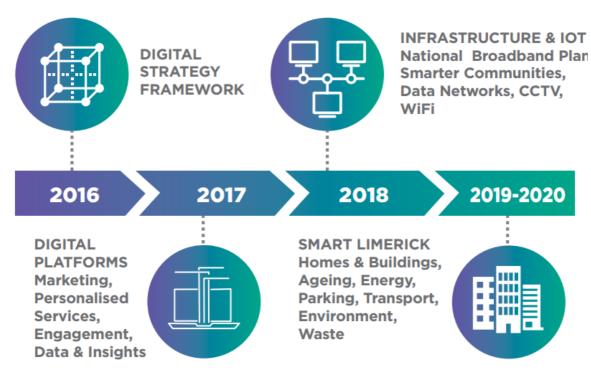Limerick Digital Strategy sets out the vision for a Sustainable Smart Limerick in 2030 and will guide Limerick to a new level of digital maturity between 2017 and 2020.

Figure 1: Limerick Digital Strategy Roadmap Overview

DIGITAL STRATEGY FRAMEWORK

INFRASTRUCTURE & IOT
National Broadband Plan, Smarter Communities, Data Networks, CCTV, WiFi

2016   2017   2018   2019-2020

DIGITAL PLATFORMS
Marketing, Personalised Services, Engagement, Data & Insights

SMART LIMERICK
Homes & Buildings, Ageing, Energy, Parking, Transport, Environment, Waste

This strategy will support both national and EU digital programmes, the roll-out of the National Broadband Plan, and other local plans strategies. It will especially underpin the Limerick 2030 Economic and Spatial Plan.

Figure 2: Strategic Approach

Smart Limerick means 10 Programmes 125 Projects – Here is a flavour of the projects being undertaken right now in Limerick.

1. **Engagement & Participation:**

    ○ **Sustainable Energy Communities** - A community program in which everyone works together to develop a sustainable energy system. These 'living laboratories' create a culture of innovation and facilitate the emergence of new sustainable energy technologies and practices that deliver 'energy smart' towns and cities

    ○ **Council Podcasts** - A project that will see council meetings recorded and presented online for download or as podcasts. The project aims to enhance transparency and community participation in local issues

2. Information and Marketing:

- **Limerick.ie** - A integrated digital experience platform that enables information sharing for all citizens, locals and businesses. It integrates over 15 websites including dedicated local towns websites. It is the digital marketing platform for promoting Limerick
- **FILM.Limerick.ie** - A project developed by Innovate Limerick specifically geared towards the film, television, moving image art and online video industries, in Limerick and the Mid-West region.

3. Service Integration:

- **MY Limerick** - Provide a secure account that can be used by citizens, businesses and visitors to discover digital content about Limerick and also to transact with the Council initially, and with other organisations in time in a single integrated platform
- **Smart Parking** - Integration of Limerick Parking App in a Limerick app in order to develop an enhanced digital experience for visitors and locals. Use Smart technologies to facilitate better on street parking

4. Digital Infrastructure:

- **Footfall Counters** - Pilot and deploy footfall counters in Limerick City centre to capture data needed for design and development of City Centre, tourism, forward- planning, etc. Expand the pilot to the Tier 2 towns in Limerick County.
- **Smart CCTV Pilot** - Deploy a Smart CCTV platform that can connect in an initial pilot project 40 Smart CCTV cameras from 14 towns. The platform must be able to connect all CCTV cameras and provide access to council departments for Traffic Management, Community support services, emergency response, etc.

5. Data & Analytics:

- **Insight Limerick - Data as a Service** - A shared repository and services for data management, aggregation, mapping, visualisation, analytics and reports that is shared across Council departments and acts a a source of open data for the public Insight Limerick service.
- **Limerick Master Data Management** - MDM strategy would enable organisations in Limerick to derive better insights from data, accelerating the implementation of their strategies. If the data was collected and analysed, it would show more clearly how issues affect the community and allow stakeholders to replace assumptions with evidence-based insights.

6. Digital Transformation:

- **Council Enterprise Architecture** - Develop the ICT Architecture that enables more efficient services and data flow by integrating and connecting ICT systems and business processes and by minimizing duplication.
- **Customer Relationship Management** - The introduction of a CRM supports standardisation of customer support services and the adoption of an integrated approach to service delivery across all departments for 6 standard processes: licences, inspections, enforcements, prosecutions, grants and fines

7. Service Innovation:

- **The Networks Forge (Smart Collaboration)** - A collaboration platform for various groups and networks in Limerick to share data, documents, information, and for enhanced knowledge management in a coordinated way. Implemented for Limerick Digital Leaders Network, Digital Champions Forum and by all Broadband Officers in Ireland for the National Broadband Plan. It can be used for Global Leaders Network chapters, Regeneration communities, etc.
- **Local Government National Service Catalogue** - In order to facilitate better services for citizens and businesses across the local authorities in the region a key challenge is the definition of common services names, processes, application forms leading to an overall improved experience. A business case will be developed to standardise not only service names at local and regional level but also at national level.

8. Governance Strategy & Policy:

- **Limerick Digital Strategy** - The first release of this strategy will include the Digital Limerick Vision, Goals & Principles, and the first evaluation of Limerick's Digital Maturity using an international benchmarking model. Also included is a draft roadmap developed in consultation with stakeholders and the Digital Limerick Network
- **Smart Limerick Strategy** - As Limerick reaches a new level of digital maturity following the implementation of the Digital Limerick roadmap it is envisaged that by 2019 the Digital Strategy will support the development of a Smart Limerick Strategy.

9. Leadership & Supporting Structures:

- **Limerick Digital Leaders Network – DLN** - A network of key stakeholders from public, private, community & voluntary and private sectors that influence and lead the development of Digital City & Smart Limerick
- **TM Forum** - Limerick City & County Council join TM Forum, the global industry association that drives collaboration and collective problem-solving to maximize the business success of communication and digital service providers and their ecosystem of suppliers.

10. Digital Edge – Research and Development:

- **Limerick Enterprise Architecture** - A research program developed by LCCC in collaboration with LERO to define the urban enterprise architecture that enables integration of urban services, processes, data and systems, removes duplication and facilitates data flow from sensors and systems in order to make better evidence-based decisions by council employees, management, politicians and the public
- **Smart Ageing Volunteers Platform** - Connect older age volunteers to opportunities in their communities by developing with IBM and ISAX an intelligent platform that match volunteers skills to needs