

► Strategic approach

► a. All-round Information and Assistance to Residents



RATIONALE

The numerous initiatives of the Public Administration departments are aimed at providing personalised information, assistance and processing services. Adapted to the real needs of their users, they are characterised by the use of an innovative philosophy of Citizens' Advice Bureau. This vision has shaped a new setting for relations between public institutions and residents which now centres on one fundamental pillar: the Citizens' Advice Bureau.

This transformation in the way Administration communicates with the general public - much more dynamic, at close quarters and participative - is based on being able to respond to the demands and expectations of public service users in a personalised, tailor-made way, covering users' particular needs to the greatest possible extent.

All this implies a series of changes, both organisational and functional, focussed towards providing the necessary tools for spreading information and transparent management, which facilitate the communication of public affairs.

Madrid City Council is responding to these challenges by introducing mechanisms which translate the needs of the public into the attributes and characteristics of the services it provides, so that there is a true correlation between what users expect and what the City Council as an institution provides.

Proof of this is the Mayor's Decree of 17th January 2005 which regulates the Citizens' Advice Bureau in Madrid City Council. Its content refers to the activities and resources which comprise all-round Citizens' Advice Bureau services, as well as all the features of its organisation and running.

This new way of participating and communicating with the public, introduced by the City Council through the Strategic approach of the "All-round Citizens' Advice Bureau" is based on bringing into play a number of mechanisms and action directed at creating a more efficient Administration as regards its relations with the public - less bureaucratic and more orientated towards the service provided - in harmony with the needs of its users and making full use of information technologies: in short, municipal management devoted to providing information and assistance to residents, the general public being the ultimate user of all the services Madrid City Council provides.

▼ All-round Information and Assistance to Residents

1. Greater integration of Madrid City Council's communication channels: on-the-spot, phone-in and Internet.
2. Improving the One-stop Information System.
3. Reorganisation of the Madrid City Council Registration System.
4. Implementing the Suggestions and Complaints System.
5. The new Municipal Web Portal.
6. Developing the Madrid City Council Data Protection Plan.





1

Greater integration of Madrid City Council's communication channels: on-the-spot, phone-in and Internet

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| Objectives | <ul style="list-style-type: none"> To facilitate residents' access to the services provided by Madrid City Council, extending and improving the information and assistance channels which are made available to them, designing them uniformly so that, whatever the channel used, the member of the public will obtain the same response. |
| Time scale | <ul style="list-style-type: none"> May 2003 – May 2007. |
| Target audience | <ul style="list-style-type: none"> The public (physical and legal persons and other organisations which receive municipal services). Madrid City Council public servants. |
| Drivers | <ul style="list-style-type: none"> Directorate General of Quality and the Citizens' Advice Bureau. Directorate General of IT Development. Madrid City Council Computing (IAM). |
| Benefits | <ul style="list-style-type: none"> Brings Madrid City Council closer to a greater number of residents. Extends the number of services, processes and procedures accessible to the public through any of Madrid City Council's three information and assistance channels. Avoids unnecessary visits for the general public when requesting information and going through municipal paperwork. Tailors the municipal authorities to the growing needs and demands of users in the three information and assistance channels, giving conclusive answers at all times. Consolidates Madrid City Council as a fast-moving and effective Administration. Provides an integrated, homogeneous corporate image which will serve to identify the Citizens' Advice Bureau in Madrid City Council. |

MAIN ACHIEVEMENTS

- A consolidated image for Madrid Line (*Línea Madrid*) services through passage of the Mayor's Decree of 17th January 2005, which regulates Madrid City Council Citizens' Advice Bureau.
- Uniform information and staff skills, providing continuous training courses to provide a standardised responses to the general public, whichever the channel used.
- For on-the-spot information and assistance:
 - Increase in the number of Citizens' Advice Bureaux to 17 in 2006, reaching 21 in 2007.
 - Immediate coverage of absent staff.
 - Extended opening hours.
 - Several languages available for information and assistance.
- For phone-in information and assistance:
 - Strengthened 010 services with an increase in staff and supervisors.
 - High rates of satisfaction reached.
- For the Web Portal:
 - Redesigned contents.
 - Increased number of services.
 - New corporate image.
- Design and implementation of new projects for 2007:
 - Citizens' Advice Bureaux opened in the 21 Municipal Districts.
 - Processing by Prior Appointment service introduced and extended to new municipal services.

2

Improving the One-stop Information System

Objectives

- To incorporate and consolidate the data on Information to the General Public in the content manager and coordinate its maintenance with Area units to ensure permanently updated and validated information.

Time scale

- May 2003 – May 2007.

Target audience

- The public (physical and legal persons and other organisations which receive municipal services).
- Madrid City Council public servants.
- All administrative units of the municipal departments (government departments, districts and regional government).
- Other Public Administrations.

Drivers

- Directorate General of Quality, Citizens' Advice Bureau.
- Directorate General of IT Development.
- Madrid City Council Computing (IAM).

Benefits

- Increases the speed of obtaining, maintaining and supplying information about the Madrid City Council Administration departments.
- Guarantees the veracity of information consulted by the public and other units or transmitted by the City Council itself.
- Provides updated information using only one single query and from one single repository.
- Ensures standardisation of all the information provided to the public and public servants through the different information and assistance channels.

MAIN ACHIEVEMENTS

- Regulation of the Public' Information System, whose mission is to facilitate access to the services provided and improve relations with the general public through the *Mayor's Decree of 17th January 2005, which regulates Citizens' Advice Bureaux in the Madrid City Council.*
- Maintenance of the Public Information Data Base which integrates and channels all the information produced and circulated by the Madrid City Council, as well as incorporating its contents within the new content manager.
- Working procedures and protocols set up to capture, draft, disseminate and provide feedback on the information contained in the Information System.
- Involvement of the different administration units in handling information, taking responsibility for its maintenance.
- Constantly updated information.

3

Reorganisation of the Madrid City Council Registration System

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| Objectives | <ul style="list-style-type: none"> To restructure how the Madrid City Council General Registry is organised and run in order to adapt it to the new needs and characteristics of the City Council departments and facilitate registration services for the public. |
| Time scale | <ul style="list-style-type: none"> January 2005 – January 2007. |
| Target audience | <ul style="list-style-type: none"> The public (physical and legal persons and other organisations which receive municipal services). Madrid City Council public servants. All administrative units of the municipal departments, government departments, districts and regional government). Other public administrations. |
| Drivers | <ul style="list-style-type: none"> Directorate General of Quality and Citizens' Advice Bureau. Madrid City Council Computing (IAM). |
| Benefits | <ul style="list-style-type: none"> Facilitates submission of applications, documents and communications directed to Madrid City Council and public law bodies and organisations under the General State Administration and the Community of Madrid (Madrid regional government). Improved guarantee of residents' rights in the sphere of registration through the One-stop Registration System and application of common criteria for the functioning of all the City Council offices. Increases the speed of registration processes, with more effective processing and the provision of more efficient services. |

MAIN ACHIEVEMENTS

- New regulation, organisation and functioning for the General Registry through the Mayor's Decree of 17th January 2005, which regulates Citizens' Advice Bureaux in the Madrid City Council.
- Extension of number of Registration Offices to 43, where the public can submit their applications in any office.
- Production of a new version of the Registry's computer application, following the *Common Input and Output Record Information System* (SICRES) with the following functionalities:
 - Notes the date the application is received by the City Council and the date it enters the registry of the relevant body for resolution.
 - Knowledge of the status of applications received.
 - Possible to print the receipt when submitting documentation.
- Computing application introduced in all the Registry offices, making the General Registry a One-stop Registration System.
- A Registration Manual drafted, laying down the regulations applicable to the Madrid City Council Registration System and the criteria on how it is run, compulsory actions and processing.
- Adhesion to the Framework Agreement for implementing the one-stop shop system which processes all types of applications, documents and communications at any of the Madrid City Council Registries. These applications etc. may be directed to either state administration, Madrid regional administration or public bodies which come under them. This regulation came into force from its publication in the Official Bulletin for the Community of Madrid (21st December 2006).

4

Implementing the Suggestions and Complaints System

Objectives

- To develop and set up a Suggestions and Complaints System which would guarantee the exercise of the right of citizens and institutions, either public or private, to participate in public management, enabling them to present proposals on improving the services provided by the Madrid City Council, and complaints as a result of excessive delay, lack of attention, incidents, or any other anomaly in functioning, guaranteeing a rapid response to matters posed.

Time scale

- September 2004 – December 2006.

Target audience

- The public (physical and legal persons and other organisations which receive municipal services).
- All administrative units of the municipal departments (government departments, districts and regional government).
- Madrid City Council public servants.

Drivers

- Directorate General of Quality and Citizens' Advice Bureau.
- Madrid City Council Computing (IAM).

Benefits

- Ascertains the opinion of residents on the services provided, tailoring public policies to their preferences and demands.
- Identifies areas of improvement and aspects of municipal Administration which, in the opinion of the general public, function poorly.
- Promoting communication between the general public and the municipal authorities, guaranteeing the former a rapid, personalised response and meeting their demands.
- Uses one single computing application which covers suggestions and complaints submitted and to which all relevant administration units have access.
- Promotes an image of the municipal Administration which is in close contact with and attentive to the public's needs and prepared to improve in aspects the public consider necessary.
- Develops a culture for the involvement of the general public which broadens their vision and involvement in municipal affairs.

MAIN ACHIEVEMENTS

- Creation of a Suggestions and Complaints System by the *Mayor's Decree of 17th January 2005*.
- Integration of the Suggestions and Complaints System within services to the general public.
- All existing Citizens' Advice Bureau channels made available to the public for submitting Suggestions and Complaints and their follow up.
- Development of a single integrated system through the SYR computing application which processes and resolves suggestions and complaints submitted by the public.
- Production of a Suggestions and Complaints System Manual in the Madrid City Council.
- Creation of the Taxpayers' Ombudsman Office for tax-related suggestions and complaints from the general public.
- Statistics and reports drafted formulating recommendations and future actions to be undertaken to improve municipal public services.

5

New Municipal Web Portal

Objectives

- To design, develop and implement a new corporate portal covering all the information and services that Madrid City Council can provide through Internet which would improve the structure of information, both municipal and on the city. The aim is to implement a devolved management model with greater participation of municipal services, bearing in mind the criteria of accessibility and usability for the public at large.

Time scale

- October 2004 – May 2007.

Target audience

- The public (physical and legal persons and other organisations which receive municipal services).
- Madrid City Council public servants.

Drivers

- Directorate General of Quality and Citizens' Advice Bureau.
- Directorate General of IT Development.
- Madrid City Council Computing (IAM).

Benefits

- Improved Web access to information and procedures available on the municipal Web Portal.
- Optimises usability, navigability and accessibility of the corporate Portal.
- Potentiate "munimadrid" as the access route to municipal information and main services, broadening the range of administrative procedures which can be handled on line.
- Makes the "munimadrid.es" webpage the portal of the City of Madrid.
- Strengthens the image of the Madrid City Council and its electronic links with the general public.

MAIN ACHIEVEMENTS

- Implementation of a new corporate Portal with the aim of improving the following:
 - The general public's channel of contact on the Internet with the Madrid City Council.
 - A wide range of administrative procedures can now be handled electronically.
 - Information on municipal responsibilities and services.
- A twofold analysis has been run to optimise the design of munimadrid.es:
 - External: looking at the Web pages of other national and international cities.
 - Internal: studying in detail the content of the municipal departments' portal to detect strong points and areas which need improvement.
- Activities to improve the Webpage centred on:
 - Ease of access to information.
 - Encouraging public participation.
 - Personalising and managing users.
- Use of an advanced platform for content management common to the Intranet ayre: Vignette.
- Development of a new devolved model for managing munimadrid.
- Seeks optimisation of Web use through the following:
 - Easier and consistent access to portal information and services.
 - Adapts surfing the municipal web to people with no technical knowledge or with some type of disability.
 - Updated content, making full use of the management tool's possibilities.
- Maintains full integration within the Madrid Line (*Línea Madrid*) project.

6

Developing the Madrid City Council Data Protection Plan

MAIN ACHIEVEMENTS

- Decree by the Councillor for Public Finance and Administration of 14th January 2004 which defines File Managers in the Madrid City Council and lays down the figure of representatives.
- Designation of 90 File managers and 187 representatives and support staff in the different units containing files.
- Design of specific training courses for representatives and municipal staff who work with personal data. Sixteen editions in 2005 and 18 in 2006, with a total of 620 teaching hours and 575 employees trained as a result.
- The stimulus of a change in regulation to speed up the process of approval, modification and suppression of files under Law 22/2006 of 4th July on the *Capital city and the Madrid Special Scheme*.
- Regularisation of declarations from 249 files in the Register of the Community of Madrid Data Protection Agency.
- Circulation over the *ayre* intranet with the creation of a specific channel for regulations and queries.
- Design and publication in Internet of an application form to provide rights of access for the general public, as well as the power to rectify, cancel or oppose data concerning them personally.
- Approval of computing captions from article 5 of *Law 15/1999*, as an essential element in the design of application forms for data collection.
- Contracting clauses drafted and a process designed for remitting contracts to the Community of Madrid Data Protection Agency, with the definition of this formality and procedure figuring in the Madrid City Council Administrative Hiring Guide.
- Design of a single computing system for data protection management which will be implemented over the course of 2007.
- First Prize for Best Practices in European Public Administration in the area of Data Protection 2006, announced by the Madrid Community Data Protection Agency and publicly awarded by the Councillor for Public Finance and Public Administration on 12th December 2006.

Objectives

- To create an organisational structure based on computing resources and management procedures which would cover Madrid City Council's data protection needs and be the model to follow as regards respect for the fundamental rights of citizens.

Time scale

- September 2004 – December 2006.

Target audience

- The public (physical and legal persons and other organisations which receive municipal services).
- Madrid City Council public servants.
- Other public administration offices.

Drivers

- Directorate General of Quality and Citizens' Advice Bureau.
- Madrid City Council Computing (IAM).

Benefits

- Increased security in the handling of residents' and companies' personal data, this constituting an attribute of the quality of services.
- Internalised data protection procedures in the Madrid City Council's daily activity, with minimal impact on the productivity and effectiveness of services.
- Strengthened compliance with requirements laid down by the regulation applicable to all the City Council's activities relating to personal data.
- Continuous information management set up.