



Interreg

CENTRAL EUROPE



European Union  
European Regional  
Development Fund

YOUMOBIL



TAKING  
COOPERATION  
FORWARD



MARA Final Conference  
Online | 3 November 2021



New ticketing models oriented on (not only)  
young residents in the South Moravian Region



YOUMOBIL | Vojtěch Elstner, KORDIS JMK | Czech Republic

# YOUMOBIL AT A GLANCE

## YOUMOBIL

Mobility of young people in  
rural areas



Project lifetime:  
04/2019 - 03/2022



8 partners from 6  
central-european regions

Budget:  
1,74 Mio. €  
(ERDF : 1,43 Mio. €)



# YOUMOBIL: AIMS and ACTIVITIES

## Overall Aim

Promotion of the **MOBILITY OF YOUNG PERSONS** in **RURAL AREAS** through better **ACCESS** to European and national **PASSENGER TRANSPORT NETWORKS**.

## Work Packages

Smart transport  
solutions for rural  
areas to promote  
young people's access  
to transport networks

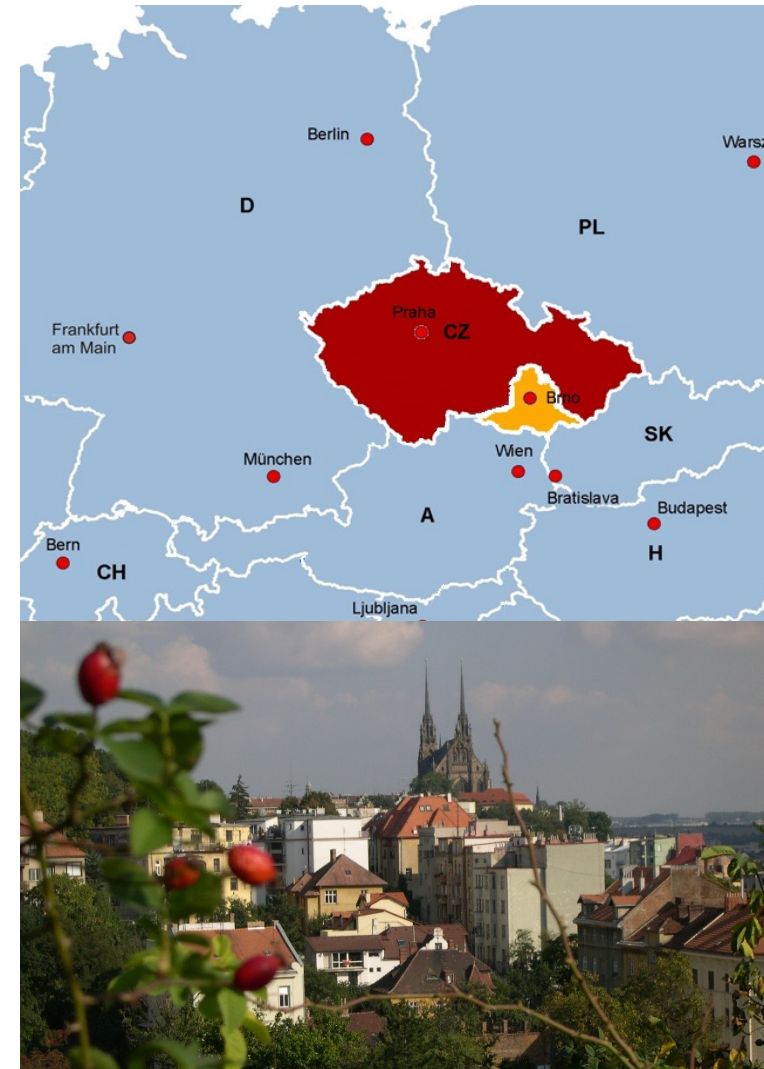
Promotion of young  
people's initiatives to  
reinvent public  
transport access points

Communication



# INTRODUCTION OF THE REGION

- Population 1.2 million
- 673 municipalities - 49 towns
- Capital Brno >100.000 students
- 2 disadvantaged areas / low pop. density – young people drained to Brno or Prague.
- Integrated PT – maintain the level of services and standards, support commuters, support regional development.
- Very important: to support young people.





# SMART TICKETING - POSEIDON APP

- Aim: to offer not expensive app, alternative to paper tickets, which includes:
  - Full range of information services
  - Safe mobile ticketing for single rides model based on QR codes applicable in all kinds of public transport and different ticket checking models.
- Target group: young mobile phone users + young adults
- Results: First such solution developed in the CR, other similar systems came 5 or more years later.
- Monthly 0,1 mil. of sold tickets.
- COVID-ready: recommended and used during COVID period, lesser decline in sold tickets.



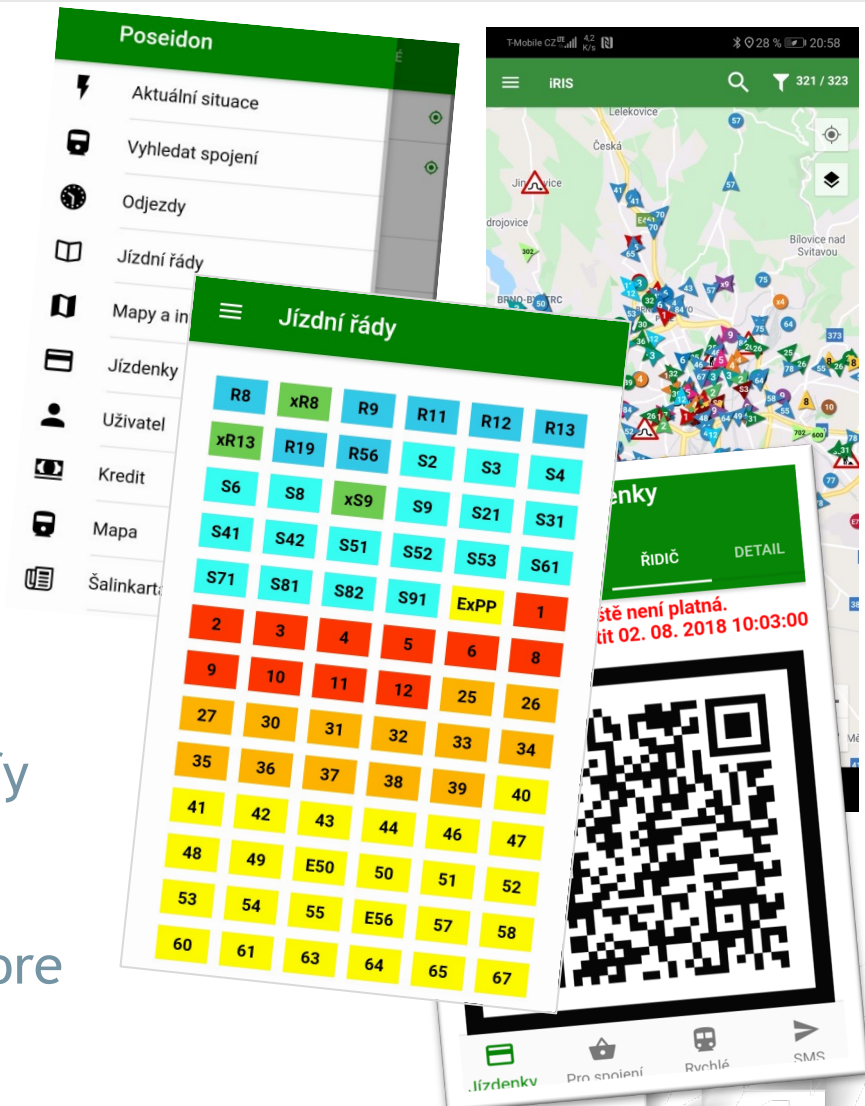
# POSEIDON APP - FEATURES

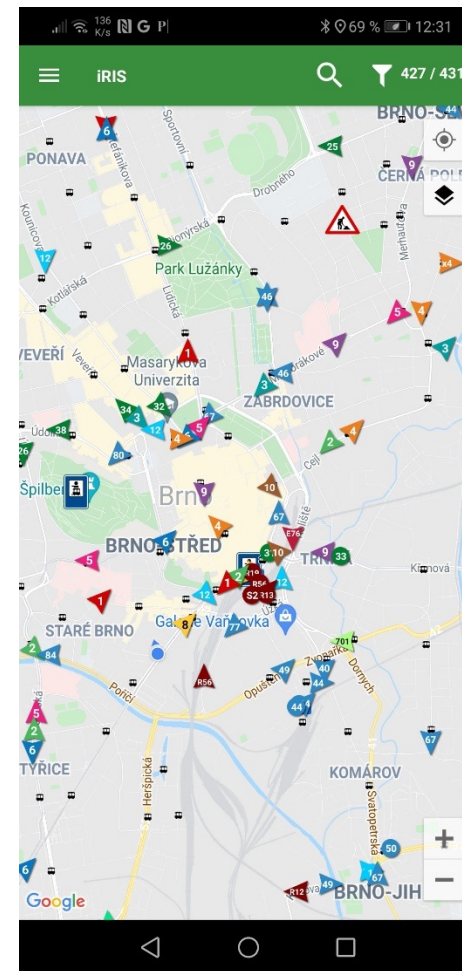
- On-line journey planner + tickets
- Direct ticketing
- SMS tickets for all cities
- Real-time departures
- Real-time vehicle positions
- Diversions
- Timetables, plans, maps

Within YOUMOBIL project - testing opinions of young people.

Main results: no more apps, just simplify and improve existing ones.

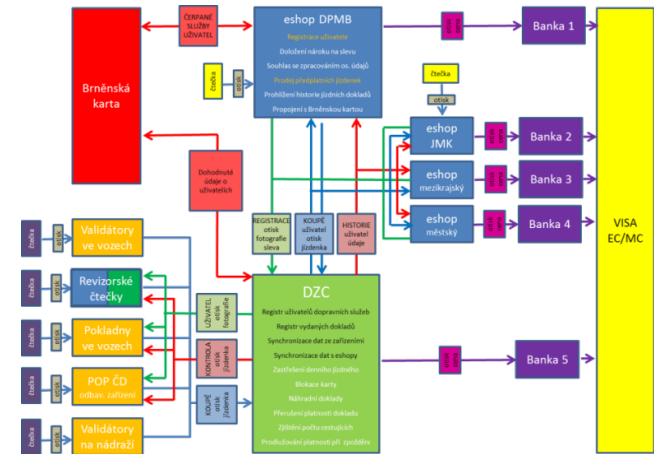
We have decided to make POSEIDON more simply / to add a new dashboard page.





# ELECTRONIC TICKETING BASED ON BANK CARDS

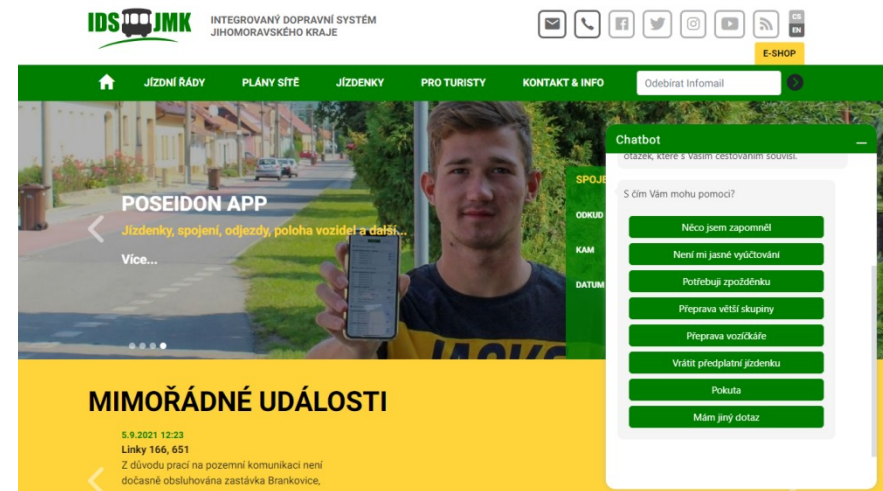
- majority of PT users use prepaid seasonal tickets
- important - comfortable electronic ticketing solution
- decision to avoid smart cards and use bank cards instead
- January 2017 - bank cards are used as an identifier of the user for Brno PT, all information on-line. BrnoID environment established.
- July 2020 - all region and single tickets included. New regional e-shop introduced. Beep&Go system.
- YOUMOBIL chatbot testing



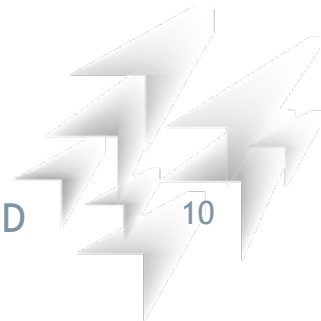


# CHATBOT TESTING

- One of recommendations from young people working groups
- 2 chatbots implemented (web + e-shop)
- quite new solution in PT market
- Experiences:
  - helps with FAQ
  - not based on AI but preselected Q&A
  - not widely used but helpful
  - not ideal solution - AI would be much better



- The public and esp. young people needs and requires simple ticketing system.
- Young people do not need more apps but appreciate improvements of existing ones.
- There are still many young people, who does not prefer electronic ticketing. To push them is contra-productive.
- It is possible to implement e-ticketing via mobile app as a non expensive solution.
- Using bank cards as a ticket identifier is easy solution, more expensive is the on-board sale of tickets in vehicles.



# Thank you for your attention!



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