



**Tu Ayuntamiento te escucha**

**El portal geográfico de Bilbao: GeoBilbao**

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Director de Explotación, Sistemas y Desarrollo Web/GIS  
Centro Informático Municipal de Bilbao

Barcelona, Noviembre de 2011



## Diapositiva 1

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LP1

Laurent Pellois; 08/11/2011

# **Transformation Agenda for Bilbao City Council to better serve citizenship**



## **Agenda**

- 1. Bilbao City History: From the Urban Revolution to the Knowledge Revolution**
- 2. The Knowledge Revolution: Government Challenges and Key Issues to manage the best Services to Citizens**
- 3. SDI Portal (GeoBilbao) Solution at Bilbao City Council**
- 4. Lessons Learned**

# From the Urban Revolution to the Knowledge Revolution



## Bilbao City History

### Bilbao Foundation

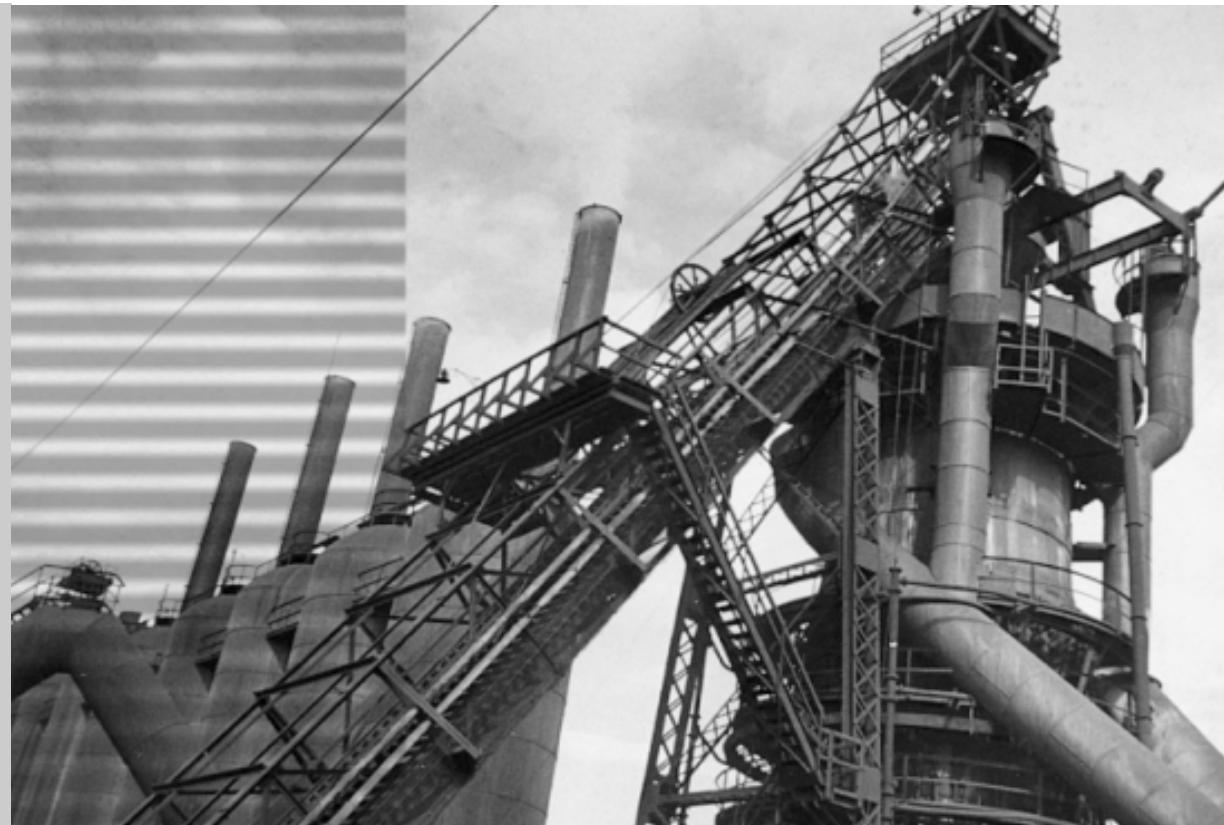


# From the Urban Revolution to the Knowledge Revolution



## Bilbao City History

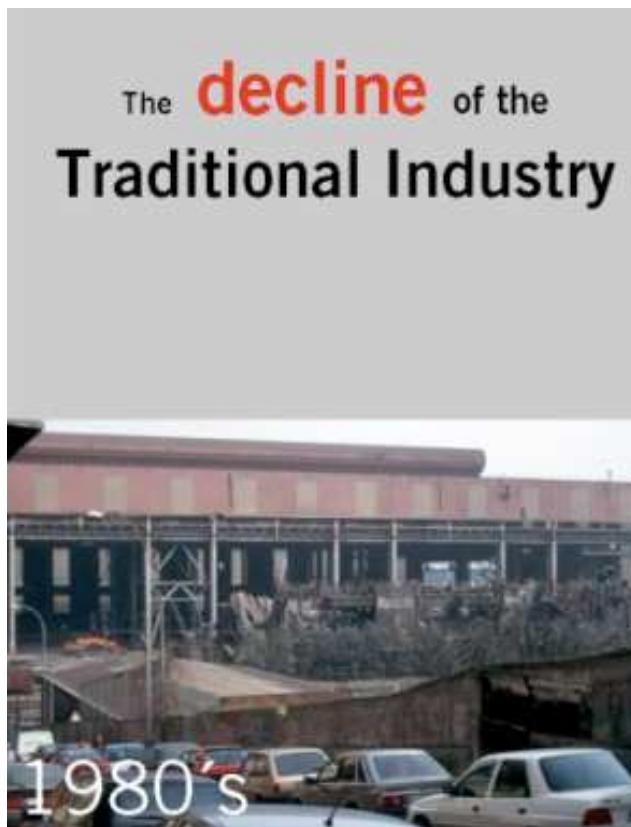
### The Industrial Revolution



# From the Urban Revolution to the Knowledge Revolution



## Bilbao City History



# From the Urban Revolution to the Knowledge Revolution



## 25 Interventions in 25 years: 1 Urban Project

### 25 Interventions in 25 years: 1 Urban Project

Bilbao's Urban Revolution is the result of a wide range of projects which have been developed with an **intelligent vision**.

The Guggenheim Museum became the symbol of transformation and visualization of the new **City Project**.

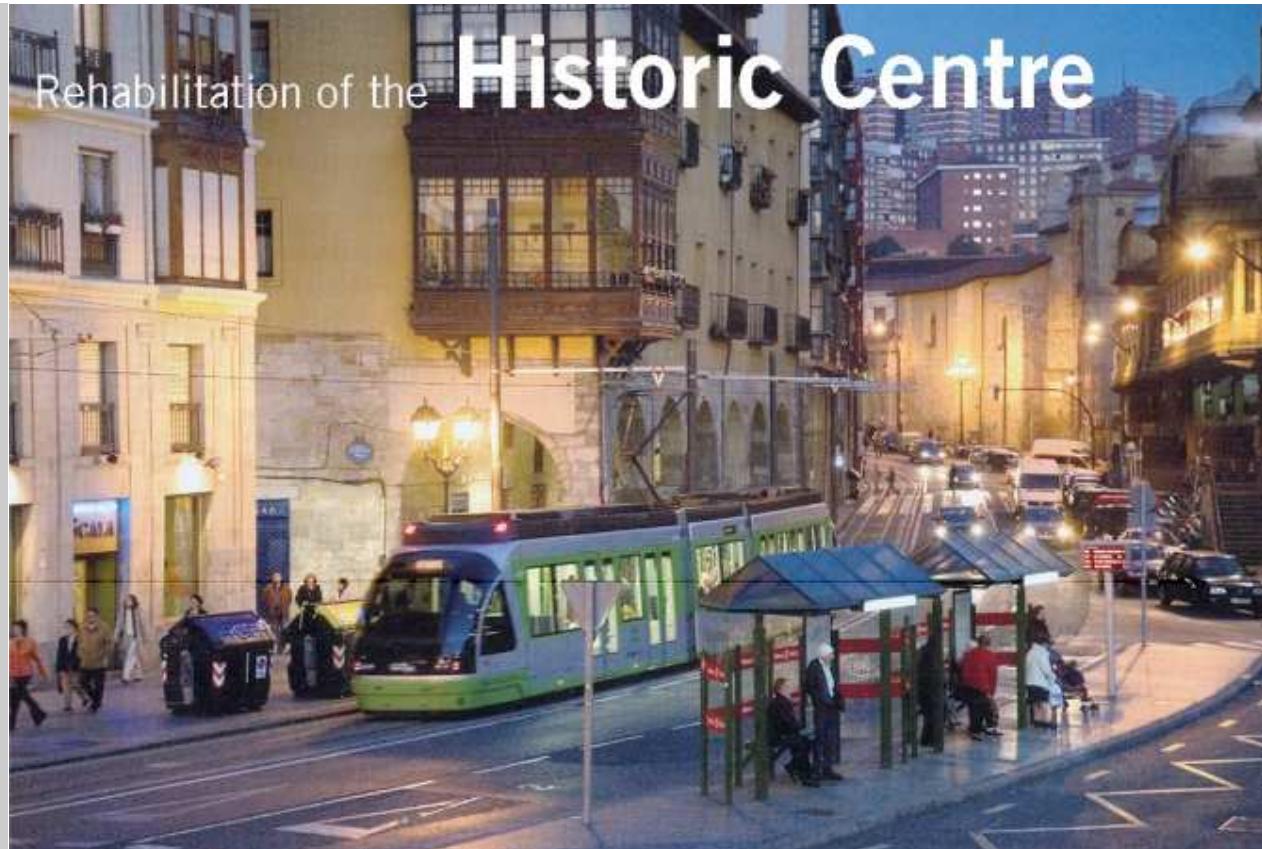
1. **Rehabilitation of the Historic Centre.**
2. Enlargement of the Port. The "Abra Exterior" (The Mouth of the Estuary).
3. Freeing up of port and industrial spaces along the River.
4. Development of Bilbao Ria 2000. The Public-Public Partnership.
5. The drainage of the River. The great environmental operation.
6. Bilbao faces the River. The River of renovation and innovation.
7. Old and new bridges connect the city.
8. Bilbao's underground system. Metropolitan connectivity.
9. The Airport. Node of external connectivity.
10. **The Guggenheim Museum. The symbol of the transformation process.**
11. Museums and Art Institutions (Museum of Fine Arts, Bilbao Art...)
12. Abandoibarra.
13. Transformations in the "Ensanche".
14. The elimination of railway barriers.
15. The new tram.
16. Large Equipments: Euskalduna, BEC, Alhóndiga, Cruise Terminal.
17. New Hotels.
18. The Zamudio Techno-Park.
19. Micro-spaces for social integration. Improving life in the neighbourhoods.
20. Bilbao la Vieja.
21. The recovery of Traditional Architecture.
22. Bilbao's New Architecture.
23. Art in the City.
24. International Recognitions.
25. **Dreaming up the Future.**

# From the Urban Revolution to the Knowledge Revolution



## Rehabilitation of the Historic Centre

1. Rehabilitation of the Historic Centre
2. Enlargement of the Port
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# From the Urban Revolution to the Knowledge Revolution



## Enlargement of the Port

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# From the Urban Revolution to the Knowledge Revolution



## Bilbao's underground system

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# From the Urban Revolution to the Knowledge Revolution



## The Airport

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# From the Urban Revolution to the Knowledge Revolution



## The Guggenheim Museum

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# From the Urban Revolution to the Knowledge Revolution



## Large Equipments

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# From the Urban Revolution to the Knowledge Revolution



## Bilbao's New Architecture

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Frank O. Gehry



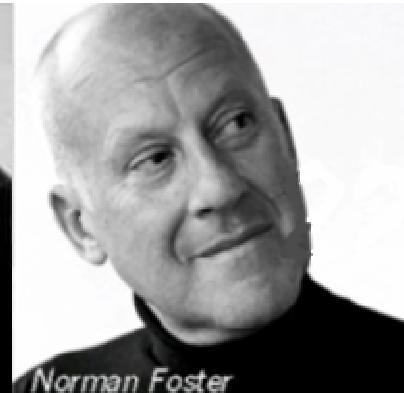
Arata Isozaki



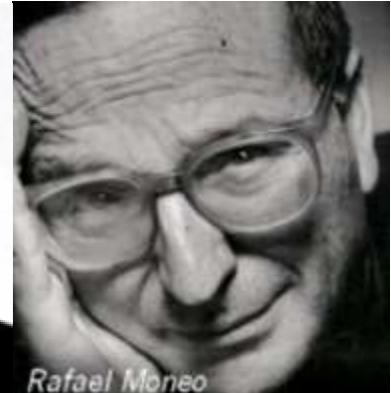
Zaha Hadid



Álvaro Siza



Norman Foster

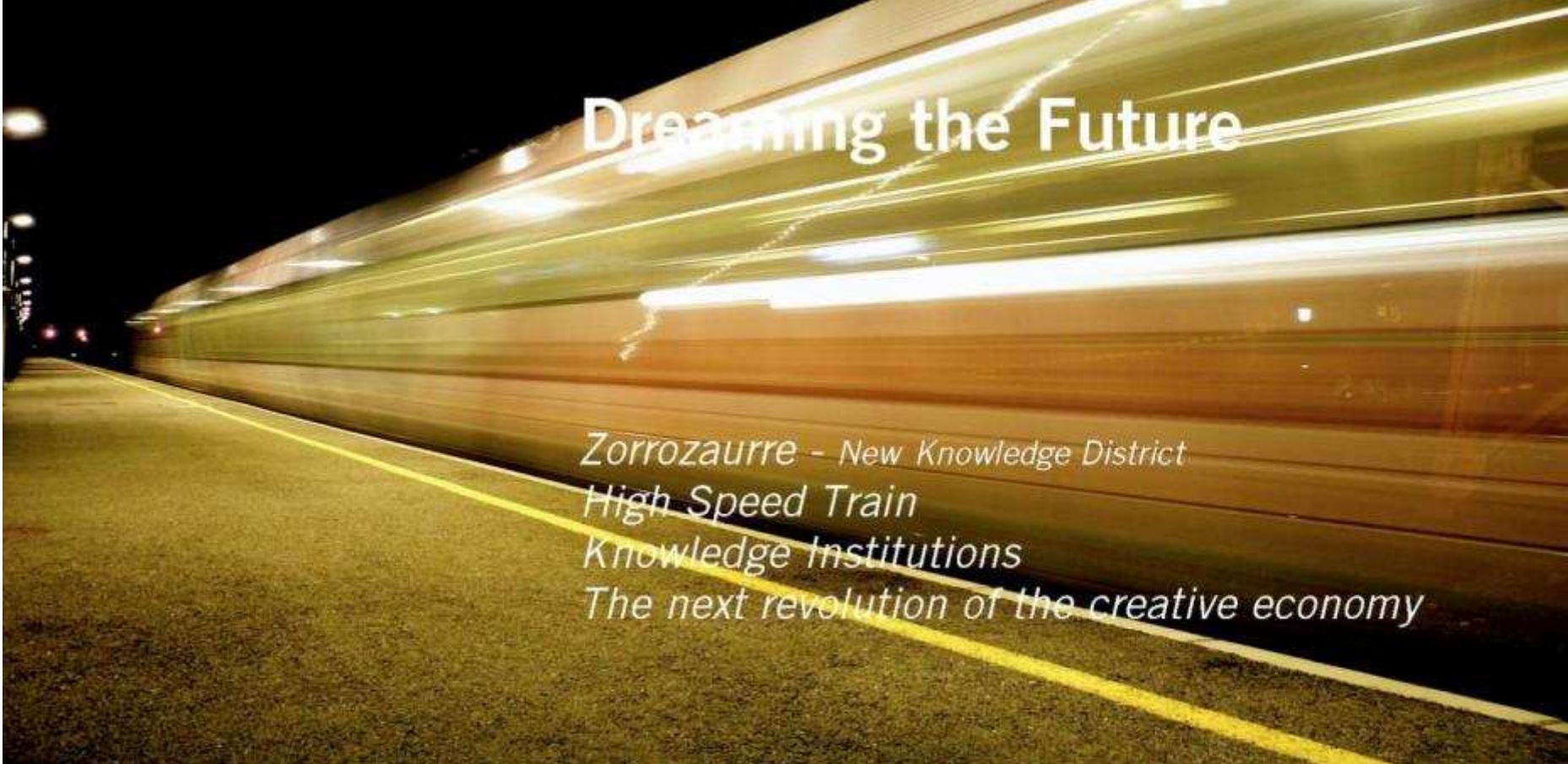


Rafael Moneo

# From the Urban Revolution to the Knowledge Revolution



Dreaming up the Future



Dreaming the Future

*Zorrozaurre - New Knowledge District  
High Speed Train  
Knowledge Institutions  
The next revolution of the creative economy*

**Dreaming up the Future**

## **Valores diferenciales de Bilbao**

- Tercera ciudad más innovadora del mundo, solo detrás de Londres y Chicago. *Global City Report 2010*
- La ciudad más transparente de España durante tres años consecutivos (2008, 2009 y 2010).  
*Transparency International*
- Deuda cero. Capacidad financiera para abordar proyectos.

# **Transformation Agenda for Bilbao City Council to better serve citizenship**



## **Agenda**

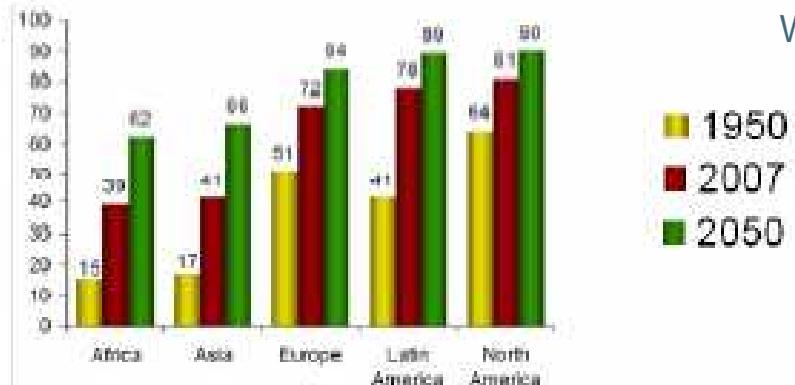
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# Government Challenges and Key Issues to manage the best Services to Citizens



**El siglo 19 fue el siglo de los imperios, el 20 de los estado-nación,  
el 21 será el siglo de las ciudades.**

Wellington E. Webb, former mayor of Denver



# Government Challenges and Key Issues to manage the best Services to Citizens



## Complejidad de los servicios de los Gobiernos Locales



# Government Challenges and Key Issues to manage the best Services to Citizens



Las Tecnologías de la Información deben contribuir cada día más al **Buen Gobierno** de las administraciones facilitando el cambio en los procesos de modernización de la gestión con el fin de “orientar los servicios al cliente” y, asimismo, lograr “su satisfacción de manera permanente”.



Un cliente que es muy cercano, exigente, con necesidades cambiantes en el tiempo y con un doble perfil que no podemos discriminar:



- un cliente experto en las nuevas tecnologías
- y un cliente presencial, web o telefónico

# **Transformation Agenda for Bilbao City Council to better serve citizenship**



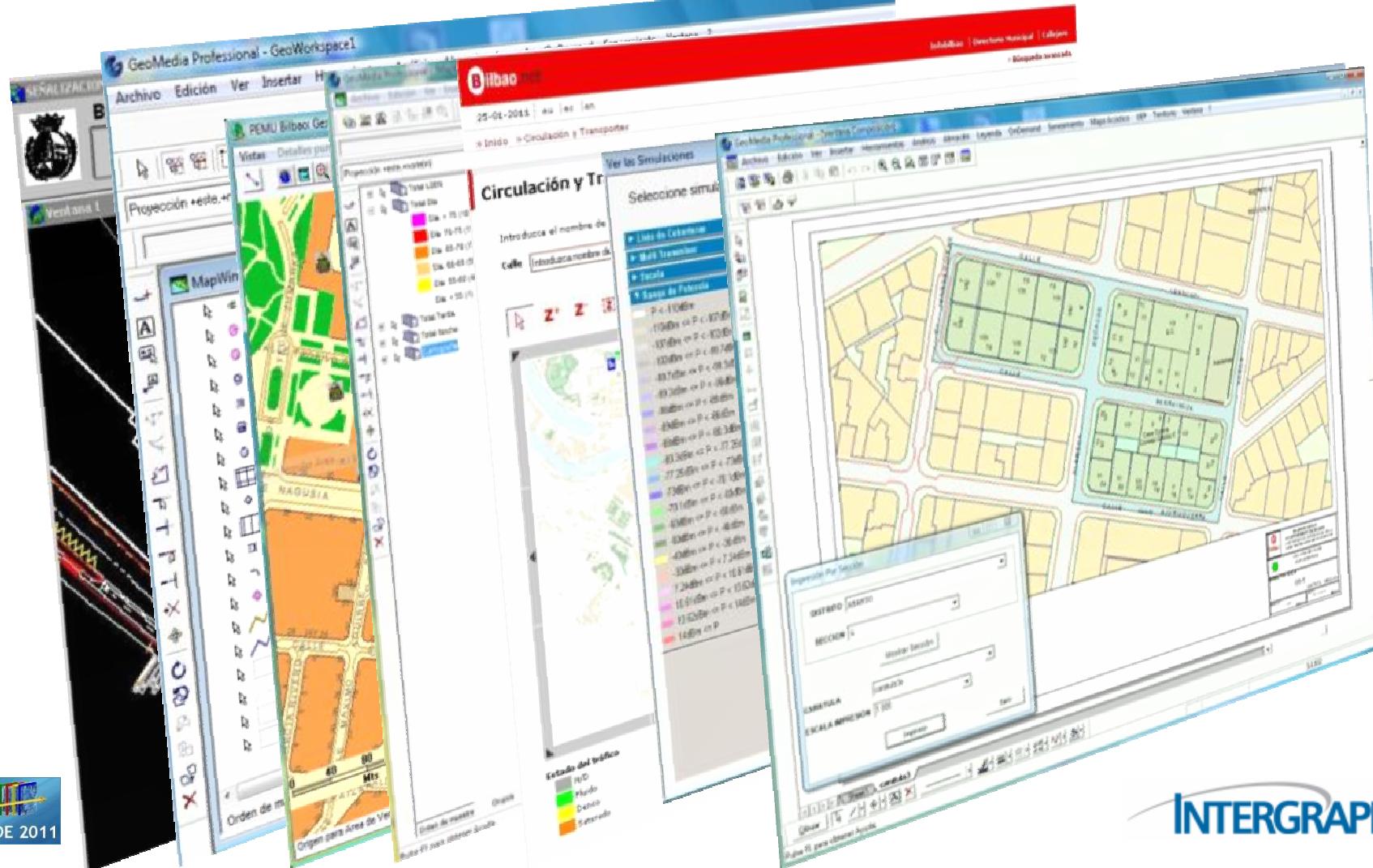
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# Integraph Solution at Bilbao City Council



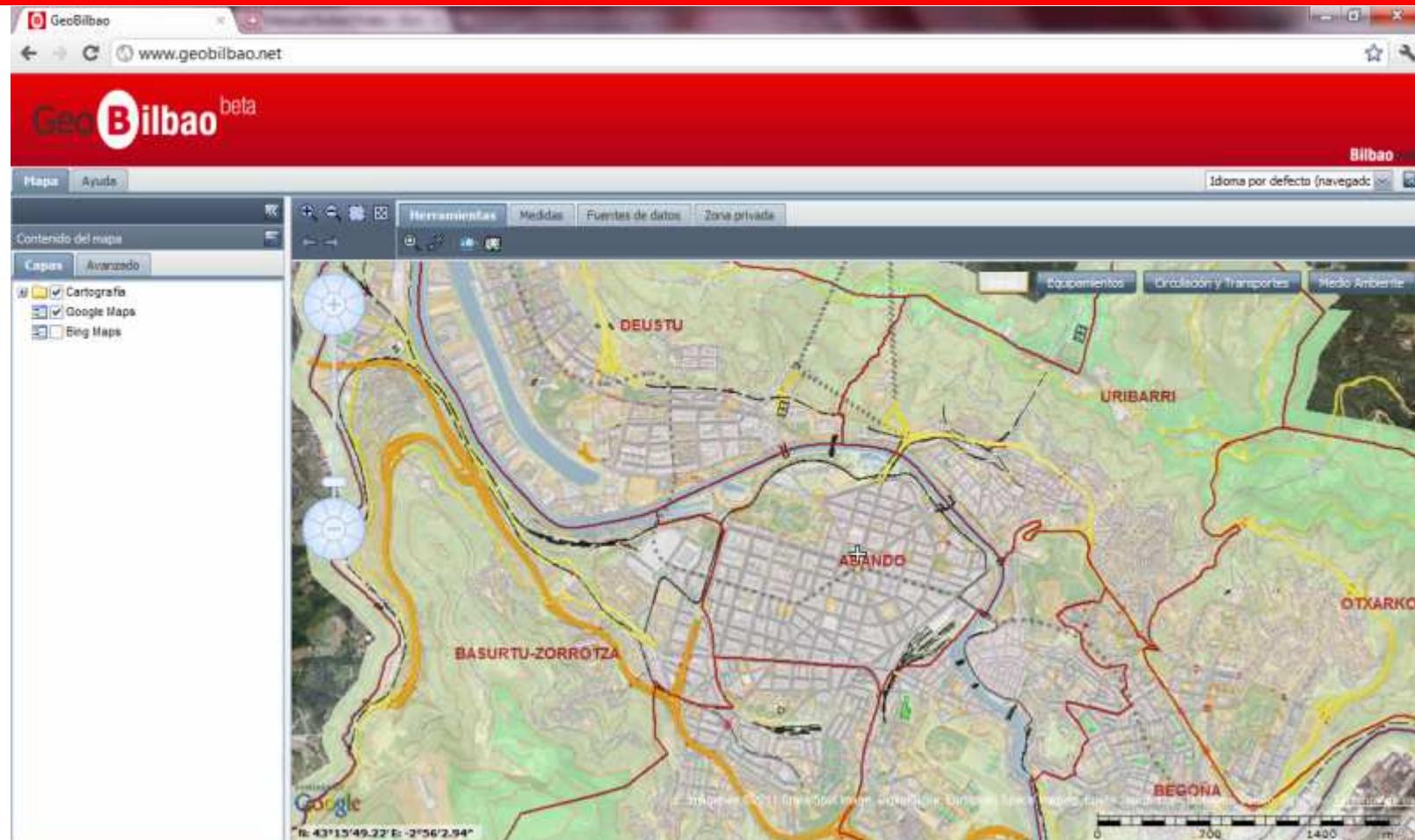
## Integraph Solution at Bilbao City Council



# Integraph Solution at Bilbao City Council

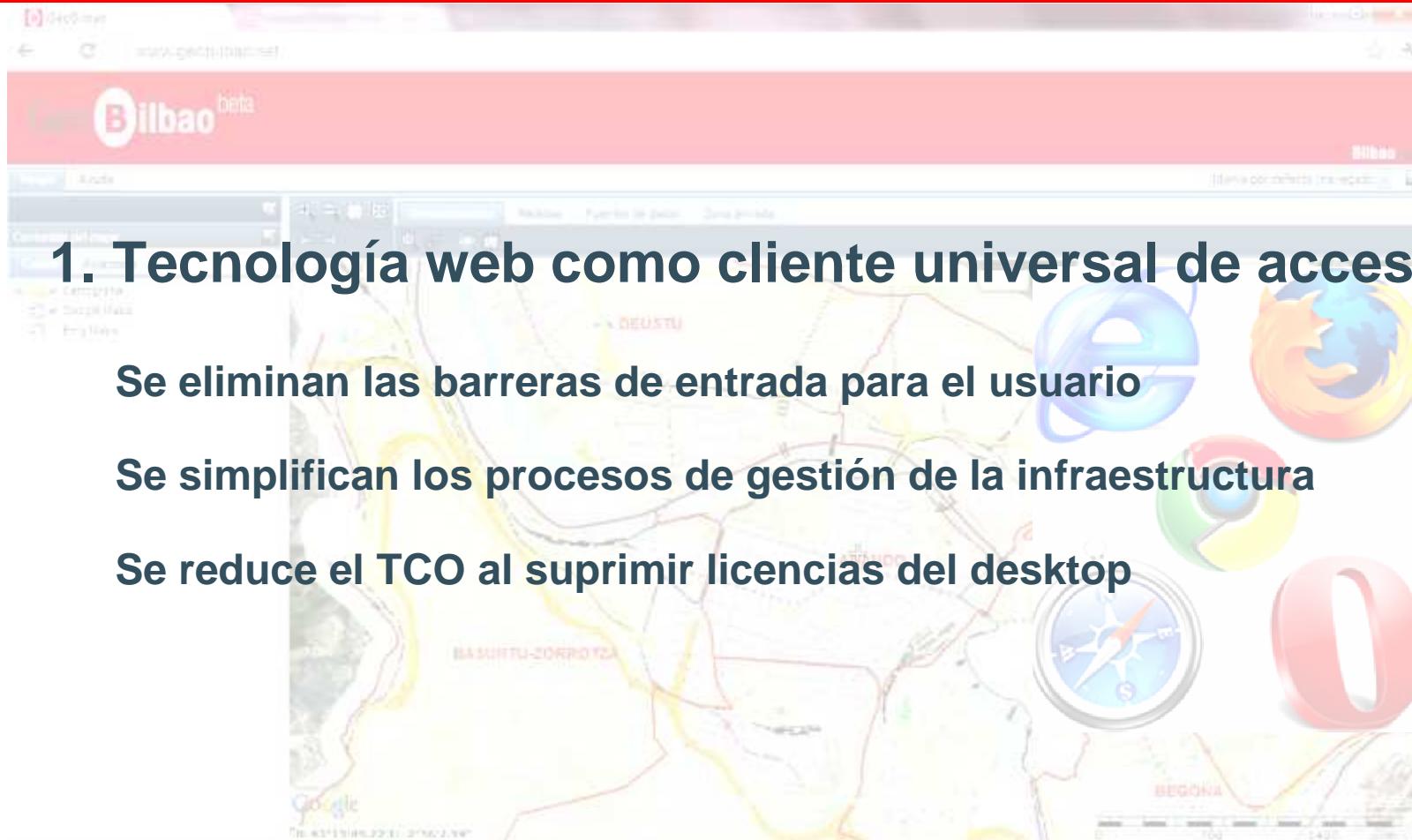


## Building GeoBilbao





## Advantages



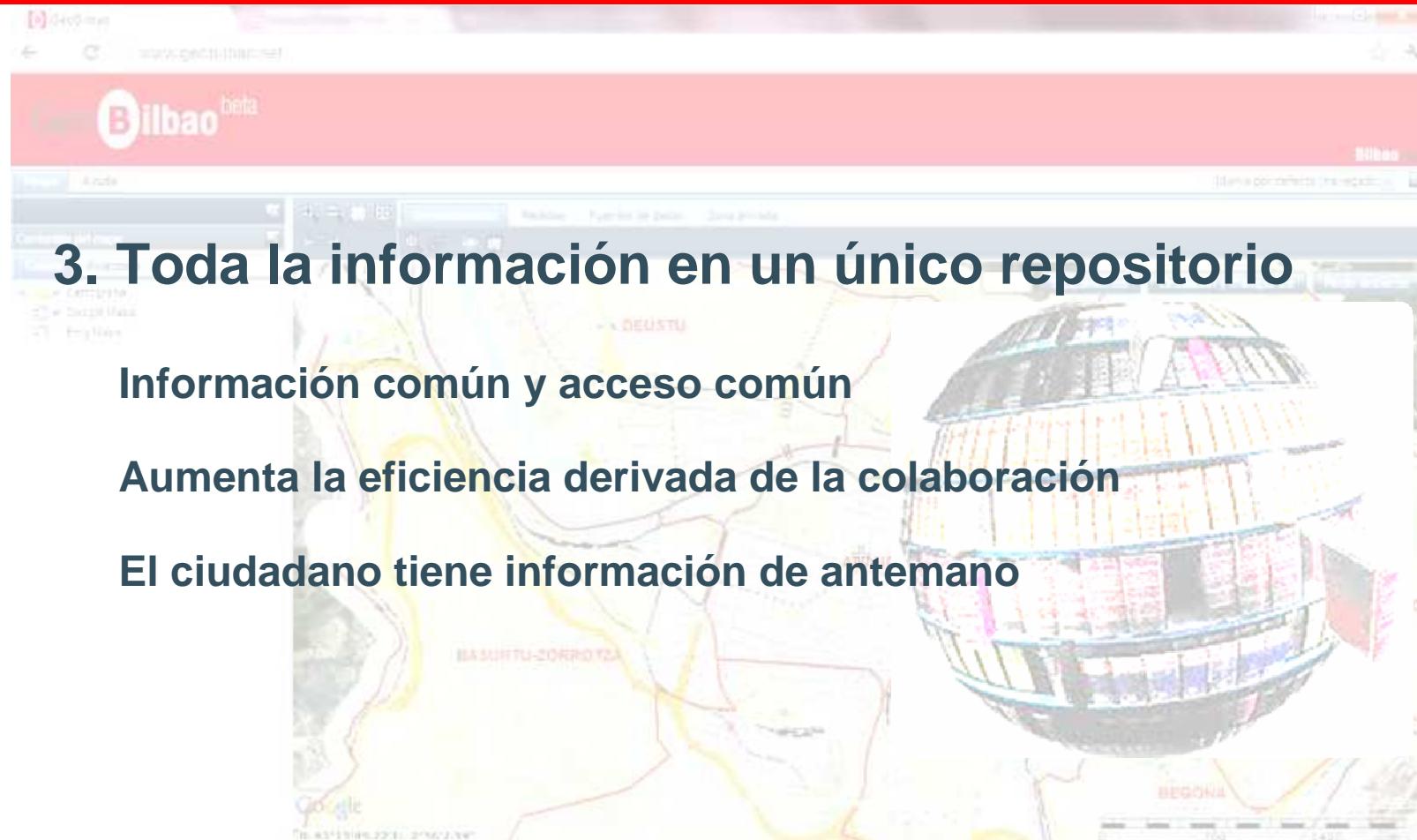


## Advantages





## Advantages





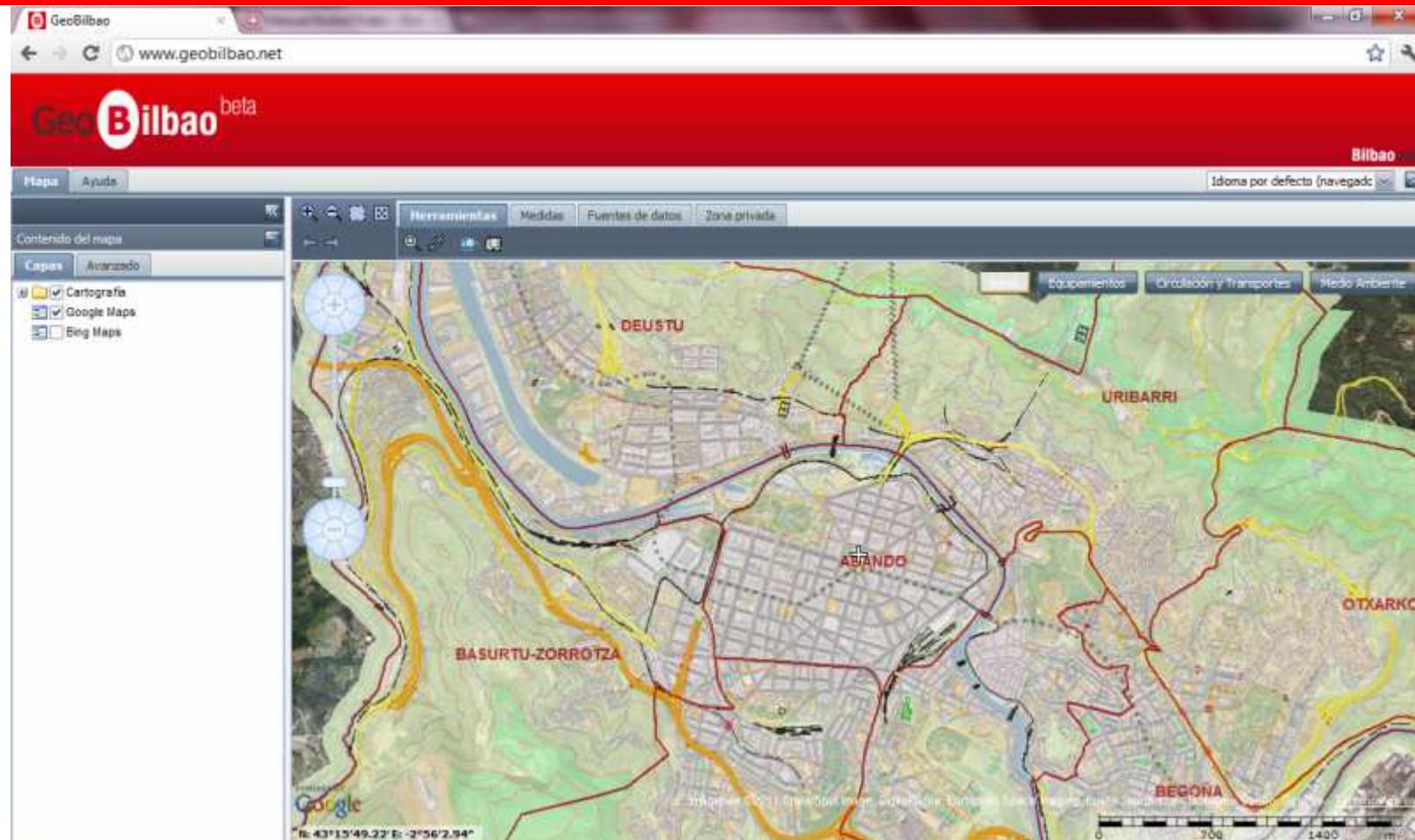
## Advantages



# Intergraph Solution at Bilbao City Council



## Intergraph Solution at Bilbao City Council



# Integraph Solution at Bilbao City Council



The near future



# Integraph Solution at Bilbao City Council



The near future

A screenshot of a web browser displaying the Bilbao City Council website. The page features a red header with the 'Bilbao beta' logo. Below the header, there's a large image of a group of diverse people standing together. To the left of the group photo, the text '2. Integración de las personas' is displayed. Below this, three bullet points are listed: 'Sin identificar pero añadiendo valor al gráfico', 'Herramienta de gestión pública y ciudadana', and 'Herramienta analítica sobre perfiles económico, social,...'. The background of the page shows a map of Bilbao with various neighborhoods labeled in Basque, such as 'BASURTU-ZORROTZA', 'DEUSTU', 'CITYARKOS', and 'BEGONA'. A Google Maps watermark is visible in the bottom left corner of the map area.

# Integraph Solution at Bilbao City Council



The near future

A screenshot of a web browser displaying the Bilbao City Council website. The page has a red header with the 'Bilbao beta' logo. Below the header, there's a navigation bar with links like 'Inicio', 'Ayuntamiento', 'Pueblos de paseo', 'Zona privada', and 'Bilbao'. The main content area features a large map of Bilbao with several yellow sticky notes pinned to it, representing community input or data points. The text '3. Más y más información' is displayed above the map. Below the map, two sections of text are visible: 'Información sobre ocio, turismo, trabajo, ex *Third Place*' and 'Información sobre salud, alergias,...'. At the bottom left of the map, there's a small 'Google' watermark.

# Integraph Solution at Bilbao City Council



The near future





The near future





## Self-questions

1. Preguntas de obligada respuesta

¿Por qué no Google Maps? Integración vs Delegación

¿Por qué sigue en beta?

¿Por qué Integraph?

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# Lessons Learned



- **Bilbao presents his experience of innovation, based on 5 principles:**



1. Leading the modernization process, by its nature trasversal, by policy makers. In Bilbao, directly from the office of Mayor.
2. Implement standard solutions, scalable and integrated, mixed with proprietary applications (still valid and operational).
3. Start with small projects and ensure its success. In another case the organization could not accept new applications.
4. Adapting technology platform and systems architecture to the modernization process.
5. Enhancing communication, training and managing change.



## **Transformation Agenda for Bilbao City Council to better serve citizenship**

MUCHAS GRACIAS POR  
VUESTRA ATENCIÓN

ESKERRIK ASKO ZEUN  
ARRETAGAITIK

THANKS FOR YOUR  
ATTENTION





## Contacto

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**INTERGRAPH**