Open Government:
Leveraging Transparency to Improve Agency Performance

IBM Business Analytics Government Forum

Washington, DC

May 4, 2011

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Associate Administrator

OCSIT
Office of Citizen Services and Innovative Technologies

My Message

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

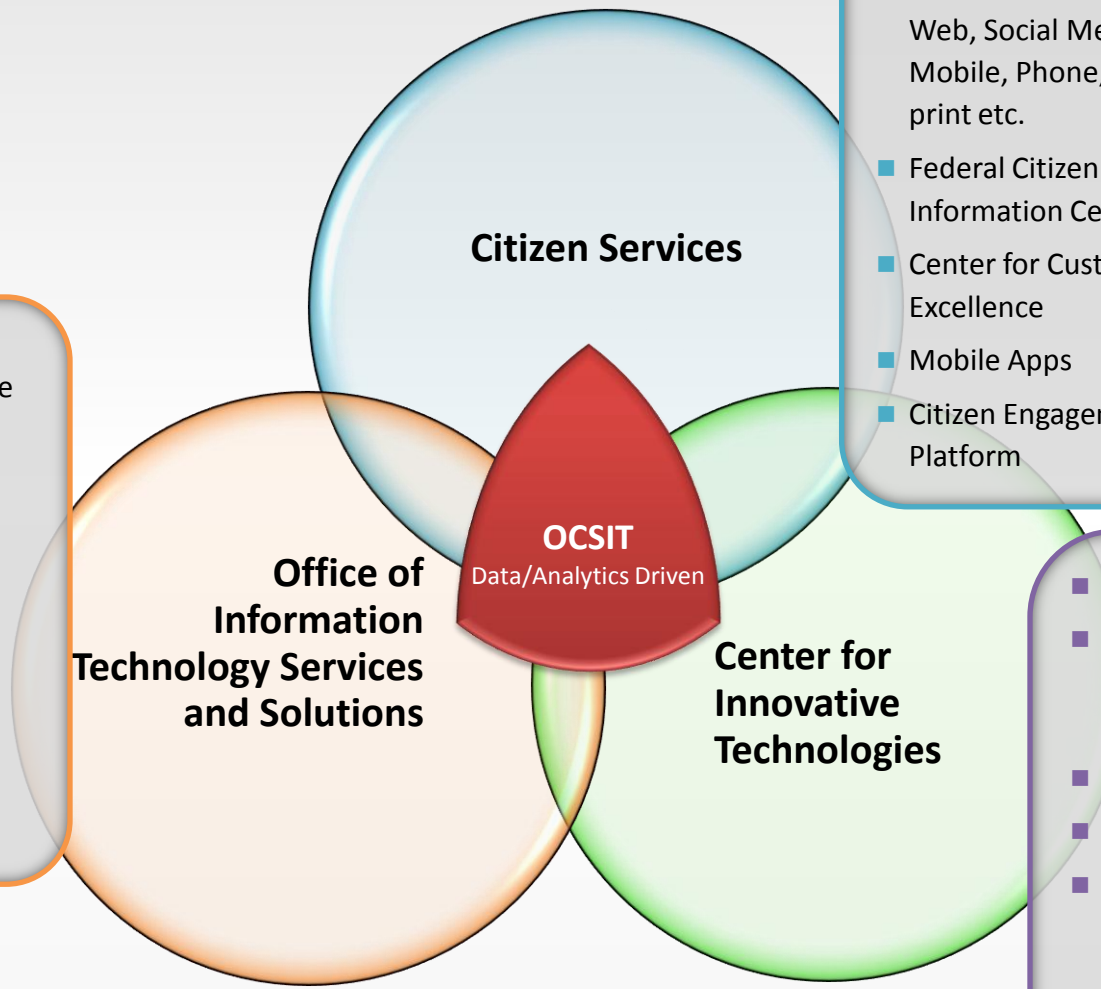
Transparency
Participation
Collaboration
Innovation

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



- 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

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

- 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

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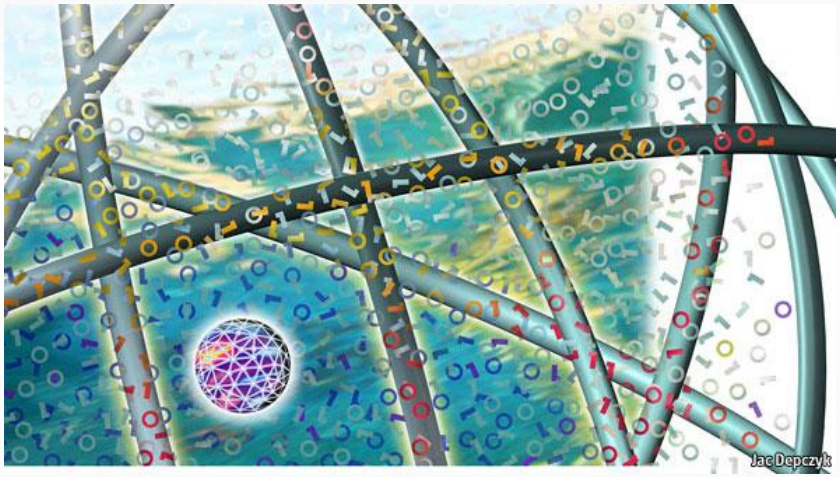
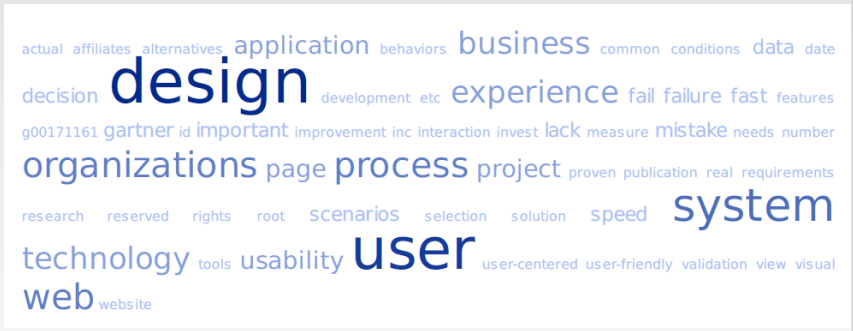
Context: The Industrial Revolution of data is here

"Data is the flint for for the next 25 years."

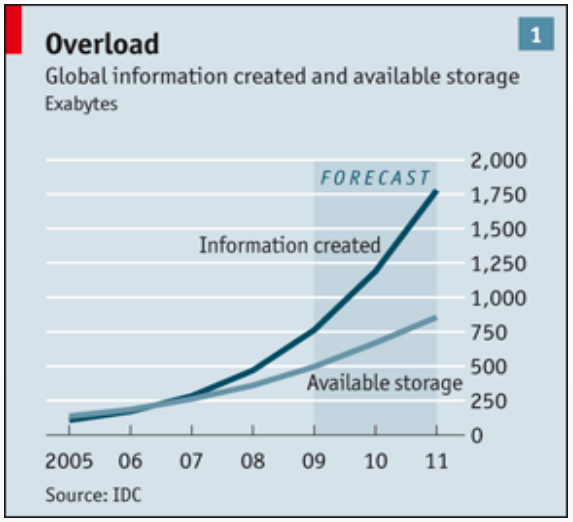
Ray Ozzie
Chief Software Architect
Microsoft



Plus: the data is replicated many times over!

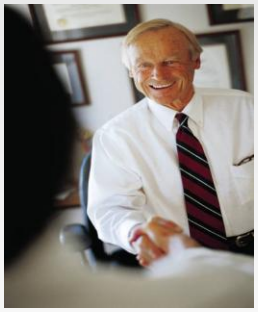


Volume of digital information increases tenfold every 5 years



Will information creation exceed storage?

Context: Moving information & knowledge to the user



Agency CxOs

Program Manager

IT Operations

Strategic and Budget Planners

Customer Relationship Manager

Business Process Analyst

Elected Officials

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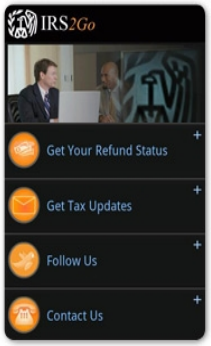
…. and to the public



IRS2go

Internal Revenue Service

iPhone Download Now

Android Download Now

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

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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

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Context: Search analytics is alive!

Google

altavista

bing

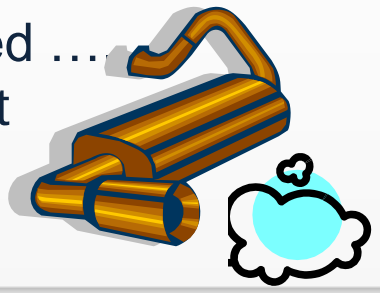
Ask.com

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



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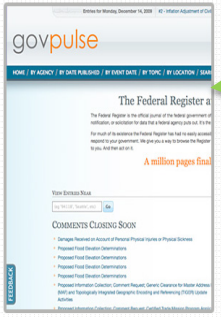
Context: Entrepreneurs are Welcome!

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.

Jump to
Select an App



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

GOVPULSE
WINNER

INNOVATION MOVEMENT NETWORK

ONLINE TOWNHALLS
3rd PLACE

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

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Source: www.federalregister.gov www.innovationmovement.org www.wested.org

These intersecting trends = New realities

Information Management, Business Intelligence, Knowledge Management

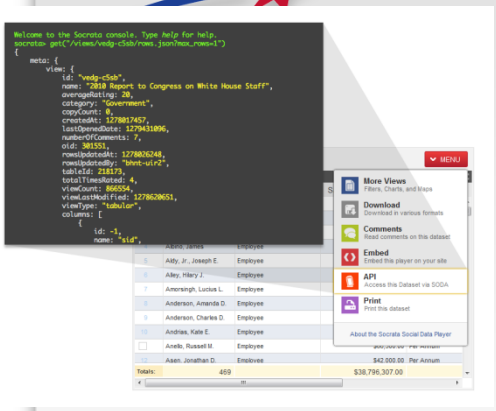
To mention a few…….

- *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)

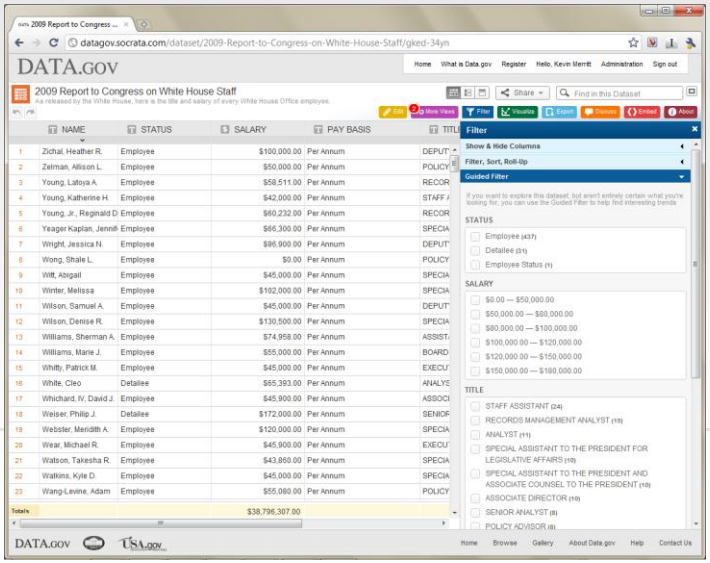
"Smart Government"

Data.gov -- Democratizing Data

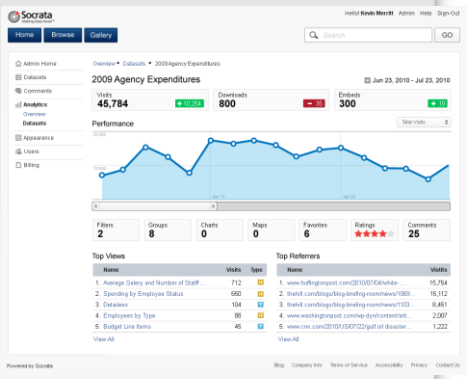
From Data to Interactive Analytical Views



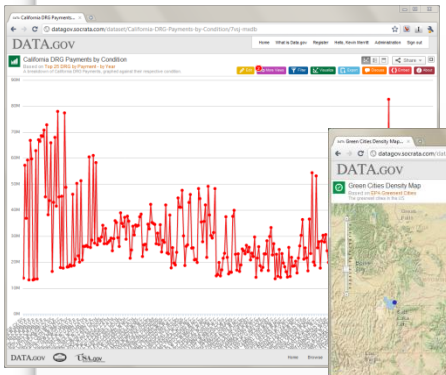
Access Data Programmatically through a Consistent API

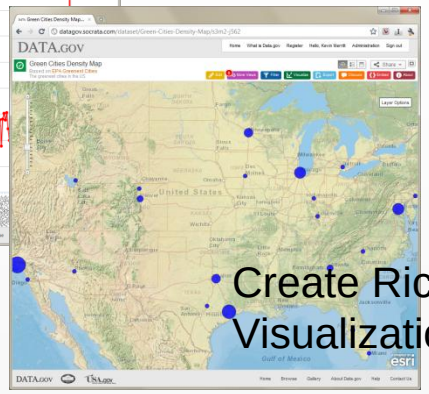


Explore Data Interactively

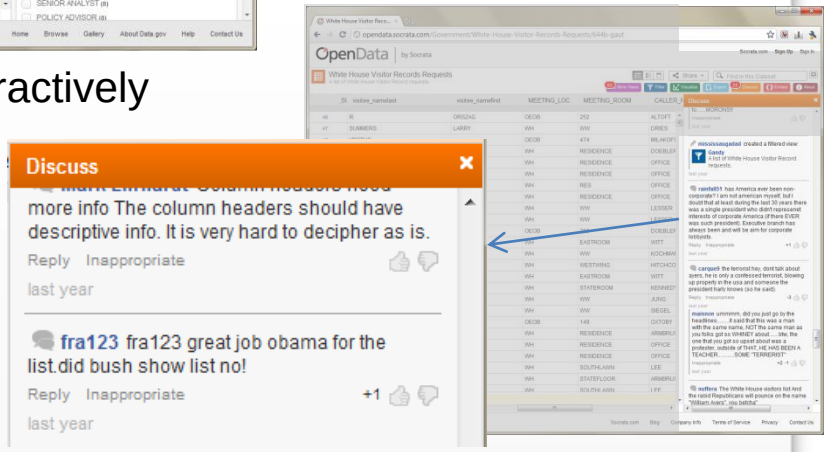


Measure Data Usage & Civic Engagement





Create Rich Data Visualizations



Promote Participation

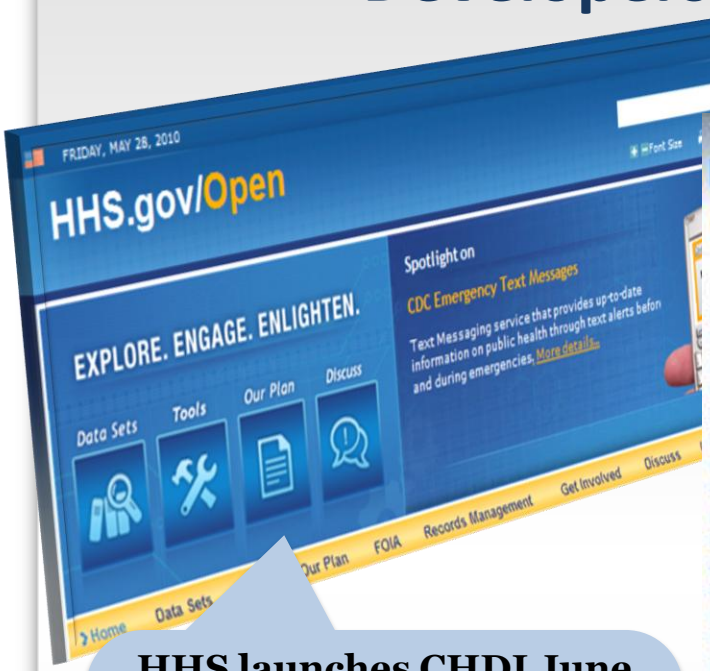
Building Communities

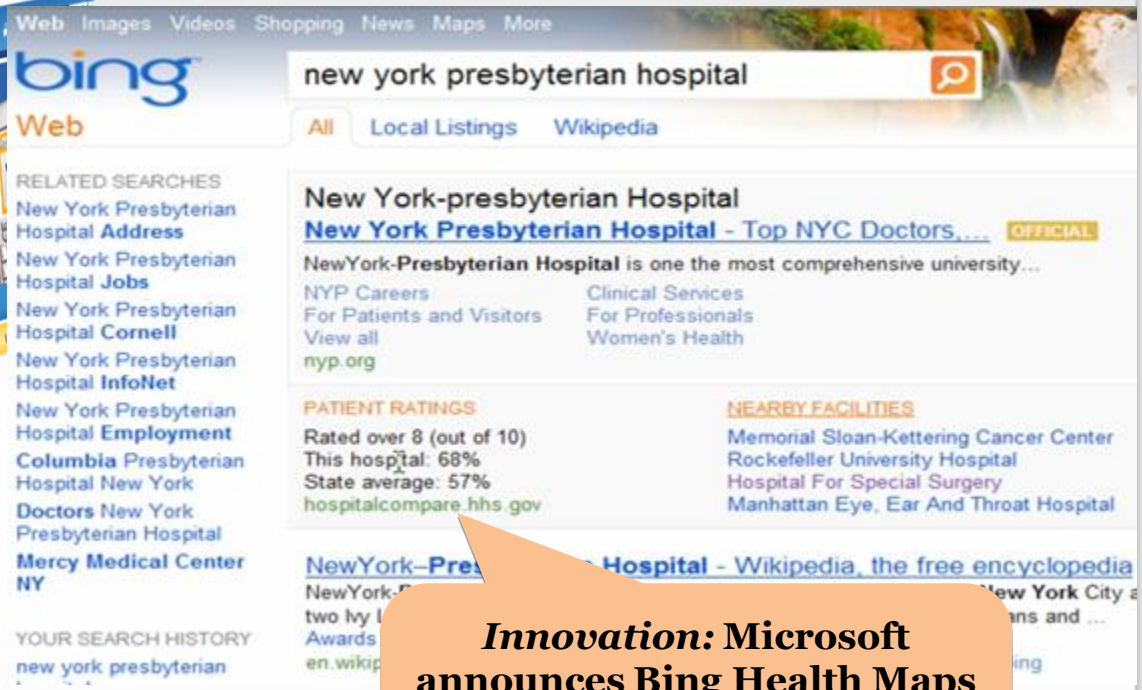
Communities

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**

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Source: Community Health Data Initiative, Department of Health & Human Services: www.hhs.gov/open

“Blue Button” Liberates Personal Health Data

An On-line Tool for Veterans, Medicare Recipients

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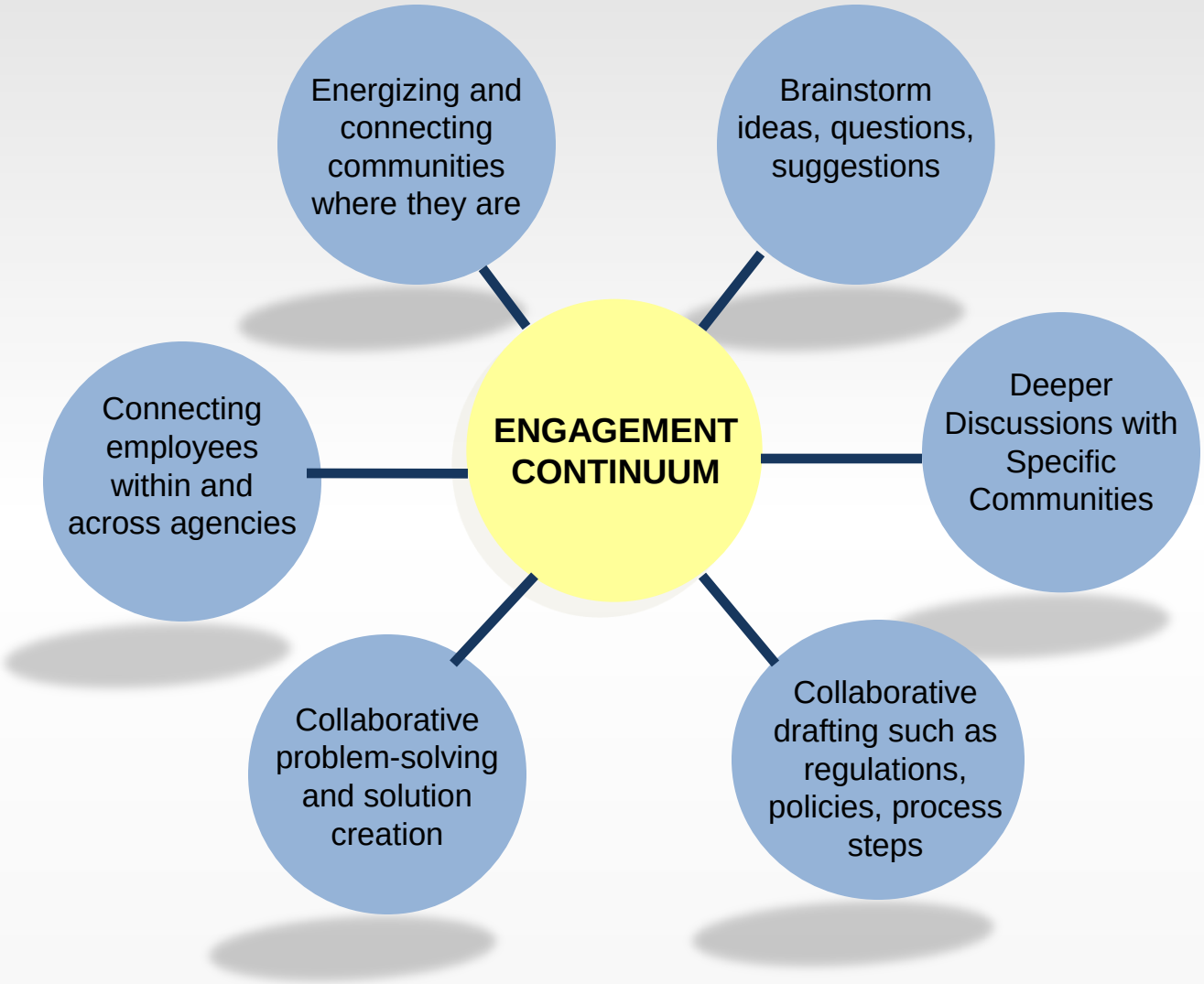
Source: www.va.gov/open; www.mymedicare.gov; http://www.whitehouse.gov/the-press-office/remarks-president-disabled-veterans-america-conference-atlanta-georgia

Open Government & engagement continuum



Challenge.gov – easy, simple

A Collaboration Platform is Alive!

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Expanding collaboration governmentwide

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Services to Citizens via Multiple Channels

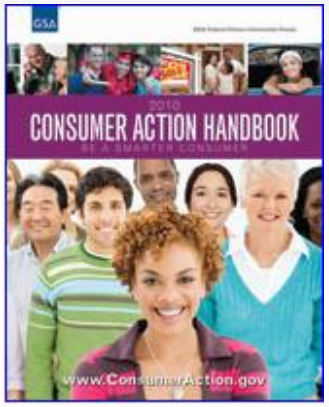
E-mail / RSS

Search.USA.gov BETA

Search

Face-to-Face

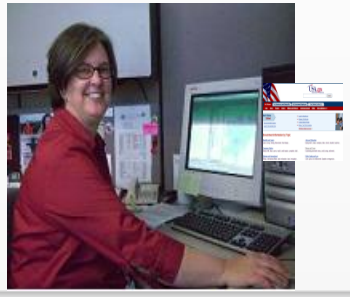
Mobile



Print

The Customer Experience

Contact Centers



Web

Social media

Intermediaries

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Simple, Plain Effective Public Interfaces

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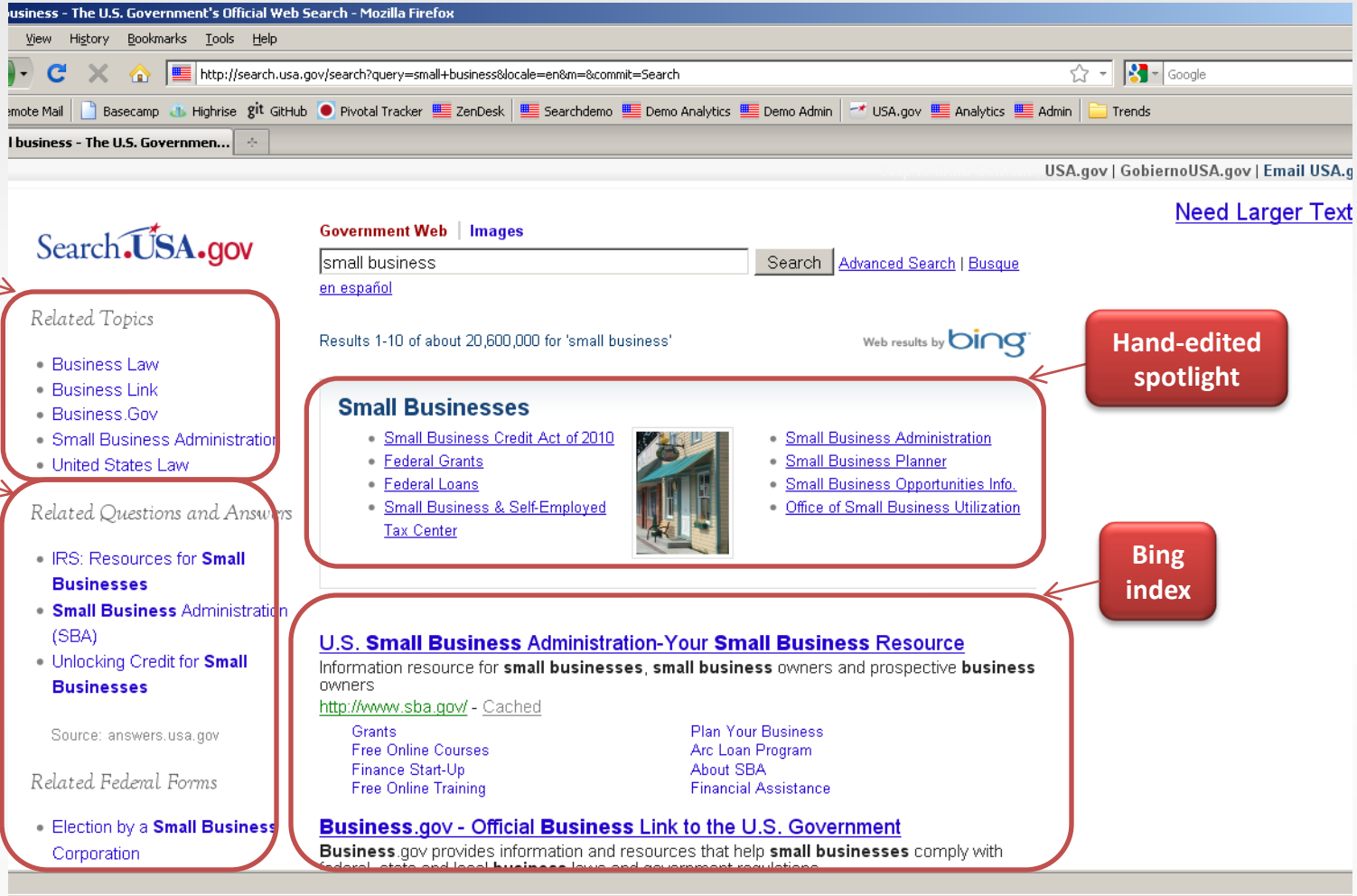
How Your Customers Find You is as Important as What They Find When They Get There



Mobile Apps > Product Recalls

LEARN MORE ABOUT APPS

Product Recalls

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

Android Download Now

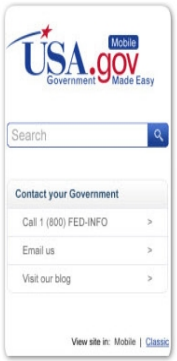
Mobile Web www.recalls.go...

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.

Mobile Apps > USA.gov

LEARN MORE ABOUT APPS



USA.gov

General Services Administration

iPhone Download Now

Mobile Web m.usa.gov...

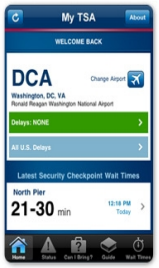
USA.gov is government made easy. USA.gov Mobile site and iPhone app allows you to search federal, state, and local government websites and contact your government by phone or email.

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

Think Mobile Apps

Mobile Apps > My TSA

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

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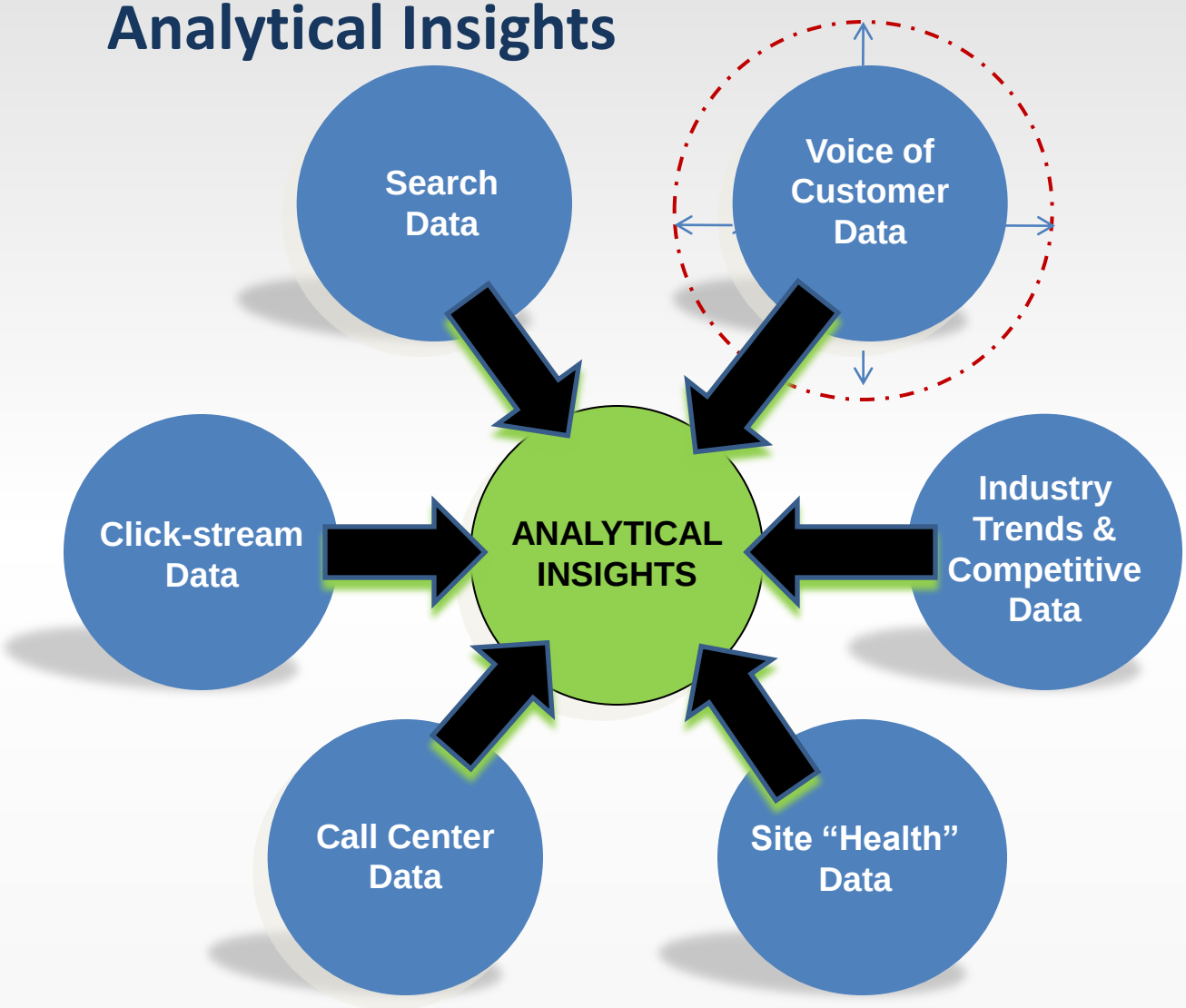
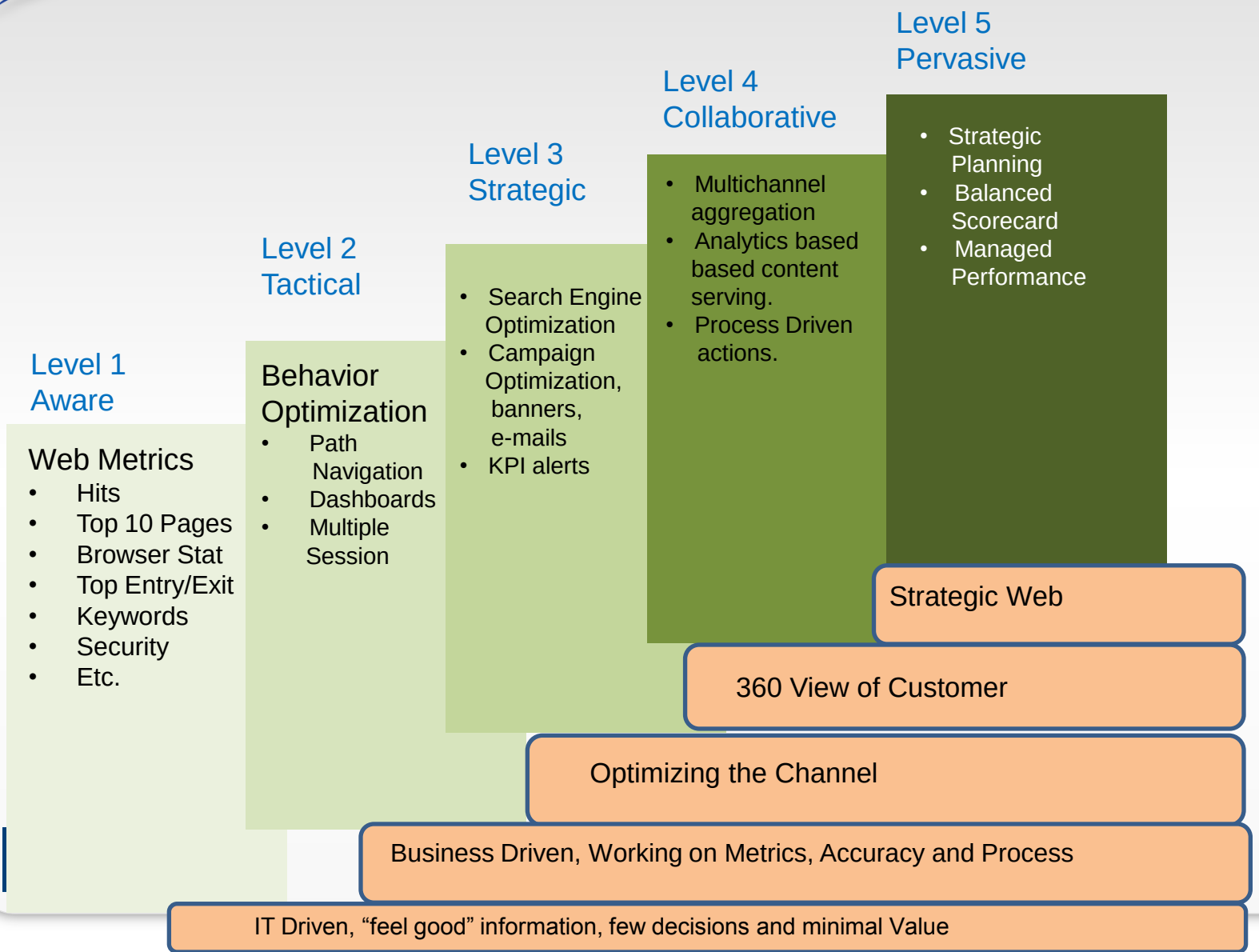
Has Forced Us to Turn Information Silos into Analytical Insights



Maturity Roadmap: Web Analytics



… 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…

Apply data mining and knowledge discovery techniques within the Voice of Customer data sources and the other information silos to discover new behavior segments, trends and patterns.