CDG All-a-Twitter about Web 2.0

all a-twiter about web 2.0

Why MTV isn’t, why radio is a Pandora’s box and why government service delivery will never be the same

As the Internet returns to its social roots, governments face the challenge and opportunity of a second chance to realize the promise of what was once popularly known as e-government, where the end goal was and is a relationship between one government and one person on the person’s terms. Some of what comes next will be home grown, some will be off the shelf, some will be community built and some will come from where we least expect it.

28 Years of Cool

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Paul W. Taylor [pwtaylor@erepublic.com]
28 Years of Cool

Killing the Radio Star
all a-twitter about web 2.0

Paul W. Taylor | Chief Strategy Officer

Are You a “Friend”?

Social Networks
facebook | myspace.com | meebo | Engage
Hyves.net | hi5 | XING
friendster | orkut | viadeo | LinkedIn
Ning | twango | shutterfly | twitter | VOX | ovi | nexo

Social Platforms
SecondLife | KickApps | socialcast | flickr | slide | Google | YouTube
“Awkwardly Disconnected”

“After the Internet bubble burst in 2000, all but the most profitable of [the dot-com] experimental ventures vanished.

“Since then, Web 2.0, with its emphasis on collaboration and communication, has become overwhelmingly social – a nice return to the Web’s foundation.”
The Inauguration

TV/Cable

<table>
<thead>
<tr>
<th>Network</th>
<th>Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>17 broadcast and cable networks</td>
<td>37.8 Million</td>
</tr>
</tbody>
</table>

Live Internet

<table>
<thead>
<tr>
<th>Network</th>
<th>Unique Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>CNN Live</td>
<td>11 Million</td>
</tr>
<tr>
<td>(21.3 million streams)</td>
<td></td>
</tr>
<tr>
<td>MSNBC Digital Network</td>
<td>10 Million</td>
</tr>
<tr>
<td>Yahoo! News</td>
<td>9.1 Million</td>
</tr>
</tbody>
</table>

The Inauguration TV/Cable 37.8 Million

The Inauguration Live Internet 48.7 Million

Nielsen Media Research January 2009

Nielsen Online January 2009

CNN Live

 MSNBC Digital Network

 Yahoo! News

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From Campaigning to Governing

Email
- 13 million addresses
- 7,000 messages

SMS Program
- 1 million subscribers

Social Networks
- 2 million user profiles on his own socnet (MyBO.com)
- 5 million fans and followers on 15 other socnets

Fundraising
- 3.6 million donors
- 6.5 million donations

YouTube Trouble Work Around

9 MDS NEGOTIATIONS
YouTube
Flickr
Vimeo
Blip.TV

PENDING
Facebook
MySpace

PROVISIONS
- Conform with federal privacy/ disclosure / fiscal rules
- Requires disputes be resolved under federal statutes
Changing the World of Work

Working From Home, Sort of...

An Academy Award ...

makes it cool again to ask,

“Who wants to be a millionaire?”
Which of the following enjoys the highest level of use by state governments?

A. Wikis
B. Podcasts
C. Webcasts
D. RSS Feeds
CDG All-a-Twitter about Web 2.0

Web 2.0 Adoption

<table>
<thead>
<tr>
<th></th>
<th>Cities</th>
<th>Counties</th>
<th>States</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Hazard Alerts</td>
<td>54%</td>
<td>53%</td>
<td>83%</td>
</tr>
<tr>
<td>RSS Feeds</td>
<td>53%</td>
<td>47%</td>
<td>88%</td>
</tr>
<tr>
<td>Listservs &amp; their archives</td>
<td>37%</td>
<td>19%</td>
<td>70%</td>
</tr>
<tr>
<td>Webcasts</td>
<td>82%</td>
<td>59%</td>
<td>90%</td>
</tr>
<tr>
<td>Podcasts</td>
<td>31%</td>
<td>19%</td>
<td>73%</td>
</tr>
<tr>
<td>Blogs</td>
<td>30%</td>
<td>16%</td>
<td>45%</td>
</tr>
<tr>
<td>Wikis</td>
<td>16%</td>
<td>9%</td>
<td>28%</td>
</tr>
<tr>
<td>Mashups</td>
<td>48%</td>
<td>37%</td>
<td>45%</td>
</tr>
<tr>
<td>Text Messaging/SMS</td>
<td>45%</td>
<td>50%</td>
<td></td>
</tr>
</tbody>
</table>

Platforms and Possibilities

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Paul W. Taylor [pwtaylor@erepublic.com]
Twitter use is up from 6% to 11%. According to Pew Research, which is the highest indicator of tweeting?

A. Smart Phone User  
B. Young (18-34 Years)  
C. Internet User  
D. Live in Urban Area
Twitter use is up from 6% to 11%. According to Pew Research, which is the highest indicator of tweeting?

A. Smart Phone (40%)  B. Young (20%)
C. Internet User (29%)  D. Urban Living (35%)

Do You Tweet?

Video: Common Craft
Governmental Tweeting

- @govanrich: "The demographic view of our economy. #consumerism" [Link]
- @govanrich: "Presented grants to the city of Redmond to improve the downtown streetscape, helping local businesses. [Link]
- @schwarzengard: "Allowing CA to reduce vehicle emissions would be historic win for millions wanting environmentally-friendly cars. [Link]
- @LAFD: "Our Ambulance 12881 W. Carson St.; MAP: 482-88; FD 88. Air tsp. requested for male 26, w/ resp. [Read more at Link]"
- @pwtaylor: "Real Time Checking Balance: [Link]"
- @pwtaylor: "MySpace & YouTube win all expenses paid trip to Davos to "kneel" closed-door World Economic Forum - new norm? [Link]"
- @pwtaylor: "Executive Budget Recommendations for FY2010 [Link]"

Real Time Checking Balance

- RI Treasury: Real-time cash-flow numbers for Wednesday, May 06. General Fund Receipts: $16,232,896, General Fund Expenditures: $8,808,884 [Link]
News Tweets

http://twitter.com/130sa - There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy. zcy6: PM-Tue-09 from Twitter

Not Just for Interns Anymore...
### Local Gov Channel Mix

<table>
<thead>
<tr>
<th>Channel</th>
<th>Cities</th>
<th>Counties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online (Internet)</td>
<td>36%</td>
<td>37%</td>
</tr>
<tr>
<td>Internal systems that support civil servants at their desks</td>
<td>75%</td>
<td>82%</td>
</tr>
<tr>
<td>Call centers</td>
<td>40%</td>
<td>20%</td>
</tr>
<tr>
<td>Kiosks</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>IVR systems</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>After business hours offices (e.g. county offices at the mall)</td>
<td>10%</td>
<td>8%</td>
</tr>
</tbody>
</table>

### Budget Balancing in Maine

- **Expenditures**
  - Education: $1,917,903,000
  - Health: $1,019,800,000
  - Public Safety: $1,286,105,000
  - Executive: $1,675,900,000
  - Legislative: $1,917,903,000
  - Debt Service: $282,200,000
  - Debt Reduction: $75,000,000
  - Other: $94,400,000

- **Balanced Budget**: $0
Sunshine as Disinfectant 2.0

Greg Elin
Chief Data Architect
Sunlight Labs

Priorities for a new beginning in Washington, DC:

“I think the first one is an executive order stating that social media and technology of Web 2.0 should be used by all the agencies. I think that that's absolutely the first one. We're certainly hopeful that he's going to follow through on his promises to create an Ethics.gov site and to make the information of lobbying activity as searchable as the contracts are.

“I think the other thing is we'd like to see this information available in real time. Rather than report it twice a year or quarterly or annually, that this information is available as it happens in real time.

Platforms and Partnerships
Platforms and Partnerships

Static Website Elements

- Government
- Residents
- Visitors
- Business
- Employment
- Education
- Online Services

Rich Internet Application Components

- Geo IP DB
- PMN DB
- Keyword DB
- Facilities DB
- Blogs DB
- MMedia DB
- What’s New DB
- Widgets

World Wide Web Service Components

- Google
- CSE
- Flickr
- Twitter
- Facebook
- YouTube
- Slide Share
- RSS
- MMedia Portal

Carousal

Featured Utah.gov Sites

Calendar

Utah Public Meeting Notice

Search
Subscribe
Participate
Learn More

Search for a meeting
Browse for a meeting

Meeting
Location
Date
Public Notice

State Advisory Board on Children’s Issues
3172 South Commons Way, Tooele, UT 84072
16 May 2010 11:00 A.M.
State Advisory Board on Children’s Issues
3172 South Commons Way, Tooele, UT 84072
16 May 2010 11:00 A.M.
School Site

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widgets.gov

iPhone: the anti-Internet?

Thanks a billion.
Over 1 billion downloads in just nine months.
Only on the App Store.

30 Million iPhone users are hard to ignore.

The Next Great Leap Frog Opportunity
- Smart Phones 2008: 173 Million
- Smart Phones 2009: 192 Million (est.)

The Universal Remote !?

Dateline: Singapore

Consultative Mark Ups

NYSENATE MARKUP

Legislation Markup allows the public to comment on legislation that is under consideration. It is the virtual version of a process where legislative committee members Mull bills before the budget.

Please visit www.publicmarkup.org.

Campaign Finance

Please visit www.publicmarkup.org. This site may contain information under New York State law. For more information, visit the website of the New York State Commission on Public

Simplicity.

Keep a lookout for these billboards!

Search for ancestors online, but not state records?

If you’re inclined, please help Montana Policy Institute get this message out to more good folks like you! DONATE
Information by interrogating government-held data

The Public Record is (A)Live!

Goodbye filing cabinets, hello data feeds

Welcome to Data.gov

The purpose of Data.gov is to increase public access to high value, open government data.

How to use Data.gov

Data.gov includes a searchable data catalog that includes access and use instructions.

Co-Creating the Future

- 260 data feeds in DC library
- 47 apps in 30 days
- $20,000 in prize money
- 4300% ROI: $50K in prizes nets $2.3M in Apps

FixMyCityDC
Submit 3-1-1 service requests on iPhone and Facebook
Co-Creating the Future, the State and Local Edition

NYC Big Apps

Apps for Democracy helped reduce FOIA requests by what amount?

A. None  B. 30 Percent  C. 10 Percent  D. 65 Percent
Apps for Democracy helped reduce FOIA requests by what amount?

A. None  
B. 30 Percent  
C. 10 Percent  
D. 65 Percent

The World is Watching

Working 4 Utah  
Extended Hours. Extended Service.

- 18,000 state workers on 4-10 schedule since August  
- 70% approve – leave time down 9%  
- Across 900 state buildings, energy savings at 13%
En Route to Your Next Strategy

- Examine your personal relationships and business processes in light of new media tools
- Wrap communication strategy around civic engagement
- Plan for a future you have not yet imagined -- Web 2.0 is only a placeholder for what is coming
- Transition from Web to Mobile Web
- Inventory your Data Assets and Make them Public (Exceptions Apply)
- Deal with the Cloud – make it part of your ecosystem
- Steal Liberally – you are not that unique, someone else has probably solved most of your problem

The Take Away

“When the citizen is sovereign, the Sovereign (that is, the state) must serve.”

- Paul W. Taylor
  Center for Digital Government
Thanks to Cathilea Robinett, Todd Sander, John Miri, Janet Grensitt, R. Michael Muth, Kelly Martinez of the Center for Digital Government; Steve Towns and Terance Brown of Government Technology