

Output factsheet: Pilot on low carbon mobility management Version 1

Project index number and acronym	CE 1074 - LAirA
Lead partner	Municipality of 18th district
Output number and title	O.T2.3 - Pilot on low carbon mobility management - ITS tool application and awareness raising campaigns
Responsible partner (PP name and number)	PP4 Regional Government of the Mazowieckie Voivodeship
Project website	https://www.interreg-central.eu/Content.Node/LAirA.html
Delivery date	30.01.2020

Summary description of the pilot

A carpooling platform was one of the instruments chosen to influence the travel behaviour of Warsaw/Modlin airport employees. The objective of the application was to encourage employees currently commuting individually in their own cars and going to the same destination, to share their cars with their colleagues in order to reduce the number of cars used within and outside of the airport. The goal was achieving behavioural change among employees and environmental benefits for the airport FUA.

The pilot was preceded by market research. Four carpooling platform providers were identified and contacted in order to obtain information about available functionalities, prices, terms and conditions, as well as data protection policies. Based on the information collected, public procurement documentation was prepared.

As a result of the market research, the company “Fabryka w chmurach” was chosen as a service contractor. The company adjusted its own platform, “ByTheWay,” to the requirements of the pilot, in particular by adding a statistical module and providing relevant visual identification. The platform was used on a non-exclusive license, its owner was Fabryka w chmurach Sp. z o. o. which won the public procurement for the provision of the platform. Payment for the platform was made once directly after the launching of the platform and on a monthly basis after that, from June to December (6 months). The purchaser was the Mazovian Office of Regional Planning in Warsaw. All IT related issues were the subject of the contract and thus the responsibility of the contractor.

The subject of the contract consisted of:

- implementation of and access to the application;
- provision of service care;
- presentation of the application at the Warsaw/Modlin airport;
- provision of reports on the use of the application.

The application had the following functionalities:

- creating an account with any e-mail address;
- collecting information about the current means of transport (car, public transport, bike, other) and the car's brand, model, year of production and car engine type during the registration;
- offering and searching for shared rides;
- automatically suggesting shared rides;
- sending and receiving messages from other platform users;
- calculating the estimated cost of a shared ride;
- a statistical module to measure key performance indicators (KPIs).

The application was available for airport employees for 6 months from the signing of the contract. Every month, the contractor provided a report on the application's functioning. According to the data received over 6 months, 11 new users registered in June, all of whom were passive users. None of the people registered that month closed their account. Five people declared themselves as drivers and a total of 10 trips were added. Unfortunately, there were no matched journeys, therefore the values of the other indicators (e.g. vehicle occupancy rate, CO₂ savings and the number of parking spaces saved) were also 0. In summary, an analysis of all six reports received from the Fabryka w chmurach company indicates that employees of the Warsaw/Modlin Airport were not interested in using the ByTheWay application for joint commuting.

In the meantime, an awareness-raising campaign for employees was organized. It consisted of meetings, leaflets and posters, communicating with employees via e-mails and intranet as well as a workshop for the employees, concerning the functionality of the application.

At the beginning, on May the 8th, 2019, a meeting concerning the application with representatives of the Warsaw/Modlin Airport was organized, during which the forms and time of the campaign for employees were agreed upon. Two stages of the campaign were planned.

In the first stage, the airport management team mentioned the pilot during various meetings with employees at the airport. In the second stage, which followed the selection of the carpooling application provider, a more detailed campaign took place. This included informing employees via e-mail and intranet, posters in relevant zones, and leaflets put behind windshield wipers. All the materials were prepared by the LAirA team and the instructions were provided by the carpooling provider.

On June the 5th, 2019, the carpooling platform for Warsaw/Modlin airport employees was presented in a conference room at the Tor Modlin in Nowy Dwór Mazowiecki. The meeting was organized by Warsaw/Modlin Airport and the Mazovian Office of Regional Planning. Representatives of all the companies operating at the Warsaw/Modlin airport were invited. Among those present were employees of companies and institutions functioning at the airport: the Border Guard, Currency-Express, Customs and Fiscal Service, G & K Komputer, Orlen Aviation and Smart Jet. The application was presented by a representative of the Fabryka w chmurach company - the provider of the service on the ByTheWay internet platform. The presentation included the characteristics of the carpooling platform and instructions on how to use it. During the meeting, the participants were given posters and leaflets to distribute among other employees.

Materials concerning the awareness raising campaign are annexed to the output factsheet.

NUTS region(s) concerned by the pilot (relevant NUTS level)

Country (NUTS 0): PL
Region (NUTS 2):
PL12, Mazowieckie

Expected impact and benefits of the pilot for the concerned territories and target groups

Thanks to the pilot, despite the low interest of employees in the actual use of application, the awareness of people involved concerning low-emission transport increased. The application played an educational role and inspired employees to commute with colleagues, even without needing to use the app to arrange joint rides. Since the Warsaw/Modlin airport is a small airport and people know each other, they tend to communicate personally, i.e. it is not necessary to use the application to get in touch concerning joint commutes.

Sustainability of the pilot and its transferability to other territories and stakeholders

The pilot is not planned to be prolonged, but its results will be taken into account when designing and implementing similar solutions in the future. The pilot can serve as an example of effective planning and implementation of ITS solutions for organizations and institutions involved in planning transport systems. The pilot is also a contribution to the implementation of the LAirA project. In order to promote the experience gained during this pilot action among other stakeholders and territories, its results were presented during the seminar organized in Vienna and the final conference in Budapest. The pilot was also mentioned in the *Concept of strategic actions in the field of low-carbon accessibility of the Warsaw/Modlin Airport* and its outcomes were presented during the dissemination event organized in Warsaw by the Mazovian Office for Regional Planning.

Lessons learned from the pilot and added value of transnational cooperation

The pilot showed that for this type of application to be successful, an appropriate critical mass (number of users) is necessary. In the case of Warsaw/Modlin Airport, which is a small size airport, the critical mass was not reached. In effect, those who registered on the platform could not find matching journeys. The results of the analysis carried out during the pilot showed that the carpooling platform seems to be a good tool in terms of its functions, but it would probably be more useful at newly opened airports, where interpersonal relationships have not yet developed, or at large airports (with many companies and institutions) where people do not know each other.

The added value of the transnational cooperation was the possibility to compare the outcomes of the pilots of the project partners, indicate similarities and differences between them, as well as share best practice among different stakeholders during the workshop in Vienna and the final conference in Budapest.

References to relevant deliverables and web-links

If applicable, pictures or images to be provided as annex

- D.T2.2.4 Pilot on low carbon mobility management - testing car-pooling platforms and implement awareness campaigns

Annex

Figure 1, Figure 2: Poster and leaflet promoting the pilot of the application



interreg CENTRAL EUROPE LAIRA  By The Way 

pilotaż aplikacji ułatwiającej wspólny dojazd do pracy

**Korzystaj ze wspólnych dojazdów
- dbaj o klimat i środowisko!**

Wejdz → modlin.bytheway.pl ← i szukaj wspólnych przejazdów!

Uczestnicy: wszyscy pracownicy MPL Warszawa/Modlin
Start: 5.06.2019 r. Czas trwania: 6 miesięcy Kontakt: bytheway@modlinaiport.pl



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Chcesz obniżyć koszty codziennych dojazdów do pracy? Zabierz na swojej trasie pasażerów. Możesz określić cenę przejazdu oraz liczbę wolnych miejsc, które udostępnisz. 

Nie masz samochodu albo chcesz zostawić go w domu? Chcesz zadbać o swój portfel i środowisko? Dojeżdżaj wspólnie do pracy – regularnie lub okazjonalnie. 

Wyszukiwanie przejazdów jest banalnie proste! Wpisujesz miejsce, z którego chcesz wyruszyć, dokąd planujesz dotrzeć i określasz regularność podróży lub konkretną datę. 

Wyszukiwarka posiada zaawansowane opcje. System wyszukuje możliwości zabrania pasażera na trasie, pozwala ustawić promień poszukiwań oraz przedział czasowy. 

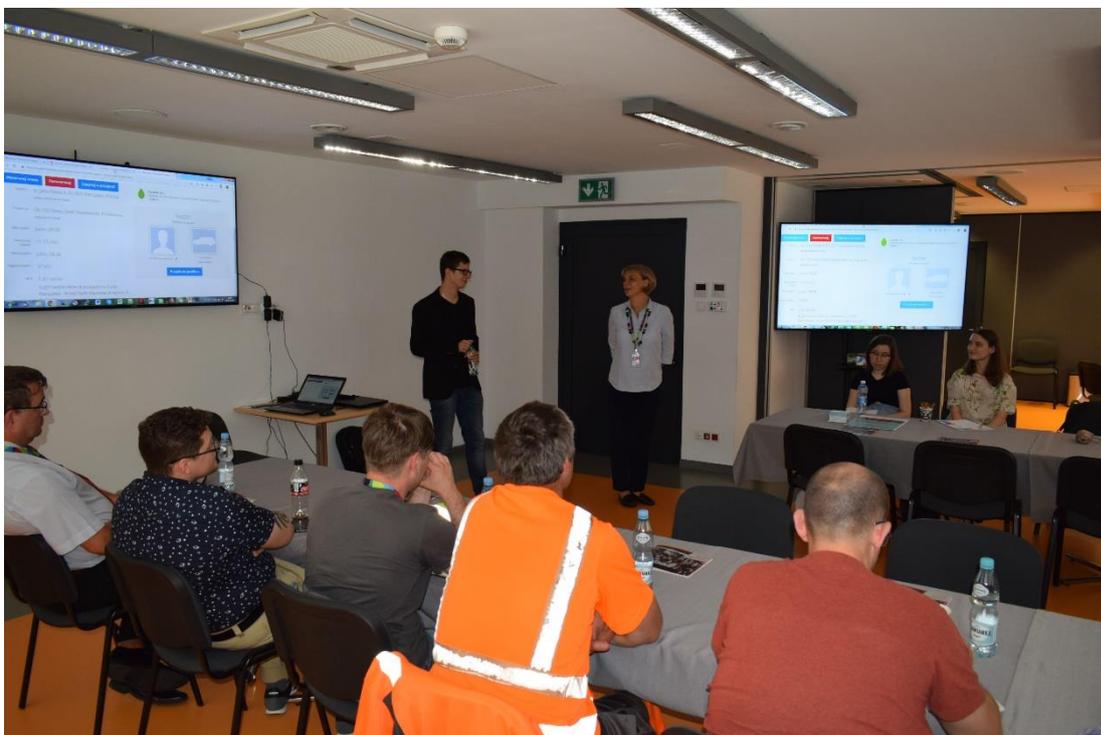
Kontakt między użytkownikami odbywa się za pomocą czatu. Możecie też kontaktować się indywidualnie (telefonicznie lub smsem). 

Tanio,
ekologicznie,
razem.

Wejdz i szukaj wspólnych przejazdów!
modlin.bytheway.pl

Uczestnicy: wszyscy pracownicy MPL Warszawa/Modlin
Start: 5.06.2019 r. Czas trwania: 6 miesięcy
Kontakt: bytheway@modlinaiport.pl

Pictures from the workshop for Warsaw/Modlin Airport employees on functioning of the application:



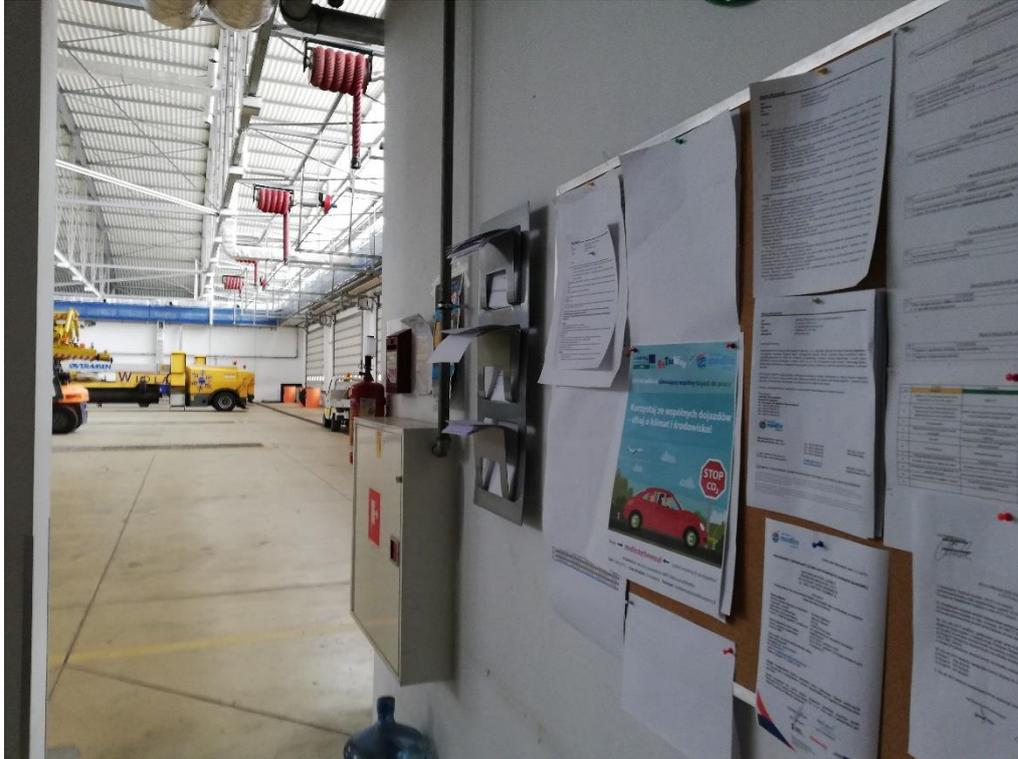




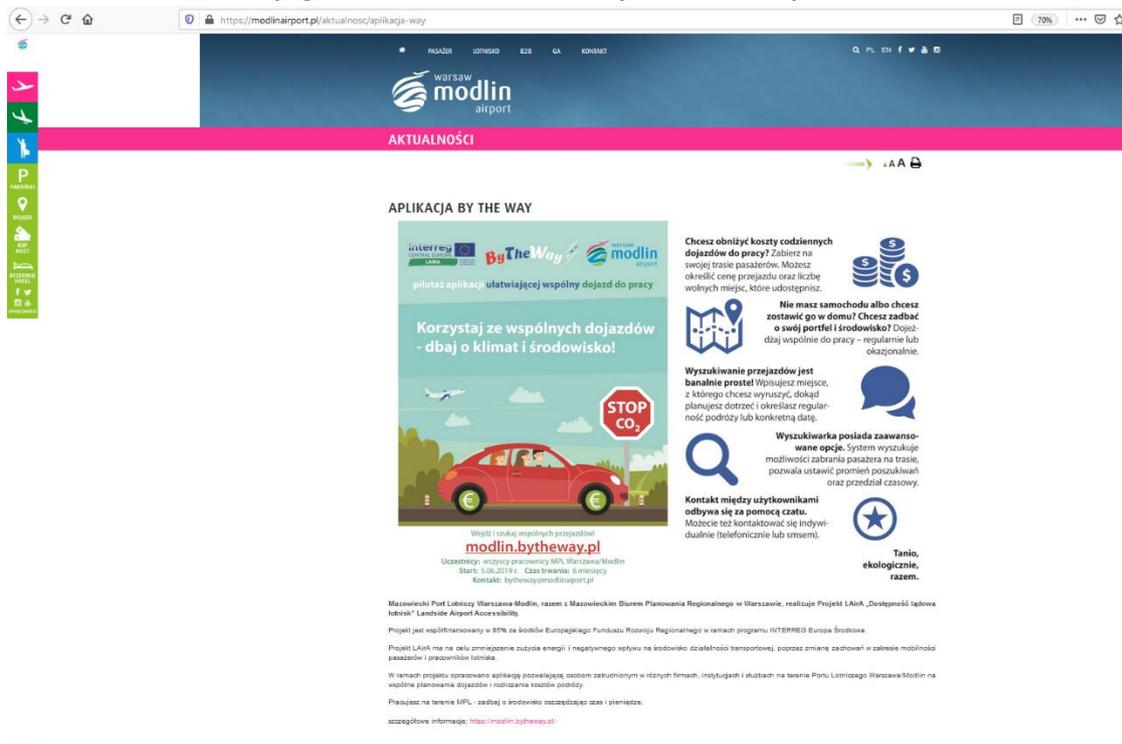
Pictures from the campaign promoting the application on the Warsaw/Modlin Airport (posters and leaflets):







Information on the webpage of the Warsaw/Modlin Airport about the pilot:



https://modlinairport.pl/aktualnosci/aplikacja-way

WARSZAWA MODLIN AIRPORT

AKTUALNOŚCI

APLIKACJA BY THE WAY

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Chcesz obniżyć koszty codziennych dojazdów do pracy? Zabierz na swoją trasie pasażerów. Możesz określić cenę przejazdu oraz liczbę wolnych miejsc, które udostępnisz.

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Tanio, ekologicznie, razem.

Współ i szukaj wspólnych przejazdów modlin.bytheway.pl
 Uczestnicy: anizycja pracownicy NPL, Warszawa/Modlin
 Start: 5/2019 r. Czas trwania: 6 miesięcy
 Kontakt: bytheway@modlinairport.pl

Mazowiecki Port Lotniczy Warszawa-Modlin, razem z Mazowieckim Dzielnicą Planowania Regionalnego w Warszawie, realizuje Projekt LARIA „Dostępność i gładka lotnisk”. Landside Airport Accessibility.
 Projekt jest współfinansowany w 85% ze środków Europejskiego Funduszu Rozwoju Regionalnego w ramach programu INTERREGIO Europa Środkowa.
 Projekt LARIA ma na celu zmniejszenie zużycia energii i negatywnego wpływu na środowisko działalności transportowej, poprzez zmianę zachowań w zakresie mobilności pasażerów i pracowników lotniska.
 W ramach projektu opracowano aplikację pozwalającą osobom zatrudnionym w różnych firmach, instytucjach i służbach na terenie Portu Lotniczego Warszawa/Modlin na wspólne planowanie dojazdów i rozdzielenie kosztów podróży.
 Przejazdy na terenie NPL, zabój o środowisko oszczędzają czas i pieniądze.
 Szczegółowe informacje: <https://modlin.bytheway.pl/>