

Urban Governance and National Competitiveness

Zhou Weilin, *Urban Economic Research Institute, Fudan University*

According to the goal of Shanghai to become a global city by the year 2040 and 2050, Professor Zhang Xueliang of Shanghai University of Finance and Economics, proposed that we might as well think about how to build a global city from the view of relationship between Shanghai and the Yangtze River delta group. Today, Shanghai's GDP has been 2.5 trillion, but the amount of economy cannot tell the whole story what's more important is the flow of information, capital, technology and other traffic control, in order to improve the ability of global resource allocation. The GDP of Yangtze River Delta is 12.9 trillion RMB, which is equal to 2 trillion dollars. What is the inner link between the global city and the global urban area in the next 10 years, 20 years and 30 years? It involves the relationship between city and city, the relationship between people and the city, and the relationship between people and people.

The construction of global cities and the global urban areas calls for the cooperation between cities. Gathering different levels in the same geographic area generates considerable benefits. The link between them is achieved by informationalized and urban integration. The wide application of information technology has penetrated into every aspect of life in cities and urban areas. In 2050, Shanghai should be an intelligence-driven city, which embodies the integration of people and people, people and the city, including the urban integration of traffic travel, industrial layout of the city. In the changing process from rigid administrative system to networked global regional system, the issue of city population, the city's population capacity and quality should be considered in the global urban area, and obviously it is far from enough to confine Shanghai to over 6000 square kilometers from the perspective of governance, to address the issues of traffic and immigrant integration, Shanghai should cooperate with surrounding areas to march towards a global city.

Shanghai has become an important international investment city. Ten years ago, Shanghai ranked 190, and now ranks 11 in the world. In the next 10 years Shanghai will be more attractive. Then what makes Shanghai different? Stephen Barter, Consultant chairman of KPMG real

Introduction>>

Under the background of the profound changes of the global economy, improving urban governance has a profound impact on the national competitiveness. Themed by "How to improve urban governance?", six senior scholars have addressed their perspectives on the relationship between Shanghai and the Yangtze River delta group, urban competitiveness, the Internet technology, globalization and urban construction.

estate, believes that if a city in the world wants to be more competitive, it demands cognition and confession of the place, which is very important. The evaluating indicators for the competitiveness of a city include supply of labor; interconnectivity in and out of the city including information accessibility, trade convenience, the credibility of the contract and legal justice; sound governance namely institutional strength and the actions of decision makers, which represented by leadership of decision makers and standards of industry associations; quality of life is important, which reveals the preference of living and shows the quality of public health, education and culture. The best touchstone is the vitality of city. The London City, for example, has encountered numerous problems during hundred years of development history, but it was able to move forward by getting them over. Shanghai now faces the similar challenge and flexibility can be the touchstone.

A City is the place where people meet, live, work and entertain. It should be well governed to make it become a place where people would like to stay. The main reason for people to choose a living place depends on the whole family. How to make people identify themselves with the city? Architecture is the first impression to recognize a city, and values attached with the buildings are able to inspire ordinary people's nature instinct. The most common way is to recognize the public space and then consider the private living standards. In many people's impression, Shanghai is a modern, highly international city with elites from all walks of life. For people who live in Shanghai, they have been intensively influenced by modern technology. Shanghai needs to deal with several challengeable tasks: preserving historical communities while remaining Shanghai element; addressing the issues like high house prices, traffic congestion and air pollution. The challenge for Shanghai is whether its attractiveness could make talented people stay.

Professor Junfu Zhang from Clark University proposed to build a smart city. He took two American cities as examples to show how to use smart phones and internet to improve city governance. The first example is San Francisco's SFpark. SFpark's idea is to solve the problem of parking in the city. The reason why the downtown always congested is that a lot of people are driving back and forth in the city for a parking place. Parking in the United States is nothing more than two kinds of methods, the charging parking lot or in the street. Parking in the street is not free,

and there is a big price difference. If you park the car into the charging parking lot, the fee would be only \$12, and with half an hour over, plus another \$6. What about the price of a street parking? The streets in Boston are \$1.25 an hour. Because the street parking can save a few dollars, so many people choose to park in the street resulting in 30% to 40% cars driving around. What SFpark do is to bury a line under each parking lot, So it is easy to detect whether there are cars parking there, and the driver with the APP can see where there is a car, and the price of parking, and is there any place near the parking lot, It saves people's time to make quick decision rather than looking for park lot. Now there are less people finding a parking lot in the street. The other example in Boston is called Citizens Connect, which has become the informers of the municipal government. If citizens happen to see the streetlights have gone bad without a repair, an untidy house or the grass around untrimmed, they can take a picture and send it to the government. Then the government officials can solve these problems by gathering the information. In fact, Shanghai also introduces big data method into city management, such as Shanghai wechat, blog and government information publication, which is still a long way to go.

Professor Wen-Chi Liao, from National University of Singapore, shared the experience of Singapore in globalization and urban construction. Since Singapore was founded, it has been in continuous pursuit of globalization due to its resources. Gathering the universal talents matters for a global city absorb the wisdom of the world elite, and it is the center of the global economy which can exert a considerable influence on the global economy. It can easily cause the threat of social differentiation, because there are relatively disadvantaged groups in any country, and they are more easily to get hurt. How can we protect them? As a small island city, this is exactly what they must be cautious about. Singapore's urban governance is to strengthen the competitive advantage, basically via the concept of innovation, especially technological innovation to enhance national competitiveness, and create a suitable environment to prevent the negative impact on the local level. If the city wants to maintain the competitiveness of globalization, it is necessary to attract talents and calls for good quality of life. Singapore is a garden city, which focus on park constructions and network building. The green environment has surrounded all the people's lives. Another achievement of Singapore is the energy saving and emission reduction, as a leading role in the world. In 2013, the government of Singapore has put forward the law of energy saving. In

2014, the administrative law of green building was proposed and enacted. The new buildings were required to follow the new regulations while the old ones were reconstructed. Singapore's 85% residents live in the public houses, which has renovated and reconstructed to maintain good environment. The concept of Mr. Lee Kuan Yew is that people should have their own houses and good environment to live. Without all above, it will lead to social differentiation and the citizens will be unwilling to let next generation to guard homeland. Therefore, it is necessary to maintain the environment for people to live.

Professor Zhao Lixia, Director of the Center for Urban Studies and Planning of University of Hong Kong, introduced the management system in Hong Kong. Housing as an important component of a metropolis, which affects people's life quality and urban competitiveness as a whole. Hong Kong upholds free economy, and follows a market-led rule in the residential consumer system. Real estate market is allowed to make decisions by itself, therefore manufacturers, developers and buyers have the rights to make their own decisions. The land property belongs to the Hong Kong government that plays a leading role in the policy-making, while banks are also vital in it. The government would intervene in need but the market owns the final say. The Policy of Public Housing has solved the residential problem of more than 30% people in Hong Kong. The construction is outsourced to the construction companies, and the government is only responsible for the supply. The advantage is that the profits generated by the economically affordable housing can be used to subsidize public rental housing. From the perspective of urban governance, public housing is mainly provided by the government, in fact, other nonofficial participants, including, are appointed to the board of director including economists, accountants and the community members, as well as the organization of political interests, who were appointed to the board of directors. Thanks to such an open governance structure, the quality of public housing in Hong Kong is reliable with comprehensive facilities. The Financial Department has interventions in private operation, and Housing Department will monitor the entire housing market. The interest rate is not controlled because the HKD is pegged to the U.S. dollars.

The role of the mainland government is different. Which is the most efficient way to meet the needs of people? The government directly provides public rental housing to ensure the supply. The Chinese

government promotes the privatization of residential house, so that it brings the guarantee of the assets value. In other words, once you buy a house or an apartment, the value of assets will increase with the economic development which can be the welfare for the aged. There may be other relevant welfare like insurance, pensions, etc.

Professor Ning Yuemin from East China Normal University discussed the city's governance from air quality by adopting an analysis of time and space factors on China's urban air quality. He has calculated two indicators based on the data of Ministry of Environmental Protection in 2014. The first one is pollution rate, which calculates the proportion of days with air pollution in a year. Now the serious polluted areas in China mainly located in North China Plain, Weihe River Plain, including a number of cities in the Yangtze River and Urumqi and so on. Southeast coast and the Yunnan Guizhou Plateau have better air quality with relatively undeveloped industrial scale. There exists obvious difference in urban air pollution between the north and the south. The second indicator is an average index of the air quality of 161 cities. Due to his research, Maoming, Haikou and Sanya lead in air quality as excellent, and most of the coastal cities are good. 49 cities suffered air pollution, among those North China Plain becomes the most serious air polluted region.

The main factors are as follows. China's rapid industrialization and urbanization in the past 20 years, is the main cause of air pollution. Energy structure is mainly based on coal (66.6% in 2012), which occupies a high proportion in the energy consumption. This is a long-term phenomenon, which led to air pollution that is difficult to solve in a short time. In addition to coal, other industrial sectors that easily lead to pollution emissions are important pollution sources. Vehicles, dust especially construction dust become the main cause of PM2.5. There are other factors, such as topography, geomorphology that Sichuan Basin is a typical example. Season and climate can also impact the air quality, for example, pollution in Chinese cities gets most serious in winter because smog is blown from the north to the south but it turns better in summer for the southeast sea wind prevails. Sometimes the air quality would be influenced and controlled in light of official events, e.g., the weather in Beijing is relatively good during APEC summit. China's urban environmental problems are very prominent, which does not happen regionally. The situation in north part is worse than in south.

Translator/Xiao Meng