

GOOD PRACTICES – PUBLIC TRANSPORT PAYMENT SYSTEMS

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INTEGRATED SYSTEM OF SELLING AND RESERVING TICKETS

General information

Description

Riga International Coach Terminal is located in the Center of Riga city. It gives opportunity for all passengers to travel around Latvia and whole Europe. Riga coach terminal use integrated system for tickets purchase and trip management on the bases of Information system (IS) „Baltic Lines”. The structure of IS is formed by ten modules with the continuous inter-exchange of information flows. Organization of the outward and inward information flows of the IS provides necessary connection between the users of the system and other ISs, such as bookkeeping accounting in the IS Microsoft Dynamics, selling tickets at www.bezrindas.lv and other.

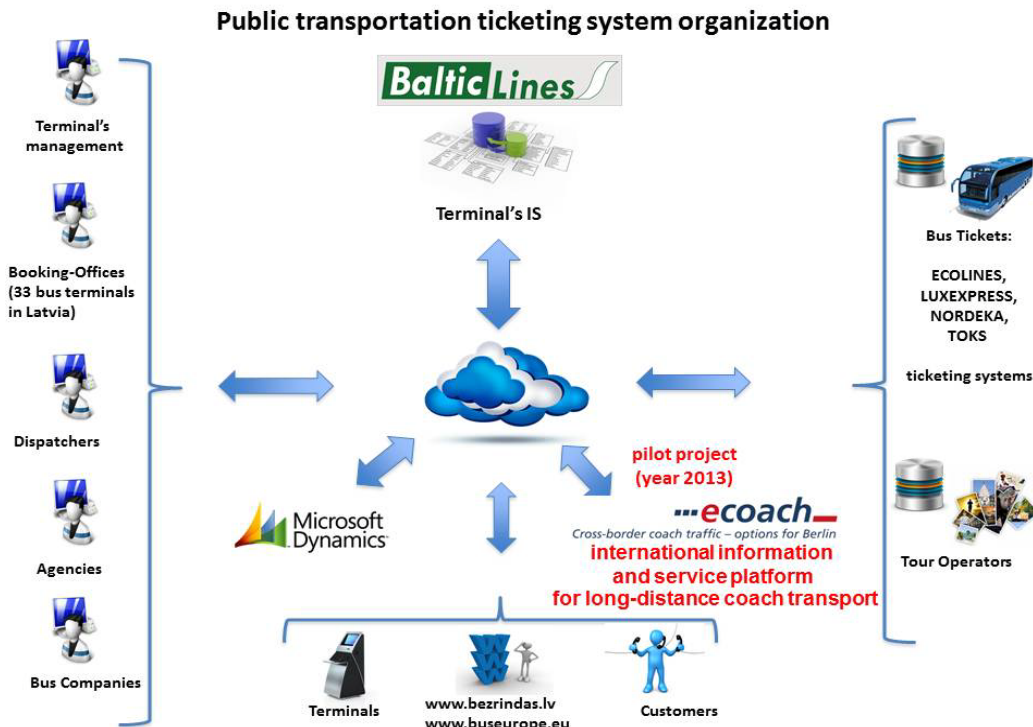
The IS (program) of ticket sale and run registration includes:

- Coach route schedule and operational information on changes;
- Coach traffic information – arrival and departure time, location on platforms, delays, etc.;
- System of ticket reservation and sell, including:
 - Route planning, using services of many carriers and means of transports (multimodal and intermodal principles of transportations);
 - Different ways of payments and communications (cashless settlements with credit card, payments through Internet, using mobile telephone).
- Connection with other services (urban transport, luggage transportation, hotel services, etc.);
- Development (improvement) of control system and coach station services process;
- Communication among dispatcher service, ticket sale and information service;
- 24/7/365 service.

Background and Context

IS of ticket sales and coach travel registration “BalticLines” is innovative IS which consists of wide connection network throughout all territory of Latvia. “BalticLines” is

a powerful business tool for effective expansion of: variety of ticket sales; speed and effectiveness of huge data analysis; high level of service for passengers. Ticket sales on “BalticLines” were introduced in Riga on 1st of March, 2003 by JSC “Riga International Coach Terminal” and are being used by 33 bus stations in Latvia today.



Policy design details

Policy Design Steps and Timing

IS was ordered by JSC “Riga International Coach Terminal”, who was the main supporter and financial provider of the project.

Technical developer and introducer was „Baltijas Transporta Informācija BTI” Ltd. (BTI).

Associated working group was created by RSA and BTI, in order to create technical specification of the system. In compliance with technical tasks, during next 6 months BTI developed IS of ticket sales and coach travel registration “BalticLines”. During next 2 months IS was tested for all kinds of faults and imperfections. Simultaneous personnel training and data migration from old systems was taking place during those months. Actual introduction time of IS for RSA cashiers and dispatchers was very short - no longer than 2 days. Faults and imperfections that occurred were corrected during the following month. IS is still being continuously improved.

Actors Involved

1)JSC “Riga International Coach Terminal”(RSA) registered in the Company Register of Republic of Latvia in October 6, 1997, registration No. 40003361404, Client.

RSA is the largest service point of passenger coaches in Baltic states:

- number of bus and coach trips operated in 2012: 145,241;
- number of passengers serviced in 2012: 2,123,691;

RSA has an established and certified quality management system – according to the requirements of ISO 9001:2008 standards.

2),„Baltijas Transporta Informācija BTI” Ltd. (BTI), System developer and maintainer.

BTI was founded in February 2003. BTI installs systems of automated ticket sales and systems of bus and coach trip tracking on the basis of “BalticLines” IS that provides automatization of ticket sales, as well as bus and coach trip control and tracking in real time.

3)Transport and Telecommunication Institute (TTI). Founded in 1999, Consultant. TTI is a higher education institution, which is accredited in Latvia for unlimited period of time. The constitution of the university has been approved by the Latvian Cabinet of Ministers. The institute is accredited by several international organizations. Graduates receive state approved diplomas, which are recognized by all countries in the world.

In 2005 European Commission in Brussels gave TTI the rights to issue „Diploma Supplement” – a document certifying that the higher education institution is in compliance with European quality in the academic and professional programs.

In 2008 TTI received an international certificate ISO 9001:2000 for the management system’s compliance to the international quality standard ISO 9001.

TTI has been included in the International Civil Aviation Organization directory (ICAO).

4)State Ltd “Autotransporta direkcija” (AD), Consultant.

AD is a unified state policy implementer in the field of licensing international transport and commercial road transport businesses in Latvia. AD main objectives are to promote development of transportation and to increase competitiveness capacity amongst carriers. Future objective is to ensure the administration of public function in the field of road transportation in the country.

Decision Making Process

Mostly were involved people who have responsibility and for whole project 5 people were planning all processes:

- Technical Part;
- The economic part;
- Legal part;
- Development and administration.

Implementation details

Implementation Steps and Timing

Preintroduction preparation period engaged for 2 months, during which data migration was prepared and workers were trained.

By the March 1st, 2003 ticket sales and coach travel registration IS “BalticLines” was introduced in Riga International Bus Station completely, without any transition period. During next 6 years IS was introduced to 32 more bus stations across Latvia.

ICT/Infrastructures needed

“Baltijas Transporta Informācija BTI” Ltd. (BTI) was responsible for introduction and operation of IS.

- Total cost of development and introduction of IS – 100,000 LVL;
- Necessary infrastructure improvements for introduction and operation of IS:
 - Broadband internet connections,
 - Two servers for new applications,
 - Licensing of Oracle databases,
 - Cash desk workstations,
 - Ticket printers.

Human Resources

Firstly 5 people worked for the project. Now team consists 4 employees that operate the system.

Monitoring Procedures

Monitoring is going all time.

Supporting Mechanism

Awareness/Information Campaigns

There are information campaigns and seminars for promoting the new system.

Partnerships/Key Supporting Stakeholders

Huge influence made JSC "Riga International Coach Terminal" because they are customers of the "BalticLines" system.

Results

Expected vs Actual Benefits

Actual results are better than expected.

Quantitative Results Achieved

- IS "BalticLines" is being used by 33 bus stations across country;
- 3,921,368 passengers serviced during year 2012;
- 938,584 trips serviced during year 2012;
- 92,674 tickets sold over internet during year 2012.

Qualitative Results Achieved

- Management system has been created and certified at "Rīgas starptautiskā autoosta" Plc. – according to ISO 9001:2008 standard;
- Passenger service level improved.
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Key Considerations

Lessons Learned

The biggest challenge yet is to achieve an absolute accordance with and adoption to ever changing laws and regulations.

Primary Obstacles

- Huge number of regulations to adopt with;
- Mutability of laws;
- Technical execution of IS in accordance to regulation changes.

Critical Success Factors

- Quick adaptation to laws and regulations;
- Economical and transportation policy of the state.

Transferability Considerations

Legal base.

Organization of PT (ratification, etc.).

Up-scaling Considerations

No technical problems according to the system.

Contact

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