

Output factsheet: Transferable ITS tool

Version 1

Project index number and acronym	CE 1074 - LAirA
Lead partner	Municipality of 18th district
Output number and title	O.T2.2.3 - Transferable ITS tool for low carbon mobility management of employees
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 IT tool

As a result of market research, the “Fabryka w chmurach” company was chosen as the service contractor to provide the car-pooling platform (application). 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, thus creating the “Modlin ByTheWay” platform. 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 platform was launched 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 app 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, from the analysis of all six reports received from the company Fabryka w chmurach Sp. z o. o., it follows that the employees of the Warsaw/Modlin Airport were not interested in using the ByTheWay application for joint commuting.

NUTS region(s) concerned by the IT tool (relevant NUTS level)

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

Expected impact and benefits of the IT tool for the concerned territories and target groups

The application was implemented as part of the LAirA project. It had an educational role as it aimed to inspire airport employees to commute with colleagues to work. It promoted joint commuting to work to decrease greenhouse gas emissions and therefore contribute to the project goals.

The expected impact of the application was as follows:

- decrease of the number of employees' cars used to commute to work,
- increase in the number of free parking spaces at employee parking lot,
- better integration of employees,
- raising environmental awareness among employees,
- building a positive employer brand.

Sustainability of the IT tool and its transferability to other territories and stakeholders

The implementation of the IT tool for low carbon mobility management of employees can serve as an example of effective planning and implementation of ITS solutions. The results of the implementation will be taken into account when designing and implementing such solutions in the future.

In order to promote the experience gained during this pilot action among other stakeholders and territories, the IT tool was presented during the seminar organized in Vienna and the final project conference in Budapest. Its outcomes were also presented during the dissemination event organized in Warsaw by the Mazovian Office for Regional Planning.

Lessons learned from the IT tool implementation and added value of transnational cooperation

The implementation of the Modlin ByTheWay platform showed that for this type of application to be successful, an appropriate critical mass (number of users) is necessary. In the case of the 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 IT tool could probably be more useful at newly opened airports, where interpersonal relationships have not yet developed, or for large airports (with many companies and institutions) where people do not know each other.

An added value of the transnational cooperation was the possibility to share the knowledge gained among project partners, as well as exchange best practice concerning the implementation of different IT tools as part of the LAirA project.

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
- The platform is available here: modlin.bytheway.pl

Annex

User manual of the platform (in a separate pdf file „OT.2_User_manual_ModlinByTheWay“)

Figure 1: Main page of the Modlin ByTheWay platform



Figure 2: Log in module of the Modlin ByTheWay platform

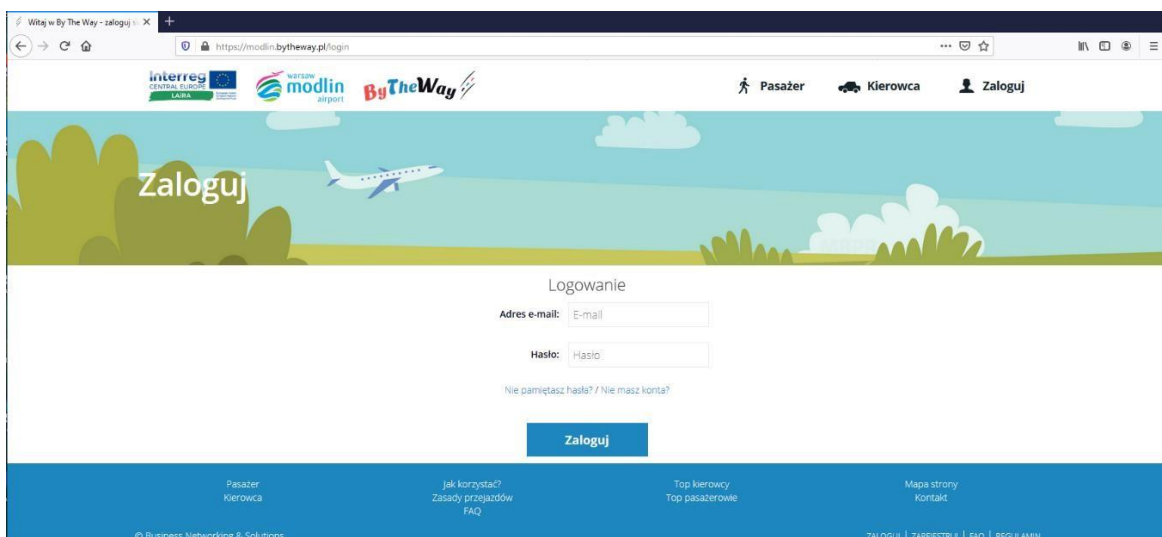


Figure 3: Searching for passenger module of the Modlin ByTheWay platform

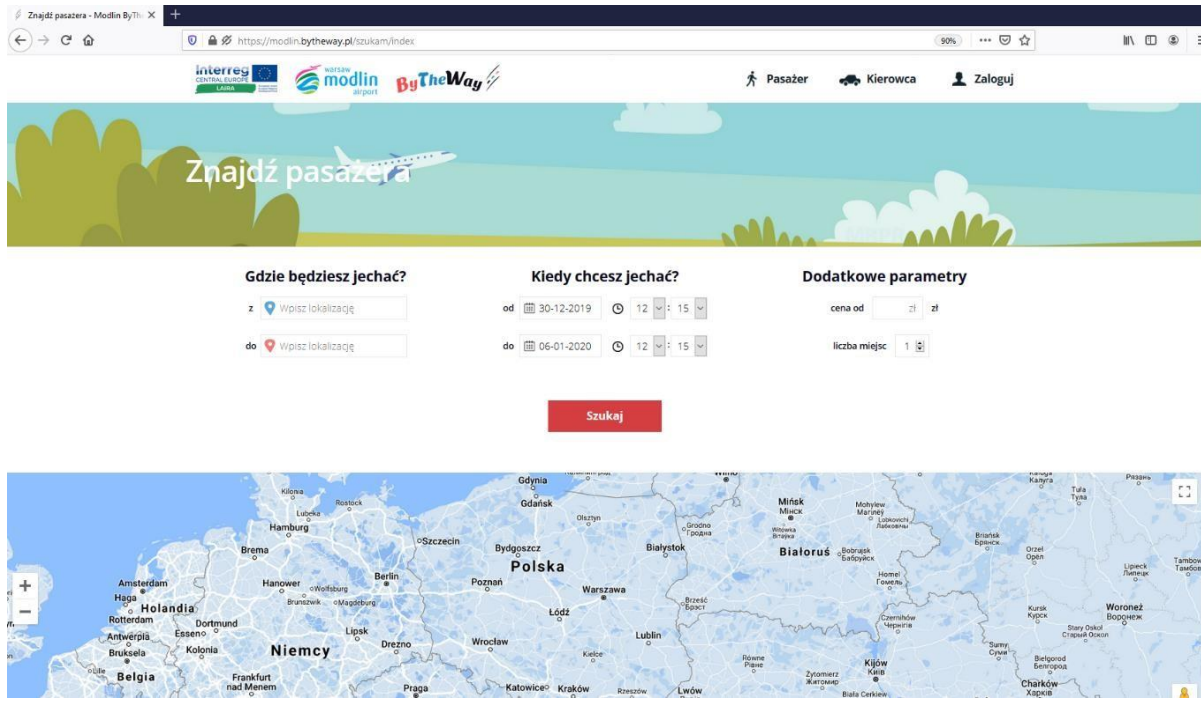


Figure 4: Searching for ride module of the Modlin ByTheWay platform

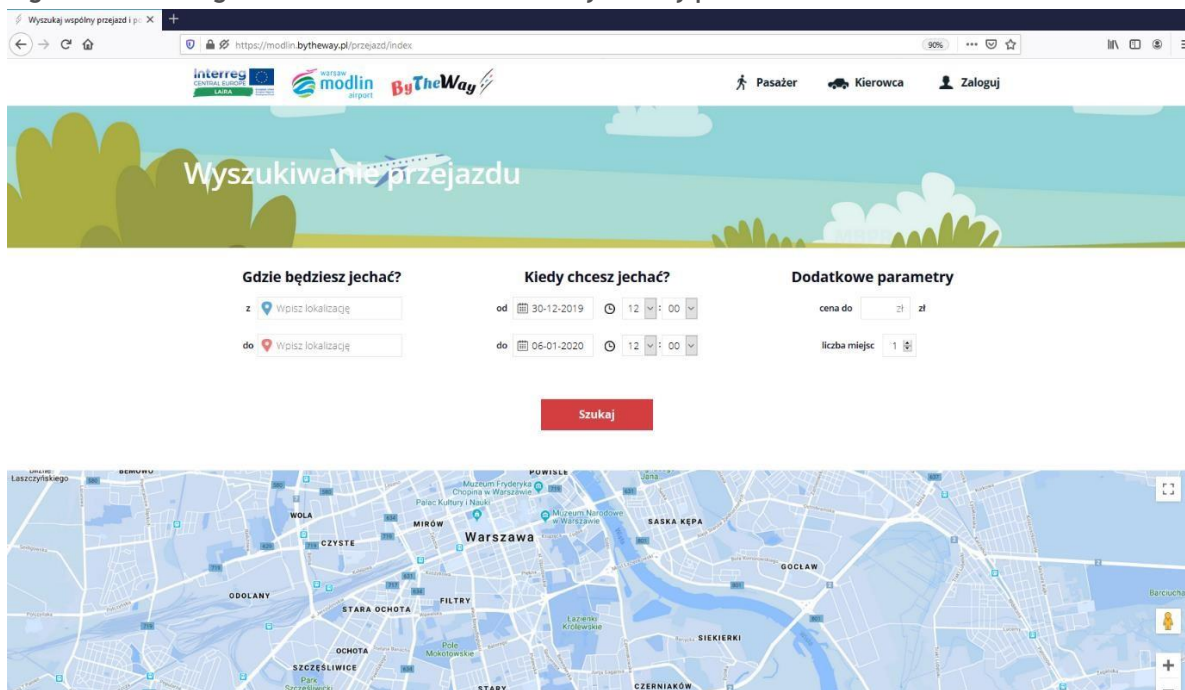


Figure 5: The FAQ module of the Modlin ByTheWay platform

