Digital government toolkit

Digital Government Strategies: Good Practices

Portugal: TOMI Citizenship Module

The OECD Council adopted on 15 July 2014 the Recommendation on Digital Government Strategies. The Recommendation provides a set of 12 principles structured around 3 pillars. The OECD Secretariat has developed a Digital Government Policy Toolkit to support OECD member countries and non-member adhering countries with the implementation of the Recommendation. This practice was submitted by the government of Portugal to be considered as a good practice in the implementation of one or more of the principles contained in the Recommendation.

Description of the practice:

Organisation: Agency for Administrative Modernization (AMA)

Name of the practice: Public services go to the streets: the Citizenship module

https://tomiworld.com/

http://tomiworld.com/locations

Description:

TOMI is a user-friendly network of interactive street kiosks that allow every citizen to freely use public services on-the-go, in a simple, fast and convenient way, while performing their daily routines on the city streets.

By using TOMI, people can search for a specific public entity/service, choose the one that's closer to their current location and take a virtual queue ticket to a given public service, with the possibility to require an SMS alert when their queue number is approaching.

Taking public services to the streets with TOMI is a strategy devised to make cities smarter, more tangible and with added value to the citizens. TOMI Citizenship module is already installed in its Portuguese network, and is registering great feedback from users and coverage from the media.

Results

We expect to reduce the waiting/queue times in the public entities, improving levels of service while helping the citizens to better manage their daily tasks and be more productive.

These results will be measured in the medium term, by crossing AMA's data regarding citizens' user experience with TOMI's statistics (e.g., number of interactions, number of tickets taken and number of queues consulted).

One example is Lisbon's case study. Lisbon is the most populated Portuguese city and where the waiting times are usually the highest. At the beginning of this service, in June 2018, we registered dozens of virtual tickets being used daily and queue lines being consulted. Just two months later, in August 2018, the public services feature was the second most used category in the Search module. We also expect to increase our interactions with this service. Right now, TOMI registers on average 3 million interactions per month.

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Development

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Design:

The main objective of the Citizenship module, which embodies a partnership between TOMI and the Administrative Modernization Agency (AMA) – the Portuguese public body responsible for administrative modernization and simplification and for the digital transformation of the Public Administration –, is to bring public services closer to all people, taking advantage of TOMI's network to provide a location for e-services and public services search.

In this way, it's possible to strengthen ties between people, cities and the State, by making public services more accessible and easier to use.

Diffusion and scaling:

TOMI has five main modules (besides a "photo and GIF" feature, that adds a fun factor with the possibility to take giant selfies/GIFS):
- News (with curated urban local information);
- Events (aggregate everything that's happening in the city, by categories);
- Search (helps to explore every corner of the city, listing places to eat, nearby points of interest or where to sleep);
- Transports (promotes mobility, allowing users to search for the routes for any destination);
- and the more recent Citizenship module, which represents the core of this application and was just launched in June 2018, endowing TOMI's network with a brand new public services' feature.

The Citizenship module further concurs to enable multidimensional smarter cities, by providing georeferenced information about all the public services available and the possibility to get virtual queue tickets for these services, informing the number of people waiting and the average time of service in each public entity.

Users can select the public service of their choice and the public entity that is more convenient to them (based on location and/or queue lines), receiving the virtual queue ticket by SMS and also SMS alerts when there are 3 tickets left for their turn. As such, users can wait for their turn anywhere

they want and just go to the public entity when their turn is close. This feature allows public entities to better organize queue lines and to reduce the waiting time in their physical offices, thus contributing to a better citizen experience and to improve the overall level of service.

<u>Expansion to other areas</u>

Another standout feature is the possibility to use TOMI's network to foster an effective citizen engagement, either by launching important alerts (such as a street being closed for works), by gathering citizens' opinions on matters of public interest, by providing relevant information or simply by collecting citizens' feedback.

Furthermore, the Citizenship module ensures that everyone can interact and access public services, even people who don't normally have access to technology. By providing useful and accessible information to all, regardless of gender, ethnicity or age, TOMI's network promotes inclusion and equity and contributes to more informed, educated and participatory citizens.

Partnerships:

This project was a collaboration between the company TOMI WORLD and the Administrative Modernization Agency – AMA, which is the Portuguese public body responsible for the digital transformation of the Public Administration.

AMA provided key data about public services and TOMI WORLD made all of these services and information available on its network. This way it was possible to integrate AMA's data right in the streets, through interactive urban devices.

Citizens have new ways of becoming informed and actively participate, which ensures easier access to public services and improves their engagement with the city.

For the tourists, is now possible to more easily find needed public services, in their own language. Cities can now provide an easy-to-use, accessible to all platforms, that is a unique tool for the public sector to interact with the citizens, and a great way to upgrade access to all public services.

Lessons learned

Taking public services to the next level is a great journey, and the best advice we can give to other people when trying to improve the quality of life for citizens is to always think about the citizen first and to continuously develop and co-create any particular solution from there. This citizen-centred and participatory approach is the basis of every new digital transformation solution developed and sustained by the AMA, and the Citizenship module was no exception to this rule.

Likewise, TOMI relies on the analysis of its daily user-metrics system for a better understanding of users' needs and to comprehend how to improve TOMI on a daily basis and how to give smarter recommendations.

Also, when developing an innovation in the public sector, it's important to realize that you're trying to extend the connectivity between everything that is already happening in a given place. In fact, promoting citizen's engagement is all about trying to bring innovations and solutions together to create a more dynamic city; therefore, it is essential to assess the possibilities to create synergies with other solutions that are already taking place in that municipality.

The best innovation in the public sector is the one that gives people the tools to engage with the city itself, improving the quality of life and promoting more informed, educated and participatory citizens. To make this possible, it's essential to know each individual municipality's context and society's needs, their daily life challenges, and what matters to them and being able to present a great device which they're willing to interact with.