

## **Virtual C@pital - The official web site of the City of Warsaw**

Warsaw's modernity is the standard of living and work of its citizens, standards of service of those people, it is supporting economic development, active use of the internet, it is everything that contributes to the way of perceiving the city in Poland and abroad. That is why, one of the main aims of Warsaw authorities is to create modern administration that would be able to actively apply IT society solutions serving the city's citizens.

"Virtual C@pital - the official web site of the City of Warsaw" ([www.um.warszawa.pl](http://www.um.warszawa.pl)), focusing on providing information on city's life - directed both to its citizens as well as to people interested in Warsaw, the corporate ones and individuals - became a modern, interactive tool providing services of quality similar to private sector.

In order to realise that aim, a concept of presenting the contents in independent thematic blocks making it possible to manage the content independently from other thematic fields was adopted. Editing of particular thematic modules is realized directly by specialized Departments of the Warsaw City Office responsible for particular contents.

Such modular and dispersed structure is 'bound' by the common architecture of the site as well as graphic solutions and the manner of content presentation. Such solution enables us to both apply various technologies and make available particular thematic modules as separate (having own URL addresses) web sites.

This solution makes it also possible to take advantage of synergy effect in creating coherent Warsaw image in the internet. The web site has also other language versions ([www.e-warsaw.pl](http://www.e-warsaw.pl)): English, German, French, Spanish and Russian.

The "Virtual C@pital" web site is realized and edited by Internet Department of City Promotion Office. Contents in thematic modules are published by other Departments of the Warsaw City Office, co-operating with CPO.

Warsaw citizens like the solutions proposed by their city's authorities; they confirmed it in the poll conducted by Gemius S.A. survey company.

The basic conclusion resulting from the surveys was high, declared loyalty of users - over 90% declared, that they would visit the web site of the City of Warsaw again.

The most important features of the web site, mentioned by the polled are:

1. "Reliable information about Warsaw" (70.8%)
2. "Reliable information about official matters" (65.4%)
3. "Updating information on current basis " (62.1%).

The "Virtual capital" web site has become a reliable source of information about the city. Monthly it is visited by over 160,000 people. Number of connections to the site stabilized at the level of 800,000, with over 160,000 users (real users) per month (data from September 2004). In April 2004, the record month so far, we counted over 1,200,000 connections.

The site is monitored by professional tool (gemiusAudience) used also by commercial companies. City's web site is realized with the use of WAES (Website Attribute Evaluation System) methodology developed by Cyberspace Policy Research Group focusing on assessment of efficiency and friendliness of the public administration in the internet. The use of the presented content is monitored on current basis, there are available help files, it is possible to electronically contact clerks and the team mastering the site.

The web site is divided into four thematic blocks: News, Our City, City Hall Online, eWOM (electronic Citizen Service Department), Information for Companies, Tourist Guide-book, A Guide-book for Citizens, Cultural Guide-book, Warsaw Address Directory.

### **News Headlines**

Web site presenting current news, announcements, Mayor's Ordinances, resolutions and information on sessions of Councils, information on tenders and organized public tenders. This site contains also internet version of Municipal Gazette.

Information published in this part of the web site is used by 18.4% of the visitors.

## **Our City**

This part includes basic information about Warsaw, its history, city's official symbols, famous people having connections with Polish capital. We also present current statistical and economic data on the city. There you can also find practical street map with names of the streets and broad gallery of Warsaw pictures. We also make available multimedia materials: films, wallpapers, screen savers. The biggest interest of the visitors arouses dynamic street map (GIS). Information presented in this part of the site is used by 34.9% of the visitors.

## **City Hall online**

City's authorities put great emphasis on transparency of public administration actions, that is why within the official web site was also launched Public Information Bulletin ([www.bip.warszawa.pl](http://www.bip.warszawa.pl)), fully online official journal of Warsaw.

We were obliged to do so by the act on access to public information and obligations towards the citizens who have the right to know how local administration acts and functions, how decisions are taken, by whom and why.

This site is prepared simultaneously in all Departments of the Office, appointed clerks are responsible for placing content directly in their modules. Realized this way, dispersed structure is presented as a uniform web site.

Information published in this part of the site is used by 7.8% of the visitors.

## **eWOM - Electronic Citizen Service Department**

The site also houses 'electronic office' ([www.wom.warszawa.pl](http://www.wom.warszawa.pl)) - open 24 hours a day and 7 days a week, providing the citizens with information on administrative services.

The web site is prepared for the introduction of a system enabling fully electronic provision of public services, and systems providing self-service access to departments responsible for e-services for citizens, in accordance with assumptions of e-government programmes.

Each of the above-described procedures includes detailed description (information sheet) of conduct, list of necessary documents required to settle the matter, information on charges, realisation dates and ways of appealing against administrative decision. Procedures are also attached with necessary forms and applications that can be downloaded. Completed printed application forms should be submitted in the office in person.

When regulations connected to electronic signature come into force it will be possible to settle matters directly on-line.

At present instructions of 238 administration matters, divided into live events are being published. By the end of this year it will be possible to on-line register a car. At present we are testing an application performing function of 'electronic clerk' - helping step by step to fill in a complete car registration application form. It is based on detailed information sheets of procedures and divided into several stages of entering the data. The data are verified at each stage of registration and may be revised. The form filled in that way is ready for submitting.

## **Register of Public Tenders**

Openness of actions of the Warsaw City Office is also ensured by the Register of Public Tenders available on-line.

The register of tenders announced by the city and its units was published in the internet. The interested persons may browse the currently updated list according to various criteria.

City's web pages also include list of outlets that were granted licences on alcohol sale.

There will be more and more information in the web on permits, licences and concessions granted by the Warsaw City Office.

## **Information for companies**

Information for Warsaw businesses and investors interested in Warsaw. Apart from a entrepreneur handbook discussing issues connected to operation of a company, in this part of the web site there is also information about European programmes directed to SME.

There is also detailed presentation of Warsaw's investing potential, city's economic indices and investment offers.

In October 2003, Warsaw as the second city in Poland, made possible on-line registration of economic activity. Now just one visit to the Office is enough. The available on the web pages, economic activity register definitely simplified the procedure of business registering. To register a company you just have to on-line fill in the form and wait for confirmation of registration

### **Tourist Guide-book**

Tourist guide-book is directed to tourists. It tries to guess their needs and data they expect to find. Thanks to the guide-book tourists planning to visit Warsaw may precisely plan their journey. This part of city's web site includes address bases, walk routes proposed by guides, descriptions of historic monuments, city's street map, and map of stops of public transport. Everything is supplemented with photographs and albums presenting the city and its nearest surroundings. There is also a real hit - Virtual walks through the Old City, 35 3-D panoramas showing in detail historic monuments listed in UNESCO's Word Heritage book and a unique panorama - view of Warsaw from the inaccessible for visitors 35th floor of the Palace of Culture and Science.

### **A Guide-book for Citizens**

A guide-book addressed mainly to the citizens of Warsaw. It includes guidance relating to safety issues, addresses and ways of contacting Police and district constables. Current information on planned public gatherings.

Consumer information site, educational site. Broad information on social issues, including directed to the disabled persons. Job guidance, information for employers and jobless. There is also information on city's functioning in European structures.

### **Little Citizen of Warsaw Site**

It presents to the children in an attractive way the history of Warsaw, legends connected to the city. It also offers games, colouring books and other attractions. The pages are showed round by cartoon characters.

On interactive, masterfully designed pages you can also find encyclopaedia including terms concerning the history of the city and its famous citizens; it is composed from comments and drawings of the children.

There is also a small artist's column with colouring books, a program for creating portraits and competition drawings. There are arcade games for children, a calculator, school time table and a calendar. The site teaches and amuses.

### **eApartment - municipal apartment change service**

Poland's first on-line service making possible changing municipal apartments, whose aim is to help in adjusting municipal resources to citizens' needs.

By means of a special form including basic information about an apartment you can put an ad in it. Persons looking for flats may specify their requirements: size, metric area, city district, etc. The offers may be searched in the whole city as well as through the district filter. By means of the internet it will also be possible to contact the person interested in the flat change.

Clerks designated for this purpose will help (in running as well as in searching for offers) persons who do not have access to the internet.

### **Healthy Warsaw**

Service prepared for the Health Policy Office, presenting health issues ([www.zdrowa.warszawa.pl](http://www.zdrowa.warszawa.pl)). Apart from information on current activities of the Office, realized programmes, investments and plans, the service will make it possible to familiarize oneself with "Health Map of Warsaw" - address base of the health care units.

There will be also another important and sought-after information, namely list of units being on emergency service.

A large part of the service was devoted to prevention issues. Successively, it will be enriched by guidance within the scope of health protection, in blocks assigned to particular seasons of the year.

### **Cultural Warsaw**

"Cultural Warsaw" broad guide-book ([www.kulturalna.warszawa.pl](http://www.kulturalna.warszawa.pl)), whose most important element is updated every day repertoire information on cultural events taking place, information on cultural institutions and cultural units. Caring about the topicality of the cultural offer we worked out a system making possible entering those data directly by cultural institutions co-operating with us. As for the merits, the works are supervised by Culture Department.

Interactive and intuitive calendar makes it possible to plan one's free time. The events are divided into legible categories facilitating searching and familiarizing oneself with details of the invitation. Each information includes data, place, information about prices, detailed description of the event. Information published in this part of the web site is used by 8% of the visitors.

**Warsaw Address Directory**

The directory contains information necessary in everyday functioning of the city and those that are useful for everyone who visits Warsaw.

It is divided into clear thematic categories: administration and institutions, city's services, health protection, science and education, media and news, culture and arts, tourism, sports and recreation, and leisure. Additionally, there are some links to interesting Warsaw web sites.

Information published in this part of the web site is used by 9.3% of the visitors.