A LOOK AROUND THE CORNER

BILL SCHRIER, DEPUTY DIRECTOR, CENTER FOR DIGITAL GOVERNMENT (Former Chief Techie, City of Seattle)
1. Digging out; Dealing with Pent Up Demand – internal demands and citizen demands
2. The Hard Decision Dividend: Innovating Continuously and Forward
3. Riding the Wave, or Floundering in it ...
5. Leading in Place: Public Employees, Technology Managers, CIOs, Elected Officials
6. Preparing Yourself for Tomorrow
First of all, take those smartphones out and ...
Starter Question: What Color is Information Technology in Washington State?

<table>
<thead>
<tr>
<th>To Answer</th>
<th>Text this word:</th>
</tr>
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<tbody>
<tr>
<td>Green</td>
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</tr>
<tr>
<td>Red</td>
<td>wred</td>
</tr>
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<td>Purple</td>
<td>wpurple</td>
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<tr>
<td>Blue</td>
<td>wblue</td>
</tr>
<tr>
<td>None of the Above</td>
<td>wnone</td>
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</table>
1. Where We’ve Been
100 Years Ago

• 1913

• World War I was impending

• Income Tax authorized

• Ford’s first moving assembly line

• Cool tech: “wireless” radio

• Old tech: the Telegraph
50 Years Ago

• 1953
• Korean War ending
• US develops the H-Bomb
• Cool tech: television, cable
• Old tech: radio
• Univac 1103 uses random access memory
20 Years Ago

• 1993
• Bill Clinton becomes President
• Cool Tech: IBM Simon, TextMsgs, “client-server”, LANs, Windows NT
• Old Tech: mainframe computer “time-sharing”
5 Years Ago

- 2007
- Seeds of the “Great Recession”
- Cool Tech: iphone, BlackBerry, Apple-TV and ... tablet computers!
- “Apps” are unknown
- Old Tech: mainframe computer
The Long Hard Climb

State + Local Tax Revenue

$200B

$1.5B

$1.2B

2000  2008  2012
2. Innovation
The Innovation Lifecycle

- Invention (Curiosity)
- Commercialization (Opportunity)
- Democratization (Passion)
Innovation example: 311 - CRM

- Innovation: the telephone
- “0” then 411 Directory Assistance
- 999 for emergencies – England - 1937
- 911 for emergencies – U.S. - 1968
- 311 for non-emergencies – Baltimore - 1998
- Customer Relationship Management (CRM)
- Constituent Relationship Management (CRM)
- Web-based 311 systems with CRM
- Mobile 311 App with both web and voice
- Citizen Connect – Boston
- City Worker - Boston
I have no special talent. I am only **passionately curious**.

-Albert Einstein
Next Wave of Government Technology

Here’s the thing about waves....

You either ride them or they wash over you!
THE INTERNET

Personal

Internet

IT

Government

Tools

Skills

Value

Data
IT Government

Skills

Value

Smart platforms/sensors

Consolidation

Anne Helmond, May 2009
3. Social Media
Is Social Media useful for workforce productivity?

57%

Of your state and local government peers say YES
Being Social

(Video deleted to reduce file size)

Robert Woolley, Chief Technical Architect,
Department of Technology Services, State of Utah
Government as a Social Enterprise
Building it at the Edges

Indicators of another Wave

Social Media is useful for workforce productivity? 57%
Facebook allowed in workplace 42%
LinkedIn allowed in workplace 58%
YouTube allowed in workplace 45%
Plan to deploy citizen facing app in the next 12 months 39%
Tablets will become primary computing devices in state and local government 30%
BYOD Policy in place 44%
Social Media Challenges

Managing Content

Meaningful metrics

Value?

Culture

Policies

Service Delivery
4. Mobility
Mobility: Meet Me Where I am

(Video deleted to reduce file size)

Jon Walton, Chief Information Officer, San Francisco
Mobility

30% of state and local IT officials think that tablets will eventually be the primary computing device in state and local government.
“Users would login 5 to 6 times a day, going through our authentication and security. Each login would take six or seven minutes, total 30-45 minutes per day, per user of lost productivity.”

-Harold Tuck, CIO, San Diego County
Social Media & Mobility Examples
5.
Beeeeg Open Data
### Open Data and Government

#### OPEN DATA SITES

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>U.S. States</td>
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</tr>
<tr>
<td>U.S. Cities</td>
<td>15</td>
</tr>
<tr>
<td>Agencies and Subagencies</td>
<td>172</td>
</tr>
<tr>
<td>International</td>
<td>30</td>
</tr>
</tbody>
</table>

- 236 citizen-developed [apps](#)
- 103 [mobile apps](#)
- 172 [agencies and subagencies](#)
- [Suggest a dataset or app!](#)
Too much data - not enough intelligence

*Mining data for solutions*

Can data make you smarter?

- Enterprise Content Management
- Business Intelligence
- Predictive Analytics
Consumable Public Data

(Video deleted to reduce file size)

Bryan Sivak, Former Chief Innovation Officer, State of Maryland
I am...
- Checking public transit arrival times
- Looking up restaurant inspection results
- Submitting a 311 request

I am able to...
- Analyze performance and set benchmarks
- Eliminate stovepipes
- Use dashboards and metrics
- Drive results

I am able to...
- Question performance
- Find best practices
- Tie funding to outcomes
- No longer rely on my “gut”

Citizens

Elected Officials

Private Sector

Department Heads

Data

Answers in the Data

I am able to...
- See which departments need support
- Offer help
- Build applications with the data that government acting alone could not

I am able to...
- Analyze performance and set benchmarks
- Eliminate stovepipes
- Use dashboards and metrics
- Drive results
6. Cloudy with a Chance of Computing
Infrastructure in the Cloud

(Video deleted to reduce file size)

Bryan Sivak, Former Chief Innovation Officer, State of Maryland
Government as a **Social Enterprise**
*Building it from the Center and the Cloud*

✓ **Strategy to Applying Reusable Technology (START)**
  • Prototyping multi-tenant, shared services cloud consortium in Oregon, Utah, Minnesota and Illinois
  • Expected to be a lower cost model for costly systems
✓ **Two-thirds (65%) of GovTech Exchange Respondents say forecast calls for clouds**
✓ **Three quarters (78%) anticipate a combination of the cloud and the data center working together**
✓ **A quarter (22%) think the cloud and the premises-based data center will square off**
✓ **Three quarters (76%) think the cloud data center will eventually win out**
Cloud: Risk vs. Savings

(Video deleted to reduce file size)

Sean Vinck, Chief Information Officer, State of Illinois
7.
Themes, People
CDG Themes

Mobility
- Mobile Payments
- BYOD
- Location-based services

Operational Efficiency
- Application/Infrastructure Consolidation
- Cloud Computing
- Securing Information vs. Securing Everything

Smart(er) Government
- Big Data, Open Data and Analytics
- Social Media
- Shared Services
71% of state CIOs feel their influence is increasing.

At the same time, a growing number of states are moving the position of CIO out of the cabinet and placing it under the supervision of budget or procurement director.

- California
- Washington
- Arizona

Squishy Titles Measured by Results

CIO – Chief Information Officer
CIO – Chief Innovation Officer
Social and New Media Directors
Gnarly New Positions
Social and New Media Directors

New Media Strategy
Broaden Reach
Engage public
Be Essential  (or someone else will be)

✓ Move past consolidation of data centers, staff
✓ Shift focus from retrenchment to capitalizing on business opportunities to change
✓ Exploit new technologies and evangelize the better use of the entire IT ecosystem
✓ Put the premium on leadership and innovation
✓ Engage the private sector in a new way – as trailblazers, innovators, economic engines
✓ Lead into the next wave of social interaction and the renovation of government into a data-driven social enterprise
Only 58% of public sector employees are fully engaged in their jobs.

Feeling valued, Empowering employees to improve service, and Giving Recognition.
**Learn and Grow**  
Feel Valued  
Empowered to...  
Serves With Integrity

**Specfic Components**

- **Serves With Integrity**: Strongly Agree - 92%, Somewhat Agree - 6%
- **Proud to Work Here**: Strongly Agree - 55%, Somewhat Agree - 32%
- **Make a Difference**: Strongly Agree - 50%, Somewhat Agree - 36%
- **Understands Goals**: Strongly Agree - 50%, Somewhat Agree - 37%
- **Empowered to...**
  - Strongly Agree - 33%, Somewhat Agree - 39%
- **Feel Valued**
  - Strongly Agree - 31%, Somewhat Agree - 39%

*This was a yes or no question*

Governing Institute Research

Specific Components
Schrier’s 11 Things A Boss Should Say/Do

1. (Smile)
2. “Hello”
3. "What do you think?"
4. "I'm sorry."
5. "How can I help you?"
6. "Go ahead – I got your back."
7. "Here's what's going on and why we are doing this … "
8. "This isn't going to work for me. Here's why…"
9. "You did a great job."
10. "Here's what I'm looking for."
11. "It can wait until later."
Schrier’s 10 Things An Employee Should Say

1. "How am I doing? How did I do?"
2. "Don't worry about it – I got it."
3. "I just read/watched/heard...and it got me thinking that..."
4. "You know how we've been doing X? Why do we do it that way?"
5. "Here's a problem – here’s what I'd recommend and why."
6. "Here's what I learned and how I'll do it better next time"
7. "You gotta see/read/listen to this – it’s pretty cool."
8. "Do you know who I can talk with to understand this better?"
9. "What can I do to help?"
10. Be the “Angel’s Advocate”
The Innovation Lifecycle

I have no special talent.
I am only passionately curious.
-Albert Einstein
#Trending Up

Lessons in applied innovation from state and local government...

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