



Engaging the Citizen and the Collaborative City

All Ireland Smart Cities Forum

26th September 2018

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Smart Cities?



Defining a Smart City

City	Economy	Human Capital	Social Cohesion	Environment	Governance	Urban Planning	International Outreach	Technology	Mobility and Transportation	Cities in Motion
New York-United States	1	4	109	99	38	1	3	5	4	1
London-United Kingdom	4	1	68	40	5	7	2	6	2	2
Paris-France	7	8	87	49	43	3	1	12	1	3
Tokyo-Japan	2	5	48	11	40	32	17	27	22	4
Reykjavik-Iceland	27	83	47	1	27	66	121	7	7	5
Singapore-Singapore	13	39	90	10	8	39	5	2	63	6
Seoul-South Korea	15	11	38	25	22	40	20	10	3	7
Toronto-Canada	28	24	28	55	4	2	25	16	68	8
Hong Kong-China	19	12	147	21	16	10	16	1	87	9
Amsterdam-Netherlands	36	46	26	36	23	13	6	3	13	10

*IESE Cities in Motion Index 2018

165 Cities in 80 Countries measured across 9 dimensions key to being a smart, sustainable city: Human capital (developing, attracting and nurturing talent), social cohesion (consensus among the different social groups in a city), economy, environment, governance, urban planning, international outreach, technology, and mobility and transportation (ease of movement and access to public services)

Citizen Engagement success is the key to smart citiesthey need to be an integral part of designing and developing smart cities – Gartner 2018

Principles for Developing our Smart Initiative



Cork Smart Gateway

Vision:

- The Cork Smart Gateway aims to enhance the reputation of Cork as an attractive region for people to live, work, visit and invest

Objectives:

- Engage with citizens to identify evolving challenges and opportunities that impact on their quality of life
- Identifying suitable and achievable smart projects through a collaborative multi stakeholder approach
- Encourage an open and innovative ecosystem that supports start ups and SMEs through the facilitation of test beds to pilot new technologies
- Promote Cork as a smart destination internationally

Strategic Focus Areas:

Citizen Engagement

Assisted Living

Mobility

Open Data

Energy & Resource Efficiency

E – Governance

Food & Agriculture

Economic Development

Communication







Collaborators:







Focus on Collaboration and Collective Intelligence



Citizen Engagement and Digital Participation

 Representative	950	 Senior	141
 Non-Representative	1301	 Youth (15-18)	768
 Mallow	87	 Official	352
3599 respondents			

Impacts	
	High volume of reliable data for project prioritization and implementation
	Cost: from 3 to 10 times cheaper than using service providers
	Awareness of the CorkCitiEngage 20K on Twitter 2.5K+ face to face 14K on LinkedIn 30K students (UCC + CIT)
	100+ students trained in households interview skills => National Census

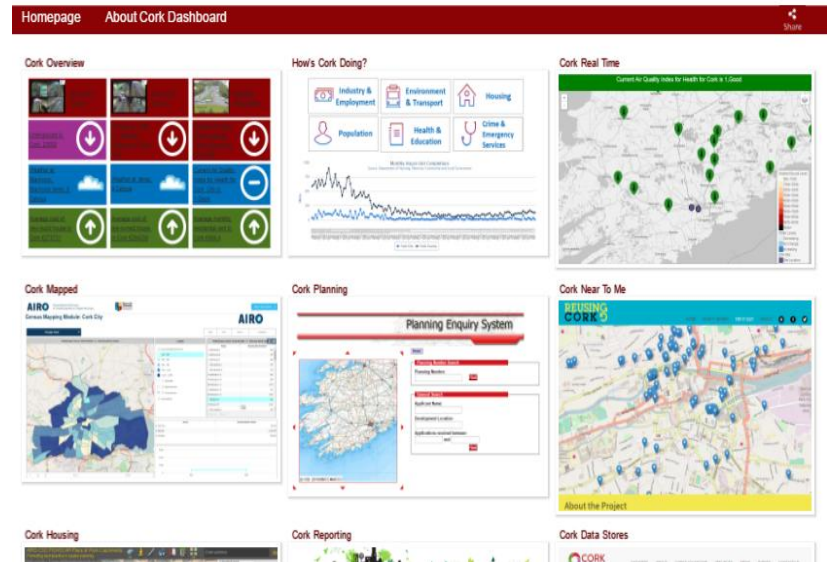
Aim: To understand Cork citizen's opinions about the Cork region and its future development

- Crowdsourcing information
- Participation in public issues and with the local authority
- Awareness of Smart Projects
- Engagement in the community
- Preferred communication methods
- Digital Skills

Recommendations

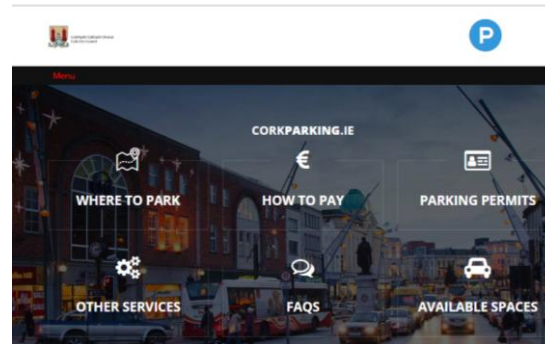
- Importance of ongoing engagement in future city development and planning
- Using multiple methods of engagement for sustained engagement
- Identifying and nurturing local champions and leaders in locally generated interventions especially in energy, environment, health and wellbeing aspects
- Leveraging the volunteering spirit of citizens/residents
- Improving hardware and free Wi-Fi in public offices, libraries and key public locations
- Up-Skilling the digital skills for older or less digitally experienced groups can be done using local volunteers
- Creation of a Cork smart phone app should be considered as a mechanism for citizen feedback.
- Utilise social media to push information to citizens and recruit them for official communication methods.

Enhancing Digital Engagement

The dashboard includes sections for:


- Cork Overview:** A grid of colored tiles with arrows indicating trends in different areas.
- How's Cork Doing?:** A section with icons for Industry & Employment, Environment & Transport, Housing, Population, Health & Education, and Crime & Emergency Services, accompanied by a line graph.
- Cork Real Time:** A map of Cork with green location markers and a legend.
- Cork Mapped:** An AIRO (Air Quality Index) map showing pollution levels across the city.
- Cork Planning:** A Planning Enquiry System interface with a map and form fields.
- Cork Near To Me:** A map with blue location pins and a 'REUSING CORK' banner.



Less Talking and More Listening




https://consult.corkcity.ie/en

 Comhairle Cathrach Chorcaí
Cork City Council

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Cork City Local Economic
& Community Plan: 2016 - 2021

Register new user

Get your free account for creating and managing your submissions to Cork City Council

Make a Submission

Once registered you can make various observations as part of your submission, add

Welcome to Cork City Council's online consultation portal

Using this site you can participate in public consultations. Use the browse link above to view or search for open and upcoming consultations.



CiviQ
Consultation Portal

We are still learning: Traditional Engagement is not Sufficient

Case Study: City Centre Movement Strategy plan for St. Patrick Street

Independent.ie – April 20th 2018

Cork puts the brakes on controversial city centre car ban amid complaints



Ralph Riegel
April 20 2018 8:09 PM

CORK has put the brakes on its controversial city centre car ban introduced at Easter.

There was overwhelming support amongst councillors at a special City Hall meeting tonight for the campaign by Cork traders for the immediate suspension of the ban amid claims it had devastated trade.

breakingnews.ie – April 24th 2018

Crunch talks on city congestion after Patrick Street car ban controversy



← PREVIOUS NEXT →

28/04/2018 - 17:39:13

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By Kevin O'Neill

Senior City Hall officials and business chiefs will meet on Monday to discuss ways to tackle congestion in the city centre following the decision to 'pause' the Patrick Street car ban.

Challenge of Engagement is it needs to be two way and needs committed time, staff and resources but meaningful engagement and collaboration will yield better results

Irishtimes.ie – August 6th 2018

Cork businesses hope car ban will bring more people into city

New measure to allow Patrick Street operate as afternoon bus corridor will take time to bed in, caution Cork Business Association

© Mon, Aug 6, 2018, 11:51

Examiner.ie – August 9th 2018

Free pastries and cheap buses to sell Cork city car ban

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Thursday, August 09, 2018 - 04:15 AM



By Eoin English
Irish Examiner Reporter

Follow @EoinBearla

Cyclists are being offered free pastries in a coffee shop today and Leap Card city fares have been cut to €1 as Cork's main street goes car-free this afternoon.

The initiatives are part of a **growing wave of positivity** towards the reintroduction of the afternoon car ban on St Patrick's St to create a time-regulated bus lane between 3pm and

Solution: 15 Weeks of Active Engagement

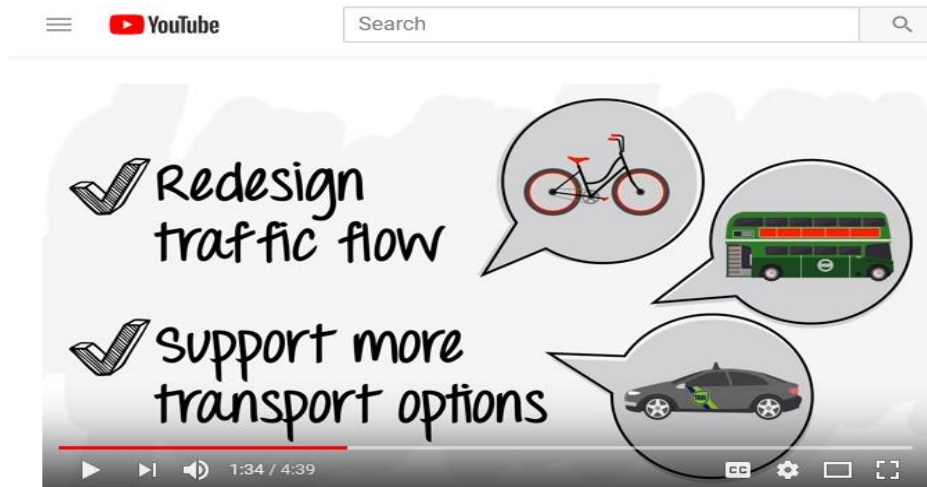
- Active consultation with key stakeholders – traders, communities, An Garda, Bus Eireann etc.
- Co-creation of suite of solutions with our stakeholders
- Shared message and collaborative approach to re-introduction
- Communication through print, radio, online, social, visual, on street, in person etc.
- Preparation and implementation is just the start of your engagement
- Sharing of data on the impact, analysing impact information and communicating widely



On 9 August private cars and trucks will be re-routed away from St Patrick's Street between 3.00pm and 6.30pm.

The re-introduction of the bus priority corridor is to be accompanied by a range of measures to improve and encourage access to our city centre:

- A network of 26 set down parking spaces is being established on South Mall, Grand Parade, Parnell Place, Drawbridge & Cornmarket St to facilitate shoppers and visitors.
- Half price parking will be offered at Paul Street and North Main Street Car Parks from 1pm to 6.30pm.
- Improved opening hours of the city's Park And Ride service from 7am to 8pm
- The Park And Ride will be free of charge from 12 noon
- Reduced bus fares will be available from August 9
- The extension of the Park And Ride service into the city centre. There will be additional stops at Merchants Quay, St Patrick's St, Grand Parade and South Mall to improve connectivity between the Park and Ride and city centre.



Why is an afternoon bus priority corridor being introduced on St Patrick's St from August 9?



Revamped Website: Response to changing citizen demands



Digital Engagement + 24/7 Access

- Website Transformation
- Our biggest public counter
- Citizens want to utilise the website to access services and access information – first point of contact
- Writing for the web training offered to all staff
- Content management training for staff
- Focus on relevant, timely information presented in a clear manner



Rethinking how we Engage

Shape YOUR City Campaign

Launched in August by Social Inclusion Team

Focused on encouraging foreign workers and immigrants living in Cork city to register to vote and help shape the city's future.

Aims to highlight local election **voting rights** and to outline the benefits of becoming **active participants** in civic life in advance of the May 2019 local elections



Aim: Promote Social Innovation

Identify issues in Public Engagement:

- How to engage **new** groups and communities
- How to ensure **feedback** in the consultation process
- How to increase **voter engagement & overcome cynicism**

Actions:

- Road show of engagement events for migrant communities and young people
- Supporting community Consultations through mentoring, advice and support
- Better education about planning process through visual media



Comhairle Cathrach Chorcaí
Cork City Council



Looking for new solutions

Small Business Innovation Research: Encourage Engagement of the 'Unheard Voices' in Decision Making

- Innovative pre-commercial procurement initiative
- Helps the Public Sector address challenges - Using Innovation to address 'unmet needs'
- **Collaborative SBIR with Fingal County Council and Enterprise Ireland**
- Smart/Innovative Solutions to Engage 'Unheard Voices' in Communities
 - Identify the unheard voices in our Communities
 - Encourage inclusivity
 - Appropriate dialogue methods and look for ways which people find enjoyable in order to inclusively engage.
 - Provide support to different communities of stakeholders
- Pilot Phase launch in October

UNHEARD VOICES
SEEKING SMART, LOW COST SOLUTIONS...



CHALLENGE:
ENCOURAGE
ENGAGEMENT
OF ALL COMMUNITIES
IN DECISION
MAKING



GET VIEWS OF
UNDERREPRESENTED
GROUPS



TACKLE
INEQUALITY



INCLUSIVE SOLUTION
APPLY HERE: WWW.SMARTDUBLIN.IE


Fingal County Council
Comhairle Contae Fhine Gall



Comhairle Cathrach Chorcaí
Cork City Council

 **ENTERPRISE**
IRELAND

€100,000 IN FUNDING AVAILABLE



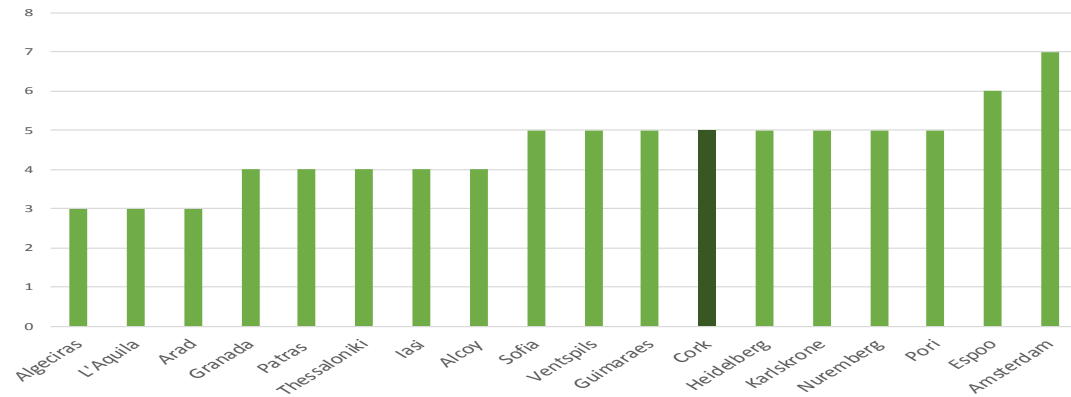
Collaborative Digital Transformation Strategy



Developing a Digital Transformation Strategy for Cork

Phase 1: Vision and Objectives

Self Assessed Digital Maturity for the City based on Stakeholder Views and compared with other cities participating



Next Steps:

Peer Review of Vision and Objectives

Sharing input to date with wider group to get a wider opinion

Move to the next Phase – Strategy

Co Creation of Vision and Objectives at Workshop with 32 participants from Academia, Industry, Public Sector and Community representatives





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Cork City Council



Final Thought:

Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.

- Jane Jacobs

Thank You

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