



Technologies' impact on parking control in Tallinn

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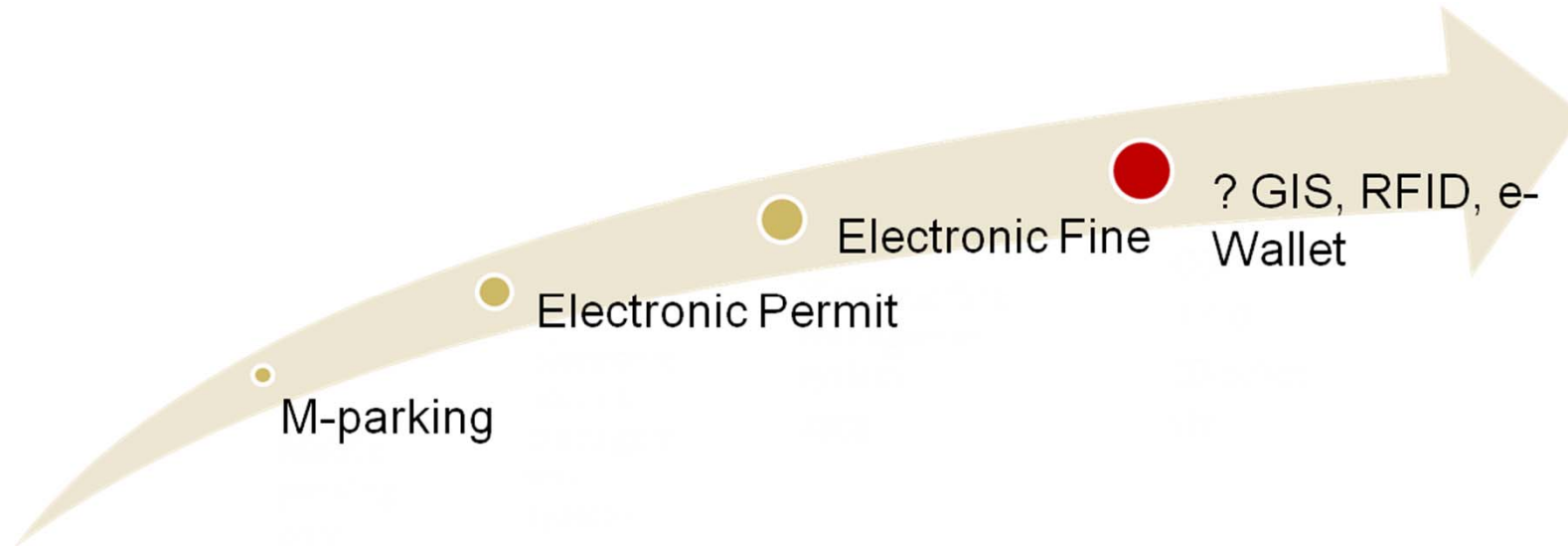
Introduction to Parking Control of Tallinn City



- Parking enforcement as part of Transport policy is responsible for regulation of vehicles' utilization. Margins established by parking control pursue citizens to use alternative transportation options like:
 - Public transport
 - Riding bicycle
 - Walking & etc
- Today parking enforcement is legally regulated through parking tax and criminal penalties, latter are quite complicated. Non criminal procedures for parking infraction will come into force from the 1st of January, 2009



Milestones of Development in Parking Control



- Mobile parking - 1st of July, 2000, full-working 2001
- Electronic Parking Permit System - 15th of December 2007
- Electronic Fine System – 25th of March 2008



Why mobile parking?

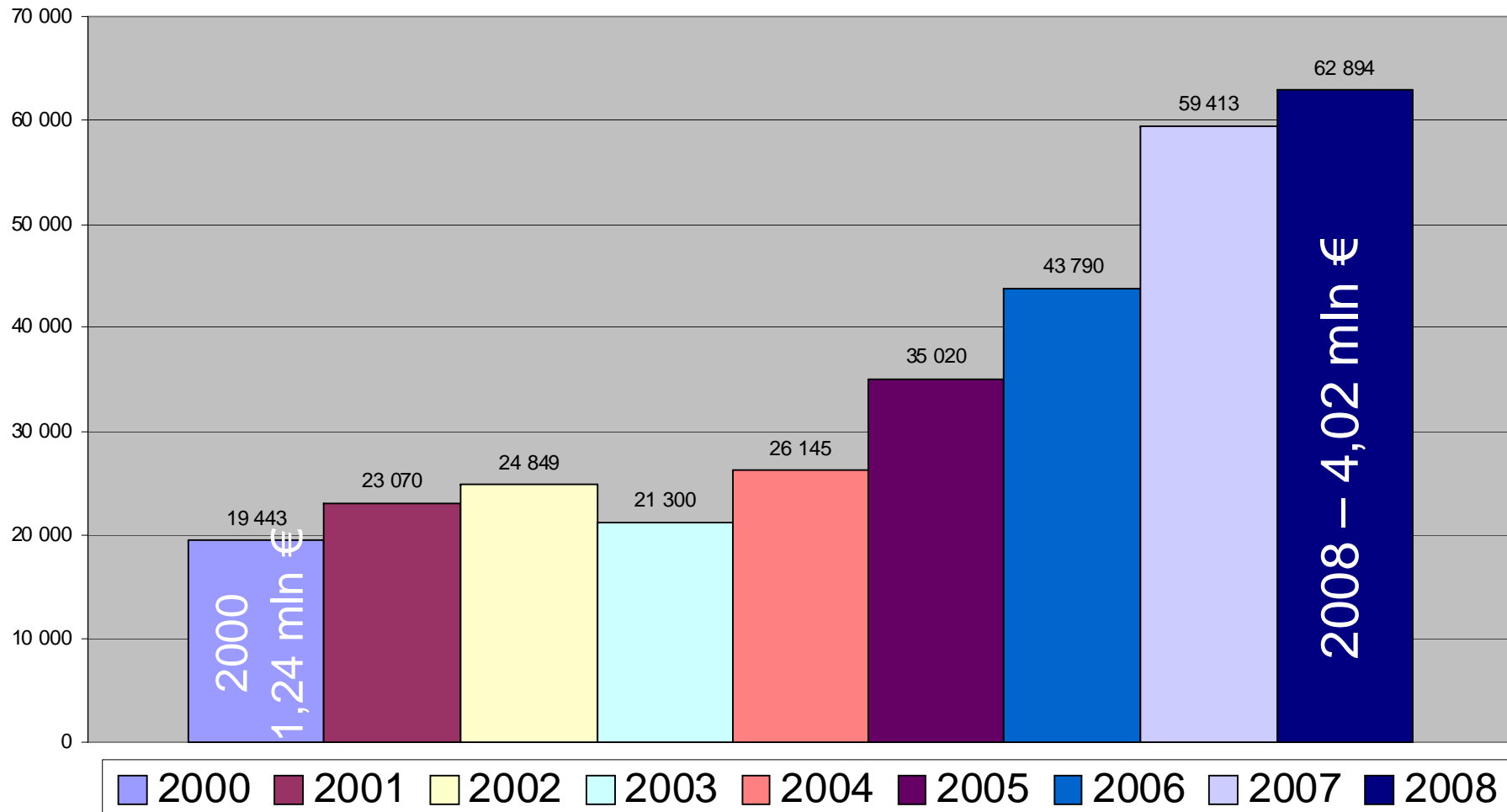


Because:

- no coins or coupons
- only pay for the time actually parked
- once-a-month payment via normal M-operator's invoice
- easy to use and customer friendly SMS-based service
- reduces problems faced with revenue collection by parking operators
- offers a viable and working m-commerce opportunity for operators, which has been proven in operation and can provide arguments for loyalty
- greatly increases revenue collection of parking

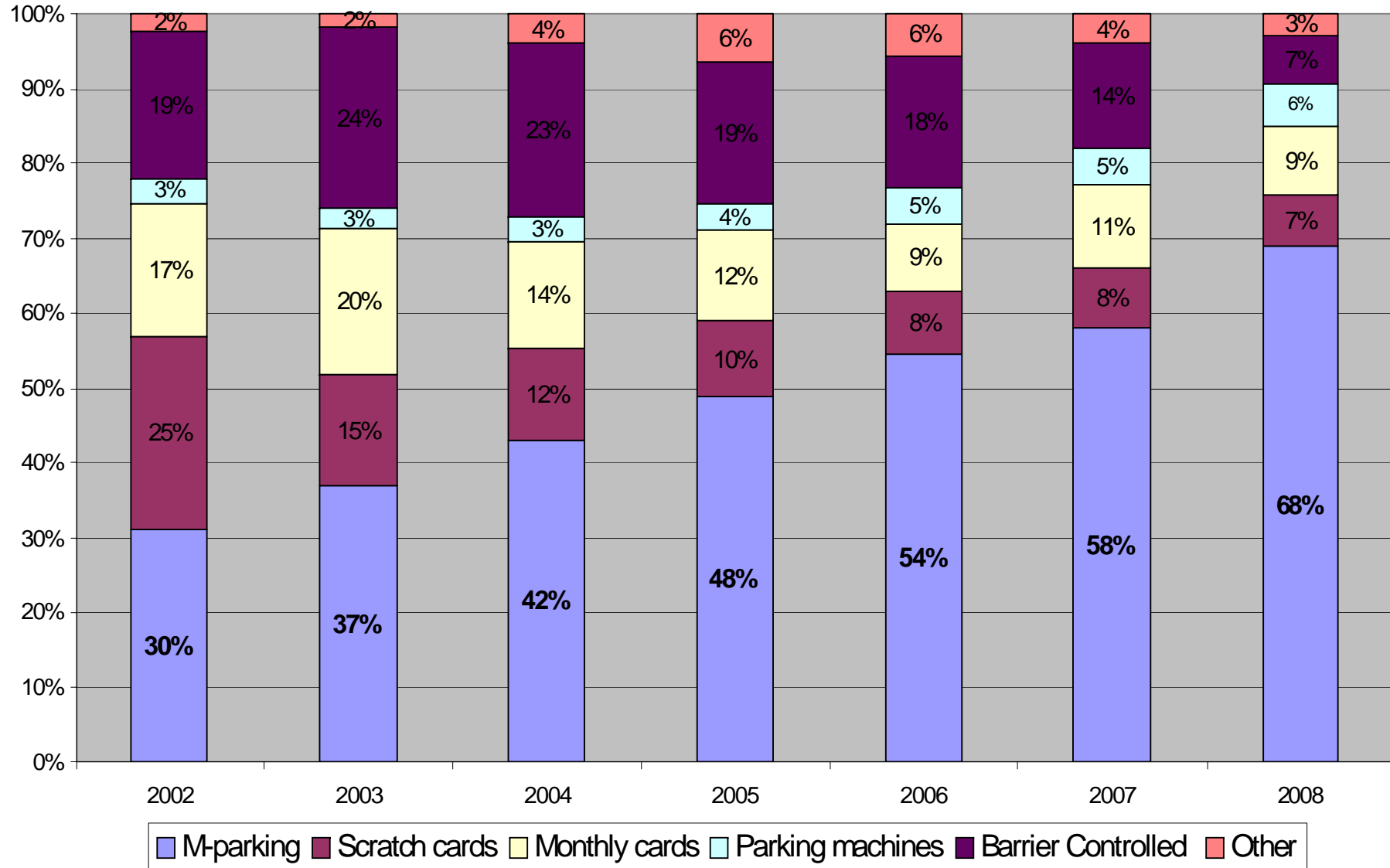


Increase in collection of parking tax 2000-2008





Turnover Distribution of Parking Tax 2002-2008

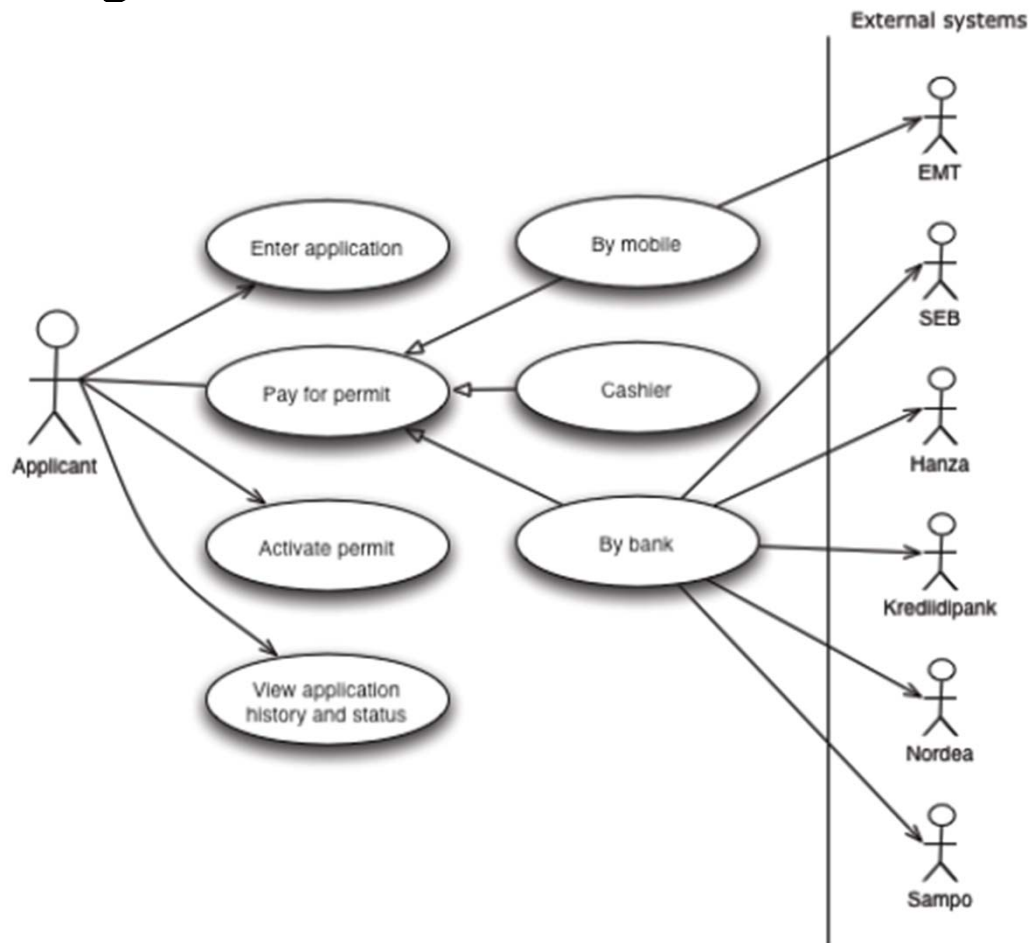




Electronic Parking Permit Management System



- Public WEB: www.parkimine.ee
- Usage scenarios:





ePermits Usage & perspective



- 7000 residents' permits are issued (100%) during first year of operating
- 90% of applications are made via internet
- 55% of payments are made with ePayment solutions
- 45% by bank transfer
- 0% at the cashier
- Manually input of permits has disappeared

Prospect for Development of EPPMS:

- Temporary entrant permits
- Disabled permits
- Full price permits



eFines by Smartphone & Belt Printer





Electronic Parking Fine Management System



- Public WEB: www.parkimine.ee
- 100% electronic document and interaction management system
- eFines are made by Smartphone and signed digitally by Mobile-ID
- eFines are more credible: photos are being made by Smartphones and are viewable via internet.
- Notice to Owner (NtO) are managed electronically through different postal services
- 70% of complaints are free of paper, answers are sent mainly through e-mail (signed by Mobile-ID) or postal services. The contest processes are semi-automatic, loading of officials has decreased
- The amount of human mistakes has decreased
- Parking statistics are gathered automatically
- Payments' and Debts' managements are electronic and flexible

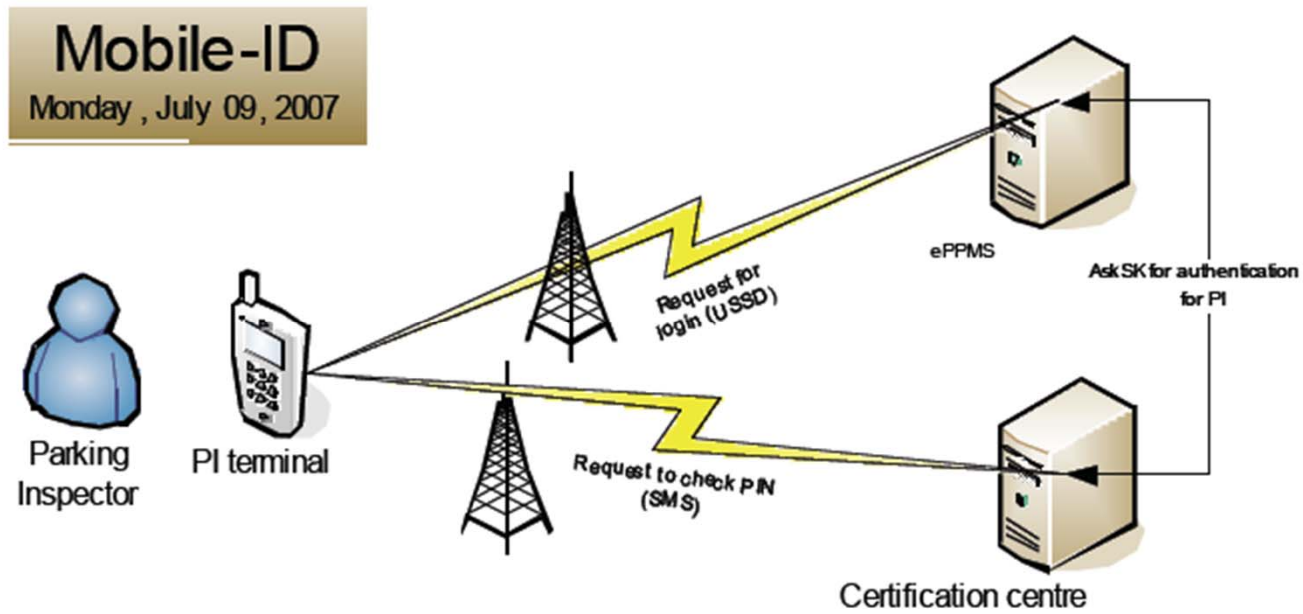
Some facts

- 46 000 eFines issued within first 8 months of operation
- 3 200 eComplaints made by individuals, 70 % are made via internet
- Number of City officials which are dealing with parking problems are reduces by a half, City has cancelled Parking Control Division and P3 private sector partner has abandoned accounting group.

KEEP IT SIMPLE!



Mobile-ID at a Glance





Success Factors for Mobile or Electronic Parking Solutions



- Daily Mobile or Electronic readiness
 - Mobile phone penetration 126 %
 - ID-card (including Mobile-ID) penetration 91% **The biggest national e-ID-card roll-out in Europe by penetration!**
 - WiFi hot-spots 1175 spots / 45 000 km²
 - WiMax 80% of territory
- National e-projects like:
 - e-citizen, e-society , e-elections, e-government, e-school, e-health..
- Strong commitment of the major owner of the public services i.e. local government
- Price difference
- Convenience
- Right partners incl. network and competence



Problems and Future of Technologies in Parking Control of Tallinn City



- Administrative capabilities, technological research, holders of innovations and investors are different counterparts of the Puzzle
- Technologies are modifying content of the Public and Private Partnership faster than a term fixed contract
- Holders of innovations can become “real” owners of e-infrastructure
- Public sector is not always ready to manage technologies properly or effectively.
- The later you start the more innovative you are! 😊

Future:

- GIS-referenced parking
- Integration of parking permit management system with ID-ticket, P&R and P&W systems
- Integration with private parking areas & houses
- Development of e-wallet for foreigners and integration with e-parking and ID-ticket systems

Thank You !!!