



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

Dublin City Council BETA

Shane Waring



City Architects



GoCar



Designing Dublin



“It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.”

Charles Darwin

“Change moves at the speed of trust.”

Stephen M.R. Covey



How can we
think in *decades and centuries*,
act in *weeks and months*?

How can we
think BIG, start small,
...and move much faster?



Parks

Transportation

Drainage

Dublin City Council BETA is an initiative to help us imagine, trial and establish solutions.

It provides us with an additional ‘face’ or ‘brand’ (visual identity and recognised ethos) –



Dublin City Council

Corporately-adopted policy and execution.



Dublin City Council BETA

A consistent approach to help DCC experiment with new ideas outside of the traditional corporately-adopted policy and execution processes.



“beta” is a term used in many industries to signal that something is imperfect, and is being released early into the world for real-world testing and feedback.



Dublin Canvas

“colour in the city”

1500+ boxes

Across the Dublin region

“out of beta”

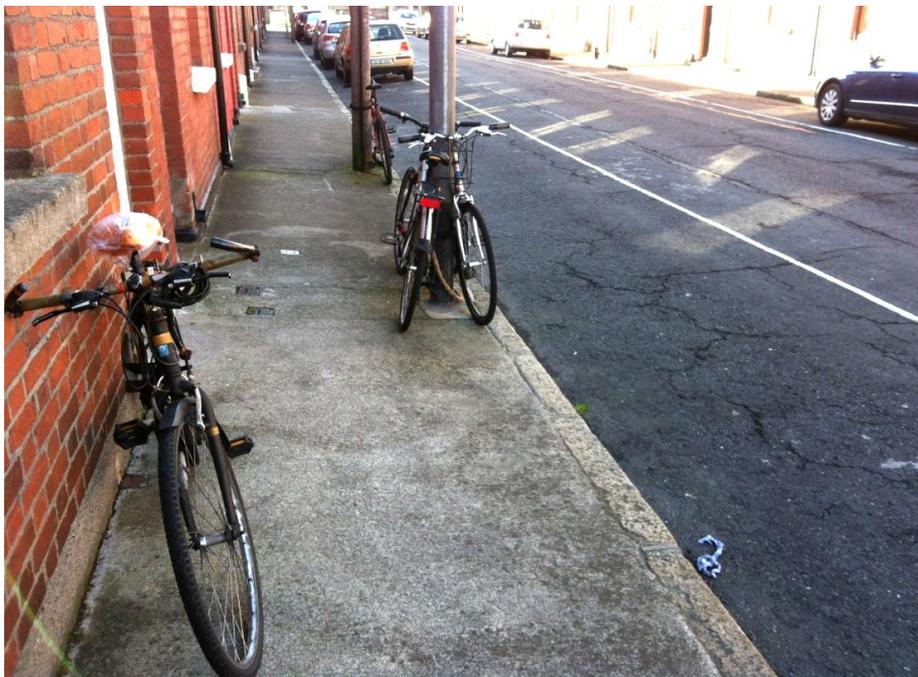


TrafficBoxArtworksBETA

11 boxes

6 months, 12 months

€1,100



BikeBunkers

“live for your bike, not with it”

€3m NTA funding

BETA scaling stage

Waiting list for 3,000 spaces



BikeHangarBETA

1 hangar

5 month trial

€4,500



Find out more or find a space:



bikebunkers.ie

A home base for your bike

an initiative of



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council



Beginning BETA scaling stage



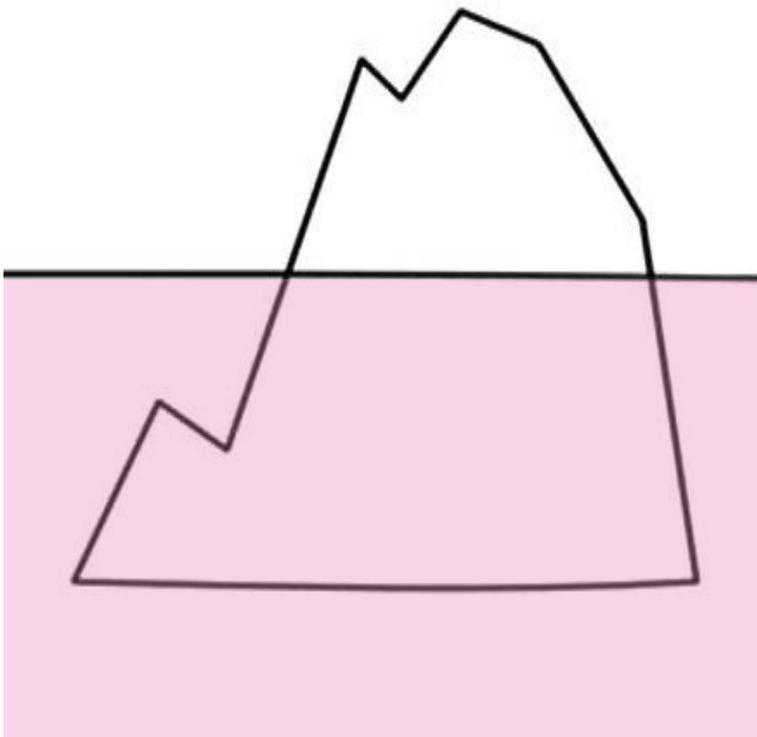
RainBoxBETA

6 planter boxes, 2 locations

2 years

€1,500

“DCC BETA” uses “BETA Projects” to trial issues that the council is seeking to understand before implementation.



Visible “BETA Projects” are used to trial issues and challenges the council wants to better understand and provide an improved way of engaging with citizens.

Invisible “DCC BETA” innovation ecosystem

1. Permission
2. Purse
3. People
4. Process (the “BETA Model”)
5. Place
6. Partners

Should we?

Trials to discuss and learn about a general citywide solution.



Concept Stage

Should Dublin?

Does it cause any problems, is it beneficial for the city (or City Council), what sort of locations are suitable, etc?

Projects at these stages 'default no' - ie they need to prove that they work as well as, or better than, what we currently do.

Projects are REVIEWED and then fully REMOVED at the end of this stage.

How should we?

Trials to explore how to rollout and sustain a citywide solution.



Scaling Model Stage

How can/should Dublin?

Business model, funding, staffing, procurement, legals, maintenance, ownership of assets, insurance, planning, branding, etc.

Projects at these stages 'default no' - ie they need to prove that they work as well as, or better than, what we currently do.

Projects are REVIEWED at the end of this stage.

Where should we?

Implementation, seeking local-specific input.



Local Implementation Stage

Where in Dublin?

Local feedback and input before permanent implementation of solutions in their area.

Projects at these stages 'default yes' - ie the assumption is implementation if locals agree.

Projects are permanently IMPLEMENTED at the end of this stage.

INCOMING	WAITING (CONCEPT STAGE)	DEVELOPING (CONCEPT STAGE)	TRIALLING (CONCEPT STAGE)	ARCHIVED (CONCEPT STAGE)	WAITING (SCALING STAGE)	DEVELOPING (SCALING STAGE)	PILOTING (SCALING STAGE)	DELIVERING ("OUT OF BETA")
<p>CITY CHALLENGE A chosen complex issue or opportunity which our current approaches and procedures are struggling with.</p>  <p>#DumpingWasteBETA City Challenge</p>  <p>Housing Maintenance City Challenge</p> <p>QUICK TRICKLE Regular suggestions from citizens, businesses, councillors and staff via the BETA website.</p>  <p>#WasteSearchBETA</p>	<p>Projects which have been prioritised to be explored, and are waiting for resources to become available.</p>  <p>#InclusiveCyclingBETA</p>  <p>#KissingGatesBETA</p>  <p>#WasteSearchBETA</p>	<p>Figuring out good trial site criteria, finding a trial site, building the DCC team to look at, etc.</p>  <p>CargoBikeSharingBETA</p>  <p>NeighbourhoodBETA</p>  <p>SharedBinsBETA</p>	<p>Prototyping the new solution. They are always REMOVED at the end of the trial once learning has been achieved.</p>	<p>Timing was not yet right / were solved in other ways / not a good solution. We may return to these.</p>  <p>BagBinBETA</p>  <p>InclusiveCarParkingBETA</p> 	<p>Projects which have passed through the concept stage and are waiting for resources to become available.</p>  <p>ParikletsBETA</p>  <p>ArtWallsBETA</p>	<p>Exploring how we could scale citywide eg planning, legals, branding, funding, staffing, procuring, etc.</p>  <p>RainBoxBETA</p>  <p>ArtWallsBETA</p>	<p>Piloting the implementation model for delivering at scale across the city and beyond.</p>  <p>BikeBunkers (formerly BikeHangarBETA)</p>	<p>These solutions are now "out of beta" and are being implemented by Dublin City Council across the city.</p>  <p>Dublin Cairns (formerly BoxArtworksBETA)</p>



Before the trial



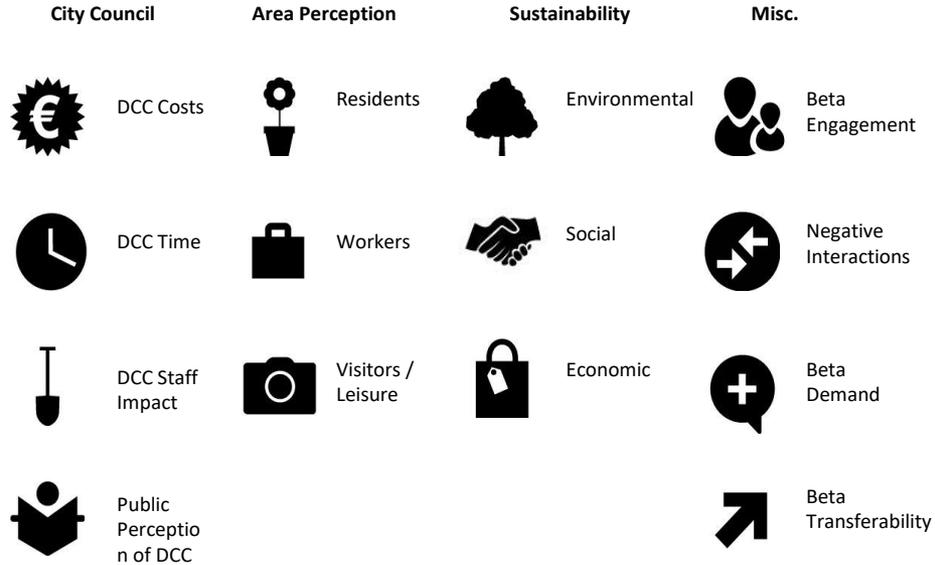
End of the Beta Project trial



Repainted to signify end trial



Within 2 months of the end of the trial



Issue / Opportunity

Ongoing need for DCC maintenance.



Trial

Enable public to put art on the boxes. 12 month trial on 11 traffic light boxes.



More Information

www.bit.ly/BoxArtworksBeta
#BoxArtworksBeta

What was the Outcome?

For more detail on these outcomes, see www.bit.ly/BoxArtworksBeta.



Cost to Dublin City Council → No change.
No additional cost or saving to the Council.



Dublin City Council Staff Time → Much Reduced.
Close to zero requirement for DCC maintenance during trial.



Public Perception of Immediate Area → Very Positive.
Huge amount positive feedback received from wide range of public.



Negative Interactions → Much Reduced.
Vast majority of interactions were of a complementary nature.



Public Requests → Many Requests For More
Multiple requests by wide range of public, for multiple areas of Dublin.



Result

The proposed solution would appear to offer a good solution of addressing the maintenance issue whilst creating splashes of creativity onto city streets.

- Push → Solution appears to work. Push forward develop corporate policy.
- Persevere → Need to learn more. Persevere and develop another iteration.
- Pivot → Change the approach being taken. Pivot using the experience gained.
- Pull → Solution does not appear to be a good /useful solution. Pull it for now.

What's Next?

This solution will now be rolled out on up to 200 traffic light boxes – across all areas of Dublin City.

This stage will likely be carried out in small bunches at a time and will ask for local neighbourhood feedback in order to...

1. Enable communities to have greater say about their area.
2. Allow for local tweaking of the solution to better suit individual areas of the city.
3. Trial whether the idea still works at a larger scale.

Follow Dublin City Council Beta Projects or #BoxArtworksBeta on social media.

If interested in painting a future box, register your details at www.bit.ly/BoxArtworksBeta

Dublin City Council Beta Projects

Dublin City Council beta projects are a better way to grow Dublin City and Dublin City Council by using quicker, cheaper, reversible trials.

This allows for early measurement, observation, and discussion around ideas and allows ideas or solutions to easily change according to people's suggestions and feedback.

It's a Dublin City Council trial, initiated by the City Architects Division, and with staff participating from across all sections. We'd love to hear feedback and suggestions!

www.betaprojects.ie

betaprojects@dublincity.ie

twitter.com/DCCbeta

facebook.com/DCCbeta



Better local implementation

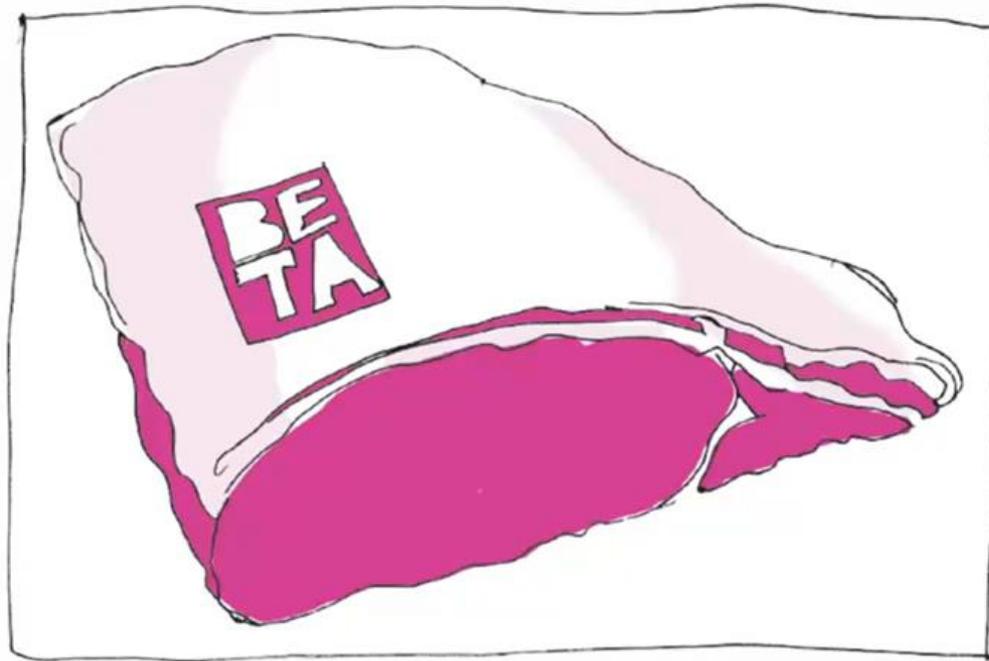
- DCC pushing out solutions



Better local implementation

- Neighbourhoods **pulling in** solutions

(click image below to play video or YouTube link [here](#))



Bringing Home the BETA
The story of BETAHOOD.

BEGIN INNOVATION
WITH AN
INNOVATIVE
APPROACH.



**BRING
BETA
TO YOUR
COUNTY**

To Know More,
Visit: www.beta.ie



**BETA
PROJECTS**

Follow BETA on




IS BETA PROJECT FOR YOU?

WHAT'S BETA?



WHY DO YOU NEED BETA?

**IMPROVE LOCAL
SERVICES, SOCIAL
INTEGRATION &
COMMUNITY ENGAGEMENT**



**INCREASES
YOUR
COMMUNITY
ENGAGEMENT**



**INDEPENDENT
LOCAL PROJECTS**



INCREASE IN ENGAGEMENT

2018	2020
100%	100%
100%	100%
100%	100%

**DO YOU WANT TO BECOME A
BETA CHAMPION?**

1. You can identify a local issue that is important to your community.
2. You can identify a local business that is interested in supporting the project.
3. You can identify a local community group that is interested in supporting the project.




WOULD YOU LIKE TO BUILD
INNOVATIVE SOLUTIONS TO
IMPROVE YOUR COMMUNITY?

**BRING
BETA
TO YOUR
COUNTY**

To Know
More Visit:
www.beta.ie

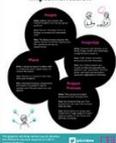


**BETA
PROJECTS**

Follow BETA on




**BETA
Implementation**



COMMUNITY

BUSINESS

LOCAL GOVERNMENT

COMMUNITY

BUSINESS

LOCAL GOVERNMENT

COMMUNITY

BUSINESS

LOCAL GOVERNMENT



Comhairle Cathrach
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Dublin City Council

Please don't hesitate to get in touch
with any questions or suggestions!

Dublin City Council BETA



dccBETA.ie



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