criteria (already defined in D.T.1.2.7 "Monitoring criteria") are reported and compared, focusing on the analysis of the obtained results;



- In chapter 3 the feedback collected during the youth workshops, carried out in order to raise awareness for the pilot services and to collect feedback from youth living in rural areas, are reported;



- In chapter 4, the conclusions are summarised.

2. Monitoring criteria

The monitoring criteria are a set of indicators to monitor and determine the success of the actions carried out in the pilot tests, in order to enhance the passenger transport system for young people living in rural areas and their access to the European and national transport networks.

The following sub-chapters outline the progress of the monitoring criteria for each pilot, while paragraph 2.6 shows the analysis of the monitored KPIs.

2.1 Saxony Anhalt

In Saxony-Anhalt, the Ministry of Regional Development and Transport (MLV), together with its in-house partner Nahverkehrsservice Sachsen-Anhalt GmbH (NASA GmbH), has developed a new information app on public transport services, called INSA YOUNG, as the central part of the pilot project. The new application is primarily addressed to youth and young adults in the rural areas of the Federal State. The aim of the app is to present local transport services in a more visible and user-friendly way. INSA YOUNG is build on the existing information app "INSA", enhanced with new functionalities specifically tailored to the target group of young people.

The key aspects to be monitored to verify the success of the pilot have been the following:

- To check if the new app is targeting new users or if there has only been a change of users from the existing app to the new one. The goal is to expand the user group with the new app;
- To check which function is particularly popular among young people.

In the following table a more exhaustive list of the KPIs used and an update of their status is given.

Saxony-Anhalt			
KPI	**EXPECTED IMPACTS** **(estimated in D.T1.2.7)**	**State in January 2021** **(estimated in D.T1.3.3)**	**State in November 2021** **(estimated in D.T1.3.6)**
number of app downloads	best value: 154.800 average value (prev. App): 44.100 worst value: 214	In progress	**Android Downloads:** 1666 total since release of app Monthly maximum: 438 (July 2021) Monthly minimum: 12 (April 2021) **iOS Downloads:** 1048 total since release of app

			Monthly maximum: 273 (Mai 2021) Monthly minimum: 10 (April 2021)
number of new users (compared to those using the previous app)	10.000	In progress	Android users = 550 iOS users = 368 (October 2021)
number of users using a specific function	-	In progress	Summer holiday ticket check function was used 789 times (max. no. 396 in July 2021) Take-me-there function was used 1468 times Map (incl. live map) was opened 27 747 times
number of tickets sold through the app	210 students from two Grammar Schools 4 young adults in an Inhouse-Workshop	Not achievable	Tickets cannot be bought via the app and therefore this form of quantitative analysis is not possible.
number of youths involved in the youth workshops (D.T1.4.1) and raised awareness for the pilot service	-	In progress	10 young people aged between 10 and 25
young users' level of satisfaction (e.g. score scale to be defined) of the YOUMOBIL service collected during the youth workshops	-	In progress	3,4 (on a scale of 1 to 5)

In addition to the previously defined KPIs, during the pilot in was possible to monitor the total number of users per month of INSA YOUNG compared to the number of Android and iOS users.

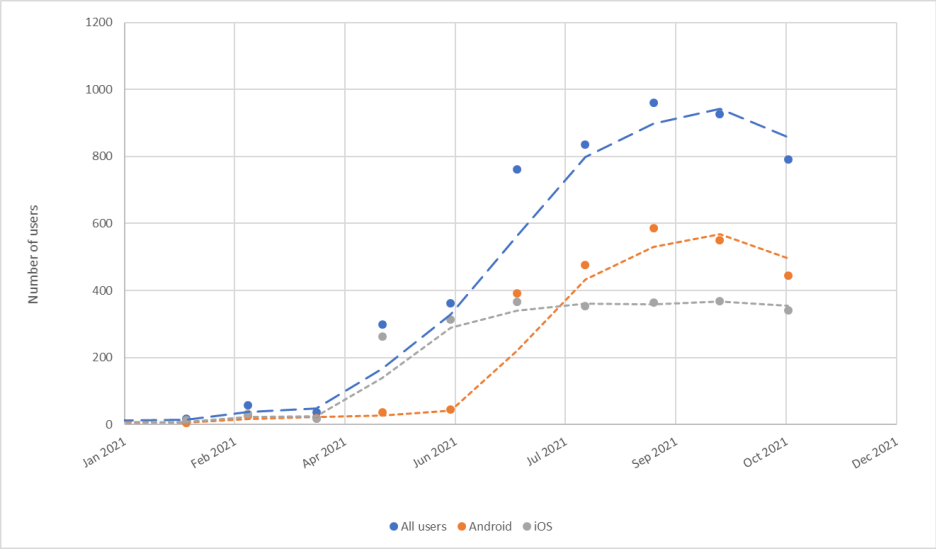


Figure 1 - Total number of users per month of INSA YOUNG compared to the number of Android and iOS users

INSA YOUNG has received very positive reviews in the Google Play Store as well as Apple's app store. In both stores the rating has an average above 4 out 5, with the rating in the app store being 5 out of 5 and in the Google Play Store 4.4 out of 5.

2.2 Croatia

The goal of the pilot is to increase mobility of young people living in rural areas near the Croatia's capital and to provide them with a new railway service and real-time traffic data.

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.

The key aspects to be monitored were whether the proposed services have met the mobility demand of young people living in low-density or rural areas around the city.

In the following table a more exhaustive list of the KPIs used and an update of their status is given.

Croatia			
KPI	**EXPECTED IMPACTS (estimated in D.T1.2.7)**	**State in January 2021 (estimated in D.T1.3.3)**	**State in November 2021 (estimated in D.T1.3.6)**
number of passengers per trip	15	9 is the average number of passengers per trip (the data are from 10/2020, before lockdown).	n/a Pilot has ended in July 2021 Passenger counting was conducted

		The number of passengers per trip in February 2021 was 7.	in January 2021 and second one, one week after pilot finalization.
number of passengers per week/month	120	72	n/a Pilot has ended in July 2021
number of youths involved in the youth workshops (D.T1.4.1) and raised awareness for the pilot service	20	589 following the FB page with news about the pilot posted. About 150 young people introduced to the pilot directly on railway stations Zagreb and Dugo Selo, in July 2020 (project promotion and pilot service raising awareness campaign)	Number of youths involved in the youth workshops (D.T1.4.1) and raised awareness for the pilot service: 21 + 11 + 7 + 32 = **71**
young users' level of satisfaction (e.g. score scale to be defined) of the YOUMOBIL service collected during the youth workshops	4 on scale 1 to 5		Young users' level of satisfaction of the YOUMOBIL service collected during the youth workshops: 32 answers, average score (for railway transport in Croatia in general) is 3,2/5, all the respondents expressed their wish that the service of night trains continued

2.3 Mazovia

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 c. 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 key aspects to be monitored to verify the success of the pilot was to check the interest of young people about the introduced loyalty program, seeing if there was an increase in passengers in the age range of 13-26 years.

In the following table a more exhaustive list of the KPIs used and an update of their status is given.

Mazovia			
KPI	**EXPECTED IMPACTS (estimated in D.T1.2.7)**	**State in January 2021 (estimated in D.T1.3.3)**	**State in November 2021 (estimated in D.T1.3.6)**
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	21 young people responded at the survey
young users' level of satisfaction (e.g. score scale to be defined) of the YOUMOBIL service collected during the youth workshops	We adopted the following evaluation of the YOUMOBIL project: (grade 1-5) - 1- very bad, 2- bad, 3 - sufficient, 4 - good, 5 - very good. We assume achieving at least a good level of satisfaction.	a survey on satisfaction with the YOUMOBIL project was not carried out	4.3 average value obtained

2.4 South Moravia

The pilot action is focused on improving the app POSEIDON, which 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.

During the YOUMOBIl project was improved the e-shop IDS JMK (the Integrated transport system of the South Moravian region), which is mostly used to purchase prepaid tickets. The E-shop was translated to English language. Also, chatbots were implemented in the e-shop IDS JMK and in the web IDS JMK. The chatbots are customer support live chat service.

The key aspects to be monitored to verify the success of the pilot have been the following:

- To check if the new app has targeted new users or if there has only been a change of users from the existing app to the new one. The goal is to expand the user group with the new app;
- To check whether the new app was able to change user behaviour regarding the ticket purchase via app and the usage of the PT system;

In the following table a more exhaustive list of the KPIs used and an update of their status is given.

Kordis			
KPI	**EXPECTED IMPACTS (estimated in D.T1.2.7)**	**State in January 2021 (estimated in D.T1.3.3)**	**State in November 2021 (estimated in D.T1.3.6)**
number of app downloads	Improvement of possibility to buy tickets After 6 months: 1,000 at the end of the pilot test: 2,000	It is not the end of the pilot. But due to the COVID we do not expect such rapid growth of downloads as originally expected.	3,000
number of new users (compared to those using the previous app)	New young users After 6 months: 2,000 at the end of the pilot test: 3,000	With the other services as the app, we already have this amount achieved > 2000 in 6 months	3,500
number of tickets sold through the app	Increase of revenues After 6 months: 10,000 tickets sold	Due to the COVID stagnation, less tickets sold	80 000 tickets sold, the number of tickets sold increased by 60% compared to the number of tickets sold during the lockdown.

	at the end of the pilot test: 15,000 ticket sold		
number of youths involved in the youth workshops (D.T1.4.1) and raised awareness for the pilot service	Better accommodation of youths' needs 20 youths involved	We plan to organize the workshops in summer 2021	25 Youths have registered
young users' level of satisfaction (e.g. score scale to be defined) of the YOUMOBIL service collected during the youth workshops	Low: 3 (scale 1-5)	We plan to organize the workshops in summer 2021	Score: 4

2.5 Modena

The main need to be met in the pilot in Modena is to provide a mobility service to young people in periods (the evening hours of the weekend) in which the public transport offer is practically absent.

The key aspects to be monitored to verify the success of the pilot are the following:

- To verify whether the proposed services will represent a response to the demand for mobility for young people who live in low-density or rural areas around the city;
- To check if this type of service can represent a good compromise between its costs and its use;
- To discover which level of satisfaction will have the access to a public transport service only in a dematerialized way through an app that will allow booking and payment;
- To collect information on movements in time slots that are normally not covered by public transport services dedicated to suburban areas.

Due to restrictions caused by COVID-19, which initially included a curfew during evening hours, aMo's proposed service was launched in December 2022, at which time some restrictions were still in place (e.g. the taxi occupancy rate was reduced to 2 people). This is why the pilot's KPIs were only monitored in March 2022, 3 months after start-up.

aMO MODENA			
KPI	**EXPECTED IMPACTS (estimated in D.T1.2.7)**	**State in January 2021 (estimated in D.T1.3.3)**	**State in March 2022 (estimated in D.T1.3.6)**

number of app downloads during the YOUMOBIL pilot period	200	As the pilot project has not started yet, it was 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.	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		13
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		21
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		Score: 3.8
Number of persons that used the service			7
Number of trips per person			1,85
Avreage age of subscribers			27,6
Average age of travellers			21,9

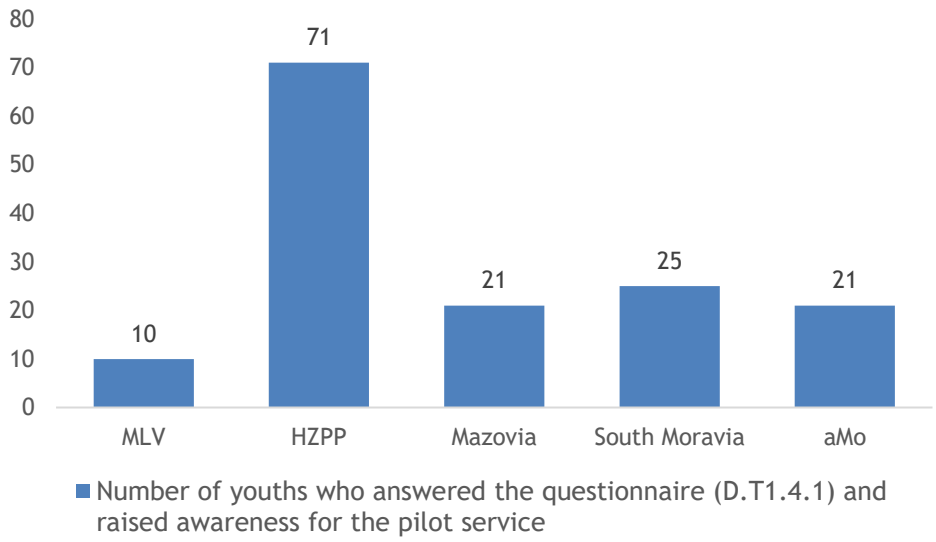
2.6 KPI analysis

Due to the differences in the solutions implemented in the pilots, the only common KPIs are the more general ones:

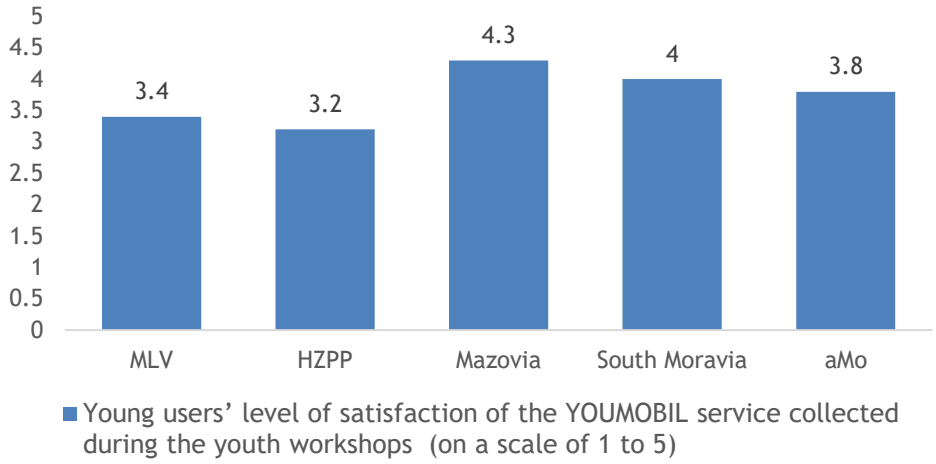
- The number of youths involved in the youth workshops (D.T1.4.1);
- The young users' level of satisfaction of the YOUMOBIL service collected during the youth workshops (on a scale of 1 to 5, where 1=very bad and 5=very good).

For these KPIs, a comparative analysis of the different pilots was therefore carried out.

As shown in the graph below, it can be seen that the objective of involving at least 10 young people per pilot was achieved, and a total of 148 young people took part in the workshops.



The second graph shows the comparison between the degree of satisfaction of the solutions implemented in the different pilots: overall the ratings vary from a maximum of 4.3, for the Loyalty program implemented in Poland, to a minimum of 3.2, for the night trains implemented in Croatia.



A general consideration regarding all KPIs concerns the achievement of expected impacts: for almost all, it was impossible to achieve the target values due to the advent of the COVID-19 pandemic, which has caused a radical change in the mobility ecosystem and in the users' behaviours, especially penalising local public transport services.

The pilot carried out by HZPP, i.e. the night trains from Zagreb to Dugo Selo, suffered greatly from the COVID-19 pandemic, indeed on average were registered only 9 passengers per trip.

The pilot implemented by Mazovia was also affected by the pandemic situation, with only 69 young people registered in the loyality programme during the pilot experimentation period, compared to the 300-500 initially estimated.

The pilot that seems to have suffered the least from the effects of the pandemic is the KORDIS pilot, where all the KPIs measured in November 2019 are better than those initially assumed: the POSEIDON app has been downloaded 3000 times, gathering a lot of new users.

The INSA YOUNG app also recorded a similar number of downloads: 1666 from Android and 1048 from iOs, for a total of 2714 downloads.

3. Feedback workshops

Between July 2021 and December 2021, youth workshops have been carried out by pilot partner to raise awareness for their services and software/mobile apps solutions and to collect feedback from youth living in rural areas.

HZPP (Croatia) organised an online questionnaire via GForm, with a target group composed of Youth Council members of Dugo Selo and their friends. HZPP decided on a flash questionnaire, in Croatian language, during the weekend, when most of young people have more time, so it was opened on Friday 2/7/2021 and closed on Monday 5/7/2021. A representative of HZPP explained the goals of this survey to a couple of key actors in the Youth council (via phone) and was available for questions during the survey.

In **Saxony-Anhalt (MLV)** two workshops were organised, that took place on 15th and 16th December. Due to the ongoing pandemic the workshops were held online with a videoconferencing tool. In total 10 people participated who wee aged between 11 and 25. The workshop has started with a small introduction to the project and the pilot. After this, the participants filled out a questionnaire with the questions that can be found above. The answers that the participants gave were used to spark discussions and gather more detailed feedback of the pilot.

KORDIS organized a workshop on 27 October within transnational youth summer camps in the KORDIS premises. In total, 16 young people took part and answered the questionnaires. Moreover, 9 other youths were chosen and given the questionnaires. In total, there were 25 answers.

Due to the evolution of the pandemic situation, **Mazovia** couldn't do any workshop. However, it was possible to collect useful feedbacks thanks to diffusion of an online web survey. In this way, 21 valuable feedbacks were collected.

aMo disseminated an online web survey to all the users who signed up to the Youmobil app. 21 feedbacks were collected. Furthermore, five of those participants decided to participate at an online workshop, carried out on March 9.

The questionnaire, addressed to youths, is structured into two parts:

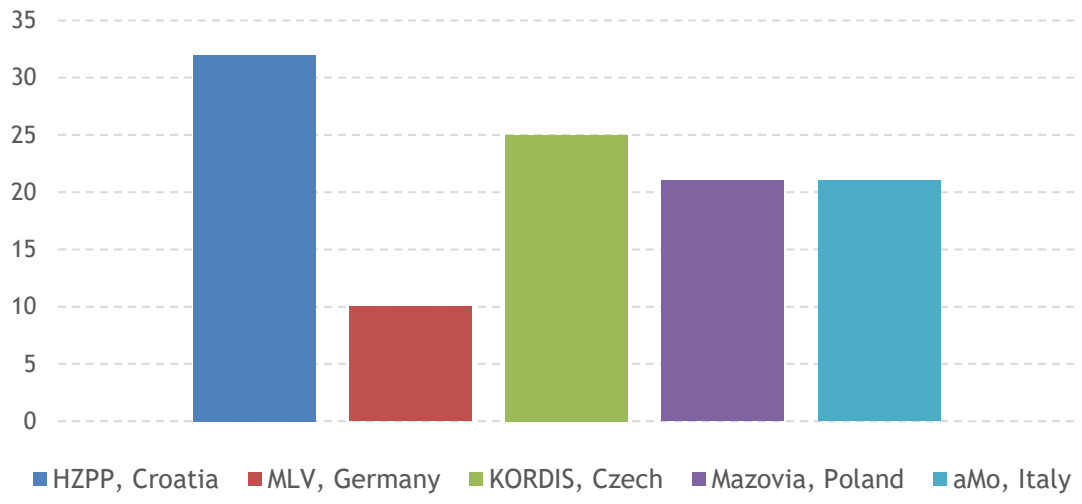
- a set of «standard» questions for all pilots, to get coherent data for the report,
- some specific questions for each pilot.

3.1 Standard questions to all pilots

In this chapter a summary of the most relevant standard questions and the responses from young people are reported, comparing the results obtained for the different pilots. The questions from 1 to 10 are closed questions while the others are open-ended questions. For the first ten questions, a possible elaboration of the data obtained is done and is integrated by a brief comment. The remaining open answers are briefly commented, reporting each partner's overview.

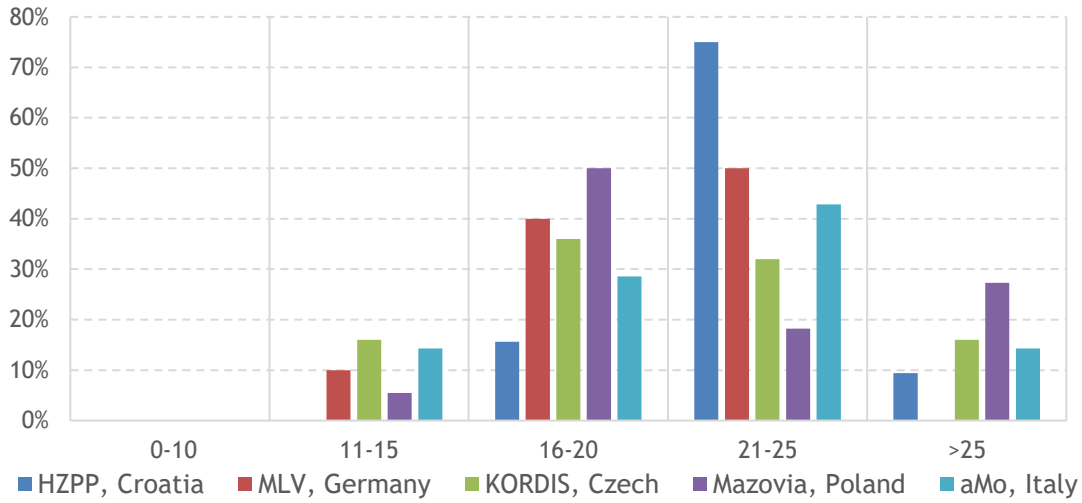
0. In which country do you live in?

Each partner involved local users. In the figure below it is possible to see total amount of responses obtained by each partner and, consequently, by country. There were received from a maximum of 32 responses from HZPP partner (Croatia) and a minimum of 10 responses from MLV partner (Germany)



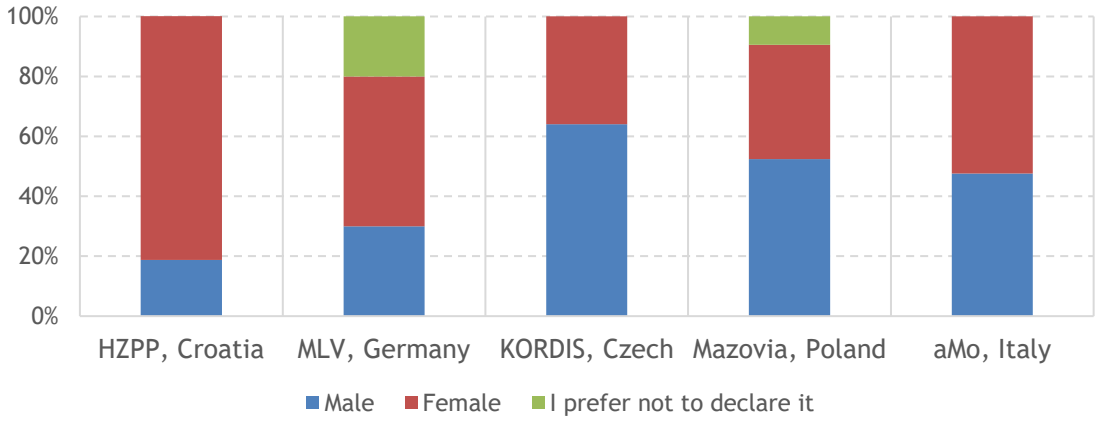
1. Please indicate your age category

The survey is addressed mainly to young people living in rural areas, so all partners have respected the target group. As can be seen by the graph below, the majority of answers were, indeed, from the age group between 21 and 25, followed by 16-20 age group.



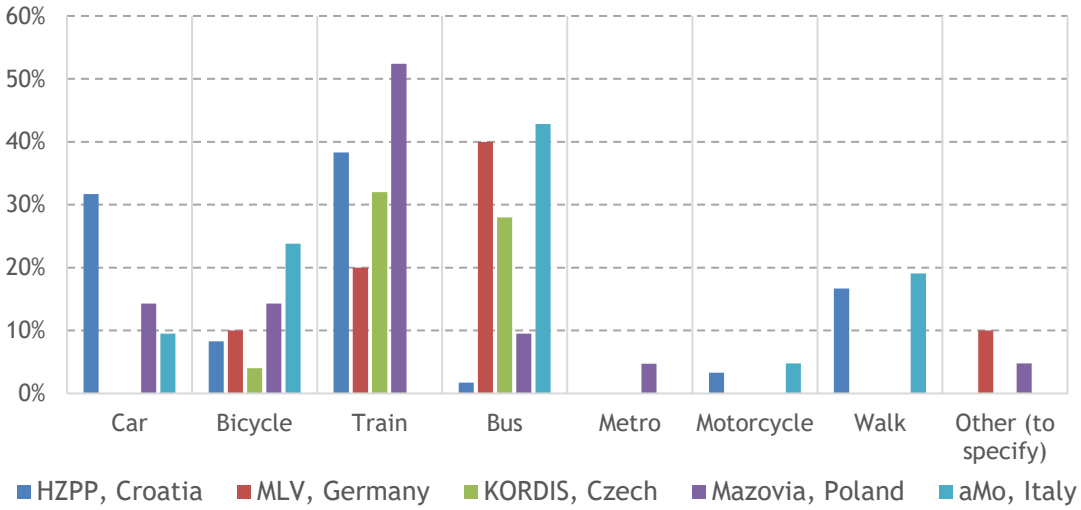
2. Please indicate your gender

In this case, there are registered some disparities in dissemination, as could be seen in the graph below, especially from HZPP, in which the majority of answers were from people that declared as “female”, and from KORDIS, in which the majority of respondents declared themselves as “male”. However, Almost a parity of gender declaration was registered from aMo respondents.



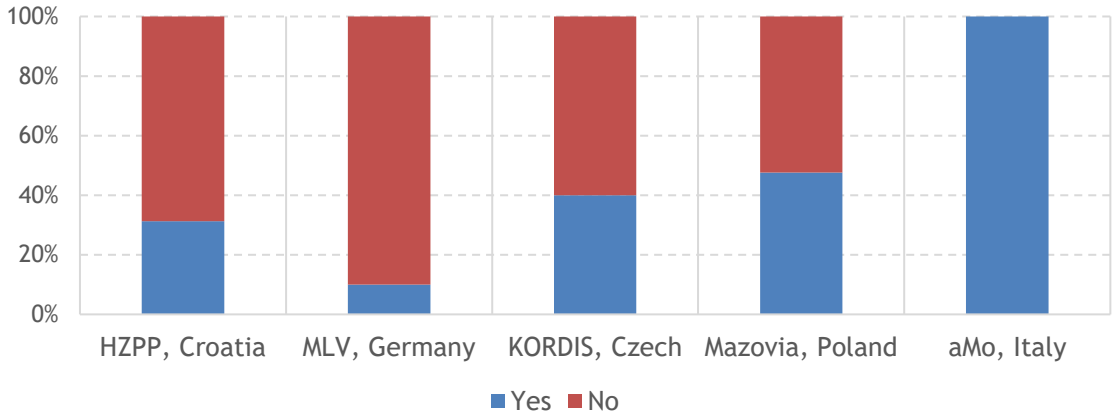
3. What is the main mean of transport you use in your city?

The majority of users declared that the main mean of transport is train, for example 52,4% of respondents of Mazovia or 38% of Croatians declared it as the main mode of transport. This is not true from the answer received by MLV and aMo partners, in which 40% and 43% of the respective respondents declared "bus" as the main mean of transport.



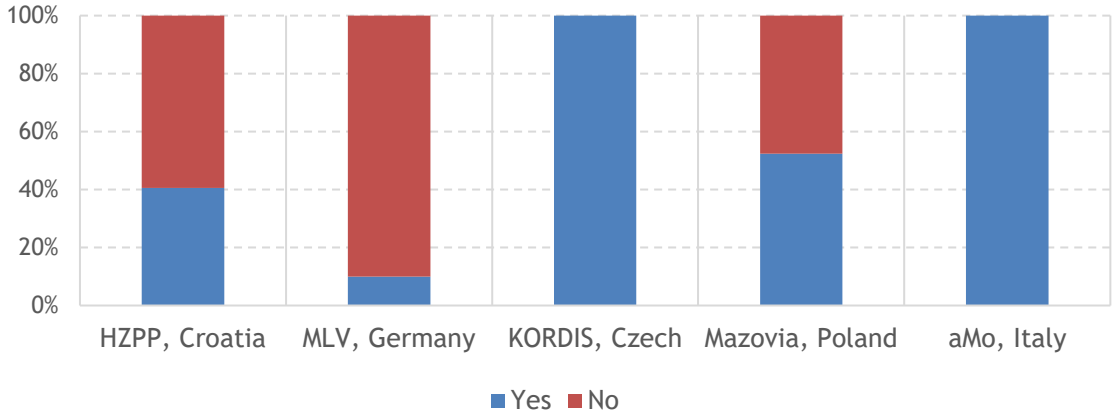
4. Did you hear about the YOUMOBIL project?

In this case, the differences between partners are evident. Generally, the users interviewed do not know "Youmobil" Project. For instance, only 10% or German respondents has an idea about Youmobil Project, and the other partners have similar statistics (as it is possible to see in the figure below). There is one notable exception, in which all the Italian respondents declared that knows the project. This could be explainable because in this case the partner disseminated the survey to users that have been registered for the local pilot project, which commercial name was, precisely, Youmobil. Therefore, it is possible to assume that for them the question did not have the same meaning as for the other respondents.



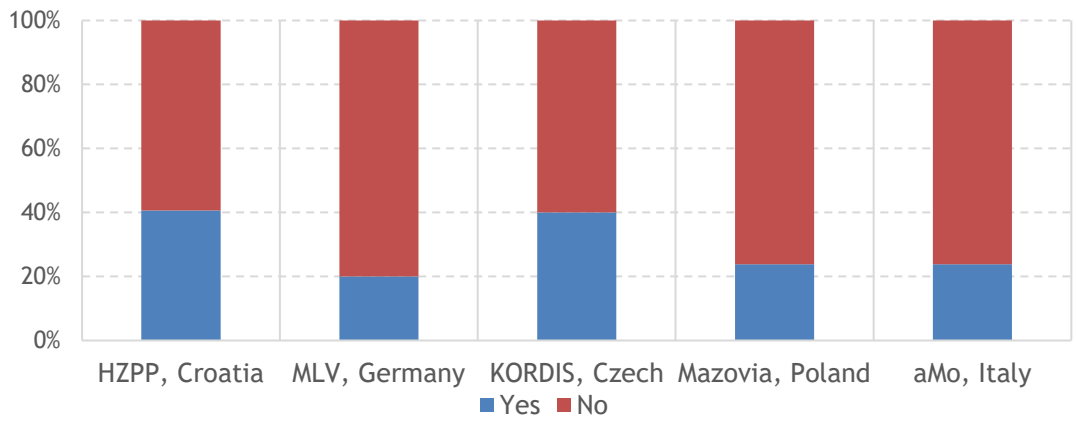
5. Did you hear about the [night train/POSEIDON app/INSA young app/ loyalty programme/DRT] service?

This question is personalized for each partner / pilot project, indeed was asked only about the project of competence. Also in this case there are some disparities have been found. There is a minimum of 10% of positive answers of MLV and a maximum of 100% of KORDIS and aMo. This could be explainable by the different policies of dissemination adopted by each partner.



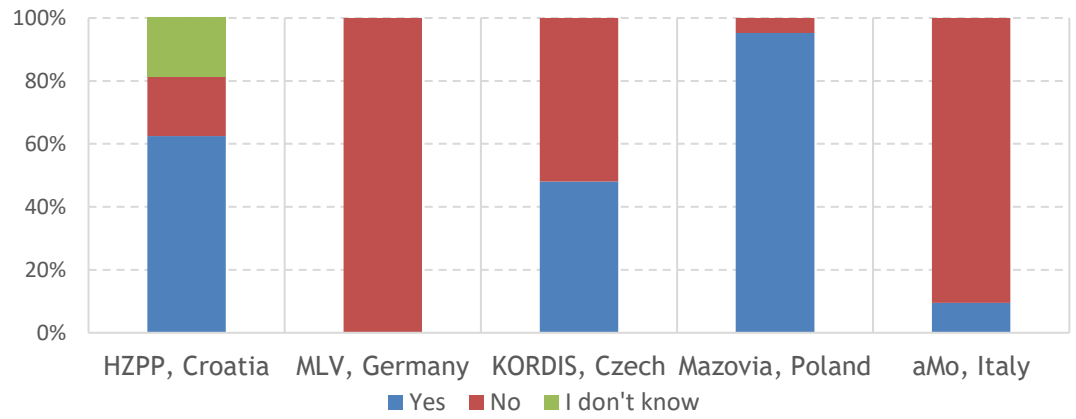
6. Have you ever used the night train/POSEIDON app/INSA young app/ loyalty programme/DRT service?

In this case, no major differences have been registered. The positive answers ranges from 20% to 40%.



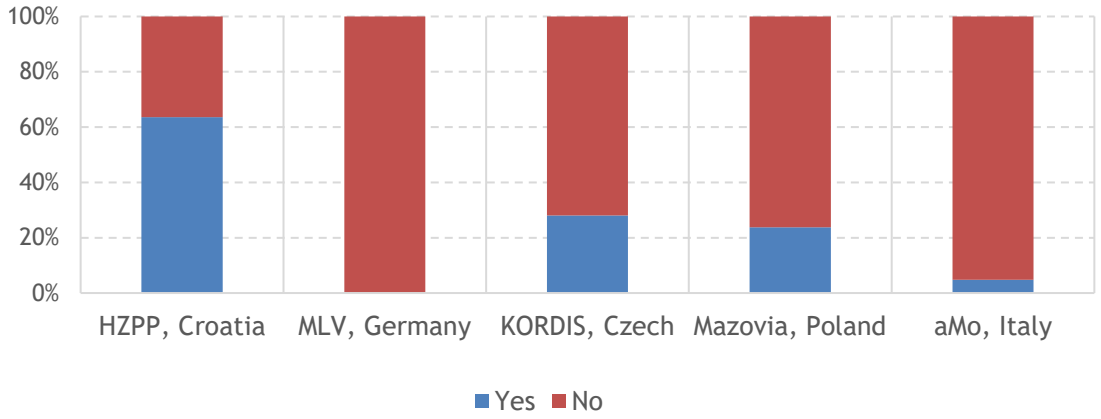
7. Have your friends/family ever used it?

The heterogeneity of the answers is much marked. As it is possible to see in the figure below, there is a minimum of 0% positive answers registered by MLV partner, and a maximum of 95% positive answers obtained by Mazovia.



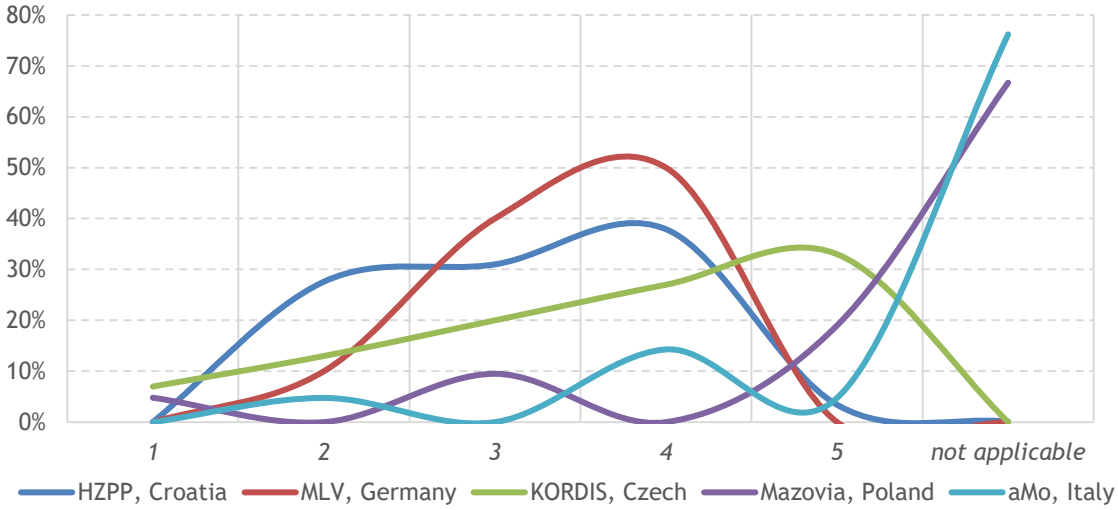
8. Has using this service/solution become a habit (either regular or occasional) for you?

The trend of the answers, except for Mazovia, is pretty similar as those obtained in the previous question. There is a minimum of 0% positive answers by MLV and 5% by aMo, and, in this case, a maximum of 64% positive answers by HZPP – users from Croatia.



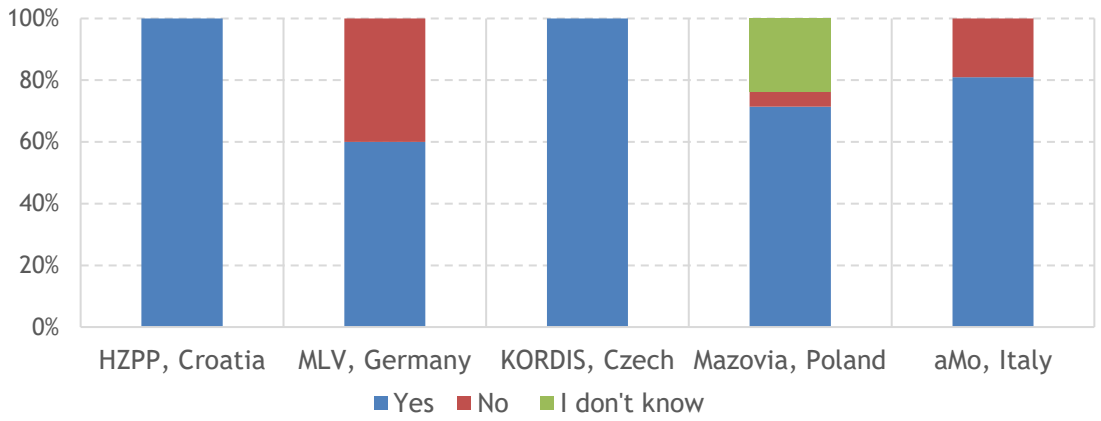
9. What is your level of satisfaction in using it?

The satisfaction trend, about the partner's pilot, registered among the various partners' workshop is very heterogeneous. With the help of the graph below, it is possible to see that there are two major groups of answers. The first, with a majority of "not applicabile" answers, including aMo and Mazovia, and the second in which is the majority is between the evaluation numbers. For MLV the top is between 3 and 4 out of five, for HZPP the curve is flattened, but there is a positive evalutation, as the top is near 4, and this is also for Kordis, with a more flattened curve, but the top of it is closer to 5 out of 5.



10. Do you think it should continue after the end of the YOUMOBIL project?

In any case, the entire partner group registered a good opinion about, with close to 100% positive answers. The exception is only for MLV that have a more negative opinion, with 40% negative answers. There are 20% negative opinions for aMo. For Mazovia there are 71,8% positive, 4,8% negative and 23,8% of the respondents have not an opinion.



11. Did you have difficulties using the service? If yes, which ones? (Open question)

In **Croatia**, the majority of young people said they had no difficulties or did not use the train. The only difficulty that emerged with regard to the pilot was the time at which the service is provided, as young people felt that the train leaves Zagreb to Dugo Selo too early, forcing them to return home before the parties are over.

The young people involved by **MLV - Germany -** said they did not have any particular difficulties in using the app, but recommended making some of its functions more visible.

In **South Moravia** 68% of respondents do not find using the POSEIDON app difficult.

In **Modena** the majority of answers are related to the low quantity of trips available in general, especially in late hours, then are about low number of places available in each trip.

Mazovia's users find difficult to know how and where was possible the activation of the program, indeed this was known as one of the difficulties against the success of the pilot, and it became as one of the lesson learned by partner to improve his services. Another user expressed his unfit about loyalty points program in general.

12. Do you think it should be expanded/improved? (Open question)

In **Croatia** most of the respondents reiterated that it would be necessary to increase the number of trains, both during the day and at night. According to the young people, other improvements could be made to the railway infrastructure or automated level crossing programmes could be implemented to effectively reduce congestion.

According to young people, to improve the **INSA YOUNG** application could be developed:

- Dark mode
- Some tutorials on the main functions

With regard to the **POSEIDON app**, the improvements proposed by the young people were as follows:

- Dark mode
- The app could include more information on detours
- The app could include a mode in which default station names are remembered

By **aMo** answers collected the improvements are:

- More covered nights
- More bookable seats
- Expanding the service to other rural village

In addition, **Mazovia**'s users agreed to expand the area of operation of this service including the entire area of operation of Koleje Mazowieckie Company or, at least, to include the Warsaw metropolitan area.

13. Do you think it improve users' travel experience? What benefits has it brought you? (Open question)

According to the young Croats, the solution implemented by **HZPP** has brought great benefits in terms of sociality and sustainability, allowing them to choose the train over the private car, even for overnight trips from Dugo Selo to Zagreb.

The application implemented in **Saxony Anhalt** has brought several benefits, in particular young users are satisfied with the easy overview provided by the app, the good visibility of public transport in the surroundings and the speed and simplicity with which they can receive information and book certain services (e.g. DRT).

For users in **South Moravia**, the POSEIDON application has also brought many benefits, in particular:

- The current location of buses can be seen
- It is easy to buy a ticket via the app
- It allows to view all timetables in one place
- It shows information in real time

According to **Italians**, two major benefits were developed, the first, for the majority of respondents is that the pilot provided a new travel possibility, which is welcome, and the second benefit appreciated is related to the ease of making reservations and payments.

For **Mazovia**'s respondents, there are three major benefits, which are:

- Saving money
- Incentive to use rail transport as a first choice when planning a trip., instead of the private one
- Satisfaction since is an innovative service for the region: it is the first rail loyalty program in Poland.

14. What is your opinion on public transport in general? (Open question)

In **Croatia**, young people believe that public transport in general can be improved, especially with regard to the reliability of the service (particularly rail services). Some users also believe that the services are too expensive compared to what they offer.

The young inhabitants of **Saxony Anhalt** generally consider that the service is very good in the city, but that it can be improved in rural areas (currently characterised by low frequencies, poor network coverage, lack of flexibility).

In **South Mazovia,** young people are enthusiastic about public transport services, a strength that emerged from their answers concerns the integration of different modes of transport.

In **Italy**, from the workshops of aMo emerged that they should be extended to the evening, but the majority of respondents said that it is already acceptable and adequate.

The general opinion of the respondents from **Mazovia** is quite positive. Sometimes it is the best way for mobility. However, there are some observations regarding crowding, the low frequency of services, and the lack of predictability of these ones. Delays and lack of integration of the services are problems that they should be resolved.

15. Has COVID-19 changed the way you move in your city? If yes, how? (Open question)

Concerning this question, about 2/3 of the **Croatian** respondents said that they had changed their mobility needs: as the number of face-to-face activities had decreased, the need to travel had also decreased. In addition to differences in the frequency of travel, a small part of the young people stated that, when possible, they prefer to limit the use of public transport and to travel by private vehicle.

Also in **Saxony Anhalt**, about 50% of young people said that they had changed their mobility habits: in particular, young people started to move around the city by bike, scooter or skateboard.

In **South Moravia** 68% of respondents said that covid-19 had not changed the way they moved around the city. The remaining 32% of young people stated that because of the online lessons they had limited their number of trips, and that it happens more frequently to be accompanied in the city by their parents' car.

In **Modena**, the 47% of young people had a negative opinion. Covid-19 did not changed the mobility of users around the city. Anyway 29% of respondents declared that used public transport less, and the remaining part looked for alternatives.

For **Mazovia** respondents there are three major groups. The first that walks more and travels less, the second that did not changed their transport habits and using public transport when possible and the third that avoids crowded vehicles.

3.2 Specific questions for each pilot

Some pilots decided to supplement the questionnaire with some specific questions about their pilot in order to get a more comprehensive view of the expectations/feedback of young people. An analysis of the most significant answers is given in the sub-paragraphs below.

3.2.1 Saxony Anhalt

The German pilot decided to add four questions to the questionnaire:

1. What do you like the most in INSA YOUNG and why?
2. What do you like the least in INSA YOUNG and why?
3. How satisfied are you with the following functions (Reachability layer, Schülerferienticket-Check, Digital Booking of on demand buses, Take-me-there, POIs, Bicycle routing) ? (rate from 1 to 5)
4. Any further feedback?

In response to the first question, the young people generally answered that what they liked most about the INSA YOUNG app was the possibility to configure the home screen with the most used functions. Among their favourite functions (comparing the results of question 1 with those of question 3) the young people included:

- Take me There, an easy-to-use trip planner;
- Schülerferienticket-Check, a function to allow user to verify the validity area of the student summer holiday ticket.

The aspects that users liked least were the complexity of the application: young people stated that the interface was not very intuitive and that it was difficult to get familiar with all the functionalities.

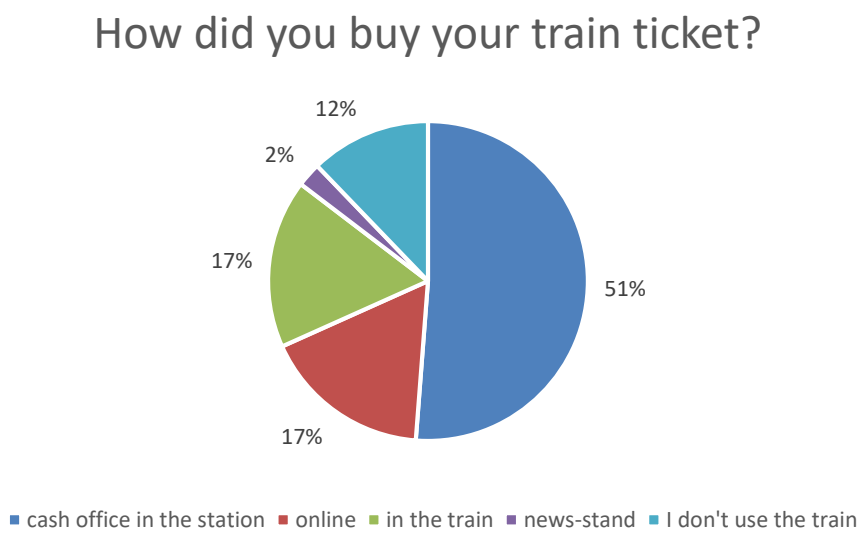
Users also reported that it would have been better to integrate the new functionalities into the existing INSA app, rather than having two separate apps. Possible future developments include adding the ability to buy public transport tickets directly from the app.

3.2.2 Croatia

The Croatian pilot decided to add three questions to the questionnaire, with a major focus on the trains:

- How did you buy your train ticket?
- What is your opinion about the ticket price?
- What is your opinion about railway in general? (Open question)

As can be seen from the graph below, the young people reported that they mainly buy their train tickets at the HZPP offices in the station (51%). However, 17% of users say that they buy train tickets online or directly on the train, 12% do not buy train tickets as they do not use the train as a means of transport and only 2% buy tickets at the news-stands.



More than half of the respondents (53%) say that the price at which train tickets are sold (13,60 HRK per direction, app. 1,80 EUR per direction) is realistic.

In general, young people believe that the trains are an essential means of transport for travelling in Croatia, but that the infrastructures and the reliability of the service must be improved (about 70% of respondents cited train delays as negative aspect).

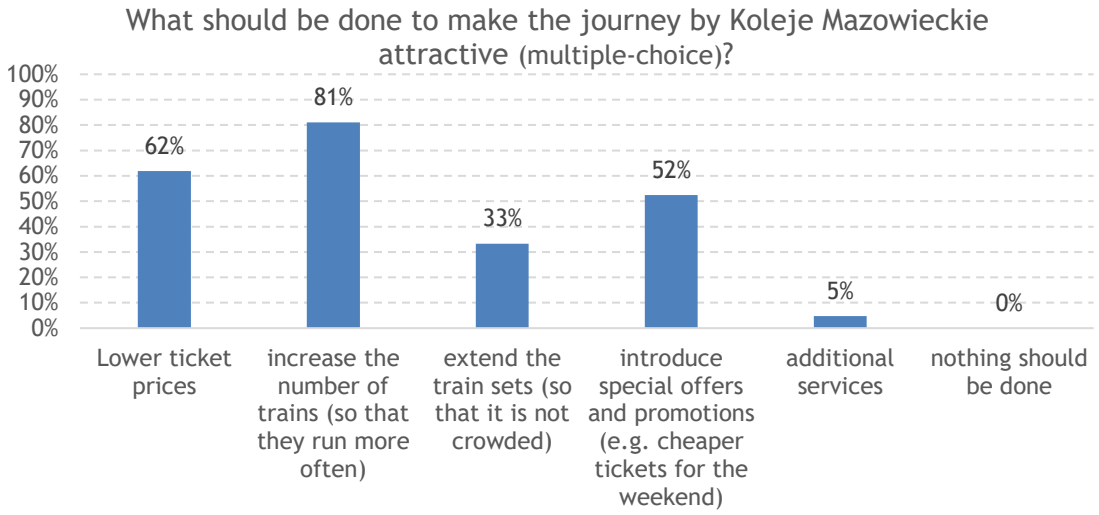
3.2.3 Poland

The Polish pilot decided to ask two additional questions in the survey, in order to understand which are the most important improvements regarding rail transport in general and the pilot project sfecifically:

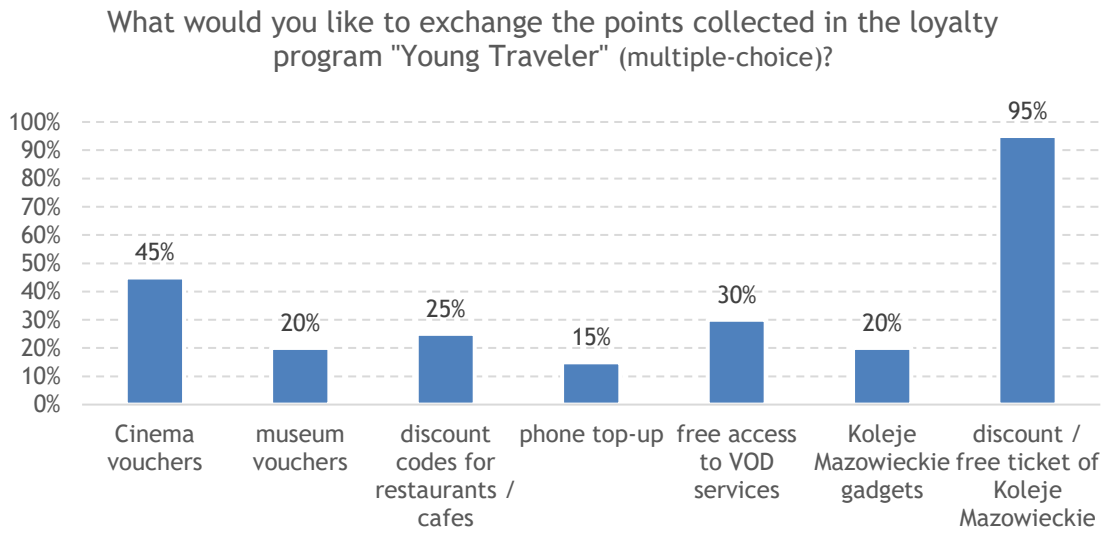
- What Koleje Mazowieckie should do to make the journey attractive?
- What would you like to exchange the points collected in the loyalty program "Young Traveler"?

Both are multiple-choice question, therefore, the sum of the choices is greater than 100%.

For the first question, it is possible to see in the graph below that the vast majority of respondents would like to increase the frequency of rides, with 81% of choices, and then the travel cost is a topic really cared by users. Indeed, “lower ticket prices” was chosen by 62% of respondents, and “introducing special offers and promotions” by 52% of respondents.



For the latter question, almost all respondents, 95%, would like to exchange point collected in the "Young Traveller" loyalty program with discounts or free ticket of Koleje Mazowieckie. Then is followed by exchanging with Cinema vouchers, with 45% of users that would like to have this possibility. The other measures like "Free access to Vod services", "Discount codes for restaurants / cafes", "Museum voucers", Koleje Mazowieckie gadgets", "phone top-up" where chosen from 30% to 15% times. The results could be seen in the histogram below.



4. Conclusions

There has been many efforts to best implement each part of the project that has been set out.

Since these are pilot projects concerning the mobility of young people, the pandemic has not helped to make at best the execution of the projects. The inherent prolonged reduction of the mobility and the consequently change of mobility did not helped. The results, as saw in

“monitoring criteria”, are evident: some projects had lower results than expected, and clearly the pandemic restrictions contributed, but other have respected, if not exceeded, the expected goal.

In addition, given the situation, there was a need to do online workshops, rather than face-to-face ones. This did not contribute positively to the collection of feedbacks from users, but in any case the various partners have obtained important food for thought, in order to improve both the proposed pilot and the service provided in general by each one.

The benefit of this project is, in fact, to guarantee a space for comparison between supply and demand, to do things in a better and appreciated way. It is important that partners continue to innovate, providing innovative used and useful services and, in these spaces, new ideas can be tested and created.

Advices were received to make the various apps developed even more user friendly, improve the communication of the pilot and in general of the partner. Users must be fully informed of all the possibilities that are created. Moreover, making the use of services easier are some of the most important lessons learned in these appointments and treasured. The other most important lessons are best shown within Deliverable T1.6.4

Each partner had the opportunity to understand if he was able to meet the needs of users, albeit with a partial verification, and understand how he can improve in the future.

Overall, as the results of the surveys confirm, the vast majority of users appreciated the innovation provided by the project, in the different aspects experienced by each project partner.