

Fare-free public transport in Tallinn

2018

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Basic figures

- Population of Tallinn
 - April 2012 – 415 000
 - April 2018 – 450 000
- City budget
 - 2012 – €544 M
 - 2018 – €683 M



Basic figures

- Number of PT vehicles in traffic
 - 2012 – 456
 - 2018 – 488
- PT budget
 - 2012 – €51,2 M
 - 2018 – €70,0 M
- Total ticket revenue
 - 2012 – €16,2 M
 - 2017 – €4,1 M
- The share of free trips by PT:
 - 2012 – 36%
 - 2017 – 95%



Factors of urban mobility

Factor	Action
Time	PT priority system, tighter schedule
Price	Free for residents + pupils + elderly people (65+) + disabled people
Quality	Upgrading PT vehicles, more bus stops, convenient transfer
Accessibility	Low floor fleet, reconstruction of stops
Reliability	Real time information system in bus stops and in internet
Road network	Bypasses from city centre, reconstruction of intersections
Weather	Underground bus terminal in city centre, more bus shelters

Why free public transport?

Social aspects:

- Guaranteeing mobility for unemployed residents and residents with low income
- Using PT facilitates sharing common space for different segments of the society
- Savings from public transport will improve people's livelihood

Economic aspects:

- Increasing labour mobility within the city limits
- Stimulating economy

Green aspects:

- Modal shift from cars to PT
- Cleaner air, less noise, more urban space

Fiscal aspects:

- Strong motivation to register as residents, increasing personal income tax revenues to city budget



Source of funding

- New residents:
registered population in City of Tallinn
grew since April 2012 more than
35 000 persons
- Result:
increasing municipal revenues from
personal income tax
(every 1000 residents brings ca
1 million euros into city budget)



Progress report

Social surveys ordered by Tallinn
City Office:

- Increased frequency of PT users:
29% (2013 vs 2012)
 - Reason No 1 (90%) – it's free!
 - Reason No 2 (57%) – priority of PT in traffic (bus lanes and traffic lights)
- Satisfaction with the overall situation of PT (good or very good):
 - 2012 – 44%
 - 2013 – 51%
 - 2014 – 56%
 - 2015 – 85%
 - 2016 – 78%



Number of passengers (boardings)

Year	No of boardings	Change
2012	133 925 710	
2013	142 675 821	+ 6,5%
2014	142 440 649	- 0,2%
2015	143 411 367	+ 0,7%
2016	142 135 312	- 0,9%
2017	142 233 548	+0,1%



The reasons of low growth:

1. There were already 16 different groups who had right for the free ride before 2013 (elderly people 65+, preschool children, soldiers and policemen in uniform, Veterans of Chernobyl etc.)
2. The price of monthly ticket for Tallinners was quite low (€18)

The number of cars (private + official)

	2010	2011	2012	2013	2014	2015
City of Tallinn	132 906	145 867	157 494	167 553	168 286	140 526
City with Harju county	196 802	218 388	237 152	254 222	278 609	327 560

Growth in 5 years:

- City of Tallinn – 5,7%
- Harju county – 66,4%



Changes of traffic load



Whole city: weekly average daily traffic volume

2012	2013	2014	2013/2012	2014/2013
531 826	533 514	545 792	+ 0,3%	+ 2,3%

To and from city centre: weekly average daily traffic volume

2012	2013	2014	2013/2012	2014/2013
157 441	157 565	151 795	+ 0,1%	- 3,7%

Support: the new ticketing system

- Account based system
- Contactless cards (*Mifare Classic*) - *Ühiskaart*
- Joint card for Tallinn and Harju county
- New cards of other regions in cross-use
- Alternative data carriers: wrist strap and sticker
- Collecting data about PT usage for optimising the PT network
- Stand-by for contactless credit cards and NFC mobile phones



Ticketing system: the full service model

- Ticketing system operator Ridango covers all aspects that a transit agency needs for successful operating of ticketing system
- This includes:
 - Merchant signups for ticket sales
 - Web shop
 - Mobile sales
 - Customer Help Desk
 - Card sales and distribution
 - Clearing services



Samples of data from ticketing system

(April 2016)

Issued cards (incl. student and pupil cards)	957 336
these are personalised cards	574 832
are entitled to a free ride	494 493
incl. retired people 65+	114 188

Average using of public transport by card holders per month	293 000
Total trips within one month (number of validations)	6 900 000

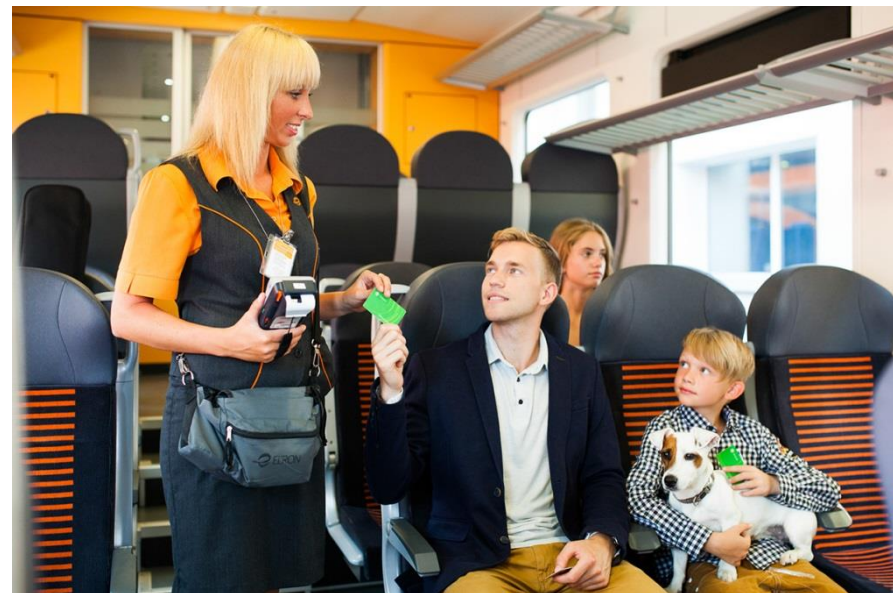


<i>Using frequency of tickets monthly</i>	<i>persons</i>	<i>rides</i>	<i>average</i>
Free ride	213 182	5 013 894	27,27
30-day ticket	3 744	162 292	43,35
30-day discounted ticket	4 220	145 863	34,56
One hour ticket	22 405	84 181	3,75
One hour discounted ticket	6 714	35 314	5,26

<i>Transfers during 3 hours (morning at 7-10 a.m.)</i>	
70,3%	not transfers
25,0%	one transfer
3,7%	two transfers
1,0%	more then two transfers

Success story: extensions of FPT to trains

- From 28.10.2013: trains became free of charge for Tallinn residents inside the city limits
- Planned/ real cost for the city budget:
 - 2013: up to €75 000/ €137.000
 - 2014: up to €300.000/ €1,3 M
 - 2015 - 2017: €1,5 M per year
- Number of trips (in, from and to) zone 1 by residents:
 - 2013 – ca 400 000
 - 2014 – 1 671 834
 - 2015 – 1 934 980 (+19%)
 - 2016 – 2 347 798 (+6%)
 - 2017 – 2 516 912 (+7%)



Extensions of FPT – P&R

- 4 Park & Ride car parks, average distance from city centre - 5,6 km
- Useable for everyone (also for non-Tallinner)
- Have personalised *Ühiskaart*, load 3€ (deposit) to card account
- Driving in the parking lot: validate your *Ühiskaart* for opening the gate and park your car
- Use public transport and validate *Ühiskaart* at start of each boarding
- Leave P&R facility before 04:00 a.m.
- To exit the car park validate your *Ühiskaart* for opening the gate
- By following these conditions, the public transport and parking in P&R facility are free of charge for driver and for passengers



Future plans

- Optimising public transport line network
- Using different data carriers in ticket sales
- Developing P&R
- Creating dispatcher centre (traffic, public transport, tunnel)
- Extending public transport communication system
- *Ülemiste* multimodal terminal
- Improving public transport infrastructure (incl. stops)
- Renewing and extending tramline network
- Purchasing new fleet

Thank you for your attention!

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