Citizen´s Engagement - Good-Practice

Community Barometer of the citizens in Alba Iulia (Romania)

"Alba Iulia expands, horizontally or vertically, it always rises above expectations, but more importantly, it turns into a home for tens, hundreds, thousands of new people, year after year. This is, in our vision, Alba Iulia 2030: a city not only to live in, but a city to love!"

Mr. Gabriel Plesa, Mayor of Alba Iulia

The municipality of Alba Iulia was among the first cities in Romania to introduce, since 2014, a barometer-type public consultation tool community. On the basis of a collaboration with the "1 Decembrie 1918" University, the local public authority undertook in this way public opinion polling studies on important topics for community

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The next step was the Community Barometer Platform developed in 2021, within the project "Municipality of Alba Iulia - Smart Administration", financed by the Administrative Capacity Operational Program 2014-2020). The platform https://barometrucomunitar.apulum.ro/ offers a digital solution for public consultation, allowing at the same time to streamline the processes of data collection, structured storage and interpretation.

Highlights, Benefits and Challenges

The main characteristics of a Community Barometer of the citizens :

Highlights
● involves a diverse group (administration, civil society, private environment) in the modelling of the system local government
● measures the performance of governance in a systematic and participative way
● Identifies strong and weak points, as well as community development plans
● Establishes a basis for measuring governance performance or efficiency and success ● some projects

● majorly improves local communication between local leaders, citizens and officials, starting fromvcommon values and priorities

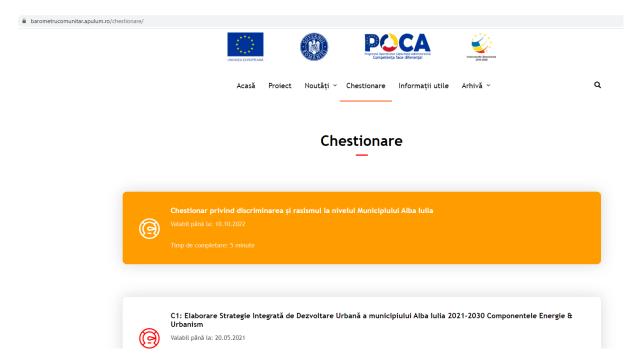| Benefits |
|---|
| ● allows the improvement of civic involvement and communication with citizens through digital tools and online channels, specific to a smart community, the foundations of which were laid by the Alba Iulia Smart City Pilot Project |
| ● improves, accelerates and optimizes through digitization the specific processes of community commitment |
| ● it can be integrated into a portfolio of smart solutions that favor community involvement: citizens, expert groups, the private sector, NGOs, visitors and even the diaspora, which is feasible through the use of digital technologies |
| ● increases the level of expertise in governance and local development of the Municipality of Alba Iulia |

Challenges
● In order to provide relevant data, the Community Barometer requires the active, intense involvement of a large number of diverse local representatives: citizens, expert groups, the private sector, NGOs, visitors
● the community barometer is one of the few tools that allow the use of both qualitative and quantitative input information, as well as their transformation into quantitative output data. In the case of those qualitative, great attention had to be paid to the aspect that the questions be defined in such a way as to determine categorical answers.

Involved Stakeholders and partners

The municipality's partner in the operationalization of the Community Barometer platform is the local community in its professional and social diversity, brought to its initial essence - the citizen. Through it, questionnaires were applied in a broad base in the community, in the validation, evaluation, prioritisation of impact projects in the life of the community, as well as in a narrow base, through smart consultation through expert groups, fast, professional, on the objectives and projects that want to be proposed.

Communication channels

The Community Barometer Platform was widely promoted, through online campaigns organised using Google Ads, Facebook, local press, the official website of Alba Iulia Municipality.

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