From the Perspective of Public Policy, The Public Policy of the New Urban Community Construction is Analyzed

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ABSTRACT

As a means of public governance or an important tool, public policy is a game of interest between social stakeholders and multiple governance subjects based on the formulation and implementation of policy programs. Taking the public toilets in Guiyang flower orchard community as an example, from the perspective of public policy, the public problems of the new urban community construction are analyzed. The purpose is to provide experience and decision reference for promoting the government management innovation and strengthening the construction of the service type government under the new situation.

PROBLEMS AND THE CRUX OF THE PUBLIC TOILETS IN GUIYANG FLOWER ORCHARD COMMUNITY

Guiyang flower orchard community is the largest residential area and office area of Guiyang City, which is developed by Hong Li city group. It is located in Peng Jia Bay, Nanming District, Guiyang, which integrates finance, commerce, education and entertainment, with a total building area of 5600000, with a population of about 50000 people and a real capacity of 500 thousand people. The high population density and frequent flow of population make Guiyang flower orchard community a new type of urban community with large scale floating population in Guiyang. However, in terms of the existing public toilets facilities, compared with the large scale demand, toilets are becoming increasingly prominent. The problem of public

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toilets in Guiyang flower orchard community is manifested in two aspects: external environment and internal environment.

The external environment is mainly due to inadequate market supply and layout of public toilets. The external environment refers to the market demand for public toilets, including the number of public toilets, the layout, the form, the position, the signs, the satisfaction of the local residents, the participation of the public, the standards and standards of the design of the public toilets, the standard of maintenance and the management system. In the field investigation, the most prominent problem is the shortage of supply. Take the flower orchard Wetland Park as an example, there are 4 stations, 4 squats, 1 barrier free squats, and 6 squats for ladies' toilets in each public toilet. There are at least 50 visitors in and out of the orchard wetland park every day (except for special weather). It is estimated that people's toilet time is mainly concentrated at 7 a.m. to 8 a.m. and 12 noon to 1 p.m. About the number and distribution of public toilets, there are about 7-10 public toilets found in orchard Wetland Park. At the center of the Wetland Park, the near and easy to find public toilets mainly have three public toilets, F1, F2 and F3 in the Garden Shopping Plaza, of which the distance from the furthest toilet from the wetland park is 1.5km. In terms of the existence form of the public toilets in orchard, most of them appear in the form of attachment, and the form of independent public toilets and active public toilets is relatively small. In terms of the location of public toilets and the logo of public toilets, the public toilets in the orchard community are mostly concealed, marked by the traditional image of men and women, but the signs are not striking enough. As far as the design and management of public toilets are concerned, the design of public toilets in orchard is lack of humanized design, and the management and maintenance are not very effective. For the satisfaction of public toilets, 15-30 of the 50 respondents were dissatisfied. In terms of the willingness to participate in the design of public toilets, most of those who have a strong willingness to participate are 20-30 years old, and this part of the survey supports the construction of government enterprise cooperation or the independent construction of public toilets by enterprises. If a company Yang thinks, "the purpose of building public toilets is to make money. If you want to make money, you have to run good public toilets and do well in service. As long as the charges are not too ridiculous, I prefer to charge the public toilets.

The internal environment problem is mainly due to the lack of humanistic care in the construction and management of public toilets, and the lack of convenient services and facilities. The internal environment includes the internal configuration of public toilets, hygienic level, public toilet culture, special group attention, maintenance personnel care, technology introduction and so on. At present, in terms of internal configuration, the squatting of public toilets in orchard community is generally designed according to the proportion of 1:1 or 1:2. Most public toilets lack paper towels, hand lotion, drying machines, lack of lactation rooms, dressing rooms and toilets, water tanks also have disrepair problems, few public toilets without hooks, door locks damaged. As far as the concern of personnel is concerned, there
are no maintenance staff or environmental personnel lounges in the ancillary public toilets of the orchard community. Some independent public toilets have been set up, but the conditions are simple. As far as the care of special groups is concerned, there are generally no pagers for special groups. Most of the flushing is manual, and the area is less than 3. In terms of technology utilization, the public toilets in orchard are generally used as inductors. Independent public toilets are generally operated by hand and have no wireless network coverage. As far as the cultural construction of public toilets is concerned, public toilets only exist as a solution to the physiological needs of human beings.

The above problems boil down to the fact that the hardware facilities are difficult to meet the needs of toilets, the humanistic care of software facilities is not enough, and the participation of the masses is not enough. Only by grasping the key link of the construction of the hardware facilities and perfecting the software facilities, from the strategic height of the quality of the national economy and the people's livelihood and the quality of the spiritual civilization, and paying full attention to the construction of the hardware facilities and the public toilet culture, can we find the crux of solving the problem of the public toilets in the Guiyang flower orchard community, so as to improve the community public of the orchard. The social governance of latrine issues should play a due role in promoting and promoting.

POLICIES AND SUGGESTIONS TO SOLVE THE PROBLEM OF PUBLIC TOILETS IN GUIYANG FLOWER ORCHARD COMMUNITY

In view of the above problems, we should further strengthen and improve social governance and mobilize the enthusiasm of all sides to the maximum extent. To this end, in addition to continuing to transform government functions, we must promote reform and innovation in public policy planning and implementation.

First, we should improve the social governance system under the guidance of the government and its management and operation mechanism. We should focus on improving the current design standards of the urban public toilet, and make clear the main body of the public toilets, the subject of responsibility, the way of operation, the minimum area of the public toilets, the signs of public toilets, and so on, to improve the status of the public toilets in the construction of civilized cities, and to examine the public toilets, such as the public health department and the environmental department. Public toilets are not inspected regularly, and the management of public toilets is included in the performance appraisal of staff. Shops and households should be encouraged and encouraged to provide private toilets with appropriate subsidies or other support. We should appropriately improve the level of treatment for the managers of public toilets at the grass-roots level, configure the necessary lounge, endow the managers with certain supervisory rights, and attract higher (junior high school) staff to engage in the management of public toilets as far as possible. New standards of public toilets should be added to further strengthen supervision and implementation.
Two is the establishment of a civil public toilet social organization. Through public affairs, the list of power, the role of the government in the construction of public toilets, the right to protect public toilets construction, the right to participate, to encourage public participation in the construction of public toilets, to provide advice for the construction of public toilets. Actively support the public to set up social organizations of public toilets spontaneously, and give them proper economic subsidies and preferential policies. In the community as the basic unit, set up public toilets report box or open mailbox. In addition, a series of measures or means should be used to expand public participation in public toilet construction, form the participation model of the individual - NGO- government, and stimulate the willingness of people to participate in the construction and management of public toilets in the community.

The three is to play an important role in public supervision and supervision by public opinion. The community and the government should strengthen the publicity of the importance of public toilets, and raise public awareness of health and civilization through booklets, seminars, WeChat public numbers and so on. At the same time, public toilets competitions are regularly held, excellent public toilets are selected and rewards from the corresponding managers are given to punish the unqualified public toilets managers. Set up a handbook of opinion book and public toilet evaluation index in each public toilet, set up the corresponding assessment and reward mechanism, record the unqualified, unsatisfactory public toilets into the blacklist, and give severe punishment to the unmodified public toilet managers.

The four is to encourage enterprises, social organizations or citizens to contract public toilets individually. We should support and encourage enterprises, social organizations, and individual citizens to contract public toilets, attract multiple subjects to participate in the construction and management of public toilets of the community, and sign relevant agreements with the government or local community management agencies. Enterprises should be supported to invest in public toilets, give investment enterprises public toilets advertising rights, and make full use of and tap the potential economic value of public toilets. In addition to signing agreements, the public toilets managed by private contractors should also conduct professional training in the management of public toilets, sanitary knowledge and service concepts. Private persons authorized to operate public toilets may charge the toilet fee in a reasonable and legal range, but the individuals who have poor operation or poor quality of service shall be banned and their contractual management rights are cancelled.

The five is to meet the needs of the people in the toilet. According to the needs of the people to introduce relevant science and technology, use large data to analyze the mass demand, introduce wireless network, public latrine micro TV, human sensor and other equipment, build modern public toilets with the aid of modern technology, fully meet the needs of the masses, pay attention to the needs of special groups, and do a good job of scientific and technological public toilets and provide human nature. Personalization, personalized service. The use of science and
technology to create cultural public toilets, such as suitable music, automatic incense, public toilet comics, green plants, and so on, make full use of the public toilets environment, to create scientific and technological public toilets, cultural public toilets.

The six is to establish a supervision system. The orchard community should be divided into several regions in accordance with certain standards, in each region or in several regions, the supervision of the public toilets in the District, the supervision by the community staff and the social public toilets, and the tasks of uploading and transmitting. The election of inspector is elected by residents of each area, responsible to residents and supervised by residents. For the residents who are in charge of supervision, the community can give them corresponding subsidies and grants, and give them a free discount, such as public toilets.

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