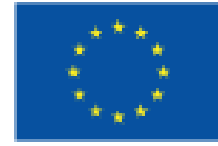




# Interreg

## Latvija-Lietuva

European Regional Development Fund



EUROPEAN UNION

# Project «Improvement of services available by citizen card in Jelgava and Siauliai» – e-Card review

29/12/2020





# Summary

---



- Project period:
  - ❑ 44 months 28 days
  - ❑ 03/04/2017 – 30/12/2020
- Project budget:
  - ❑ 584 230.23 EUR (ERDF 496 595.69)



# Programm priorities

---



- Priority 4.1:
  - Improved quality of living through efficient public services and administration
- Specific objective:
  - To improve efficiency of public services by strengthening capacities and cooperation between institutions



# Overall objectives

---



- To **improve effectiveness** of providing and administrating public services, by
- **Strengthening capacity** of municipal institutions and structures, as well as
- **Increasing usage** of city cards in Jelgava and Siauliai, i.e.
  - including and centralizing municipal **services** foreseen for citizens in city e-card, as well as
  - ensuring possibility to use these services **cross-border**



# Specific objectives

---



Improving of **public services** provided by municipalities as e-services in e-Card

Increase the **number** of e-Card users or citizens using modernized services

Improvement of **cross border** cooperation

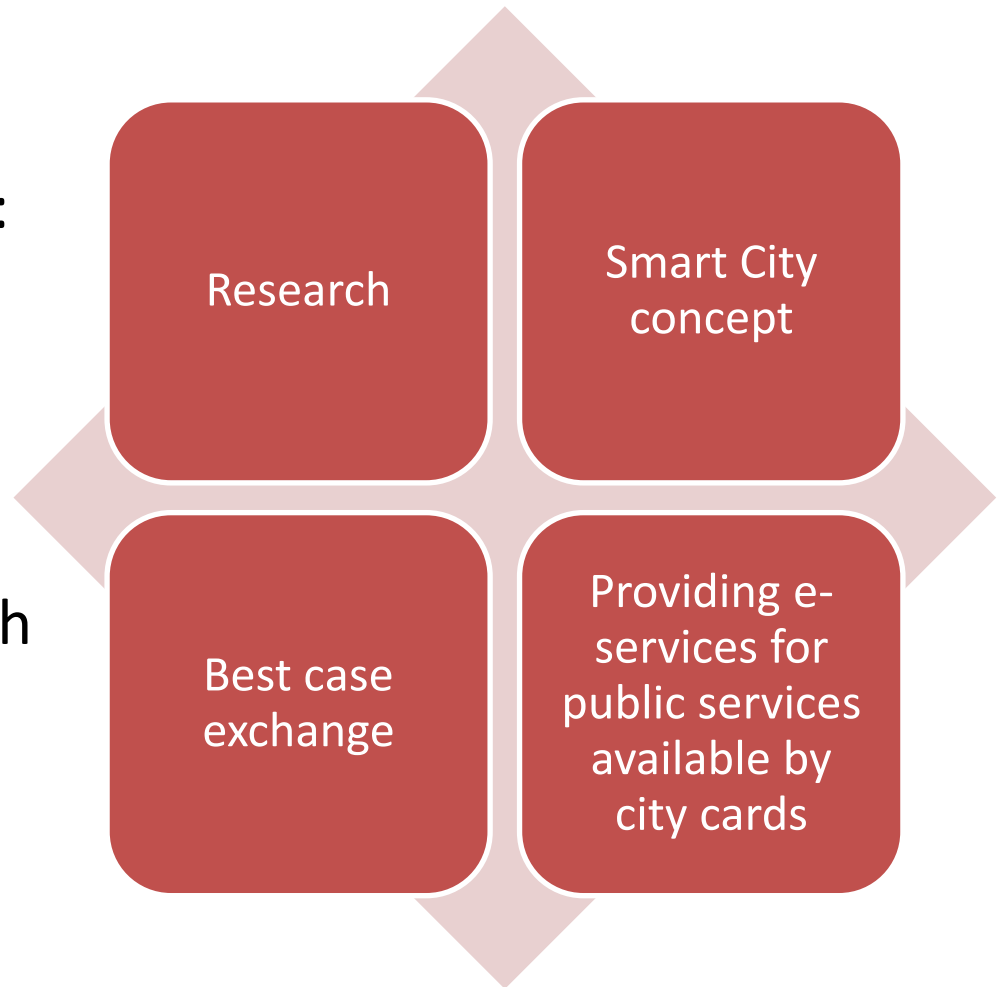


# Main outputs



During cross border cooperation of 2 municipalities there will be:

- improved public services linked with allowances and discounts offered by municipality and
- so access to services is linked to citizen Card with improved and new e-modules





# Main expected project results

---



- **Improved public services** linked with allowances and discounts offered by municipality
- access to services is linked to **CityCard** with improved and new e-modules
- In the project **3 modules** are planned that will develop services available by cards;
- as result **citizens are using cards** of cities more, thus relieving municipal institutions and increasing their living quality;
- **cross border cooperation** between municipalities, their specialists and citizens increased



# Target groups

---



- Local authorities
- infrastructure and (public) service providers:
  - 2 x 5, e.g., JSC “Busturas”, ambulances, sports centers, markets, municipality operational information centers, IT departments, accountancy, educational board / department of education, social affairs / social support, libraries from both cities
- interest groups including NGOs:
  - At least 2 x 10
- General Public





# Work packages



Work package	Real time schedule
Management	03/04/2017 – 30/12/2020
Cross-border experience based research and concept	03/04/2017 - 14/11/2019
Development and piloting	03/04/2017 – 30/12/2020
Communication	03/04/2017 – 30/12/2020



# Cross-border experience based research and concept

---

Done

- **Research:** preparation

Done

- Research: meetings

Done

- Research

Done

- **Concept:** preparation

Done

- Concept: meetings of work group

Done

- Meetings with focus groups

Done

- Elaboration of concept

Done

- **Exchange of best case experience**



# WP Cross-border experience based research and concept - RESEARCH

---



## Jelgava:

✓ September 2017 till January 2018

## Siauliai:

✓ November - December 2017

**Research Subject:** development and improvement of services of e-Cards (City Cards) available for inhabitants of Jelgava and Siauliai.

### Objective of research:

- to evaluate the possibilities of improving processes of e-services, ensuring better compliance with the needs of the inhabitants and better access to municipal services;
- to find out about the attitude of the inhabitants about e-services, related experience and expectations.



# RESEARCH - Conclusions



Results of qualitative research for both project partners showed, that **focus group participants consider e-Card as good way to pay for services and e-Cards are easy to use.**

## **Jelgava:**

- ✓ generally satisfied up 80% of the total inhabitants;
- ✓ At the same time - only half of the valid Jelgava E-cards are used for transport and catering services payments, while other E-cards are used in other cases or are not used

## **Siauliai:**

- ✓ problems with e-tickets were identified in Siauliai case: limited functions, technical problems and lack of information
- ✓ In most cases, dissatisfaction with the quality of the e-ticket arises from misunderstanding, e.g., how you need to use it (especially if you experience extraordinary situations).

Results of research were used as base material for development of **SmartCity concepts** in both cities defining further steps that have to be done in development of cards during the project and in long term.



# WP Cross-border experience based research and concept - **CONCEPT**



Jelgava

✓ February 2018 till May 2018

Siauliai

✓ January 2019 till November 2019

**Concept Subject:** to prepare a concept on how to improve the efficiency and administration of public and private services provided to the residents of Siauliai and Jelgava by strengthening the capacity of municipal institutions and structures using IT solutions.

## **Concept structure:**

- ✓ Evaluation of the current situation and description of the existing problems;
- ✓ Objectives of the measures included in the concept;
- ✓ Description of conceptual solutions
- ✓ vision of short-term and long-term goals, analysis of alternatives that would meet the wishes of the population, etc.



# CONCEPT - Short-term and long-term goals based on elaborated Concept



## Jelgava:

- Development of City loyalty program
- Development of the city ISO 37120 data collection, storage and analysis model SmartCity Monitor
  - ✓ VIAS integration with various supplier data systems (utilities, etc.).
- Development of autonomous services:
  - ✓ Extension of autonomous services from calculation and execution of payments to standalone services using different event types, integration with interactive documents;
  - ✓ Integration with online systems of various service providers (eveselibaspunkts.lv etc.).



# CONCEPT - Short-term and long-term goals based on elaborated Concept



- Creation and development of smart tools (development of resident e-card)
  - ✓ Resident profile e-Telpa.lv as a means of integration with the external supplier online services;
  - ✓ Resident mobile app as billing and communication tool using interactive documents;
  - ✓ Registration of various cards as a resident e-card;
  - ✓ Creation of a universal resident card that can be used identification, communication and payment of various settlements accounts.
- Implementation of smart places
  - ✓ City loyalty program label with square code and / or NFC chip;
  - ✓ Placement of a Bluetooth beacon for the city loyalty program;
  - ✓ Bluetooth beacon placement for tourism and others objects / services;
  - ✓ Placement of means of identification in schools, clinics, hospitals, interest education groups, etc .;



## CONCEPT - Short -term and long -term goals based on elaborated Concept



### Siauliai:

- ✓ Smart transport- Optimized transport system would contribute to the improvement of the quality of life for Siauliai residents;
- ✓ Smart environment - City maintenance and development would be carried out in a transparent manner;
- ✓ Smart residents - a smart resident could use the required services in the most convenient way for him. Resident communities would be active and contribute to the wellbeing





## CONCEPT - Short -term and long -term goals based on elaborated Concept



- ✓ Smart governance - Citizens and businesses would have the opportunity to provide their feedback on public services, thus helping to improve the quality of services.
- ✓ Smart life - Feedback opportunities should be provided so that residents and businesses have the opportunity not only to receive information relevant to them, but also to give their opinion on events that are important to them in the city.
- ✓ Smart economics - City residents would experiment and create new ideas, existing businesses would expand their activities and create new products. And the city of Siauliai would actively use the status of a smart city and business support activities carried out in the city to attract marketing and investments.



# Development and piloting

---



done

- **E-modules:** preparation

done

- Adaptation

done

- Elaboration of e-modules

done

- Consulting and training for implementation

done

- **Terminals:** preparation

done

- Supply of terminals

done

- **Piloting** of new services

done

- Analyses of piloting results



# e-Modules

---

## **3 e-modules were elaborated:**

- e-module "Discount management"
- e-module "Registration of e-cards and rules for calculating discounts"
- e-module "Managing classifiers" (elaborated by Jelgava and transferred to Siauliai).



# e-Modules - Jelgava Citizen Cards

Jelgava city student e-card can be used:

- to receive allowances in public transport in Jelgava;
- to provide allowances for school meals;
- as a Reader's Card in all Latvian libraries;
- for registration for group and extracurricular activities;
- for personal identification;
- as a subscription ticket carrier for paid tickets;





# e-Modules - Mobile app «Jelgava»

Citizens have the opportunity to:

- use the app without authentication;
- authenticate in the app;
- to find out the topicalities and news of Jelgava municipality;
- browse your statuses and the statuses of your minor children in a convenient way;
- correct your personal contact information;
- view the allowances granted;
- view subscription tickets;
- get discounts in Jelgava;
- get discounts in Siauliai with QR code;
- mark events on the interactive map in Jelgava, etc.

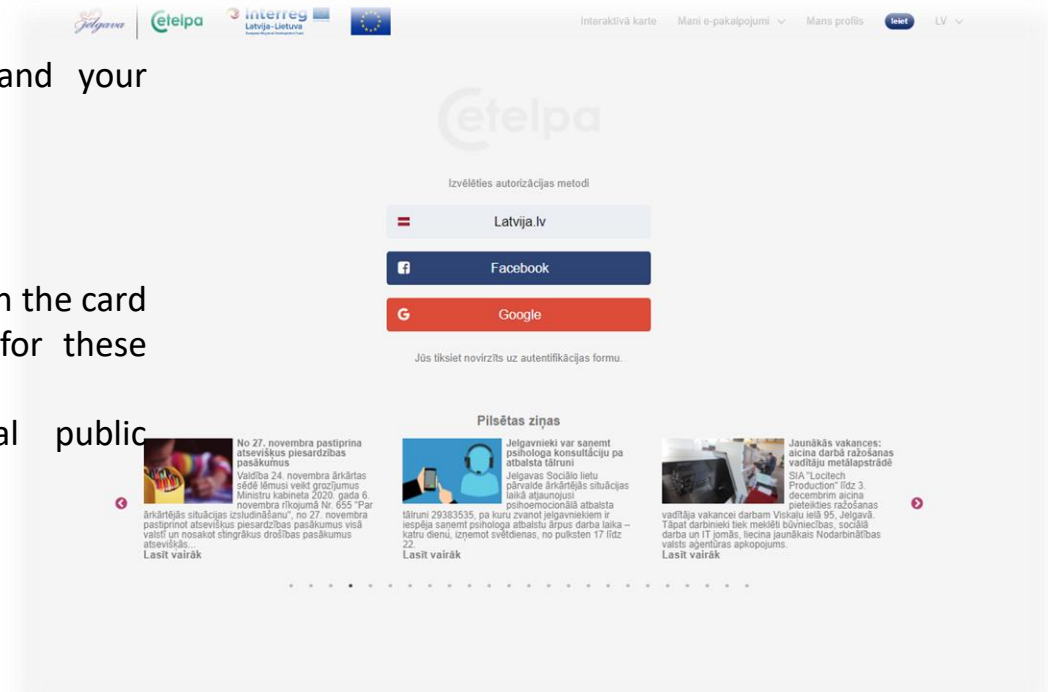




# e-Modules - municipal portal «eTelpa.lv»

Recipients of municipal allowances have the opportunity to:

- authenticate through Latvija.lv;
- link a resident's profile to eTelpa.lv, your social network account or e-mail;
- look at your social status;
- the resident can receive information about social support promptly;
- see the allowances given to yourself and your children;
- receive feedback to the municipality;
- manage your e-cards;
- see what merchant discounts are available;
- see what transactions have been made with the card and what benefits have been received for these transactions;
- Purchase season tickets for municipal public transport.





# e-Modules - interactive card in eTelpa.lv and mobile app

Both residents and any visitors to the city have the opportunity to register events in the city and they are displayed on the map, while representatives of the municipality have the opportunity to see the registered events and respond to reports. The interactive map provides an opportunity to follow events in the city in real time (including showing statistics on information requests at a specific location).

The screenshot shows the desktop version of the eTelpa.lv website. At the top, there are logos for Jelgava, eTelpa, Interreg Latvia-Lietuva, and the European Union. Navigation links include 'Interaktīvā karte', 'Mani e-pakalpojumi', and 'Mans profils'. The main content area features a map of Jelgava with various colored markers (blue squares, yellow triangles, green triangles) indicating events. A sidebar on the right contains filters: 'Aptārbe', 'Jauns', 'Akceptēts', 'Izpildīts', and 'Ilgtermiņa'. The main panel displays a 'Ziņojumu karte' (Report map) with a list of reports. The first report is titled 'Jauns' (New) and describes a request for a one-way street sign at the intersection of Lielupes tilta and Vidus iela. The second report is titled 'Izpildīts' (Completed) and describes a request for a sign at the intersection of E. Dārziņa, Madaru, Zirgu ielas and Kārnīni.

The screenshot shows the mobile app version of eTelpa.lv. The interface is similar to the desktop version, with a top navigation bar showing the time (14:23), signal strength, and battery level (65%). The main content area features a map of Jelgava with various colored markers. A sidebar on the right contains filters: 'VISI ZIŅOJUMI' and 'MANI ZIŅOJUMI'. The main panel displays a 'Ziņojumu karte' (Report map) with a list of reports. The first report is titled 'Jauns' (New) and describes a request for a one-way street sign at the intersection of Lielupes tilta and Vidus iela. The second report is titled 'Izpildīts' (Completed) and describes a request for a sign at the intersection of E. Dārziņa, Madaru, Zirgu ielas and Kārnīni.



# e-Modules - VPS module «eAtvieglojumi.lv»

- A system of real-time social benefits, social services and discounts with the help of the VPS module “eAtvieglojumi”, which, using various IT solutions of the municipality and businesses, allows to receive the granted municipal allowances when paying for services.
- New users - Zemgale Region Competence Development Center and Jelgava Municipal Operational Information Center.

testatijumi >> Atvieglojumi

Vēsturiskie  Aktuālie  Nākotnē spēkā esošie Jauns atvieglojums

Atvieglojuma nosaukums	Atvieglojuma identifikators banku sistēmā (RuleScenario ID)	Saitītās atvieglojumu grupas nosaukums	Atvieglojuma maksājuma mērojs transakcijā	Pabalsta maksātāja kompensācijas konta identifikators (Originator ID)	Atvieglojuma kompensācijas maksātājs	Personu (atvieglojuma norīdījumu) aprīkošanas formulu/nosaukums	Atvieglojums spēkā no	Atvieglojums spēkā līdz	Darbības
Lojalitātes atv.		Lojalitātes atv. gr.	tests tests tests tests tests			Municipālā policija	01.06.2018		<a href="#">Labot</a>
Mēneša maiss - daudzbērnu ģimenēm	APS00041	Mēneša maiss seglana	Pabalsts kartes mēneša maiss seglana	CS000013	Jelgavas sociālo lietu pārvalde		01.01.2017		<a href="#">Labot</a>
Mēneša maiss - maznodrošinātie	APS00040	Mēneša maiss seglana	Pabalsts kartes mēneša maiss seglana	CS000008	Jelgavas sociālo lietu pārvalde		01.01.2017		<a href="#">Labot</a>
Party transport	12341234	Party	Party transport for party people	1234	Jelgavas pilsētas izglītības pārvalde		17.01.2017		<a href="#">Labot</a>
Testa atvieglojums		Lojalitātes atv. gr.	testi testi testi testi testi		Municipālā policija		22.06.2018		<a href="#">Labot</a>
Transports (100% Bārejiem SOC)	APS00004	Transports	Pabalsts pilsētas sab. transporta maiss seglana bārejiem	CS000011	Jelgavas sociālo lietu pārvalde		01.01.2017		<a href="#">Labot</a>
Transports daudzbērnu 100%	APS00044	Transports	Pabalsts pilsētas sabiedriskā transporta apmaksai	CS000013	Jelgavas sociālo lietu pārvalde		01.01.2017		<a href="#">Labot</a>
Transports jēgvākiem skolniekiem pēc VHS koda	APS00023	Teste	Pabalsts pilsētas sabiedriskā transporta apmaksai	CS000008	Jelgavas sociālo lietu pārvalde		01.01.2017		<a href="#">Labot</a>
Transports pensionāriem 50%	APS00016	Transports	Pabalsts pilsētas sab. transporta maiss seglana pensionāriem	CS000009	Jelgavas sociālo lietu pārvalde		01.01.2017		<a href="#">Labot</a>
transporti(BOS/s) 2014	APS00028	Transports	Braukšanas maiss pabalsts Jelgavas skolniekiem	CS000007	Jelgavas pilsētas izglītības pārvalde		01.01.2017		<a href="#">Labot</a>
zz test benefit	00000000	zz test benefit group	do not use this do not use this do not use this	0000000000000000	Jelgavas pilsētas izglītības pārvalde		01.04.2017		<a href="#">Labot</a>

1 - 11 no 11 ierakstiem





# e-Modules Šiauliai - Šiauliai Citizen Portal

- city residents can adjust their contact details,
- see their own and their minor children's physical cards and the operations performed with them,
- See the discounts that have been assigned to them personally, as well as the discounts they have already used.



LT LV EN RU

## Šiauliečių savitarnos interneto svetainė

Savitarnos svetainė skirta šiauliečiams. Joje galima peržiūrėti jų nuolaidas, el. korteles ir dokumentus.



1 Atidaryti interneto svetainę



2 Patvirtinti su VIISP



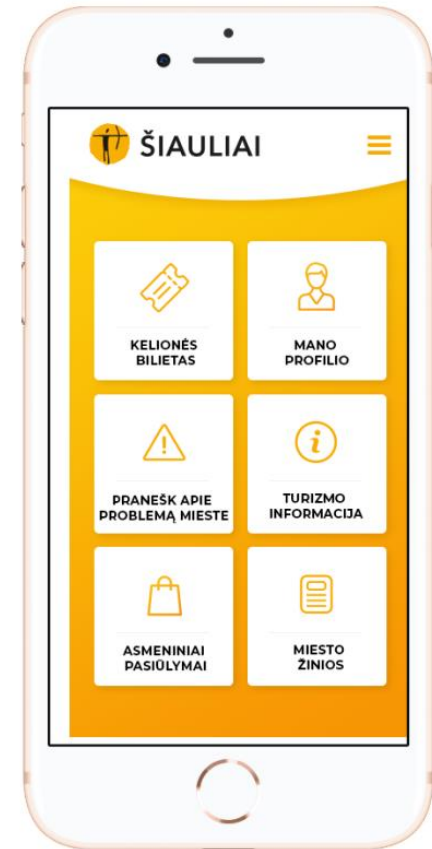
3 Jūsų tapatybę patvirtinta ir Jūs prisijungėte

PRISIJUNGTI SU VIISP



# e-Modules Šiauliai - Šiauliai Citizen Portal

- can find out the city's news
- view the calendar of events in Šiauliai and Jelgava.
- get acquainted with Šiauliai city tourism objects there, to plan the most convenient route to them.
- Additionally, using the mobile app, users are directed to the purchase of public transport tickets
- can plan the most convenient route to the point of interest (combining public transport and walking)
- can get their personalised discounts in Jelgava.





# e-Modules Šiauliai - Smart Population and Service Register

ŠIAULIŲ MIESTO SAVIVALDYBĖS  
IŠMANUSIS GYVENTOJŲ IR PASLAUGŲ REGISTRAS VIS

VARTOTOJAI ADMINISTRAVIMAS MONITORINGAS ŽMONĖS IMPORTAS ATASKAITOS E-LENGVATOS

Asmens kodas:  0 / 11

Vardas, pavardė:

Adresas:

Taip pat ieškoti istorinių duomenų

- the Population Register module acts as a common information base for the city's population
- it includes all persons who have declared their place of residence in Šiauliai.
- The use of web-based services, as well as direct integrations, ensures the timely retrieval of information from other databases.
- The card registration and discount calculation rules' module works in interaction with the discount management module, so employees have the opportunity to create discounts, set important discount parameters such as the amount of the discount, etc.



# e-Modules

---

## Terminals

- 5 terminals for Jelgava (purchased on April 2020)
  - ✓ Jelgava 6th Secondary School (swimming pool)
  - ✓ Preschool educational institution "Kāpēcīši" (swimming pool)
  - ✓ Children and youth center "Junda"
  - ✓ Preschool educational institution "Rotaļa" (swimming pool)
  - ✓ Jelgava City Municipality Institution "Kultūra"

## Analyses of piloting results

- December 2020 for both project partners



# Communication



done

- Start-up activities including communication

done

- Digital activities (Project information and regular news)

done

- Digital activities (brochures, videos, etc.)

done

- Conference



## WP Communication

---



- **Start up activities:**
  - ✓ Posters at least A3
  - ✓ Press releases
  - ✓ Communication plan
- **Digital activities:**
  - ✓ Regular news on webpages at least once in 3 months (on partners websites and/or latlit.eu)
- **Digital activities (for Siauliai):**
  - ✓ Video
  - ✓ Brochures
  - ✓ Banner



# Management

---

Done

- Establishment of project management bodies and procedures for project implementation

Done

- Signed partnership agreement

Done

- Kick-off meeting on 07/06/2017

Done

- Project monitoring and coordination - planned 7 internal progress reports, done 14

Done

- Project reporting – planned 12, done 18

Done

- Project meetings and communication – planned 9, done 3 Steering group meetings, 15 PM meetings

Done

- Participation in program events – planned 3, participated in 4



# Management

---



## Meetings:

- Kick-off meeting
- 3 Steering committee meetings
- 2 Best case exchange meetings
- 15 project management meetings

## Reports:

- 14 internal progress reports
- 12 Project partner reports
- 6 Consolidated reports

## Procurements:

- Research price surveys
- Concept price surveys
- E-Module procurements
- Terminal procurement for Jelgava
- PR campaign procurement for Siauliai

## Programme events:

- Attended 4 program events (3 – LV, 1 – LT)
- 





# Interreg

## Latvija-Lietuva

European Regional Development Fund



EUROPEAN UNION

# Thank you for your attention!

