Citizen Engagement in Smart Cities Mission
Citizen Engagement in 3 stages- I. BEFORE, II. DURING and III. AFTER SCP

- I. Self Assessment
- II. Citizen Engagement in process of preparing SCP: SCP Framework
- III. Future scenario
## Self Assessment of Citizen Engagement

### Scenario 1
- A smart city constantly shapes and changes course of its strategies incorporating views of its citizen to bring maximum benefit for all. (Guideline 3.1.6)
- The City begins identifies priorities and projects to pursue without consulting citizens.

### Scenario 2
- City undertakes citizen participation with some select stakeholders. The findings are compiled and incorporated in some projects or programs. Very few major decisions are shared with citizens until final projects are unveiled.

### Scenario 3
- City conducts citizen engagement at city level and local area level with most stakeholders and in most areas. The findings are compiled and incorporated in projects or programs.

### Scenario 4
- City constantly conducts citizen engagement with people at each Ward level to incorporate their views, and these shape priorities and development projects in the city. Multiple means of communication and getting feedback such, both face-to-face and online are utilised. The effectiveness of city governance and service delivery is constantly enhanced on the basis of feedback from citizens.

### City Scenario Indicators of self assessment

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<tr>
<th>City</th>
<th>Scenario</th>
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<tr>
<td>Bhubaneswar</td>
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<td>Pune</td>
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<td>Jaipur</td>
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<td>Solapur</td>
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<td>Devanagere</td>
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<td>Indore</td>
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<td>NDMC</td>
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<td>Coimbatore</td>
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<td>Bhopal</td>
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### Example: Pune - indicators of self assessment
- Participatory budgeting since 2007
- Online complaints management system
- Engagement through Facebook, YouTube, Instagram, Monthly newsletter, website, twitter
- Citizen-to-administration communication through development of citizen-centric call center and app
- PCC to channelize CSR funding by bringing together corporates and corporation and eminent citizens
- Several NGOs (Janwani, Parisar, Prayas, etc) and citizen organizations like PIC, MCCIA working closely with corporation
Citizen Engagement- SCP Framework

City Level Criteria 30%

5% Vision and goals
10% Strategic plan

Area-based development 55%

7% ‘Smartness’ of proposal
5% Citizen engagement
15% Results orientation

Pan-city solution 15%

3% ‘Smartness’ of solution
1% Citizen engagement
5% Results orientation

Total 100

16 OUT OF 100 AWARDED TO CITIZEN ENGAGEMENT

3 Rounds- DEMAND DRIVEN PLANNING

City Profile

Citizen engagement round 1

City Vision

Identify Pan city and Area based proposals

Final pan city and area based proposal

Citizen engagement round 2

Citizen engagement round 3

Iterative structure is concurrent with other public participation frameworks such as in Urban Design Compendium 2 and International Association for Public Participation (IAP2)
Visioning exercise
Maximum engagement in visioning exercise
Open ended - competitions (drawing, essays, logos)
Close ended - (voting on priority areas identified by city authorities after engagement with selected citizens)

Area Based Development
Citizens were involved majorly in selection of area from priority areas identified by city authorities
Few cities involved citizens in identifying projects within ABD in addition to selection of area

Pan City Solution
Citizen aspiration based on priorities identified in visioning exercise
Some cities in addition added solutions based on expert opinion which were not chosen by citizens

Final SCP
Only few cities shared the Draft SCP on MyGov or city websites
Cities developed their **own strategies under the guidance of the 3 round framework** of citizen engagement defined by SCP. Some **key characteristics of the process of citizen engagement** in the 20 lighthouse cities are-

1. Structured approach
2. Use of technology
3. Low tech methods
4. Ward level engagement
5. Quality of engagement
Pune and Bhubaneswar followed structured approach

- Bhubaneswar adopted **IAP2 framework** (5 steps- inform, consult, involve, collaborate and empower, with increasing participation at each step) and recognised the scope and best method of engagement for each stage and activity.

- Pune developed a strategic framework that enabled maximum productive engagement in the little time available.

**Bhubaneswar’s adopted IAP2 framework**
Online methods of engagement included traditional one-way communication such as SMS, e-mail and information dissemination through website, and two-way communication using social media.

Several tier 2 and tier 3 cities used NSCM as an opportunity to develop high tech strategies for engagement.

- 45% of the lighthouse cities sent out emails
- 70% of the cities used SMS and Whatsapp
- YouTube was used as a method to share information in 35% of cities
- 90% of lighthouse cities used Facebook and 70% of cities used Twitter
- 75% of the lighthouse cities created their own website portals and apps
- 95% of cities used MyGov Among all cities, Udaipur used My Gov the most, and Pune did not use MyGov at all, but used custom made website, app and strategy to engage citizens.
2. Use of Technology

The impact of technology on outreach in 20 lighthouse cities

Technology does improve outreach in some cases, but outreach is not dependant on technology
Low tech (offline) strategies included use of print media, surveys, volunteers, community events etc.

3. Low-tech methods

- Chennai - kiosk in shopping centres
- Ahmedabad - interviews at bus stops
- Visakhapatnam - mobile vans for surveys

**Surveys in select locations (95%)**

- Bhubaneswar - 5000 HHs for ABD
- Indore - 89247 citizens reached in ABD
- Bhopal - 5000 door-to-door interviews

**Household surveys (75%)**

- Jabalpur - 500 news stories
- Coimbatore - 200 + articles
- Kochi - 100 articles

**Print media to advertise (95%)**

- Indore - Cyclothon for awareness for smart mobility
- Delhi, Bhubaneswar - Street theatre to educate public about competition

**Community events (30%)**

- Pune and Visakhapatnam - university students for door-to-door survey
- Solapur - rallied 2000 in nos to organise events

**Volunteers (30%)**

- Bhubaneswar - 30 community labs
- Jaipur - International conference
- Surat - Technology fair

**Co-creation labs (30%)**
4. Ward level engagement

- Under the NSCM, **the ward members and ward committees took up active role to engage citizens.**
- All 20 light house cities conducted ward level public meetings
- Some cities, realising that offline strategies are more effective in their city, **prioritised the ward level meetings above all means** (eg: Kakinada, Chennai and Kochi)

**Janmabhoomi committees** in Kakinada comprising of 5-6 local residents from each ward helped the municipality to interact with citizens. These committees symbolised participatory micro planning.
5. Quality of engagement

- **Inclusion and outreach** are two indicators of quality of engagement.
- Some cities took special care to **involve all sections of population individually and as group**. Most of the cities though are observed to have gone for the obvious sections only and hence missing out on the pulse of the city.
  - **Solapur city** conducted 34 focus group discussions engaging a wide range of citizen groups.

- **Different modes are suited to different sections** of population.
- In Jabalpur, towards sensitizing the citizens, a series of events such as “Narmada Maha Aarti”, “Havan”, Rock Show, music concerts, Smart Yoga, Bhajan Sandhya etc. were conducted.
- Solapur and Pune used festivals as opportunity to engage with citizens; during Ganapati festival volunteers staffed popular locations to engage citizens and solicit feedback.
Way forward in Smart Cities

• Citizen Engagement projects in lighthouse cities
  – 50% of light house cities (10 cities- Bhubaneswar, Jaipur, Kochi, Kakinada, New Delhi, Pune, Surat, Solapur, Udaipur and Vishakapatnam) are proposing citizen engagement projects in SCP
  – Budget of 392.61 Crore (0.8% of total budget of 20 cities)

• These projects are broadly under two categories-
  – engaging citizens in municipal services, (grievance redressal, consumer awareness, online municipal services)
  – sharing information with citizens- open data platforms and infrastructure asset management (air quality monitoring app, solid waste management app, journey management app).

• Current use of citizen engagement for governance and maintenance of city assets, and an aid to the city authorities in the administration and maintenance - > Going forward, empowerment of citizens.
Citizen engagement needed in understanding the city, not just reporting the city. This definitely was lacking in most of the SCPs.

City's had limited time (3 and half months approximately) to prepare the SCPs and a large portion of the cities did not have any effective citizen engagement prior, and hence had to start from scratch.

Is the engagement exercises only token measures in at least some of the cities to reach the 16% grade mandated by central government?

Readiness for disruption
• In the past, citizen engagement in master planning, for instance, often came too late in the process and left citizens with little motivation to offer feedback on plans that had already taken shape.

• In smart city mission, the engagement became the basis for the proposals

• One way for the process to continue would be for the cities to put in place mechanisms that institutionalise citizen engagement.

• Engagement of citizens must continue and improve in the implementation stage of smart cities proposals.

• When cities form their PMC's for evaluation and monitoring, it should also monitor engagement of citizens and project DPRs should address engagement of public as an important parameter.
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<tr>
<th>Cities</th>
<th>Bhubaneswar</th>
<th>Pune</th>
<th>Jaipur</th>
<th>Surat</th>
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<tr>
<td>Direct impact</td>
<td>2445 responses through kiosks, 2487 entries in local competitions, 5000 household surveys for area based development; 1,62,470 statements, ideas and suggestions crowd sourced from citizens in person; 1,547 businesses surveyed, 24,323 crowd sourced statements ideas and suggestions through MyGov and city website</td>
<td>939 ideas crowd sourced through city's mobile application, 300 entries received in essay</td>
<td>970 suggestions via e-mail, Over 1000 competition, 24000 votes and 116965 suggestions on the draft proposal, 4320 responses from citizens for selecting area, 35lakh inputs from citizens for pan city proposal</td>
<td>52043 citizen responses to polls, 44472 responses to satisfaction surveys</td>
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<td>Indirect impact</td>
<td>Flash mobs reaching 310 citizens, in total 3.1 lakh population participated reaching 52% of city's population, 1,76,665 visitors to Smart City website, 86851 Facebook likes, 1630 Facebook comments, 600 Twitter followers</td>
<td>60 engineering colleges participated in digital Hackaton, Door-to door surveys covered 15 wards and over 4 lakh household covered in it, Over 2000 Twitter followers</td>
<td>1000 citizens reached to at public places, 75000 citizens reached in ward level consultation</td>
<td>3090 Facebook likes, 207 Instagram followers</td>
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<td>Modes</td>
<td>137 articles in print media, face-to-face interactions, social media platform, online engagement through Smart City website, Smart city labs, 1200 volunteers for outreach, 15 kiosks, 6 flash mobs</td>
<td>135 War room, “five s” structure- speed, scale, structure, solutioning and social audit, context specific 4-stage and 5-stage strategy for area based and pan city proposal</td>
<td>Using auto-rickshaws as bill boards, 10 Booths at public places, International conference on Sustainable and Smart cities attended by 3000 delegates, Whatsapp group with reach of 1500 citizens</td>
<td>300 drop boxes at locations in city, 15 stakeholder meetings, ward meetings, social media focus group discussions, Technology fair</td>
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<td><strong>Direct impact</strong></td>
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<td>235 entries on MyGov competition, 150000 forms collected through door-to-door consultation</td>
<td>3550 responses on MyGov, 7743 responses on website, 390000 responses to questionnaires</td>
<td>2096 citizens feedback obtained from wards, 1500 citizens participated in Walkathon, 3500 students participation, 52070 offline inputs received from citizens for formulating vision, 28 logo design submissions, 45 poster design submissions, 5372 essay entries, 7084 citizens engaged in focus group discussions</td>
<td>1356 inputs received in MyGov, 500 + essays submitted, 40000+ opinions crowd sources</td>
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<td><strong>Indirect impact</strong></td>
<td>150000, Survey forms- 10000+, Contests- 1100+</td>
<td>500 news stories in print media, 150000 SMS sent to citizens, 65000 e-mails sent to citizens</td>
<td>4000 Facebook likes</td>
<td>15.61 lakh SMS sent to 3.9 lakh mobile users</td>
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<td>Modes</td>
<td>Public events/ Talk shows, Public meetings, Technology fair, mass media, Focus group discussion, mobile app, household surveys, SMS polling and SMS suggestions, MyGov website, AMC website, Social media- Facebook and Twitter, Smart city task force, Focus group discussions- 25+, Volunteers at public places</td>
<td>&quot;Smart Rath&quot;, &quot;Smart Yoga&quot;, Face-to-face meetings, Narmada Maha arti, Rock show, ConceRahat Indore, &quot;Smart City&quot; website, door-to-door survey, survey at public places, Focus-group discussion, 6 kiosks and 20 booths with internet, social media, demonstrations at educational institutions, offices and public venues to teach citizens how to give constructive feedback, seminars, computer lab</td>
<td>Workshops with more than 300 resident welfare associations, 800 slum associations, women’s organisations, fishermen and other marginalised communities</td>
<td>Workshops and seminars to educate citizens about concept to smart city, promotional videos, presentations at every gathering, MyGov, social media, webpage, competitions, advertisement campaign, focus on student interactions, SMS campaign, dedicated e-</td>
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<td>1.45 lakh + comments on MyGov, 52293 comments and suggestions in response to draft proposal, door-to-door consultation to reach 89,247 citizens in area based development</td>
<td>6700+ SMS response collected, 150 hours of face-to-face consultation with citizens</td>
<td>1600 participants in town hall meetings, 1000 participants in focus group discussion, 1300 responses to citizen pulse survey, 20 citizens forums, 500 student participants in essay competition</td>
<td>120000 participants in focus group discussions, 35000 surveys receives from citizens, 30911 citizen suggestions collected, 15000 votes received in MyGov polls, 97 submissions in logo competition, 8000+ submissions in essay competitions</td>
<td>739 vision statements crowd sources from mobile app, 56 entries to essay competitions</td>
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<td>Direct</td>
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<tr>
<td>impact</td>
<td>591965 interactions with citizens, 500 + articles in print media, 10000 participants in &quot;Run/ walk for Smart Indore&quot;, 61 Crore SMS sent to 60000 citizens</td>
<td>3000 posts in Facebook and MyGov, 200+ articles in newspapers</td>
<td>3000 posts in Facebook and MyGov, 200+ articles in newspapers, 50000 SMS sent to citizens, 11343 Facebook likes</td>
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<td>339273 questionnaires distributed at ward-level meetings</td>
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<td>Indirect</td>
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<td>impact</td>
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<td>Modes</td>
<td>Run/ Walk for smart Indore, Volunteers at garbhas, cricket stadium, kiosks, mobile vans</td>
<td>21 nukkad nataks, questionnaire based consultations, inclusion of diplomats, government employees, slum dwellers, student marches, MyGov, Municipal website, SMS campaign, video presentations, workshops</td>
<td>900 surveys hosting 30 citizen forums, town hall meetings, focus group discussion, social media, suggestion boxes in locations, competitions, mobile vans, citizen pulse survey</td>
<td>competitions, surveys, polls, in-person interactions, focus group discussions, MyGov, social media, Janmabhoomi committees, roundtable discussions with public and media, live talk show</td>
<td>37 public meetings, mobile app, questionnaire survey, kiosks, ward-level meetings, door-to-door campaign, workshops, educational campaign in colleges, professional organisations and wards</td>
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<td>Cities</td>
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<tr>
<td><strong>Direct impact</strong></td>
<td>4700 inputs on Facebook, 65000 inputs on MyGov</td>
<td>10000 children participants in Smart Labs, 4000 household surveys</td>
<td>1828 participants in MyGov, 5091 participants in city’s website polls, 63451 participants in seminars and workshops across 15 zones, 51 essay submissions, 10108 survey forms collected from citizens</td>
<td>7500 questionnaires received from citizens, 2200 citizens participated in vision statement competition, 3000 students from 17 schools reached through campaigns and seminars, 200 suggestions collected through Smart City website</td>
<td>1.65 lakh surveys received from citizens, 5000 door-to-door interviews conducted, 5081 MyGov essay submissions, 1.5 lakh suggestions on social media, SMS and by e-mail</td>
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<tr>
<td><strong>Indirect impact</strong></td>
<td>108892 people reached through online platforms, 100 questionnaires circulated in each of city’s 35 wards</td>
<td>867931 SMS sent to citizens, 15613 e-mails sent to citizens, 629 views on YouTube, 1652 Facebook likes</td>
<td>967545+ citizens engaged in total 35000 Facebook likes</td>
<td>Reached out to over 300000 peoples, 2627 views on YouTube,</td>
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<tr>
<td><strong>Modes</strong></td>
<td>303 focus group discussions, MyGov polls, mobile app, Smart City website, social media, ward meetings, seminars, 250 information booths, daily and weekly competitions on MyGov portal</td>
<td>Social media campaign, volunteers, Smart city labs, door-to-door survey</td>
<td>SMS campaign, workshops, social media, offline voting at zonal office</td>
<td>Focus group discussions, door-to-door surveys, public booths, MyGov, Smart City website, social media, competitions, SMS campaign polls</td>
<td>175 awards of total 5 lakh Rupees for innovative solutions, 10 focus group discussion, 35 citizen consultations, events/fairs, YouTube videos</td>
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</tbody>
</table>
Some of the ongoing and proposed projects:

- Impact Assessment of redevelopment in and around gaathans in Navi Mumbai
- Corruption Perception in CIDCO Navi Mumbai
- Rejuvenation of Skywalk at Kharghar
- Redevelopment of Garjopot in Navi Mumbai
- Urban Renewal for Dilapidated Areas
- Land Pooling for Smart Cities
- Planning for Pushpak Nagar Smart City

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