



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

Our Draft Digital Transformation Strategy

2024 - 2030



Strategy Context

- Service and Digital Transformation - improve delivery of services to Citizens and Business across all Channels
- Customer Focused Service Design
- Working Smarter
- Measure our Performance for service improvements





[Home](#)

[Services](#)

[Gaeilge](#)

Citizen Hub

Make a request, access information and report issues.

[Create an account](#) to receive updates and track requests.

Report it

> [Public Bin Maintenance](#)

> [Noise Pollution](#)

> [Public Lighting](#)

> [View All](#)

Apply for it

> [Choice Based Lettings](#)

> [Street Performance Permit^{new}](#)

> [Street Cleaning](#)

> [View All](#)

Request it

> [Bulky Household Waste](#)

> [Community Clean Up](#)

> [Application Form](#)

> [View All](#)

[Waste/Graffiti](#)

[Housing/Accommodation](#)

[Parks/Biodiversity](#)

[Environment/Pollution](#)

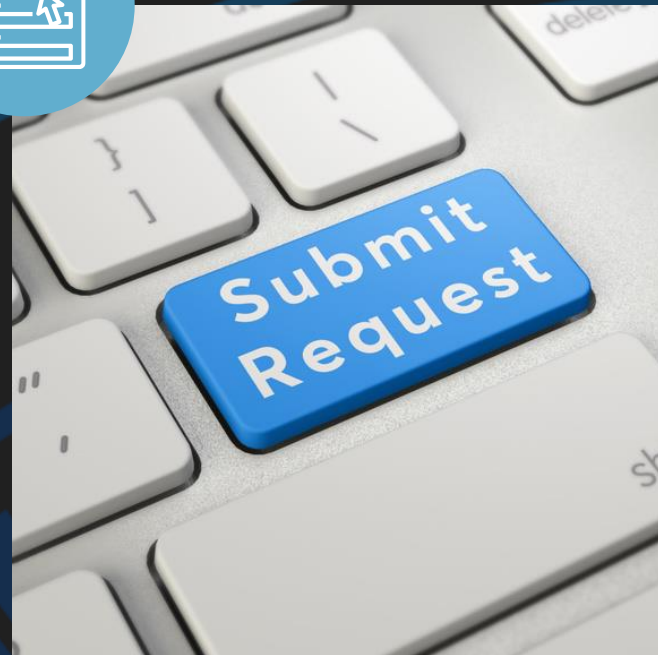
[Roads/Transport](#)

[All Online Services](#)

Citizen Hub - Choice Based Lettings



**175 properties
offered since
October 2023**



**16,252 unique
Submissions
(23,650
submissions in
total)**



**4 minutes
average time
taken to fill in
the form**



**87%
Submissions
made online**



Citizen Hub – Choice Based Lettings Customer Feedback

Amazing new service that everything can be done online, without contacting DCC by phone that check housing status updates and position numbers

Nice to be able to apply online makes a huge difference. And very easy to navigate. Thank you.

Very easy to submit. Hope for the best.

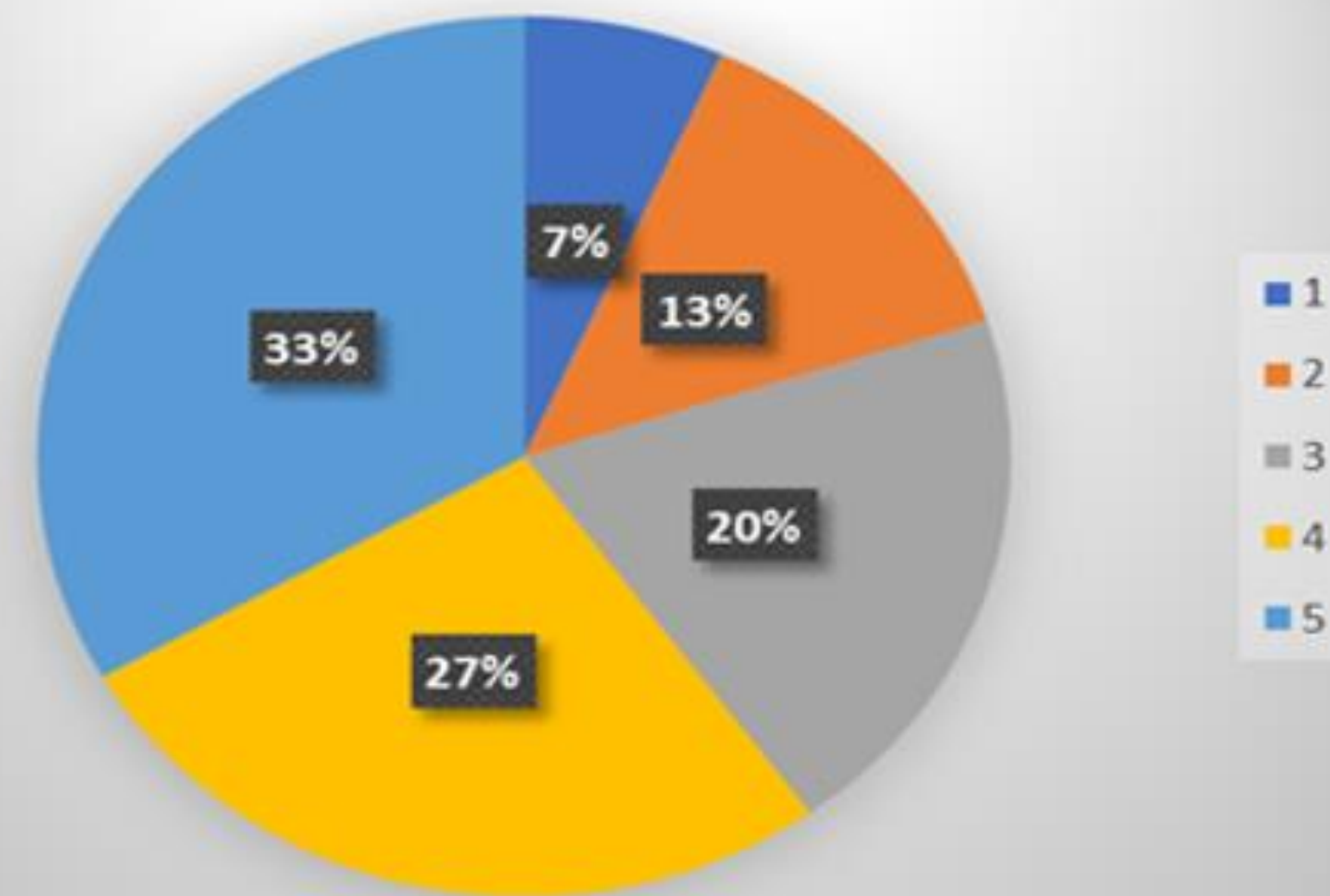
Much easier to do online, delighted online is now an option

much better system than downloading and editing doc/pdf files.

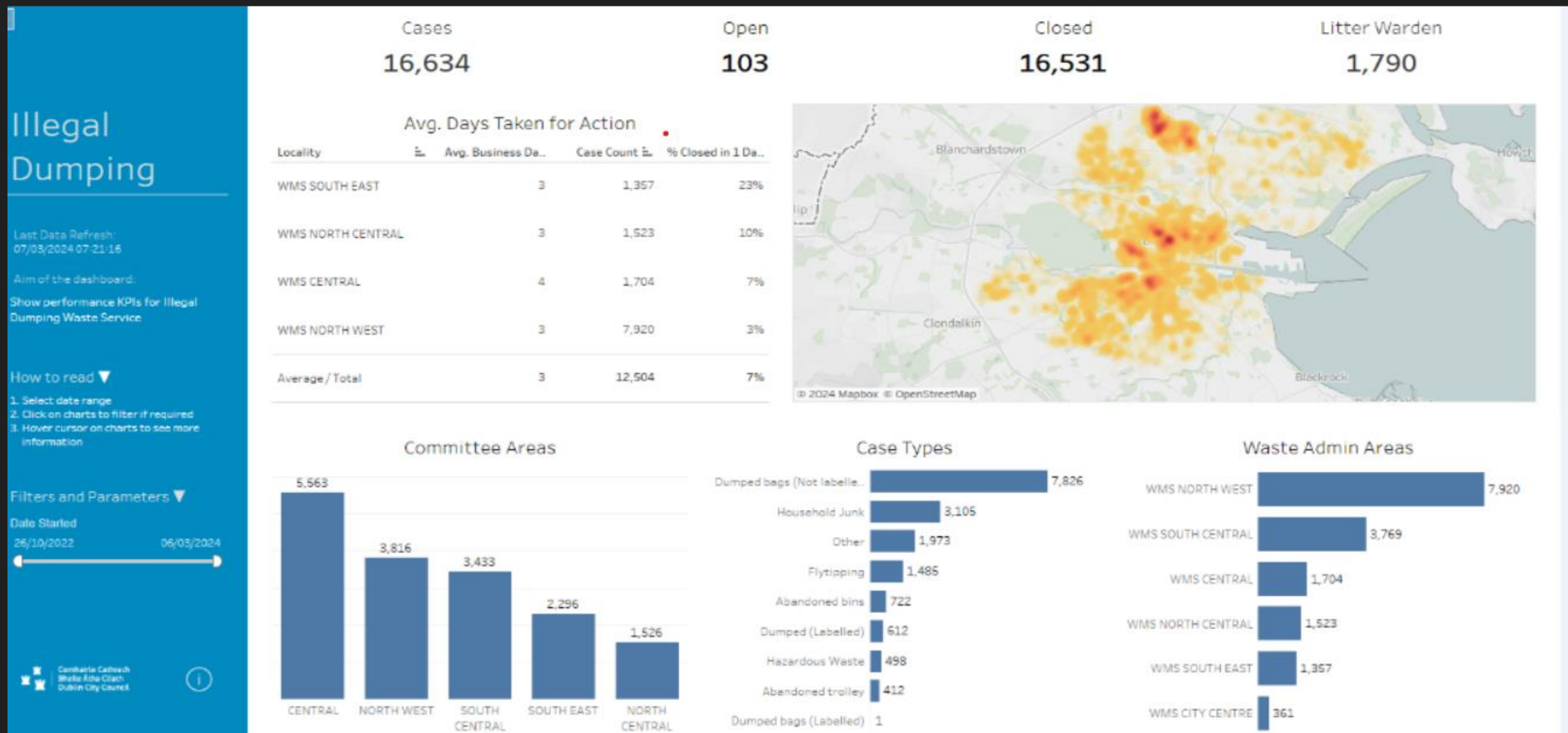
It makes life easier and very good experience and quality. Thanks

Really easy to set up

Very easy to navigate, excellent idea to put it online makes it so much easier to submit interest and was stress free



Citizen Hub – Dashboard Reporting



Other Online Services

Alerts Home

DCC Alerts

DCC Alerts is a FREE notification service from Dublin City Council. Subscribe to this free service to receive a variety of useful and important notifications and alerts for your area of the city by email and SMS.



By subscribing to this service you can specify your preferred location and ensure that you only receive alerts that are relevant to you. Alerts cover a variety of Council-related topics, including:

- New and Decided Planning Applications
- Road and Traffic Alerts
- Severe Weather Warnings
- Water Outages and Boil Water Notices
- Bathing Water Quality Alerts
- River Heights

Register Now

Alerts Home

- Latest Alerts
- Active Travel Alerts
- Bathing Water Alerts
- River Heights Alerts
- Pitch Playability Alerts
- How it Works
- Live Map

Manage your Account

Your mobile number is your username. Please enter it as 10 consecutive digits

Enter your Mobile...

Password

Remember Me

Login

[Forgot your password?](#)

Book Rehearsal Studios Online

Click here



Casual Trading

SELECT A SERVICE

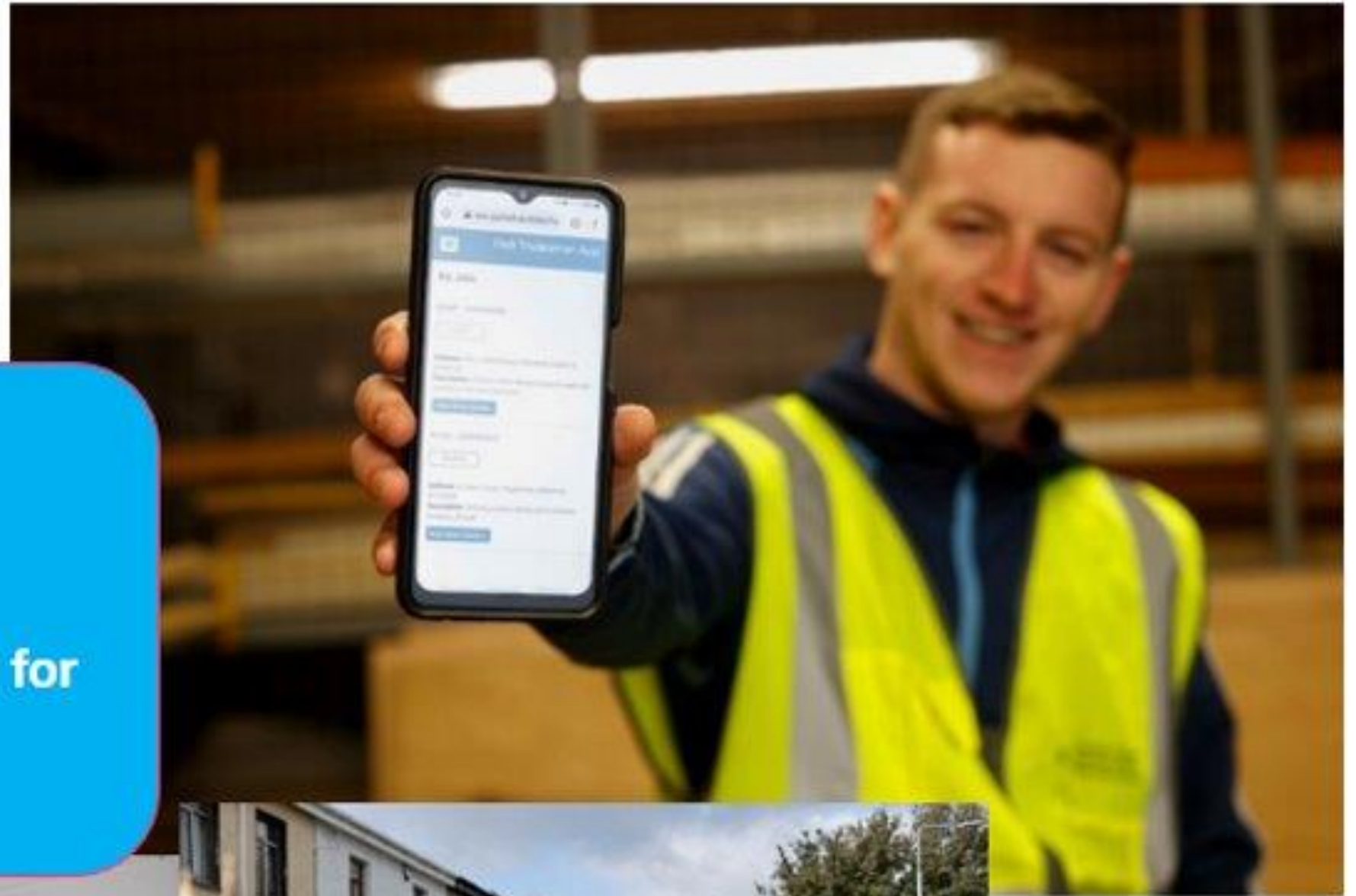
Street Performers 15 minutes	Street Furniture 15 minutes
Designated Trading 15 minutes	Casual Trading 15 minutes

Select a service to see available dates and times

DATE: March 2024

TIME: Select a service and date to see available times.

Improve Digital Communication to Outdoor Staff



- ✓ Equity
- ✓ Engagement
- ✓ Real Time Job Updates
- ☐ Improved Information Exchange for Staff and Citizens
- ☐ Improved Work



Our Vision

Our vision is to deliver excellent public services, using best-in-class technologies to engage, serve and connect citizens, staff and stakeholders and improve quality of life in Dublin City



Our Approach, Values and Principles

- A relentless Focus on Citizen Needs
- Being data-led in our decision making
- Treating our employees as valued users
- We will continuously improve our services and products
- One council one team
- Agile and iterative delivery of digital solutions
- Inclusion and privacy



Our 4 Goals



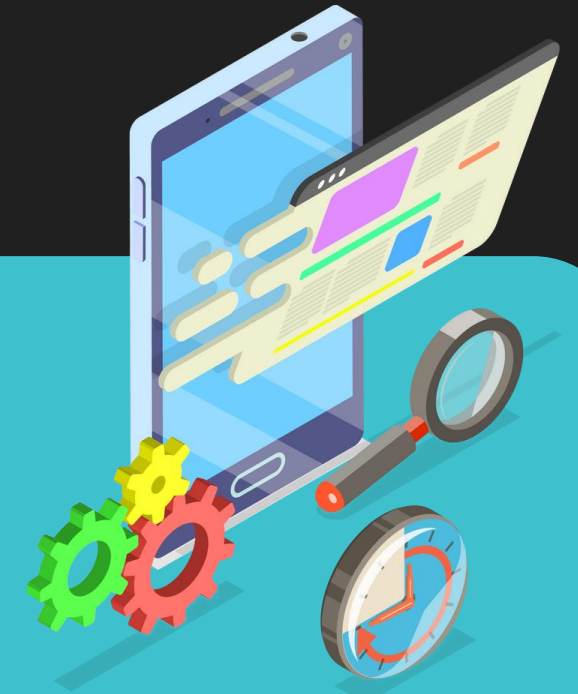
**Digitally Enable
the City and our
Communities**



**Delivering new
digital citizen
centered
services**



**Enable Data
Driven Decision
Making**



**Enabling and
empowering
our people**

Digitally Enable our City and Communities



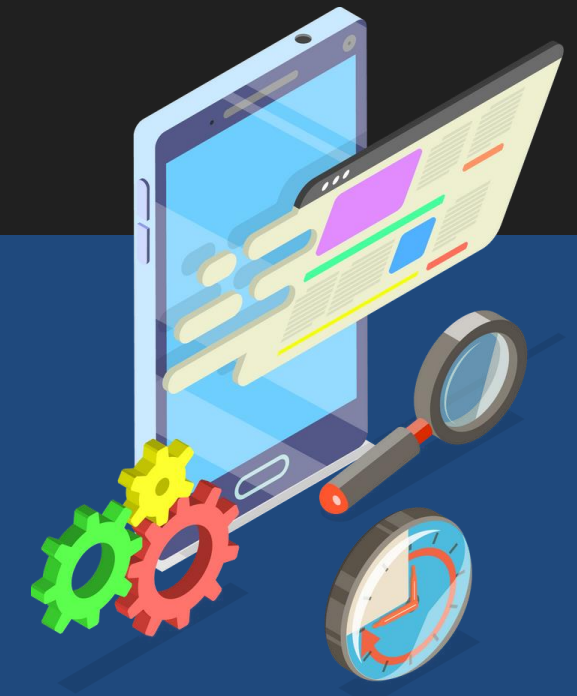
**Focus
Smart City
initiatives
on climate
action,
mobility,
smart
economy**



**Smart
Dublin
Regional
partnership**



**Invest in
Citizen
Engagement
Platforms**



**Telecoms
infrastructure
and high-
speed
internet
connectivity**

Delivering new digital citizen-centred services



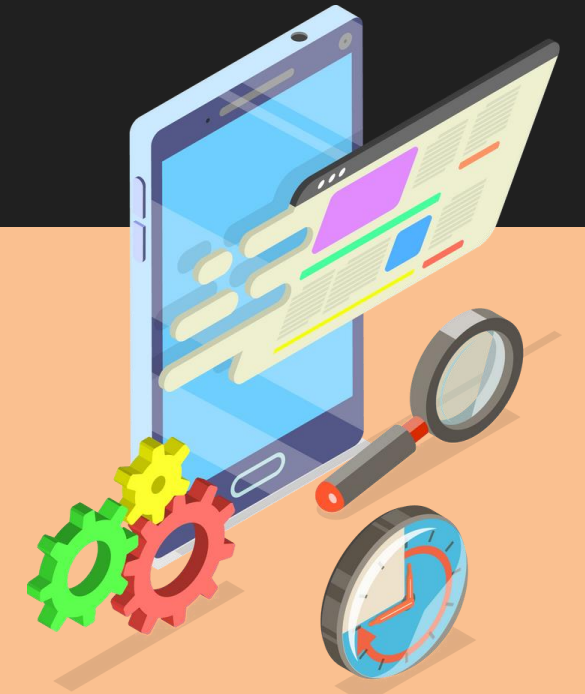
Build a suite of new digital service



User research and continuous feedback with citizens



Experiment with and adopt new technologies and channels



Promote digital enablement and skills

Enable Data Driven Decision Making



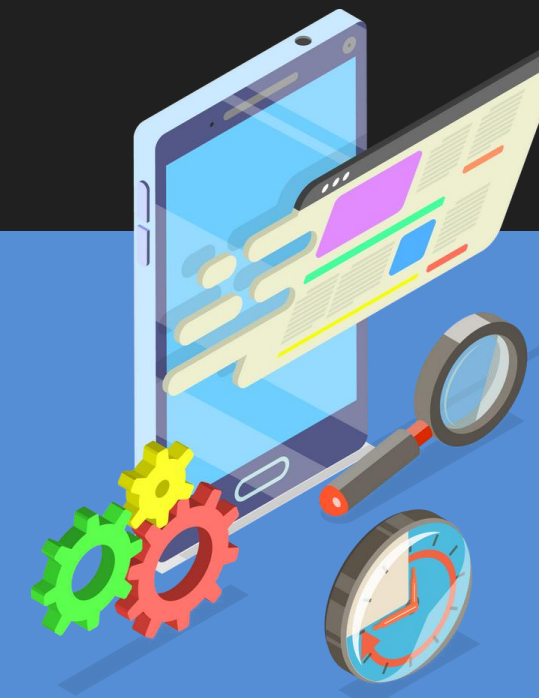
Get Better with Data



Better reporting and insights on a service by service basis



Develop analytics systems to improve and expand the insights we collect



Better use of Open Data

Enabling and empowering our people



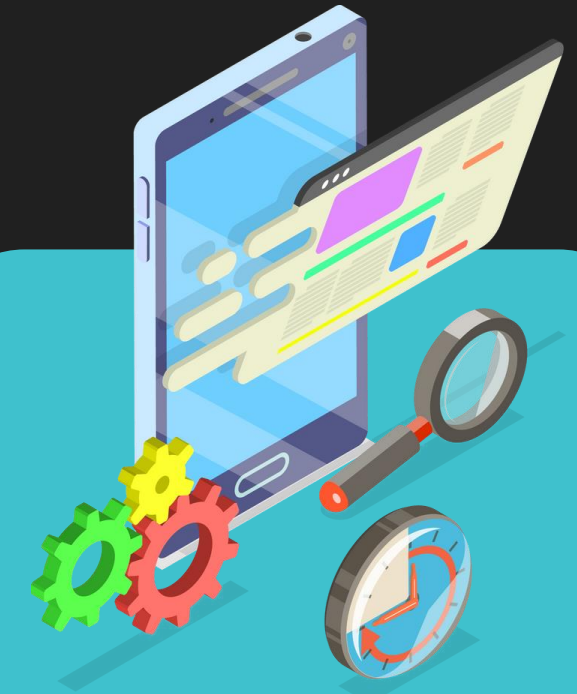
Digital leadership capability and develop training programmes



Digitally enable all of our workforce



Streamline and digitise internal processes



User centered design training

How we'll measure progress

- % of services available online
- Online service customer satisfaction rates and ux feedback
- % of data sets shared as open data
- Increased use of performance data in service quality monitoring
- % of internal processes digitised
- Extent of rollout and user experience feedback
- % of DCC assets used to facilitate telecommunications infrastructure
- Participation rates in community digital training and citizen engagement initiatives

Thank You!



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council