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

Comhairle Cathrach Bhaile Átha Cliath
Dublin City Council

Comhairle Cathrach Bhaile Átha Cliath
Dublin City Council

Create an Account Login

Home Services Gaeilge

# Citizen Hub

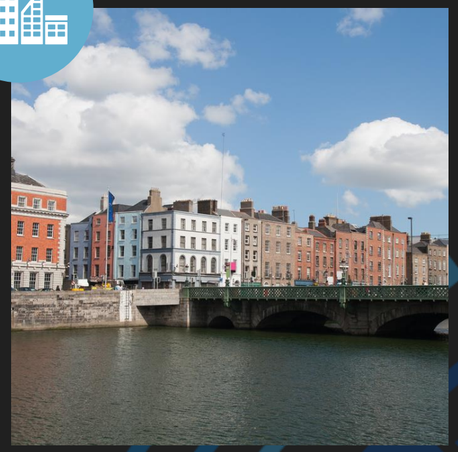
Make a request, access information and report issues.

Create an account to receive updates and track requests.

| Report it | Apply for it | Request it |
|---|---|---|
| > Public Bin Maintenance | > Choice Based Lettings | > Bulky Household Waste |
| > Noise Pollution | > Street Performance Permit new | > Community Clean Up |
| > Public Lighting | > Street Cleaning | > Application Form |
| > View All | > View All | > View All |

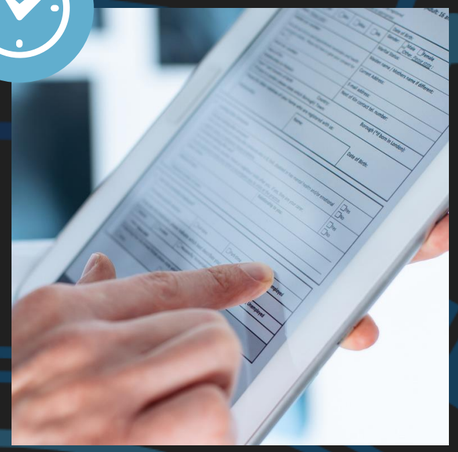
| Waste/Graffitti | Housing/Accommodation | Parks/Biodiversity |
|---|---|---|
| Environment/Pollution | Roads/Transport | All Online Services |

# Citizen Hub - Choice Based Lettings



175 properties offered since October 2023

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



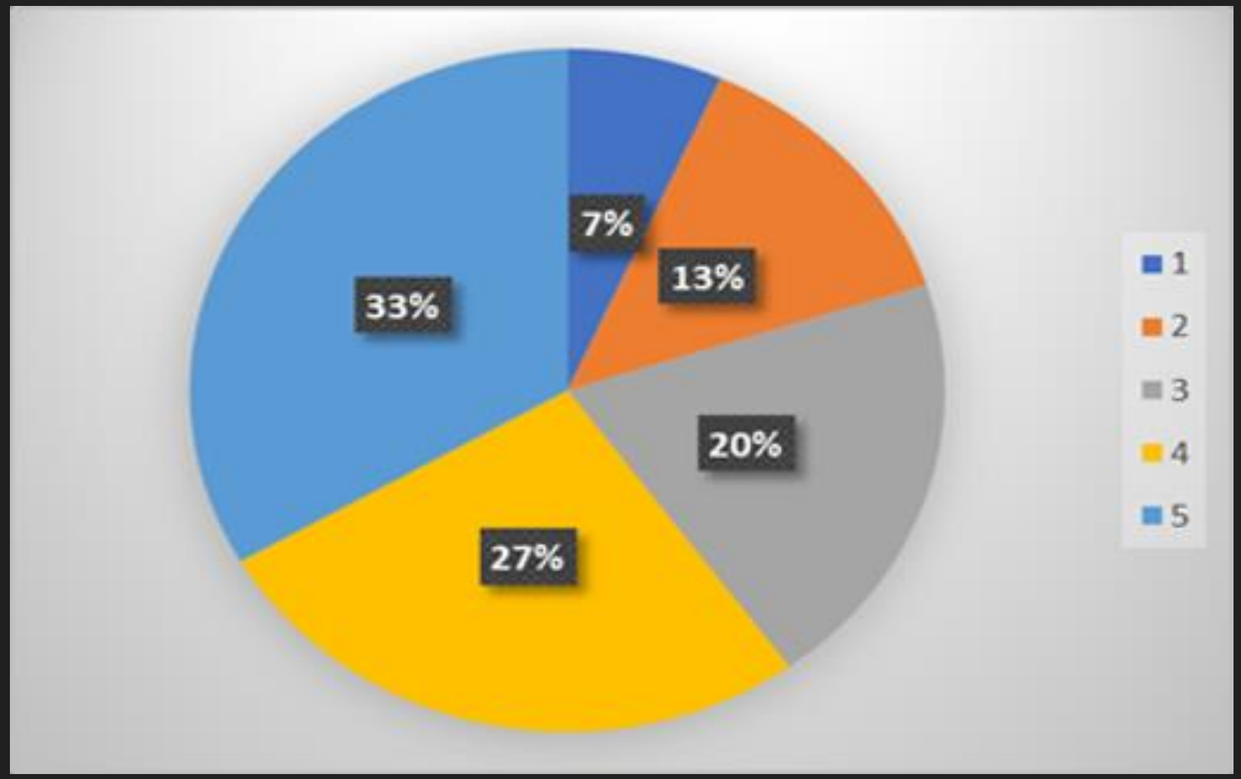
4 minutes average time taken to fill in the form

87% Submissions made online

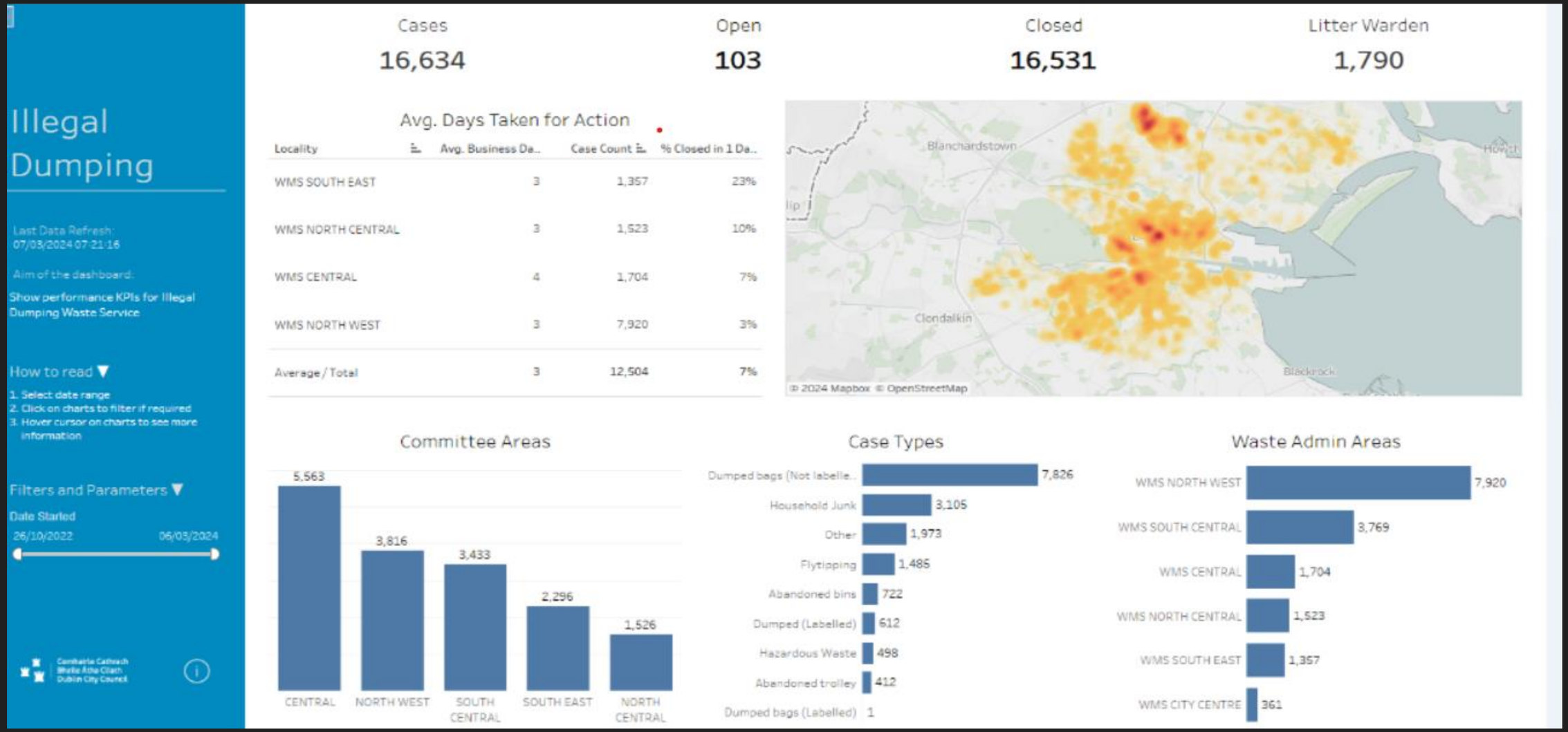
Comhairle Cathrach Bhaile Átha Cliath
Dublin City Council

# Citizen Hub – Choice Based Lettings Customer Feedback

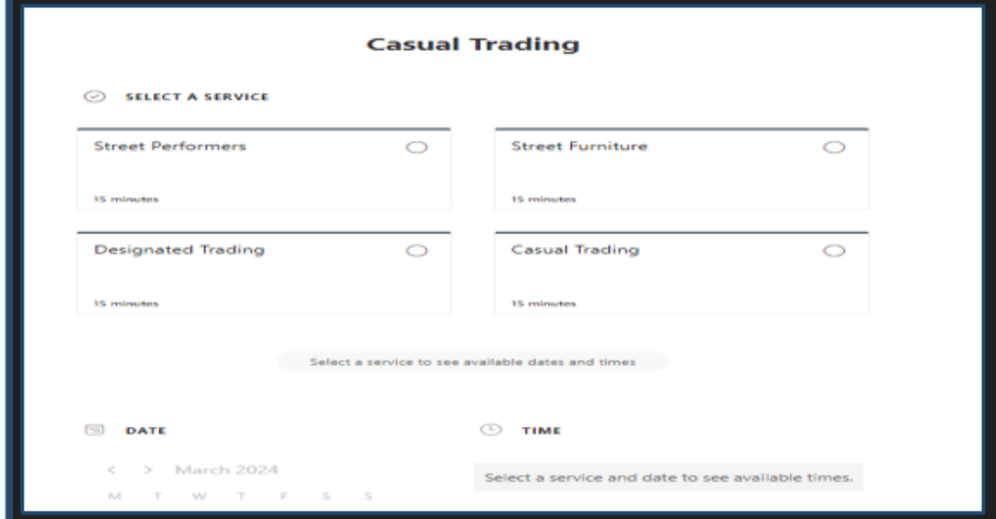
| |
|---|
| Amazing new service that everything can be done online, without contacting DCC by phone that check housing status updates and position numbers |
| Nice to be able to apply online makes a huge difference. And very easy to navigate. Thank you. |
| Very easy to submit. Hope for the best. |
| 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

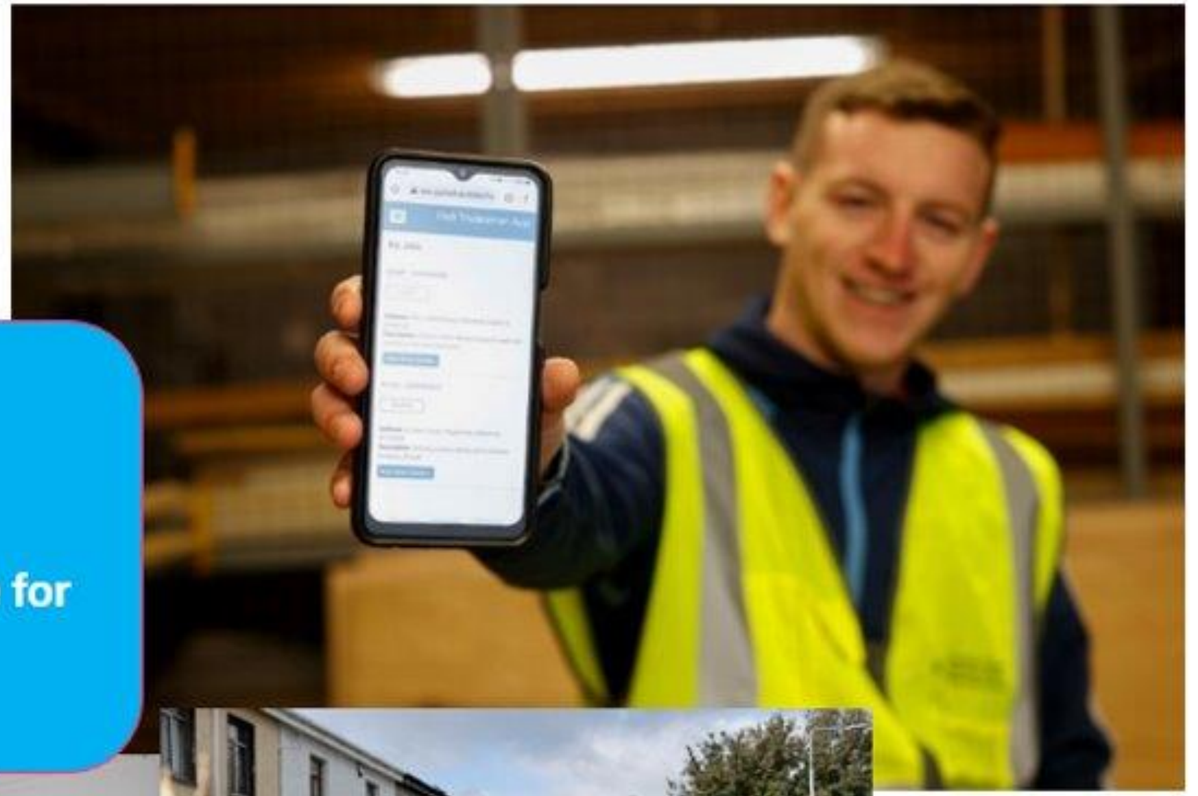


# Other Online Services




Comhairle Cathrach Bhaile Átha Cliath
Dublin City Council

# Improve Digital Communication to Outdoor Staff

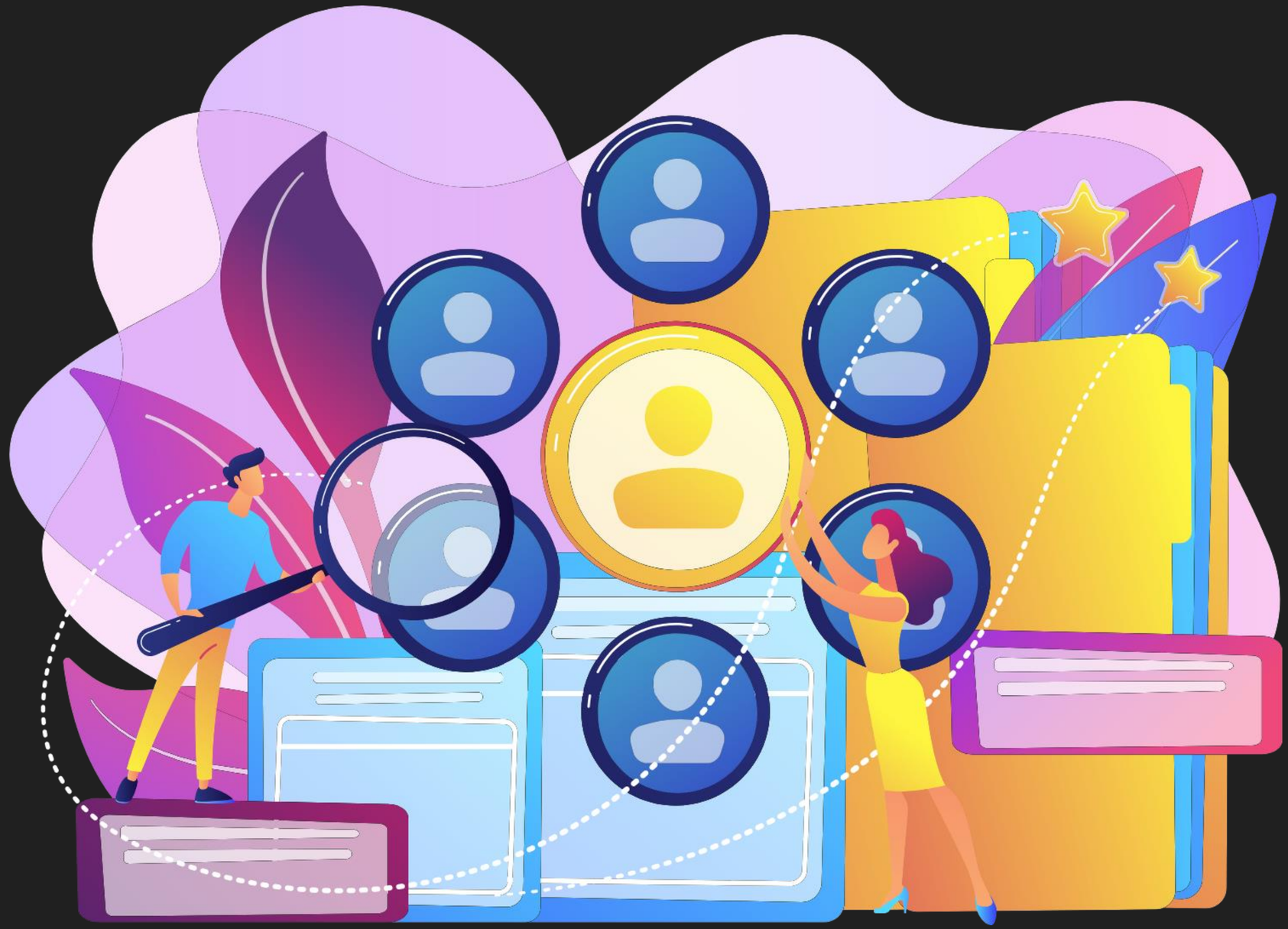


- ✓ Equity
- ✓ Engagement
- ✓ Real Time Job Updates
- Improved Information Exchange for Staff and Citizens
- Improved Work

Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

# 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**



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

Comhairle Cathrach Bhaile Átha Cliath
Dublin City Council

# 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

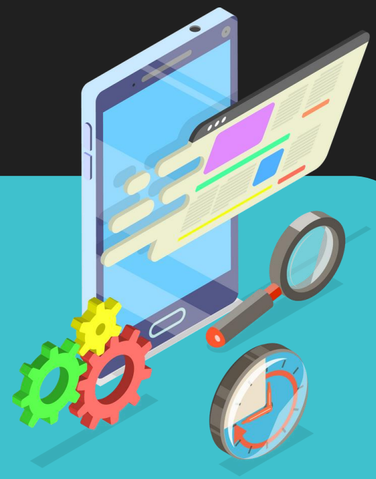
# Our 4 Goals

Comhairle Cathrach Bhaile Átha Cliath
Dublin City Council

**Digitally Enable the City and our Communities**

**Delivering new digital citizen centered services**

**Enable Data Driven Decision Making**



**Enabling and empowering our people**

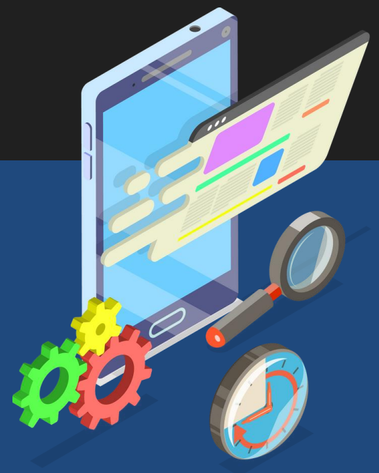
# Digitally Enable our City and Communities

Comhairle Cathrach Bhaile Átha Cliath
Dublin City Council

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

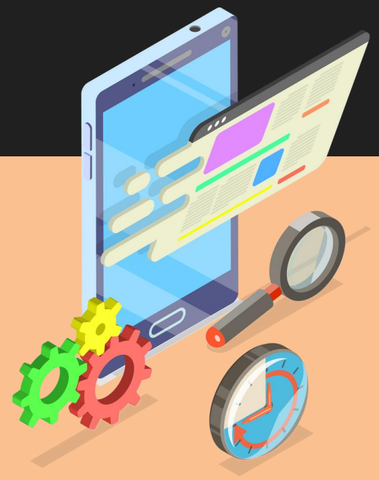
# Delivering new digital citizen-centred services

Comhairle Cathrach Bhaile Átha Cliath
Dublin City Council

**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**

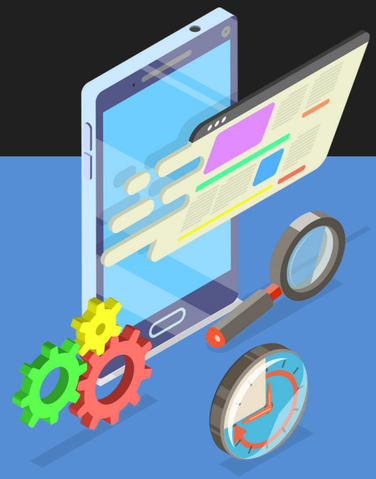
# Enable Data Driven Decision Making

Comhairle Cathrach Bhaile Átha Cliath
Dublin City Council

## 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

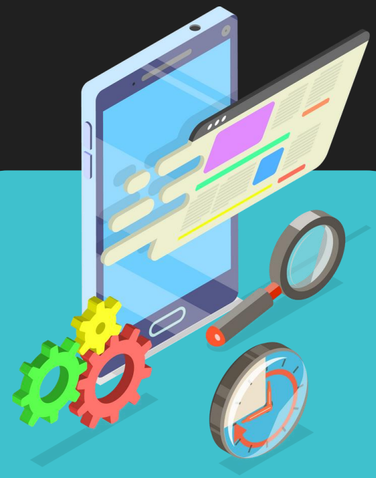
# Enabling and empowering our people

Comhairle Cathrach Bhaile Átha Cliath
Dublin City Council

**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

Comhairle Cathrach Bhaile Átha Cliath
Dublin City Council

# Thank You!

Comhairle Cathrach Bhaile Átha Cliath
Dublin City Council