

6. OASIS OF 10 MILLION IMAGINATION

6.1. POLICY GOAL, PERFORMANCE AND OUTCOMES

6.1.1. POLICY GOAL

Before the introduction of Oasis Policy, citizens of Seoul had to visit City Hall in person and had to wait in a long line to make policy suggestions. In addition, the policy determination process was not opened to the public; therefore, there were no incentives or advantages to making policy suggestions. For this reason, it was difficult for citizens to get involved in the policy decision-making process. More importantly, citizens' participation in the decision-making process was still a novel concept, and the only way citizens could participate was through filing civil complaints. However, due to the nature of making complaints, both citizens and the City Government were missing out on a huge opportunity to draw positive and creative energy from having citizens participate in the policy decision-making process.

In order to solve this intrinsic problem of citizen participation, the SMG introduced the Oasis of 10 Million Imagination policy that enables citizens express their opinions of policy suggestions and ideas to the city government. After introducing the policy, citizens of Seoul can now make suggestions and recommendations regarding a wide range of city policies, and they are assured that their opinions and suggestions will be seriously considered during the decision-making process.

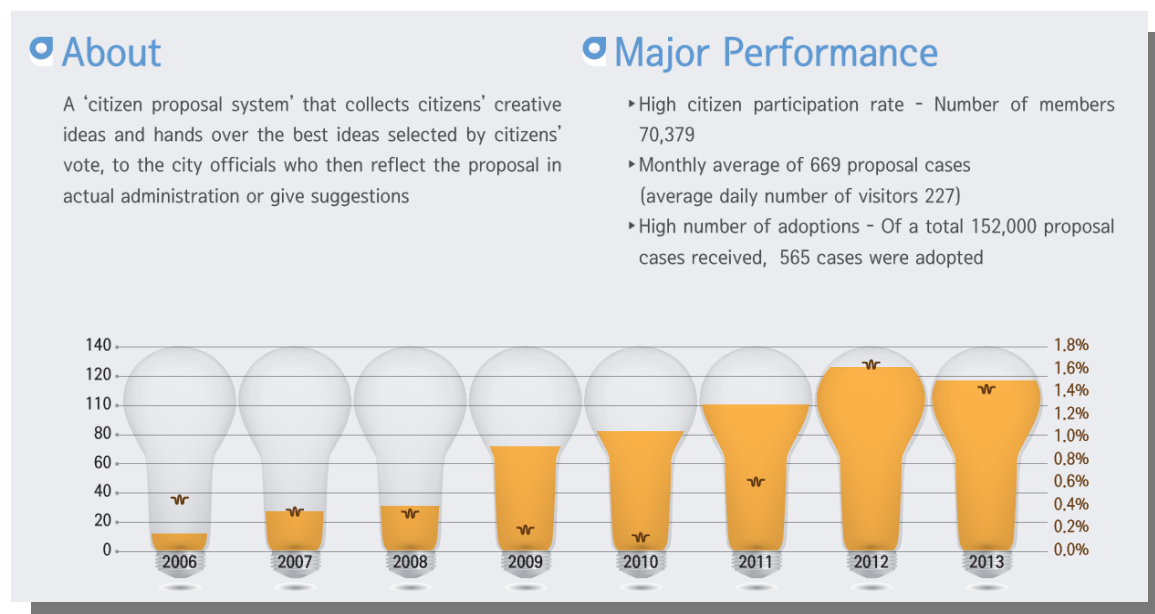


Figure 2-31. Oasis of 10 Million Imagination: An Overview
Source. Seoul Metropolitan Government. (2014). Digital Seoul e-Government

The most distinctive feature of Oasis 10 Million Imagination Policy is that the new system allows citizens to express their opinions as policy suggestions and public management

concerns to the SMG. Previously, citizens can make policy suggestions, but this was no more than a formality due to the high cost of submitting the suggestions and the complicated and undisclosed policy decision-making process that thwarted citizens from active participation. As a result, the Oasis 10 Million Imagination Policy offered a chance for Seoul citizens to be creative and participate in the policy decision-making process of the SMG.

1. Promoting Citizens' Participation with respect to the Policy Decision Making Process

Reduced Policy Suggestion Cost for Anyone

Active Utilization of Citizens' Policy Creativity

2. Reducing Barriers of Policy Suggestion from Seoul Citizen

A More Convenient Platform With Respect To Policy Suggestions From the Citizens' Point of View

3. Enhancing Efficacy and Feasibility of Seoul's Policy from Citizens' Points of View

To promote Increased Mutual Understanding of Public Policy Between Citizens and Government

To produce Citizen-centered Public Policy

4. Promoting a Creative and Casual Atmosphere for the Policy Suggestions from the Citizen

6.1.2. PERFORMANCE AND OUTCOMES

1. High Rate of Use by the Citizens

Total Number of Proposals Accepted: 165,824 (As of Dec. 2016)

Number of Selected Proposals: 841 cases (0.50%)

	TOTAL	2006-2011	2012	2013	2014	2015	2016
RECEIVED	165,824	136,379	7,610	8,031	6,650	4,742	2,659
ACCEPTED	841	324	125	116	119	97	60
RATE (%)	0.50	0.23	1.64	1.43	1.78	2.04	2.25

Table 2-4. Oasis of 10 Million Imagination: Proposals from the Citizen
Source. Seoul Metropolitan Government. (2014). Digital Seoul e-Government

2. Considerable Citizen Participation in Terms of Policy Suggestion

Number of Subscribers → Approximately 71,000 citizens

Average Daily Visits → Approximately 227 citizens

Number of Received Policy Proposals from Citizens → Approximately 166,000 cases

Number of Accepted Policies in Actual Policy Process → Total 841 policies

Cases: Realized Policies from Citizens' Policy Idea Proposal

- Parcel Service Storage in Subway Station for Women (Best Creative Policy of 2016)
- Han-River Park Forest Trails (Creative Policy of 2016)
- Air Quality Signboard in Subway Station (Best Creative Policy of 2014)
- Braille Notice of Road Name Address for visually handicapped person (2013)
- The Guards Changing Ceremony at Daehanmun Palace for Citizens' Experience (2012 Best Creative Policy)

Table 2-5. Oasis of 10 Million Imagination: Cases

Source. Seoul Metropolitan Government. (2016). Oasis Operation Report

6.2. POLICY DETAILS

Unlike other e-Communication policies such as Eung-Dap-So, 120 Dasan Call Center or the mVoting, the Oasis of 10 Million Imagination places more emphasis on Public Policy Suggestions through active citizen participation.

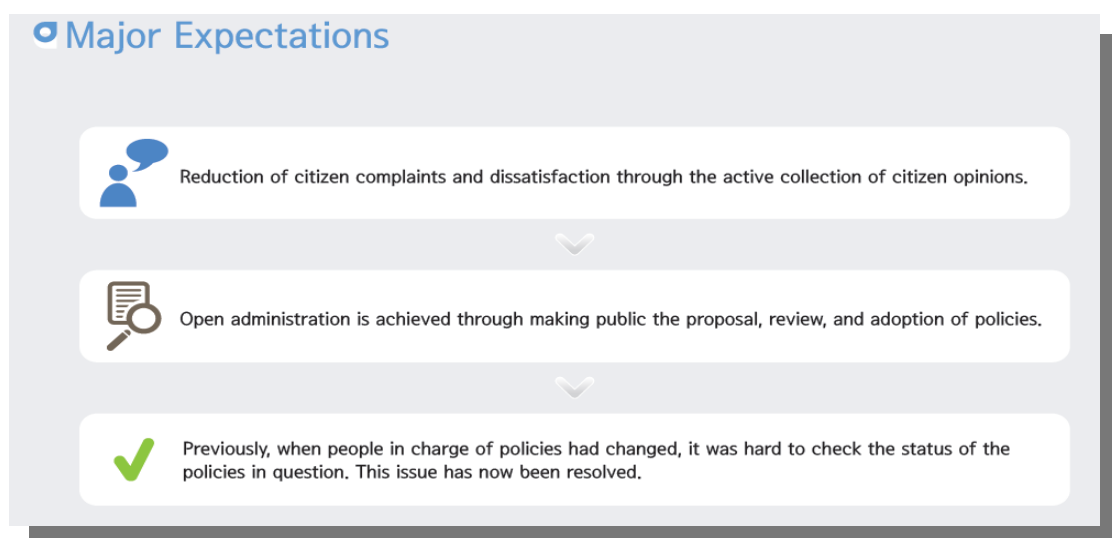


Figure 2-32. Oasis of 10 Million Imagination: A Summary of Performance

Source. Seoul Metropolitan Government. (2014). Digital Seoul e-Government

More specifically, in terms of the policy suggestion process, Oasis is basically dependent upon citizens' imaginative policy ideas on Seoul's public policy. Once the ideas and policy suggestions have been submitted to Oasis, other citizens can also participate by voting on which suggestions are the best ideas and which are worthy of serious consideration. Once this is complete, SMG officials can review the few selected ideas and decide whether they will translate a suggested idea into an actual administration policy.

6.2.1. MAJOR FUNCTIONS

Submitting Policy Ideas & Proposals

General Policy Proposal: Citizens can submit any idea if it is related to Seoul. Regardless of any topic and field, citizens can present any suggestion and other citizens can vote on the "best idea."

Policy Proposals on fixed themes from each department of SMG: Citizens can subscribe to a proposal from a set of policy subjects designated by different departments in a specific period.

Developing Suggested Proposals for Policy Implementation through the Citizen Evaluator and the Policy Professional

Since Oasis aims to produce an actual policy, the proposals from the citizens are reviewed and revised by a policy specialist. To realize citizens' creative ideas and policy needs, Oasis includes a suggestion evaluation process for policy implementation feasibility.

Sharing Status and detailed Contents of the Selected Proposals through Social Media

If the suggested policy can actually be realized, the SMG officers provide the government's opinion about the necessity, effectiveness, feasibility and the required budget for the policy.

If it is either an unrealistic or impracticable policy, the SMG officers in charge would provide explanations as to why it was not accepted based on reasonable criteria of validity, effectiveness, budget and regulating ordinances.

Citizens' Vote for Best Proposal

Fellow citizens can express their opinions and let the authorities know which policies are their favorites through e-voting. In this case, any suggestion that earns more than 10 votes from the citizens can be reviewed by public officers and the department in charge to consider whether to adopt the suggestion or not. The government's review decisions are soon posted as a form of notice.

6.2.2. DETAILS AND COMPOSITION

Proposal Evaluation Teams

Proposal Evaluating Team Organizing

	Public Administration Experts	External Policy Experts
Total Number	15	19
Characteristics	Retired Public Officers	Professors, Researchers, Non-Profit civil campaigners,
Role	Reviewing Citizen's Policy Proposal Selecting a Feasible Policy Suggestion "Monitoring Reports of Citizens' Suggestion"	Reviewing proposed Policy Ideas Selecting most useful Policy Suggestions

Table 2-6. Oasis of 10 Million Imagination: Proposals from the Citizen

Source. Seoul Metropolitan Government. (2016). Oasis 10 Million Imagination Operation Report.

The most important goal and mission of Oasis 10 Million Imagination is to produce actual policies based on citizens' points of view. In order to develop citizens' policy needs and creativity, professional experts are involved in the support and review process. How the SMG will go about realizing the dreams of the citizens into an actual policy is the key success factor of Oasis. Therefore, Oasis provides professional policy supports to citizens' proposals. Specifically, there are two teams of evaluators, which are made up of Internal Experts (retired public officers) and External Policy Experts from various related fields. Determining whether to accept the proposal or not depends on these professional teams' evaluation responses.

Oasis: Policy Proposal Process

Figure 2-33. illustrates the detailed adoption process for the Citizens' policy proposal through the Oasis. User Interface Design is emphasized to enhance usability in order to encourage citizens' active participation. Policy evaluation plays a critical part in this process, as this is the part where the SMG provides professional responses to the suggestions. Since the service cannot be operated without citizens' interest and enthusiasm, the policy additionally ensures citizen participation through the operation of membership.

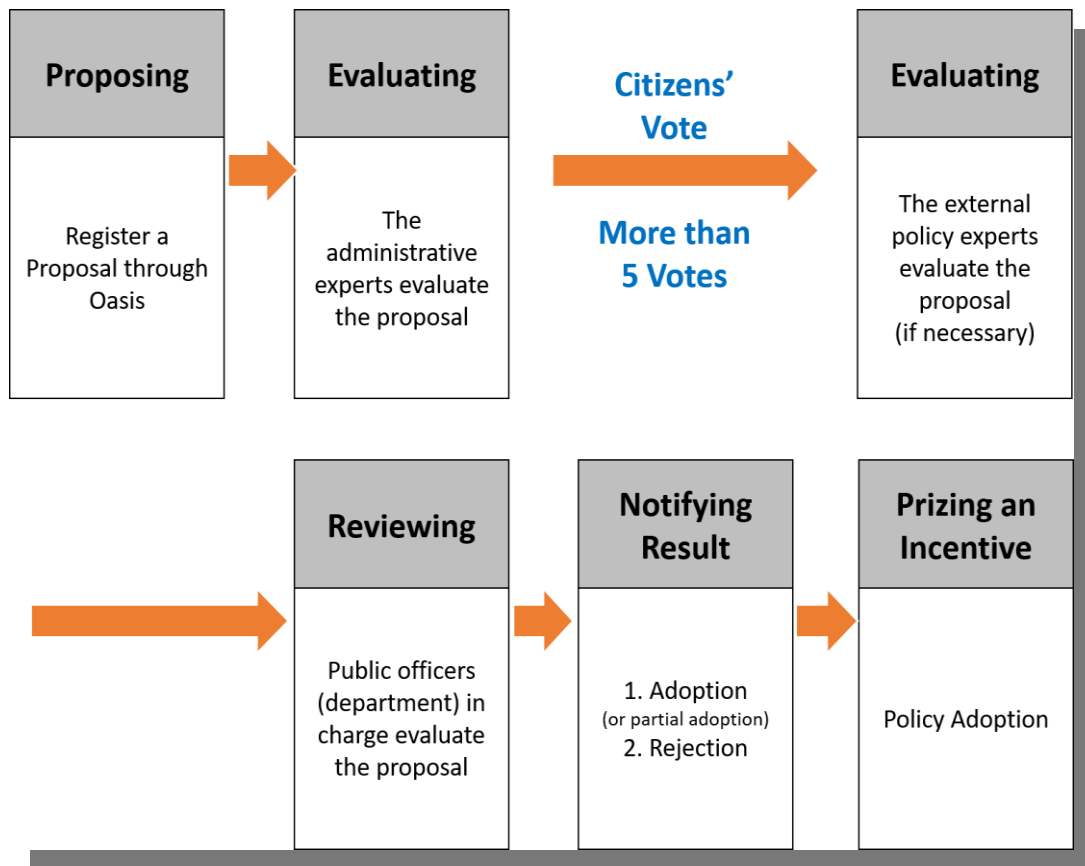


Figure 2-33. Oasis of 10 Million Imagination: Proposals Adoption Process

Oasis Web Site Composition



Figure. 2-34. Oasis of 10 Million Imagination: Web Site Composition

6.3. CASE OF TOKYO, JAPAN

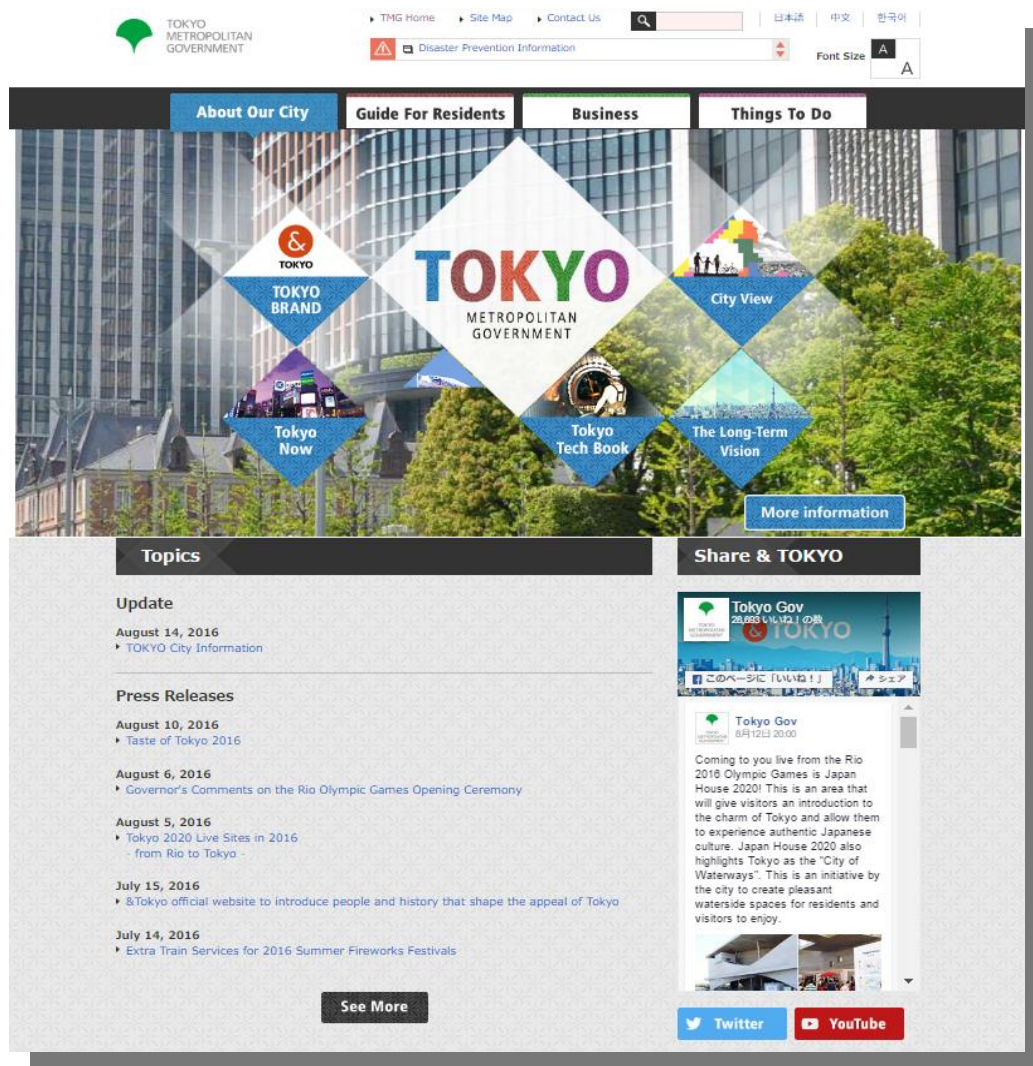


Figure 2-35. Tokyo Metropolitan Government, Japan Website: The Main Page in English
Retrieved from <http://www.metro.tokyo.jp/ENGLISH/index.htm>

e-Government Profile: Tokyo Metropolitan Government (Source: Holzer & Manoharan, 2016)

ONE OF THE TOP 20 CITIES IN DIGITAL GOVERNANCE FROM 2005 TO 2009

- 15TH IN 2015 DIGITAL GOV. RANKING
- 7TH IN 2005 AND 2007
- 5TH IN 2009 DIGITAL GOV. RANKING OF ASIAN CITIES
- 11TH IN SERVICE MEASUREMENT (2009)
- 19TH IN CITIZEN PARTICIPATION MEASUREMENT (2009)

Figure 2-36 illustrates the Suggestion Page for the Tokyo Metropolitan Government. In this case, all information is provided in foreign languages, including English, Chinese and Korean.

The site provides added convenience to non-natives as the Suggestion application forms are also in English.

The screenshot shows the Tokyo Metropolitan Government's suggestion page. The header includes the logo and navigation links: Home, Contact Us, About Our City, Guide For Residents, Business, and Things To Do. The main form area has fields for Subject, Message, Name, Address, Phone number, and E-mail address. Below these are buttons for 'Confirm Message' and 'Cancel'. A sidebar on the right contains a section titled 'フォーム入力について' (About Form Input) with instructions in English. It lists three points: 1. Please enter your name, address, and phone number. 2. Please enter your district, title, comment, name, age, residence, telephone number, and e-mail address. 3. Please enter your district, title, comment, name, age, residence, telephone number, and e-mail address. The sidebar also includes a '確認' (Confirm) button and a 'キャンセル' (Cancel) button. At the bottom of the sidebar, there is a note about the security of the form data and contact information for the 'Shimin no Koto' (Citizen's Petition) department.

Figure 2-36. Tokyo Metropolitan Government: Suggestion Page for Government
Retrieved from <http://www.metro.tokyo.jp/ENGLISH/index.htm>

This web page allows citizens of Tokyo to send opinions and policy suggestions. Once completed, all submissions are forwarded automatically to appropriate departments for review and consideration. All departments in the Tokyo Metropolitan Government are linked to this single web page, so citizens no longer need to go through the complicated organizational chart to figure out the responsible office and get the appropriate contact number. Nevertheless, in terms of the transparency and convenience, the Tokyo Metropolitan Government could provide notices in real-time, letting citizens know how their submitted suggestions are being processed to ensure transparency.

問い合わせ

- 問い合わせ
- 寄せられた声の紹介
- 都庁の相談・窓口案内

ツイート

平成28(2016)年8月5日更新

寄せられた声の紹介

※皆さまから寄せられた提言、意見、苦情、要望及び都の対応を紹介しています。

月例報告

- 平成28年度（2016年度）
4月 5月 6月
- 平成27年度（2015年度）
4月 5月 6月 7月 8月 9月 10月 11月 12月 1月 2月 3月
- 平成26年度（2014年度）
4月 5月 6月 7月 8月 9月 10月 11月 12月 1月 2月 3月
- 平成25年度（2013年度）
4月 5月 6月 7月 8月 9月 10月 11月 12月 1月 2月 3月
- 平成24年度（2012年度）
4月 5月 6月 7月 8月 9月 10月 11月 12月 1月 2月 3月
- 平成23年度（2011年度）
4月 5月 6月 7月 8月 9月 10月 11月 12月 1月 2月 3月

年報

- 都への提言、要望、相談等の状況2015
- 都への提言、要望、相談等の状況2014
- 都への提言、要望、相談等の状況2013
- 都への提言、要望、相談等の状況2012
- 都への提言、要望、相談等の状況2011

Figure 2-37. A List of Annual & Monthly Reports of Tokyo Citizens' Voice
Retrieved from <http://www.metro.tokyo.jp/ENGLISH/index.htm>

One interesting feature of the Tokyo case is that the Tokyo Metropolitan Government uploads and provides the annual and monthly reports of Tokyo Citizens' Voice on their web page. All monthly reports and recent annual reports are on the web page for citizens to view. The detailed annual report includes opinions, messages and suggestions from Tokyo citizens, and the Tokyo Metropolitan Government provides information about how the government handled the cases and what its positions were for each individual case.

東京都生活文化局

＜都民の声総合窓口及び各局都民の声窓口の受付件数＞

