GOBIERNO DE ESPAÑA
MINISTERIO DE HACIENDA Y FUNCIÓN PÚBLICA
SECRETARÍA DE ESTADO DE PRESUPUESTOS Y GASTOS
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BUENAS PRÁCTICAS
Actuaciones Cofinanciadas

Computer platform that makes virtual maps of the municipality of Estepona available to citizens

Estepona City Council

Programa Operativo Plurirregional de España

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Fondo Europeo de Desarrollo Regional

REPORT OF GOOD PRACTICES.

COMPUTER PLATFORM THAT MAKES VIRTUAL MAPS OF THE MUNICIPALITY OF ESTEPONA AVAILABLE TO CITIZENS

The Estepona City Council presents as a good practice the COMPUTER PLATFORM THAT MAKES VIRTUAL MAPS OF THE MUNICIPALITY OF ESTEPONA AVAILABLE TO CITIZENS, within the framework of the Line of Action related to the Development and Accessibility of Electronic Administration Services.

This action aims to improve the public services offered to citizens by the Estepona City Council, through the introduction of new technologies applied to the organization and management of the mentioned public services. This way, among the actions carried out in this operation, we have the adequacy of the technological platform of the Estepona Town Hall, which will include among its actions the improvement of the server virtualization platform, backup and storage, as well as the virtualization of 300 user posts for concurrent use in the various offices of the City Hall . In addition, the entity's equipment will be updated, as well as its installation and configuration for optimal functioning.

All these measures have as final goal, the improvement of various services that citizens use directly, such as: public transport services, sports, libraries, soup kitchens, payment of taxes and fees and access to restricted areas such as museums or cultural centers, among others.

A total of 665,016 euros have been invested in the Digital Transformation of the Estepona Town Hall and also of the management of queues and appointments, with a FEDER grant of 565,263.60 euros.

THE ACTION HAS BEEN PROPERLY DIFUSED AMONG THE BENEFICIARIES, POTENTIAL BENEFICIARIES AND AMONG THE GENERAL PUBLIC

The action has been conveniently spread among potential beneficiaries and general public. In this way, the Estepona City Council has recorded the relevance of the co-financing of FEDER funds for the execution of the project, including the logos and relevant mentions in the various areas and uses of the Digital Platform.

At the same time, the Town Hall has placed a permanent plaque, with the aim of disseminating the importance of the FEDER contribution to the action for the Digital Transformation of the Estepona City Council and the implementation of a new Queue Management and Prior Appointment system. in the Town Hall.

Permanent plaque installed in the central building of the Town Hall

On the other hand, the Estepona Town Hall carried out a campaign in numerous media to promote the action co-financed by the FEDER, and also, through press releases. In addition, a web space has also been dedicated exclusively to the FEDER Program on the local entity's website. (https://feder.estepona.es/)

Press release from the estepona Town Hall

Diario 20 minutes Newspaper and Estepona Radio Television

Other actions of diffusion have also been carried out, such as the broadcast of a Promotional Video about the performance, the placement of a permanent plaque and the broadcast of 500 radio spots on local and regional stations such as Ondacero and Cope in 2021 and 2022.

Link of the Promotional video

https://ayuntamiento.estepona.es/noticia/16500-el-ayuntamiento-se-situa-en-la-vanguardia-administrativa-al-integrar-su-administracion-electronica

The printing and distribution of 2,500 informative brochures among citizens has also been carried out.

And holding an event to present the project:

THE ACTION INCOPORATES INNOVATIVE ELEMENTS

The Digital Transformation of the Estepona Town Hall and the management of queues and pior appointments will incorporate innovative elements, such as, for example, the renewal of the equipment and the management systems used by the Institution, both at the hardware and software level, updating, among other elements, the operating systems of the equipment in order to increase their security and similarity with other tools used by the entity in the exercise of its functions.

On the other hand, once carrying out this transformation, we can also observe innovative elements and the execution process of new queues and tools management for previous appointments, since when these are applied to public services such as the transport, the sports facilities of the Municipality, the libraries, the soup kitchens, etc., encouraging the citizens to have access to the public services ,being able to use and enjoy them easily from smart devices such as mobile phones or computers.

Finally, another of the innovative elements that will be carried out will be the Citizen's Card that will simplify the procedures and formalities once using the municipal services, through a single and multi-device card, which can be used not only in person but also in mobile applications and other compatible devices.,

SUITABILITY OF THE RESULTS OBTAINED TO THE ESTABLISHED GOALS

When designing this action, the purpose of the Estepona Town Hall was to improve the public services that were offered , to the Estepona citizens, a fact that has been achieved with the implementation of the package of measures planned ,getting an improvement of the management of queues and previous appointments, while raising the efficiency and safety of work in the Town Hall with the renewal of the equipment and software that shape the Digital Platform of the Estepona Town Hall.

At last, the action has managed to modernize the entity's Digital Platform, at the same time as it has led to an improvement in the provision of municipal public services offered to citizens.

CONTRIBUTION TO THE RESOLUTION OF A PROBLEM OR WEAKNESS DETECTED IN THE TERRITORIAL SCOPE OF EXECUTION.

The previous situation of the Technological Platform of the Estepona City Council represented a clear weakness of the local entity as it was totally obsolete, without support from the manufacturer and without updates that would allow similarity with the rest of the digital elements such as the NetApp 2020 booths. This situation was repeated with the software of said equipment, being Windows XP in most of the cases.

This situation has been mended with the present action, as, among its measures are the renewal and improvement of both the equipment and the software used in Municipal work of the Town hall, solving the problem and turning a weakness into a strength, by being able to take maximum advantage of the virtues offered for daily work and for the application of these tools, providing public services to citizens.

HIGH DEGREE OF COVERAGE ON THE POPULATION AT WHICH IT IS LEADED

The Digital Transformation of the Estepona City Council and the management of queues and appointments as target audience was the population of the municipality and the visitors who could be beneficiaries of the public services offered by the Town Hall. Once the actions have been carried out, the impact on the target population is evident.

In this way, thanks to the inclusion of new technologies and the reform and renewal of the digital platform , it has a improved the municipal public serivices with a direct impact on the 67,000 inhabitants of Estepona but also on all visitors or tourists who reach the town, since benefits will be noticed from this improvement of services such as public transport or access to restricted areas, like Municipal's museums.

CONSIDERATION OF THE HORIZONTAL CRITERIA OF EQUAL OPPORTUNITIES AND NON-DISCRIMINATION, AS WELL AS SOCIAL AND ENVIRONMENTAL RESPONSIBILITY.

The Digital Transformation of the Estepona City Council and the management of queues and appointments will contribute to the respect for the concepts of equal opportunities, non-discrimination and accessibility.

Thus, special attention has been paid to the possible achievement of new technologies in the different public services of the Town . In addition, the improvement of tools to manage queues and appointments will allow better accessibility for citizens to all public services in which these tools

have been used favoring the inclusion and exercise of the rights of all citizens.

SYNERGIES WITH OTHER POLITICS OR TOOLS OF PUBLIC INTERVENTION

In the case of an inclusive strategy, the actions of the EDUSI “Estepona El jardín de la Costa del sol” are closely interrelated with other politics of public intervention .

The Digital Transformation of the Estepona City Council and the management of queues and prior appointment belong to SO 2.3.3 "Promote ICT in Urban Development Strategies integrated through actions in Local Electronic Administration and Smart Cities" This is focused on the update of the Digital Platform of the Town Hall, while also seeking to improve municipal public services by introducing new technologies in the execution of those services, therefore, the action creates a synergy with other public politics such as the Strategic Plan for Technological Improvement of the Estepona Town Hall.

Another of the public politics established with synergies is the Law 11/2007 based on electronic access of citizens to the Public Services, which regulates the right of citizens to interact with Public Administrations by electronic means and regulates main aspects of how using the technologies as administrative activity, in the relations among Public Administrations, as well as in the relations among citizens in order to guarantee their rights, a common treatment , and the validity and efficiency of the administrative activity in conditions of legal security.

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