Supplying Community Integrated Services to Serve Urban Residents in Daqing Oilfield Better

Hong-yan XUE¹,*  Li-min MA², Cui-juan GAO² and Chang XU²

¹Economic Management Institute of Northeast Petroleum University, Petroleum and Economic Management Research Centre of Northeast Petroleum University
Daqing, 163318, China

²Institute of Economic Management, Northeast Petroleum University
Daqing, 163318, China

*Corresponding author

Keywords: Community complex services, Charity store, Community support for the aged.

Abstract. The community complex services is the abbreviation of the community comprehensive commercial body. It refers to the community building model of supermarket, convenience store, disposal of used goods, laundry, bank, catering and medical service. Through the study of the development strategy and model of the Daqing oilfield community complex services, there is great significance to improve Daqing community business, meet the residents' consumption, change the city's appearance, expand the employment, improve the commercial modernization and comprehensive competitiveness, and can serve the residents of the Daqing Oilfield Community better. These methods can promote the district Construction similar.

Daqing Oilfield is the largest oil field in China and Daqing is a typical resource-dependent city. The community where the employees of Daqing Oilfield live has a very obvious characteristics, that is single occupational, the parents of many families work in Daqing Oilfield has the same commuting time. The management unit of the community is also a property management unit of the Daqing Oilfield. it is import to build the community complex of Daqing Oilfield, and it can be served the residents and the employees of Daqing Oilfield well.

Necessity of Building Daqing Oilfield Community Complex

The community complex services is the abbreviation of the community comprehensive commercial body. It refers to the community building model of supermarket, convenience store, laundry, bank, catering and medical service. The construction of the community complex involves the innovation of the business model and the innovation of the community management work. At the same time, it can provide assistance to the social security functions such as health care, community pension, charity assistance and so on. Through the study of the development strategy and model of the Daqing oilfield community complex, it is of great significance to improve the community commerce in Daqing, to meet the residents' consumption, to change the city's face, to expand the employment, to improve the commercial modernization and the comprehensive competitiveness and to serve the residents of the Daqing oilfield better.

Overall Planning Idea of Daqing Oilfield Community Complex

According to the specific conditions of various districts in the property management department of Daqing oilfield, the general idea of the community complex in Daqing oilfield is to take community as the basic unit, rely on all kinds of community service facilities and take the government public service, mining area comprehensive service and social public service as the main function, and the property management department unite the community, police and doctor and develop a community comprehensive service which serve the residents with the main body, the facilities, the perfect function, the rich content, the perfect team and the reasonable mechanism. Among them, government public services mainly include labor employment, medical insurance, family planning...
service, civil affairs service, Party building service, social security comprehensive management, economic statistics service, health services and so on. The comprehensive service for the mining area mainly includes the comprehensive services provided by the property, heating, garden greening, medical and health, commuter bus, retirement management, and childcare, as well as the convenience and benefit service of the convenience and breakfast stores, which are set up by the property management community. The public service mainly relies on the contact service station of the party members of the oil field community, forms the organizations of various social groups such as the elder sister's studio, and carries out voluntary service items such as social donation, charity supermarket, old material replacement supermarket, mutual aid, and so on. The function of community complex can be seen in Table 1.

Table 1. Introduction of community complex in Daqing oilfield.

<table>
<thead>
<tr>
<th>Function</th>
<th>Government public service</th>
<th>Mining area comprehensive service</th>
<th>Social public service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service</td>
<td>Labor employment, medical insurance, family planning service, civil affairs service, Party building service, social security comprehensive management, economic statistics service, health services</td>
<td>Safety and security, heating supply, garden greening, medical and health, commuter bus, retirement management, childcare, breakfast service</td>
<td>Social donation, charity supermarket, mutual aid</td>
</tr>
</tbody>
</table>

Basic Mode of Daqing Oilfield Community Complex Construction

The community complex of Daqing oilfield should establish a community service complex integrating government public service, mining area comprehensive service and social public service. The construction of community service complex should be based on the principle of moderate population, convenient service management, effective allocation of resources and relatively complete functions, it should be reasonable planned and overall planned. The total area of the service facilities included in the comprehensive service body of each community should be between 10-20 thousand square meters, the service radius should be 1 kilometer, and the service population should be 20-30 thousand. In the layout of the site, we should try to choose community service facilities with better and relatively complete service facilities, large radius, and more population. In the division of functions, according to the “Trinity” pattern of government public service, mining area comprehensive service and social public service, it can be divided 7 functional areas including the property customer service, government service and convenience service, health service, elder service, childcare service, charity service, and other functional areas. The community complex can integrate and maximize these services through sharing of various functional areas.

Measures of Building Community Complex in Daqing Oilfield

Strengthening the Construction of the Co-construction Network

According to the “Trinity” pattern of community service complex, all parties have plans to improve the infrastructure step by step, and gradually establish a network of community service facilities. The civilian service facilities and special service facilities and service outlets can meet the increasing demand for service of community residents. The Daqing oilfield community should establish a “six in one” construction network, which is jointly participated by the property management department, community residents 'committees, the kindergarten or the school, the community health service station, the community policeman and the Party member contact service station of the oil field community.
Develop Various Convenient Services through Building Various Platforms

Daqing oilfield community can develop a service system involving government public service, social service and comprehensive service of mining area. This service system can be effectively connected and deepened to realize the comfort and convenience of the living of the residents. Daqing oilfield community can build a comprehensive platform including public service platform, charity service, the platform for “respecting the old and the young”, the platform of culture and entertainment, and the platform of volunteering service to provide service for the residents. Through the construction of the government service hall, the police office and the public service outlets, government public services such as the government labor security, medical insurance, family planning service and social security can be extended to the community. At the same time, the public service units such as postal, finance, telecommunications, gas and other public service units are encouraged and guided to serve in the community to achieve “one door” service and “one window” service. These methods can meet the diversity of living demands of the residents. By advocating “convenient consumption in the community, convenience service for the family”, the establishment of a civilian service hall is necessary, mainly carry out complex functions including the residents shopping, catering, laundry, family service, express delivery and other service projects. The property management department can build a civilian service hall which can provide community residents with the maintenance service through the establishment of a series of emotional liaison officers and other suits. At the same time, the community health service station can service people by providing the residents with the “five in one” medical and health service which includes prevention, health care, health education, physical rehabilitation training and baby birth advising, the community health service station facilitate the community residents by carrying out the appointment registration and the green two-way referral greatly. The community can always have a healthy human environment and healthy population.

The community can try to provide services for the children and primary school student through community kindergartens and the setting up of 4 o'clock class. [2] “Respecting the old” can be realized mainly through the service stations of the party members of the oil field community, the old university and the aged activities room, to provide service for the elderly, make them enjoy the life of the old. At the same time, we should explore the establishment of day-care centers, provide day-care services for empty nest elder and disabled elderly people, and promote the continuous extension of community home care services. The community should establish youth volunteer service teams and party members' caring small teams, organize social public and voluntary activities, establish community charity supermarket, people can donate household appliances and food to the charity supermarket, the poor can get the donations from residents in the charity supermarket, charity supermarket can not only do charity, but also reduce the burden of household waste disposal. Charity supermarkets can receive donations from residents 'homes and other company, and donated items must be kept clean and hygienic. The goods of the charity supermarket can be provided to two groups of people: temporary farmer-workers who come to Daqing to work firstly, and poor people in the community. If residents want to buy goods from charity supermarkets, the proceeds from the sale can be used as charitable funds to donate to people living in difficulties in the community. Charity supermarket Operational mechanism can be seen in Figure 1. The youth volunteers provide the community residents with helping the disabled and helping the disabled. The party members teams mainly carry out social donations, service and service supervision, and promote a new atmosphere of social civilization and a harmonious atmosphere.
**Strengthen Standardized Management and Train Professional Service Staff**

In accordance with the overall requirements of the Daqing oilfield mining area service, based on the property management, medical, childcare, retirement and other basic services, The community should manage the supermarket, breakfast shop as well as charging hall and daytime care center, and other new civilian service services according to the state and industry standard. We should give full support to the role of the property customer service department, do the basic service of maintenance and management well, give full support to the whole team role of the community health service station, provide comprehensive medical and health services, give full support to the role of kindergarten teachers, provide service for the healthy growth of children, and pay attention to the role of community service personnel and run a good street community. The community complex can play its full role by leading various service projects, giving full play to the role of volunteer service teams and doing community public welfare services well.

**Promote Mechanism Innovation and Improve the Relevant System of Community Complex Construction**

Daqing oilfield should establish community service complex organization to straighten out the relationship between government, enterprises and social organizations, to clarify the functions of each functional area, to implement the responsibility of the main body, to improve the relevant system, to promote the standardization, brand and chain of the construction of community service complex, and to improve the suit service quality and service level.

Under the leadership of the community service group, the co-construction units should set up the corresponding linkage system for the “one key call” service which integrates five service contents, clear the interface, clear the responsibilities, implement the responsibility, and ensure the rapid and effective implementation of the services of the “community service complex”. The community service information platform should be set up in the customer service department of the property service. The “community service complex” page or column should be set up to realize the sharing of information of community residents and services, and promote mutual platform and sharing of resources. In order to adapt to the community development and the needs of the residents, the community service complex should seek the opinion of the residents and the opinions of the owners committee, discuss the feasibility of the service projects in demand, develop the community service projects continuously, implement the entry system for the new service projects, and implement the access after the review of the community service linkage group.

The construction of the community complex involves the innovation of the business model and the innovation of the community management work. At the same time, it can give full support to the social security functions such as health care, community pension, charity assistance and so on. It is a new type of community operating mode with high consumer dependence. The construction of Daqing Oilfield community complex should be combined with Social security, community pension, community service, childcare services, medical care, property management, etc, and make full use of
the characteristics of Daqing resource-based cities to create a community complex with Daqing characteristics.

Conclusion

Building Daqing Oilfield community complex is of great significance to improve the community commerce in Daqing, to meet the residents' consumption, to change the city's face, to expand the employment, to improve the commercial modernization and the comprehensive competitiveness and to serve the residents of the Daqing oilfield better. The community complex of Daqing oilfield should establish a community service complex integrating government public service, mining area comprehensive service and social public service. In order to make community complex operate well, we should take these measures such as strengthen the construction of the co-construction network, develop various convenient services through building various platforms, strengthen standardized management and train professional service staff, promote mechanism innovation and improve the relevant system of community complex construction.

Acknowledgement

This research was financially supported by the University Youth Social Science Foundation of Northeast Petroleum University: the research on the management of urban residents' living garbage reduction and management (NEPUQN2014-104)

And it is supported by another project which is Philosophy and social sciences of Heilongjiang Province Planning Project: research mode and path of energy cooperation between China and Russia Belt and Road Initiative strategic perspective (16GJB01)

References

[1] Feishumei, the practice of mining area social management based on the “community service complex” model, Daqing Social Science. (2012)45-49