

UI Taipei : Project outcome and experience sharing

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Taipei City Government has implemented the new “UI Taipei” initiatives to achieve “e-life”, “e-community”, and “e-government”. It aims to provide integrated municipal information service that is both “Ubiquitous” and “Intelligent”.

The outcomes of these projects are described as follows :

1. 1999 Citizen Hotline

The 1999 Citizen Hotline (refer to as “Hotline” in the following content) service was inaugurated in January of 2005 with 31 lines that provide basic operator-type of service which received approximately 50,000 calls per month at beginning. The Hotline service was upgraded in July of 2008 by merging in 16 of the other 0800 toll-free lines, and later merging in 2 other lines to provide one-stop call service for the citizens. In October of 2009, the Hotline became toll-free lines to encourage use by the citizens. Beginning June 1, 2010, hearing impaired citizens was able to communicate with the Hotline’s sign language interpreters via Skype video-conferencing function.

The Hotline integrates fax, text messaging, traditional PSTN voice calls, Skype video conferencing over the Internet, and municipal IP phone system into one integrated communication platform. It also connects to municipal FAQ database that holds tens of thousands of most frequently asked questions from the citizens, which the Hotline operators can search and answer at the first instance with appropriate response provided by the administrative unit in charge. The Hotline operator can also handle more than 20 different dispatch assignments such as vehicle-parking violations, problems with manholes, problems with street lighting, street greenery, ditch damage on streets, reports of water stoppage or leakage regarding water service, reports of field or facility noise violations, reports of environmental pollution, assistance with disposal of large-scale items, and others. The Hotline database has bridge access to various IT platforms in different municipal administrative units, and to ensure accurate and timely response to the citizen’s inquiries. Citizens who phone in are called back with reports on the handling of their concerns.

2. Taipei Telecare

The Taipei Telecare Project adopts horizontal integration approach to combining the city’s resources in the areas of healthcare, social welfares, and information and

communication technology (ICT), promote healthy and intelligent living lifestyle with timely and efficient telecare services to citizens. This human-centric project aims to serve citizens and with support from their family and community. Using preventive care as main concept, the project focus on providing telecare and health advisory service to people in their mid-30s~50s with early symptoms to high blood pressure, hyperlipemia and diabetic. For active self-management and chronicle disease patients at home, the project provide connected health care resources such as counseling on health-related issues, healthcare services, and to safeguard the health of residents.

3. Map of Taipei Amusement (MOTA) City Travel Guidance Service

MOTA was first launched by the Department of Information Technology from September of 2009 in integrating hundreds of informational database located within various administrative units of the Taipei City Government, providing public transportation and tourism information etc. real-time on Google Map. MOTA users can access wide range of services from medical information, food and leisure, education resources to public transportation schedule simply by tapping on touch screen devices. MOTA offer guide map and tour guide around the user's location or point of attraction. It can also give users transportation guide on how to get to any destination in Taipei, and download coupons offered by neighboring stores and shops.

In November of 2009, MOTA was introduced to iBon kiosks in 7-11 convenient stores to extend reach into every corner of the Taipei City. Innovative service such as combining EasyCard reader function on MOTA kiosks encourages carbon saving by showing how much carbon is saved when one decides to walk from one MOTA kiosk to another. Most of the initial MOTA kiosks are placed in MRT stations, Taipei City Government has later increase the installment of MOTA kiosks in traffic hubs (MRT stations and Taipei Bus Station), Tourist Information Center and more than 60 hotels in Taipei City. MOTA service is also available for download as a smartphone application on Android & Apple iOS platform that can be accessed anytime, anywhere.

4. Taipei City's Intelligent Transportation System

Taipei City is densely populated with an average population density of almost 10,000 people per square kilometer, and far exceeds 10,000 people in city center and downtown area. Providing smooth transportation has long been a major challenge to the city administration. Various administrative units under the Taipei City's Department of Transportation constructed each of its Intelligent Transportation System (ITS) during the first 4-year stage of UI Taipei initiative. These systems include e-Bus Information System by the Public Transportation Office, Traffic Monitoring and

Management System by the Traffic Engineering Office, and Parking Guidance System by the Parking Management Office.

There are other projects within the UI Taipei initiative which focuses on various aspects of the city development. On the aspect of creating Taipei a “Learning City”, for instance, there are projects such as “ e-Classroom, e-Bookcase, Digital learning, and Educational portal site” by the Department of Education, “Intelligent library / Micro library” by the Taipei City Municipal Library, “Taipei e-campus and digital learning for the citizens” by the Department of Civil Servant Development, “Plan on promoting e-learning” by the Department of Labor on enhancing vocational training services, “Free Internet training for citizens” by the Department of Information Technology, and others.