

Citizens of Tomorrow – Demands and Expectations

North Carolina Digital Government Summit

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www.nicusa.com

Today's Plan

Presentation 2.0 = Interactive Discussion, Not Oratory

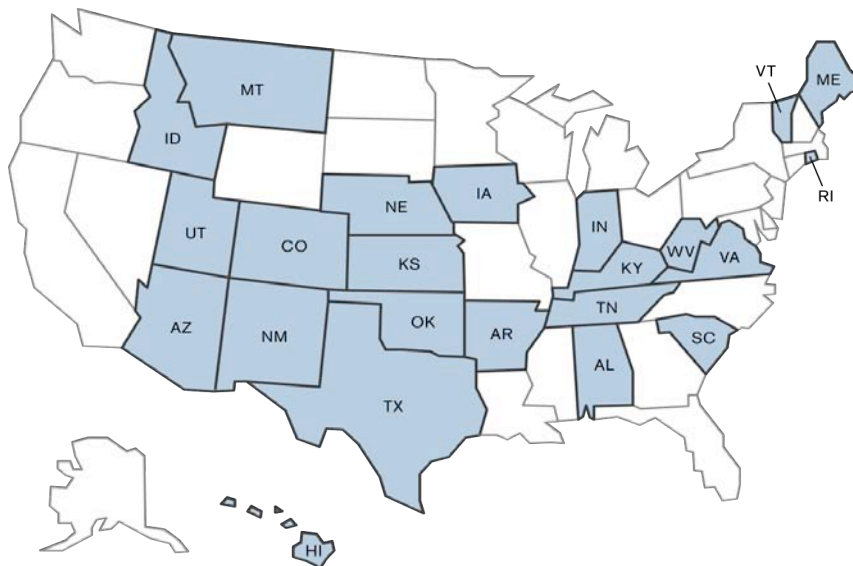
- Please ask questions throughout
 - Raise hand / yell
 - Send texts to 435-901-3870
- Be open to new ideas and challenges
- Walk away with:
 - 1 new idea
 - 1 new contact

Citizens of Tomorrow – Demands & Expectations

- Citizens of today
 - What are they demanding & expecting?
- Evolving to meet tomorrow's needs
- More Q&A and discussion

Who & Why

- 20 years of consumer marketing experience at MCI, Coca-Cola & NIC
- NIC manages eGovernment portals & online services for 23 states
- Priorities:
 - Supporting our eGovernment partners
 - Expanding availability & awareness
 - Staying ahead of the evolving eGovernment space



NIC's eGov solutions are delivered at no upfront cost to state or local governments via a proven self-funded solution

What Do We Know About Citizen Demands & Expectations?

- How attuned are we to user needs?
- How are we gaining insight?
- What does it mean?
- What are we doing with it?

How Are We Gaining Insight?

NIC's research & user feedback methodology

INFORMAL

- Discussions with coworkers, family, friends
- Unsolicited citizen feedback
- Reading user mail/e-mail
- Front-line personnel input
- “Walking & talking”

FORMAL

- Surveys & questionnaires
- Interviews
- Panel discussions (advisory teams)
- Focus groups
- User testing

In test: Wearing big campaign-style “**What do you think about XXXXX.gov?**” buttons to solicit user feedback in social situations.

What Does It Mean?

- Validation of current or proposed strategy
- Identify new solutions & better processes
- Refine existing services
- Kernels of ideas for later exploration
- Parking lot or recycling bin

What Are We Going To Do With It?

- Do you have a process to track feedback?
- Is there one person or a small team who owns the process for new ideas?
- How does your organization measure responsiveness to feedback & ideas?

- Idea came in
- Analyzed on X date by Y person
- Action taken
- Next steps

Getting into the Details

Key Insight Areas:

- eGovernment awareness
- Impact of search
- Design, usability, and the role of government in their lives
- Communication preferences
- Customer service

Citizen research project conducted in December 2008 & January 2009

Multipoint assessment:

- Focus groups
- Interviews
- Online & phone surveys

Insight #1: eGovernment Awareness is Low – 10 Years Later

- We live & breathe this, but citizens do not
- 70% of respondents had no memory of visiting a state government portal in the past 12 months
 - 90% of respondents were prescreened as state & local eGovernment users

Insight #2: Search has Permanently Altered Visitation Patterns

Old world

- Type in portal home page URL
- Scan portal home page menu
- Drill down to relevant page(s)

New world

- Conduct external search
- Arrive immediately at relevant page

+90% of all Web sessions are initiated with a search engine query

Insight #3: Design & Usability are Inconsistent

- Lack of common look & feel is disorienting
 - Menus, search box placement, colors, information architecture, templates differ by department or agency
- “Govspeak” is not easy for citizens to decipher
 - *“What’s a portal?”*
- Demand for inlanguage support is growing

Insight #3.5: Government Has a Low-Touch Role in Their Lives

- Majority of respondents have a low emotional investment in government
- *“I want to get in, do what I need to do, and get out as fast as possible.”*
- Citizens do not care how government is structured – they just want to be able to find the right services & information

Insight #4: Communication Needs are Evolving

- *Be explicit yet succinct*
 - *“Please tell me what I need to do.”*
 - *“I just need instructions, not a book.”*
- Communicate at trigger events
- Moving beyond the U.S. Postal Service
- 2-way vs. 1-way
 - Demand for interactive dialogue is early stage but will grow

Insight #5: Customer Service is Still Essential

- Service expectations of government are rising
- *“If I can order shoes online and have a box on my doorstep the next day, I should be able to do XXXX on a government site. Please figure it out.”*
- Customer service builds advocacy – even in unlikely areas

Evolving To Meet Tomorrow's Needs

Turning insight into ideas and actions

Challenge #1: Low eGovernment Awareness

Opportunity: Market Your eGov Solutions

- Overcome noise & clutter
- Whatever marketing you are going is great – but it's not enough
- eGovernment competes against ingrained existing channels
- Proactive, creative, and repetitive messages

The average U.S. adult is exposed to +4,000 marketing messages per day.

Biggest Marketing Opportunities

- Deliver relevant messages at time-sensitive moments (triggers)
- Replace forms with reminders
 - Reprint/redesign to emphasize online call to action
- Opt-in communication beyond USPS
- Leverage agency databases to cross-sell
 - Fishing license, watercraft & trailer registration, travel & tourism overlay
- Rework keywords for search engine optimization
- Leverage media relations
 - Talk radio, actualities, TV appearances, print reporter relationships, etc.

Sample Marketing Best Practices

ARE YOU COMPLIANT WITH ACT 637?
The Arkansas Trucking Portal is your one-stop solution



Use the online Arkansas Commercial Vehicle Driver Alcohol & Drug Testing Database

To comply with Act 637, the State of Arkansas now offers an online central repository for positive alcohol and drug test results on commercial drivers.

The Arkansas Trucking Portal provides a secure and convenient way for employers, medical review officers, and service providers to search the database and report results immediately.

Sign up at:
www.trucking.arkansas.gov/drugtest

Service Benefits

- Fast and efficient solution for Act 637 compliance:
- » Search commercial driver records prior to hiring
- » Report positive drug & alcohol results immediately
- Hire safe drivers, reduce liability, save training costs
- Available 24/7/365 with instant response



"Drivers are the most important people at our company and this service helps to ensure they are safe vehicle operators."
David Whitehead
Senior Director of Compliance
J.B. Hunt Transportation Services, Inc.





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3 easy ways to keep yourself out of line

Have your state inspection and/or emission tests performed and renew one of three ways

- 1 On-Line**

Go to www.renewalxpress.utah.gov and enter your plate and PIN (provided on this renewal notice)


- 2 By Mail**

Follow the instructions printed on the inside of renewal notice
- 3 On The Spot Station**

Any station with the On The Spot logo can test and renew your vehicle, and provide your decals immediately



Web site brought to you by:




For a list of On The Spot stations, call: 801-297-7780 or 1-800-DMV-UTAH

IT'S A NEW DAY FOR eGOVERNMENT IN TEXAS

We're Ready For Liftoff



- Expanded solutions
- Innovative approaches
- Enhanced customer service
- New leadership



Visit us in the Exhibit Space to learn more about the new resources now available through TexasOnline. www.texasonline.com
Your Texas eGovernment resource.



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Challenge #1: Low eGovernment Awareness

Next Opportunity: Be Relevant Today

- Leverage your information, data, and resources to align with major issues
 - Transparency
 - Green
 - Data availability for mash-ups

A Long-Term Build

- eGovernment is ideally positioned to support transparency efforts at every level
- Focus on accountability & openness, not on being a watchdog
- National transparency resource
 - Broken down by state & type of solution



Best Practices in Transparency

- State checkbooks
- Open books
 - Kansas: <http://www.kansas.gov/kanview/>
 - Oklahoma: <http://www.ok.gov/okaa/>
- Campaign finance & lobbying disclosure
 - South Carolina: <http://ethics.sc.gov/>
- Legislation tracking
 - Nebraska: <http://www.nebraska.gov/billtracker/faq.html>
- Budget allocation tools
 - Maine: <http://www.maine.gov/governor/baldacci/policy/budget/index.html>

Best Practices in Transparency

- ARRA oversight
 - Nebraska: <http://recovery.nebraska.gov/>
 - Virginia: <http://stimulus.virginia.gov/>
 - Arkansas: <http://recovery.arkansas.gov/>
 - Idaho: <http://www.accountability.idaho.gov/>
- Consumer protection
- Open government (public meeting notices)
 - Utah: <http://www.utah.gov/pmn/index.html>

eGovernment is Green

- Migrating traffic online generates tangible green benefits
- Biggest challenge to date is measurement
- Meeting the challenge:
 - Oklahoma: <http://www.ok.gov/gogreen/>
 - Vermont: <http://www.vermont.gov/portal/services/savings.php>
- Big picture opportunity – eGovernment enables workweek changes
 - Utah's 4/10 work week

Stewarding Green Successes

Online Services Savings Calculator

Enter your information below to calculate the value of time, travel, and environmental impact that are saved when you conduct your government transactions online.

One-way travel distance to government office (miles):

12.5

Your car economy, i.e. average miles per gallon:

20

Average cost per gallon of gasoline:

\$ 2.80


Parking meter or lot fee:

\$ 1.00

Value of your time (per hour):


\$ 15.00

Calculate Your Savings



[Contact](#) | [Weekly Green Tips](#) | [Go Green Oklahoma Calendar](#)

[Home](#) / [go green data center](#)



Currently, the 'Go Green Oklahoma' study provides data from online services provided by the state of Oklahoma. We invite state agencies to [report their online services](#) that reduce paper consumption and/or carbon emissions, to be included in our data. The links below take users to the state agency's main Web site. **The data consists of conservative estimates limited to the date ranges of January 2007 – July 2009.**

agencies:
report your
online service

to be included in
the go green
oklahoma data

online service	live date	average paper/envelopes saved per transaction	number of transactions	total amount of paper saved
Oklahoma Accountancy Board's Professional Licensing	04/18/2006	3	16,442	49,326
Oklahoma Alcoholic Beverage Laws Enforcement Commission's Professional Licensing	10/15/2007	1	34,339	34,339
Oklahoma Board of Medical Licensure and Supervision's Professional Licensing	12/03/2004	12	29,073	348,876
Oklahoma Board of Nursing's Professional Licensing	01/15/2006	1	58,065	58,065
Oklahoma Board of Psychologists Examiners' Professional Licensing	09/07/2007	19	242	4,598
Oklahoma Bureau of Narcotics and Dangerous Drug Control's Professional Licensing	05/01/2008	2	3,396	6,792
Oklahoma Department of Human Services' Commodity Distribution DF-8 Application	01/06/2006	-	-	4,256
Oklahoma Department of Human Services' Child Support Services	05/31/2005	3	27,900	83,700
Oklahoma Department of Labor Injury and Illness Survey	01/11/2007	3.45	3,766	13,000
Oklahoma Department of Wildlife Hunting and Fishing License Sales	01/01/2003	8	1,626,458	13,011,664

Making Data Available

“At the end of the day, it’s not even about collecting information on your portals. The best way to make yourself Web 2.0 is actually to expose your data in ways that let other people re-use it.”

Tim O’Reilly

Government Thinking About Web 2.0

Key Distinction: Which Data?

- This is not a “free the data” exercise
 - Only approved information, not personal/sensitive identifiers
- Enhance usability of government data in unexpected ways
 - **DATA.GOV**
 - Maine: <http://maine.gov/data>
 - New standard in process: state.data.gov to feed into data.gov
 - Sunlight Foundation: <http://www.sunlightlabs.com/contests/appsforamerica2/>

What's your dream mashup?

How about:

- DMV locations, hours of operation & required info by transaction
- Mapping
- Real-time wait
- Same-day appointments
- Traffic conditions & optimal routing

Best Practices in Data Sharing & Mashups

The screenshot shows the Maine.gov DataShare website. At the top, there is a search bar for "Maine.gov" and a navigation menu with categories: GOVERNMENT, FAMILY & HOME, TRAVEL & RECREATION, EMPLOYMENT, BUSINESS, EDUCATION, and FACTS & HISTORY. Below the navigation, there are links for "Maine.gov DataShare Home", "Suggest a Data Set", "DataShare Gallery", "Share Your Site", "Feedback", and "Data Policy". The main content area is titled "Maine.gov DataShare" and includes a "Welcome to Maine.gov DataShare" section with an icon of a magnifying glass over a globe. To the right, there is a "How to use Maine.gov DataShare" section with an icon of a computer screen. Below these sections, there are two columns of text. The left column describes the purpose of the site, and the right column provides instructions on how to use the site. At the bottom of the page, there is a "Search for Data File" section with a search bar and dropdown menus for "Agency" and "Category".

Maine.gov DataShare

Welcome to Maine.gov DataShare

How to use Maine.gov DataShare

The purpose of Maine.gov DataShare is to provide easy access to public data, increase government transparency, and to encourage public participation and collaboration in government. By making data readily available for research, analysis, and development of web tools and applications, we hope to encourage new and creative approaches to the data. Maine DataShare will continue to grow and evolve, so we encourage you to check back often and browse through the datasets. The success and the future shape of the site will be largely determined by the amount of user participation.

Maine.gov DataShare provides a catalog of public data that will include access to online data search tools, or the "raw" data in CSV (comma-separated) and/or KML formats. Datasets are searchable by category, agency, and keywords. Once in the catalog, click on the "name" (the name of the dataset) and you will be taken to a page with more details and meta-data for that specific dataset or tool. Please note that by accessing datasets offered on Maine.gov DataShare, you agree to the Data Policy, which you should read before accessing any dataset. We welcome [feedback and suggestions](#) about this site.

Search for Data File

Keyword

Agency

Category

Search

The screenshot shows the Quakespotter application interface. At the top, there is a search bar and a "QUAKESPOTTER" logo. Below the search bar, there is a "download quakespotter" button with a globe icon. To the right, there is a text description of the application. Below the text, there is a screenshot of the application running on a computer screen. The application displays a 3D visualization of the Earth with a red dot indicating an earthquake location. The text below the screenshot provides details about the earthquake: "Magnitude 4.5 Off the coast of Jalisco, Mexico 3:34 PM, Saturday August 1 (EDT)".

QUAKESPOTTER

download quakespotter

Quakespotter is a 3d visualization of earthquakes occurring around the world, as well as news and information from the United States Geological Survey, Google, and Twitter developed in [Ruby Processing](#) as an entry in [Sunlight Labs Apps for America 2](#) competition.

Should run well on Macs (open Quakespotter.app) and Windows (open Quakespotter.bat).

Magnitude 4.5
Off the coast of Jalisco, Mexico
3:34 PM, Saturday August 1 (EDT)

Challenge #2: Search is Disrupting the Norm

Opportunity: Focus Attention on Your Online Services

- Transaction = replace the form with an end-to-end process that often includes:
 - Secure exchange of sensitive information
 - Payment
 - Printable confirmation
 - Ability to check something off the to-do list

It's Not Just About the Next (Killer) App

- Revisit solutions developed 1, 3, 5, and 10 years ago
- Review application-level analytics
 - How strong is the funnel and where is traffic falling off?
- Enhance the user interface
 - Screen flow
 - Verbiage
 - Packaging (content positioning, color, graphics)
 - Calls to action
- Tweak, enhance, and move down the list

NIC benchmarks hundreds of government and industry sites to help our partners maintain their eCommerce edge

Challenge #3: Inconsistent Design is at Odds With User Behavior & Needs

Opportunity: Redesign for searcher behavior to address user needs

- Enterprise-wide standardization
 - No matter where a user lands, it looks like your government's site
 - Statewide: Indiana & Idaho (in progress)
 - CMS-driven templates: South Carolina, Kentucky, Virginia, West Virginia
 - Sliver headers/footers: Maine & Utah
 - Provide multilingual support
 - Integrate federal, state, and local information to create a 1-stop shops

Cross-Boundary Services

- Nebraska JUSTICE
 - 186 of 187 county & circuit courts
 - 76,000 monthly transactions
 - <http://supremecourt.ne.gov/court-information-tech/justice-subscriber-info.shtml>
- Montana professional licensing suite
 - 34 boards & 114 license types
 - <http://mt.gov/dli/bsd/license/license.asp>
- Integrated new business registration
 - Incorporates federal, state, and local requirements
 - <http://hbe.hawaii.gov>

Design Matters

- <http://www.utah.gov>
- <http://www.arkansas.gov>
- <http://www.kentucky.gov>
- <http://www.idaho.gov>
- <http://www.colorado.gov>
- <http://www.vermont.gov>

Challenge #4: Citizen Communication Preferences are Evolving

Opportunity: There's No Time Like the Present to Start Addressing

What is your primary communication channel for constituents?

The Challenge of Maintaining the Status Quo

The U.S. Postal Service is struggling

- Record \$7 billion deficit
- GAO July 2009 report – USPS financial condition at high risk, needs immediate restructuring
- 10% of 32,741 offices nationwide are under review
- Between 700-1,000 likely to close in early 2010
- Striking parallels to media industry

Possible Postal Solutions

- **COST:** Raise postage rates
- **ACCESS:** Continue eliminating post office locations and cutting home delivery to certain markets
 - Rural areas at risk
- **CONVENIENCE:** Cut 1-2 delivery days (Wed & Sat proposed)

It's time to explore new communication channels to interact with your constituents

Channels Our Research Respondents Favored

- SMS
- E-mail
- Postal mail
- Personalized site messages
- Blast phone reminders (still legal for government reminders)
- Social media
 - Facebook
 - Twitter

Start building your enhanced databases now

- Not just “Do you want...” but also “How do you want and in what format?”

Portals Get Personal

GOVERNMENT RESIDENTS VISITORS **BUSINESS** EDUCATION ABOUT TEXAS ONLINE SERVICES

FOR YOU The registration on your 2006 Volkswagen GTI expires February 1st. [Renew it online.](#)

Mobile Expansion

- Goal: Deliver services to a growing number of constituents
- Optimize portal home pages for mobile devices
- Create mobile-optimized applications
- Supports greater personalization
 - Opt-in SMS and e-mail reminders
 - Link directly to mobile-friendly applications

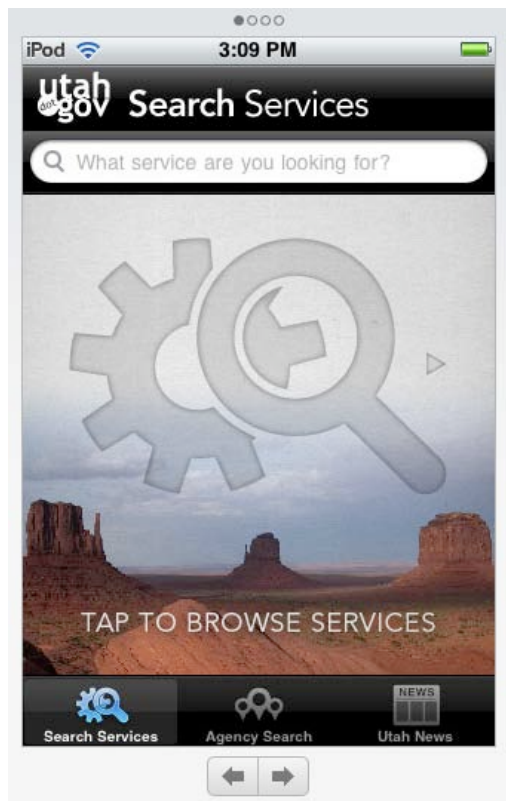
Smart phones currently represent 36% of mobile devices in the U.S.

Smart phone users are projected to grow 15% annually over the next five years.

Source: In-Stat
(March 2009)

Leading Edge Mobile eGovernment

- iPhone apps
 - Utah.gov home page
 - Arkansas Recovery project locator



Web 2.0

- Need to break through the hype to find relevant uses and implementations
- Treat as a means to an end:
 - Getting people to your services & information
 - “Google juice”
- Key opportunities:

DRIVING CONTENT TO GOVERNMENT SITES


- Twitter & RSS feeds to broadcast content to users
- Flickr to feed site images
- YouTube for how-to instructional videos

PUSHING CONTENT WHERE CITIZENS CONGREGATE


- Facebook, LinkedIn, YouTube, MySpace, etc.

Social media may not be the ideal solution for every online service or agency.

A Web 2.0 Full-Court Press



State of Rhode Island
Frank Caprio
OFFICE OF THE GENERAL TREASURER




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- ▶ Strategic Plan & Performance Management
- ▶ Investment & Finance
- ▶ Employee's Retirement
- ▶ Search Unclaimed Property
- ▶ CollegeBoundFund
- ▶ Crime Victim Compensation Fund
- ▶ Treasury School
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Spotlight

25th Anniversary of the Victims of Crime Act

General Treasurer Frank T. Caprio, the Crime Victim Compensation Program, and the Crime Victim Service Providers Steering Committee invite you to help us celebrate the 25th Anniversary of the Victims of Crime Act. A week of events will take place during National Crime Victims' Rights Week - April 24th to May 2, 2009. All events are free.  [Click Here to Learn more...](#)



Multimedia Center




View in real-time
01:05
www.treasury.ri.gov vimeo

Visit the Online Checkbook:
www.treasury.ri.gov/checkbook


Key Info Finance Unclaimed Property Education

- [See how much we spend with our Online Checkbook](#)
- [Learn how to search for Unclaimed Property](#)
- [Learn about the Crime Victim Compensation Fund](#)
- [CollegeBoundFund](#)

Search Treasury's Online Unclaimed Property Vault



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Press Releases

04/07/2009 09:00 EDT
[Treasurer Caprio Announces Local Events in Observance of National Crime Victims' Rights Week](#)

03/30/2009 09:00 EDT
[Treasurer Caprio's Office To Utilize Social Networking Tool Twitter To Broadcast Rhode Island's Daily Cash Flow On A Real-Time Basis](#)

03/25/2009 10:15 EDT
[Treasurer Caprio Announces Release of 2009 Rhode Island Unclaimed Property Guide](#)

[RSS](#) [REX](#)

[More...](#)

Related Links

- [RI.gov](#)
- [Office of the Governor](#)
- [Budget Office](#)

Social Media Policy

- Lack of policy is limiting government's use of social media
- Tough discussions:
 - Information flow
 - Site moderation
 - Willingness to deal with feedback and complaints
- Opportunity: Go beyond acceptable use policies to make the business case

New Channels

- Finding new ways to deliver government services
- Developing customized services to support key industries
- Temporary license plates issued by car dealers in Montana
- Driver license/identification validation for bankers in Utah
- Retailers issuing outdoor licenses and vehicle tag renewals in multiple states
- Expanding credit card payment availability
 - Online & card-swipe payments

Challenge #5: Customer Service Expectations are Rising

Opportunity: Customer Service is Marketing

- Servicing customer needs is both a blessing and curse
- Doing business online is personal
- Developing these relationships is a competitive advantage
- Enlisting users as co-contributors leads to efficiencies

Creating a Satisfying User Experience

- Find opportunities to “surprise & delight”
- 24/7/365 multichannel support
- Creating a customer service community to support users
 - Moderated, user-driven FAQ reduces front line employee burden
- Feedback forums submit ideas & bugs
 - Users vote on priority, replaces ticket systems and forums that are difficult to manage

Putting the Pieces Together

From the program description:

“This puts pressure on government agencies to keep up with the times.”

- Pursue solutions for the right reasons
 - Does this help fulfill your organization’s mission of service?
 - Delivering measurable value
 - Faster solutions
 - Better communication
 - External/internal efficiencies & savings
 - Enhanced customer service

Spotting value
amid the bright,
shiny objects

Putting the Pieces Together

- Choose approaches based on the current & future needs of your organization and constituents
- Goal: Future-proofing eGovernment for upcoming generations while continuing to better serve your current citizens

Keys to eGovernment Success

- Be open to new ideas & technologies
- Embrace a culture of sharing & openness
- Don't reinvent the wheel
 - Use available internal and private sector tools
- Baby steps are OK

In Summary

Did you:

- Get one new idea?
- Make one new contact?

Questions & Answers

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