ID Solutions in Urban Transport and Traffic Management

Topics to be covered

- M – parking payment system

- ID – ticketing system

- M – ticketing system

- Integrated system for PT management (inc internet based schedules and card based trip planner for PT and car users)

- Traffic monitoring over internet website and mobile phone

- Other innovative activity

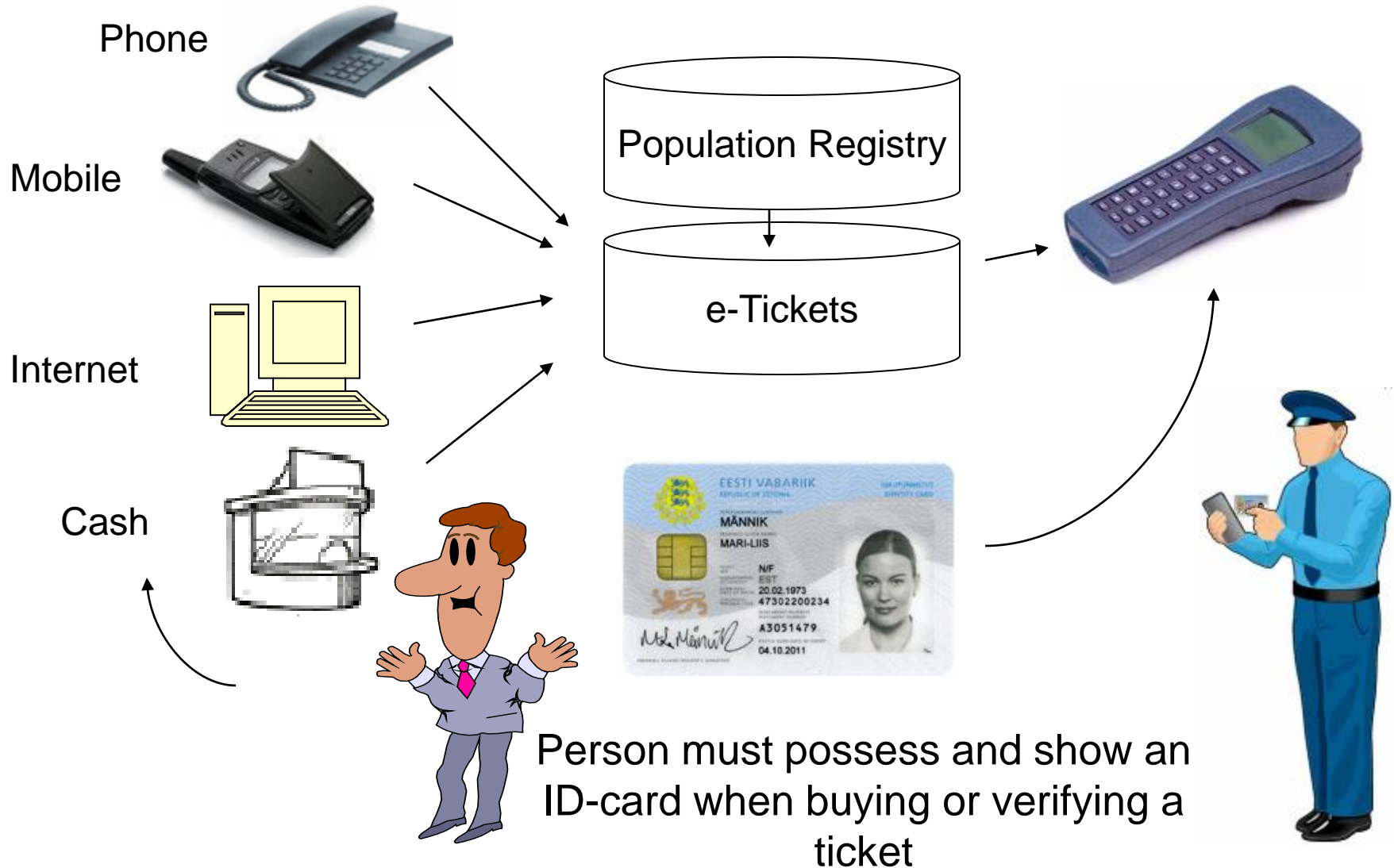**Advantages to the Customer – Speed and Convenience**

1. Easy to use: just dial a dedicated short number on a cell-phone or send SMS to start or end parking
2. Ease of payment: from anywhere: from the car, from the office, from home - do not have to go to a machine.
3. Do not have to have the required coinage or any coins at all.
4. Do not have to worry about getting back to the car if a specified time has expired, just extend parking by call from your cell-phone.
5. Do not have to purchase a specific amount of time, pay only for time used with precision of one minute.
6. Greater safety: the customer does not have to go to a meter/machine on the dark parking place.
7. Customer can open the MPPS account by web (providing credit card) or on the fly – toping up MPPS account from the scratch card which bought from the kiosk or gasoline station.
8. Choice of account payment: (a) deducted directly from a credit card; (b) by pre-authorized cheque – scratch card; (c) by repayment of any kind; or a combination of methods.
9. On-line real time record-keeping with MPPS's monthly record of transactions.
10. Corporate account – employee is parking company car – company pays.

Advantages to the Parking Operator:

1. No capital investment: only may use, if chosen so, hand-held realtime enforcement devices. As alternative – use just a regular cell phone for enforcement.
2. More customers, therefore more revenue. Even lazy people will park as it is so easy.
3. Improved revenue collection, just no coins to collect.
4. Reduced fraud risk by operating through MPPS.
5. Greater customer convenience, in Estonia service chosen already by 45% of parking customers.
6. Easily can integrated with enforcement and bookkeeping system.
7. Can reward frequent-use customers with a loyalty program.
8. First time in the history Parking Operator will exactly know where his parking wardens are and what they are doing, as it is possible to track each car inspection in real-time.

ID – ticketing system I

Phone

Mobile

Internet

Cash

Population Registry

e-Tickets

Person must possess and show an ID-card when buying or verifying a ticket

ID - ticketing system II

ID - TICKET

Starting March 1, 2004 a new virtual ID-card-based payment and control system was employed in Tallinn public transportation system.

Benefits:

- Optimized distribution costs (less need for printing and delivering paper tickets)
- Better service through flexible channels for purchasing a ticket (even your mobile or fixed telephone serves as a point of sales)
- personalized tickets
- Online statistics and cash control

In the summer of 2002 (for 2 month) a pilot project was launched - the possibility to pay by mobile phone for a trip (1 hour) on four PT routes. The results were promising, usage was 300 tickets in pilot project time.
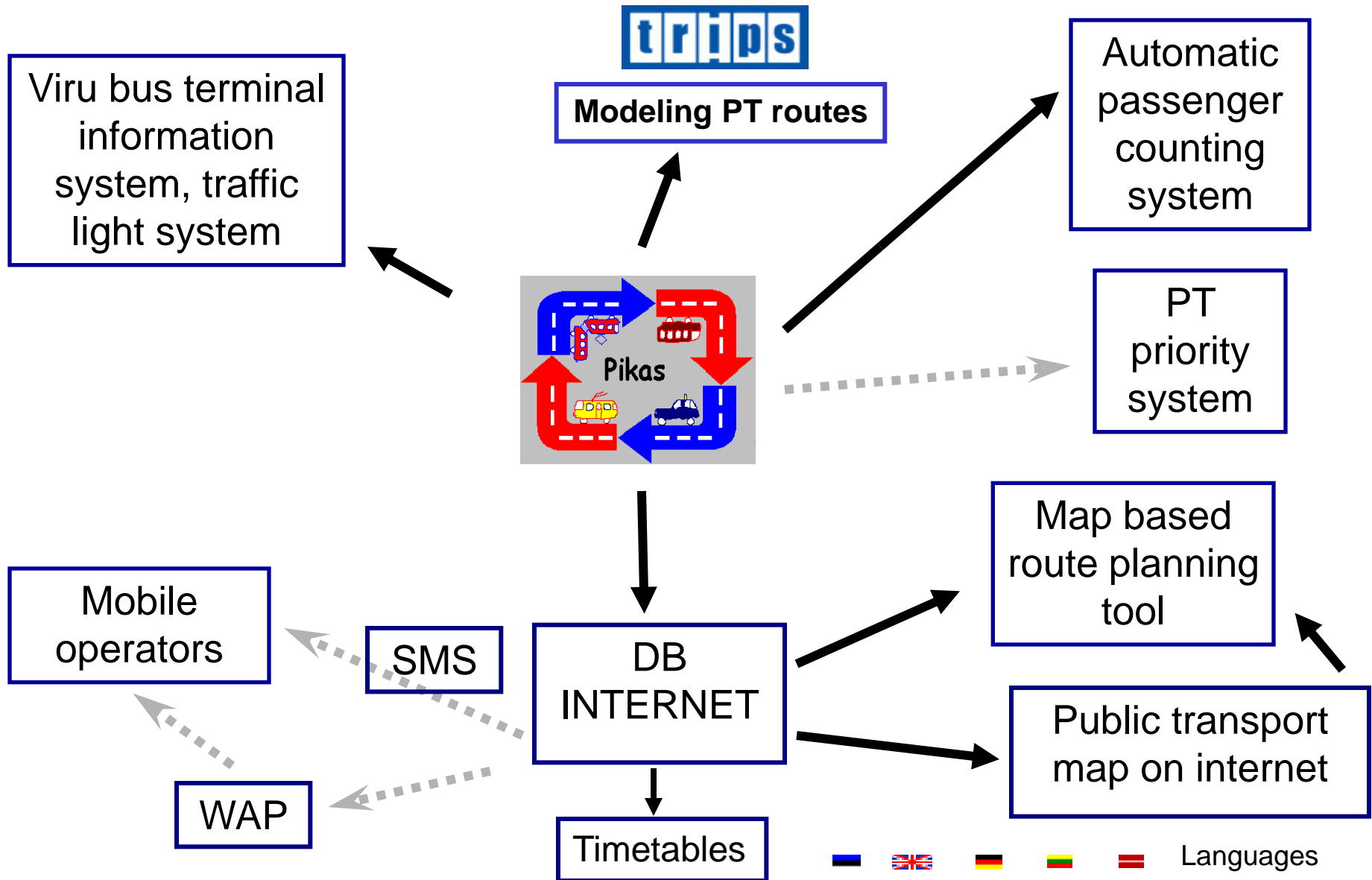Now there are available M – tickets for 1 and 2 hours on all the PT routes.

M – tickets:
- User friendly and attainable
- Reduced fraud risk and easy to control

Integrated system for PT management

trips

Modeling PT routes

Viru bus terminal information system, traffic light system

Pikas

Automatic passenger counting system

PT priority system

Map based route planning tool

DB INTERNET

Mobile operators

SMS

WAP

Timetables

Public transport map on internet

Languages

Internet

Traffic schedules

TROLLEYBUSES	BUSES	TRAMS

14 Viru keskus - Vana-Pääsküla (Mon-Fri)

Lines and departure t...

City area	Street	Stop	Arrival	Trolleybuses	Buses
Kesklinn	Gonsiori tn	Viru keskus 2	09:08		14 48
Kesklinn	Pärnu mnt	Viru	09:10		5 14 18 20 20A
Kesklinn	Pärnu mnt	Vabaduse väljak	09:11		5 14 18 20 20A
Kesklinn	Pärnu mnt	"Kosmos"	09:14		5 14 18 20 20A
Kesklinn	Pärnu mnt	"Kalev"	09:18		5 14 18 20 20A
Nõmme	Vabaduse pst	Valdeku	09:24		14 18 33
Nõmme	Vabaduse pst	Nurme	09:25		14 18 33
Nõmme	Vabaduse pst	Hiiu	09:28		14 18
Nõmme	Vabaduse pst	J.V.Jannseni	09:30		14 18
Nõmme	Vabaduse pst	Vikerkaare	09:32		14 18
Nõmme	Vabaduse pst	Raba	09:32		14 18
Nõmme	Pärnu mnt	Pärnu maantee	09:34		10 14 18 27
Nõmme	Pärnu mnt	Vana-Pääsküla	09:36		10 14 18 27

Traffic schedules

TROLLEYBUSES	BUSES	TRAMS

Search stop:

3 Veerenni - Randla

Route: Vana-Lõuna tn, Herne tn, Veerenni tn, Liivalaia tn, A.Lauteri tn, Rävala pst, A.Laikmaa tn, Gonsiori tn, Raua tn, Pronksi tn, Narva mnt, Viru väljak, Mere pst, Põhja pst, Soo tn, Tööstuse tn, Sitsi tn, Madala tn

Stop **Veerenni**

Mon-Fri				Saturday				Sunday			
5	16	35	53								
6	12	30	48	6	01	28	55				
7	03	14	25	37 49	7	21	37	53	7	01	21 41
8	01	13	25	37 49	8	09	25	41 57	8	00	20 40
9	04	19	34	50	9	13	28	44 59	9	00	20 41
10	07	24	41	57	10	10	21	34 47	10	01	22 42

Buss 7 Seli - Suur-Sõjamäe
Buss 8 Balti jaam - Aigrumäe
Buss 9 Kadaka - Kunstiakadeemia
Buss 10 Väike-Õismäe - Vana-Pääsk...
Buss 11 Kadaka - Kunstiakadeemia
Buss 12 Väike-Õismäe - Priiste
Buss 19 Väike-Õismäe - Seli
Buss 14 Viru keskus - Vana-Pääsküla
Buss 15 Veerenni - Sõjamäe
Buss 16 Väike-Õismäe - Tallinn-Väike
Buss 17 J.Süliste tee - Suur-Sõjamäe
Buss 18 Viru keskus - Laagri
Buss 19 Viru keskus - P.Pinna
Buss 20 Pääsküla - Kunstiakadeemia
Buss 20A Laagri alevik - Kunstiaka...
Buss 21 Balti jaam - Landi
Buss 21A Landi - Autobussikoondis
Buss 21B Balti jaam - Kakumäe

Viru city bus terminal
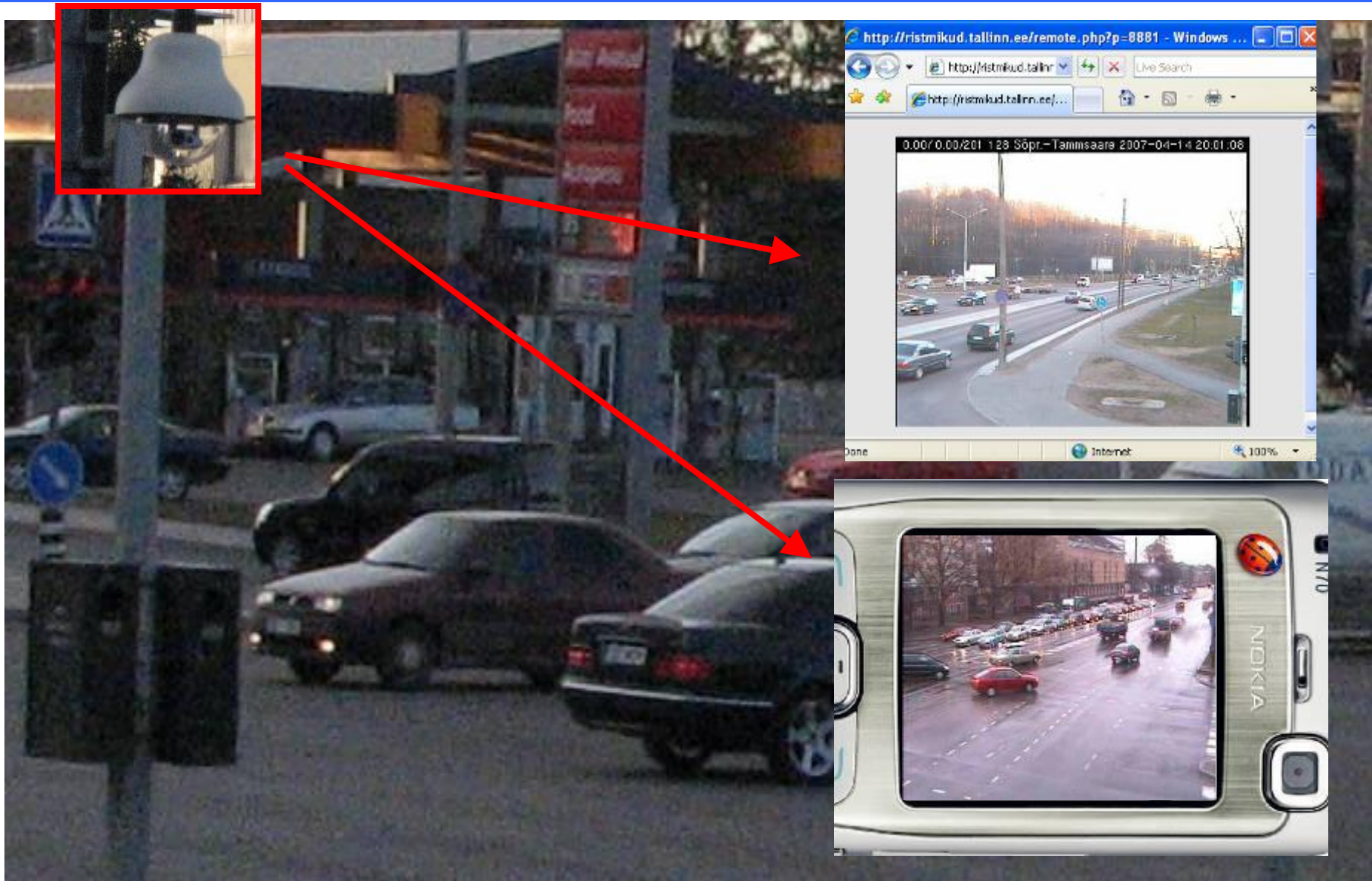
Other innovative activity

- **School bus equipped with free WIFI - internet connection**

- **PT stop information for busses over GPS positioning**

TALLINN

THANK YOU!

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