



**3rd International Conference
on Public Policy (ICPP3)**

June 28-30, 2017 – Singapore

**Panel T03-POLICY AND POLITICS SPONSORED BY POLICY
& POLITICS JOURNAL**

P07 Urban Policies & Health Inequalities

**Mobile Public Service: A New Way of China 's Urban
Management Service**

**—Taking the Urban Mobile Public Service in the Minority Areas
as an Example**

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Date of presentation

On the afternoon of June 28, 2017

Mobile Public Service: A New Way of China 's Urban Management Service

—Taking the Urban Mobile Public Service in the Minority Areas as an Example¹²

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Abstract:

Since the reform and opening up, China's urbanization is advancing rapidly, and the contradictions have been gradually highlighted. Many problems have prompted the government administrators to innovate the means and methods of management innovation, and put the city management in an important position. The sharing of basic public services within the city is of great significance to maintain regional social stability and promote the development of urbanization. In recent years, the practice of "mobile police room", "mobile library", "mobile hospital" and "mobile library" in the Mainland is the innovation of urban management service driven by the modernization of the country's grass-roots governance. Supply innovation has reduced the quality and quantity of the basic public services within the city, and satisfied the local people's demand for all kinds of basic public services, and promoted the rapid advance of urbanization.

"Mobile Public Service" has certain advantages in exploring the modernization of urban grassroots governance capacity, realizing the sharing of public services within the city, promoting the equalization of basic public services, guiding the healthy development of the

¹Project sources: The Inner Mongolia autonomous region graduate student scientific research innovation projects" Study of social governance innovation in ethnic areas of cooperation governance improvement and development as an example"(Project Number :11200-12110201)

² Project sources: National social science fund project in general" Mobile public services: social governance innovation research in frontier area" (Project Number : 14BZZ038)

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city and establishing a service-oriented government. The author believes that the "mobile public service" in the field of urban development and public governance, especially in promoting the process of urbanization has a trial, the promotion of practical significance. Therefore, to improve the level and capability of urban management services and realize the rapid advance of urbanization, we can promote the communication and cooperation between the departments through the promotion of the concept of governance and the ability to govern, based on the concept of "mobile public service", to build a trust and cooperation platform, Reasonable and perfect mechanism of responsibility and strengthen the construction of service-oriented government, and so on to promote the process of modern urban development.

Keywords: mobile public services, service innovation, governance modernization, urbanization development

1.The background of urban management service innovation and its necessity

Since the reform and opening up, China's urbanization is advancing rapidly and the rapid development of the city puts forward higher requirements for city management. The urban governance level embodies the harmonious degree of a city economic construction, political construction, cultural construction. The urban governance level are more and more important to the development of the city and objectively urges the government to continue to improve the governance management means and methods of city management. With the advancing of the modernization of national governance systems and governance capacity and the service-oriented government construction, the innovation of urban management services has important influence on the promotion of urban comprehensive competitiveness, and it is of great significance to the development of the city. Therefore, based on the innovation of urban management service, the government should actively explore the methods of urban governance and rationally optimize the path of urban development. Therefore, the government should base on the city management and service innovation and actively explore the city management means and methods, optimizing the city development path, through the improvement of service management mechanism to guide the healthy development of the city to promote the city's rapid advance.

2. Mobile Public Service: concept, form and typical cases

2.1 concept

With the development of economy and society and the increasing demand for public services, new requirements for the supply of public services have been put forward. Because of the remote region and the level of economic development, frontier minority areas have a large gap between the agricultural and pastoral areas and the cities of the basic public service levels. In recent years, through the innovation of the supply mode of public service, some areas have narrowed the gap between the quantity and quality of public services, and promoted the equalization of basic public services between regions. For example, in recent years the rise of frontier minority area mobile of public service (mobile police room, mobile library, mobile hospital) and other practice, to meet the needs of public services of various types of herdsmen, narrowing the regional gap between the equalization of basic public services, promoting fairness between city and country of different people to enjoy public services. Earlier in the Chinese Public Administration of the article " Mobile Public Service: Innovation of Public Service Supply Mode—Concepts , Logical Starting Point and the Value of Innovation " defined the mobile public service as: "Mobile public service" is the actual frontier areas and vast rural and pastoral areas based on the objective situation with much land and few people, as well as public service demand, the supply of public services relying on different carriers (such as mobile police room, mobile library, mobile hospital) and letting all kinds of public service mobile. This is one kind of initiative visits, provides each kind of public service for the service object. ⁶The mobility of this basic public service makes it possible for the broad masses of farmers and herdsmen to enjoy equal, convenient, efficient and efficient public services.

2.2 Various forms of the mobile public service in the remote areas with minorities

The rise of the mobile public service in the frontier and minority areas is the innovation of public service supply mode of border area, is the practice of social governance innovation, city management innovation, the mode of promoting the equalization of basic public services among regions, and laid a solid foundation for the healthy and orderly development of the city.

Various forms of mobile public service in ethnic areas are firstly shown as the mobile of security services. In Hulun Buir and Xilingol pastoral areas, due to the production and life of the local people with much land and few people and "mobile" characteristics, Inner Mongolia public security border police station and local police to provide police services in the process

⁶ Liu Yinxi Ren Mei .Mobile Public Service: Innovation of Public Service Supply Mode—Concepts , Logical Starting Point and the Value of Innovation. Chinese Public Administration.2015(8).

of creating to set up a "mobile police room".⁷ Providing timely and effective security services to protect the lives and property safety of the people in the pastoral areas.

Second, the mobile public service performance in the cultural service. Erdos in pastoral areas of Inner Mongolia, in view of the actual situation of scattered living in the pastoral areas, for the mobile of cultural services in Yijinhuoluo pilot, the mobile of cultural carrier vehicle is the mobile of cultural services, providing books, movies, science and cultural services to meet the herders basic public cultural demand.

Finally ,because of the particularity of geographical and traffic, the Inner Mongolia strive explore a new way of medical service: created a fixed county rural three-level network subject, mobile health service system is added, small family medicine cabinet is terminal, "fixed and mobile phase combination" of new basic health service system. "Mobile hospital" and "medicine cabinet " provide a guarantee for the medical needs of herdsmen.⁸

In addition, in the rural pastoral area of Inner Mongolia, there still exist "science and technology mobile service" with Commissioner for science and technology as the carrier, and the "education mobile service" with "mobile classroom" as the platform, which provides all kinds of effective and public services for the herdsmen.⁹

2.3The mobile cultural public service: Erdos of Inner Mongolia "mobile library", "mobile book house"

Many cultural public services are transported to the agricultural and pastoral areas by means of carriage in Inner Mongolia Erdos initially. This includes books, movies and so on. After years of development, this carriage culture has gradually become a car as the main form of the "mobile library", and according to the actual situation of regional, developed a mobile library specified route content service mode, to provide convenience for readers of public cultural services, to achieve the "ten minutes of urban cultural circle" requirements.

⁷ Liu Yinxi Ren Mei. 110: frontier areas a new form of public administration, public security border "110" prairie in Inner Mongolia case investigation and analysis of the project. China's local government innovation case study report. Peking University Press.2010.

⁸ Liu Yinxi Ren Mei .Mobile Public Service: Innovation of Public Service Supply Mode—Concepts , Logical Starting Point and the Value of Innovation. Chinese Public Administration.2015(8).

⁹ Liu Yinxi Ren Mei .Mobile Public Service: Innovation of Public Service Supply Mode—Concepts , Logical Starting Point and the Value of Innovation. Chinese Public Administration.2015(8).

In addition, Erdos library also established Migrant workers' mobile library in 2011. The Migrant workers' mobile library provides library books, movies, cultural and other forms of public services for migrant workers. This public services solve the migrant workers "library difficult finding and reading difficult problem". It's a kind of convenient public cultural service, enhancing the level of public cultural services and the service efficiency has been significant social repercussions. The Ministry of culture and the social culture department jointly hosted the national cultural construction of migrant workers on-site experience exchange meeting in 2012 getting the honor of " Migrant Workers Cultural Service Demonstration Project ", and commended. Erdos through the "mobile library", "mobile book house" and other forms take the books, movies, science and other cultural resources to the more remote, enjoy basic public services with low levels of farmers and herdsmen around, breaking the geographical restrictions of public cultural services, enhancing the level of basic public services in the whole city. This new type of urban management service innovation has created conditions for the healthy development of cities and the construction of urbanization.

3. The combination of mobile public service and urban management service innovation

The mobile public service is the innovation of urban management, and also the innovation of the supply mode of basic public service. The purpose is to realize the balanced development of the city and speed up the process of urbanization.

The author believes that there is a combination of mobile public service and urban management innovation, which is mainly manifested in the following three aspects.

3.1 Policy guidance to promote the modernization of grassroots governance

First, the policy guided by promoting the modernization of grassroots governance. The Third Plenary Session of the 18th Central Committee of the CPC clearly stated: The overall goal of deepening reform is to improve and develop the socialist system with Chinese characteristics, and to promote the modernization of the national governance system and governance capacity.¹⁰ Grassroots governance is an important component of national governance. As the main body of the national governance system, the city is an important part of the national governance system. The mobile public service is the urban management innovation form under the background of the modernization of the country's grass-roots

¹⁰ Xinhua Net: http://news.xinhuanet.com/politics/2013-11/13/c_125697080.htm.

governance. This approach will continue to innovate urban management, drive urban development, and solve the increasingly complex problems facing the city. Policy guidance embodies the internal agreement between the two parties in carrying out and implementing the party and state policies.

3.2 Promote the equalization of basic public services

Second, the mobile public services promote the equality of basic public services. The 11th Five-Year Plan reports : In accordance with the principle of equalization of public services, we should increase national support for less developed areas, speed up economic and social development in the old revolutionary base areas, ethnic minority areas, border areas and poverty-stricken areas.¹¹ In October 2006, The Sixth Plenary Session of its Sixteenth Central Committee of Chinese Communist Party reports: To perfect the public finance system, and gradually realize the equal basic public services, and will be "more complete basic public service system" clear as the main task of building a harmonious socialist society in China and one of the goals.¹² The 17th CPC National Congress and the 18th CPC National Congress put the realization of the equal basic public services in the important position. In recent years, the government has intensified its efforts to realize the equalization of basic public services. The equalization of basic public services level has become an important index of city development, while the mobile public service is the innovation of the city management service city carried out in response to the national policy call, embodies two as internal fit to promote the equalization of basic public services.

3.3 Guiding the healthy development of the city

Finally, the mobile public services guide the healthy development of the city. Society construction is still the biggest weakness to the healthy development of the city. The central government should increase financial transfer payments, the field of more financial and material resources to the underdeveloped areas of basic education, health care, social insurance, housing security, employment services, between the narrow city areas, basic public service level gap, promote the balanced allocation of resources, the development of equal opportunity, to protect people the healthy and comprehensive development, which is also the

¹¹ Theoretical network of socialism with Chinese characteristics :The 11th Five-Year Plan Reports:
<http://www1.hrbust.edu.cn/xywz/dengxp/news/ReadNews.aspNewsID=2724.2005.10>

¹² Wang Nili. Equalization of basic public service research in national regions. Journal of Liaoning Administration College.2013(2).

fundamental starting point and goal of building a healthy city.¹³ To speed up social construction and realize the equalization of urban basic public services, we need to innovate urban management services. Urban management service innovation can promote the healthy development of the city, and guide the city to properly solve a series of problems in the process of urbanization. Mobile public service is a new management service innovation to solve the problem of urbanization. Through the "flowing" form, the basic public services such as culture, medical treatment and public health are transported to the lower level of urban public service. This way can promote the balanced development of the city and promote the healthy and rapid progress of urbanization.

4. Mobile public service is the exploration of promoting the development of Urbanization

4.1 Enhance the basic level governance concept and governance ability

Since the Eighteenth National Congress of the CPC, China is committed to promoting the modernization of the national governance system and governance capability, and actively improving the governance capability and governance level of governments at all levels. In recent years, ethnic areas have also raised their ability and level of governance, highlighting the continuous transformation of the concept of governance at the grass-roots level. The concept of mobile public service is a typical manifestation of the transformation of the government's social governance in ethnic areas.

Firstly, Coordinated urban development is an important factor in speeding up the process of urbanization. Deformity, blind urban construction will only cause more unnecessary troubles to the city, resulting in greater investment in governance than construction investment. This is not conducive to the healthy development of the city. The mobile public service promotes the coordination among the urban areas through the equalization of basic public services, and solves this problem to a certain extent;

Secondly, The healthy development of a modern city can not be separated from the active cooperation and cooperation among the various departments and organizations within the city. Mobile public service has advantages in promoting inter departmental cooperation, and it provides effective and honest services to all sectors of mobile public services, and contributes to the overall development of the city.

¹³ Zhanyun Wu, Jingjing Dan, Yanan Geng: Evaluation of healthy development of Chinese cities. Regional economic review, [J], January 2015.

Finally, Because of its cross regional infrastructure, real estate, investment scale and other characteristics, from the perspective of resource allocation, infrastructure supply should reach the overall balance in a region or country, insufficient supply and excess supply are not the best.¹⁴ Promoting the mobile public services may be provided for infrastructure mobile sharing, innovative social governance mode and method, promote equal access to basic public services between urban and rural areas, and is conducive to the development of the city faster and better.

4.2 Promote inter departmental exchanges and cooperation, and build a platform of trust and cooperation

The construction of trust cooperation platform is an important factor for the successful operation of mobile public service. It benefits from the frequent communication and cooperation between the host and object departments in the operation of mobile public service, and lays a foundation for its successful operation. With the continuous development of the city and the continuous improvement of urban management services, a series of departments and institutions have been set up to promote urban development. However, the increase of functional departments and the interaction between departments have led to the passive communication among departments, and even exchange barriers, which is not conducive to the good operation of urban management services. Mobile public service is a new type of urban management service based on inter departmental communication and cooperation, which provides a good platform for cooperation among departments. For example, the "Grassland 110" mobile service vehicle in the local police station of Xin Barag Left Banner Inner Mongolia, Police put security, hospitals and fire together in a car. This management innovation virtually increased the cooperation of the three departments of the police, hospitals and fire departments, expanded the service space, facilitated the herdsmen and played an important role in safeguarding the safety of the pastoral areas. In addition, Xilingol, Hulun Buir and other places also effective series from various departments by providing market information, meteorological services and information security services and other forms of grassland tourism, for the exchanges and cooperation between the departments, laid the foundation for building trust and cooperation platform.

4.3 Make up for the lack of public service institutions in some areas

¹⁴ Liu Yinxi RenMei . Prairie areas of social management innovation model: "110" prairie in Inner Mongolia case analysis.Northern Economy.2012(4).

The inequality of basic public services affects the process of urbanization to a certain extent. The lack of public service institutions in the border minority areas is one of the important reasons for the imbalance of basic public services. Taking Erdos in Inner Mongolia as an example, Kangbashi city has the largest libraries, museums, stadiums, medical and other public services to meet the needs of local residents for basic public services. However, the demand for these basic public services is difficult to meet in other parts of the city. This is the result of regional and economic impacts, as well as the lack of regional public service institutions. The rise of mobile public service driven up "mobile police room", "mobile library", "hospital" and "mobile library" and other institutions to make up for the lack of regional public services. The city not far distance but the basic public service in rural and pastoral areas relative lack of equal access to basic public services convenient and high quality possible, it provides the basic public service has made great contributions to the healthy and harmonious development, narrow the gap between regions to promote the development of the city, improve people enjoy equal public services and the possibility of the city.

4.4 Strengthening the construction of service-oriented government

Since the reform and opening up, China's urbanization process has been accelerating, accompanied by a series of problems arising from urbanization. The government has objectively requested the government to change. The construction of service oriented government is an effective measure in the process of government transformation in china. Service-oriented government has highlighted the importance of public service, social management and other functions. Therefore, it is of great significance to promote the realization of equalization of urban basic public services and establish and improve the grass-roots public service system for the construction of service-oriented government. Compared to the central government to build long-term mechanism of basic public service system to the local government as the key subject of the construction of service-oriented government, pay more attention to the innovation of public service supply mechanism. The innovation of public service supply mechanism has become one of the highlights of the process of the construction of the local government service government.¹⁵ Mobile public service is the innovation of the supply of public service. It provides the basic public services such as culture,

¹⁵ Yu Jianxin GaoXiang China's service-oriented government construction basic experience and the future. Chinese Public Administration.2012(8).

medical and health services to the economically underdeveloped areas on an active, convenient and efficient basis. This way of providing public services has promoted the equalization of basic public services within the city, and laid the foundation for the rapid development of urbanization. This form of initiative in providing public services embodies the nature of service-oriented government, while actively exploring the need to promote the development of urbanization.

5. Goals and Prospects

"Mobile public service" is the innovation of social governance in frontier minority areas to cope with the special geographical and social environment of the innovation of public service supply for narrowing the gap between the basic public services within the city, and it guide the coordinated and healthy development plays an important role in promoting the process of city. As an innovative mode of public service supply, mobile public service has a strong universality. This universality is not only limited to the flow of basic public services within the city, but also has the necessity of practical exploration for the flow and sharing of public services across regions and cities. With much land and few people in ethnic minority border areas, traffic inconvenience, politics, economy and culture, medical development level and the eastern coastal city of Beijing, Shanghai, Guangzhou, there is a large gap. Therefore, the "mobile public service" as the basis, to carry out effective cooperation between the government of regional governance theory, to explore the possibility of developed regions and the mainland public service sharing and sharing mechanism, through talent mobile, information mobile and other forms to establish "counterpart support flow mechanism", and jointly promote the rapid development of the urban ethnic minority border areas.

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