

Songkhla, Thailand

Transfer Concept/Project Summary

Date of this summary: 6 February 2012

Project Title: Public Service Development through One Stop Service of Songkla Province Project

Best Practice Replication: Public Services Efficiency Improvement through E-Government Project, Indonesia

Project Background:

Songkla Province is a center of education and tourism. The growth of the city, in coupled with its consistent organizational development policy, has become a push factor for Songkla City Municipality to set up One Stop Service to better deliver public services. This shall be accomplished through the improvement of services delivery system, parallel to the application of information technology in the delivery of a vast array of services, which is inclusive of all municipal tasks. Upon being selected as a pilot city in DELGOSEA project, Songkla City Municipality decided to select the best practice of Yogyakarta of Indonesia, whose "Public Services Efficiency Improvement through E-Government Project" has met with fruitful results. Songkla City Municipality made a concept transfer and developed it into "Public Services Delivery System Improvement through One Stop Service of Songkla Province Project".

Project Objectives:

The project objectives are to enhance public service mission on both, the reactive side and the proactive side, by developing E-Government system and to enhance capacity-building of human resources as a key to increase efficiency of public services.



This project is co-funded by the European Union.



A Project implemented by the consortium: Konrad-Adenauer-Stiftung e.V., Thailand Environment Institute (TEI), Local Government Development Foundation Inc. (LOGODEF), United Cities and Local Governments for Asia and Pacific (UCLG-ASPAC), Association of Indonesian Regency Governments (APKASI), Association of Cities of Vietnam (ACVN), and National League of Communes/Sangkats of the Kingdom of Cambodia (NLC/S).



Project Activities:

Within the 16-month timeframe, starting May 2011 until August 2012, Songkla City Municipality has laid out the implementation stages as follows

- Set up working team meeting in order to assign the jobs and duties. To prepare guidelines for cooperation with others stakeholder in order to develop system of services network together (web application)
- Design a system of services network (Web Application) which covers all aspects of municipal services from all division
- Survey on customer's satisfaction on municipal services both before and after development
- Set up meeting in order to make capacity building by brainstorming ideas and exchanging experiences in service center
- Set up Activities plan on capacity building for municipal officers in service center
- Set up opening campaign of new service that municipality provides to the public

Key strategic partners of the project implementation are state enterprises involved in public utilities, professional associations/organizations, such as architects, educational institutes, and representatives of business sector providing different sorts of services.

Expected outputs:

Three key **expected outputs** are as follows.

1. 80 percents of customers, to be satisfied in service centers, as high as possible.
2. 50 percents of customers are satisfied with web-application services between good level and best level.
3. At least 1 service had been served on web application

Duration: May 2011 to August 2012

Total Budget: 915,500 THB (**22,888 EUR**)

Fund Contributing Partners: DELGOSEA, Songkhla Municipality, Municipality League of Thailand, and Office of the Public Sector Development Commission



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