



A LOOK AROUND THE CORNER

**BILL SCHRIER, DEPUTY DIRECTOR,
CENTER FOR DIGITAL GOVERNMENT
(Former Chief Techie, City of Seattle)**

Seeing Around Corners

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 ...
4. Government as a Data-Driven Social Enterprise: Big Data. Mobile. Social.
5. Leading in Place: Public Employees, Technology Managers, CIOs, Elected Officials
6. Preparing Yourself for Tomorrow





First of all, take those smartphones out and ...

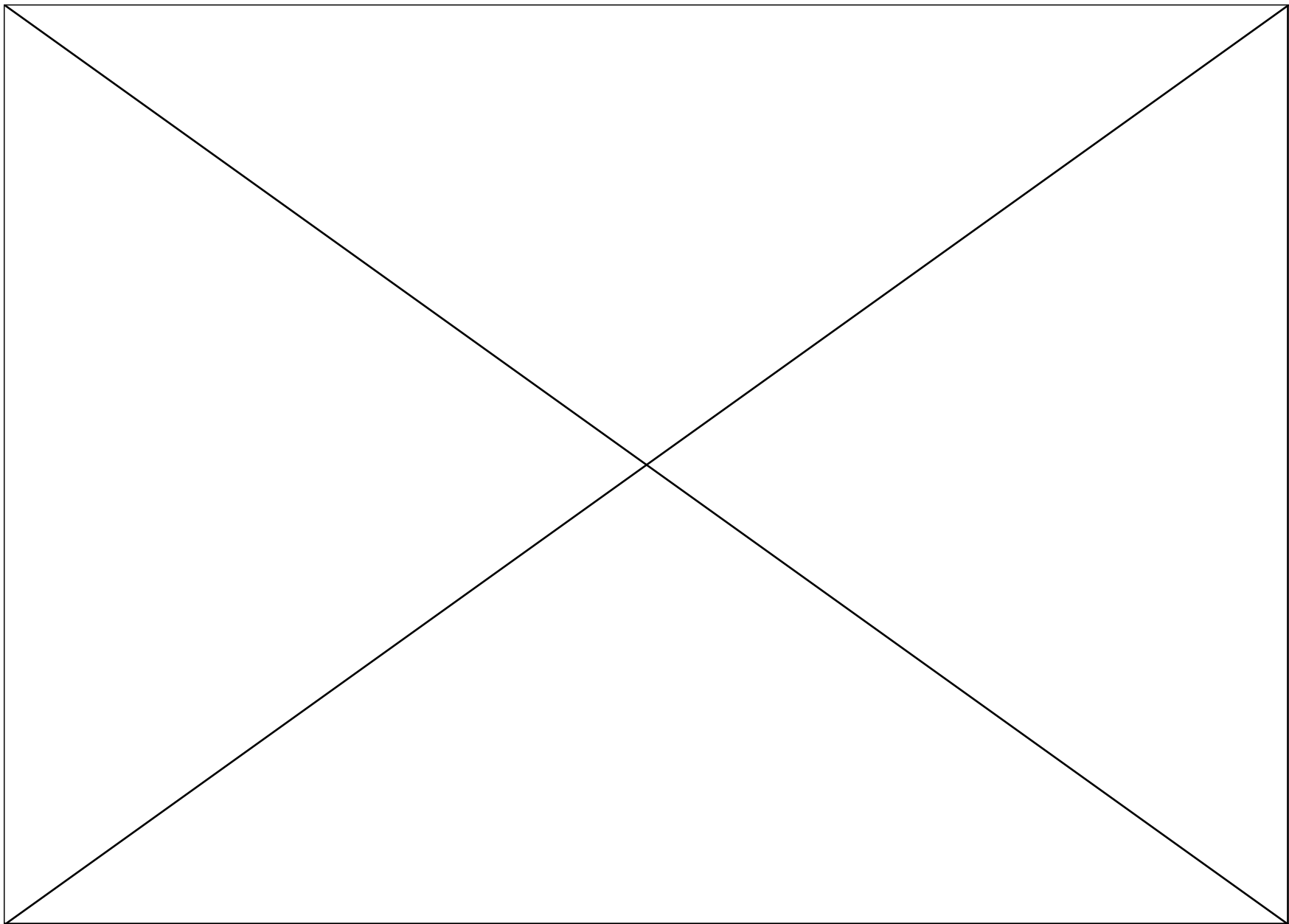


Text answers to 22333

Starter Question: What Color is Information Technology in Washington State?

To Answer:	Text this word:
Green	wgreen
Red	wred
Purple	wpurple
Blue	wblue
None of the Above	wnone







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**

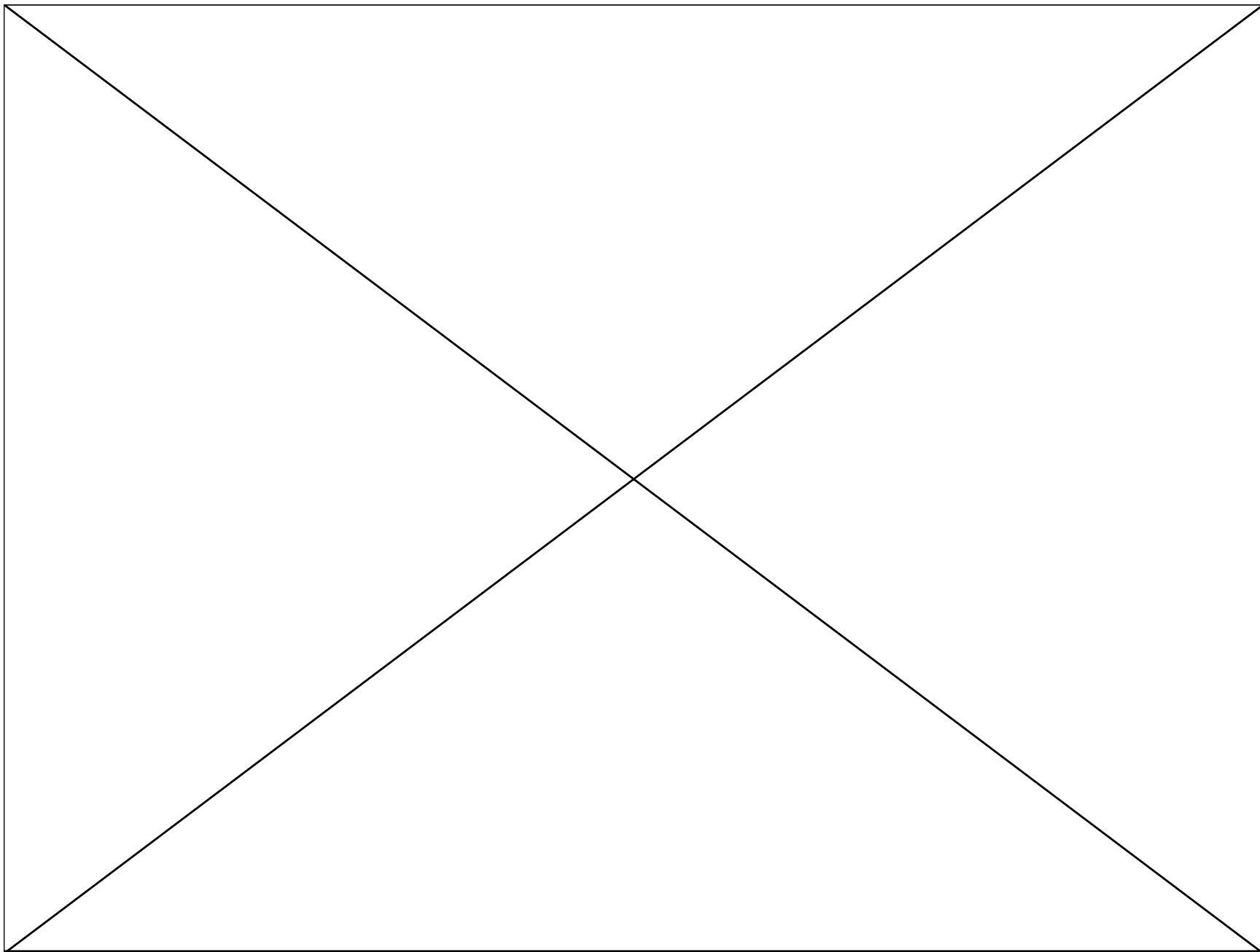
20 Years Ago

- 1993
- Bill Clinton becomes President
- Cool Tech: IBM Simon, Text Msgs, “client-server”, LANs, Windows NT
- Old Tech: mainframe computer “time-sharing”

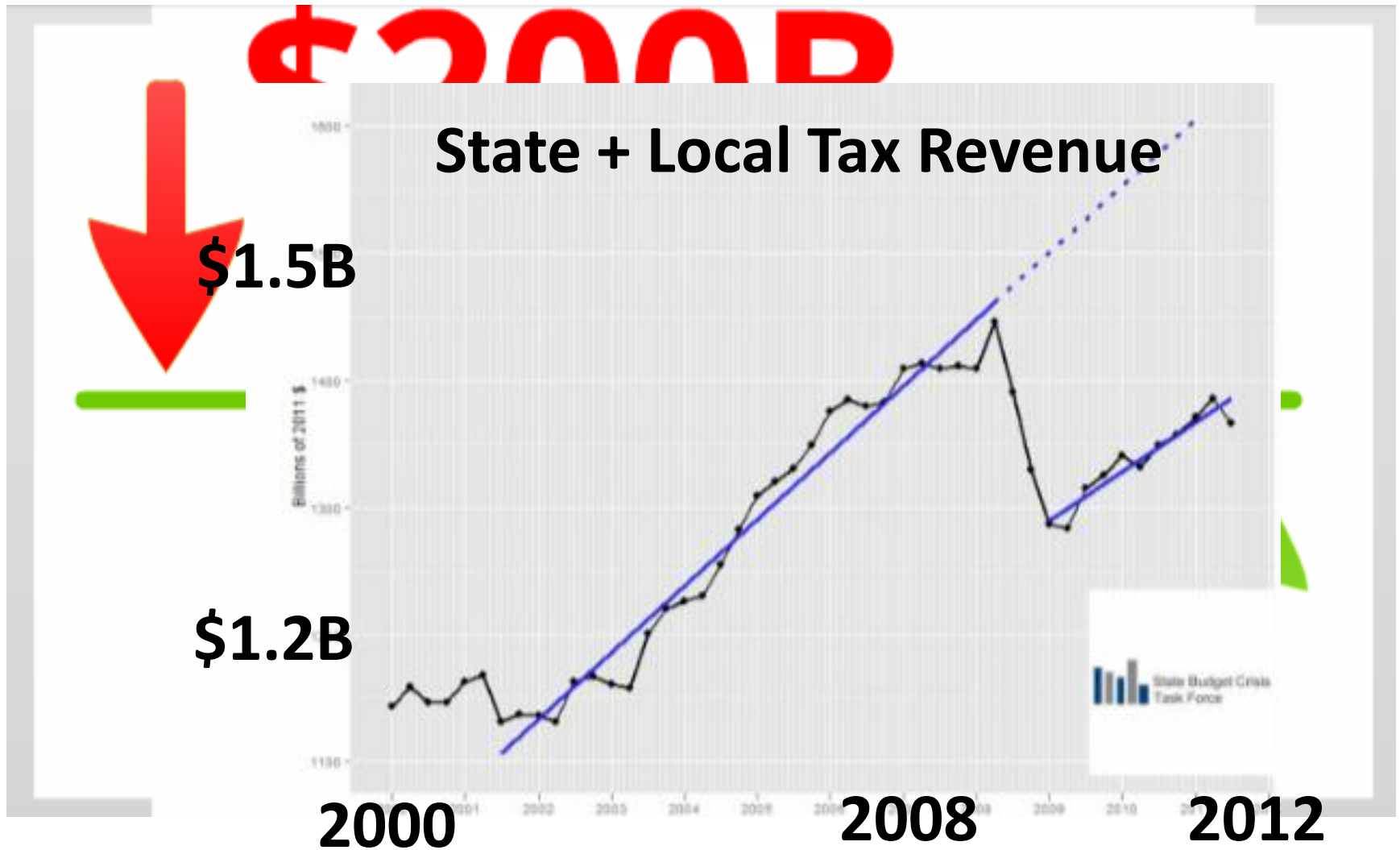
5 Years Ago



- **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



PACIFIC NORTHWEST

DIGITAL GOVERNMENT SUMMIT

GREATER TACOMA CONVENTION & TRADE CENTER, TACOMA, WA | DECEMBER 4 & 5, 2012

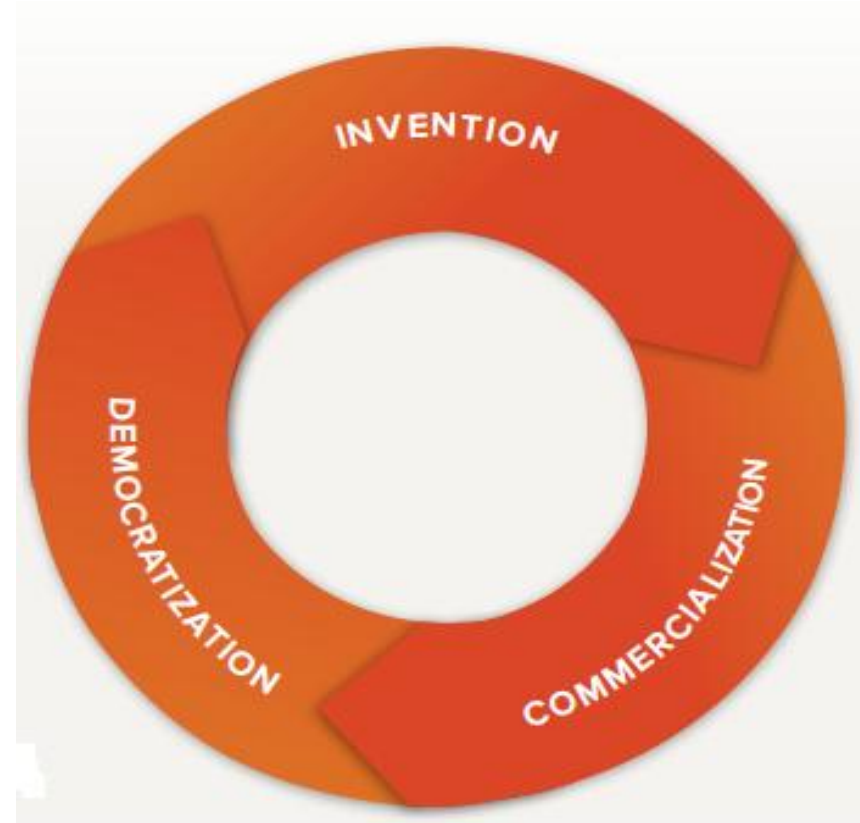


2.

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 –
- ✓ 311 for non-emergenci
- ✓ Customer Relationship
- ✓ Constituent Relationsh
- ✓ Web-based 311 system
- ✓ **Mobile 311 App with b**
- ✓ **Citizen Connect – Bostc**
- ✓ **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!

Mainframe

Personal

Tools

IBM
PERSONAL
COMPUTER



IT

Government

Skills

Value

Accounting
And Forms

Personal

Internet

Tools

THE
INTERNET

IT

Government

Skills

Value

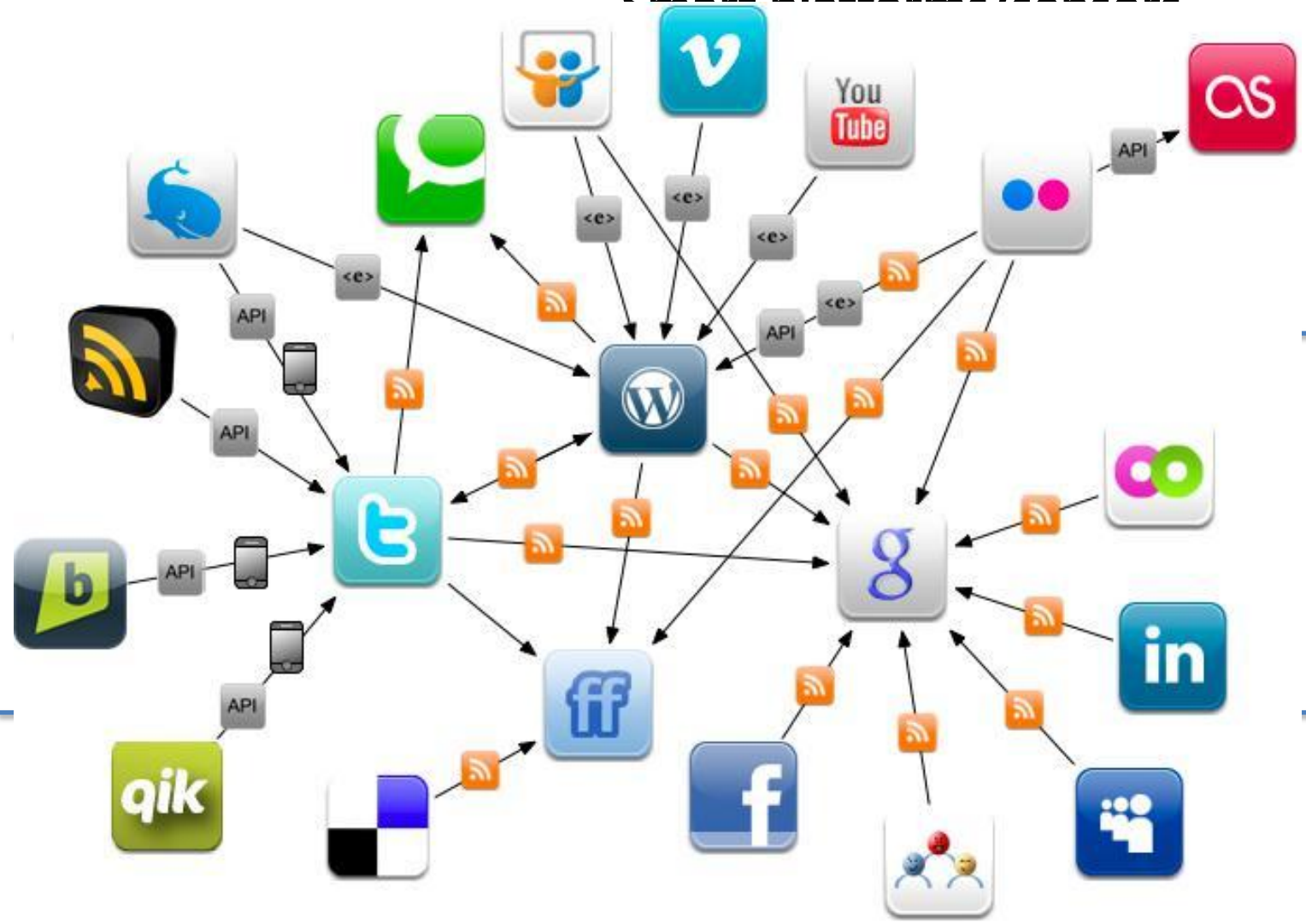


Data



Smart platforms / servers

IT
Government
Skills
Value



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

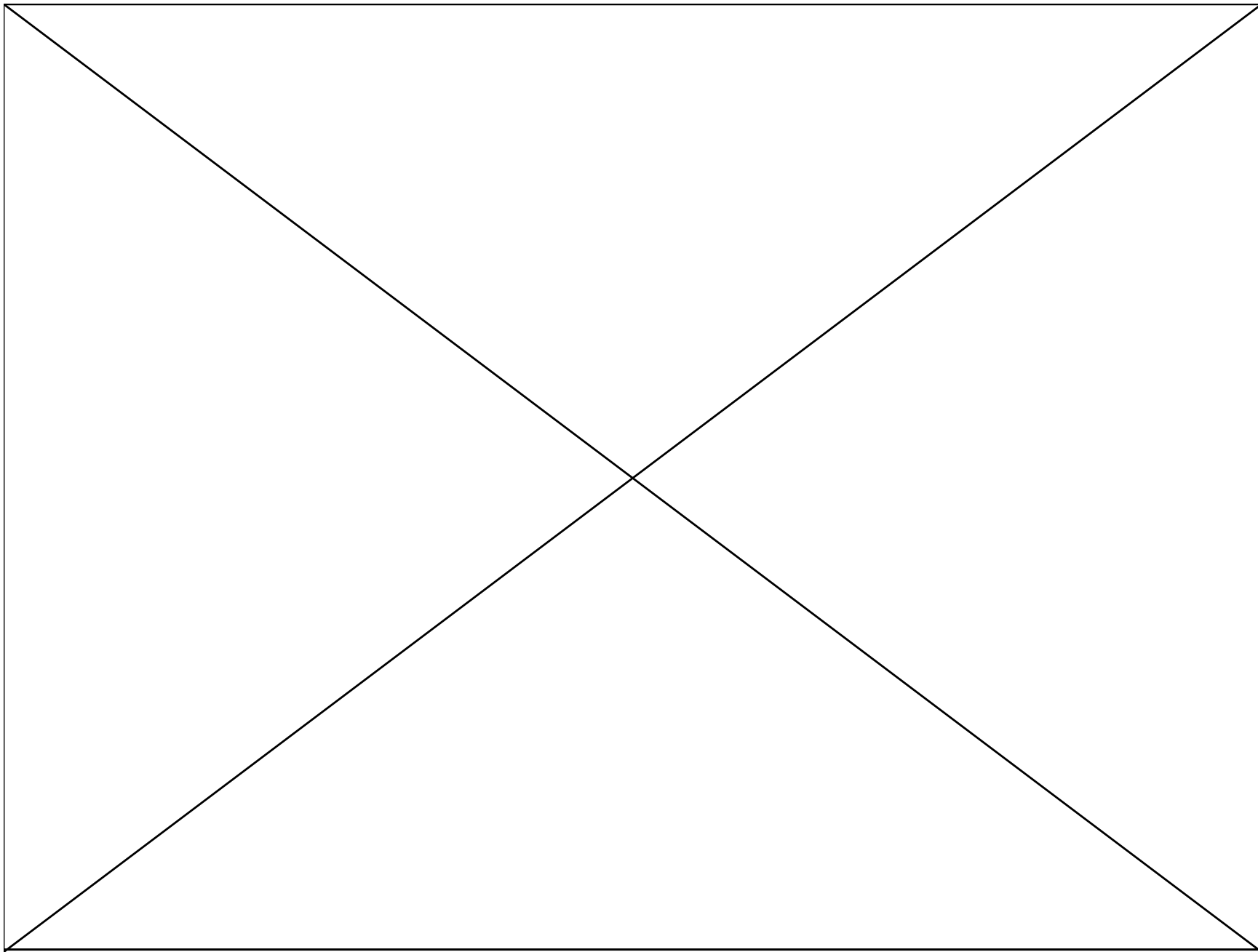
Value? **Culture**



Meaningful metrics

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

Will your agency's spending on smartphones and tablets (devices and voice and data plans)



Not Sure

4%





“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

SAN DIEGO COUNTY SAVES BIG WITH MOBILE VPN

By the Numbers

- **31 PERCENT** increase in productivity = 2,500 more inspections each year
- Travel time to work district reduced **100 PERCENT** = \$90,000 saved annually
- **14 PERCENT** savings in miles driven = 3,400 reduction in miles per vehicle, per month

*RESULTS BASED ON PILOT INVOLVING 30 INSPECTORS



Social Media & Mobility **Examples**



Members: Click here for details



5. Beeeeg Open Data

Open Data and **Government**

UNITED STATES

OPEN DATA SITES

U.S. States

34

U.S. Cities

15

Agencies and
Subagencies

172

International

30

- 236 citizen-developed [apps](#)
- 103 [mobile apps](#)
- 172 [agencies and subagencies](#)
- [Suggest a dataset or app!](#)

Algorithms and **Big Data**

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

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reduce file size)**

Bryan Sivak, Former Chief Innovation Officer, State of Maryland

Answers in the Data



I am...

- Checking public transit arrival times
- Looking up restaurant inspection results
- Submitting a 311 request



I am able to ...

- Question performance
- Find best practices
- Tie funding to outcomes
- No longer rely on my "gut"



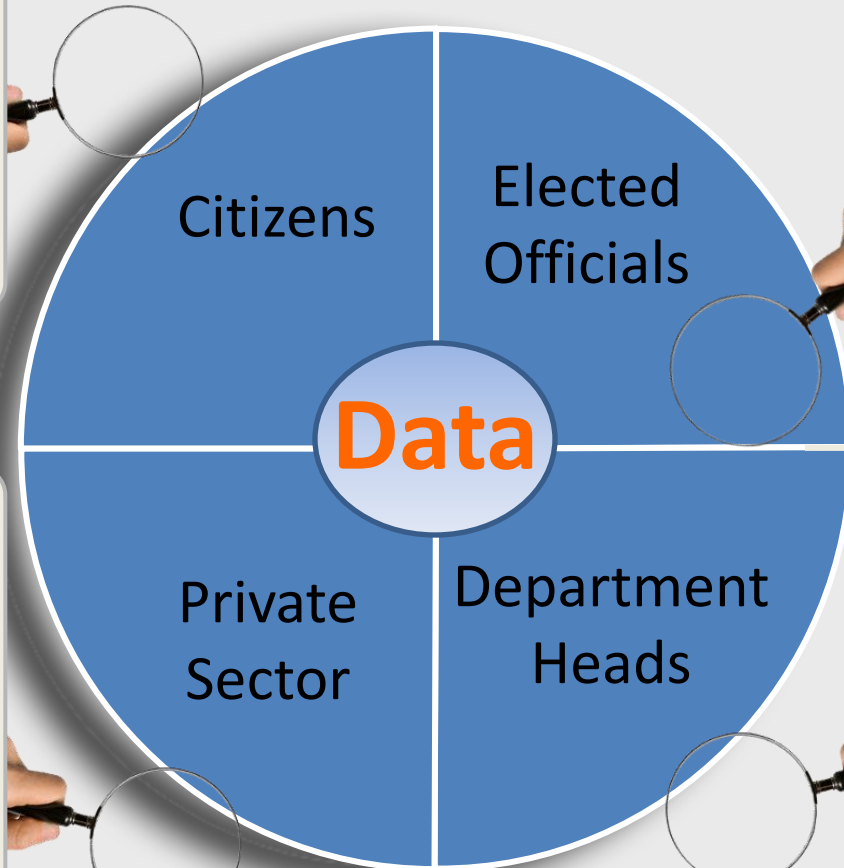
I am able to ...

- 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

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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

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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**

Riding the **Wave** Means Keeping Your Balance

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

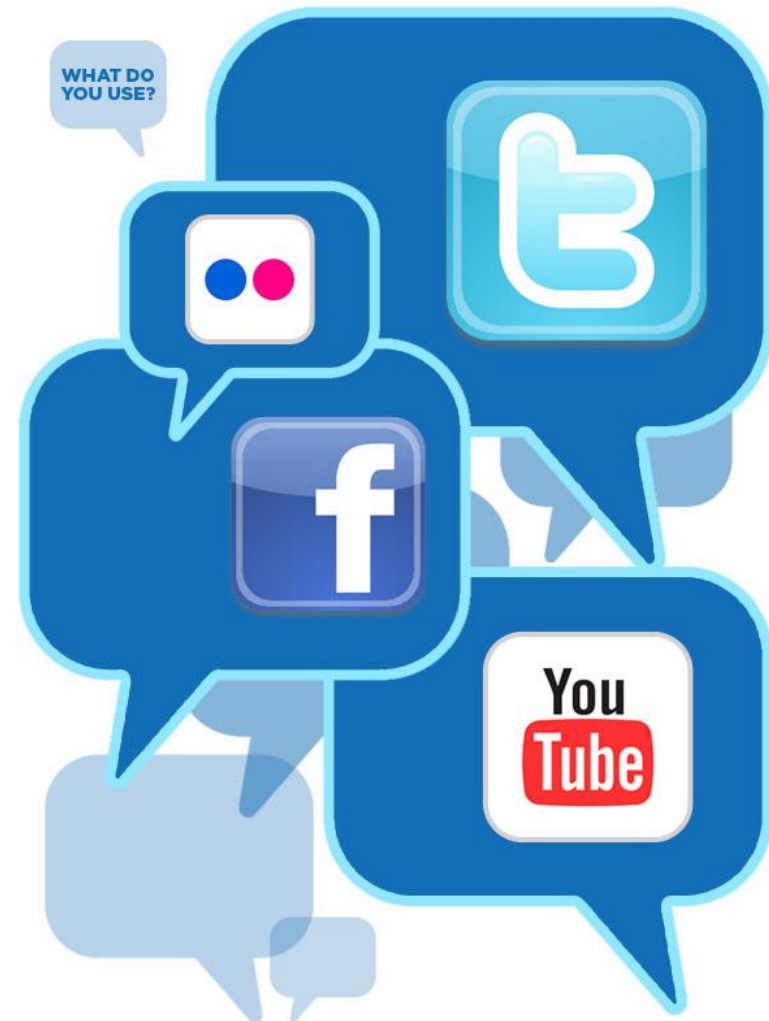
Gnarly New Positions

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**

GOVERNING INSTITUTE RESEARCH

PUBLIC EMPLOYEE MOTIVATORS

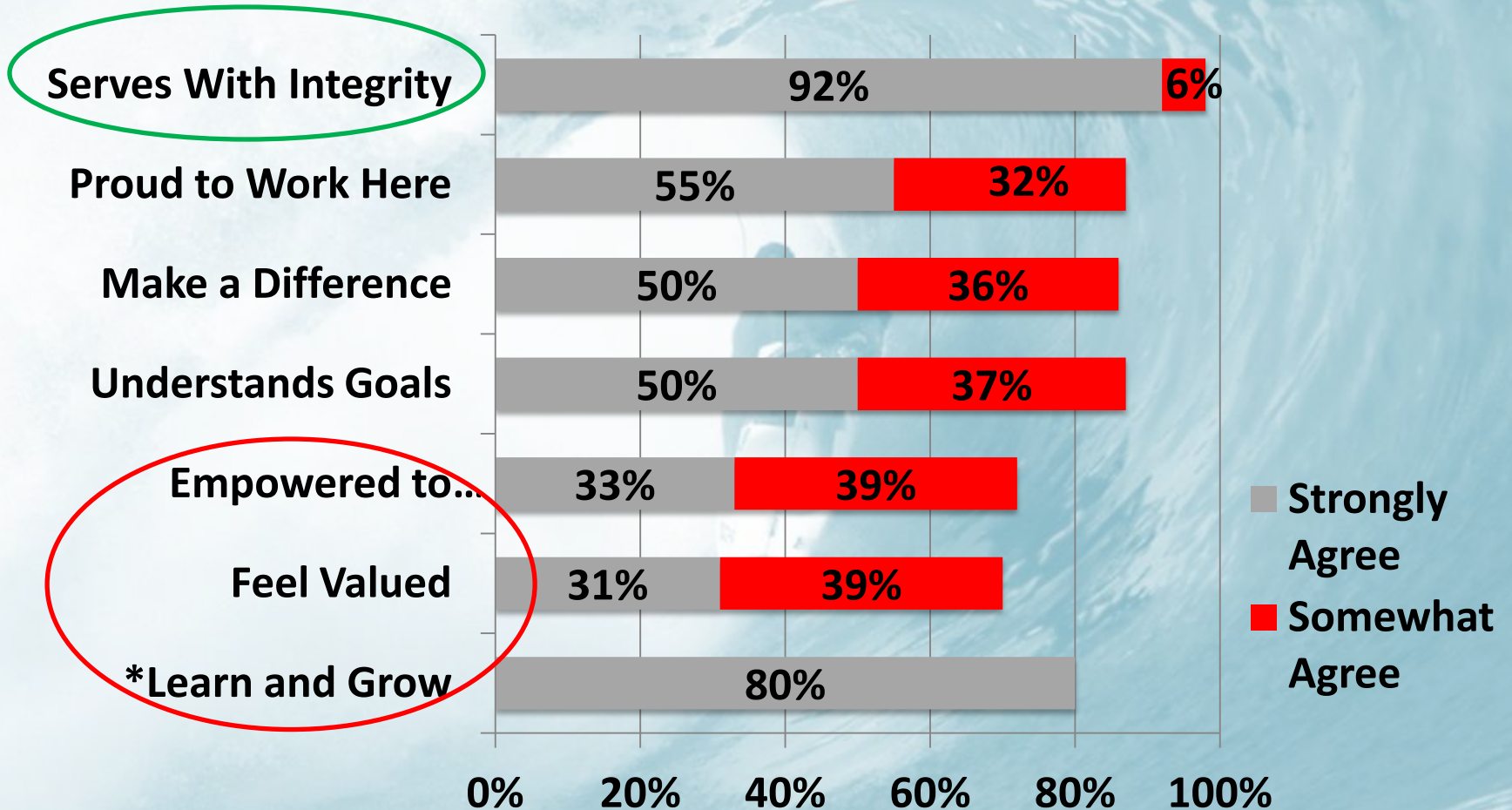
- **Only 58%** of public sector employees are fully engaged in their jobs.

- **GOVERNING**
I N S T I T U T E

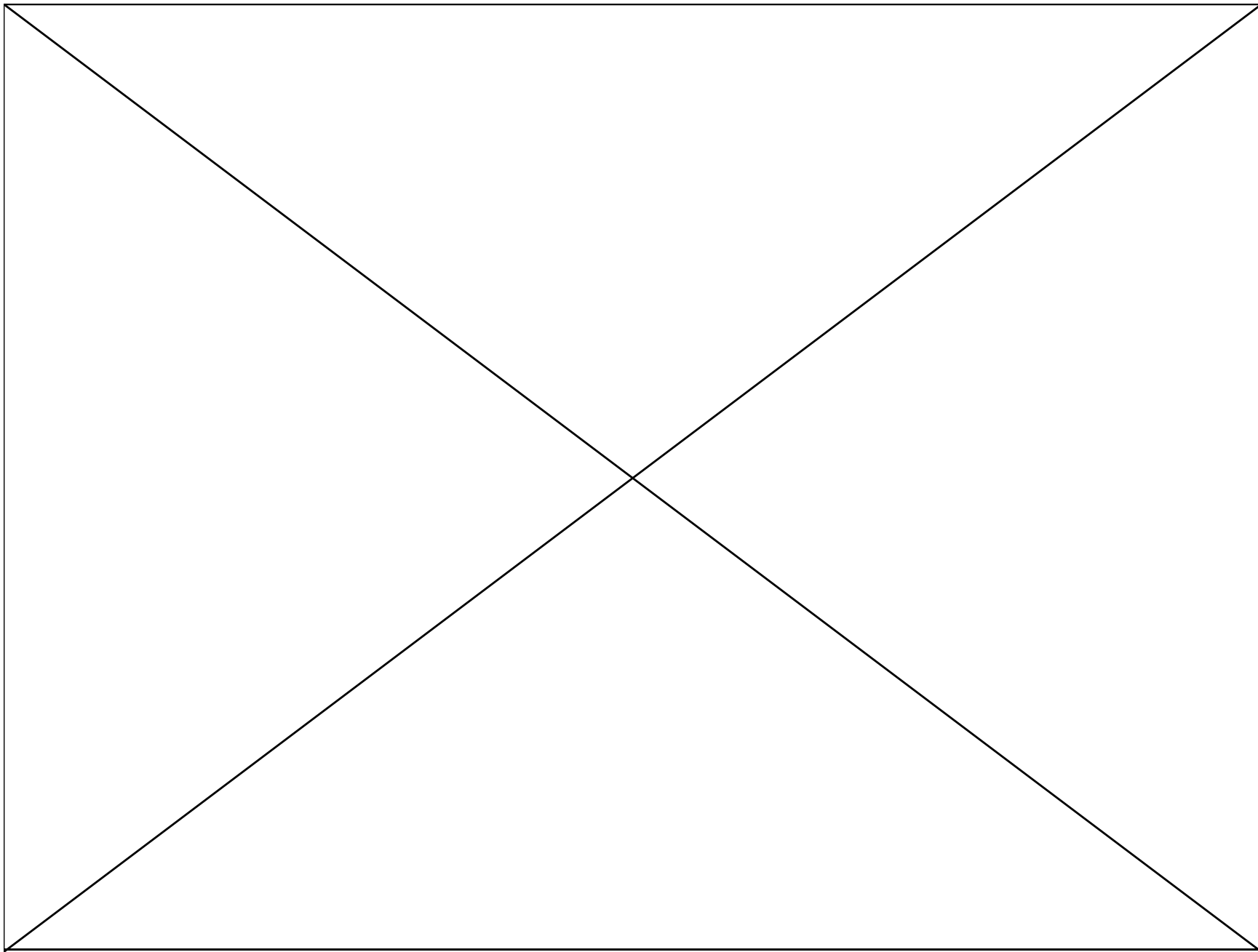
Feeling valued, Empowering employees to improve service, and **Giving Recognition.**

GOVERNING INSTITUTE RESEARCH

SPECIFIC COMPONENTS



* This was a yes or no question



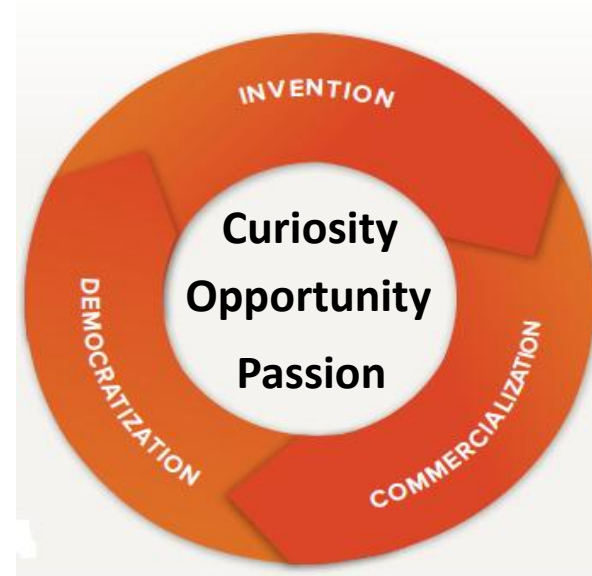
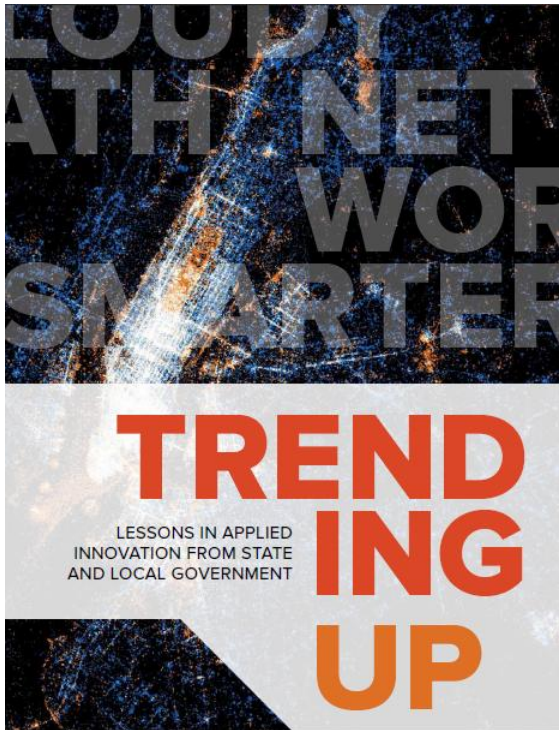
Schrier's 11 Things A Boss Should Say/Do

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."

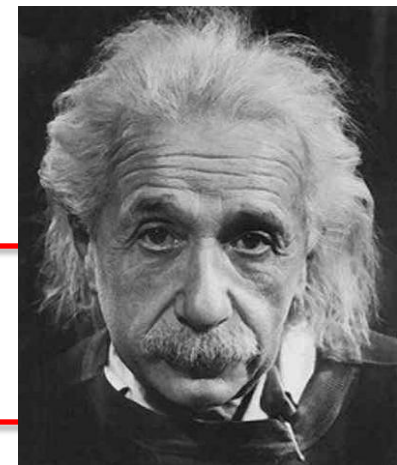
Schrier's 10 Things An Employee Should Say

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



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-Albert Einstein





#Trending Up



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

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