



Open Government: Leveraging Transparency to Improve Agency Performance



IBM Business Analytics Government Forum
Washington, DC
May 4, 2011



Office of Citizen Services and Innovative Technologies

Dr. David L. McClure
Associate Administrator





My Message



- Context: The Ecosystem
- Data.gov: The impact of democratizing data
- Giving government information and services daylight
- Using analytics for effective feedback

**Transparency
Participation
Collaboration
Innovation**

GSA's Office Of Citizen Services and Innovative Technologies

Nation's Focal Point for Information and Services Offered by the Federal Government.

- Experienced Leadership Cadre and Team
- Goal is to Provide New Ways for Citizens, Businesses, Other Governments, and the Media to Easily Obtain Information and Services from the Government Web, e-mail, in Print, and Over the Telephone.
- Provide high-quality Customer Service to the Citizen.
- Provide Citizens with Simpler Access to Government Services.
- Make Government More Transparent and Accountable.
- Lead Information Technology initiatives that Advance the President's Technology Agenda, including innovative e-Gov Initiatives and Cloud Computing Initiatives.



Major Components of OCSIT

- Agile and flexible Cloud Infrastructure
- Agile Application Delivery
- Host USA.gov
- GobiernoUSA.gov
- Search.USA.gov
- E-gov initiatives
- IaaS/PaaS

Office of Information Technology Services and Solutions

Citizen Services

OCSIT
Data/Analytics Driven

Center for Innovative Technologies

- Deliver Customer Service to Citizens via: Web, Social Media, Mobile, Phone, e-mail, print etc.
- Federal Citizen Information Center
- Center for Customer Excellence
- Mobile Apps
- Citizen Engagement Platform

- Cloud Computing
- FedRamp (Govt.wide security C&A and continuous monitoring of Cloud Services)
- Apps.gov
- Data.gov
- Open Government Initiative/Citizen Services Dashboard
- FedSpace

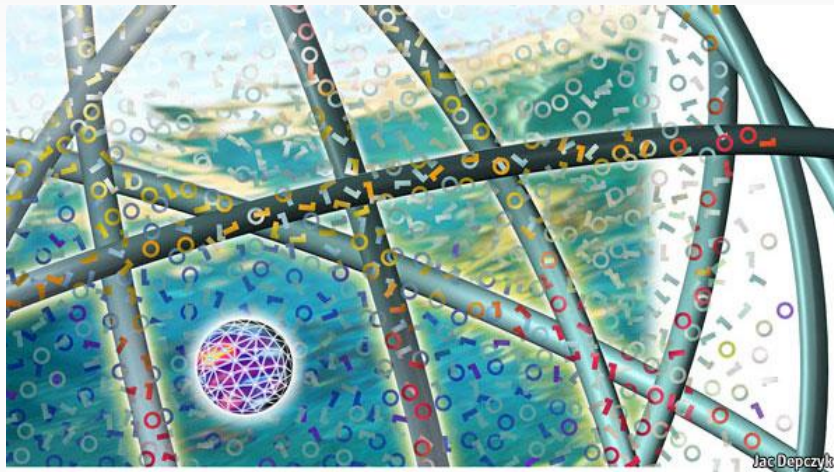


Context: The Industrial Revolution of data is here

“Data is the flint for for the next 25 years.”

Ray Ozzie

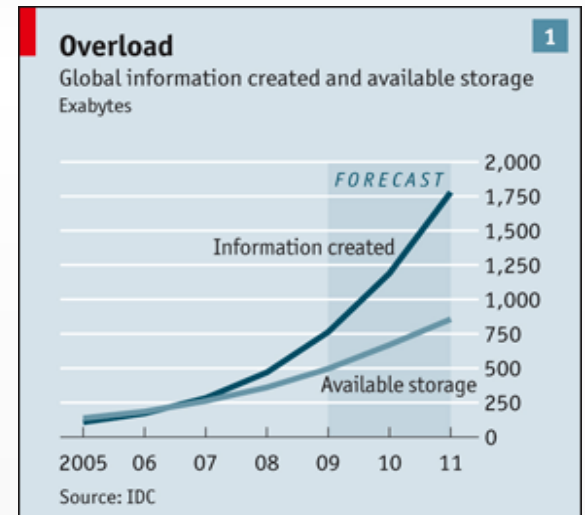
Chief Software Architect
Microsoft



Jac Depczyk

actual affiliates alternatives application behaviors business common conditions data date
decision **design** development etc experience fail failure fast features
g00171161 gartner id important improvement inc interaction invest lack measure mistake needs number
organizations page process project proven publication real requirements
research reserved rights root scenarios selection solution speed **system**
technology tools usability **user** user-centered user-friendly validation view visual
web website

Volume of digital information increases tenfold every 5 years



Will information creation exceed storage?



Context: Moving information & knowledge to the user



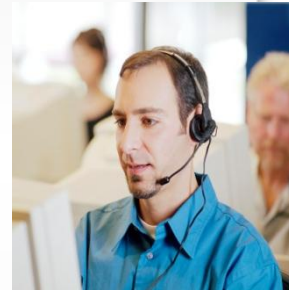
Agency CxOs

Program Manager



Strategic and Budget Planners

Customer Relationship Manager



IT Operations

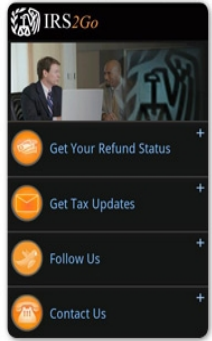
Business Process Analyst



Elected Officials



.... and to the public



IRS2go Internal Revenue Service




IRS2go is an IRS-developed app designed to help taxpayers in several ways. The app lets taxpayers check on the status of their refund, sign up for helpful tax tips or get the most recent IRS Twitter feeds. Download IRS2go, then connect with the IRS whenever you want, wherever you are.

Tags: IRS, tax, tax refund, tips



Decline of the info producer vs. consumer paradigm





Context: Maximum sharing and flow of information and knowledge

As big an issue *outside* your organization as *within* it

- YouTube is now **second largest search engine** in the world
- 1.5 million pieces of content shared **daily** on Facebook
- On-line newspaper readers are **up 30%**
- 250 million visitors **each month** to Myspace, YouTube, and Facebook (*none were around 6 years ago*)
- Mobile devices will be world's primary connection tool to the Internet in **2020**



Context: Search analytics is alive!

Google

altavista

bing

Ask.com

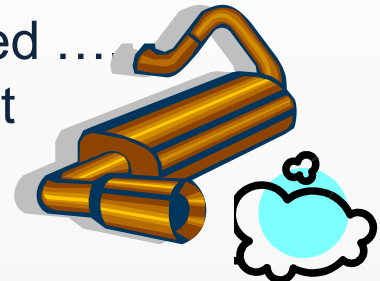
Search.USA.gov

YAHOO!

- Less time looking for information and then analyzing it
- Structured searches tied to trusted and well-indexed government web sites



Data exhaust – trail of clicks that users leave behind, where value can be created ... using algorithms that push more relevant search terms to top of lists





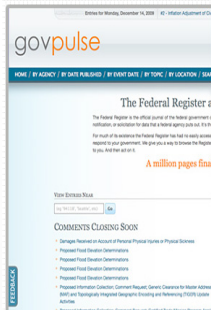
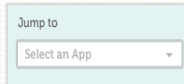
Context: Entrepreneurs are Welcome!

Bob, Dave, Andrew Embody Spirit of (Near) Frictionless Participation

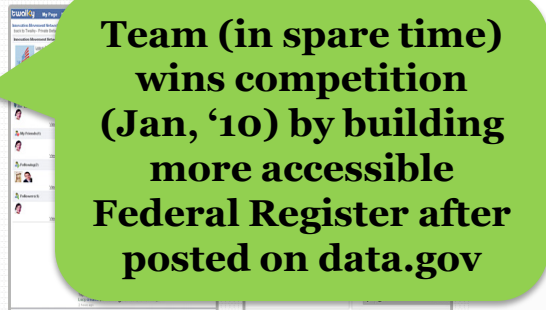


APPS FOR INNOVATION DEVELOPER CONTEST

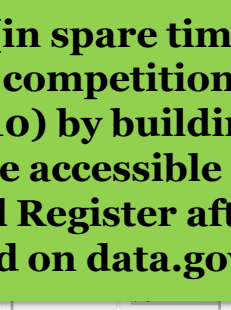
The contest asked developers to build apps that demonstrate one of two categories: how innovation and entrepreneurship are impacting the U.S. economy or apps that help consumers advance policy goals that support innovation. The contest was open to apps for any type of device or any Web platform.



GOVPULSE
WINNER



INNOVATION
MOVEMENT NETWORK



ONLINE TOWNHALLS
3rd PLACE

Team (in spare time) wins competition (Jan, '10) by building more accessible Federal Register after posted on data.gov



Inspires AOTUS (March, '10) to designate team as lead designers for modernized "daily newspaper of the federal government"





These intersecting trends = New realities

Information Management, Business Intelligence,
Knowledge Management

To mention a few.....

- *Self service* knowledge workers and consumers
- Exploration + free-form analytics (co-exist)
- Simple interface and plain language
- IT pushed to develop simpler, low-effort and agile application designs
(e.g., *OMB IT Reform Plan* calling for agile development and solution delivery in months not years)



“Smart Government”

Data.gov -- Democratizing Data

DATA.GOV
EMPOWERING PEOPLE

HOME DATA TOOLS COMMUNITY METRICS OPEN DATA SITES GALLERY WHAT'S NEW

USDA FARMERS MARKET GEOGRAPHIC DATA
Longitude and latitude, state, address, name, and zip code of farmers markets in the United States

Earthquake and Tsunami Datasets and Information

- Worldwide M1+ Earthquakes, Past 7 Days
- RadNet Map Interface for Near-Real-Time Radiation Monitoring Data
- Search other related datasets
- World Earthquake Interactive Map Demo

SEARCH OUR CATALOGS

Search our catalogs.. SEARCH

DATA AND APPS



- 379,933 raw and geospatial datasets
- 949 government apps
- 236 citizen-developed apps
- 44 mobile apps
- 172 agencies and subagencies
- Suggest a dataset or app!

COMMUNITIES



Come explore, discuss, meet others in the same field, and develop the data and apps in the community that you care about. Join in the discussions by going to communities below that interest you.

OPENDATA

SEMANTICWEB

OPEN GOVERNMENT



Latest News: Japanese Earthquake and Radiation Data

Real-time alerts and data related to the earthquakes off the coast of Japan and radiation levels in US.

From Data to Interactive Analytical Views

Welcome to the Socrata console. Type help for help.

```

{
  meta: {
    view: {
      name: "2018 Report to Congress on White House Staff",
      category: "Government",
      totalRecords: 499,
      columns: [
        {id: "1", name: "Staff"}
      ]
    }
  }
}

```

More Views
 - Download: Download in various formats
 - Comments: Read comments on this dataset
 - Embed: Embed this player on your site
 - API: Access this Dataset via SODA
 - Print: Print this dataset

Access Data Programmatically through a Consistent API

DATA.GOV
 2009 Report to Congress on White House Staff
 As released by the White House. Here is the title and salary of every White House Office employee.

NAME	STATUS	SALARY	PAY BASIS	TITLE
Zichal, Heather R.	Employee	\$100,000.00	Per Annum	DEPUTY
Zelman, Allison L.	Employee	\$50,000.00	Per Annum	POLICY
Young, Latoya A.	Employee	\$58,511.00	Per Annum	RECOR
Young, Katherine H.	Employee	\$42,000.00	Per Annum	STAFF
Yeager, Jr., Reginald D.	Employee	\$60,232.00	Per Annum	RECOR
Yeager, Jennifer	Employee	\$66,300.00	Per Annum	SPECA
Wright, Jessica N.	Employee	\$85,900.00	Per Annum	DEPUTY
Wong, Shale L.	Employee	\$0.00	Per Annum	POLICY
Witt, Abigail	Employee	\$45,000.00	Per Annum	SPECA
Winter, Melissa	Employee	\$102,000.00	Per Annum	SPECA
Wilson, Samuel A.	Employee	\$45,000.00	Per Annum	DEPUTY
Wilson, Christina R.	Employee	\$130,000.00	Per Annum	SPECA
Williams, Sharmela A.	Employee	\$74,000.00	Per Annum	ASSIST
Williams, Marie J.	Employee	\$55,000.00	Per Annum	BOARD
White, Patrick M.	Employee	\$45,000.00	Per Annum	EXECUT
White, Chio	Detailee	\$65,393.00	Per Annum	ANALYS
Whitchard, IV, David J.	Employee	\$45,900.00	Per Annum	ASSOCI
Weiser, Philip J.	Detailee	\$172,000.00	Per Annum	SENIOF
Webster, Meredith A.	Employee	\$120,000.00	Per Annum	SPECA
Wear, Michael R.	Employee	\$45,900.00	Per Annum	EXECUT
Watson, Takesha R.	Employee	\$43,800.00	Per Annum	SPECA
Watkins, Kyle D.	Employee	\$45,000.00	Per Annum	SPECA
Wang-Lewis, Adam	Employee	\$55,000.00	Per Annum	POLICY
Totals		\$38,796,307.00		

Explore Data Interactively

California Drug Payments by County
 Line chart showing monthly payment trends from 2008 to 2012.

Green Cities Density Map
 Map of the United States showing green cities density with a legend and search bar.

Create Rich Data Visualizations

Socrata
 2009 Agency Expenditures
 Performance: 45,784 (100%) vs 800 (100%) vs 300 (100%)

Top Views

View Name	Views	Rate
Average Salary and Number of Staff	712	15.75%
Spending by Employee Status	660	15.12%
Detailees	104	0.45%
Employees by Type	95	0.23%
Budget Line Items	45	0.11%

Measure Data Usage & Civic Engagement

Discuss

more info The column headers should have descriptive info. It is very hard to decipher as is.

Reply Inappropriate

last year

fra123 fra123 great job obama for the list did bush show list no!

Reply Inappropriate

last year

Promote Participation

Building Communities

The collage displays four screenshots of the DATA.GOV website's community pages:

- Open Data:** A page titled "Open Data" with a sub-header "Data.gov > All Communities". It features a "CONGRATULATIONS" message for becoming part of the open data community and a "VIEW MORE" button.
- Health Data Community:** A page titled "HEALTH DATA COMMUNITY" with a sub-header "DATA.GOV / HEALTH". It includes a "WELCOME TO THE HEALTH DATA COMMUNITY" message and a "HEALTH INDICATORS WAREHOUSE" section with a "VIEW MORE" button.
- Law Data Community:** A page titled "Welcome to the Law Data Community" with a sub-header "DATA.GOV / LAW". It features a "WELCOME TO THE LAW DATA COMMUNITY" message and a "DEEPWATER HORIZON RESPONSE" section.
- Learn:** A page titled "LEARN" with a sub-header "DATA.GOV". It includes sections for "Data.gov in the Classroom", "Shout Out to Teachers", "K-12 EDUCATION", "UNIVERSITIES", and "EDUCATION IN THE WORLD".

Communities

Restore the Gulf ✓

Open Data ✓

Semantic Web ✓

Health ✓

Law ✓

Ethics ✓

Agency points of contact ✓

OECD ✓

Developers ✓

Open data research ✓

Climate ✓

Education ✓

Energy ✓

Marine and coastal ✓

Foreign trade products ✓

Statistics ✓

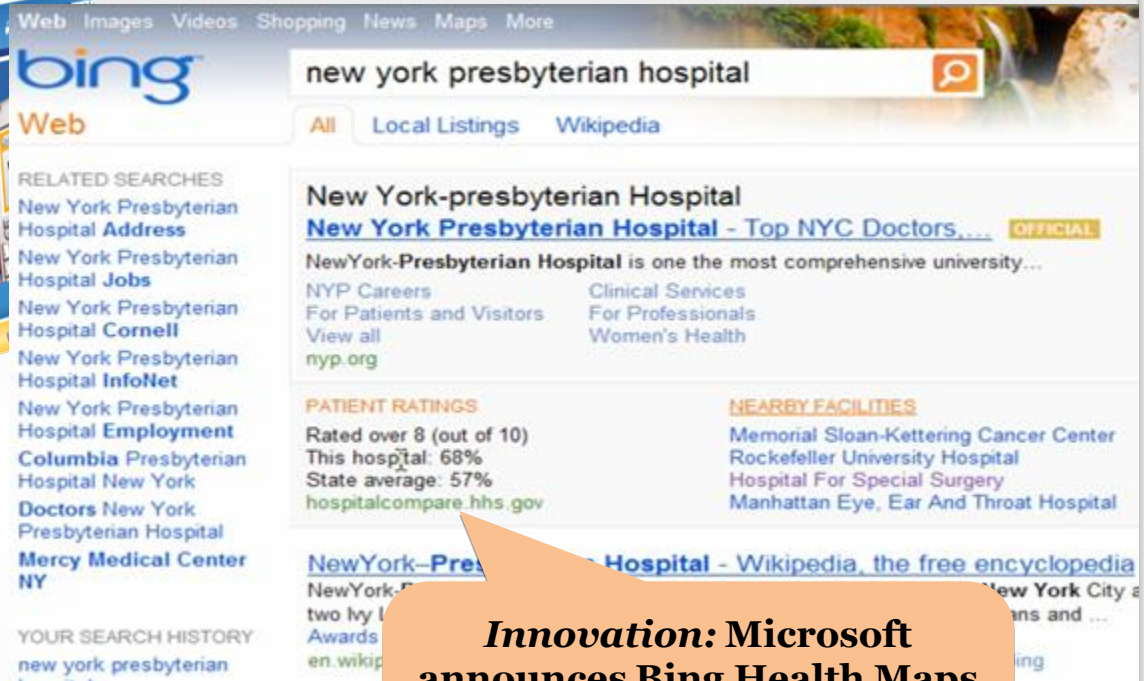
Food ✓

Geospatial ✓

Human rights ✓

Open Government Ecosystem – Outreach to Developers

HHS Community Health Data Initiative (CHDI)

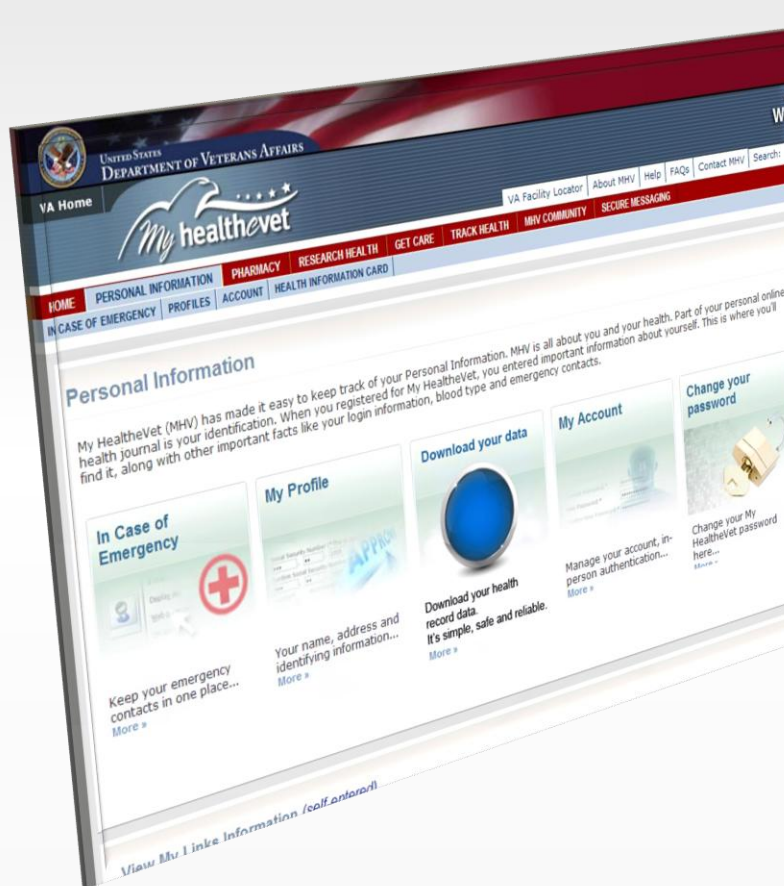


HHS launches CHDI June 2nd - demonstrating 20+ apps recently built or improved by innovators across the country using data HHS has made public (with much more to come)

Innovation: Microsoft announces Bing Health Maps and the incorporation of “Hospital Compare” data in search results

“Blue Button” Liberates Personal Health Data

An On-line Tool for Veterans, Medicare Recipients



My Medicare.gov
The Official U.S. Government Site for Medicare

Welcome, Chris Smith | Sign Out

What are you looking for? [Search](#) [FAQ](#)

[3] Messages | My Account | [Live Help](#) | [Print](#) | [Help](#) | [Español](#) | [A A](#)

[Home](#) | [Claims](#) | [Plans & Coverage](#) | [My Health](#) | [My MSP](#)

[On the Go Report](#)

Home » [Breadcrumb](#) » [Breadcrumb](#) » [Breadcrumb](#)

[Download My Data](#)

On The Go Report: John Owen

Personal Profile

Name:	Nancy Hoyle	Date of Birth:	11/23/48	Part A Effective Date:	6/12/2000
Address:	1234 Main Street Baltimore MD, 21244	Gender:	Female	Part B Effective Date:	6/12/2000
Home Phone:	410-123-3456	Weight:	190lbs		
Email Address:	sample@email.com	Blood Type:	AB+		

Recent Plan Changes

Primary Insurance XYZ expired on 01/22/2010

Emergency Contacts

Name:	Nancy Hoyle	Name:	Nancy Hoyle
Address:	1234 Main Street Baltimore MD, 21244	Address:	1234 Main Street Baltimore MD, 21244
Relationship:	Sister	Relationship:	Sister
Home Phone:	410-123-3456	Home Phone:	410-123-3456
Work Phone:	410-123-3456	Work Phone:	410-123-3456

★ Open Government & engagement continuum





Challenge.gov – easy, simple



Log in Sign up

HOME

FIND CHALLENGES

Search e.g.: "Apps" or "Health"

Search

Challenge.gov is a place for citizens and government to solve hard problems together.

Sign Up and Participate or [Learn More](#)



Featured Challenges

1 2 3



Apps for Healthy Kids

Created by U.S. Department of Agriculture

\$60,000 in prizes to create innovative, fun and engaging software tools and games that encourage children directly or through their parents to make more nutritious food choices and be more physically active.

[View details](#)

Winners tbd
About 7 hours left

\$55,500
in prizes

10
supporters

I Support This

BROWSE

GOVERNMENT CHALLENGES

Categories

- Science & Technology (2)
- Environment (2)
- Health (3)
- Education (17)
- Economy (3)
- Defense (2)
- International Affairs (1)
- Immigration (1)
- Test Category 2 (2)

GSA

Recent Challenges

Departments &

A Collaboration Platform is Alive!



Returning User? [Forgot Password?](#)

Your Email:

Password:

Remember Me

LOG IN

[Home](#)

[How it Works](#)

[Find Tools](#)

[✔ Sign Up](#)

[Help](#)

[Contact Us](#)



Engage the public

with tools that are free* and policy compliant. That's easy!

* free for federal agencies only

Benefits

- free
- hosted by GSA
- 508 Compliant
- secure(C&A)
- customizable
- statistics

[How it Works](#)

Sign Up

1 Sign Up

for free, policy-compliant tools.
(Federal agencies only)
[Get Started Now!](#)

2 Pick

your product. Right now, we have blogs and a challenge tool
[Find Tools](#)

3 Build

we'll build it for you, send you an email when it's ready
[How It Works](#)

4 Customize

Select a theme, upload your logo, add content.
[Learn more](#)

See our tools in use

The USA.gov team used our blog to gather public input on their site.



Check out our Release Blog

We've set up a blog where we'll share release notes, news and tips to help you get started.



Expanding collaboration governmentwide

 An Official Website Of The United States Government

 **FEDSPACE** Alpha
Connect. Discover. Share.

[Sign In](#)

Connect With People



Find and save contact information and follow colleagues' activities in most federal agencies.

[Learn More About FedSpace](#)

Discover Content



Not everything is project-based. Find topics ranging from telecommuting, retiring from the federal workforce, and more.

Create And Share Content



Write your own blog posts, contribute to group work, and more

Participate In Communities



Get work done in project teams across agencies: share documents, drafts, discussions, and much more.

[Get Started Now](#)

What's FedSpace?

Designed "for Feds, by Feds," FedSpace enables government employees to work securely and collaboratively across agencies by leveraging common tools, making content and resources available more consistently, and providing web 2.0 technologies.

Learn more about what makes FedSpace so different and how it can work for you

[Learn More](#)

News & Announcements

20 New Communities in FedSpace

Sept, 28, 2010

FedSpace Alpha users have already made a splash in FedSpace, starting a number of new communities and discussion forums.

FedSpace Alpha Releases

Sept, 10, 2010

FedSpace makes its debut in the Alpha release. Over 150 Alpha users were invited to try out the...

Join In!

What's going on in FedSpace?
Communities and Discussions on topics like ...

- ✓ Section 508 and IT accessibility
- ✓ Data Visualization
- ✓ Earned value management
- ✓ Cloud computing

...and more!

Get Your feet wet in FedSpace - Join us as an alpha user!

[Get Started](#)

 [Internet](#)

Services to Citizens via Multiple Channels





Simple, Plain Effective Public Interfaces

Home | FAQs | Site Index | E-mail Us | Chat

Get E-mail Updates | Change Text Size **Español**



SEARCH

1-800-FED-INFO (333-4636)

Search Trends Osama bin Laden Death | 9/11 | Flood Warnings | Green Card Lottery

Get Services

Explore Topics

Find Government Agencies

Contact Government

Assistance and Recovery After Disasters



Get Help

If you need help following recent tornadoes or other declared disasters, apply for assistance at 800-621-3362 (TTY: 800-462-7585).

- **Apply for Assistance**
- **Recover and Rebuild**
- **About Tornadoes**

GO TO FEMA.GOV

◀ || ▶ 1 2 3

POPULAR TOPICS

1. Government Jobs
2. Benefits
3. Government Auctions
4. Vital Documents
5. A-Z List of Agencies

Just for You ...

- Citizens
- Businesses and Nonprofits
- Government Employees
- Visitors to the United States
- Seniors
- Military and Veterans

MORE AUDIENCES

Featured App: IRS2go

Check your tax refund status, sign up for tips, and much more. [Learn more >](#)



FIND MORE APPS

Take Our Poll

If you're getting a tax refund, what will you do with it?



- Add to savings
- Buy food
- Pay bills
- Buy non-essentials
- Other

VOTE TO SEE RESULTS

How Your Customers Find You is as Important as What They Find When They Get There

The screenshot shows the Search.U.S.A.gov website interface. The search bar contains 'small business' and the results are displayed by Bing. The page includes a navigation menu, search filters, and several result cards. Annotations in red boxes highlight specific areas: 'Govt-centric related topics' points to the 'Related Topics' section; 'Govt-centric FAQs & forms' points to the 'Related Questions and Answers' section; 'Hand-edited spotlight' points to the 'Small Businesses' section; and 'Bing index' points to the 'U.S. Small Business Administration-Your Small Business Resource' section.

Govt-centric related topics

Related Topics

- Business Law
- Business Link
- Business.Gov
- Small Business Administration
- United States Law

Govt-centric FAQs & forms

Related Questions and Answers

- IRS: Resources for **Small Businesses**
- **Small Business** Administration (SBA)
- Unlocking Credit for **Small Businesses**

Source: answers.usa.gov

Related Federal Forms

- Election by a **Small Business** Corporation

Government Web | Images

small business Search [Advanced Search](#) | [Busque en español](#)

Results 1-10 of about 20,600,000 for 'small business'

Web results by **bing**

Hand-edited spotlight

Small Businesses

- [Small Business Credit Act of 2010](#)
- [Federal Grants](#)
- [Federal Loans](#)
- [Small Business & Self-Employed Tax Center](#)
- [Small Business Administration](#)
- [Small Business Planner](#)
- [Small Business Opportunities Info.](#)
- [Office of Small Business Utilization](#)



Bing index

U.S. Small Business Administration-Your Small Business Resource

Information resource for **small businesses**, **small business** owners and prospective **business** owners

<http://www.sba.gov/> - [Cached](#)

- Grants
- Free Online Courses
- Finance Start-Up
- Free Online Training
- Plan Your Business
- Arc Loan Program
- About SBA
- Financial Assistance

Business.gov - Official Business Link to the U.S. Government

Business.gov provides information and resources that help **small businesses** comply with federal, state and local **business** laws and government regulations.

LEARN MORE ABOUT APPS



Product Recalls

Check food, drug, car, and product recalls from across the federal government.

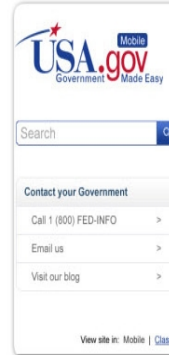
Android
Download Now

Mobile Web
www.recalls.gov...

Note: To install the Recalls.gov App on an Android device outside of Android's App Market, you will need to enable Unknown Sources. On your Android phone, go to Settings > Application Settings and check the Unknown Sources checkbox. After the Recalls.gov App is downloaded and installed, you may uncheck the Unknown Sources checkbox.

When you're buying and using products, safety comes first. And now, with this product recalls application, you have vital safety information available whenever and wherever you need it — right on your mobile phone.

LEARN MORE ABOUT APPS



USA.gov

General Services Administration

iPhone
Download Now

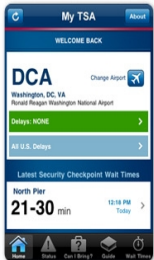
Mobile Web
m.usa.gov...

USA.gov is government made easy. USA.gov Mobile site and iPhone app allows you to search federal, state, and local government websites and contact your government by phone or email.

Tags: contact, elected officials, government, iphone, mobile-friendly website, officials, Search, search government

Think Mobile Apps

LEARN MORE ABOUT APPS



My TSA

Transportation Security Administration

iPhone
Download Now

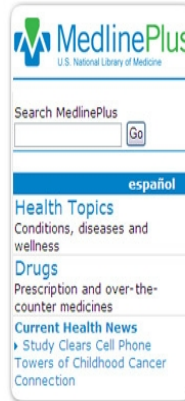
Mobile Web
www.tsa.gov/mo...

http://www.tsa.gov/mobile

"My TSA" gives you 24/7 access to information that passengers frequently request from the Transportation Security Administration (TSA).

"My TSA" provides a tool to find out if an item is allowed in your carry-on or checked baggage, information on ID requirements and liquids rules, tips for packing and dressing to speed through security, and real-time operating status for U.S. airports from the Federal Aviation Administration (FAA).

Tags: air travel, iphone, mobile-friendly site, Safety, transportation, travel regulations, TSA



MedlinePlus Mobile

National Institutes of Health

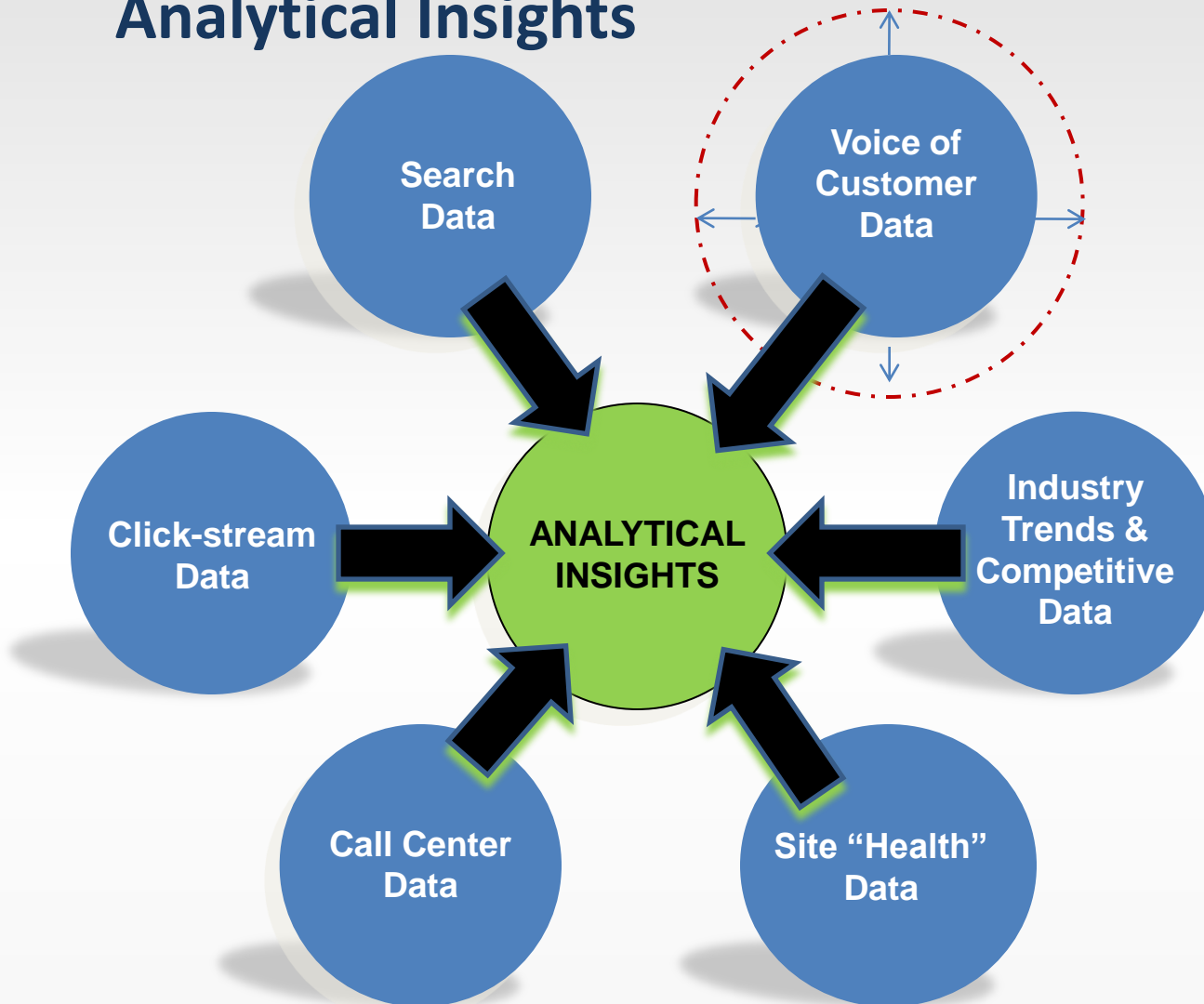
Mobile Web
m.medlineplus...

http://m.medlineplus.gov

Browse health information, find important drug information, and explore health topics in English or Spanish from your mobile device.

Tags: consumer health, Health, medline plus, mobile-friendly website, National Institutes of Health, nih

Has Forced Us to Turn Information Silos into Analytical Insights





Maturity Roadmap: Web Analytics

Level 1 Aware

Web Metrics

- Hits
- Top 10 Pages
- Browser Stat
- Top Entry/Exit
- Keywords
- Security
- Etc.

Level 2 Tactical

Behavior Optimization

- Path Navigation
- Dashboards
- Multiple Session

Level 3 Strategic

- Search Engine Optimization
- Campaign Optimization, banners, e-mails
- KPI alerts

Level 4 Collaborative

- Multichannel aggregation
- Analytics based content serving.
- Process Driven actions.

Level 5 Pervasive

- Strategic Planning
- Balanced Scorecard
- Managed Performance

Strategic Web

360 View of Customer

Optimizing the Channel

Business Driven, Working on Metrics, Accuracy and Process

IT Driven, "feel good" information, few decisions and minimal Value



... to answer the “Why” Questions

“Face-to Face” Visitor Input

- **Traditional and Online Focus Groups:** increase the frequency of focus groups to receive invaluable information about visitor experience and satisfaction, as well as input such as ideas, thoughts, and other feedback for changes and improvements
- **Usability Tests:** increase the number of usability tests throughout the life cycle of any site for major and minor concept and site design changes

Visitor Satisfaction

- **Online ASCI surveys (Foresee Results):** enhance, optimize and expand ACSI measurements across all of the OCSIT sites for better and more accurate measurement of satisfaction within OCSIT
- **Phone Surveys:** continue to conduct phone surveys and correlate data, where applicable, with online satisfaction surveys
- **Single-question online pop-up surveys:** Introduce (where possible) short “exit” popup questionnaires to get specific, tactical, on-the-spot visitor feedback

On-the Fly Visitor Experience

- **A/B and Multivariate Testing:** plays a key role when comparing various versions of a website (whole pages or specific page modules/sections) to determine the effectiveness of each. More of such tests are needed today to ensure that visitor needs and expectations are met on an on-going basis in their “natural” environment

Expanding the Reach of Customer Voice...

