Smart Seoul Status & Strategies

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About Seoul

- 90% of Seoul citizens are smartphone users
- 6th in world cities competitiveness rank ('15)
- Over 90% of Seoul citizens are smartphone users
- Diverse ICT resources
- GRDP USD 319 Billion
- GDP 25%
- Total Area 605.26 km²
- 20% of population of Korea (2015)

* Gross Regional Domestic Product
Principles of Seoul e-Government

- Realize open city administration by communication, openness, participation, and sharing
- Use big data, mobile, spatial information & cloud in accordance with change of IT environment
- Provide various tailored service to citizens
- Share digital experience with world citizens
**Status of Seoul e-Government**

#1 for 6 consecutive times

E-Governance Institute at Rutgers University (2013 ~ 2014)

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1. **IT Super highway** (e-Seoul net, u-Seoul net)

**e-Seoul net**

Optical cable network connecting 36 major administrative offices, including 25 district offices and HQ, using the exclusive high speed communication network in the subway tunnels. Link with administrative portal, DB backup, and National Information Communication Network.

**u-Seoul net**

CCTV

Wireless network

u-Service
2. Public WiFi

Free WiFi 1600 sites, covering 13.69% of total Seoul area 5,200 wireless access points (AP) (as of Dec. 2015)

Locations: Tourist attractions, traditional markets, parks, main roads, etc.

Means: Cooperation between Seoul Metropolitan Government (SMG) and 3 telecom companies

(SMG: provide network and facilities / Telecom companies: provide and operate AP)
3. Free Smartphone Charging Service

Number of smartphone users in Korea

- Dec. ‘13: 37,516,000
- Jan. ‘14: 37,825,000
- Jun. ‘14: 39,046,000
- Sep. ‘14: 40,056,000
- Nov. ‘14: 40,386,000

Current status of free charging service

Mobile charging service on major city events from April 2013
(On 36 events, 10,770 citizens used)
5,700 chargers in 390 sites including Municipal Library, Seoul Art Center & Museums

The service is launched in cooperation with LG U-plus & Woori Bank
4. Seoul Website

Overall renewal to the website that is easy for communication with citizens (2012)
Renewal to a blog type website (first among public offices)

Blog-type website composition containing stories and themes

12 easy-to-understand sections

Contents can be easily used from diverse devices

Optimized for any mobile device

“OSMU (One Source Multi Use)”

Main page
5. Oasis of 10 Million Imagination

Citizen suggestion system which reflects citizens’ creative idea or policy suggestion to real life after citizens vote or examination from experts/officials.

Citizen suggestion adoption process

- Register suggestion
- Citizen voting
- Review suggestion
- Selection meeting

10 days after registration
For 20 days after getting more than 10 votes
Once a quarter
Once a quarter

The suggestion presented on Oasis of 10mil. Imagination Contest will be recommended as candidate of Seoul Creative Award, with USD 850 ~ 8500 prize money and certificate of award.
5. Oasis of 10 Million Imagination

Cases adopted to policy

“Make us man-made floating island on Han River”
- Dec. 2006 -

“Designate no smoking zone around the Seoul Museum of Art”
Information Communication Plaza – Open all administrative document

Open all administrative information

Open all non-confidential administrative information

Document approved by a director or higher level, finance information, budget information, meeting information, service contract result, statistics, public data, publicly announced information, etc
7. M-Voting

M Voting = Mobile + Voting

- App downloads: 110 thousand
- Voting participants: 720 thousand
- Adopted to policy: 124 cases (As of December 2015)

M-Voting is a smartphone app with mobile voting function.

By using M-Voting, SMG collects citizens’ opinions for administrative decision making and policy planning. It helps SMG solve diverse urban problems and realize “cooperative governance”, one of key basis of Seoul.
7. M-Voting

Citizen Participatory Budget Project (16 ~ 25 July 2015)

The usage of USD 42 mil. budget in 2016 was determined by Seoul citizens - any citizens could participate.

- Citizen vote: 45%
- Survey: 10%
- Participatory budget committee: 45%

Voting result:
- 1 million citizens participated
- 54 projects reviewed
- 18 projects determined
Citizens can report inconveniences in life and incidents with smartphones (e.g. Damaged road, littering, illegal parking, facility security, etc.)
※ Possible to report by PC: Seoul map website (http://gis.seoul.go.kr)

Seoul Smart Complaint Reporting App

1. Register a location
2. Upload pictures or video
3. Write the contents of report
4. Status Check & View results

The road block near the Gangnam station exit 3 is broken
9. Bukchon IoT Project

Bukchon Hanok Village
(1,128,372.7㎡)

Location: Areas of Gahoe-dong and Samcheong-dong in Jongno district, Seoul

Features: One of the major tourist attractions of Seoul where a lot of museums, restaurants, and traditional houses are concentrated

# of visitors: More than a million a year

Increased inconvenience due to increase of tourists
Limited development of Hanok area

Unsatisfactory vitalization of business zone

Residents

Lack of guide for free WiFi, experience & attraction, and food

Small business owners

Tourists

Solve urban issues using IoT
9. Bukchon IoT Project

Implementation strategy

- Started as a pilot project in Bukchon area in 2015
- Will spread to 100 places throughout Seoul by 2020

SMG (build infrastructure)

- Install public WiFi throughout Seoul
- Install people counter CCTV
- Develop / provide multi language voice guide contents
- Develop / provide spatial information API

SMG, private companies (start up)

Private companies (applied to private lead service)

- Fire prevention
- Share parking lot
- Garbage collection
- Convenience for residents
- Reduce noise
- Experience crafting
- Tour information
- Share room

Fully open infrastructure to develop service model by private

Communication & cooperation

<Urban problem solving service for Bukchon>
9. Bukchon IoT Project

Service case

Parking lot sharing based on app & sensor

Smart trash bin

Real-time automatic management of garbage collection and illegal parking control using sensors and linkage with Seoul Smart Complaint

Guide of craft workshop and experiencing events

Guide of major facilities and visiting route
10. WeGO

WeGO (2014-2017)

(2014 WeGO General Assembly at Chengdu, China)

- President city: Seoul
- Executive Vice President city: Ulyanovsk
- Vice President cities: Barcelona, Chengdu, Hebron, Jakarta, Khartoum State
- Executive Committee: Agra, Barcelona, Chengdu, Frankfurt, Gimpo, Hebron, Jakarta, Khartoum State, Maputo, Nairobi, Sennar State, Seoul, Ulaanbaatar, Ulyanovsk

General Assembly
President & Vice Presidents
Executive Committee
Secretariat
Asia Regional Office, Chengdu
Europe Regional Office, Ulyanovsk
10. WeGO

Benefits for WeGO members

CeDS Online Platform

- WeGO e-Government Feasibility Project

- WeGO made Smart Complaint reporting for Mumbai

E-Government training in Seoul

Barcelona Smart City Expo & Award