

D.T2.2.3 - Individual **Final** Pilot report

Warsaw/Modlin Pilot on low carbon mobility
management - awareness raising campaign

Version 1
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1. Introduction

The aim of the LAirA project is to raise the competences of public sector entities in the field of planning and implementation of low-emission solutions to ensure accessibility to airports, which are important traffic generators in functional urban areas. The project's main goal is to develop low-emission solutions that will ensure access to airports for both employees and passengers.

One of the instruments that has been chosen to influence the travel behaviour of Warsaw/Modlin airport employees is a carpooling platform. According to the employee survey, 1/3 of employees lives in the nearby town of Nowy Dwór Mazowiecki and around 45% commute from a distance of less than 16 km, mainly from the east. The share of car journeys in the modal split is the highest among employees commuting from a distance of 11-15 km (94%), but is also high in general (around 86%). These journeys include shared rides with other employees, indicated by around 10% of respondents.

All the legal entities at the airport employ slightly more than 1000 people. The employees of different entities work in different parts of the airport, sometimes quite far away from each other.

The objective of the awareness raising campaign 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 behavioural change among employees and environmental benefits for the airport FUA. 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.

2. Specifications of the campaign

The awareness raising campaign was an event accompanying the pilot of the carpooling application. At the beginning, on May the 8th, 2019, a meeting concerning the awareness raising campaign and the pilot of the application was organized. Project team members from the Mazovian Office for Regional Planning and representatives of the Warsaw/Modlin Airport took part in the meeting, during which the forms and time of the campaign for employees were agreed upon. Two stages of the campaign were planned.

In the first phase, the airport management team was responsible for promotion of the pilot during various meetings with employees at the airport. During meetings with employees at the airport, the heads of teams and departments discussed the principles of the piloting and encouraged them to take part in it. This phase was important, since it introduced the topic to the employees and prepared them to the pilot.

Second stage followed the selection of the carpooling application provider. As a result of the evaluation of offers, Fabryka w chmurach Sp. z o.o. was chosen as a contractor of the pilot. Fabryka w chmurach Sp. z o.o. is an interactive agency operating on the market since 2011. The agency specializes, among other things, in creating web applications using various mechanisms and programming languages. 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, among others, of presentation of the application at the Warsaw/Modlin airport. Before that, an additional activities of the campaign were implemented. They included:

- informing employees via e-mail and intranet,
- posters in relevant zones,
- leaflets put behind windshield wipers.

Leaflets and posters informing about the piloting of the application were prepared in the Mazovian Office for Regional Planning. They were supposed to encouraged people to take an interest in this subject and take part in the pilot. Posters and leaflets included slogan encouraging to take part in the pilot: *Try carpooling - take care of the climate and the environment!* Materials contained an information about the ongoing pilot of the application dedicated to airport employees, the internet address of the login platform, the duration of the pilotage and the e-mail address in case of questions regarding the pilot. Additionally, on the leaflets arguments for using the application have been placed:

- Do you want to reduce the cost of daily commuting? Take passengers on your route. You can specify the price of the ride and the number of vacancies available in your car.
- Finding a ride is easy! You enter the place you want to depart from, where you plan to go and specify the regularity of the trip or a specific date.
- The application has advanced options of searching a ride. The system searches for the possibility of picking up a passenger on the route, allows you to set the radius of the search and the time interval.
- The contact between users takes place via chat. You can also contact individually (by phone or text message).

The arguments were summarized by short slogan: *Cheap, ecological, together.*

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.

During the meeting, environmental issues related to commuting to work by individual transport (car) were discussed. The impact of road transport on the environment and possible ways to reduce the number of individual vehicles were discussed. The solution indicated during the meeting was carpooling, which enables shared commuting to work without sacrificing the convenience of traveling by car. The participants of the meeting had the opportunity to discuss their observations, good and bad experiences, and the possibility of using this solution in practice. The discussion showed that the environmental awareness of people commuting to work by car is growing and they notice the need to search for new solutions in the field of planning of the mobility system. At the same time, they emphasized that carsharing is known among people commuting to work from the same town, especially where it is difficult to find another alternative means of transport (rail, bus).

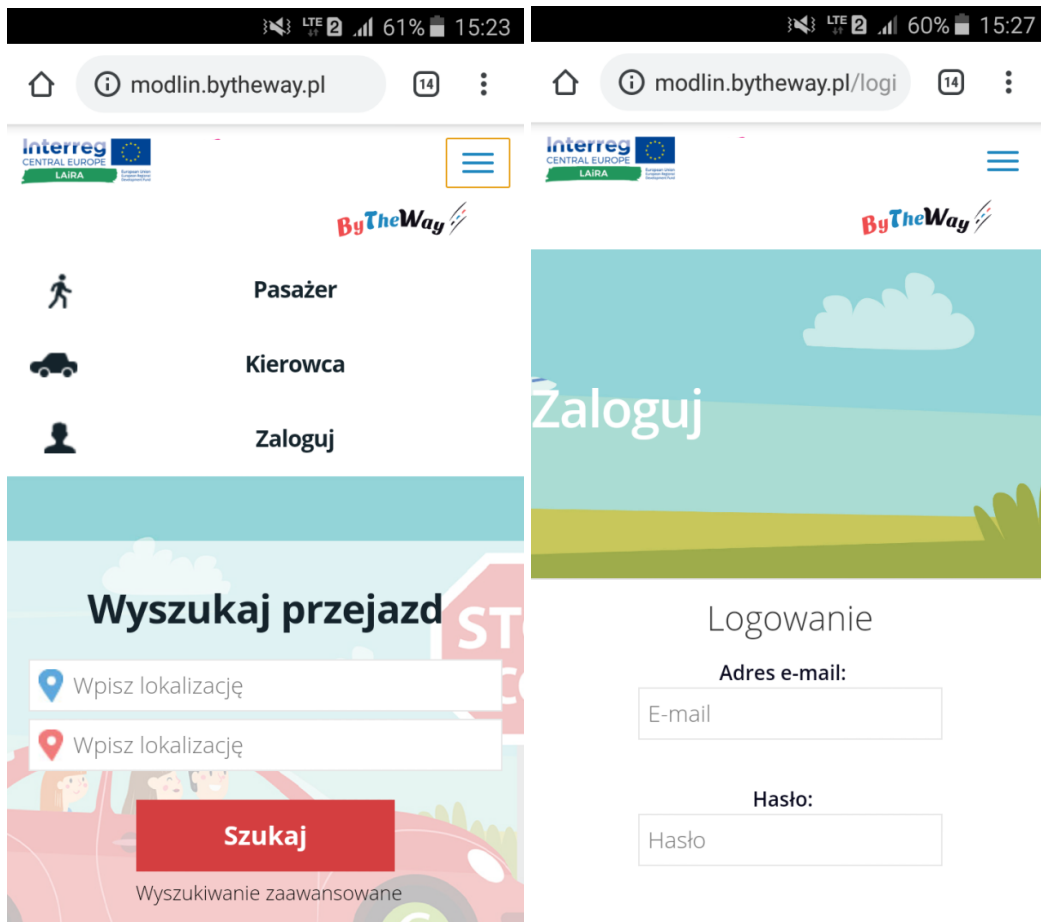


Fig. 1 ByTheWay application

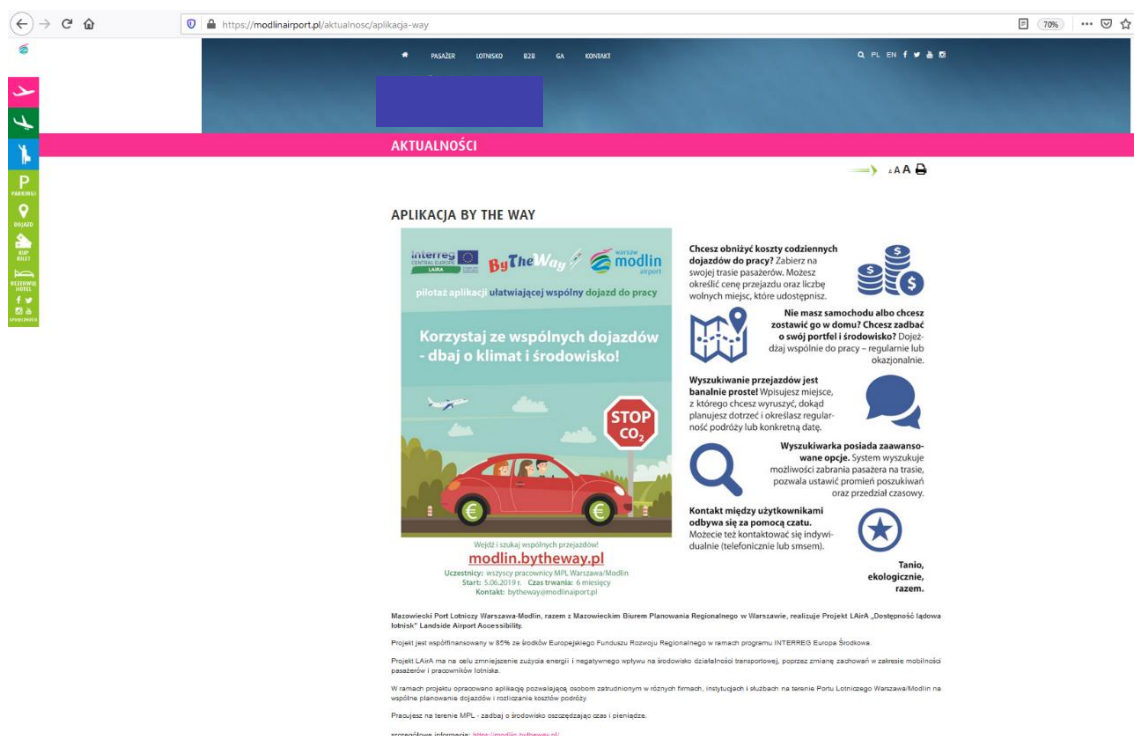


Fig. 2 Information on the webpage of the Warsaw/Modlin Airport about the pilot



Fig. 3 Poster promoting the pilot

Fig. 4 Leaflet promoting the application



Fig. 5 Meeting at the Tor Modlin in Nowy Dwór Mazowiecki and promotion materials from the campaign



3. Insights on developments of KPIs

Table 1. Quantitative KPIs in total

Source for KPI	KPI	Measuring Unit	Frequency of reporting	Total
Operator platform/data	Number of newly registered users	Number	Monthly	11
Operator platform/data	Number of active	Number	Monthly	0
Operator platform/data	Number of passive users	Number	Monthly	11
Operator platform/data	Number of matched rides to/from the airport	Number	Monthly	0
Calculation by LAirA partner	Vehicle occupancy rate	Persons per vehicle per ride	Intermediate, End	N/A
Calculation by LAirA partner	CO ₂ savings	CO ₂ per driven kilometre (and day)	Intermediate, End	0
Calculation by LAirA partner	Number of parking spaces saved	Number	Intermediate, End	N/A

Source: Reports on the use of the ByTheWay application

The table above is a summary of the six months of the ByTheWay application’s functioning. It contains aggregate data on the use of the platform by employees of the Warsaw/Modlin Airport. During the entire planned six-month period of operation of the application, a total of 11 users registered. Unfortunately there were no active users, which means that no one used the platform even once. Of all registered users, all were passive users (registered but did not use the application). For six months of application operation, no ride from/to the airport has been matched, so the other indicators: vehicle occupancy rate, CO₂ savings and the number of parking spaces saved are 0.

4. Insights on qualitative survey results

Between 23rd September and 7th October 2019, the qualitative study, which included Key Performance Indicators for project partners and additional questions formulated by the Mazovian Office of Regional Planning (Table 2), was conducted. The aim of the additional questions (no. 1 - 5, Table 2) was to identify the cause of the problem mentioned in the previous chapter - why Warsaw/Modlin Airport employees are not interested in commuting together through the carpooling platform. A questionnaire was prepared by the Mazovian Office of Regional Planning in two forms: electronic (through Google Forms¹) and paper. The questionnaires and information about them were distributed by Mazowiecki Port Lotniczy Warszawa-Modlin Sp. z o.o. among airport employees. The survey was conditional – access to subsequent questions depended on the previous ones being answered. The questions included both closed (yes/no, single-answer and multiple choice) and open ones.

¹ <https://docs.google.com/forms/d/e/1FAIpQLSdlzGltx2RENS8IbBXUJyAl-OzGKe9d2RRtJ2EQCqkzdk8Sg/viewform>



Filled-in surveys were received from 50 respondents. 45 people (90%) knew about the existence of the carpooling platform. 33% of them learned about the platform from an e-mail or the intranet, while 22% found out about it from a poster or a colleague (these two variants summed up to 44%) and 16% from a briefing. More than half of the people who knew about the platform visited its website (56% of 45 people).

From among the 25 people that visited the platform, only 6 (24%) were interested enough to register (12% of all respondents). All of them confirmed that it is easy to get to know the platform and learn how to use it.

Among the 39 people who either did not visit the platform's website (20 of them) or visited the platform, but were not interested enough to register (19 of them), the most frequently indicated reason for these decisions was "I'm a driver and I don't want ride to work with someone else" (33%). Almost as many choose the answer "I am a driver and I commute to work with other people already" (31%). 10% respondents indicated each of the answers: "I am travelling to work by public transport / bicycle / foot and I don't want to change it" and "I don't trust this type of communication" (for a total of 20%). Among other reasons, respondents most often (4 respondents) indicated that they know people working at the airport, but for various reasons they cannot commute with them (different working hours, no people commuting from the same direction). Other responses were as follows: "I live close to an airport and take my child to/from school" and "I live in a place from which I have to go to work by my own car. I don't have a direct connection to work by public transport. There are no parking spaces in the nearest place where I could use public transport" (1 answer each).

Regarding the reasons for using the platform, **ecological motivations** were most frequently mentioned (**67% of respondents**). The next most popular options were saving money and social integration (33% of respondents each). It shows that users were aware of the impact of the individual car transport on the environment and that there is a need to reduce it e.g. through using carsharing.

One responder suggested better advertising, or something that would encourage people to sign up and add routes.



Table 1. Detailed results of the survey conducted among airport employees, based on quantitative and qualitative KPIs common for the project & additional questions

No.	KPI / Survey Question min. requirements	Response options	Type of response	Number of responses	Number of responding people
1	Have you ever heard about the platform?	Choosing one variant	Yes No	45 5	50
2	How did you first learn about our carpooling pilot/programme for airport employees?	Choosing one variant or writing own answer	Poster Leaflet Meeting about the platform Colleague Mail/intranet Other source	10 2 7 10 15 1	45
3	Have you ever viewed the platform's website?	Choosing one variant	Yes No	25 20	45
4	Did the platform interest you enough to register as a user?	Choosing one variant	Yes No	6 19	25
5	Why did you not enter to the platform website or register as a platform user?	Choosing max three variants and/or writing own answer	I'm a driver and I don't want ride to work with someone else I am a driver and I commute to work with other people already I go to work by public transport / bicycle / foot and I don't want to change it I don't trust this type of communication Information about the platform was insufficient Other reason	13 12 4 4 0 6	39
6	Is it easy to get familiar with the product and to learn how to use it?	Choosing one variant	Yes No	6 0	6
7	Why do you use our carpooling platform?	Choosing one variant or writing own answer	Already used carpooling before/usual habit Environmental reasons Financial reasons (savings) Comfort Social interaction Other reason	1 4 2 2 1 0	6
8	How easy is our carpooling platform to use?	Choosing one variant	Very easy Easy Not easy	1 5 0	6
9	Which features of our carpooling platform are most important to you? Name them.	Choosing max three variants and/or writing own answer	Searching for passengers as a driver Adding routes as a driver Route searching as a passenger Adding routes as a passenger Fare / potential savings calculation of the joint journey Calculation of the estimated CO ₂ savings Chat with other users Other function	4 3 5 1 0 0 0 0	6
10	Do you miss any features? If so, please name them.	Choosing one variant or writing own answer	Yes No Text	0 6 0	6
11	What comes to your mind when thinking about our carpooling platform?	Writing own answer	Text	3	6
12	What do you like most about our carpooling platform?	Writing own answer	Text	2	6



No.	KPI / Survey Question min. requirements	Response options	Type of response	Number of responses	Number of responding people
13	What do you like least about our carpooling platform?	Writing own answer	Text	1	6
14	How likely is it that you recommend our carpooling pilot/programme for airport employees to a colleague or friend?	Choosing one variant	Very likely	0	6
			Likely	4	
			Not likely	2	
			Highly unlikely	0	
15	Do you have any suggestions for improving the carpooling platform/pilot/programme? If so, please name it.	Writing own answer	Text	1	6
16	Is it fun to use our carpooling platform?	Choosing one variant or writing own answer	Yes	6	6
			No. If no, why?	0	
			Text	0	

Source: own work based on LAirA project carpooling pilot monitoring template and survey results

Table 2. Common qualitative KPIs in survey conducted with airport authorities

No.	Type of KPI/Source for KPI	KPI / Survey Question min. requirements	Type of response
1	Questions/claims the HR departments need to deal with	What are claims the HR or any other department collected during the last months of platform operation? Name them.	Text
2	Handling of the platform from the airport's perspective	Name the experience and impressions the airport has made when implementing and operating the carpooling platform.	Text

Source: own work based on LAirA project carpooling pilot monitoring template



5. Findings

Based on the survey results, it can be concluded that employees of the Warsaw/Modlin Airport are not generally interested in joint commuting by using the carpooling platform. However, the lack of success was not caused by the insufficient scope and quality of the promotional campaign, as information concerning the functioning of the platform reached 90% of respondents. The application was rated positively by all users - its operation didn't cause any problems, so this cannot be a barrier for potential users. What is important, the results of survey showed, that the main reason for using the platform was **ecological motivation**.

However, due to the small size of the airport, small number of employees as well as direction of commuting to work scattered around the airport there were no critical mass of potential users for the application. Despite of that, it can be assumed that awareness raising campaign was an important element of the pilot and it could enhance people to commute together to work, even without the need of application for that, since they know their co-workers well and it is easier for them to contact personally.

6. Conclusion

Despite the low interest of employees in the 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. The results of the survey shows that people are aware of the ecological aspect of the transport.

Perhaps the campaign should be enriched with an element of competition/gamification and prizes, which would encourage people who were not motivated by the environmental, financial or social aspects to take part in the pilot.