

CENTER FOR DIGITAL GOVERNMENT



Simple.gov
It's Time to Change the Story
A Mission Fulfills the Contract for Digital Government

Simple.gov
It's Time to Change the Story
The Campaign to Confront Complexity

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Learning from an Adventurer



Simple.gov

“No Barriers, Only Solutions!”

Neal Peterson, Author & Adventurer

- ✓ Just enough stuff to do the impossible
- ✓ Irreducibly complex
- ✓ Simply put, simple

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Learning from the iPod™

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- Simple masks complexity
- Powerful idea
- Refined engineering
- Intuitive interface
- Increased capacity
- Changes the business, even the name
- Carries everything of value forward while eliminating the unnecessary



Source: Apple

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How do we spell Simple?

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M C P S

Manual	Chaos	Public	Solutions
Mechanical	Complexity	Personal	Sophisticated
Modernization	Change	Participatory	Simplicity
			Standardized
			Shared
			Sustainable

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Simple is not a 4 letter word

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Simple is not:

- Simplistic
- For simpletons
- Simple minded
- “The Simple Life” of reality TV infamy



Source: Fox

Simple is:

- Simplified
- Simplicity itself
- Simple to use
- Sophisticated, elegant and straight forward
- It is simple, but not easy. (Discipline.)



Source: Staples

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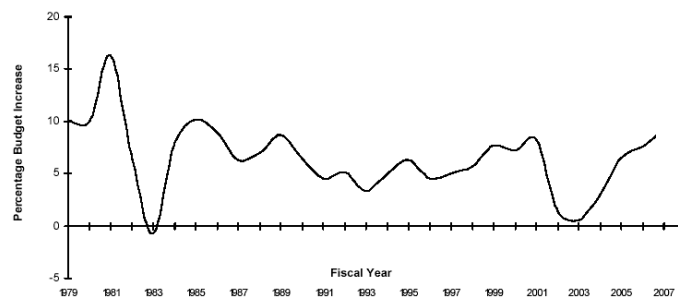
NASBO's Fiscal EKG

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* The Fiscal Survey of States

June 2007
National Governors' Association
National Association of State Budget Officers

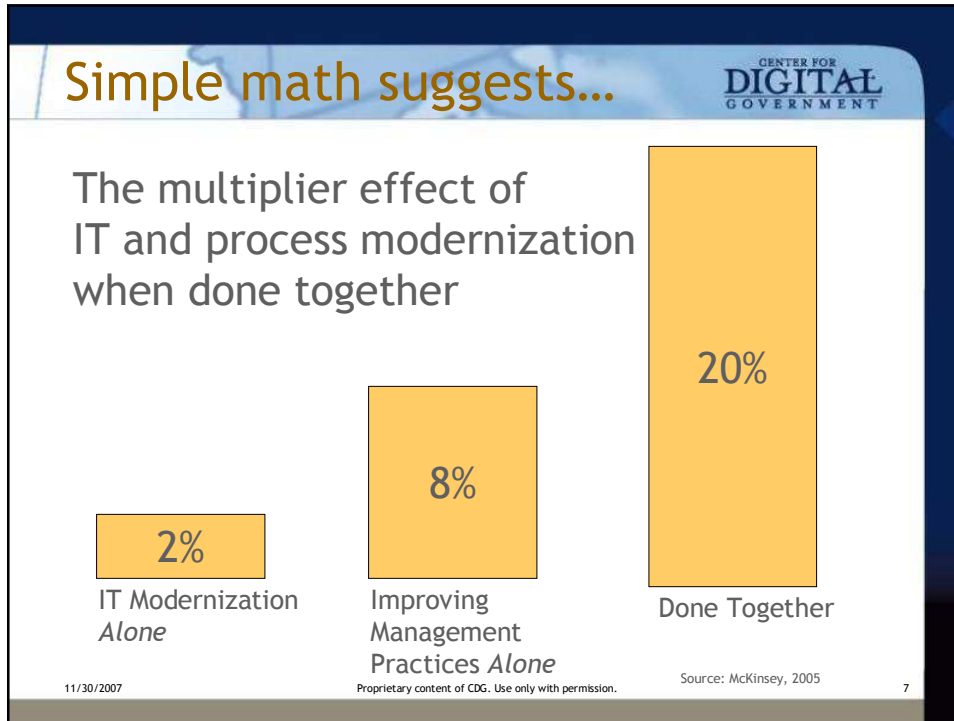
Annual Percentage Budget Increases, Fiscal 1979 to Fiscal 2008



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Simplicity through Sharing

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- ✓ Shared Ownership
- ✓ Shared Services
- ✓ Shared Service Delivery
- ✓ Relying more on Third Parties for Good and Services but, through sourcing strategies, buying more from fewer private sector providers
- ✓ Governing gets harder from here, and so does the engineering, but the results are simpler for public employees, businesses and citizens

WHAT AND WHERE IS WORK AND WHO OR WHAT DOES IT?

Human Beings	Workplace Workers	Distributed Workers	Outsourced Workers	Crowd Sourced Workers™
WORK		NEITHER AND/OR BOTH	PLAY	
Machine Beings computers & robots	Workplace Machines	Distributed Machines	Outsourced Machines	Distributed and Virtual Processing

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Technological Bow Waves

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ANALOG

- Nut, screws and bolts
- Rails
- Electricity
- Auto tires
- Paper
- Plumbing and lumber
- Drove the greatest expansion of human productive capacity in history

DIGITAL

- Data (XML bodies are active in every industry)
- Networks (IP everything)
- Software interface (Web Services and SOA)
- Storage (the one file holy grail)
- Processing (Gird for the utility Grid)
- Rise of the Modular Enterprise
- And the effect will be at least as large...

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If/ Then



Author and Futurist Ray Kurzweil

Computers reach the speed of 20 quadrillion instructions per second, equal to the human brain-- **in a super computer by 2010 and in a standard personal computer by the year 2020.**

- ✓ Data that flows are being standardized
- ✓ Within 10 years all data flows to government will be standardized or will be easily transformed to the government accepted format

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Customer Agents

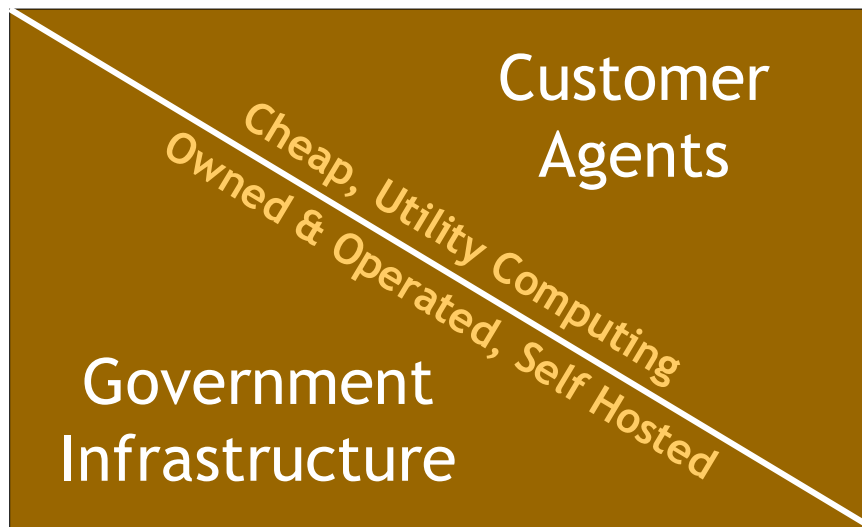
- Government modules are becoming standard parts of software and will be essentially “free”
- The transaction side of government will be eliminated within 20 years and replaced by customer agents in the form of software and private sector services and systems

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Shifting the Burden




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Ready(File) or Not ...




eFile 2007

- ✓ 77 Million Returns
- ✓ 11% Y/Y Growth

- IRS, May, 07





With today's tools, Intuit, H&R Block and others have reverse engineered one of the most arcane and artful areas of government – the tax code – and turned it into an automated service.

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Agents over the transom ...








... make sales and use tax compliance as **painless** as possible.




businesses and individuals... multitude of companies... two... twenty... only a **fraction of the time**



"...takes care of many of the laborious tasks associated with inspections."




World's leading **compliance content aggregator**




... automates the handling of the routine suspect transactions, facilitates manual processes [for the others].



... comprehensive watch list screening, identity verification and due diligence research (for



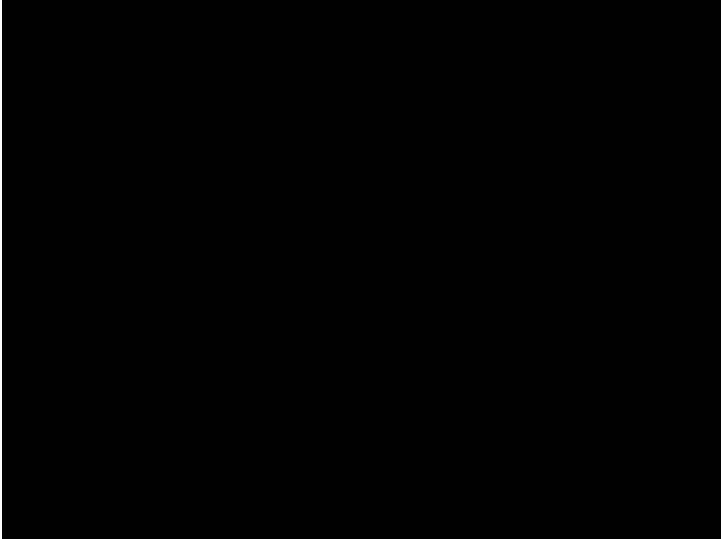


... improve corporate accountability and **reduce** disclosure process cost.

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Turbo + Web 2.0 ...


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Salesforce & these guys ...

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Analysis from FORTUNE: Fast Forward [Column archive](#)

Exclusive: Facebook's new face

The social networking company now wants to become a place for anyone to build applications for social computing. Fortune got an inside look.

By **David Kirkpatrick**, Fortune senior editor
May 25 2007: 11:39 AM EDT

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Search Ning Go

Ning


Home All Social

Create Your Own Social Network for Anything

Rawkus Daytime Awards



nexo
Free and Easy Online Groups

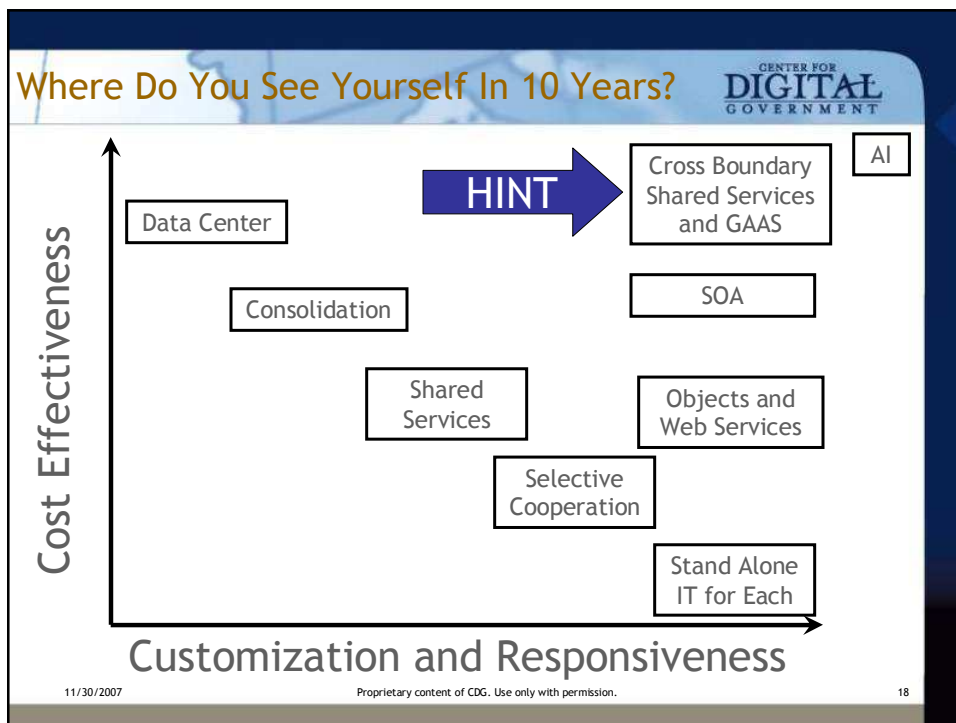
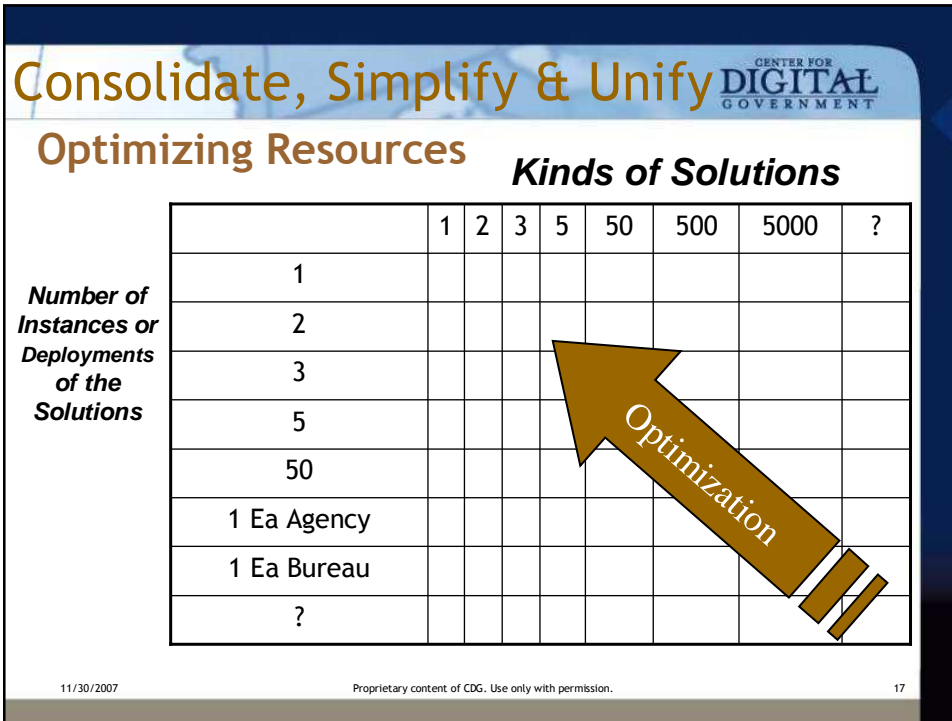


What is Nexo?
Nexo is a free service that allows groups to collaborate online. Groups can share interactive calendars, pictures, videos, tasks, polls, comments, blogs, files and much more.

Nexo is free, flexible and secure.

[Take a Tour](#)

What is Nexo?
Family
Business
Sports Team
School Club
Non-Profit
Other Groups



Simple, with a bullet

2008	2007	State CIO Priorities (NASCIO)
1	2	Consolidation
2	1	Information Security
3	5	Disaster Recovery/ Business Continuity
4 *	16	Electronic Records Management/ Preservation/ e-Discovery
5	6	Health Information Technology
6	3	Shared Services
7 *	18	Connectivity
8 *	22	IT Governance
9 *	14	Interoperability
10 *	--	Human Capital/ IT Workforce

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Tactical v. Strategic

2008	Priority Technologies (NASCIO)	Strategic Technologies (Gartner)
1	Virtualization	Green IT
2	Server Virtualization	Unified Communications
3	Security Enhancement Tools	Business Process Modeling
4	Geographic Information Systems	Metadata Management
5	Legacy Modernization (ERP)	Virtualization 2.0
6	Identity & Access Management	Mashup & Composite Apps
7	Networking, Voice & Data	Web Platform/ SaaS
8	Document/ Content Management	Computing Fabric
9	Wireless, remote & fixed	Real World Web
10	Service Oriented Applications/ SOA	Social Software

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Service Oriented Architecture

- According to separate estimates, 60-75 percent of organizations in the financial and telecom sector and the federal government have a SOA initiative or pilot, lagged by state and local governments with a range of 36-61 percent
- Where are SOA initiatives being implemented successfully?
 - Canada
 - Arizona (AHCCC)
 - California
- What gets SOA? (Stands on the shoulders of:
 - ✓ Modular Programming (1970s)
 - ✓ Event-oriented Design (1980s)
 - ✓ Component-based Design (1990s)of previously discrete systems, reuse, and interconnecting modularized services)
- What becomes more complex with SOA? (Governance, runtime performance - loose couplings multiply the number of moving parts)

SOA

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Dot-goving Jiffy Lube



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Simply Put ...

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NOW

- Our stuff works with our stuff
- Integration at the center
- Steering & Rowing
- O&O
- Partners Known

NEXT

- Our stuff works with your stuff
- Integration at the edges
- Steering vs. Rowing
- Shared Services
- Partners Known & Unknown

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Models of Collaboration

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Working Models
for Working
Together that are
Working in the
Real World

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Built Once, Built Anywhere CENTER FOR DIGITAL GOVERNMENT

Welcome to the Official Site of Newport News, Virginia

You are here: [Home](#) → [eGov](#) → [Open eGov](#)

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- [Pay Water Bill Online](#)
- [Access Waterworks Account](#)
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- [Submit Vendor Registration](#)
- [Report a Crime Anonymously](#)
- [Register for Recreation Classes](#)
- [Access City Maps](#)
- [All Online City Services](#)

RESOURCES

- [RSS Feeds](#)
- [Citizen's Guide to Services](#)
- [City Council](#)
- [City Departments](#)
- [Property Assessments](#)
- [Current Solicitations](#)

OPEN EGOV

The City of Newport News is offering the software that runs its web site as well as the knowledge base we created through the implementation process to any organization or individual, free of charge. Our intent is to create a collaborative software ecosystem, where government organizations, non-profits and the private sector work together to share the cost of enhanced capabilities.

On All other Africa Plone

PloneGov.org

software and relevant documentation channels. In the meanwhile, all relevant GPL format is available below.

- We intend to provide a low barrier to entry, inexpensive to assess the level

SITE SEARCH

Search

For topic-based searches, try our [A-Z Directory](#)

CONTACT INFORMATION

City Government
Contact City Government

City Hall
2400 Washington Avenue
Newport News, VA 23607

Open eGov/ PloneGov NY Digital Tow Path WA eCityGovAlliance VA ERP Code Share

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Business Models CENTER FOR DIGITAL GOVERNMENT

- ✓ Buy together
- ✓ Buy and own together
- ✓ One government serves many
- ✓ Many governments serve each other
- ✓ Services are purchased from a private provider by one and resold
- ✓ Services are purchased from a private provider together
- ✓ Hybrids of the models above

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Let's Get It Started...



- Concept
- Founders
- Mission
- Form of shared services entity
- Business models
- RFI
- Initial targets and objectives
- Plan
- Financing start up
- Sign-up process
- Internal selection or RFP
- Acquisition
- Delivery
- Improvement
- Recruitment
- Growth

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> A (Simple) Digital Majority



Use the Internet

Total Adults	71%
Women	70%
Men	71%

PEW / INTERNET
PEW INTERNET & AMERICAN LIFE PROJECT

Age

18-29	87%
30-49	83%
50-64	65%
65+	32%

Race/ethnicity

White, Non-Hispanic	73%
Black, Non-Hispanic	62%
English-speaking Hispanic	78%

Educational attainment

Less than High School	40%
High School	61%
Some College	81%
College +	91%

Geography

Urban	73%
Suburban	73%
Rural	60%

Household income

Less than \$30,000/yr	55%
\$30,000-\$49,999	69%
\$50,000-\$74,999	82%
\$75,000 +	93%

September 2007

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Idle Hands... CENTER FOR DIGITAL GOVERNMENT

... and the Digital Majority



Americans with broadband access - estimated at over 45 million -- spend half of their spare time online.

-Media-Screen, March 2007

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The Characteristics of Web 2.0 CENTER FOR DIGITAL GOVERNMENT

- ✓ “Permanent Beta”
- ✓ Unbounded
- ✓ Communities form around shared values
- ✓ Narcissistic (and the search for 15 minutes of fame)
- ✓ Need for reliable, authoritative and trustworthy sources.


Wikipedia
Mapipedia
Diplopedia
Meetup
Digg
Del.icio.us
Twitter
Amazon Turk
Active Rain
Facebook
MySpace

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Promises, Promises

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Search the website: Go



- Home
- About Sen. Obama
- News Room
- Constituent Services
- On the Issues
- Committees
- Voting Record
- Upcoming Events
- Podcasts
- Photo Gallery
- Speeches
- Newsletter
- Visiting D.C.
- Contact

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(202) 228-4280 fax
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Welcome to my online office

Thank you for visiting my online U.S. Senate office. It is an honor and privilege to represent you in the United States Senate. As your Senator, I want to be your voice in Washington, but first I need to hear your thoughts and concerns. So I hope that you will consider my U.S. Senate website your link to me and that you find it a useful tool to help me better serve you.

Please visit often, since I will regularly post the most up-to-date Senate news and information on important events going on across the state. Here, you will also find information about the constituent services my office can provide.

Again, thank you for visiting my online office.

Sincerely,



Senator Obama Questions General Petraeus during a Senate Foreign Relations Committee Hearing.
September 11, 2007
[Click Here to View the Transcript](#)

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YouTubeDecide08

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Photo: AFP



Photo: YouTube

YouTubers pull no punches at debate

Democrats face tough questions, and sometimes answer them

BY PATRICK HEALY AND JEFF ZELENY
The New York Times

Facing an unusual series of video-recorded questions from Americans — by name, roughly worded, highly emotional and simply offbeat — the eight Democratic presidential candidates sparred Monday night over race, same-sex marriage, health care and energy in long...

The televised debate, sponsored by CNN and the video-sharing Web site YouTube, was unusual from the start.

A man speaking via a homemade video — instead of the usual television anchorman — opened the forum by displaying the candidates to answer directly and not "beat around the bush."

SEE DEBATE, AN

VIDEO QUESTIONS

Questions for Monday's Democrat debate were posted online at youtube.com



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Doing Policy via YouTube


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SR 520 Floating Bridge - Simulated failure by earthquake




Columns begin to crack, then implode
Roadway collapses

Added April 05, 2007 [Subscribe](#)
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This simulation highlights what might... [\(more\)](#)
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URL <http://www.youtube.com/watch?v=qkuDUgvZp>
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SR 520 Bridge Replacement and HOV Project

Earthquake
Catastrophic Failure Simulation

11/30/20 Views: 51,740 Comments: 89 Favorited: 29 times

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New Neighborhood Watch


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Franklin Police Suspect Video



Added December 14, 2006 [Subscribe](#)
From [FranklinPolice](#) to [FranklinPolice](#)
Franklin Police attempting to identify the two suspects shown in the video. [\(less\)](#)
Category [People](#)
Tags [police](#) [suspect](#) [Franklin](#) [MA](#)
URL <http://www.youtube.com/watch?v=TwslagFWK>
Embed `<object width="425" height="350"><param name=`

Franklin Police Case # 2006000045711

04:21 From [pyrbcbp](#) Views: 168343

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Mashed Up Sense of Place

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Recovery 2.0

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craigslist

community housing jobs

freecycle
changing the world one gift at a time

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Make a Donation!
Tell a friend!

Find your local Freecycle™ Group:

THE COUNTER:
Number of Freecycle™ Communities: 4,041
Number of Freecycle™ Members: 3,340,995

Welcome!

freecycle finder

If your local group is signed up for the Freecycle Finder, enter the name of something you are looking for and your location (zip code) below and click on the button. (More info)

Items:
RV
City, ST:
Olympia, WA
Find It!

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Great Lessons of Our Time CENTER FOR DIGITAL GOVERNMENT



- ✓ **The Internet** (massively federated with innovation at the edges)



- ✓ **Google** (massive scalability)



- ✓ **The Long Tail** (in which the cumulative value of the long end of the distribution may exceed the concentrated mass that gets all the attention)



- ✓ **Real People** (like whom government must learn to act)

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What Does It Mean? CENTER FOR DIGITAL GOVERNMENT

- **Continue Supporting More Nimble Architectures:**
- Avoid unnecessary duplication in favor of single, simple, streamlined transaction processing.

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What Does It Mean?

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- **Take Advantage of More Connectivity:**
Broadband networks have taken their place among a short list of vital public infrastructures and Internet penetration has reached three-quarters of American households.
- Look for ways to leverage converged connectivity – wired and wireless voice, video and data – to change the way government works.

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What Does It Mean?

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- **Support Public Desire For More Transparency:**
- Continue liberating public records from paper form and imprisonment in warehouses full of filing boxes and cabinets so they can be used by policy makers and the public to make more informed decisions and improve results.
- Fifth Generation of Open Government - protect and promote the authentic and authoritative public record.

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What Does It Mean?

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- **Become More Consistent:**
- Look for ways to reorganize so that public missions are more simply met by allowing technologies and public servants play to their respective strengths.

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What Does It Mean?

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- **Embrace More Choices:**
- Don't miss and opportunity to catch up with the public expectation (and save some serious coin) by taking advantage of the many smaller, simpler programs that outnumber and may outweigh larger programs.

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What Does It Mean?

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- **Foster More Trust:**
- Work to find a simpler balance among the sometimes competing interests of access, disclosure, privacy and security.

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What Does It Mean?

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- **Identify More Customer Agents:**
- Continue using agents to extend capacity and reach and to help create government services that (automatically) listen to an individual's needs, interpret how best to meet them, and simplify the ways the service is requested and delivered.

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What Does It Mean?

- Go Green, but on purpose
- The road to simple is sustainable in the broad sense (continued relevance of institutions in a well ordered society) and in the narrow sense (save energy, reduce carbon footprint)
- “Moral imperative” alone won’t do - could be mistaken as the mother of all unfunded mandates.

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What Does It Mean 4 U?

- Modular Is In
 - Thinking
 - Coding
 - Infrastructures and Operations
- Learn New Skills
 - Know more and shorten the distance between NO and YES
- Make a New Friend - Collaborate
- Save “Homemade” for Cooking
- “Simply” Moving Forward Requires Vision, Courage and Commitment

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Simple is not easy ...

... if it were, anybody would do.

One last simple fact ...

Contacting the Center



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