eTOWNZ

The Smart Community Management Manual

Email info@etownz.com for queries or visit us at www.etownz.ie

Introduction

eTownz has partnered with a number of highly respected research organisations in Ireland and the EU on research projects in the community development and health spaces over the past eight years. The Smart & Engaged Community Management framework was formed based on this research and the guidance of Dr. Maura Farrell of NUIG and Dr. Maura Adshead of UL.

The framework is designed so that it can be applied to any community and under any thematic area of community development. This manual is created using the dynamic "eTownz Knowledge Hub" database which is continually updated with new project ideas and other useful information. If you would like to contribute new ideas please contact us on info@etownz.com.
This manual can be used as a standalone document or used along with eTownz Community Management Portal.

Who is involved and what is the structure?

Coordination Team

The Coordination Team facilitates coordination and knowledge sharing between different Town Teams. Highly committed Stakeholders experienced in community development are strongly encouraged to join the Coordination Team. Town Teams should retain independence and responsibility for their own areas.

Town Teams

Town Teams are inclusive smart local teams focused on specific aspects of local development. Town Teams link like minded people together to develop and implement solutions to community problems.

Stakeholders

A stakeholder can be a business, club, public service provider or interested local people. A stakeholder may represent one or more of these interests. All the stakeholders are invited to join a community council.

Core Town Teams x4

Members are invited to form Town Teams related to each of the four main community development Pillars. These are:

1. **Health, Recreation & Quality of Life**
2. **Environment & Sustainability**
3. **Business & Employment**
4. **Infrastructure, Planning & Governance**

Every participating community should aim to have, at minimum 3 to 6 people on each of the four, top-level Town teams.

Town Teams

Specialist Town Teams are invited to form teams related to specific areas under the four main Pillars. Members of the council are invited to join the Town teams that are relevant to them.
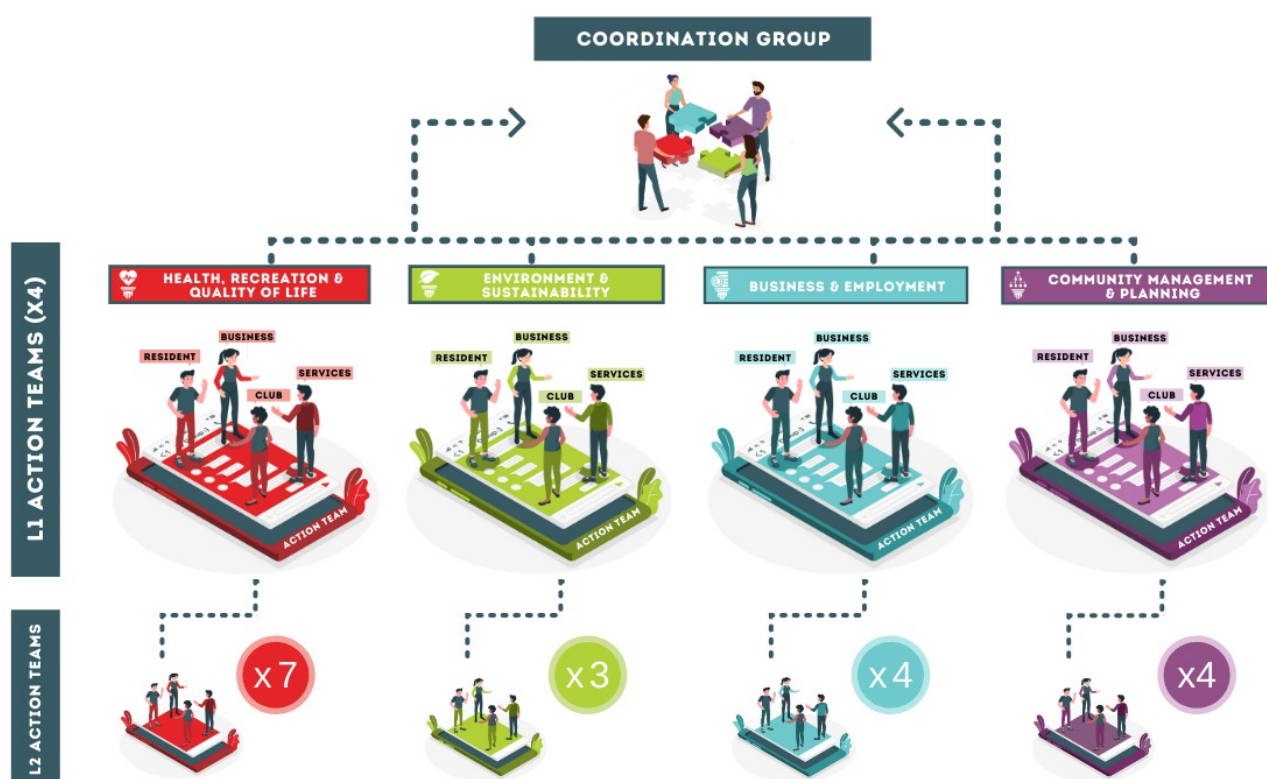
Members of the action team follow the structured format of the smart community framework. They decide their work schedule as a team, creating and implementing local action plans together.

How to use this manual to build a local action team?

The Coordination Team will introduce like-minded stakeholders who wish to form Town teams. The action team then follows a 5-step format illustrated below to compile a "Smart Community Action Plan" for their team. The then follows a 5-step format illustrated below to compile a "Smart Community Action Plan" for their team. The plans can be updated internally throughout the year.

Town teams are invited to submit their plan for the coming 12 months annually. This will be integrated into the overall community plan for the year, compiled before the community AGM.

The AGM helps align the various Town teams and encourage cross-community collaboration on implementation of the plan for the year.

Step 1: Stakeholder Review

The table below can be used by your team to help identify the stakeholders related to this theme. The stakeholders should be invited to provide their ideas, opinions and to join the local action team to help collaborate on initiatives.

Actions

a Manage a register of local assets

b Survey local opinions/ideas

c Recruit & engage local action team

Outcomes

a Top down understanding of local stakeholders

b Bottom up understanding stakeholder perspectives

c Expand team, increase ambitions, plan succession

	Title	Type	#	Comment
	Community Alert Group (S54)	Club / Group		
	Car Owners (S839)	Individual		
	Commuters (S832)	Individual		
	Cyclists (S833)	Individual		

	Persons with: Physical Impairment (S836)		Individual

Step 2: Asset Review

Use the table below to help build the record list of assets in your area. Use the eTownz portal or a spreadsheet to register your local assets, discuss conditions and how the assets can be better utilised in the community.

a Update register of local assets

b Undertake assessment of local assets

c Profile & discuss local assets

a Thematic database of all local assets

b Better understand, develop & maintain local assets

c Forum for cross community collaboration

	Title	#	Comments
	Bioswales (A781)		
	Bridge (A807)		
	Bus Lanes (A27)		
	Car Park (A36)		
	Causeway (A811)		
	CCTV Cameras (A40)		
	Chicanes (A777)		
	Curb Extensions (A778)		
	Cycle Path - Type 1 (A76)		
	Cycle Path - Type 2 (A770)		
	Cycle Path - Type 3 (A772)		

🚴	**Cycle Path - Type 4** (A771)		
🏚️	**Flood Defenses** (A93)		
👮	**Garda Station** (A99)		
🚴	**Marked Bike Road Trail** (A16)		
🚵	**Mountain Bike Trail** (A773)		
▣	**Permeable pavement** (A782)		
🏥	**Private Hospital** (A787)		
🏥	**Public Hospital** (A117)		
🏞️	**Retention Basins** (A783)		
〰️	**Rumble Strips** (A780)		
⚠️	**Speed Bumps** (A774)		
📷	**Speed Cameras** (A220)		
⚠️	**Speed Cushions** (A776)		
⚠️	**Speed Humps** (A775)		
🚸	**Speed Limit Signs** (A221)		
⚠️	**Speed Tables** (A779)		
🏞️	**Wetlands/Bogs** (A249)		

Step 3: Goals & Metrics Review

Understanding the goal for each action team and attributing relevant metrics is a key part of the Smart Community Management Framework. Below we provide suggested goals and metrics. Please use these as a

support to define goals and metrics that work for your community. In the plan, the action team should define how often the goals are to be reviewed and how often the metrics collected.

a Agree suitable goals & metrics
b Coordinate data collection
c Compare & analyse performance to help plan

3. Goals & Metrics Review

a Helps focus local action teams
b Leverage data for better decision making
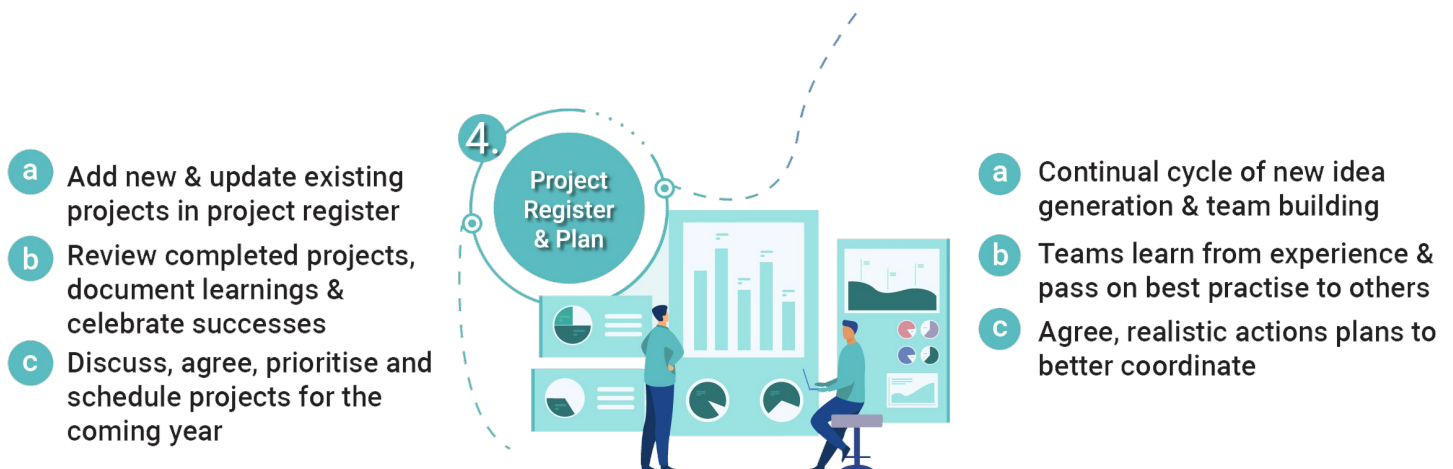c Compare project outputs to planned goals

Title	How is this data collected	Comment	☑

	Title	Summary	☑	Comment
	Team Building, Management & Metrics - (G79)	Initiate & develop a local team who can coordinate activities related to this theme. Support the team in gaining a greater understanding of local challenges, opportunities and help them formulate a detailed and achievable micro plan for the future. The town team can be small or large and determine its own level of activity. The team may take on its own projects or simply meet occasionally to help coordinate activity among related groups. The team can be comprised of local residents, businesses, club or public service representatives. The team structure can be simple to start with and can decide how often they should meet (e.g. weekly/monthly/quarterly) as they see fit. The team should focus initially on improving the overall understanding of where the challenges and opportunities lie and then help coordinate activities and related projects. There is also a wide variety of supports available and the team can help ensure the community can take advantage of these supports when they become available.	☐	
	Awareness, Understanding & Skills - (G80)	Local roads are used by a diverse range of users include delivery drivers, pedestrians, cyclists and so on. Ensure the local road users are aware of local hazard spots, are warned (through social media and email) of particularly poor weather conditions, provide road safety material and training to various road users.	☐	

		users.		
	Preserve, Support & Develop - (G81)	Implement a local road safety initiative to identify areas that need improvement and work with relevant authorities to improve.	☐	

Step 4: Project Register & Planning

The action team should begin this section by taking consideration of the projects undertaken in the past 2 years, the currently active projects as well as project ideas for the future. Use the eTownz portal to conduct an online discussion on this topic. We also provide a suggested format for huddles related to this.

4. Project Register & Plan

a. Add new & update existing projects in project register

b. Review completed projects, document learnings & celebrate successes

c. Discuss, agree, prioritise and schedule projects for the coming year

a. Continual cycle of new idea generation & team building

b. Teams learn from experience & pass on best practise to others

c. Agree, realistic actions plans to better coordinate

Goal: Team Building, Management & Metrics - (G79)

Initiate & develop a local team who can coordinate activities related to this theme. Support the team in gaining a greater understanding of local challenges, opportunities and help them formulate a detailed and achievable micro plan for the future. The town team can be small or large and determine its own level of activity. The team may take on its own projects or simply meet occasionally to help coordinate activity among related groups. The team can be comprised of local residents, businesses, club or public service representatives. The team structure can be simple to start with and can decide how often they should meet (e.g. weekly/monthly/quarterly) as they see fit. The team should focus initially on improving the overall understanding of where the challenges and opportunities lie and then help coordinate activities and related projects. There is also a wide variety of supports available and the team can help ensure the community can take advantage of these supports when they become available.

Related Project Ideas	Rate	Comments
Road Awareness Project (P446): Rurial country roads are very important in the		

Rural country roads are very important in the heritage and environment . A project that raises awareness of their value and how they can be maintained can be undertaken.

(Case Study: 177) Tipperary Golden Mile

Conduct The Walkability Audit (P744):
Develop local stakeholders to review how walkable your local area is. Look at footpath, crossing points, parking spaces, aesthetics, public spaces or buildings
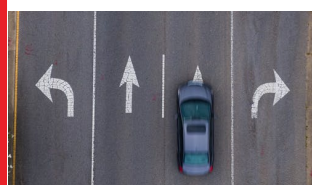

Goal: Awareness, Understanding & Skills - (G80)

Local roads are used by a diverse range of users include delivery drivers, pedestrians, cyclists and so on. Ensure the local road users are aware of local hazard spots, are warned (through social media and email) of particularly poor weather conditions, provide road safety material and training to various road users.

Related Project Ideas	Rate	Comments
Road Safety Awareness (P329): Organise for members of the road safety authority to come out and give a talk to students both in primary and secondary schools targeting the youth before they start driving. These talks could also be given to older groups in the community.		
Road Safety Workshops (P330): Ask members of the community to volunteer one or twice a week to hold workshops and, or give driving lessons for local youth in a designated safe environment.		
Develop Local Website/App (P332): Develop a local website or App where locals could check regularly to see if there are any security concerns in the local area. i.e local flooding, trees fallen down, road closures, updates on wet and hazardous conditions expected on the roads		
Safety Audit of Infrastructure (P333): Organise a group of volunteers to complete an audit on the infrastructure in the local area and make a list of anything that might need to be updated or changed i.e. roads, potholes, children crossing, traffic lighting, dangerous stretches of roads, blind spots, bridges		
Promote Safety Gear Merchandising (P334): Encourage all shops to sell reflective clothing and safety items.		

Related Project Ideas	Rate	Comments
Road Awareness Project (P446): Rurial country roads are very important in the heritage and environment . A project that raises awareness of their value and how they can be maintained can be undertaken. (Case Study: 177) Tipperary Golden Mile		
Cycle to School Initiative (P706): Provide necessary training to encourage more young children to cycle to school		
Speed Limit Enforcement Measures (P740): This technique include: direct police action, automated systems such as speed cameras or vehicle activated signs or traffic lights triggered by traffic exceeding a preset speed threshold. For more information, visit https://en.wikipedia.org/wiki/Speed_limit_enforcement		
Introduce Statutory Speed Limit (P741): Reducing speed limits near institutions such as schools and hospitals. For more information, visit https://en.wikipedia.org/wiki/Speed_limit		
Introduce The Watchman Camera (P742): The scheme comprises various methods to reduce traffic speed including cameras and Variable Message Signs which flash the speed limit when a driver is going too fast. For more information, visit https://en.wikipedia.org/wiki/Watchman_camera		

Goal: Preserve, Support & Develop - (G81)

Implement a local road safety initiative to identify areas that need improvement and work with relevant authorities to improve.

Related Project Ideas	Rate	Comments
Traffic Speed Risk Management (P138): Work with local people and council to identify areas where decrease in road speed limits will lead to safer roads in the community.		
Ensure Roads Are Accessible & Safe (P335): Arrange for volunteers in the area to make sure the roads are safe and accessible. (Case Study: 1) An Garda Siochana		
Road Awareness Project (P446): Rurial country roads are very important in the heritage and environment . A project that raises awareness of their value and how they can be maintained can be undertaken.		

Tipperary Golden Mile

Maximize Bike Stands (P710):
Secure and free bicycle stands within the central parts of your community. This will reduce bicycle theft in and around your community.

Make Streets Safer For Cyclists(P713):
There are a number of non-bicycle related measures that can be taken to improve safety for bicyclists. infrastructure improvements such as traffic calming measures effectively slow traffic speeds on calmed roads. Slower road speeds reduce not only the severity of accidents that occur, but also the frequency of collisions between cyclists and cars.

Speed Limit Enforcement Measures (P740):
This technique include: direct police action, automated systems such as speed cameras or vehicle activated signs or traffic lights triggered by traffic exceeding a preset speed threshold. For more information, visit https://en.wikipedia.org/wiki/Speed_limit_enforcement
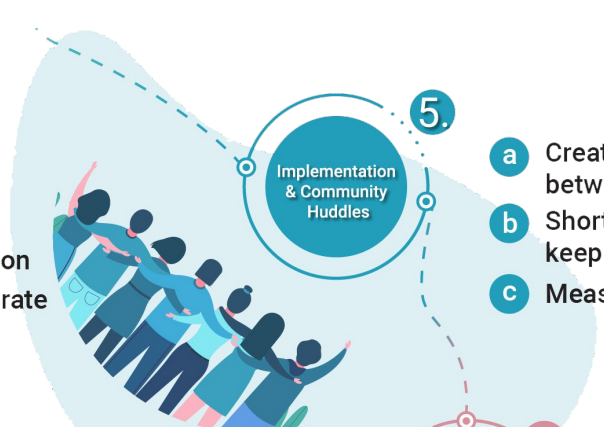
Introduce Statutory Speed Limit (P741):
Reducing speed limits near institutions such as schools and hospitals. For more information, visit https://en.wikipedia.org/wiki/Speed_limit

Alter The Road Layout/Appearance For Motorists (P743):
Increase the chance of passenger discomfort or even physical damage to a vehicle if speed limits are not observed (speed humbs, speed bumps, speed cushions, chicanes, rumble strips)

Step 5: Community Huddles & Implementation

Community Huddles cover a variety of different meetings types that take place throughout the year. This includes remote meetings, project planning or project implementation meetings. We provide a suggested one hour format for the main meeting types to help make best use of people's time.

5.

Implementation & Community Huddles

a Organise an annual public "Community Huddle",
b Team agree huddle plans, coordination and implementation
c Present individual plan & celebrate

a Creates meaningful engagement between local Teams
b Short, actionable recurring meeting keep teams on track
c Measures success/progress

Appendices: Additional Info

Quick Win Projects

Summary	☑
Car Maintenance Efficiency: Ensure my car is regularly maintained to ensure its running as efficiently and as safely as possible	☐