

Citizen Card

The Citizen Card has become an essential tool to the life quality in Gijón City, "Smart living". Under the motto "Gijón cabe en el bolsillo" (Gijón fits in the pocket), the citizens of Gijón, the enterprises and tourists access to municipal services, allowing to reduce bureaucracy, save time, ensure the access to the services, promote policies of social inclusion, sustainability, smart growth and sustainable mobility.

The Citizen Card has also become the pillar of the Gijón transformation in a Smart City and this Citizen Card will allow the incorporation of smart strategies during the next years.

Every day citizens, tourists and enterprises need to access to different services and resources of the City to use and pay them. On the other hand, Gijón City Council develops different policies addressed to boost healthy habits and society behaviors to improve the quality of life.

Furthermore, the Spanish legal framework established the right of the Citizens to have electronic relations with the Public Administration as well as the obligation of those to be equipped with the needed tools and terminals. A public administration without papers contributes to the principles of efficiency and efficacy (by saving costs) and also reinforces the guarantees of the interested parties and the transparency, offering them very quick updated and reliable information. The Citizen Card is a very useful tool that helps to accomplish all the duties specified by the current legislation.

The citizen card started on 2002 to response to the lack of a tool that allowed both the payment and access to municipal and City services. Its implementation has been gradual; the model is scalable and allows joining up services in an easy way and low price.

The works were directly carried out by municipal staff with the collaboration of the main stakeholders.

The implementation has been accomplished in the following phases:

-Launching Phase: 2002-2004. Inclusion of these services: Payment, Public Transport, Access and payment of parking, Sport facilities and Libraries

-Displaying Phase 2004-2008. The aim of this phase is adding new services and broadening the population coverage. The following services were added: Net of citizens automatic terminals, Access to public toilets and urban facilities, Access to shared-use bicycle system "Gijón Bike" and Access to vehicles in restricted traffic areas

- Strengthening Phase: 2008-2012. The aim of this phase is making progress on the citizen card concept and incorporating the development of public policies addressed to social inclusion. The following services were included: Free urban transport to children under 13 years old, Social Bonus to access to sport and cultural activities, Access to museums and the Art and Industrial Creation Center, Access to telephone services ,

Access to shared-use vehicles service: “GIJÓN SE MUEVE” (Gijón is moving) , Access to WI-FI: GijónWIFI and Cards for enterprises.

The Citizen Card fulfills the following objectives:

- facilitate the participation of the citizens in the relevant issues that concern the city.
- It also encourages the use of public transport and configures spaces friendly for pedestrians and cyclists, contributing by this way to a sustainable mobility
- In terms of social inclusion, the citizen card allows to add social bonus
- Promote healthy habits and socialization.
- It contributes to the development of the digital strategy of the city
- And the Citizen Cards provides a big amount of open data that are use to increase the transparency of the information available in the city.

Currently, more than 270.000 card owners use their citizen card to access and pay services and municipal and activities facilities. Citizen card has an average of 32.000 uses/day and around 1.000.000 uses/ month.

The citizen card has been launched on 2002 and has an exponential growth, both numbers of users and numbers of services. At the moment the citizen card has become on a nuclear part of the Gijón Smart City Strategy, upon taking shape as an identity element of the City.