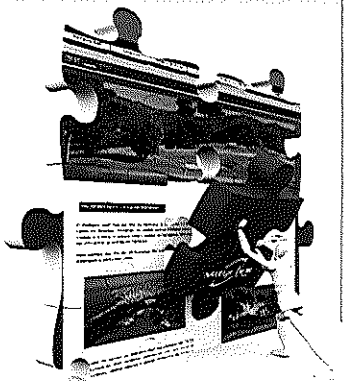


# Connecticut 2.0

## *Gone Digital*

**Toward a more Open Government**

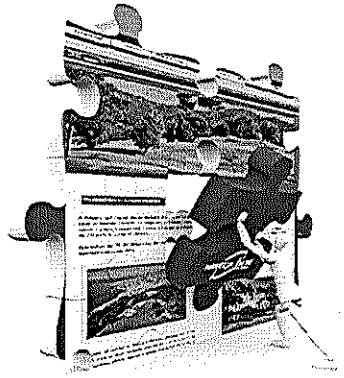
**Participation • Transparency • Collaboration**

**Planning & Development Committee**

**Public Hearing on eGovernment Bills: SB402 & SB519**

PC America & MiteySites
Scott Coleman Feb 14th 2011

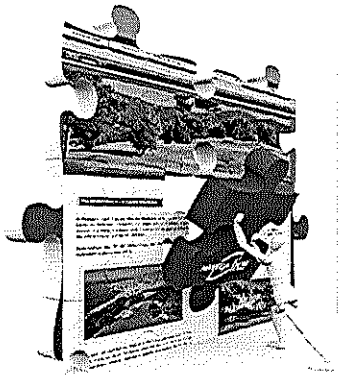
# Testimony supports Municipal-oriented eGovernment Bills



**Both sides of the aisle recognize the need & opportunity for a municipal eGovernment initiative**

- SB 402: require the state to create a municipal web portal to assist municipalities with e-government initiatives
  *- Senator Doyle, Representative Guerrera*
- SB 519: expand e-government technology services that are designed to improve and foster communication between residents and their local government
  *- PRI Committee: Senator Kissel, Representative Mushinsky*

# What is eGovernment

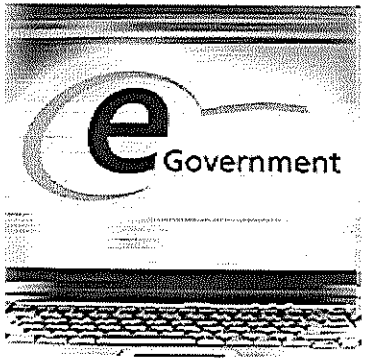


- Short for electronic government, also known as e-gov, digital government, online government, or connected government.
- The use of technology to enhance the access to and delivery of government services to benefit citizens, business, and employees
- E-Government should enable anyone visiting a government website to communicate and interact with government employees via the Internet

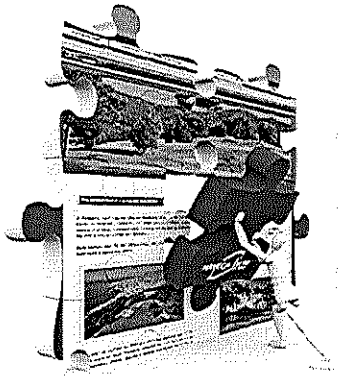
- The focus should be on;
  - The use of Information and communication technologies, and particularly the Internet, as a tool to achieve better government.
  - The use of information and communication technologies in all facets of the operations of a government organization.
  - The continuous optimization of service delivery, constituency participation and governance by transforming internal and external relationships through technology, the Internet and new media.

- The primary delivery models of e-Government can be divided into:
  - Government-to-Citizen or Government-to-Consumer (G2C)
  - Government-to-Business (G2B)
  - Government-to-Government (G2G)
  - Government-to-Employees (G2E)

- Four kinds of activities take place:
  - Pushing information over the Internet, e.g.: news, events, meeting schedules, minutes, notifications, etc.
  - Two-way communications between the agency and the citizen, a business, or another government agency; users engage in dialogue with agencies and post problems, comments, or requests to the agency.
  - Conducting transactions, e.g.: tax returns, applying for services and grants.
  - Governance, e.g.: online polling, voting, and campaigning

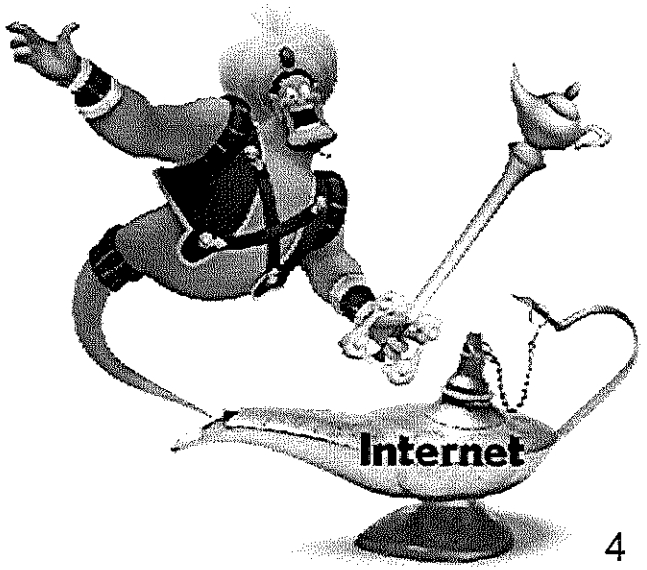


# Harness the power of the Internet



By harnessing the collaborative nature of the web, Connecticut has the potential to engage the public like never before. The web can foster better communication and allow people to participate in improving the operations of their government.

By listening to its customers, government can provide better services, focus on their most pressing needs, and spend their tax dollars efficiently. I hope that the legislature will choose to invest in the web as a strategic asset and make these goals a reality. The residents who interact with their government online expect, and deserve no less

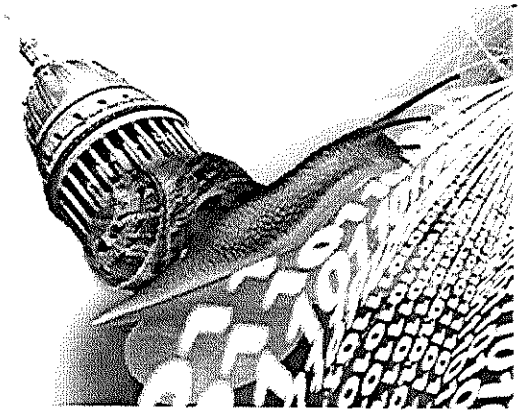


# Problem: Putting Citizens First:

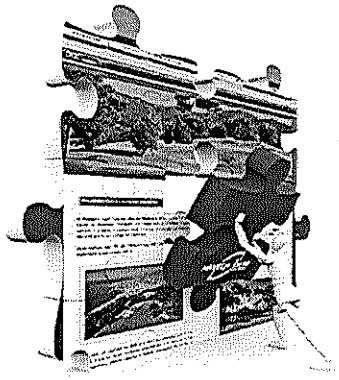
***Federal Web Managers Council White Paper***

## The current state of government online communications

- "The importance of the Internet has grown exponentially over the last decade, but the government's ability to provide online services to the American people hasn't grown at the same pace. Building this capacity will present one of the biggest challenges—and most promising. We need to build on the groundswell of citizen use of the Internet and social media, and make people's everyday interactions with their government easier and more transparent."
- "Many websites tout organizational achievements instead of effectively delivering basic information and services. Many merely provide one way transmittal of government-speak. Many agencies focus more on technology and website infrastructure than improving content and service delivery. Technology should not drive our business decisions, but rather help us serve the needs of the American people."



# Federal eGovernment Directive



- The election of Barack Obama as President of the United States has become associated with the effective use of Internet technologies during his campaign, and in the implementation of his new government in 2009

- On January 21, 2009, newly elected President Obama signed one of his first memorandums - the Memorandum for the Heads of Executive Departments and Agencies on Transparency and Open Government[40] In the memo, President Obama called for an unprecedented level of openness in Government, asking agencies to "ensure the public trust and establish a system of transparency, public participation, and collaboration." The memo further "directs the Chief Technology Officer, in coordination with the Director of the Office of Management and Budget (OMB) and the Administrator of General Services (GSA), to coordinate the development by appropriate executive departments and agencies [and] to take specific actions implementing the principles set forth in the memorandum."[40]

- President Obama's memorandum centered around the idea of increasing transparency throughout various different federal departments and agencies. By enabling public websites like recovery.gov and data.gov to distribute more information to the American population, the administration believes that it will gain greater citizen participation.

# President calls for Open Government:
## Greater Transparency, Participation, Collaboration

Transparency and Open Government

Memorandum for the Heads of Executive Departments and Agencies

SUBJECT: Transparency and Open Government

My Administration is committed to creating an unprecedented level of openness in Government. We will work together to ensure the public trust and establish a system of transparency, public participation, and collaboration. Openness will strengthen our democracy and promote efficiency and effectiveness in Government.

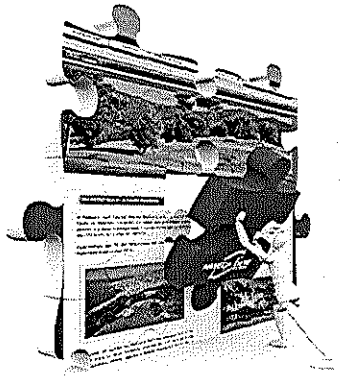
Government should be **transparent**. Transparency promotes accountability and provides information for citizens about what their Government is doing. Information maintained by the Federal Government is a national asset. My Administration will take appropriate action, consistent with law and policy, to disclose information rapidly in forms that the public can readily find and use. Executive departments and agencies should harness new technologies to put information about their operations and decisions online and readily available to the public. Executive departments and agencies should also solicit public feedback to identify information of greatest use to the public.

Government should be **participatory**. Public engagement enhances the Government's effectiveness and improves the quality of its decisions. Knowledge is widely dispersed in society, and public officials benefit from having access to that dispersed knowledge. Executive departments and agencies should offer Americans increased opportunities to participate in policymaking and to provide their Government with the benefits of their collective expertise and information. Executive departments and agencies should also solicit public input on how we can increase and improve opportunities for public participation in Government.

Government should be **collaborative**. Collaboration actively engages Americans in the work of their Government. Executive departments and agencies should use innovative tools, methods, and systems to cooperate among themselves, across all levels of Government, and with nonprofit organizations, businesses, and individuals in the private sector. Executive departments and agencies should solicit public feedback to assess and improve their level of collaboration and to identify new opportunities for cooperation.

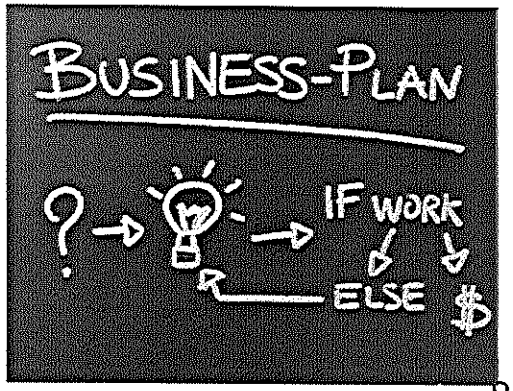
I direct the Chief Technology Officer, in coordination with the Director of the Office of Management and Budget (OMB) and the Administrator of General Services, to coordinate the development by appropriate executive departments and agencies, within 120 days, of recommendations for an Open Government Directive, to be issued by the Director of OMB, that instructs executive departments and agencies to take specific actions implementing the principles set forth in this memorandum. The independent agencies should comply with the Open Government Directive.

# PRI Committee study: Scope did not consider Municipalities

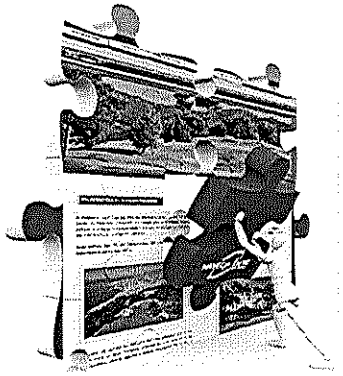


Recommendations (Bill to be raised by PRI):

- Adopt CT.gov and DOIT template
- Establish an egovernance structure
- Create 19 member e-government board
- Identify business and customer service needs; develop strategies
- Establish eGovernment function within DOIT
- Develop eGovernment Strategic Plan
- Annual agency IT plan mandate
- Adopt performance measurement goals



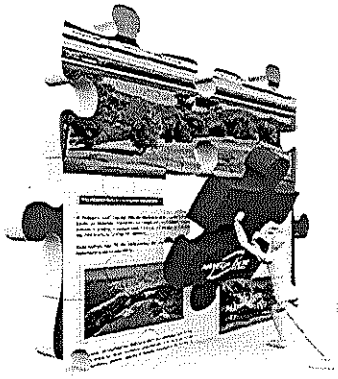
# CT municipalities fail to make the grade



e.Republic's Center for Digital Government and *Digital Communities* Program today announced the top-ranked local governments in the 10th annual Digital Cities Survey. The survey recognizes municipalities that successfully incorporate information technology into operations to better serve constituents and businesses. Recognized cities have continued to realize operational objectives despite financial challenges, strategically investing to maximize dollars and effectively conduct the business of government. "This year's winners continue to demonstrate the transformative power of information technology," said *Digital Communities* Director Todd Sander. "Economic conditions are bringing about a fundamental rethinking of local government structures and support strategies. It is clear from the results that digital technology is a critical factor in helping organizations not only maintain, but actually improve service delivery when faced with fewer employees and smaller budgets."

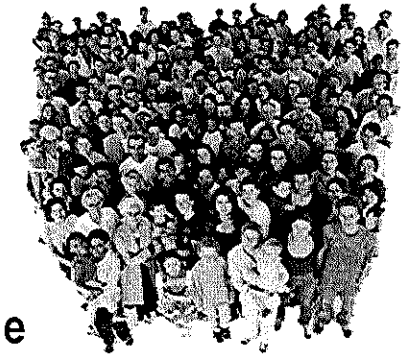
| DIGITAL COMMUNITIES 2009 RANKING by Population | | | |
|---|---|---|---|
| **30-75K** | **75-125K** | **125-250K** | **250K+** |
| Flower Mound, TX | Santa Monica, CA | Norfolk, VA | Corpus Christi, TX |
| Jupiter, Fl | Arvada, CO | Lincoln, NE | Miami, FL |
| **Manchester, CT** | Roanoke. VA | Irving, TX | Tampa. FL |
| Charlottesville, VA | Richardson, TX | Winston-Salem, NC | Aurora, CO |
| Boynton Beach, FL | West Palm Beach, FL | Alexandria, VA | Louisville, KY |
| Delray Beach, FL | Ann Arbor, MI | Hollywood, FL | Tucson, AZ |
| Annapolis, MD | Independence, MO | Madison, WI | Riverdale, CA |
| Lynchburg, VA | Lee's Summit, MO | Salt Lake City, UT | Mesa, CA |
| Azusa, CA | Pueblo, CO | Cape Coral, FL | Virginia Beach, VA |
| Missoula, MT | Westminster, CO | Lakewood, CO | Chandler, AZ |
| Wellington, FL | Lawrence, KS | Santa Clarita, CA | Kansas City, MO |
| | Ogden, UT | Hampton, VA | Honolulu, HI |
| | Boulder, CO | Scottsdale. AZ | New York City, NY |
| | Schaumburg, IL | Modesto, CA | Plan, TX |
| | | Richmond, VA | Houston, TX |
| | | | San Antonio, TX |

# Proposed Legislation seeks to address Municipal eGov issues

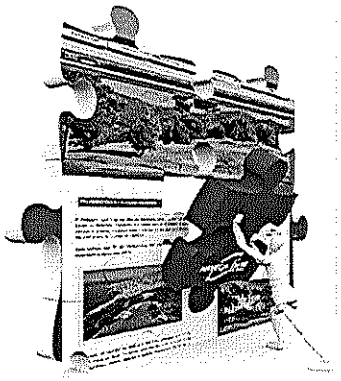


- Public apathy, low level of public participation, high distrust of government
- Only one CT municipality scored high in Digital Cities website survey
- Municipal web sites not keeping pace with private web development
- Some municipal eGov efforts stuck in last century
- 169 communities doing their own thing
- Lacking standardization
- No collaboration
- No data sharing or centralization
- Duplication of efforts
- High cost to municipalities for web development
- Little in-house technical experience or expertise
- Low use of social media, interactivity or multimedia
- Opportunity: State & Municipalities seek new, non-tax revenue streams

THE Public Interest

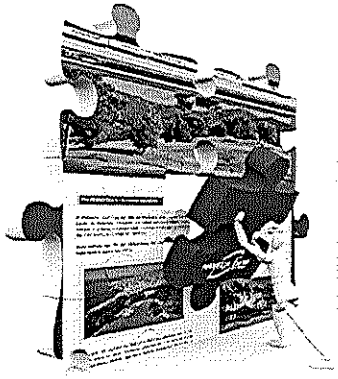


# Caveats in drafting request for legislative action



- **No/Low cost, or self-funding**
  - Costs can be offset through on-site advertising
  - Excess will be returned to the participating municipalities
- **No municipal mandates**
  - Participating communities volunteer and receive compensation based on level of participation
- **Supports Federal Open Government directives**
- **Follows PRI Committee staff study recommendations**

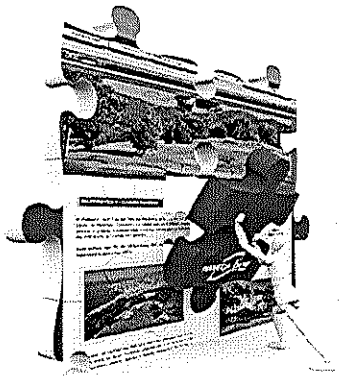
# Site Feature Sampler:



Municipal visitors tailor their experience to suit individual preferences by selecting which communities and what information they wish to view

- Community News
- Event & Meeting Calendar
- Meeting Agendas & Minutes
- Local announcements
- Public Safety, Highway & Traffic Alerts
- Announcements
- Job Center
- Realty Listings
- Most Wanted
- Economic Development Opportunities
- Public Polls & Surveys
- Rec Center
- Dedicated content for Kids, Teens, Parents, Seniors
- Tips & Advice
- Education News
- Adult Ed Courses
- Business News
- Suggestion Box
- Public Comments & Feedback
- Public Multimedia Center – share photos, video
- Statewide Lost & Found
- Social networking
- Etc., etc

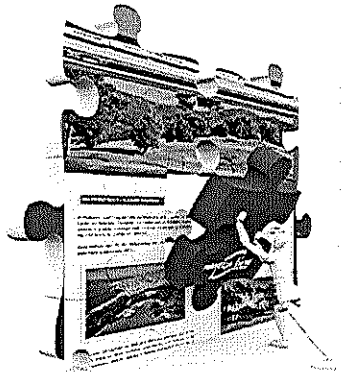
# Requested Bill Modifications



- **Consolidate SB 402 & SB 519 into a single Bill, SB 402**
  - Components:
    - Establish single statewide municipal portal website
    - Create Municipal Webmaster position w/in DOIT
    - Create Municipal eGov eGov Marketing Manager w/in DECD to define site, specify cross-community content and interact with Municipalities
    - Establish annual statewide eGov contest
- **Redefine SB 519: To establish a statewide eCommerce Portal benefiting state-located businesses and generating revenues for the state**

# West Coast dominates eSuccess:

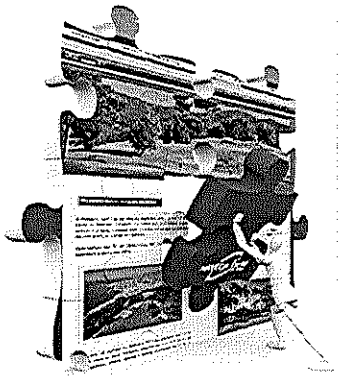
## Connecticut is missing out on revenue opportunity



| | | | |
|---|---|---|---|
| 1. | Google | CA | $ 30 Bil |
| 2. | Ebay | CA | $ 9 Bil |
| 3. | Twitter (200 Mil users) | CA | $ 6 Bil |
| 4. | Flickr | CA | $ 4 Bil |
| 5. | Facebook (500 Mil users) | CA | $ 2 Bil |
| 6. | Myspace | CA | $ 2 Bil |
| 7. | Craigslist | CA | $200 Mil |
| 8. | Wikipedia | CA | $ 2 Bil |
| 9. | Yahoo | CA | $660 Mil |
| 10. | Apple (itunes) | CA | $ 2 Bil |
| 11. | Amazon | WA | $ 32 Bil |
| 12. | MSN,Bing (Microsoft) | WA | $ 2 Bil |

*$'s = estimated revenues or valuation

# SB 519 (w/ suggested modification):
# Establishes eCommerce Business Portal



- **Establish a quasi-public corporation to enable the state, and its businesses to capitalize on potential revenue streams afforded by Internet eCommerce opportunities**
  - Generate revenues for state, participating municipalities, and their businesses
  - Provide a platform through which state-located small businesses are able participate and more effectively compete in their respective global markets
  - Help state consumers save on their purchases/needs
  - Provide an offset to lost Internet sales tax revenues
  - Employ tested strategies similar to successful eCommerce leaders

  - To generate revenues through established practices:
    - Advertising (i.e.Google),
    - Partner fees (i.e.Amazon, Ebay)