SUMMARIZING REPORT OF ANALYSES OF PILOTING RESULTS IN JELGAVA AND SIAULIAI WITHIN ERDF CO-FINANCED PROJECT LLI152 "IMPROVEMENT OF SERVICES AVAILABLE BY CITIZEN CARD IN JELGAVA AND SIAULIAI" (E-CARD)

2020

1. Introduction

Project LLI-152 «Improvement of services available by citizen e-Card in Jelgava and Siauliai» (e- Card), that is co-funded by European Regional Development Fund (ERDF co-funding 496 595.70 EUR), foresees common challenge - necessity to improve the functionality of citizen e-Cards to make their use more functional and available for citizens and one of the planned activities within this project was Concept.

Project includes work package "Cross-border experience-based research and concept" with specific objective - to develop, integrate and pilot residents' e-cards and their platforms, based on existing systems, provided research and elaborated concept and good experience sharing.

One of the activities planned under previously mentioned work package was Analyses of piloting results, meaning, that during the piloting information about the process will be gathered, as well as reviews from users and in final stage report on analyses will be prepared to evaluate situation, define necessary changes, to evaluate number of new users and their satisfaction with new option, to evaluate reviews from municipality officers, to prepare materials for dissemination of results.

Analyses of piloting results were done in December 2020.

2. EVALUATION METHODOLOGY

Subject of evaluation: Public services developed by the city (Jelgava and Siauliai) within the project - development and improvements of the services available in the cities.

Participants of the evaluation: Latvian residents who use the services available in the Jelgava City – Jelgava citizen e-Card, mobile application, municipality portal "eTelpa.lv", city administration, municipality representatives who will work with the developed public services on a daily basis and Siauliai residents using virtual resident card – Siauliai portal and municipality representatives who will work with the developed public services on a daily basis.

The purpose of the evaluation is to evaluate the situation after piloting the results, to evaluate the newly developed services, to evaluate the number of new users and their satisfaction with the new opportunity, to evaluate the feedback of municipal officials, to determine the necessary changes and future development.

3. NEW SERVICES AND CHANGES

During the implementation of the project 3 e-modules were elaborated:

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

With the development of these e-modules information technology solutions have been developed and implemented, which create conditions for the municipal administration to have more improved effectiveness of providing and administrating public services and have strengthened capacity of municipal institutions and structures, including and centralizing

municipal services foreseen for citizens in city e-card, as well as ensuring possibility to use these services cross-border.

Within this project Jelgava city council:

1. Have developed new citizen e-cards (on bases of previous e-cards)

Jelgava city student e-card can be:

- used to receive allowances in public transport in Jelgava;
- used to provide allowances for school meals;
- used as a Reader's Card in all Latvian libraries;
- used for registration for group and extracurricular activities.

The Jelgava city resident card can be:

- used to receive allowances in public transport in Jelgava;
- used to get discounts from service providers in the city;
- used for personal identification;
- used as a subscription ticket carrier for paid tickets;
- used as a Reader's Card in all Latvian libraries;

2. Has created "eTelpa.lv" (www.eTelpa.lv) – municipal portal created within the project and it provides Jelgava residents and organizations with an integrated platform for receiving specific e-services provided by Jelgava municipality online and will allow creating a unified identity profile for communication with the municipality.

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.

Municipal merchants / entrepreneurs have the opportunity to:

- to grant discounts to the citizens (groups of the citizens) at their points of sale;
- Segment target groups;
- administer your discounts.

3. Mobile application "Jelgava" developed within the project, which is a resident's e-card and virtual wallet.

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.

4. An interactive map is available on mobile app and eTelpa.lv.

In it, both residents and any visitor 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).

5. VPS module "eAtvieglojumi.lv" has been improved.

At present, the city of Jelgava has introduced 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. In addition - the VPS module "eAtvieglojumi" has new users - Zemgale Region Competence Development Center and Jelgava Municipal Operational Information Center.

Within this project Siauliai City Municipality Administration has developed:

1. Smart Population and Service Register - 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. With their help, employees have the opportunity to create discounts, set important discount parameters such as the amount of the discount, start and end dates of the discount, as well as assign the population groups that can receive the formed discounts. Population groups are formed according to the parameters selected by the employee.

2. Siauliai Citizen Portal – with the help of Siauliai 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, the discounts that have been assigned to them personally, as well as the discounts they have already used. During the implementation of the project, the possibilities for city residents to submit various requests, applications in electronic form through the Siauliai Citizen Portal and to receive answers and generated documents were significantly improved.

3. Mobile app "Šiauliai". A mobile app has been designed as a product that integrates all the results of the project implementation. With its help, one can find out the city's news, view the calendar of events in Siauliai and Jelgava. It is possible to get acquainted with Siauliai 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.

4. user reviews and future development of services

Due to COVID-19 spread and critical situation in countries and also due to restrictions in Latvia and Lithuania, it was decided not to participate in public events, where it was planned to advertise new products and gather user reviews. Also COVID-19 has affected the use of e-cards and the use of the developed services.

But after conducting a survey of the employees of the municipality departments in Jelgava and Siauliai, the functions for the implementation of which the new information systems will be used were identified. Respondents agreed that the newly developed information systems contribute to their capacity building and services have been improved.

The developed service helps municipal employees in their daily work. It is possible to transfer information to a much larger number of residents and to more accessible, easier-to-use services. Information is easier to find and accessible within a single IT solution, such as the ability to see benefits for yourself and your children online instead of calling the relevant municipal authority, a real-time system of social benefits, social services and discounts has been introduced to help municipalities employees to enter and collect information faster and strengthen their capacity. With the newly developed services, the cities has improved its competitiveness compared to other cities, as well as other cities have shown interest in introducing this type of services to themselves.

According to the piloting results of the improved services, after evaluation of the comments and suggestions, received during the interviews with the employees, the functionality of the information systems could be further developed.

Suggested development for Jelgava City Council:

- Resident profile e-Telpa.lv as a means of integration with online services of external suppliers;
- Opportunity for the portal user to purchase a City Traffic subscription in the online environment and receive information about the use and history of their purchased subscriptions;
- Linking a Citizens e-card to a bank account so that it can also be used as a payment card;
- Implementation of the City Loyalty Program;
- For the development of a mobile application - to create it as a universal means of payment, identification and communication and to provide the following opportunities to the citizens:
  - free choice to perform financial transactions using a bank account or account of other settlement institutions;

- o save interactive documents, such as tickets, access codes, etc., in the citizen's mobile application;
  - o perform personal identification, for example, in the library, school, interest education groups, etc.;
- To provide for the development of autonomous services:
  - o Integration with online systems of various service providers (e.g. epakalpojumi.lv, eveselibaspunkts.lv).
  - o Extension of autonomous services from calculation and execution of payments to autonomous services using different types of events, integration with interactive documents;

Suggested development for Siauliai City Municipality Administration:

- It is recommended to expand the integration interfaces with external systems in order to further extend the functionality of information systems and the quality of services provided to city residents.

- It is recommended to integrate the possibility of direct payment via the mobile app in various shopping and entertainment venues.

- Use the mobile app for personal identification (e. g. when buying a ticket on the bus with a discount, for control one no longer needs to show an additional identity document).

- It is recommended to ensure a wide public awareness of the improved public services provided to the city residents.

- Use the results of the project to increase the number of fully digitised public and administrative services (e.g., organisation and accounting of social services provided at home; organisation of non-cash settlements in educational institutions; organisation of various permits for natural persons, etc.).

- Use the results of the project to achieve the city's goals (e.g., to create promotional schemes for the use of public transport; to create promotional schemes for children and young people to attend museums and various cultural events; to create promotional schemes to involve business representatives in social programmes).

- Use the results of the project to create a registration system for various educational institutions.