

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

“La Línea en tu mano”,
La Línea de la Concepción City Council

**Programa Operativo
Plurirregional de España**

Año 2019

Fondo Europeo de Desarrollo Regional

GOOD PRACTICE REPORT

Thanks to European Regional Development Funds. La Línea de la Concepción is evolving to turn into smart city. In this action has to emphasize the project called “La Línea en tu mano”, it is free management application, both computers and mobile phones, this application allows to citizens to collaborate with the city council, people can report fault in urban facilities, moreover the citizens can send enquiry which will be replied by city council, also the application reports above events and relevant news from the town in real time.

<http://www.lalineaatumano.es/index.asp?lng=es> (link website)

<https://play.google.com/store/apps/details?id=lineaVerde.App> (link to download application)



Computer version



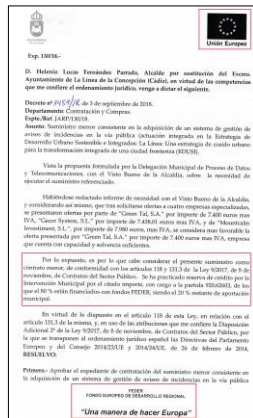
mobile version

The cost of this intervention have been to a total of 8.954 €, eligible amount to 8.954 € and **FEDER amount to 7.163 €**, the impact has been on the city of La Línea de la Concepción 42.150 inhabitants.

STANDARDS OF GOOD PRACTICE

This operation has been carried out with every standards that are included as good practices, to be co-finance by **FEDER**.

FEDER plays an important role in this operation, it is have been spread properly to beneficiaries, potencial beneficiaries and general inhabitand ,both website and mobile app, **FEDER** co-finance has been pointed out, using logos and slogans reports, bid specifications, projects, work signs,etc.



Contract



website



mobile app

FEDER has been spread with press news another innovative action direct spreading to citizens through “A Coffee with the Mayor” where the mayor reports about application "La Línea en tu mano" cofinanced by the European Regional Development Fund in several coffee shop in the city.

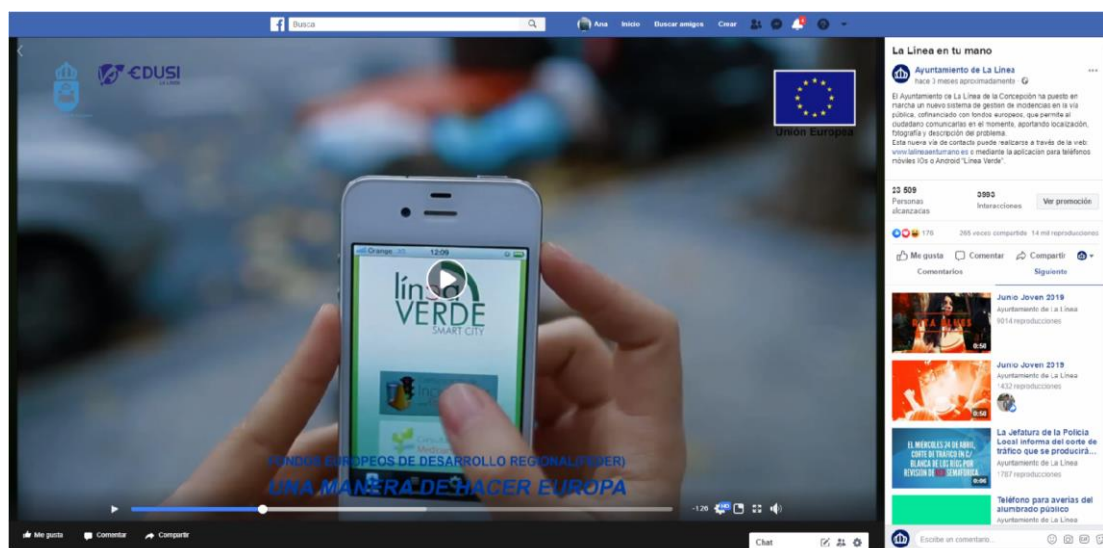


News



A Coffee with the Mayor

In addition, it has been also made an informative video from the operation "La Línea en tu mano" spreading across social networks.



<https://www.youtube.com/watch?v=8BqY18lcEpM&t=7s>

Promocional video from the operation

<https://www.facebook.com/aytolalineavideos/326160098093750/>

In approximately 3 months, a high level of spreading, it has been achieved reaching 23,509 people, and with 14,000 broadcasts.

Citizens have been reported about this operation, it has been co-financed by FEDER, with information sessions and distribution of posters and leaflets.



Leaflets

Posters

On March 26, 2019, the public presentation of "La Línea en tu mano" was carried out by the Mayor, Mr. José Juan Franco, several news media were convening to be reported on this operation co-financed by FEDER.



Public presentation

The operation includes an innovative elements, because this project carrying out, the city of La Línea de la Concepción takes a step forward technology advances, citizens service has been improved with regard to civil service. The application is the first in citizens can interact with the city council, both to report and to be informed. Using this tool can be carried out both computer and mobile device, it is making easier for citizens inform of the incidence found on the thoroughfare, where the location of the same register and even to take a picture and send it by the mobile application. With information finds out about incidences, the city council gets quite statistics that before there were not. Now the city council can create neighborhood's maps with incidences level high, medium and slow, this is very useful when it comes to make a crash programme.

This operation achieves **the adequacy of the results to the objectives set**, thanks to the European Regional Development Fund it has been managed to get the results that it had been laid down from the beginning. These objectives we achieved, it has to emphasize increased user satisfaction, due to the incidents in the facilities are reported in real time, even it sends photograph of the incidence with location by GPS. In the same way, it has decreased both the number and time of procedures between the citizens and civil service, with the resulting reduction in the use of paper throughout the processing and agility in of complaints.

This operation **contributes to solve a problem or weakness detected in the area of execution**, as it was found problems, when citizens had to go to city council to complaint or incident in writing, during office hours, with consequent injury that causes for citizens, and thanks to the contribution of the **FEDER**, citizens do not have to go to the city council, currently people can hand complaint or incident at the moment, also they are able to report of the circumstance even with photographic report and with the situation by GPS of the problem.

In the same way, it complies with a **high level of cover of the population**, the execution of this operation affects the general population directly because the population is being benefited. The citizens of the city of La Línea are also beneficiaries of incidents previously reported in the application, in the same way the general population is beneficiary of the information and enquiries that the application has, for these reasons the total population is quantified as beneficiaries, it is of 63,146 people.

On the other hand, the **consideration of the horizontal standards of equal opportunities and non-discrimination, as well as social responsibility and environmental sustainability** have been taken into account, **equal opportunities for men and women** has been a the fundamental pillars to choose and to carry the operation out the operation "La línea en tu mano". The city council has incorporated three observatories, of Equality, Environment and Mobility. These observatories have been used for every selection of the operation.

The company ,that manages the application, has a staff of 25 women and 9 men (73,5% women and 26,5% men). Environmental Sustainability has been taken into account in the realization of the operation, with this application is brought down use of the paper procedure replace for electronic procedure, on the one hand to be brought down use of the paper on the other hand possible pollution when people have to go city council to put complaint, as there is a decrease of greenhouse gases.

This action presents Synergy with other policies or implementation of public intervention, **a particular with the Action Plan** for Sustainable Energy of the city of La Línea (Mayors’ pact), where the lines to be followed have been described to improve the environmental situation of the city, specifically the revaluation and improvement of urban area (green zone and sustainable mobility). Likewise, it presents synergy with the Andalusian Regional Government's Ministry of the Environment, through **the City 21** Urban Sustainability Program, which aims to substantially improve the quality of the urban environment in Andalusian cities and quality of life of its citizens.

PLAN DE ACCIÓN PARA LA
ENERGÍA SOSTENIBLE.
MUNICIPIO DE LA LÍNEA DE
LA CONCEPCIÓN



AYUNTAMIENTO DE
LA LÍNEA DE LA CONCEPCIÓN



Punto de Admisión al Pacto de Alcaldes	3 de febrero de 2016
Acta del Gobierno del PACTO	2016
Procedimiento	2016

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