

PROJECT: Beecitiz, a citizen's tool for the management of public spaces in Paris

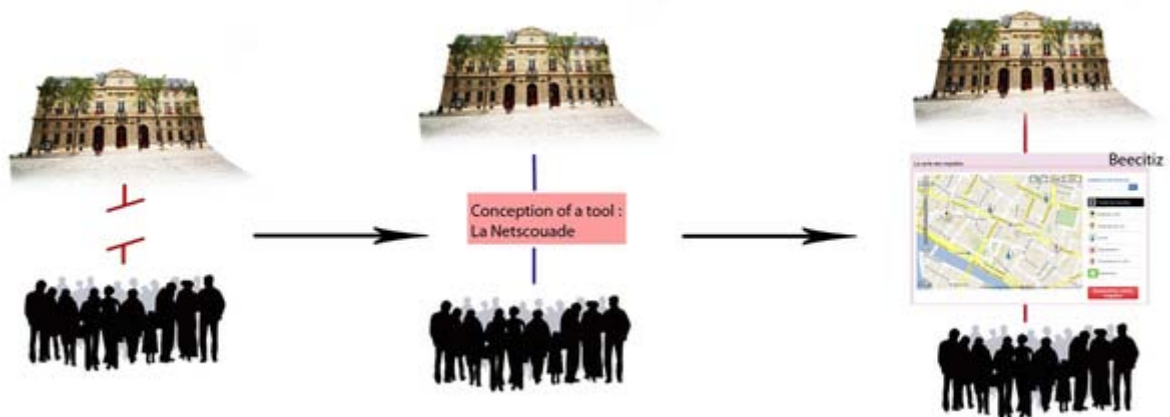
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PARTNERS: La Netscouade, Mairie du 4e arrondissement de Paris

Context: The inhabitants don't take a large part in the management of the public space. A tool - Beecitiz – was built in Paris. The presentation will be focused on the analysis of its users : the inhabitants, the municipality, the tool's conceptors.

Objectives: Why does a municipality needs a digital agency to manage this type of relationship with the inhabitants ? What are the benefits given by this third partner ?

Description of the project:



<p>Lack of communication between citizens and the city hall. Citizens: need to be heard City hall: need to show that the inhabitant's requests are taken into account, need of transparency toward the agent's work.</p>	<p>A tool to meet those needs, designed by a private digital agency according to the specificities of each situation</p>	<p>A communication between citizens and the local authorities aid to the participatory map. The request is visible, as well as its processing. An answer to daily issues.</p>
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Why ?

Crowdsourcing the improvement of public service

Transparency

Media : an online participatory map

Where ?

Implemented in the town of Merignac (France) in 2010, any city can subscribe to it.

For now, 3 cities experiment this tool : Mérignac, Courcelles-les-Lens and the 4th district of Paris, which will be particularly developed on this website.

Who ?



Citizens

Every person who walks across the 4th district of Paris can use Beecitiz(resident, worker, tourist, passer-by).

It is a very busy district with mixed uses, and a lot of activity, especially tourism.

Local authorities



citizens.

The agents of various services use Beecitiz. As a lot of equipments of the public spaces can be concerned (road network, hygiene, parks and recreational spaces), many departments of the city hall are user. Moreover, the elected representative use it as a way to know precisely what's going on in the territory they administrate, but also as a way to get feedback from the

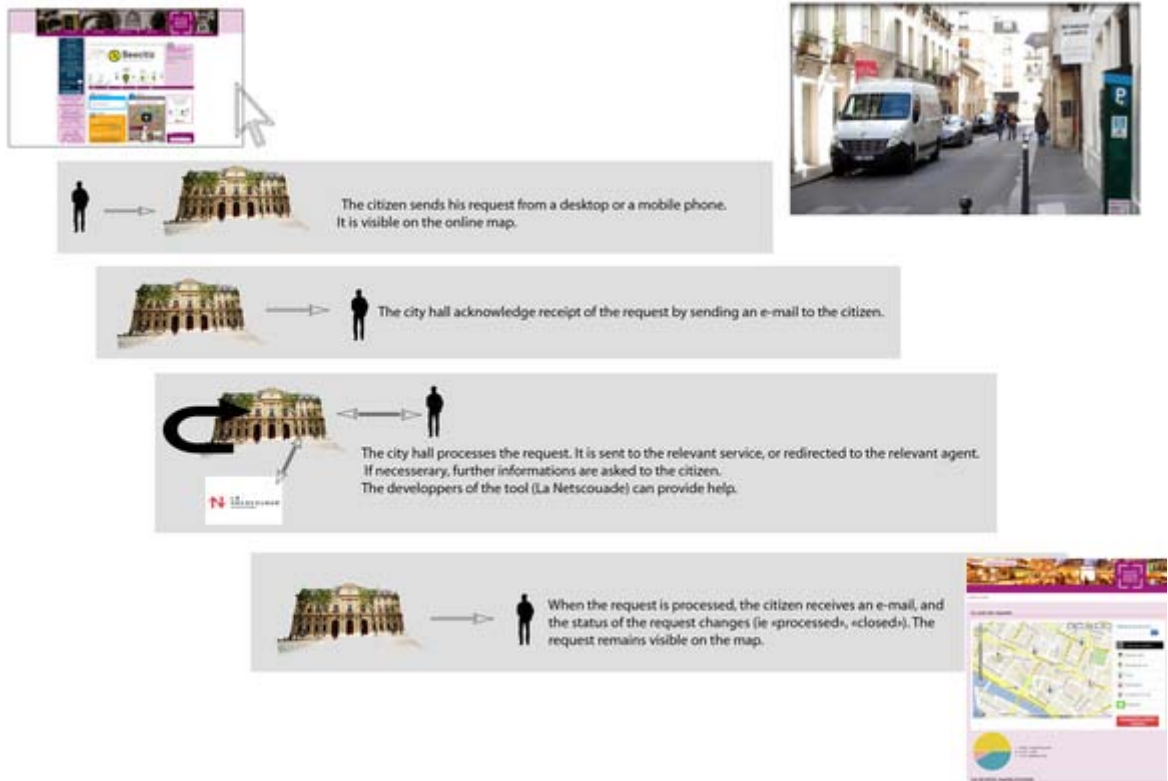
Tool's conceptors



"La Netscouade" is a Paris-based digital agency, promoting social networking, innovation, rich media, web and mobile content production. Developers can build tools that are useful for the local authorities, but that the latter would not be able to design or even to imagine themselves.

A team from la Netscouade has developed the tool, and supports the agents who uses it in their work. The possibility of adaptation of the tool to other city allows to imagine a network of Beecitiz' user cities, and a potential niche market.

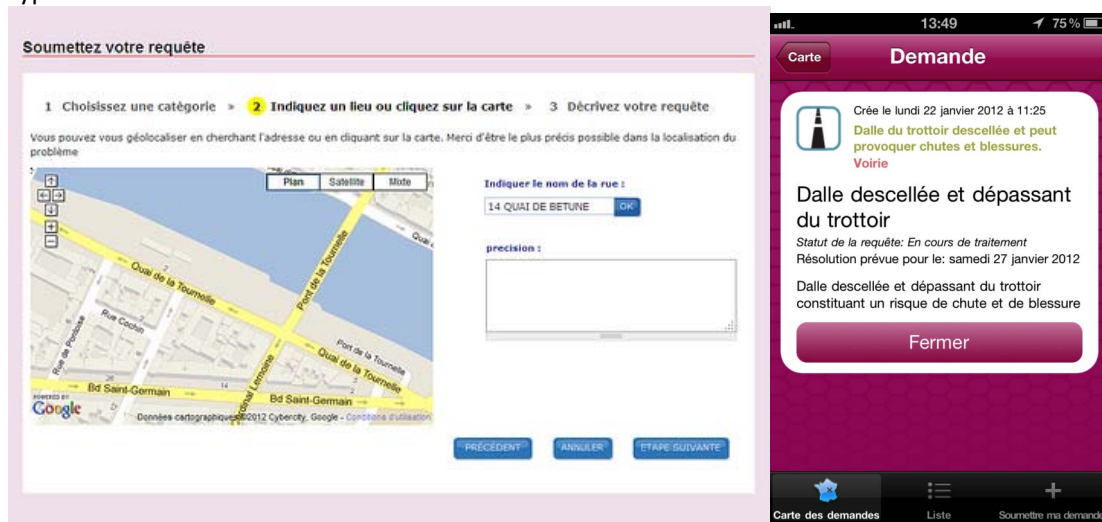
The tool :



Using the tool :

- Citizens : they can connect to Beecitiz from a desktop computer or from a mobile phone. The mobile version allowed to develop the application "Paris 4" which concerns a wider panel of uses.

The application has been developed to adapt to the uses of the tool, and to the potential users : people who are familiar with technologies, and people who don't have time to deal with this type of issues at home.



- City hall : Integration to the city hall's current back office.

Intended to facilitate the cooperation between each department with a global system.

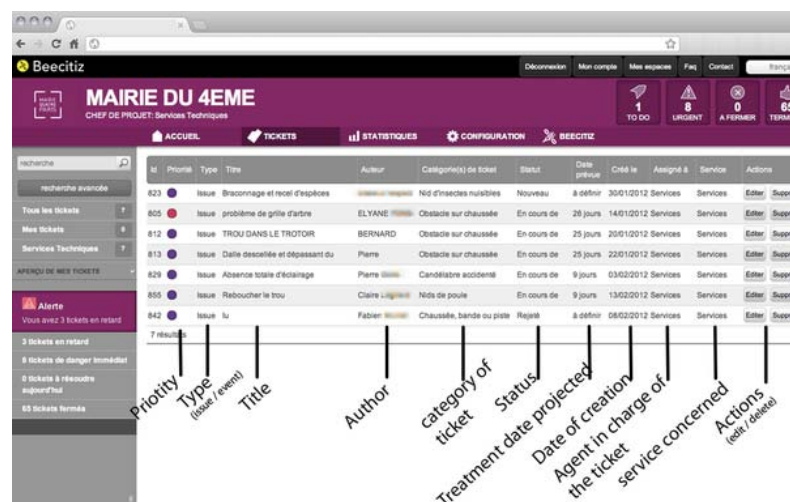
Real-time vision of the number and the status of the requests.

Redirecting the citizens the relevant service or administration if their request are not under the previous agent's responsibility.

- Conceptors : They can have a permanent views on the status of the tickets.

A part of their work also consists in assist the agents if needed.

They are aware of the various feedbacks to improve the tool, and to adapt it to each city.



Results:

Such a tool can potentially make people who are not used to be implicated into the daily life of their city participate and share their feelings about how they live in it. 2011 : about 100 requests were submitted in Paris 4th district (over a population of 28.000 inhabitants). The first observations showed that if some people who used to participate a lot by other ways (neighborhood meetings,...) were also users of Beecitiz, new users have emerged and continue to emerge.

Perception of the tool by the agents :

- They may fear for a potential increase of their workload
- They need to be used to the tool
- They're giving good feedbacks in Paris so far

Making the citizen's requests visible is not something new

Other web sites and tools offers to give our opinion on the city we live in, as the first one, fixmystreet :

We can wonder why a tool created from citizens' initiative is not used in France. Why does a city chooses a fee-paying tool ?

An answer could be about the level of investment of the cityhall, and the importance given to those requests if the services are not ready to accept it. It could generate an higher misunderstanding between the city hall and citizens.

Making it a public initiative ensures to give a better image of the city, which takes the inhabitants into account.

But it is also in a stricter framework, which gives less freedom to the citizen.

For example, there is (for know) no "other" category, and no possibility of interaction with the ones who posted requests (with comments,..)

The 4th district of Paris is at the moment thinking about how this could be implemented.

Services

In terms of services, "J'aimarue" ("I love my street") is more developed than Beecitiz.

More services are offered to become a "digital citizen", aid to a mobile application.

But how is it forwarded to the authorities?

Such tools can create a change in the citizen's perception of the city hall, by the feeling that their feedbacks are taken into account.

The using of the maps

Some maps can be empty, as the one of Courcelles-les-Lens (<http://courcelles-les-lens.beecitiz.com/>)

The size of the city can be the reason why nobody has already posted a request.

This tool can be adapted to a medium-size city, but in a small town, the relationships between citizens and the cityhall are easier and may don't have to be done on the Internet

Unprocessed requests

The example of the city of Camden (USA) reveals that the requests are not processed (all the status are "active", which means that it has not been processed).

It can give a bad image of the city instead of showing transparency.
