



Community and user requirement guidelines for partner and service provider

Version 0.3

Deliverable 6.1

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1. Purpose of the document

The purpose of this document is to provide an overview of all activities related to the community and user requirement definition by the SimpliCITY project in the cities of Uppsala (Sweden) and Salzburg (Austria).

The document is closely linked to Deliverable 2.3, the guidelines and toolkit for engaging activities (stakeholder dialogues). The values developed for this deliverable flew directly into the development of the dialogues as well as the discussions with city representatives. The results of the survey presented in this document inform directly the development of the platform in work package (WP) 3 and WP 4.

2. Executive summary

In both cities, specific stakeholder groups and subgroups were defined, whose requirements regarding the platform and its functions were subsequently investigated through discussion rounds and questionnaires.

The results showed that the platform will be of high value in both cities. The identified values were confirmed and even expanded during the investigation of user requirements.

In addition, the project team retrieved crucial feedback regarding the functions of the platform.

3. Administrative Information

Basic information on the SimpliCITY project and the present deliverable:

Project title	SimpliCITY - Marketplace for user-centered sustainability services
Project coordinator	Salzburg Research Forschungsgesellschaft mbH (SRFG), Salzburg, Austria; project manager: Petra Stabauer BSc MSc
Project partners	Polycular OG, Hallein, Austria Stadt Salzburg (City of Salzburg), Austria Salzburger Institut für Raumordnung und Wohnen – SIR (Salzburg Institute for Regional Planning & Housing), Salzburg, Austria Uppsala Kommun (City of Uppsala), Sweden University of Uppsala, Sweden
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4. Introduction

A guiding principle of the SimpliCITY project is the wish to develop a deeper understanding of potential platform users to create a suitable and long-lasting product. This self-imposed claim will require innovative ways to engage (with) stakeholders in order to identify their interest in the platform and their participation requirements, such as suitable access. This approach aims generate certain momentum to empower stakeholders to act as individual catalysts in the further development and management of existing and new city services.

This deliverable gives an overview of all activities related to the identification of platform user requirements of all relevant stakeholder groups.

5. Methods

5.1 Identification of platform values

Prior to the identification of advantages the platform can provide for the stakeholder groups, the project team generated a joint definition of the SimpliCITY platform values in several discussion and exchange rounds.

In general, the platform aims to support smart city goals in the cities of Uppsala and Salzburg and is an inclusive, accountable, trustworthy, collaborative information and communication opportunity for all citizens and service providers. The platform provides up-to-date, insightful information and offers them in innovative ways. Values that unite us include, among others, sustainability and climate protection, social inclusion, attentiveness, actuality, acceptance, decency, open-mindedness, authenticity, effectiveness, fairness, righteousness, credibility, respect, neutrality, creativity, integrity, fun, transparency, tolerance, independence, trust and team spirit.

5.2 Core questions

Informed decision-making on design and implementation of the platform requires answers to core questions, which were pre-defined in discussion rounds and stakeholder exchanges. These questions can be summarized as follows:

- What value can the platform provide for **citizens**?
 - o Who is the specific target audience/group?
 - o Is there group within our audience that is especially accessible?
 - o What is the target group struggling with in regards to the projects' topics (bike mobility, local products, inclusion)?
- What value can the platform provide for **service providers**?

- What value can the platform provide for the **city administration**?
 - o Who is the specific target audience/group?
 - Communications and marketing department(s)
 - IT department
 - Smart city team (applicable in Salzburg)
 - o Is there group within our audience that is especially accessible?
 - o What is the target group struggling with in regards to the projects' topics (bike mobility, local products, inclusion)?

5.3 Levels of service provider integration and associated advantages

The functionality of the platform will allow for different levels of integration of services (check deliverables of WP 3 and 5 for technical specifications). This integration is, on the one hand, dependent on the current digital “status” of the services and, on the other hand, on the interest of the service providers to exchange data with the project team and to conjointly develop challenges. The approach of allowing for these different levels of integration will assure inclusiveness for all kinds of service providers, no matter how far along in their digitalization process their services are.

The levels of integration were defined and re-defined in discussion rounds and mostly based on the technical experience of Polycular.

5.4 Citizen survey

Salzburg

For the identification of user requirements of the citizen stakeholder group, the project team opted for a survey format. The survey in the city of Salzburg included 29 closed- and open-ended questions, which were targeted mostly at bikers. This approach was chosen as the survey was launched during the “Radfrühling” – a biking festival in the city. In order to be as inclusive as possible, this approach determined that at a later point in time, another survey would be necessary to gather requirements from other user groups. The survey applied in the city of Salzburg is attached as Annex I. This survey was transferred to the online survey tool “LimeSurvey” and spread by every project partners, using all available channels.

At the bike event, two project members approached visitors and asked them to fill out the questionnaire. In addition, postcard invitations (Figure 1) were handed out at the smart city

booth at the event, which invited visitors to fill out the survey at home. Incentives for participation in the survey: raffle with three 50€ Amazon vouchers.



Figure 1. Postcard invitation – citizen survey Salzburg

Translation of postcard:

Your opinion is important to us!

Fill out our survey and support the Smart City Salzburg

All participants who complete the survey will take part in a raffle to win one of three 50€ Amazon vouchers.

Postcards were further distributed throughout the city of Salzburg after the bike event. In addition, project partner invited their peers to take part in the survey on social media.

Uppsala

Similar to Salzburg, the citizen survey was performed in Uppsala. Therefore, the designed questionnaire was adapted, translated and spread by the project partners of Uppsala kommun. As this process is still in progress, a detailed documentation will be added to this document when available.

5.5 Discussion rounds with city administration

In both cities, the communication and marketing departments, as well as the information and communication departments are vital enablers of this project. Hence, different exchange formats (mostly small meetings and discussion rounds) were chosen to identify the groups' requirements and to gain their support for the endeavour. In addition to the two target groups, the smart city team is an additional target audience in the city of Salzburg.

In both cities, the following core questions were developed to properly identify user requirements and potential supporting activities for the platform.

Communication and marketing department(s):

- What are their current information and promotion channels?
- How successful are these channels?
- Is there a strategy to promote green services?
- What struggles exist in the promotion of (new) services?
- How are the departments in contact with citizens? Are there existing feedback channels?
- Is an external agency needed for communication purposes?
- What initiatives/events are planned during the project period?
- Are they supporting grass roots / bottom up movements? How? Are the district offices involved?
- How can the department support the pilot phases and the launch of the platform?
- Who can the departments contribute the content marketing related to the platform?

IT department:

- What features and functionalities do the platform needs to offer to be of use for the city?
- How can we achieve the integration into the current infrastructure of their existing services?

Smart city team:

- What are **city managers / municipalities** struggling with in regard to our platform?
- Who is potentially involved or related to our platform? (Organisational chart, organigram)
- Is it for the different stakeholders in the city clear how and with whom they can cooperate on certain topics?
- What features and functionalities should the platform provide to be beneficial for the citizens and the city?
- What resources exist to maintain the platform and the service listing?

In the city of Salzburg, multiple discussion rounds with all three identified target groups (communication department, IT department, and smart city team) took place during the summer of 2019. A particularly close exchange was held with the smart city team, as this group is a vital part of this project. In addition, more in-depth meetings took place on:

- 13.6.2019 with Josef Reithofer from MD05 - Spatial planning and building authority; also a member of the smart city team; in the course of the service provider workshop

- 25.7.2019 with Daniel Calließ from MD03 - information and communication technology department
- 29.8.2019 with Peter Weiß and Gertraud Gschaider-Grössinger from MD06 – Construction, in the course of the service provider workshop

In the city of Uppsala, similar discussions and workshops with city representatives are underway and will be discussed after the first results are available.

6. Results and conclusions

6.1 Identification of platform advantages

The relevant stakeholders in both cities include (1) citizens, (2) service providers, and (3) city administration. Within these groups, the platform aims to reach people with a "sparking" interest in a green lifestyle (support).

6.1.1 Values and advantages for citizens

SimpliCITY's main value proposition for citizens is to provide a gateway to all local green services. Making services more accessible and visible for citizens aims to support sustainability goals, promote sustainable lifestyles, encourages sustainable consumption, and enables citizens to make conscious choices.

In both, the city of Salzburg and Uppsala, the project defined easily accessible target groups and decided to specifically aim for "citizens in a transition phase", which refers to anyone who is either physically in transition (e.g. moving to a new place) or in an live event transition (e.g. changing work place).

6.1.2 Values and advantages for service providers

SimpliCITY's main value proposition for services is to provide a reliable platform (authentication, legal-framework, basic features) to showcase and promote their service, thereby increasing users or intensifying usage, allowing for the generation of new service or upgrade existing services.

The service providers' value of the platform can also lie within the generation of data and feedback (e.g., usage report), which support decision-making in the planning phase for their services (and their further development), in the extension and usage increase of the existing services, and in the continuous digitalization (automatization) of their services.

In both cities, the project intends to connect with services already promoting sustainable lifestyles and cooperate with them as multipliers.

The service provider workshops (see Deliverable 2.3) touched upon further values of service providers.

6.1.3 Values and advantages for city administration

SimpliCITY's main value proposition for city administration is to enhance the visibility and promotion of their own services, supply a simple, direct information channel, enable collaboration with service providers on the development of targeted services, and increase informed decision-making based on citizens' feedback.

A crucial value for the platform can be a reduced workload in the coordination of their own services, as limited time is a constraint, and in the neutral support of local services and initiatives.

In the city of Salzburg, three specific target groups within the city administration were identified, which are easily accessible for the project team: (1) the communications and marketing department, (2) the IT department, and (3) the smart city team.

In individual discussion rounds and smaller workshop formats, the project team aimed to investigate what the challenges and hurdles of these target groups are with regards to the projects' topics (bike mobility, local products and social inclusion).

6.2 Levels of service provider integration and associated advantages

Criteria

Service integration on intensity level 1:

- Be an active service (ongoing / updated) and readily available
- If the service is digital, at least a website is up and running
- If the service is analog, it can be reached offline (opening hours, contact data)
- The service is improving the biking experience or supplying infrastructure for existing and potential bikers
- The service must adhere to the values of the platform

Service integration on intensity level 2:

- Willing to share data
- Data should be readily available
- Accessible via an open API or can directly provide data through the SimpliCITY platform

Service integration on intensity level 3:

- Impact (number of potential users, % of potential reach of total city population)
- Technical requirements as per guidelines provided by Polycular

Advantages

Service providers on level 1:

- Listing on SimpliCITY - centralised local consumption platform
- Increased exposure to biking community locally;
- Personalised highlights of the service for potential users
- Possibility to extend analog services with a digital exposure / component
- Become a best practice

Service providers on level 2 (in addition to level 1):

- Collecting feedback from users via questionnaires
- Informed decision-making based on data exchanges
- Extension of service features through the platform

Service providers on level 3 (in addition to levels 1 and 2):

- Nudging of users through gamification tools
- Cross-service collaboration e.g. through challenges

6.3 Citizen survey

The survey targeting citizens in Salzburg and Uppsala aimed to answer the following questions, thereby defining the user requirements of the citizens:

- How are citizens tackling the topics mobility, local products or social inclusion?
- What are they struggling with regard to the focus topics?
- What are their (bad) habits with regard to the?
- What are they proud of in regards to what they already do?
- How are they connected to the topics?
- Why do they see urgency for action?
- How are they connected with their peers?
- What kind of organisations, movements, etc. do they know?
- How/where do citizens get information about new services?
- Categorise services of interest in regard to green services?
- What description details make a service attractive for potential users?

- What could/would prevent them from using our service?

6.4.1 Survey results in the city of Salzburg

The citizen survey in Salzburg was open for three weeks and took place around the Salzburger Radfrühling (“Bike Spring”), an important event for product, service and information providers within the field of biking and of course for bikers. In total, 124 people participated in the online survey and revealed their requirements and attitudes regarding biking in general and specifically for Salzburg. Below, the results of this survey are presented.

Reasons for cycling

With regard to the reasons for people to bike, the results reveal that participants agreed with almost all aspects of cycling advantages. The item that was selected by only 0.74 % of the participants deals with the advantage of picking up or dropping children with the help of a cargo bike, which suggests that this type of bike is still underrepresented in the broader mass. Four of the nine asked aspects received a consent from over 50% of participants. Out of them, the dominating aspects for cycling include that it is fast, environmentally friendly, that it is seen as exercise, it is easy, cheap, and convenient.

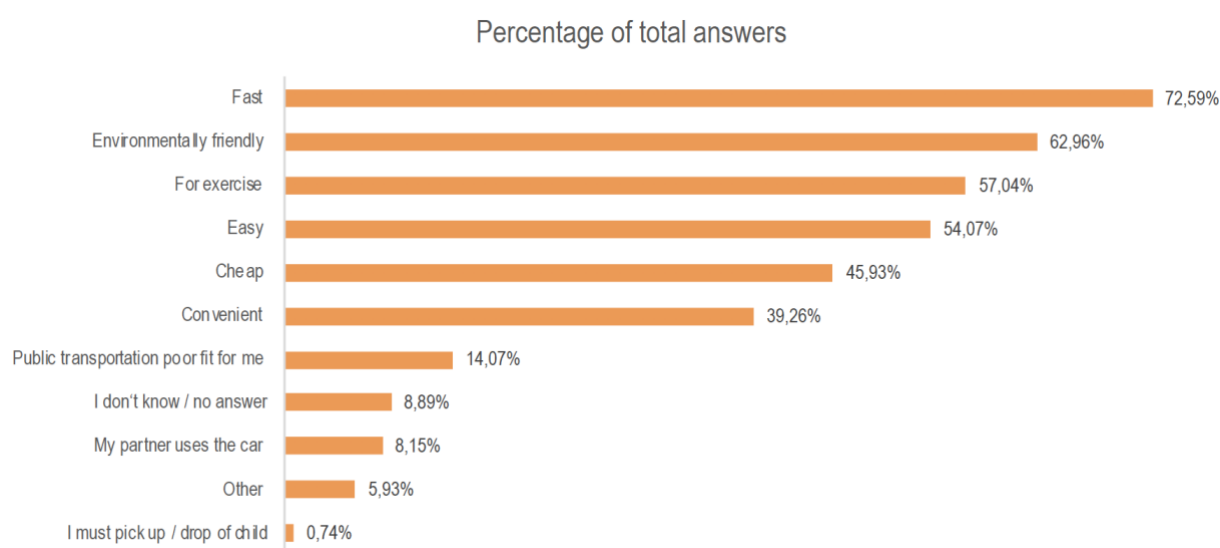


Figure 2. Reasons for cycling in Salzburg

Bothersome aspects of cycling

Concerning the question of what bikers bother particularly when cycling in Salzburg, participants focused particularly on two aspects: other road users and infrastructural shortcomings. The behaviour of other road users (not specified which ones) and dangerous crossings scored very high, with (too) many pedestrians and cars and missing bike paths after

them. Other aspects, such as pollution or congestion do not bother participants when biking in Salzburg.

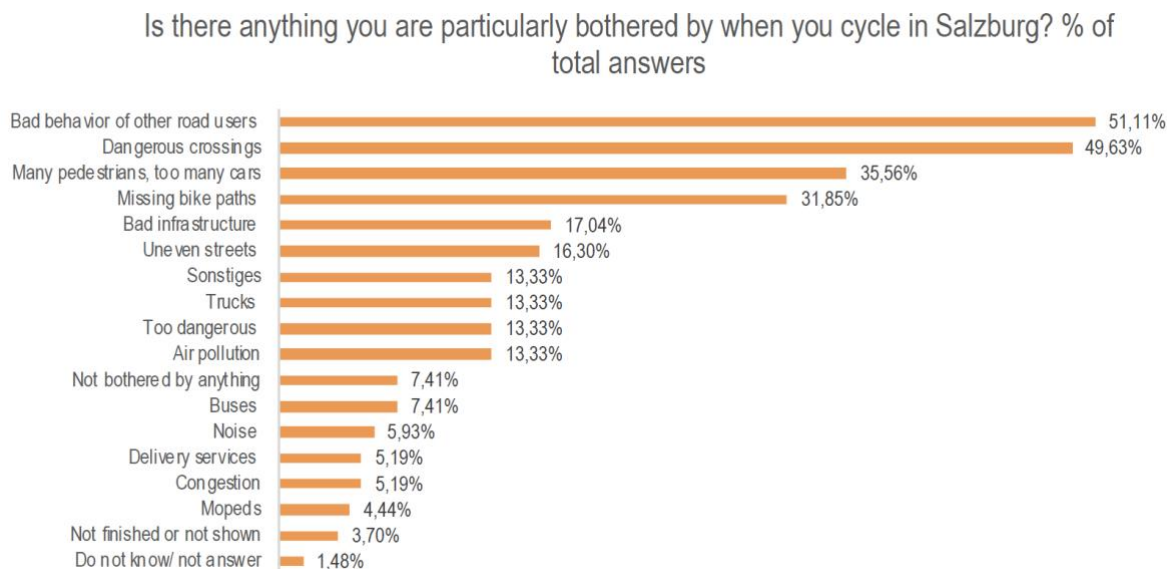


Figure 3. Bothering aspects of cycling in Salzburg

Appreciative aspects of cycling

Besides the reason for bikers to cycle in Salzburg, appreciative were queried. They are not strictly limited to biking in Salzburg, but reflect the attitude to biking in general. From the offered options, participants predominantly appreciate the health aspects of cycling (more than 71 %), which were asked generally and not with the help of concrete examples (e.g. cardiovascular system, condition). Answers behind that are *Experiencing seasons*, *Feel at ease when I cycle*, *Relaxing* and *The many bike paths*.

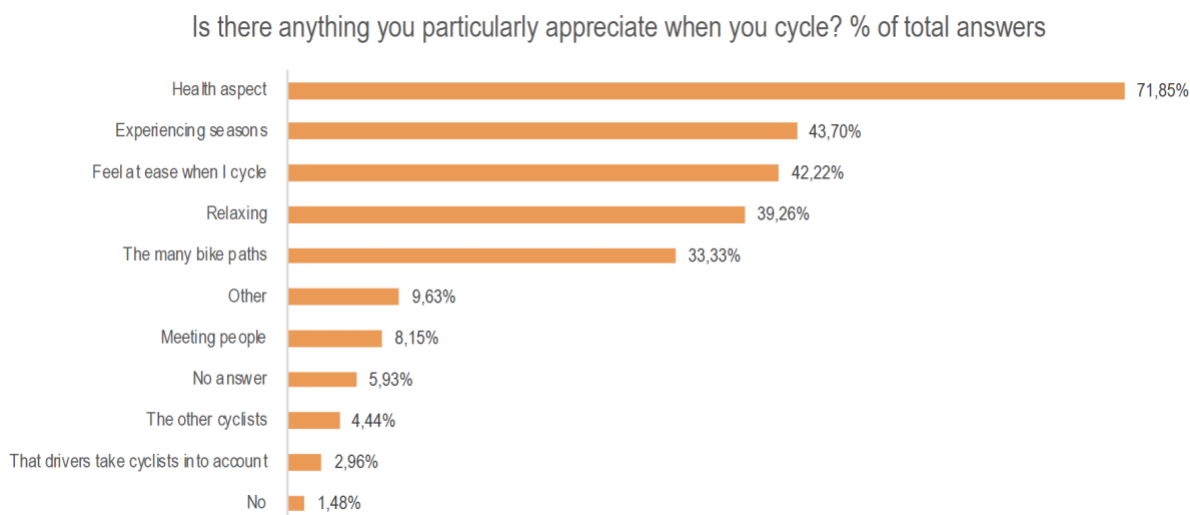


Figure 4. Appreciative aspects of cycling

Motivational factors and incentives for daily biking

The next question targeted those factors and incentives that motivates or would motivate both bikers and non-bikers to bike daily (work and leisure time biking). The biggest motivational factors for both group is infrastructure. The better equipped the city is (in terms of bike paths, bridges, etc.) the likelier people use their bikes on a daily base. The second answer group deals with information. Especially non-bikers would start or bike daily when (better) information would be provided to them. A rather low impact comes from gamification and challenges, which holds for both groups.

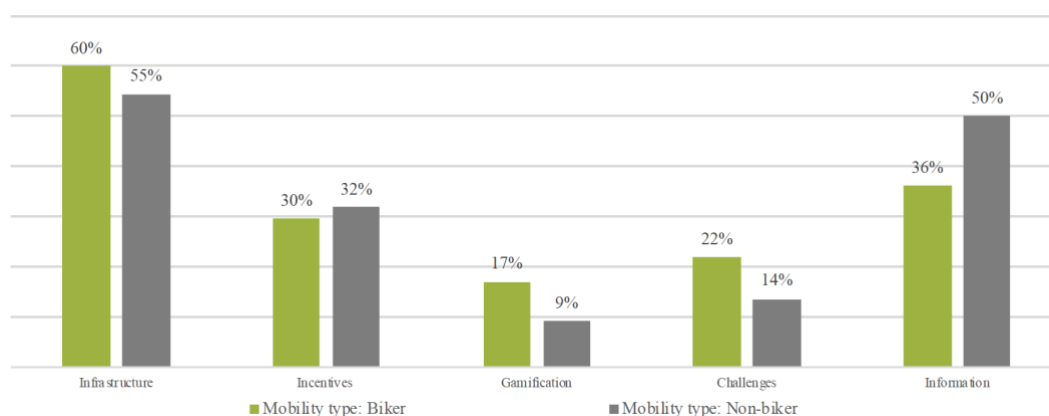


Figure 5. Motivational factors and incentives for daily biking by mobility behaviour

Motivational factors and incentives for leisure time biking

This time, biking is limited to leisure time biking. That means the participants when answering the following question should have excluded biking to work or during work. As can be seen below, the response pattern looks almost the same as for daily biking. However, incentives, gamification and challenges become more interesting in the leisure time. This goes hand in hand with research conducted in the course of the SimpliCITY Pre Study (see D2.1).

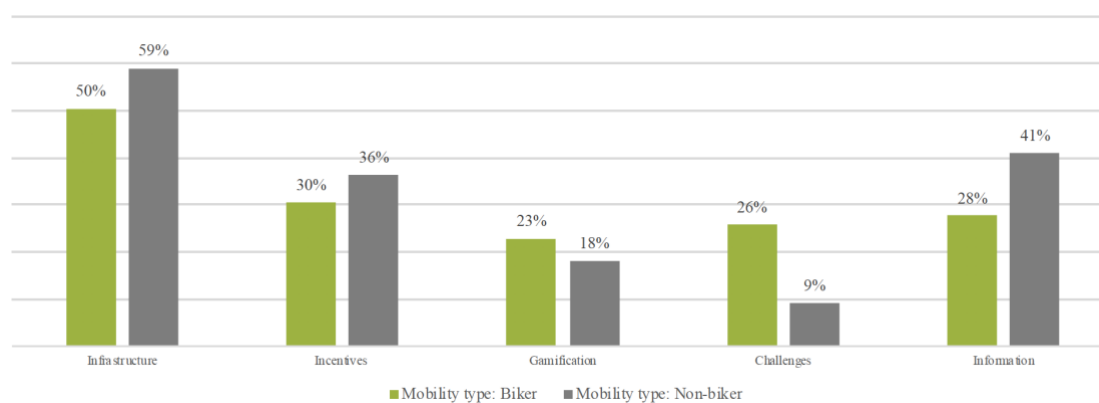


Figure 6. Motivational factors and incentives for leisure time biking by mobility behaviour

Interest in gamification and challenges

Participants were also asked about their general interest with regard to gamification and challenges (not just in the context of biking). The three age groups between 19 and 40 show high interest with respect to gamification and challenges. Especially the group from 19 to 25 years showed a disproportionately interested. Outside of this area, gamification and challenges attract rather low attention. A further survey could analyse the reasons for this result.

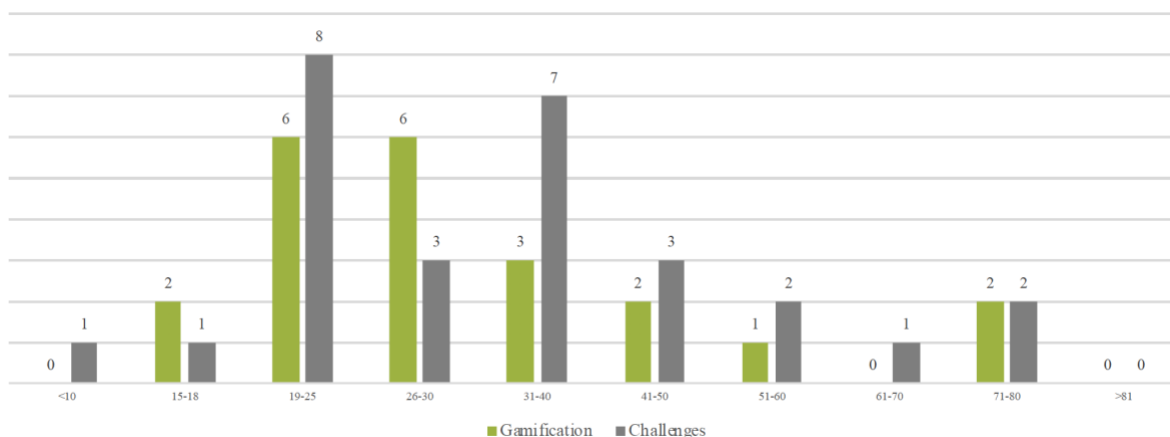


Figure 7. Interest in gamification and challenges by age group

Platform functions and elements

With reference to the question, which functions or elements of an online platform for biking participants ought to be available. The chart shows the distribution of different functions and elements grouped by age groups. While the distribution is highly dependent on the number of answers, some trends can be seen. While the youngest and the oldest age group does not state a need for a platform (the group between 71 and 80 consists of one participant and is therefore not representative), there is a strong distribution between 15 and 70.

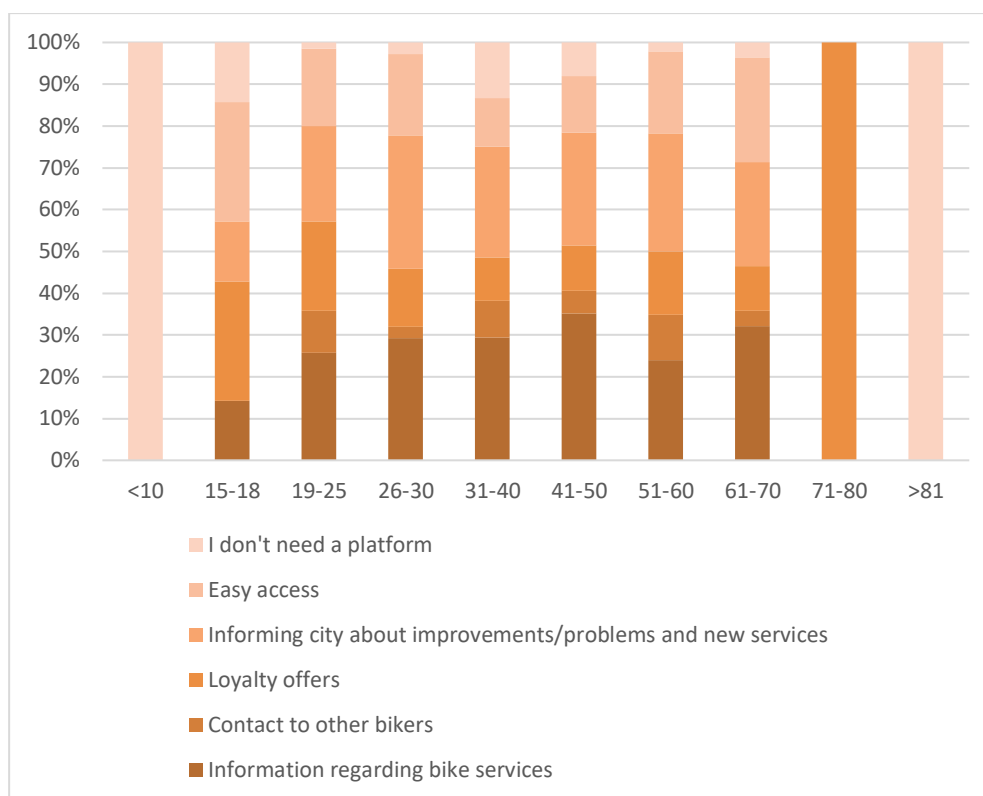


Figure 8. Crucial platform functions and aspects

Lessons learned

- Cyclers ride their bike mainly because of health related advantages and name a multiple of advantages of what biking brings to them. Especially good infrastructure and the provision of information motivates bikers to bike more and non-bikers to start biking, respectively.
- Challenges and incentives are of great interest particularly for participants between 19 and 40 years. Besides other areas, bikers within this age span can be attracted by such methods and tools in the area of biking. Outside this range, it will be difficult to inter alia motivate bikers and/or non-bikers to cycle more often with this set of methods.
- The majority of the interviewed persons speak out in favour of an online platform and show interest in a variety of functions and elements. What correlates with the above asked question concerning the importance of information, is that people clearly ask for information regarding bike services or require information by the city about improvements/problems and emerging new services.

6.4.2 Survey results in the city of Uppsala

Information regarding the participation (e.g. demographic analysis, number of completed answers) and the results for Uppsala are currently in progress and will be documented as soon as they are available.

6.4 Discussion rounds with city administration

Below you can find questions asked by part of the SimpliCITY project team during the meetings. For results related to the city administrators who participated in the service provider workshops, please see *Deliverable 2.3* for further detail.

Communication and marketing department(s):

- What are their current information and promotion channels?
- How successful are these channels?
- Is there a strategy to promote green services?
- What struggles exist in the promotion of (new) services?
- How are the departments in contact with citizens? Are there existing feedback channels?
- Is an external agency needed for communication purposes?
- What initiatives/events are planned during the project period?
- Are they supporting grass roots / bottom up movements? How? Are the district offices involved?
- How can the department support the pilot phases and the launch of the platform?
- Who can the departments contribute the content marketing related to the platform?

IT department:

- What features and functionalities do the platform needs to offer to be of use for the city?

The meeting on the 25th of July with Daniel Calließ confirmed, that the city has diverse and readily data sources. It was agreed that the project team may use these open government data to feed the map layers of the platform.

- How can we achieve the integration into the current infrastructure of their existing services?

6.5 Overall conclusions

Overall, the values of the platform are directly linked to the cities' ambitions in developing cities worth living in and to developing strong and sustainable communities. These values can be directly translated to advantages for citizens, service providers and the city administration.

In the first citizen survey in the city of Salzburg, the results revealed that living sustainably would be enhanced through the platform. The development of the platform was supported by most participants. Providing information about sustainability services and sustainability in general was deemed as one of the most important features of the platform. Also, the gamification aspects were supported, even though some participants were uncertain about what that may entail. Participants clearly asked for information regarding bike services or require information by the city about improvements/problems and emerging new services.

The meetings with the communication and IT department showed, that the connection of the platform to Salzburg's technical requirements will be possible. All representatives were in support of the platform and available for further cooperation. The features described by the project team were deemed useful and did not indicate an overlap with services the city offers already. In addition, potential improvements of services were detected and will be discussed in more detail in the upcoming meetings.

In conclusion, the frame of the platform developed by the project team was confirmed by the different exchange formats with citizens, service providers, and city representatives. The information and insights gathered in the deliverable flow directly into Deliverable 2.3 and into the further development of the platform in the work packages 3 and 4.

7. Annex

Annex I Del. 6.1 SimpliCITY: Citizen questionnaire (general questions and focus on Salzburg)

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