

Public Information and Complaint Service Unit (PICSU) of the City of Yogyakarta

Published On: 23 March 2015

Organisation: Public Information and Complaint Service Unit (PICSU), Yogyakarta

Country: Indonesia

Level of government: Local government

Sector: General public services

Type: Communication, Digital, Public Service

Launched in: 2003

Overall development time: 11 year(s)

Link to the innovation's website

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Description

The Public Information and Complaint Centre (PICSU) was initiated as a management instrument for decision makers like mayors and as a feedback mechanism for bringing the city administration closer to the private sector and civil society. Through the Centre and its accompanying Information and Communication Technology (ICT) system all citizens can ask for information or file complaints by letter, phone, online or SMS, e.g. complaints on infrastructure, attitude of government officials, corruption, etc. Mobile services such as SMS thereby facilitate this real time interaction between the private and the public sector.

The Centre is part of the information department of the city and is managed by its staff. The Centre collects and registers the information and complaints and forwards the requests for follow-up to relevant government departments as well as to the Mayor's office for information and monitoring. Information gathered this way can be processed by city government to identify evidence-based trends and developments in public service delivery. The departments in charge are obliged to react and to report follow-up.

To date, the public response and use of the aforementioned ICT service remains high in volume, with an average of 10-15 recorded messages communicated to PICSU daily.

Why the innovation was developed

- There was limited public participation in policy planning and monitoring of implementation at local level in the city of Yogyakarta. There were no effective or efficient ways for the public to place complaints, gather relevant information and provide feedback about shortcomings in public service delivery. This weak community involvement was perceived to lead to inaccurate policy formulations, because policy was not formulated on fully demand-driven basis. Similarly, systems for providing feedback based on citizens' daily experience in accessing public services were inadequate, leading to incomplete information for the city government in policy formulation.
- The city government tried to find a means to engage community opinion on public service delivery matters in a meaningful way. The unavailability of fast and reliable communication channels was identified as the key factor prohibiting sensible, inclusive public participation. A survey, conducted by the Yogyakarta Government found that 63% of the City's population actually expected media availability, which could facilitate direct communication between the city government and the citizens of Yogyakarta.
- Thus, an innovative service was searched for, which would allow the public to gain simple and direct access to relevant counterparts in the city government.

Objectives

Develop staff capacity, Enhance public trust, Enhance transparency, Improve access, Improve effectiveness, Improve service quality, Improve user satisfaction, Increase citizen engagement

- To increase and improve public participation in policy formulation and monitoring of frontline public service delivery.
- To provide a simple and modern way for citizens to engage with the city government.
- To collect and process relevant feedback and information from the public when accessing public services and experiencing policy implementation.
- To offer a direct and professional complaint handling mechanism.
- To further professionalise city government by increasing transparency and accountability.

Main beneficiaries

Businesses, Civil Society, General population, Government bodies, Government staff

- Citizens of Yogyakarta
- Business-owners of Yogyakarta relying on infrastructure/public services
- Policy-makers in the city of Yogyakarta

Existing similar practices

The wider e-government initiative of Yogyakarta City, which served as a framework for the introduction of the PICSU, was used as a best practise example when initiating similar efforts in Tra Vinh City, Vietnam through the Delgosa Partnership (Partnership for Democratic Local Governance in South East Asia).

In other countries' public administrations

Tra Vinh City, Vietnam

The best practice replicated by Tra Vinh comes from Yogyakarta, Indonesia, and focuses on introducing e-government to the city in an effort to improve the efficiency of local government and to make routine administrative processes more user-friendly. Since the beginning of the project, the city's website has been upgraded to such an extent that it now features more than 200 new procedures as well as forms and documents to download, to facilitate, for example, land management procedures. This has proved very popular with the public who is now also receiving news and updates from the local council via its website.

<http://www.delgosea.eu/cms/layout/set/print/Pilot-Cities/Tra-Vinh-City-Vietnam>

Results

Service quality

Accessibility:

- Due to the dramatic growth rate of mobile phone penetration and internet usage, mobile and online services are becoming increasingly important for citizen engagement in the policy dialogue and follow up on policy implementation. PICSU increases accessibility to all public services by being constantly accessible, without usual restrictions such as opening hours, queues or physical distance. The consistently high numbers of PICSU users indicates this.

Responsiveness:

- PICSU improved responsiveness by introducing mandatory time frames for response: within one working day, the PICSU complaint or information must be forwarded to the relevant working department by PICSU administrators; within two working days, the relevant working department must respond to the complaint and record the response. If the complaint concerns more than one department, this time frame is extended to six working days.
- Furthermore, increased responsiveness was ensured by a strong media component: newspapers and local stations were linked to PICSU to encourage routine interaction, e.g. to air incoming complaints. The Centre's statistics were published regularly and specific issues were discussed in the media.

Reliability:

- By increasing access to public services, processing complaints and information from users of public services, PICSU acts as an evidence-based policy making tool. Thus, higher reliability of future policies is safeguarded.
 - Furthermore, by receiving increased levels of feedback on issues concerning the end user of public services, shortcomings can be detected quicker and error rates reduced.
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User satisfaction

- A survey result from 2013, the Community Satisfaction Index (IKM), indicated that 77.8% of respondents view PICSU as 'easy' to access, 19.1 % even found the service to be 'very easy' to access, whereas only 3% identified obstacles existing when using the service.

Development

Design

Yogyakarta's mayors indicated their commitment to increasing public participation and the public's monitoring of government activities.

In 2003, an initial hotline was set up to facilitate feedback between city government officials and citizens. This initial solution used SMS (Short Message Service) as the main communication tool, given the popularity and mass usage of SMS in the city. Based on this, the city government in cooperation with two local NGOs (Association for the Study of People's Economy Development (PKPEK) and Gatra Tribrata Sustainable Ethical Business Partnership) developed the aforementioned ICT solution to further professionalise and process an integrated Information and Complaint System.

In 2010, the Mayor of Yogyakarta passed Decree No. 133/KEP/2010 which further stabilised the Public Information and Complaint System Unit (PICSU).

Testing

- N/A
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Implementation

Tools used:

- Citizens can use the complaint and information system through SMS, email, telephone call, fax and letter.
- The ICT system also allows citizens to directly submit complaints on the website of the PICSU (www.upik.jogjakota.go.id)
- The developed ICT systems allows administrators to log complains, and forward them to the relevant departments and public servants.
- This initiative is part of a broader paradigm shift in public management of the city of Yogyakarta towards an integrated E-government system.

Resources used:

- PICSU is fully funded from the local budget of the City of Yogyakarta. In 2011, the PICSU Secretariat obtained IDR (Indonesian Rupiah) 44 210 000. In 2012, the PICSU's budget was IDR 43 375 000.
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Diffusion

- Other local governments, such as Kulonprogo Regency and Kerinci Regency have adopted PICSU's mechanism and use of ICT when developing their relevant complaint systems.
 - PICSU has also been in the spotlight of a LAN (National Institute of Public Administration) study, which highlights PICSU as a role model for the development of complaints and information systems. This study produced different options of information and complaint management models which will be socialised by LAN to be adapted by other Local Governments in Indonesia.
 - Furthermore, the wider E-government efforts by the City of Yogyakarta have been recognised as a best practise to inspire similar initiatives in Thailand and Vietnam.
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Challenges and solutions

- A key challenge remains the high number of personnel changes as administrators/operators of the service.
 - Another challenge identified is the constant need to keep up to date with current technology to ensure availability of the service to all members of the public.
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Partnerships

Association for the Study of People's Economy Development (PKPEK); Gatra Tribrata Sustainable Ethical Business Partnership;
Civil Society

The two NGOs (PKPEK and Gatra Tribrata Sustainable Ethical Business Partnership) supported the technical setup of the ICT system.

Swisscontact

Private sector

- Provided technical assistance and advisory services to the local government administration to define, develop and introduce the system for the Information and Complaint Centre.
 - Organisation of tendering process and selection of software solution provider.
 - Co-funding of development costs of software (20% of total costs).
 - Capacity building to government staff for establishing standard operating procedures.
 - Capacity building for establishing monitoring system (performance indicators, homepage etc.).
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Lessons Learned

Lessons Learned

- The setup of an effective communication channel between city government and its population requires committed buy in from a wide array of society: policy makers, public servants, civil society, media and the citizens. Ensuring policy makers' commitment in using the gathered information and processing it is key in enabling policy improvement in the future.
 - A holistic approach looking at the socialisation of the innovation is crucial for the sustainability of success. An analysis of most widely used communication tools, for instance, proved pivotal in the development phase of PICSU when ensuring its wide-ranging accessibility.
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Conditions for success

- Ensuring and furthering institutionalisation and socialisation of PICSU across city government.
- Continuous monitoring and improvement/adaption of technology used.
- Continued support and commitment by the Office of the Mayor, also reflected in resource allocation.
- Ensuring continuous training in using PICSU for civil servants.

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