Response ID ANON-73TF-SDMU-W

Submitted to Digital Transformation Strategy – Public Consultation
Submitted on 2024-07-28 19:07:00

Background Information

1 Which of the following best describes your response to this survey?

I am responding on behalf of a community or voluntary group or organization

Other, Please Specify:

Background Information 1

5 What is the name of your community group or organization?

Answer:
Dublin Community Television

6 Is your group or organization a member of the Dublin City Public Participation Network?

Yes

7 Please select the Public Participation Network (PPN) pillar that your group or organization comes under

Community and Voluntary

Our Goals

10 Please choose the goal that you feel is most important for the digital transformation of Dublin City.

Digitally enable our cities and communities

11 Please give your reasons for choosing that Goal as the most important.

Answer:

Digital replacing analogue forms will meet every citizen in Dublin. Many Dubliners are not digitally ready and will be impacted by the move to digital. To lessen this, digital literacy is required for people of all ages.

While many will have little problems using digital services the focus of literacy education will be on those that do have digital literacy problem.

But the majority who can use digital will not automatically choose digital as culture and habit will dictate usage. This means that literacy, awareness, engagement, enablement is for all, not just the most excluded.

To this point Community Media has a lot to offer. Dublin Community Television (DCTV) broadcast to Dublin 24/7 on Virgin Media Channel 802 (Digital) and streaming online at DCTV.ie/live (digital).
We have the scope to assist in digital education as a media broadcaster. As we do with culture for emigrants, and with English literacy and access services such as ISL and Subtitles, DCTV and other Community Media is well placed to help the strategy. Reading the report, the only mention of media is Social Media. Traditional media and the Community Media sector of the wider media needs to be involved in the digital future of our city.

12 Considering the 4 draft goals in the Strategy, what, if anything, is missing that you feel is important for Dublin City?

Answer:

as mentioned in answer 11, use of Media in the dissemination of digital skills and the future culture of using digital services is lacking across the strategy.

Through storytelling media can help drive digital adoption. Often posters and commercial media advertising is used to drive change. Community Media is an idea partner to help expand digital awareness in Dublin.

Digital Community Media is unique as it acts and operates like its analogue predecessor, but is licenced and regulated, is not for profit and scores high in trust metrics in a fake news social media world.

The strategy should see incumbent digital community media sector as a willing partner in the adoption of digital. The strategy should express the opportunities the city has to help change culture and the move to digital.

Our Principles

13 Which of the principles do you believe are most important in guiding how we work? Please choose your top 3.

A relentless focus on citizen needs, Agile and iterative delivery of digital solutions, Inclusion and privacy

14 Considering the 7 principles, what, if anything, do you believe is missing from our approach?

Answer:

I feel that the 7 principles are good, but them seem focus on the delivery and not the body of people to be delivered to.

In short the focus seems internal and not external. While internal is important, the external usually need the focus first. Big implementations that do not have use buy in suffer adoption issues. P-Pars, Pulse and e-Voting come to mind. The strategy needs to be citizen focused.

Yes digital is a fête de compli - but better adoption can be achieved if the strategy is not on how DCC will deliver the strategy but WHY citizens should get involved, what advantage is in it for them, what can they do to help themselves to get ready.

Our Priority Actions

15 What are your views on "Goal 1, Digitally enable our city and communities and its associated outcomes and actions?"

Answer:

Moving to digital often means that human facing support is downsized as bots can answer questions too. Public fear of digital is enhanced when suspicions grow; that digital is labour and revenue saving and dehumanising.

Obviously this is not the digital that will emerge from these goals in this strategy, but tell that to the skeptics.

Storytelling and friendly advice and regular to constant narrative that this change is good, and it helps us all, and is non exclusionary will help reduce fears in the change to digital.

16 Are there specific challenges in the city where you think new and emerging technology could be used to tackle these issues? (e.g. sensors for air quality, self-driving cars)

Answer:

Self driving cars will need a wireless data network that exceeds the capacity of existing commercial networks. If private cars rely on commercial telephony networks to provide the necessary data throughput, then the delivery will be delayed or doomed.

A publicly owned distributed network from every lamppost is needed to meet the needs of future technology in our city. Leaving it to competing commercial networks will not be sufficient.

Data is critical to the digital future of our city. A city owned network that is installed for the good of the people is paramount. It is as important as railways, motorways, water. We wouldn't have those services private, (in the case of railways they were privates and needed to be made pubic to insure their survival). If we don't want to experience the electric car charging points fiasco, again, then we need a publicly owned city wide data network.

17 What are your views on "Goal 2, Delivering new digital citizen-centred services and its associated outcomes and actions?"

Answer:

The older generation that have the greatest need to learn about digital are the predominantly greatest user base of television. Broadcast, linear TV. DCTV a digital TV channel in Dublin is best placed to reach this demographic with information, programmes, updates, stories about digital change in the city.

Using existing channels to reach the city with the story of change is a good idea to support this digital enablement.

18 Which Council services do you think could be digitised to make them more accessible and convenient for citizens? (e.g. parking permits, grants, housing applications)

Answer:

Ultimately all services could be helped with some digital enhancements.

A few early adopting services have the opportunity to be flag bearers for digital change. A service with a feel good virtue would travel well as a story to promote further digital transformation.

A service that offers security, peace of mind, and better wellbeing for the safety of women in our city. Often there are areas that are considered no go areas. Dublin should be safe for all. Recent headlines foster fear among people wishing to use our city and its transportation late at night.

Technology in South Korea lead to the almost zero crimes against the person in public. Digital can bring these levels of assurance to people that their city is safe and that technology is the guardian that provides this citizen safety.

19 What are your views on "Goal 3, Get better with data and its associated outcomes and actions?"

Answer:

Data is the new oil. A city rich in data will have a great resource to help shape the future needs. As explained in Goal 2, there will be a ethics regard to this responsible position.

Getting the ethics communicated will be an important step. At high level and low level the principles of ethical data processing and use of algorithms and the openness and robustness of the ethics approach and implementation will need framing and setting.

Communicating these important steps to the wider public is really important. It is on a par with human right and the constitution. How decisions are made and how bias is handled in data led planning will need simple and accurate explanation to the citizens of Dublin.

With the emergence of disinformation and misinformation in civic discourse in recent times, the ethical integrity of policy and performance of the city's data will be the corner stone of the digital strategy for Dublin.

20 Are there particular Council services or activities that you would like to see us publish or share data about? (e.g. street cleaning performance, number of people using our sports centres, traffic movement)

Answer:

At a recent DCTV seminar I heard a statics about the number of trees per road in Dublin 4 compared to Dublin 17. While the difference was on great interest, the fact that this data is out there somewhere was of greater interest to me.

Climate Change will impact our city. Data that helps support change can drive stories that need to be told.

A sensor on a Weather Buoy in Dublin Bay provides data. Pure data is boring. Data in a chart is more digestible. But ultimately, we need to trust the data and build system and human changes *through storytelling* that will avert the worst impacts of Climate Change.

21 What are your views on "Goal 4, enabling and empowering our people and its associated outcomes and actions?"

Answer:

Goal 4 is very internal focused. I think lean and agile approach is very good. But I think it is missing the external focus. Citizens with data driven interests are out there too. Collaboration with Weather Stations and radio spectrum enthusiasts, with data scientists that are external to DCC will be of enormous assistance. A data citizen panel would support the internal aspirations of Goal 4.

I think Goal 4 could also deal with Open Source software as part of the strategy to tool up the employees. Open Data and Open Source fundamentals in the strategy could help achieve sustainably goals while enhancing trust in the network and client infrastructure in DCC.

22 What suggestions do you have about how we can help communities and our staff to get better at using technology?

Answer:

Support Open Learning around technology. DCC MOOCs WIKIs and websites / videos could help the community and staff use tech better. If there was an adult version of CoderDojo that developed community mentors and ambassadors for tech at a street and town level, then the citizens would know where to turn to for help.

Television can help in Open Learning. Open University uses Video and Television to educate. DCC can use TV to upgrade the city's citizens from technophobes to technophiles.

Challenges, concerns, ideas

23 What are the biggest challenges that you think Dublin City Council will face in achieving the goals by 2030?

Answer:

Getting citizen buy in. There is a great culture in Dublin. PPN groups are the backbone of civic involvement in their city. This is not the audience that will challenge the strategy.
Getting the 95% that are not already community aware on board with data changes will be the challenge.

In a consumer lead society, the essence of community in somewhat under recognised as the way to build society from the ground up.

Reaching the citizens and telling them the story of this change will be the challenge. More response to this survey would increase confidence that the strategy is on the right track. Communicating the need for such responses would go a long way to edging up the numbers.

24 Do you have suggestions on how to address these challenges?

Answer:

While already expressed in other answers; I think the strategy needs to cover outreach and adoption issues. Community Media is a perfect way to do this. As is the National Public Service Broadcaster and Commercial Broadcasters, but Community Television in Dublin is uniquely available to assist as a digital broadcaster.

Beyond the mediums to use, the acceptance that storytelling (communications) is required to meet the objectives of the strategy. Across many of the answers, there are hints that stories are there and should be exploited to tell the citizens of this fair city, that data is not scary and is going to revolutionise service provision, protected with the best practice ethical open source approaches.

25 Do you have any specific concerns on any of the goals or priorities? Please specify.

Answer:

Again as indicated in earlier answers, the internal focus of the changes might be at the expense of the external factors that could assist the delivery of the 4 goals.

Working together

26 Do you have any views on how Dublin City Council can work with and engage citizens, communities and stakeholders in delivering the Digital Transformation Strategy?

Answer:

from previous answers
Community Media is an ideal way to communicate to Dublin's citizens.
It is already in place, is regulated, licenced, on air and trusted.

Open learning initiatives.

Local area mentors / ambassadors.

not from a previous answer.
The City Libraries have been transformed in the last decade. Much of this change has been digital. There is scope to learn from what they have done. But more than that, they are buildings and digital destinations where citizens can learn, engage, adopt, transfer skills and information to help UPGRADE the CITY to DIGITAL.

27 If you would like to take part in testing new digital solutions please leave your email below.

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