

Research on the Promotion Strategy of Urban Community Fine Governance

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Abstract

In the process of comprehensively deepening the reform and advancing the modernization of the national governance system and governance capacity, the urban community is the micro-unit of society, and the scope of community governance also involves all aspects of people's lives. Therefore, more and more attention has been paid to the fine governance of urban communities. At present, refined governance has become a trend of social governance. Promoting community fine governance is not only the embodiment of people-oriented, but also the need of improving the level of social governance. Based on the analysis of the concept of community fine governance and its characteristics, this paper studies the problems existing in the process of community fine governance, and puts forward the corresponding strategies.

Keywords

Community; Refined governance; Community governance; Social consultation.

1. INTRODUCTION

Community is the end of state power control and the place where people live. The governance capacity and level of community directly reflect the governance capacity and level of the country, and the community is directly connected with the people. Therefore, the governance of urban community plays a key role in China's social governance system, and it is also an important channel to understand people's livelihood. Combined with the current experience of social governance in China, governance capacity, governance means and governance level need continuous innovation. As a small unit of society, community is the foundation of social governance. Therefore, it is particularly important to promote the fine governance of urban communities, which is of great significance to improve the level of community services and the quality of life of residents.

2. THE BASIC CONNOTATION OF FINE GOVERNANCE OF URBAN COMMUNITY

The word "community" was first proposed by German sociologist Peidinan Toennies, who defined the community as a social community composed of people with common characteristics who are close to each other and live in harmony [2]. Common features mainly include value orientation, interests and hobbies, etc. Since then, the original meaning of the word community has changed gradually after continuous development. At present, many experts and scholars have not given a unified definition of community. The basic elements of community existence include: a certain number of population, the culture recognized by most people, a certain geographical scope and certain infrastructure. The function of community is to maintain social stability, management, service, education and security. To sum up, community is a social

community in which a number of social organizations or social groups gather in a certain region. They have certain cultural characteristics and form an interrelated social community in life.

"Fine management" was first put forward by Taylor, the father of scientific management, in the book "Principles of Scientific Management". The famous quality management expert Dr. Dai Ming proposed to manage for quality. Since then, Toyota's production mode in Japan has had a profound impact on fine management. Fine management is a management idea in 1950s, and management technology has gradually formed in this process. It refers not only to the refinement of service quality, but also to the refinement of social division of labor. By refining the rules, the enterprise can make the organization run efficiently and play a maximum role, which is the core of enterprise operation. Later, refined management was gradually introduced into government management.

Community governance means that multi-party participants (including government, social organizations and community residents) coordinate the Common interests among community members according to the behavioral norms observed by residents in their daily life or according to laws and regulations, and dynamically manage community public affairs in coordination to promote the development of the community and improve the quality of life of community residents.

"Fine community governance" refers to a new governance concept, which carries out precise, standardized and standardized management of urban communities under the guidance of performance objectives. It subverts the traditional rough governance model, and makes the process of community governance refined, the ways of governance diversified and the goals of governance clear. Community fine governance is a kind of governance concept aiming at the diversity of social governance tasks and the complexity of content. The refinement of urban community is to meet the diversity of people's needs at present. While adhering to the concept of people-oriented governance, multiple governance subjects are involved in it and scientific management is applied.

3. CHARACTERISTICS OF FINE GOVERNANCE OF URBAN COMMUNITIES

At present, the fine governance of urban communities in China is beyond the existing governance model. Generally speaking, the fine governance of urban communities has the following three characteristics: flexibility, intelligence and informationization, and rule of law.

(1) Flexibility

The report of the 19th National Congress pointed out that the main social contradictions in our country have been transformed into the contradiction between the people's growing needs for a better life and the unbalanced and inadequate development [3]. Therefore, the ultimate goal of social governance is not only to maintain social stability, but the goal of social governance is gradually changing with the continuous development of society in the new era. Before adopting the new social governance mode, the government often carries out mobilization meetings for community residents to attract community residents to participate in community activities, which is easy to cause rigidity. In the face of unexpected problems, the community only uses rules and regulations to solve, easy to stick to the rules. After the transformation of governance mode, we should pay more attention to flexibility, and combine "flexible governance" with "rigid governance" to jointly promote the fine governance of urban communities.

(2) Intellectualization and informatization

Today, with the rapid development of science and technology, it has become an indispensable way to apply intelligence, digitalization and informationization to fine community governance. Establishing a resource sharing platform through technologies such as big data, cloud

computing and GPS can give full play to the advantages of information sharing and improve work efficiency [4]. At present, informatization is mainly expressed through policy documents, and to really promote informatization, it is necessary to realize the institutionalization of informatization. In the current epidemic period, government departments can accurately understand the action track of community residents through big data comparative analysis, and know whether community residents have been exposed to confirmed personnel, so that the investigation of community personnel is safer and more efficient. Fine community management contributes to the control of epidemic situation by combining intelligence with modern information technology. In the process of using intelligence, network technology and information technology can expand the sources of information and build an intelligent, wide coverage and timely "cloud service" system. Therefore, the work efficiency is improved, and the community fine governance level is improved to a certain extent.

(3) Rule of law

Under the framework of the rule of law, we should promote the fine governance of communities and establish a list of governance standards. For example, social public service list, negative list, power and responsibility list, etc., so as to form a scientific and effective governance system.

4. CHALLENGES OF FINE GOVERNANCE OF URBAN COMMUNITIES

In the process of promoting the fine governance of urban communities, there will be many problems, mainly manifested in the low efficiency and level of community public services in China, and the lack of scientific overall planning and planning for public services. Moreover, residents' participation is not high enough, their awareness of participation is not strong, and the age of participating members is out of balance. The main body of community governance lacks pluralism, and the community public's consultation consciousness and ability are not high. It is these reasons that increase the difficulty of community fine governance. The details are as follows:

(1) The efficiency and level of community public service are not high, and lack of scientific planning

At present, the low efficiency and level of community public service in China are mainly reflected in: First, the quality of talent service needs to be improved. Community public service involves all aspects of life, and daily work is trivial, which requires community service personnel to have higher ideological level and professional ability. At present, there is a big gap in community workers in China, because of poor treatment and low social status. Some people think that what community workers do is the work of aunt of neighborhood committees. This is a great misunderstanding of community workers, so it is impossible to retain high-quality talents. Second, the volunteer service team needs to be further deepened. Volunteers come from different industries, there are some problems, such as low quality, no professional knowledge and lack of work experience. To a certain extent, it is not conducive to the management of volunteers, but also to the fine governance of the community. Third, the government has not invested enough money in exploration and practice. At present, government purchase of social services has become indispensable in the process of promoting community fine governance. Government purchases social services, and social services are committed to resolving social contradictions and problems in the process of promoting community fine governance. Factors such as insufficient funds invested by the government or relatively few social services purchased have become bottlenecks restricting the development of the community, so it is necessary to have a guarantee mechanism as the basis for the operation mode. The low capacity of social service and supply is not conducive to the promotion of community fine governance, and even hinders the development of community fine governance.

With the expansion of city scale and the rapid increase of urban population, the urbanization rate is also increasing, which impacts the original urban management mode. Therefore, it is particularly important for urban management to make scientific overall planning and planning for urban communities. When the government's self-transformation speed can't keep up with the urban development, it will easily cause the government's management authority to deal with the problems between government and society, government and market, so the urban management is prone to fragmentation. However, within the community, there is a lack of scientific co-ordination and division of responsibilities among various departments of the community, and there is no clear division of powers and no set of effective rules and regulations, which is the embodiment of fragmentation of community management. As a result, community work lacks efficiency and overall planning, which easily leads to waste of public resources. In the process of promoting community governance, the development of anything is not achieved overnight. The fragmentation of community governance will also bring many problems. On the one hand, the excessive vertical stratification of power at the community level easily leads to the overlapping of power functions, so it is easy to have the phenomenon of power prevarication, which leads to the lack of overall planning of community governance. On the other hand, the community itself has multiple attributes. There are community residents committee, owners committee and other organizations in the community. Each department of the community performs its own duties, and there is also a competitive relationship between them. Therefore, the management of the community is constantly fragmented.

(2) The participation degree of community residents is low, and the age of participating members is unbalanced

Urban community residents are the main body of community governance participation. Community residents can give full play to the supervision role of residents in community governance by participating in social activities to create a harmonious community atmosphere. At present, the problem of community in our country is that the community residents are not active enough to participate in community governance. The community governance awareness of residents has not yet formed, and they feel that community governance is the government's business and has nothing to do with themselves, and their sense of responsibility is poor. Although many residents live in urban communities, urban community residents are composed of a certain number of migrants who migrate from all over the country. Different from traditional rural communities, a village consists of one surname or several surnames. Most urban community residents don't know each other, and many of them get to know each other after being neighbors. Therefore, urban residents don't have a strong sense of belonging to the big family, and even are in a passive state of participating in community governance, lacking real initiative. Only when their own vital interests are involved will residents pay attention to the affairs in the community, which increases the difficulty of fine governance of urban communities to a certain extent and hinders the development of the community. The participation rate of urban community residents is low and often belongs to elite participation. Elite participation in the community generally includes community managers, retired cadres, party members and so on. In community governance, the age of the residents participating in the community is out of balance, while the young and middle-aged people who should play the main role are not interested in participating, which hinders the promotion of fine community governance. Therefore, in order to achieve refined governance, it is necessary to increase the participation of residents.

(3) The main body of community governance lacks diversity and the governance work lacks vitality

The main body of community governance includes government, community and social organization. In the process of community fine governance, it is necessary to clarify the

responsibilities and management authority of each participant and give full play to the role of governance subjects. Governance subjects should discuss and solve the problems in the process of community fine governance. The relationship between them should complement each other, and they need coordination and cooperation in their work to play a role in promoting the fine governance of the community. However, in the current governance system, the government occupies the main position, other participants obey the arrangement of the government, and the relationship between the government and other participants is in the leading and led relationship. The pace of community fine governance is determined by the government, which makes other governance subjects more dependent on the government and cannot participate in community governance equally with the government. This situation will lead to other governance subjects playing a relatively small role in community governance. The lack of vitality in community governance and the unequal status among the subjects are not conducive to other governance subjects playing a greater role in community refinement governance.

(4) The community public consultation consciousness is weak, the consultation ability is not high

In the process of fine governance of urban communities, Chinese community residents generally have insufficient understanding of community consultation, and their consultation ability is not high. The weak sense of consultation is mainly reflected in the low participation of community residents in activities. Community masses not only refer to community residents, but also refer to other organizations in the community, including individual members in the organizations. It is of great significance for community consultation to improve the overall consultation consciousness of the community public. Community people's awareness of consultation is not strong. Besides the unwillingness of community subjects to participate, community people lack confidence in consultation and think that consultation cannot effectively solve problems. It is for these reasons that the community public's awareness of consultation is generally weak. For the community masses, self-interest is the dominant factor, and the overall interests of the community and the public spirit of the community have not yet taken root in the community, lacking the soil for growth. Therefore, the public interest oriented community consultation awareness needs to be improved. It is because of the weak sense of consultation that leads to the low negotiation ability of community residents. As far as community residents are concerned, they are short of long-term participation in community consultation. They are used to doing everything by the neighborhood committee of the community. It needs a gradual process from arranging to solving problems independently. The low negotiation ability is reflected in two aspects: one is the lack of community residents' ability to understand and understand problems. When a problem in the community is beyond their cognitive scope, it is impossible to negotiate to solve the problem. Second, the community public's consultation means and ability are insufficient. In the process of negotiation, it is difficult to reconcile without certain ability, and even quarrel or violence will occur.

5. STRATEGIES OF PROMOTING FINE GOVERNANCE OF URBAN COMMUNITIES

The problems in the fine governance of urban communities need to be solved by corresponding strategies, and the corresponding solutions are different for different problems, which requires us to analyze specific problems. The strategies to solve the problem are as follows:

(1) Adhere to people-oriented, improve the efficiency and level of community public service

People-oriented is the core concept of fine governance of urban communities, and it is the starting point and foothold of all work. Different from the idea that the efficiency of enterprise's refined management comes first, community refined governance takes the needs of individual

human beings as the focus of public policy making and social service [6]. While pursuing economic growth, the government should also consider the needs of the people, and provide high-quality, all-round and multi-faceted services for the people in urban infrastructure construction, social security and public health. People-oriented means taking the interests of the people as the starting point and safeguarding the fundamental interests of the overwhelming majority of the people. Government response is a process of communication, communication and reply between residents and the government's credibility, information and technology. Therefore, in view of the public's demands, the government should actively respond and establish an effective channel of communication between residents and the government. Fine governance of urban communities cannot be separated from the government. The government should combine community autonomy with government response to resolve some potential problems from the source. Understand the needs of residents and help them. In terms of community welfare, the government can make up for the blind spot of community management by purchasing social services. For example, social services help communities solve problems in the fields of pension, disabled people, and re employment of residents. Through the mode of signing contract between the government and social services, this is also the embodiment of people-oriented. It is necessary to optimize the internal management mechanism between the government and the government through the correct management mechanism.

(2) Encourage residents to participate and promote wider community mobilization

Urban residents are the main body of the community and the main force participating in community construction and social governance. In the current new social governance pattern, it is necessary to promote the extensive participation of residents and achieve wider community mobilization [7]. It is necessary to encourage residents to participate in the management of social affairs with a sense of ownership, give full play to the role of the people as masters of the country, and ensure that their communities govern themselves under the leadership of the party. There are many ways for residents to participate in community governance. Generally speaking, there are two main ways to participate. One is organizational participation, and the other is individual participation of residents.

Organizational participation is a process in which community residents participate in one or several community organizations to carry out community activities or community services. There are three ways to participate in organizations: first, residents participate in community activities as community volunteers. For example, the residents voluntarily set up a companion group for the elderly. At present, the proportion of elderly people in China is heavy, young people can't take care of both work and family, and they lack companionship for the elderly. Old people will gradually break away from society after retirement, and their physical and psychological conditions are not optimistic with age. Setting up an elderly companion group in the community can not only relieve the pressure of young people, but also take care of the physical and mental health of the elderly and form a good community atmosphere. Secondly, the establishment of recreational groups in the community can not only give the community residents the opportunity to show their talents, but also enrich their cultural life. For example: dance team, chess team, etc. At the same time, the residents can also enhance the feelings between the neighbors, widen the distance between people, and have a strong sense of belonging to the community. Third, the community residents self-government through self-consultation. For example, the community residents spontaneously set up the community supervision committee and the community consultative conference hall to provide suggestions for the fine governance of the community through their own experience and ability, so as to form an atmosphere of "everyone for all" and "everyone for me" in the community, and form a wind of active participation in community governance and construction. Residents' individual participation means that community residents directly participate in community activities as

individuals. First, community residents communicate directly with neighborhood committees, feedback personal opinions or community problems to neighborhood committees, and offer suggestions on community governance or development issues. Secondly, community residents participate in community activities as individuals to develop. Contribute for the community. For example, take part in tug-of-war competition organized by community, community dance competition, etc. Community activities, whether through organizational participation or individual residents' participation, must attract the widest participation of community members in the process of social governance, so as to promote the growth of community talents and cultivate a group of own elites for the community. By cultivating these community backbones, we can further provide sufficient talent guarantee for the fine governance of the community.

(3) Integrating community resources and encouraging multiple subjects to participate in community governance

The traditional model of fine governance in urban communities is that the government provides the governance standard only, the administration dominates the integration governance process, the administrative instruction is issued to the community for implementation, and the community executes according to the documents issued by the government, thus forming a unified governance pattern of the government. The lack of competitiveness in the internal mechanism of the community inevitably makes the community governance less energetic and ineffective. In the process of promoting community fine governance, it is not only to use the administrative means of the government to govern the community, but also through the government, community residents, social organizations and other participants to carry out community governance.

The participation of multiple entities in joint cooperation is an inevitable trend to promote the comprehensiveness and integrity of community governance. The governance and development of the community must rely on the overall resources of the community. If we can integrate the various resources of the community and give full play to our advantages, it will inevitably promote the progress of community governance refinement. From the perspective of community development, the five major resources of "people", "things", "scene", "culture" and "products" in the community can be integrated, which is also the five major directions of community development. "people" refers to human resources, the creation of life and the yearning for a better life. "things" refers to material resources, that is, the maintenance of public goods in the community and the development of regional characteristics. "scene" refers to environmental resources, that is, the protection of community environment and the advantages of local environmental resources. "culture" refers to cultural resources, and a good cultural atmosphere in the community is essential, that is, the development of community activities and the education of community members. "products" refers to financial resources, that is, local economic support. Among these five kinds of resources, human resources are the core, and community workers should fully tap the potential of community residents and give full play to their own advantages. Community workers should fully mobilize residents' enthusiasm, encourage residents to participate, regard everyone as a potential person, and mobilize all available resources by finding their superior perspective, so that community residents can play a role in community governance through self-management and self-service.

In addition, in the process of promoting diversified participation in community governance, government departments, social organizations, neighborhood offices, property centers and other subjects and institutions should participate in community governance. Under the guidance of government departments, formulate reasonable community management rules, standardize community action, strengthen the scope of community governance, clarify the responsibility of the main body, multi-party bodies and institutions to participate in the

community governance can put forward targeted suggestions. It is also necessary to improve the working mechanism between the main bodies of community governance, form a new governance mode of joint governance and multi-party participation and mutual supervision, so as to further improve the fine governance level of urban communities. The role played by social organizations in the process of community governance should not be underestimated. Social organizations have great advantages in resolving social contradictions and serving people's livelihood, which can involve social activities, cultural activities, health, education and training, etc. By integrating community resources, we can maximize the ability of each subject. The cooperative governance mode is adopted, and the participants make full use of their advantages to ensure that the governance standards are authoritative and professional. In the process of promoting the refinement of community governance, we should supervise each other, form a governance pattern of co-construction, co-governance and sharing in the whole society, and improve the level of community governance.

(4) Strengthen community consultation and cultivate citizens' consultation consciousness

Cultivating citizens' awareness of consultation and improving citizens' ability of consultation is an important step to promote community consultation. Interest coordination is the core of urban community governance, so that people's demands can be expressed and contradictions can be mediated. Community consultation is the channel to meet the diverse needs of community residents and solve community problems. With the development of society, the problems in the community need not only to be solved by the government, but also to encourage residents to participate in solving community problems. Many problems in the community can not be solved by the government, but can be solved by integrating community resources and encouraging multi-subjects to participate in consultation under the leadership of community committees. Community consultation can help community autonomy, help community development and solve practical problems for community residents [8]. Through community consultation, we can not only narrow the scope of community problems, but also avoid cumbersome procedures. Allowing residents to participate as volunteers can reduce human input, reduce human costs and save governance costs. Community residents can get a more comprehensive understanding of community problems and know the effect of community problem solving by joining the consultation team.

Community consultation is a process in which all stakeholders negotiate for each other's interests and finally move towards cooperation. Empowerment and empowerment of residents, through institutionalized and standardized consultation, make community autonomy and democratic consultation become a part of daily life of community residents [9]. Establish the operation mechanism of community fine governance, set up the community governance platform, integrate community resources, make the responsibilities of participants clear, and solve problems quickly. Participants work together on the community governance platform, build a public service system for community fine governance, effectively solve the problem of community fine governance, and improve the level of community fine governance.

Cultivating citizens' awareness of consultation can also be guided by external forces, that is, the two committees take the lead and social workers help. The two committees refer to the community party branch committees and community committees, especially the community party branch committees, which lead the community governance and at the same time establish the idea that various governance subjects participate together. Encourage community workers, community residents and social organizations to participate in community consultation with the sense of ownership, and strengthen the residents' sense of consultation through the two committees, so that they can actively participate in community affairs. Social worker assistance refers to that when the community fails to reach a consensus or is not clear about a certain issue, the community staff will participate in it to explain the relevant issues, so that the public can

clarify the interests in the negotiation and express their opinions on the basis of equality awareness, so as to ensure the smooth negotiation. Through the leadership of the two committees and the help of social workers, the community residents can gradually understand and adapt to the group decision-making agenda, participate more actively in the consultation and improve the public spirit.

6. CONCLUSIONS

Promoting the fine governance of urban communities is not a one-step process, but can only be achieved through the joint efforts of various participants. The fine governance of urban communities does not only need the government to promote the multi-subject response from top to bottom, but also needs to be "bottom-up" in the practice of promoting the fine governance of urban communities, encouraging community residents to actively participate and forming a good mass base. Fine governance of urban community needs a process of gradual exploration, which is constantly improved and developed in practice. In the process of continuous exploration, community workers have gradually found a new mode of community governance, accumulated work experience, more effectively solve community problems, and provide new ideas for community fine governance. In the process of community governance, adhere to the core concept of people-oriented and multi-center governance and holistic governance, apply modern information technology to create an environment of "everyone cares about community governance", and truly realize the refinement of community governance.

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