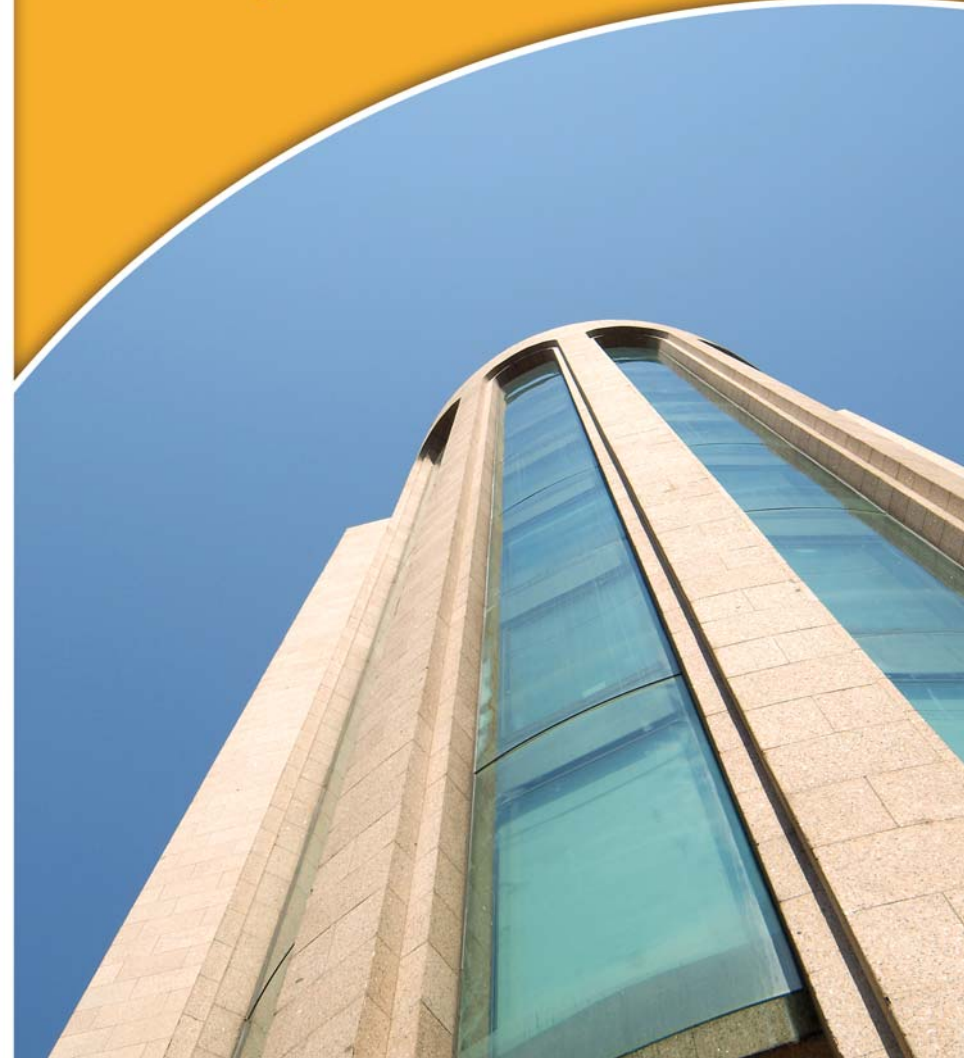# Strategic approach

▶ c. Technological innovation and electronic administration

RATIONALE

Technological innovation, which has taken shape through the implementation of new information instruments and systems, as a resource for achieving **electronic administration** to gain better management, has become a priority within the global process of modernisation in which the Madrid City Council is immersed. And it is the **residents that are at the heart of any administrative process.**

Municipal departments are making a **major effort** to adapt their functions to the demands of the public, acting from both the **supply side**, with more electronic services, and the **demand side**, including measures to facilitate access to electronic services.

This transformation is not limited solely to the implementation of new computing tools to automate processes and offer their services through Internet. It goes much further than that and makes full use of technological advances to open up new paths in their relations with the general public, companies, official bodes and the City Council departments themselves, as well as other public administration offices. This is achieved through two-way communication by providing **integrated transaction services and developing a model of Citizens' Advice Bureau based on integrated and personalised management.**

Supplementing the current one, this symbolises **a new way of providing services more efficiently** by extending the access routes to administrative information and communication with the organisation.

With the aim of giving residents, companies, other Administrations and public employees themselves the **ability to choose the way they relate to the City Council,** a series of actions have been initiated, framed within the Strategic Approach of "technological innovation and electronic administration".

These actions are directed at systematising the processes and simplifying electronic management procedures, saving time both for the public and managers. They thus have **an effective and efficient organisation which can provided quality and high value added services to the general public.**

Action
2003-2007

▼ Technological innovation and electronic administration

1. Review of information on administrative procedures and standardising and mechanising application forms.

2. Developing Electronic Administration in the Madrid City Council.

3. Implementation of the Electronic Signature and the Corporate Smart Card.

4. Conversion of ICT (Information and Communication Technologies) support processes.

▸1

Review of the information on administrative procedures and standardising and mechanising application forms

Objectives

- **To provide residents with information on municipal services,** including standardised forms and information cards on procedures, **to improve information channels,** the provision of services to the public, and the **speed of processing administrative tasks.**

Time scale

- September 2004 – December 2006.

Target audience

- Residents (physical and legal persons and other organisations which receive municipal services).
- Madrid City Council public servants.
- Other Public Administration departments.

Drivers

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

Benefits

- Improved efficiency and flexibility in administration management, thanks to a major reduction in bureaucracy and processing times.
- Makes available organised and structured information, easily locatable and accessible through the municipal Webpage.
- Standardises the documents directed at the general public and the form and content of application forms.
- Brings City Council departments closer to the general public, providing them with new and simple access channels for tele-processing and information consultation.
- Promotes collaboration, coordination and interoperability between City Council units themselves, as well as other Administrations with which they share, circulate and reuse public information.

MAIN ACHIEVEMENTS

- A catalogue produced containing the administration procedures of Madrid City Council.
- A series of short explanatory records produced which describe the different procedures contained in the catalogue.
- Standardised application forms for processing applications etc.
- A "Manual for standardising forms" printed and produced.
- Short records and standardised forms are now available to both the general public and public servants on the City Council's Web Portal www. munimadrid.es.
- Review of the information, standardisation and mechanisation of 318 forms available for the general public through the municipal website.
- Provision of teleprocessing functionality for standardised and mechanised application forms.
- Increased interoperability between Public Administration departments to improve exchange of information already held by the public authorities for residents.

▶ 2

Developing Electronic Administration in Madrid City Council

Objectives
• To promote **the development of e-Administration in the Madrid City Council** through actions coordinated by a total strategic plan, defining, developing and implementing the basic services as a foundation for the introduction of new telematic services for the general public.

Time scale
• May 2003 – May 2007.

Target audience
• Residents (physical and legal persons and other organisations which receive municipal services).

• All the administration units of the municipal departments (government departments, district and regional government departments).

• Other Public Administration departments.

• Madrid City Council public servants.

Drivers
• Directorate General of IT Development.

• Directorate General of Quality and Citizens' Advice Bureau.

• Madrid City Council Computing (IAM).

• Directorate General of Contracting and the In-House Affairs.

Benefits
• Reinforces the proximity of the municipal Administration to the general public by improving the City Council's telematic channels and services.

• Improves the exchange of internal information between the different departments of the Madrid City Council as well as externally, with other Public Administration departments, thus facilitating the processing of administrative procedures.

• Increasing Madrid City Council's speed and effectiveness in processing and electronic services.

• Provides greater convenience for the user by being able to go through formalities without the need to go in person to specific City Council offices.

• Stimulates the modernisation of municipal administration by making full use of the possibilities offered by information and communication technologies.

MAIN ACHIEVEMENTS

• Production of an Integrated Development Plan for e-Administration.

• Creation of the Commission for Coordination of the New Information and Communication Technologies (ICTs).

• Review of basic e-Administration services and proposals drawn up for improvement.

• Creation of the Madrid City Council Telematic Register.

• Application of two strategies to motivate e-Administration in the City Council:

  – Improving the services already available.

  – Developing the services necessary for e-Administration which are not yet included.

• E-publishing of City Council Official Bulletin.

• Notable increase in the number of hits on the munimadrid.es webpage.

▶3

Implementation of the Electronic Signature and the Corporate Smart Card

Objectives

- To encourage the use of the electronic signature as a **secure and efficient method of telematic communications** with the Madrid City Council, **directed at speeding up municipal procedures** for both residents, when dealing with municipal departments, and public servants in their work.

Time scale

- May 2003 – May 2007.

Target audience

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

Drivers

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

Benefits

- Increases the security of telematic communications between Madrid City Council and the general public, companies and other public administration departments.
- Extends and speeds up the number of municipal administrative procedures which residents can process via Internet through the link of the municipal webpage: www.munimadrid.es.
- Implements the use of the electronic signature within the working processes of municipal departments.
- Makes full use of existing synergies and technologies to strengthen cooperation and coordination with other public administration departments.

MAIN ACHIEVEMENTS

- External Accreditations office:
  - Creation of the electronic signature accreditation service with 4 registrars for the Tax Payers' Help Desk.
  - From 2002 till now, an increase from 8 to 19 offices.
  - Increase in the number of accreditations (3,038 accreditations during 2006).
- Creation of the Internal Accreditations Office.
  - Creation of an internal accreditation centre in the Traffic Surveillance Department, which undertook 721 accreditations over the course of 2006 as a consequence of starting up the traffic complaints project (introduction of traffic officers).
  - Creation of an internal accreditation centre in the department which regulates Parking in Public Thoroughfares, accrediting 1,391 workers over the course of 2006.
  - Accreditations undertaken: accreditation for access to the RED Project of the Social Security General Treasury, accreditation of legal persons in the State Agency for Tax Administration, accreditation for consulting the Community of Madrid Health Registry and accreditation to obtain the user certificate for supplying information of a tax-related nature.
  - Increase in the number of accreditations (287 over the course of 2006).
- Increase in the number of municipal administration procedures which the general public can process via Internet.
- Implementation of the Corporate Smartcard.
- Internal accreditations for municipal employees for use of computer applications with an electronic signature (2006).
  - PLYCA (Administration Tender and Contracting Project): more than 700 accreditations given out.
  - P.A.I.T. application (Telematic Assistance and Information Point). 5 people accredited.
  - Land Registry Information Point: 6 people accredited.
- Access to applications with e-signature on the munimadrid.es webpage (from January to December 2006, 78,396 hits and a total of 175,801 since 2002).

▸4

Conversion of ICT (Information and Communication Technologies) support processes

Objectives

• **To modernise and adapt information structures and systems and municipal communication** to meet the new management needs of Madrid City Council.

Time scale

• January 2004 – May 2007.

Target audience

• All the administration units of the municipal departments (government departments, district and regional government departments).

• Residents (physical and legal persons and other organisations which receive municipal services).

• Madrid City Council public servants.

Drivers

• Madrid City Council Computing (IAM).

Benefits

• Offers greater functionality and capacity for computing services and municipal communications.

• Adapts infrastructures and systems to Madrid City Council's new management needs.

• Optimises the processes of computing support and assistance and communications with users.

• Improves the service provided by modernising working methods and resources.

• Greater standardisation and protection of information produced by the City Council.

MAIN ACHIEVEMENTS

• 50 sports centres integrated within the Corporate Network.

• Renewal of security elements in the Trunk Network to Internet.

• Computerisation of 18,817 jobs in City Council facilities and Autonomous Community departments.

• Renewal of fibre optics.

• 18 new cordless links to integrate service buildings in the municipal networks.

• Implementation, configuration and programming of UMTS and GPRS.

• A new Transceptor Base Station set up (Spanish abbreviation: EBT).

• Development of the Data Protection Plan.