

# CARD4ALL TRANSFER STORY

## SASSARI CASE

### AN INTERVIEW ABOUT THE SASSARI'S CITIZEN APP WITH FRANCESCA, 48 YEARS OLD.

- Hi, what's your name?

Hi, my name's Francesca, I'm 48 years old, I'm an architect.



- Tell me about your life in Sassari

I decided to be an inhabitant of the historic center of Sassari with my family, because I love to live where the traditions and the authentic spirit of the city is. We've settled here 10 years ago, attracted by urban regeneration project promoted by the municipality in that period. Was not an easy choice because of the difficulties to live a modern life in the contest of the ancient city: lack of parking spaces, narrow streets and has also found a house that fit with our needs. Live within the Limited Traffic Zone give us challenges we didn't expect, for example, it always took a long time to get permission for workers to access the house, first for restoration and then for repairs, or finding parking to bring groceries home often became difficult and frustrating.



- **What you know about the Card4all project ?**

I've read on the Nuova Sardegna, our local newspaper, about the development of the Card4all project in Sassari I was very curious and positive, the hope was that import a good practice like that in our city could improve the quality of our lives as citizens of the historic center.

And when the municipality develops the citizen's app so it happen, at least in part.



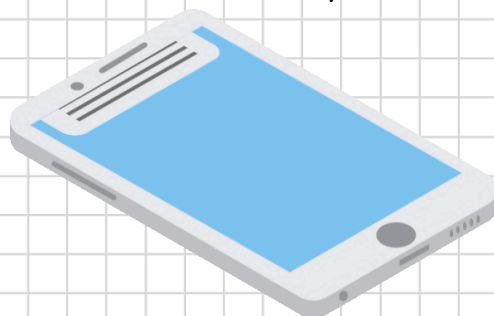
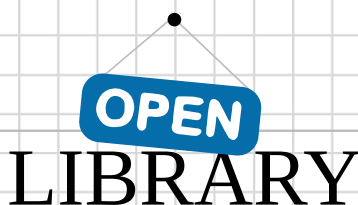
- **Can you give me an example of how the Card4all project has influenced your everyday life?**

*Sure, for example, this morning was raining and I had to took my son Giulio to school.*

*Fortunately, I keep my car in the underground parking lot from which I can enter and exit as if it were my garage thanks to the citizen's app with which I pay the annual subscription. With the app I also pay tuition and Giulio's school canteen.*

*Today I didn't have to work, and once I leaved Giulio at school, I went back downtown, the access to the Limited Traffic Zone now is easier because the app allows me to enter through the gates without even touching the phone. I took a walk in the center and went shopping using the special offers reserved by merchants for those who have subscribed to the services of the city's app.*

*Later this afternoon I will go with a friend to the city library to attend the presentation of a book, after I'll borrow a volume that I booked through the app, I'm sure to find it because I received the notification on my phone.*



- So, what's your opinion about the app?

Many parts of my life as a citizen of Sassari had been improved thanks to the services offered by the app for the citizen, both access and payment of services and municipal taxes has become faster, and I can easily keep everything under control.

- And what could be better in your opinion?

Adding new services. I would like to have my son's public transport pass connected to the app to be sure that he will have the bus ticket. And also a better bike sharing service, my husband has got his own e-bike but it is heavy and takes up a lot of space at home, and it is not secure to park it out on the street, having a bike sharing service with the e-bike could be a good idea.

THANK  
YOU



# CARD4ALL TRANSFER STORY

## SUCEAVA CASE

Constantin is working in the cultural field and has been recently detached with a new assignment for one year, in the city of Suceava. He is coming from Bucharest, the capital of Romania, therefore he has no friends in the area. Luckily, a few weeks before actually moving, he met someone working in the same industry, Amadeia, who gave him a little insight about his future home city. She was so delighted to tell Constantin about Suceava's Municipality new citizen card and all its benefits.

Amadeia was one of the ULG members for the project CARD4ALL, a project in which Suceava Municipality took part so she told Constantin about the opportunity she had to take part in the transnational meeting organized in Suceava.



It was a new experience for her, since it gave her the chance to interact with people from other countries who had interesting ideas about a card for citizens. She represented the municipal theatre and the organization has previously showed their interest in joining the initiative. Amadeia offered to get Constantin a citizen card to help him make his life easier as a fresh citizen of Suceava city. This made Constantin feel a little more relaxed about his future new life. Therefore, she helped Constantin with all the arrangements to obtain the citizen card and mailed him the card in advance, so when he arrived in Suceava he had a strong ally to make his life easier.

The story of Constantin as a new resident of Suceava starts on a Friday evening in September. After a road trip from Bucharest, he arrived in the city centre where he had an apartment rented by the company.

Right next to the apartment building lays the public underground parking so he used for the first time his citizen card to park the car safely. He went to freshen up little bit after the long road trip and then he decided to make a short walk and have dinner, as he was starving. He chose one restaurant nearby, where due to the citizen card he had a 10 % discount off from the total cost of the meal. After dinner and a short walk in the city centre, he went to back to the apartment to rest.



Saturday morning, the sun was shining and it was a perfect autumn day for walking and discovering the city. Constantin served breakfast at one terrace nearby where he used his citizen card again and benefitted from 15 % discount. While he was drinking his coffee, he texted Amadeia and she proposed to meet and show him the fortress, the most famous historic place of Suceava city. Therefore, he decided to rent an electric scooter with his citizen card to be on time at the meeting.



Amadeia shows him around and makes a short list of important objectives that he should visit to take full advantage of his weekend before starting his new job. After walking they head to the ticket office where they are granted access with the citizen card and pay less with 10 % than regular. He was very impressed by the citadel and travelling back in time made him want to discover more about the city's history. After visiting the fortress, they stopped for lunch and Amadeia recommended some traditional plate of Bucovina cuisine. Constantin felt very happy and fell in love with his new home city.

They ride back to the city centre with the electric scooter and leave it at the renting facility situated in front of Matei Visniec theatre. As there was plenty of time left of the day, they decided to go watch a movie together. A Romanian movie premiere was rolling at the municipal cinema. Constantin was surprised to find out that Suceava Municipality had also made an agreement with the cinema for the citizens who own the card and so he paid 10 % less for the cinema ticket.

On Sunday morning after having a delicious breakfast he headed on foot towards the National Museum of Bukovina. At the entrance there was a nice lady who scanned his citizen card and granted him access into the facility, providing a complete tour of the museum together with detailed explanations about historical facts of the city.



Coming from the crowded city of Bucharest, Constantin was very tired of driving and spending hours in traffic, so in the afternoon he decided to take the public ecological transport to go to the mall and do some shopping. He used his citizen card again and all in all he spent just 30 minutes in the bus, enjoying a pleasant ride for just a few Romanian lei.

In the evening he remained at home to cook, relax and get prepared for the new week ahead. He felt very satisfied with all the activities he did in his first weekend as a citizen of Suceava. The citizen card provided him access to a lot of facilities and made him feel like a real citizen, even if he was here for the first time in his life. Now he was confident that he will feel very good living in Suceava city for the time he will be detached.

# CARD4ALL TRANSFER STORY

## CLERMONT FERRAND CASE

### A DAY IN CLERMONT FERRAND FOR CELINE, 45 YEARS OLD, IN 2021, THE REAL STORY.

My daily routine has quite changed lately, I use to ride the tram every day but since the pandemic, I often prefer walking now, my office is just 20 minutes away. I had read about multiple possibilities about a Citizen Card, well it's not yet my everyday reality but obviously, we are heading for it. My city is launching a big citizen concertation to have our opinion on an important mobility project with two lines of transportation being completely reshaped. They should be like the tram with its own site and high level services and ticketing completely rethought. This project will be operational in 2026 so I am definitely going to give my opinion on the website : <https://inspire-clermontmetropole.fr>



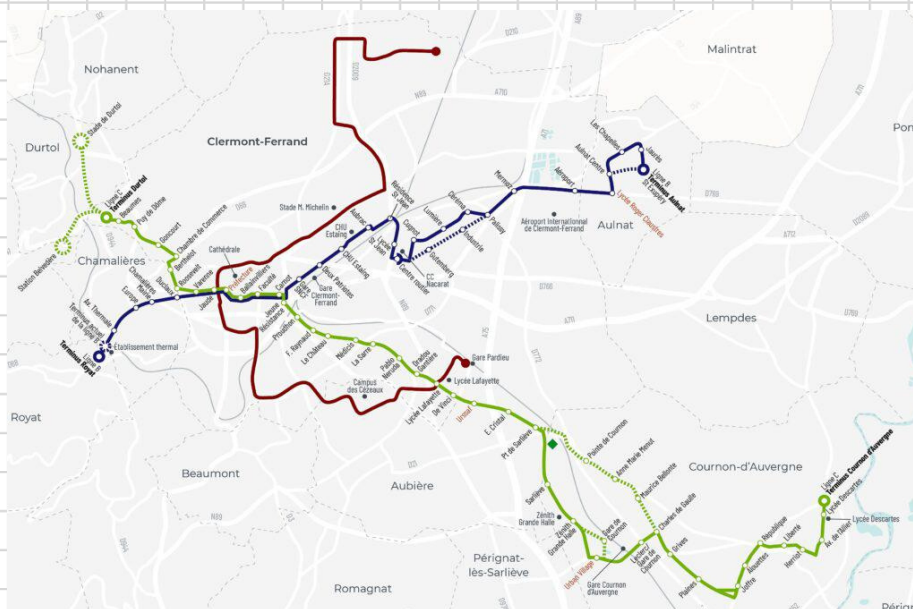
# YEAH

My city wants a new mobility plan, more environmentally friendly, that will serve more people and better. It will mean better circulation, less traffic jams, and a prettier city . They decided not to go on a tram option but chose high level service bus so they can much easily go everywhere and that means to places the tram would never go either because of technical difficulties or cost prohibitive reasons.

Bus should be electric ones or even maybe work with hydrogen, isn't that thrilling ! Finally the railway station and the airport will be part of the mobility plan and that will be so convenient. I don't really know exactly what a high level service bus is but it seems quite promising.



I live nearby one of the sites projects that are going to undergo urban regeneration so I absolutely want to exchange ideas with the inhabitants that are also concerned by this project. Authorities are questioning the possibility that cars would not be allowed anymore in the central area of Clermont and that could really change my life. Of course, as a resident, I will not be impacted but no more cars or at least fewer cars in my street, that will definitely change my life !





Furthermore I want to discuss about how the new ticketing system should offer plenty of new services from bike renting to public library access and paying my subscription to public services. I read about such examples in Gijon and I definitely want to push these ideas forward. The website for the concertation is quite user friendly with lots of chats so people can express their ideas, their fears too and talk on the net with other people. It seems that already lots of contribution are on the website and the concertation has only started mi-january. For three months, people are going to have lots of time to discuss the project and make it better . It's not just about giving your opinion about a project, it's mostly about getting into a conversation with all of the inhabitants and that is quite new, so I want to be a part of it !



# CARD4ALL TRANSFER STORY

## AVEIRO CASE

Silva family is about to move to a new house and is organizing all the formalities required to regularize the situation. The four members will have different routines: the two kids will change schools; Maria, the mother, is now closer from work and Pedro, the father, can also walk or drive the bike on his daily life because in the city is easy to cycle. Maria won't need to drive anymore the kids to school as they can now ride the bus by themselves.



*They are eager for the changes but they know there is a long way to go. Ricardo, the youngest, had just moved to the 5th grade last year and they had to do all the paper work. He needed a new card for school, fill in a paper to ask for the credit left from his pocket money to spend at school and follow all the steps to get a new bus pass. And they have to count on all the permissions they have to require from the city hall to finish building their house.*


As a way to start 2021, they called Aveiro Municipality to know what is needed to get the habitability permit and they were told it's now possible to do all the process online. They were also told about other recent news: the school card is now the same in all the schools from Aveiro, all services that the municipality and the schools provide, namely the cafeteria, bar, stationery, reprography, meals, access to the buildings and extensions of the period at school can be purchased and paid with it. The city is also articulating with all the different providers of the city services to add during the year the library, the museums, the bus and the bike sharing system in the same tool, without the need to have extra subscriptions, cards or papers. They got enthusiastic to discover their new city and pleased that it will be so easy to do it.



# School

## HOW THE CITY GOT THERE...

*Aveiro fulfils all the conditions to be considered a digital cluster and a territory of innovation. It has a strong existing knowledge economy, being the home of one of the top-100 universities in Europe less than 50 years old, of the R&D centre of one of the continent largest telecom companies and of several innovative firms both in digital and traditional sectors.*



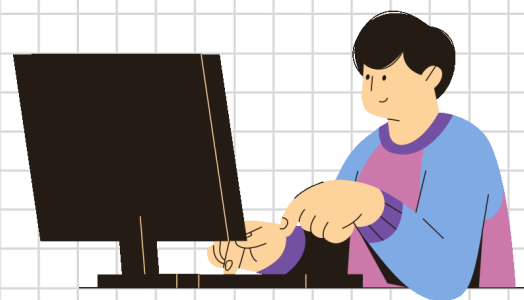
*The Municipality, supported by this background, aims the transformation of Aveiro to a smarter, open, resilient and inclusive society developed to and by the local citizens with the engagement of technological and R&D stakeholders. In order to achieve that, the city intends to promote a digital revolution and foster solutions and services that can contribute for this transition under the Aveiro Tech City initiative. As part of this strategy and with the push of the Urban Innovative Actions program, the city of Aveiro will use technology to improve urban services and infrastructure and make the city more efficient and better to live in and visit. The transnational learning and cooperation experience brought by Card4All is also an important opportunity to simplify citizens' access to public services.*

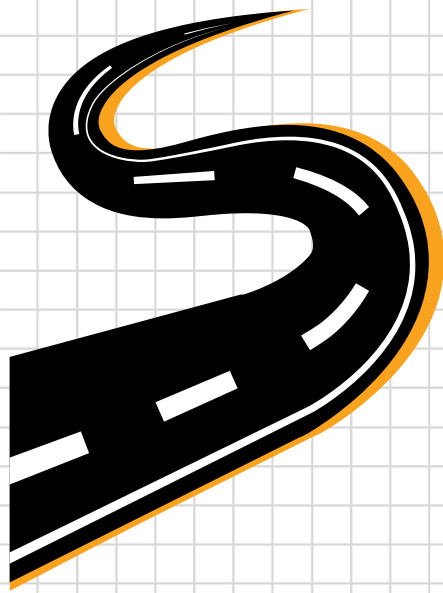
Municipal departments are working together to create and provide a citizen card system, counting on the contributions from Mobility, considering bikes, buses, ferry and parking; Education and Sports; Culture, including libraries, museums, the theatre, youth and elderly, and tourism; IT; and the Front Office, that deals directly with citizens.



Each department acts as an intermediary with their own stakeholders such as external service providers or concession holders. The transnational level of the project helped the group to work close to Gijon to understand the good practice and to understand how it can work at local level.

First step was done by the integration of all services offered in the different school levels. The national process of decentralization transferred the education competencies to the municipalities, and the need accelerated the initial strategy. Almost simultaneously, the Municipality also activated the online services, with a wide range of options. Different linkages, payments loading, single sign in and a number of other key elements discussed in Card4All are already in place.





The digital solutions adopted in Aveiro over the years created a complex system of providers, interfaces and information sources for various services around the city. The translation and connection between all the layers are not easy to do and it depends on a large number of players, often with opposite visions and requirements that can cause conflict of interests. The time required to understand the different systems and get consensus on new architectures has been significant. The option of legacy integration or green field has impact not only on technological development but also on rising political issues.

## THE LONG ROAD AHEAD....

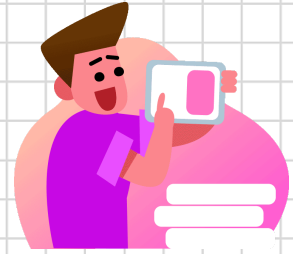
The delivery of the project at the local level requires technical skills and will need an internal teams of ICT developers and experts, not always easy to find in the Portuguese municipalities. Other barriers are however to be more likely to appear in the future and once the citizens card is in place, in which implementation and evolution of the card will require capacity, human and financial resources.

*The change is needed but it's not always understood by all the stakeholders or even the citizens. Sometimes the shift of habits is not well perceived, increasing the amount of side effects of any change. To get a seamless transformation its needed to find a balance between the maintenance of systems and the introduction of new and disruptive functions. In the way, moments of conflict can arise that can postpone the progression. This is a long process and the steps should happen continuously, on a sensitive way, with the involvement of citizens.*

# CARD4ALL TRANSFER STORY

## JURMALA CASE

It is an early spring Monday morning in Jurmala. The sun is up, the clouds are crystal blue and the spring can be felt in the air with the smell of blooming flowers and sounds of chirping birds around. Through the half-opened window in Janis room, the fresh seaside air and the sun rays are welcoming the start of another school week. Then, out of a sudden, Janis jumps up from his bed, just awoken by the sound of birds chirping outside, he realizes he is late for school! Just awoken, Janis without any hesitation gets ready, runs down the stairs and out of the house for school, but quickly returns to grab the Jurmala pupil card which might be handy during the day.



Despite oversleeping and running late, Janis manages to catch the last school bus going to his secondary school. As soon as getting on the school bus, Janis is greeted by the bus driver who asks him to provide his pupils card and validate the trip to school. Janis gladly pulls out his Jurmala pupil card from the back pocket of his jeans and taps the card on the card reader. He smiles and notes to himself - it is so convenient to tap the card and that is it - you are ready to go. It is a short, 10 minutes, drive to the school, but Janis manages to catch up with his friends on their past weekend activities. Arriving and right after entering the school, Janis and other pupil must validate their pupil cards at the access control stations (turnstiles). These access stations have been set up by the school in cooperation with the local government to enhance the safety of pupils in the school. Another tap of the Janis' pupil card and he is let into the school right as the bell for the first class has started to ring.



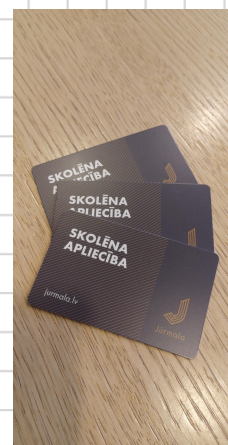
The long-awaited bell ring means the first half of the school day is over and it is lunch time. Janis makes his way to the school's canteen where a few of his friends have managed to arrive first and are already standing in line for their lunch. Janis takes the spot in the line and within a minute he is ready to select his lunch from the Monday lunch offers. As the local government is financing the lunch for all pupils, it is understandable that some confirmation for receiving the lunch should be made, and again - a simple tap of Jurmala pupil card on the card validator and a green confirmation light is the last step for Janis to enjoy his lunch with his friends.



# School

Janis, like all other pupil, are watching the wall clock eagerly for it to strike the full hour as that would mean the first school day of the week has ended. And then, the long-awaited school bell rings which brings a smile to Janis, as the school day is over. Exiting the school, Janis waves goodbye to his friends as he will not join them on the bus back home. He has chosen to take

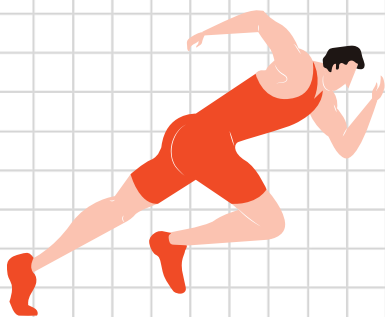
the bike-sharing service to enjoy the sunny spring day and, on the way home, pick up some books from the local library to prepare for the Friday tests. As Janis has already registered for the bike-sharing service and confirmed his Jurmala pupil card number, Janis has free 30-minute drives available each day. Janis opens the bike-sharing mobile application, chooses his bike and sets off to the library.



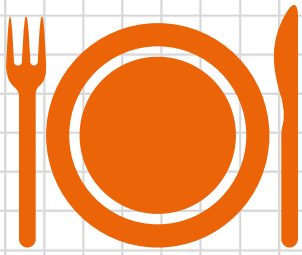
Arriving at the library, Janis makes sure he leaves the bike-sharing bike at a suggested location as not to receive any penalties which could impact his opportunity to use the bike-sharing services in the future. After entering the library, Janis finds the necessary books to prepare for the test and the last thing to do, is to register the book to himself. Janis has the opportunity to use the self-service machine, but today he chooses to talk with the librarian and sort out the necessary things. After approaching the librarian checkout desk, Janis is asked to identify himself - at this point Janis recalls the morning situation where he almost forgot his Jurmala pupil card at home. Janis taps his card on the card reader on the desk of the librarian and within a few seconds, Janis profile is found in the library system, the chosen books are put on Janis profile and Janis is ready to head home.



Arriving at home and before heading out to dinner with his parents, Janis remembers to register for the running competition which will take place next week at the beach. While registering his application for the event, Janis sees the possibility to enter a Jurmala resident card number to receive a free participation to the event. As the Jurmala pupil card is for pupils in Jurmala, the Jurmala resident card is for the residents of Jurmala, Janis checks his card number and enters in the application form. After clicking the "check now" button, to Janis surprise, a message saying that the participation is free of charge for him is shown. Happily, Janis finishes the registration process and is ready to head out to dinner with his parents.





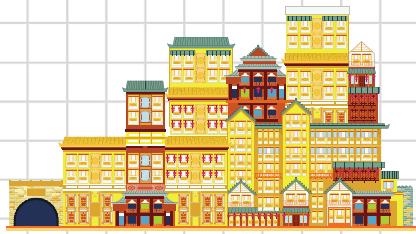


Janis and his parents arrive at the locally well-known restaurant, where they are regular visitors, and, while waiting for their meals, are talking over the start of the week. Janis acknowledges his morning situation on how he almost overslept and missed the school, but that it all went well and no school was missed. Additionally, Janis highlights the use of the Jurmala pupil card, which he had used multiple times and has been very handy during the day. In a response to this, Janis' father starts to share how his workday went and informs the family that for the last month he has been working on a project called "Card4ALL".

## JURMALA CITIZEN CARD....

The project objective is to share and exchange knowledge of citizen card implementation from different European cities and that this project is closely connected to the existing Jurmala resident card and Jurmala pupil card. Janis had not known that his father is working with the Jurmala resident card and feels proud that his father has been assigned to this kind of project. During the further dinner time, all family talks were around and about the father's new position and different benefits of the Jurmala pupil and resident cards and future possibilities





Another spring day has passed in Jurmala and Janis's family. The Jurmala pupil card has been very useful for Janis during the whole day and within few years, Janis will be able to exchange his existing card for the Jurmala resident card, thus getting more different benefits and discounts of being a resident of Jurmala city.

## JURMALA CITIZEN CARD....

