



IMPROVING ACCESSIBILITY OF SERVICES OF GENERAL INTEREST -
 ΠΡΟΒΑΛΙΝΟΜΕΝΑ ΤΑΧΥΠΡΟΒΑΛΙΝΟ ΤΑ ΔΙΟΔΑ ΚΑΘΙΣΤΑΤΑΙ ΑΔΕΛΦ

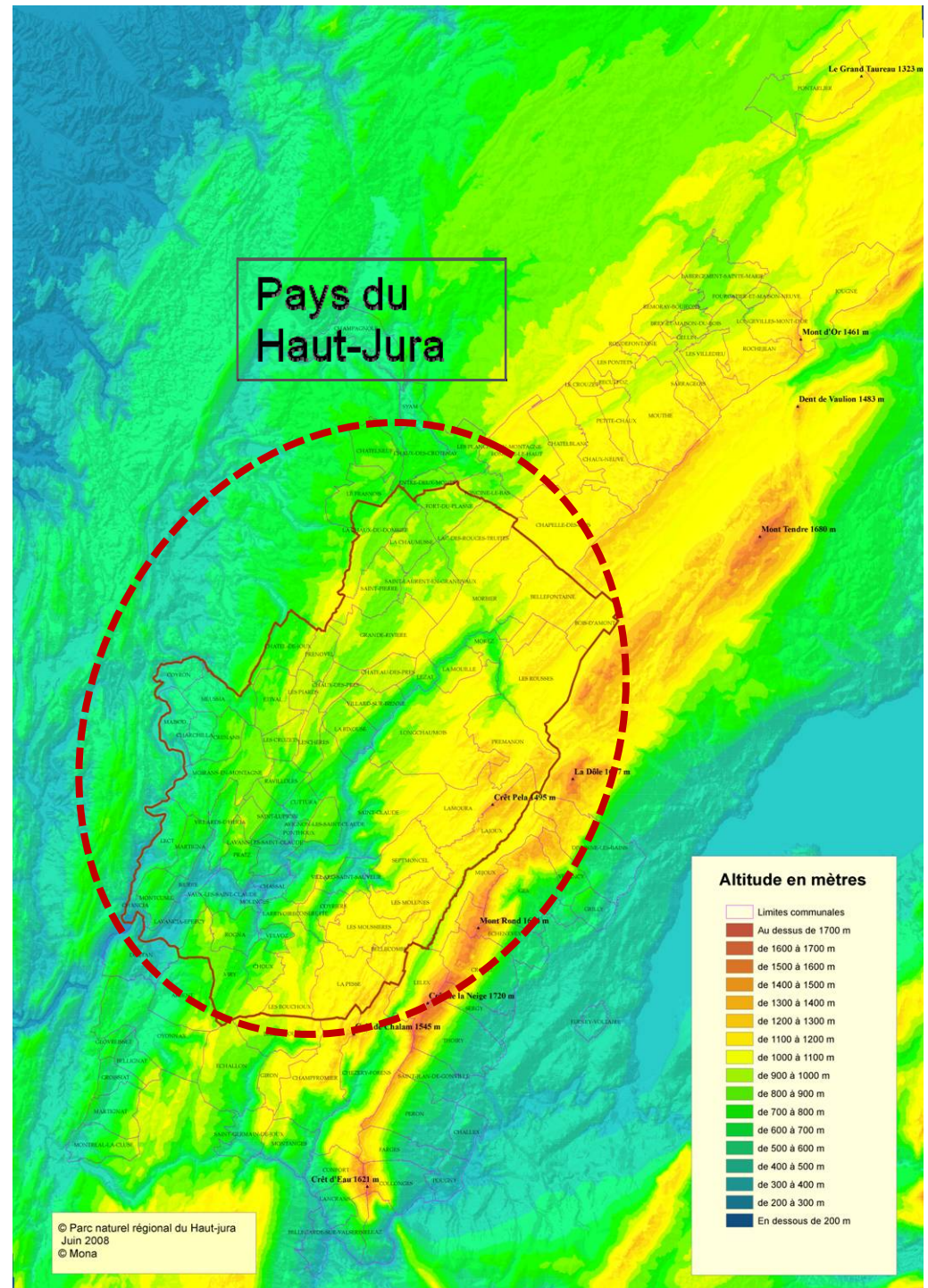


The Regional Natural Park of Haut-Jura

A cross-regional area :
 Franche-Comté / Rhône-Alpes
 2 Regions, 3 Departements ,
 75 000 inhabitants

- 115 municipalities
 88 in Franche-Comté
 27 in Rhône-Alpes
- 13 groups of municipalities
- 15 tourist centres among those : 2 ski resorts and 1 spa town

The Park manages and coordinates several development policies.





ICT : factor of development

Strong will from local representatives assisted by external experts

- from 2000, common discussion on 3 axis :
 - Infrastructure ☹
 - awareness to use ☺
 - « collective and exemplary » pilot projects ☺

- In parallel an inventory process to identify numerous projects. Some of them were carried out with the financial support of the Region, the State and Europe (Leader + programme, PUSEMOR and now ACCESS)
 - In the field of services (culture, social, health, etc.),
 - In the field of tourism,
 - In the field of economy, training and territorial management,



ACCESS



ACCESS

The videoservices network - objectives

➤ background :

- isolation of certain parts of the territory
- closure of agencies

➤ Project objectives:

- to reach the services
- to limit journeys
- to improve service quality

➤ project content :

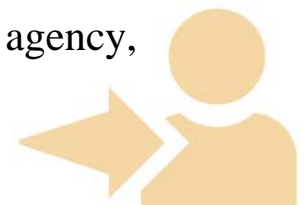
- Identification of sites and equipment
- training

➤ Project managers:

The Park of Haut Jura and Pays Horloger

➤ Project partners:

- Public services: national employment agency, national health agency, family allowances agency
- Local municipalities and groups of municipalities
- The Region and Europe (Access project)

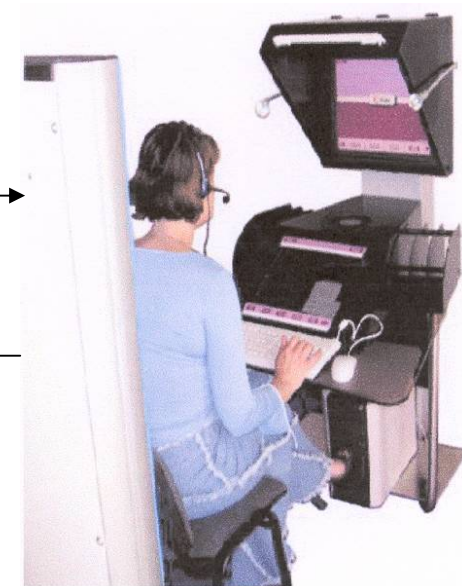
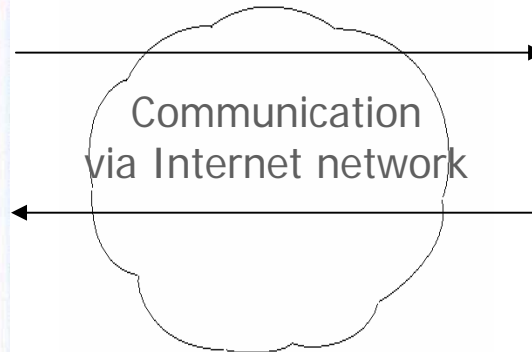


Principles for use

ACCESS



« **users** » **point** located in local sites which welcome citizens (screen / scanner / printer)



« **professionnels** » **point** located in the premises of public services and used by counsellors





Methodology : « technical » benchmarking

(video-services already in use in other regions : Auvergne, Manche, Calvados, Loiret, Cantal, ...)

➤ A tool appreciated by users

- Same service quality as in agency + time and money saving + public services closer to users
- Practical and user-friendly

➤ from 20 to 60 monthly interviews depending on sites

➤ key elements of the project:

- **Adapted location:** existing, arranged (confidentiality, handicap) sites, the best : RSP / post offices, town hall, with enough internet access (at least **512 Kb**)
- **Adapted material** (ergonomic, easy)
- **Trained officers to welcome users**
- **Long-term communication**
- **The videoservice as one element of a more comprehensive service offer :** welcome officer → information + access to teleservices via computer on free access + video





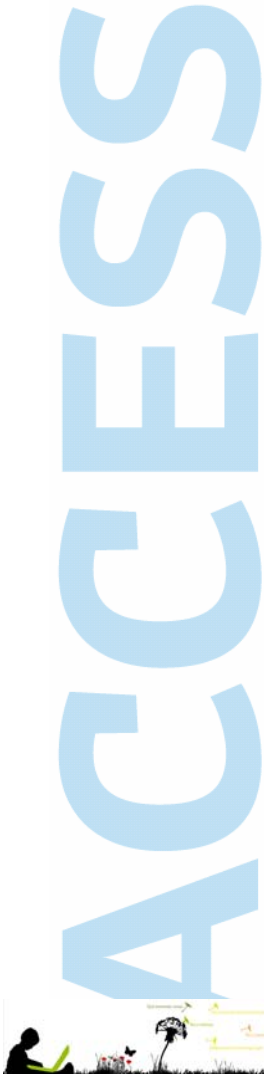
Methodology : « financial » benchmarking

Cost vary according to :

- **location** : need sometimes to rearrange sites
- **Type of videoservice point**
- **management /welcome** (according to success)
- **Type of internet access** : according to type of connection
- **Communication** : via the welcome officer, information leaflets, articles in local media
- **maintenance**: according to providers

potential cost for one site :

- Investment: point and rearrangement
- Running costs : 200 to 1000 €/month





Methodology : management/ appropriateness

➤ awareness of local representatives

(Directors and Presidents (or VP) in charge of ICT or services in groups of municipalities), identification of expectations/fears, identification of potential sites

➤ **Meeting with expert services** interested in the project (via also workshops at regional level)





More important lessons learnt from those exchanges

- **matching different approaches:**
 - A « users » approach for public services
 - Functioning constraints of public services
 - A « spatial planning » approach for elected representatives
- **Matching these approaches with limits:**
 - of equipment
 - of welcome capacity
 - of broadband access
- **and requirements:**
 - Access for disabled people
 - Confidentiality





Other lessons learnt from the feasibility study

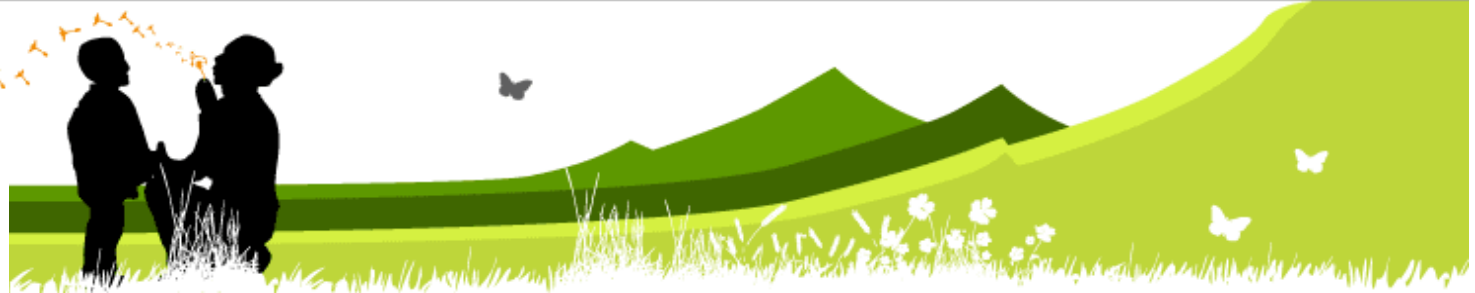
- **significance of staff training for welcome**
 - Capacity of staff to guarantee a « first-welcome »
 - Training in collaboration with public services

- **Communication towards other local target groups**
 - Coordination of Public services / Region / Pays / groups of municipalities processes
 - Promotion via use
 - Long-term communication

- **additional services:**
 - Videoservice as 1 element of the service offer, completed by information (via welcome officers) and access to teleservices via computers on free access
 - reactivity in terms of maintenance is essential (users agree to come back once)

- **easy use of material** (without keyboard/mouse)





Identification of sites : process for selection

1.potential sites:
territorial limit

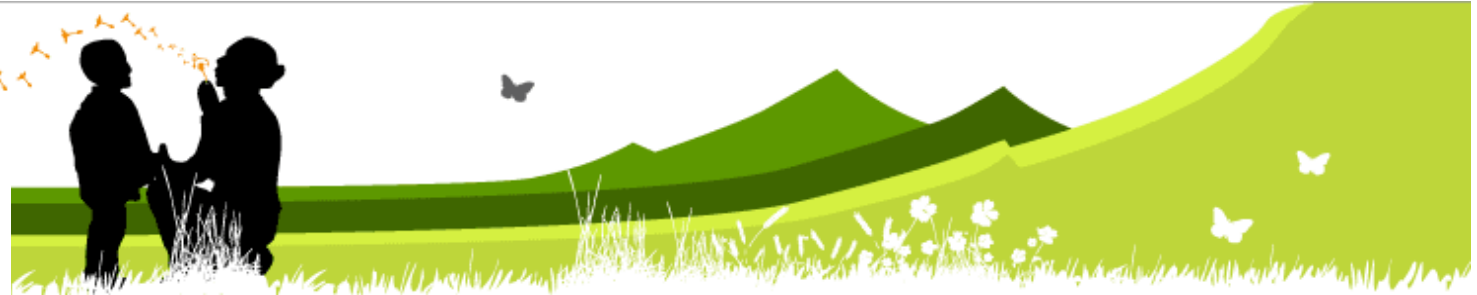
4. Accepted
sites : by public
services / by
territories

Selected
sites

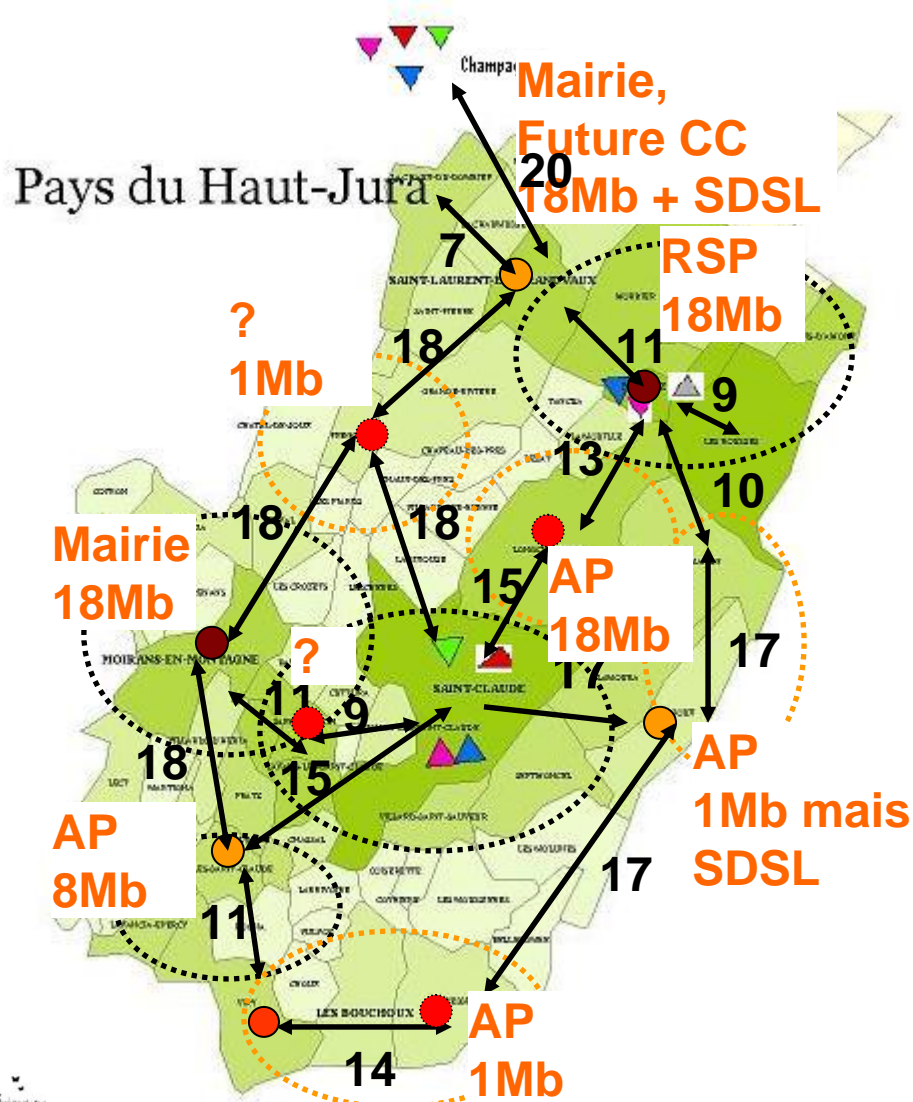
2. ideal sites:
journey = 15/20 kms
/ 45 min. return

3.Adapted sites: existing sites, already
welcoming people, handicap access,
confidentiality, with enough Internet access





ACCES



Permanent agency

- ▲ CAF
- ▲ CPAM
- ▲ Maison de Services
- ▲ Pôle Emploi

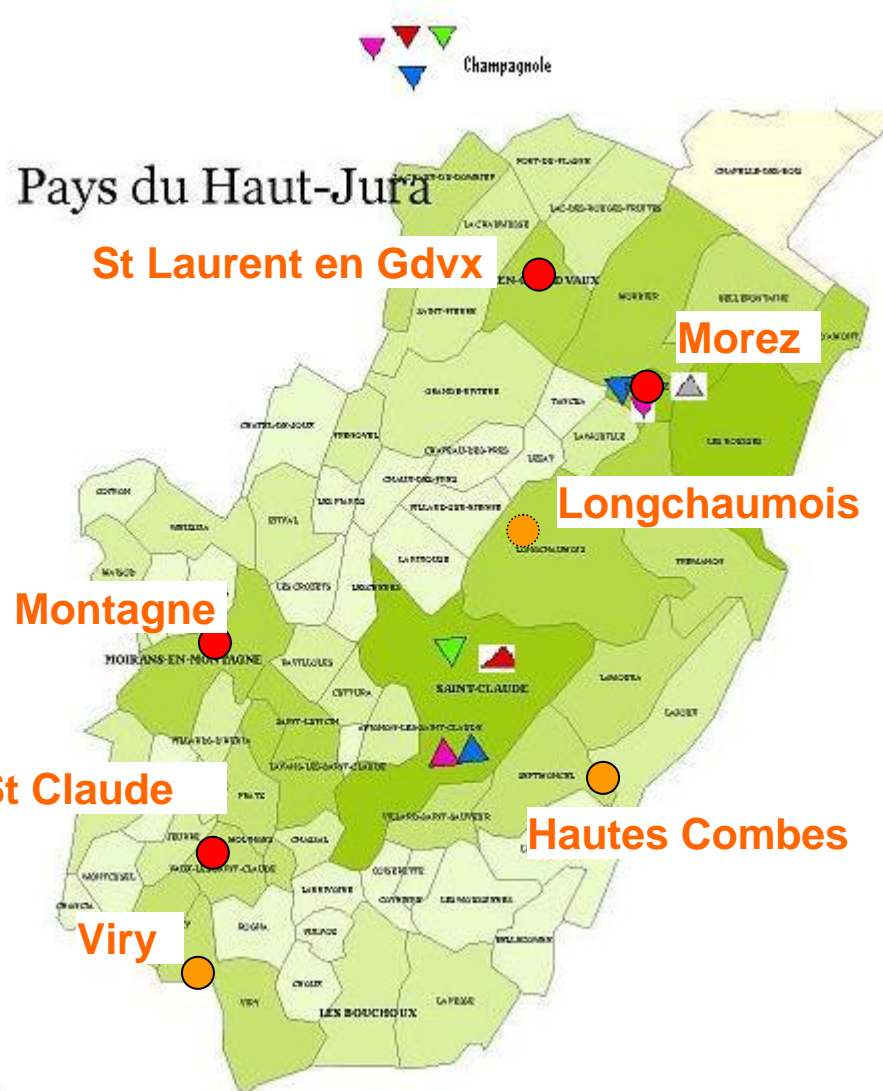
Temporary local agency

- ▼ CAF
- ▼ CPAM
- ▼ MSA
- ▼ Pôle Emploi

Population level

- Less than 250
- From 250 to 500
- From 500 to 1 000
- From 1000 to 3 000
- More than 3 000

Selected sites






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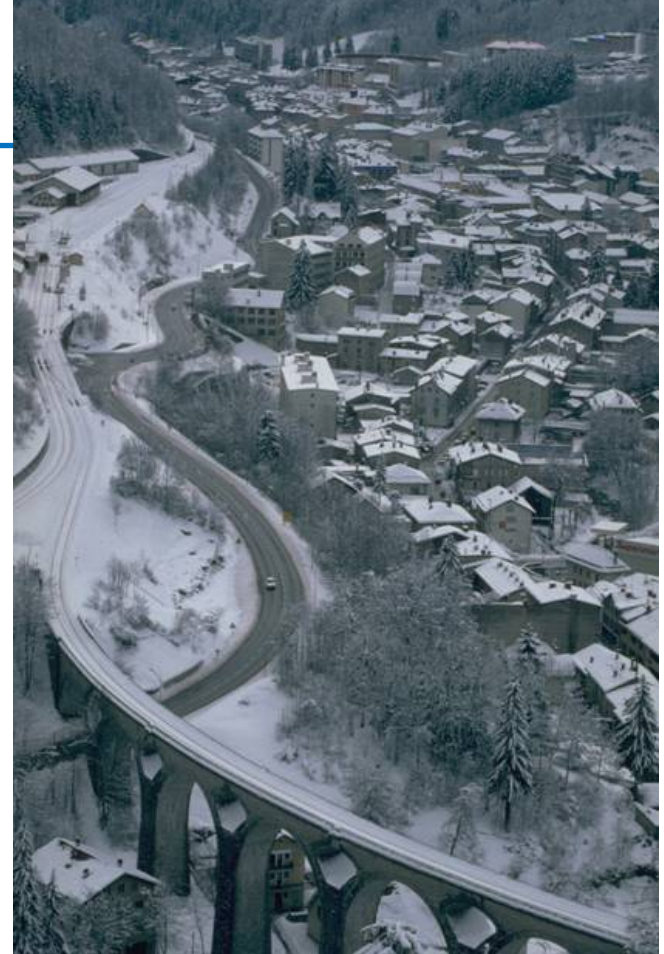


On-going

- last rearrangements
- training of local staff
- Promotion via uses



Thank your for your attention



Louis Pierre Mareschal
Chargé de missions SIG/TIC
Parc naturel régional du Haut-Jura
lp.mareschal@parc-haut-jura.fr