

GOOD PRACTICES – PUBLIC TRANSPORT PAYMENT SYSTEMS

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ATLAS PUBLIC TRANSPORT TICKETING SYSTEM IN RIGA

General information

Description

In Riga public transport, e-tickets (Atlas system) were fully introduced on May 1, 2009, and they are valid in all public transport vehicles of "Rīgas satiksme". During the transition period of March-April 2009 passengers could use both fare payment systems, the previous one and also the new electronic system.

E-ticket allows passengers to save time on buying tickets, solves the problem of the availability of paper tickets in retail trade, and requires no cash. A ticket loaded to an e-ticket is valid for 12 months from the moment of its purchase, except when the tariff of the ticket type changes or the ticket type is cancelled and Riga municipal company "Rīgas satiksme" sets a transition period for the validity of the ticket type. Electronic validators are located in public transport vehicles – buses, trolleybuses and trams and register passengers paying for the trip.

E-ticket is a universal electronic ticket enabling the use of the most up-to-date and convenient means of payment for public transport services. E-ticket uses Atlas Public Transport Ticketing System. Atlas systems and services are used by over 1,000 municipal, regional and national operators to run more than 150,000 pieces of equipment, including:

- Automated ticket vending machines,
- Validators,
- Booking office machines,
- Portable inspector terminals,
- Access gates.

Atlas equipment enables 50 million passengers per day to use buses, trolleybuses, tramways and trains. And Atlas tailor-made solutions allow central management of equipment across different modes of transportation.

Background and Context

E-ticket is a universal electronic ticket enabling the use of the most up-to-date and convenient means of payment for public transport services. In Riga public transport e-tickets were fully introduced on May 1, 2009, and they are valid in all public transport vehicles of "Rīgas satiksme". During the transition period of March-April 2009 passengers could use both fare payment systems, the previous one and also the new electronic system.

Policy design details

Policy Design Steps and Timing

For realization of this project was created an enterprise that provides the necessary funding and provides a solution.

The main advantage of such an agreement is to provide funding for the implementation of the system with little or no involvement of municipal or state funds for the purpose of generating income and investment of similar projects in different countries.

"BOT" agreement: BOT = Build, Operate and Transfer. Thus, a joint venture of Rīgas Satiksme and won the competition of the company, the purpose of which is:

1. Create: to obtain and implement the system;
2. Management: support and management system for 12 years, including the management and control of production of electronic tickets and smart cards, information and awareness of passengers the convenience of an electronic ticket (advertising campaigns, a clearinghouse);
3. Transmission: at the end of the period "BOT" agreement system goes into possession of "Rīgas Satiksme".

Actors Involved

1. "Rīgas Satiksme" is a Riga municipal limited liability company founded on February 20, 2003. Customer.

The company provides public transport services in Riga, offers various types of transport for rent, as well as operates Riga municipal parking lots.

"Rīgas satiksme" provides the following services:

- tram service (258 trams, 9 tram routes);
- trolleybus service (302 trolleybuses, 19 trolleybus routes);
- bus service (441 buses, 53 bus routes);
- parking services (4860 parking lots).

The company has implemented and maintains an integrated management system, which fully meets the requirements of ISO 9001:2008 and OHSAS 18001:2007 standards and should be evaluated as efficient.

2. "Rīgas Karte" - investor and operator.

Company that consists partly of Rīgas Satiksme and partly of Xerox (France company). They work under "BOT" agreement.

Decision Making Process

Mostly were involved people who have responsibility and for whole project 4 people were planning all processes:

- The choice of strategy;
- Technical Part;
- The economic part;
- Legal part.

Implementation details

Implementation Steps and Timing

In Riga public transport e-tickets were fully introduced on May 1, 2009. During the transition period of March-April 2009 passengers could use both fare payment systems, the previous one and also the new electronic system. BOT agreement is for 12 years.

Rigas Satiksme was key actor and Rigas Karte:

- The choice of strategy;
- Technical Part;
- The economic part;
- Legal part.

ICT/Infrastructures needed

Rigas Karte is responsible for implementation and operation the system.

Systems cost is 11 mil.lats.

Machines for selling tickets.

Mostly changes were made on transport, not on infrastructure.

Human Resources

Firstly 4 people worked for the project. Now team consists of 8 workers that operate system and about 50 people who work exactly with devices (validators, ticket machines etc.).

Monitoring Procedures

Monitoring is going all time. And it shows better results than expected previously from the system.

Supporting Mechanism

Awareness/Information Campaigns

There are information campaigns for promoting new way of payment. For example web site and information in PT.

Partnerships/Key Supporting Stakeholders

The huge influence made politics because only they can influence on decisions. No less important is the influence of Rigas Satiksme who understood that the project is important and vital for Riga. But the use of BOT agreement was vital for the project.

Results

Expected vs Actual Benefits

Actual results are better than expected.

Quantitative Results Achieved

A lot of people have personalized e-tickets. That shows that people every day use new system:

- 50% of Riga inhabitants have a personalized e-talons smartcard,
- 90% of Riga inhabitants have used e-talons,
- 500 000+ trips registered on peak days,
- 66% of passengers use a smartcard,
- 30% a smart ticket,
- 4%buy their (paper) tickets to the driver.

Key Considerations

Lessons Learned

Important is that only political influence can make results for this project. And now it is also dependent from political wishes.

Primary Obstacles

1. Some technical related to the specifics of a particular fleet basic and very sensitive.
2. The process of personalizing cards (data collection).
3. Public relations:
 - a. Advertising campaign;
 - b. Make sure that the cover all social groups (pensioners, disabled, etc.).
4. Organizational issues.

Critical Success Factors

1. BOT agreement.
2. Political wish.
3. Positive attitude of inhabitants of Riga.

Transferability Considerations

Legal base.

Organization of PT (ratification, etc.).

Up-scaling Considerations

The main factors at the tariffs for PT, political decisions.

No technical problems according to the system.

Contact

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