Local Government strategies for Citizen Empowerment

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Objectives

- Understand and measure citizen web empowerment in Local Governments’ Portals
- Develop a first index for benchmarking - Citizen Web Empowerment Index (CWEI)
The index is based on the following variables

- **E-information**
  - List of city politicians,
  - City Government structure displayed online
  - Policies and procedures (any) available online
  - Contact details (of any municipality official) available online
  - The budget is online
  - Legislation is online (availability of legislation online)

- **Tools 2.0**
  - Blogs on municipality website
  - Web forums / on-line bulletin boards on municipality website
  - Online newsletter on municipality website
  - Social networking: Facebook on municipality website
  - Social networking: Flickr/You Tube on municipality website
  - Social networking: Twitter on municipality website
  - One-stop shop portal for citizens to interact with the municipality
  - Mobile services
The index is based on the following variables (2)

- **E-consultation**
  - Internet petitions
  - Reputation systems
  - The Mayor has his own website
  - The Mayor website has a contact e-mail address or feedback form
  - The Mayor website responds to user requests
  - Elected officials have their own website
  - Elected officials (aside from the Mayor) have a contact e-mail address on his website
  - Elected officials (aside from the Mayor) website respond to user requests.

- **E-Decision Making Process**
  - Evidence to show that the municipality considers the opinions of citizens in decision making processes (eg: e-voting system, online polls)
  - Evidence to show that the municipality informs its citizens on what decisions it has arrived based on consultations (eg: publication of online polls/e-survey results and subsequent action taken)
- 42 web portals of MCE members

- Research period: March-May 2010

- Analysis and rating of sites was based on two fundamental criteria:
  - Immediacy in traceability;
  - Systematic (as opposed to sporadic) presence of the information.
The results

Average CWEI in considered websites: 37.8/100

- Average CWEI e-information: 74/100
- Average CWEI tools 2.0: 23.21/100
- Average CWEI e-consultation: 32.4/100
- Average CWEI e-decision making process: 8.3/100

“TOP FIVE”

- Trikala
- Hamburg
- Wien
- Venice
- Tel Aviv
Main conclusions of the survey

- **Substantial immaturity of web strategies**
  - Still focused on organizational responsibilities
  - Not focused on the demand of citizens’ empowerment;

- **Need to assume a role of active partner for citizens’**

- **Low penetration of 2.0 tools and strategies**
  - very limited diffusion of mobile applications

- **Correlation of CWEI and public and free wi-fi availability in the “top five” cities**
For more information

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