Web 2.0 – Leading Applications in Government

TASSCC Education Conference
March 26, 2009
Agenda

Background on Web 2.0 and Perspectives on the Market

What does this mean for the Public Sector?

Putting it All Together – The Transportation Security Administration

Web 2.0 Implementation Challenges and Getting Started with Web 2.0

Questions
Background on Web 2.0 and Perspectives on the Market
What exactly is “Web 2.0” or social media?

**Web 2.0 can be best described as:**

- A paradigm shift to **user-generated content**
- Extending the control and flow of information to the **users and communities** that consume it
- Trusting users as both **participants and co-developers** of the features and content we interact with
- Embracing collaboration and “the wisdom of the crowd” for collective value

### Overview

**Web 1.0**

*“Interrupt the mass audience”*

- Structured
- Siloed
- One size fits all
- Passive audience
- Top-down, one-directional

*Power lies with: institutions, platforms, technology*

**Web 2.0**

*“Engage the individual”*

- Flexible
- Collaborative
- Communities
- Engaged users
- Top-down, bottom-up, and lateral

*Power lies with: users, communities, experiences*
Common Web 2.0 Uses and Platforms

Concept: Social Networking

LinkedIn

Online network of more than 12 million experienced professionals from around the world, representing 150 industries.

Social utility that connects people with friends and others who work, study and live around them. People use Facebook to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet.

Concept: Collaboration

Wikipedia

is a free content encyclopedia collaboratively written by volunteers from all around the world.

Concept: Mashups

Everyblock.com

combines crime statistics with zip code and neighborhood maps in order to provide a true picture of crime in any city neighborhood.

Concept: Folksonomy

Flickr

allows users to upload and tag photos which are searched by folksonomic means.
Technology and social factors have converged into the rise of the social web

Technology
- Cheap hardware and software reach the masses
- Computing power migrates to the edge of the network

Technology increases the speed and force of social change

Social change
- Aging consumers look to technology to support families and communities
- Younger generations pioneer the use of personal networks and viral communication

Source: Forrester Research, Inc.
A result is the increasing trust in the opinions of strangers and our network over traditional sources of information.

Source: Universal McCann, September 2008
Broadly speaking, the web channel marketplace has evolved from favoring internal-facing information oriented portals to external-facing transaction oriented platforms.
Large enterprises are leading the adoption and implementation of the social web

**Enterprise purchase plans for Web 2.0 technology**

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<th>Considering only</th>
<th>Not considering</th>
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<td><strong>Small</strong></td>
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<tr>
<td>(six to 99 employees)</td>
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Solving Today’s Public Sector Challenges with Web 2.0
New Challenges for Today’s Government

Today’s public sector leaders are challenged to respond to modern constituent expectations and an evolving workforce.

- **Heightened Stakeholder Expectations**
  - *Challenge*: Broad demand for transparent, rapid, and efficient delivery of services
  - *Solution*: Progressive web-based technologies which increase transparency and decrease delivery time

- **The Changing Workplace**
  - *Challenge*: New generations of employees prioritize flexible work schedules and safe channels for voicing opinions.
  - *Solution*: Technologies and processes which promote a “work anywhere, anytime” culture and reduce barriers to communication with leadership.

- **An Aging/Distributed Workforce**
  - *Challenge*: Specialized knowledge threatens to be lost as the aging workforce retires and as achieving the mission is complicated by a widely dispersed workforce.
  - *Solution*: Tools and methods to collect this intellectual property and to share expertise with employees across the organization, who are often in dispersed locations.
Framing the Path Forward: Solving Today’s Public Sector Challenges with Web 2.0

Governments at the local, state, and Federal level are using Web 2.0 to meet their challenges and improve mission delivery.

In general, their solutions tend to fall into one of three broad areas. Understanding these broad areas helps executives determine which aspects of Web 2.0 apply to their organization:
By engaging interested businesses and academics, the US Patent Office has been able to speed up the patent review process, reduce their backlog, and make better informed decisions about outstanding patent applications.
Flickr, a popular commercial folksonomy, has provided the Library of Congress with a mechanism to connect to over 15,000 consumers in the field and catalog over 5,500 photos from their collection.
Through Intellipedia, The Office of the Director of National Intelligence has broken down communication barriers between the 16 US intelligence agencies and improved analysts’ ability to “connect the dots” between disparate sources of intelligence.
By merging easily available topographical GPS maps with government data, the Australian National Government has provided a valuable service to both citizens and tourists.
By providing an intuitive interface to information that is timely, accurate, and useful, the USDA Forest Service has increased leadership visibility into the scope and status of their current projects.
Organizational Transparency and Accountability

Case Study – Recovery.gov

By making both planned spending and project results available online to the general public, The Obama administration is acting on their promise to “bring openness and transparency back to government.”
Putting it all Together – The Transportation Security Administration
The Transportation Security Administration – Examples of Web 2.0 technology

This highly visible government agency has comprehensively implemented Web 2.0 solutions to address its challenges in three areas.

**Stakeholder Collaboration**
- **Evolution of Security**: Moderated blog allowing public comment on security procedures
- **IdeaFactory**: Ideagora allows TSA workforce to collaborate nationally on ideas supplied by fellow employees

**Information Sharing**
- **TSApedia**: Wiki built in SharePoint that allows anyone at TSA to contribute or modify content
- **Wait Time Calculator**: Internet-accessible application that provides historical wait time information for a airport terminal and checkpoint

**Transparency**
- **Executive Data Reporting System**: System under development in SharePoint will allow executives to see how well the organization is performing
Problem/Objective:
TSA launched the Evolution of Security blog in order to:
- Engage the public (and TSOs)
- Debunk myths
- Explain the “why” of security
- Humanize workforce

Web 2.0 Solution:
Moderated blog hosted through Google’s Blogger platform. Designated TSA bloggers create content while the public is encouraged to comment.

Realized Benefits/Reaction:
Since inception The Evolution of Security has:
- Engaged over 4,000 readers in an ongoing dialogue
- Been praised by Aviation Week as “going a long way towards TSA’s goal of making itself more accessible to the traveling public”
- Been cited by FCW as “the poster child for how to do a government blog right”
Transportation Security Administration – External Collaboration

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Transportation Security Administration – Internal Collaboration

Objective:
Launched in April 2007, TSA’s Idea Factory was designed to:
• Empower TSA’s workforce to improve security and business operations.
• Create an online community that enables employees nationwide to “talk” to each other and opens lines of communication between field and HQ.

Realized Benefits/Reaction:
• As of February 2009, IdeaFactory has had - 7,326 ideas | 172,115 ratings | 64,042 comments
• Approximately 6,000 visitors each month, 1/3 actively contribute
• 300 ideas are submitted each month (10 per day)
• More than 30 new programs, initiatives, or changes in Standard Operating Procedures implemented to date

Web 2.0 Solution:
Internally developed Ideagora with TSA-led Innovation Council evaluating submissions

Welcome: paul.underwood  You have built: 2 ideas » 10 ratings » 34 comments
The TSA IdeaFactory has built: 5,496 ideas » rated 107,263 times » 48,487 comments

TSA wooden canes
At the Checkpoint
Submitted By paul.underwood on 8/21/2008 1:40:25 PM
My idea is...TSA should have all wooden canes for passengers to use for walking through the metal detector while their cane is being x-rayed
Problem/Objective:
TSA has several knowledge management challenges, including the needs to:
• Capture and educate TSA employees on legacy knowledge (TSA was created from several different departments in 2001)
• Share knowledge with a geographically dispersed user community

Web 2.0 Solution:
TSApedia is a wiki (page or collection of pages) that allows anyone at TSA to contribute or modify content.

Realized Benefits:
Since launching in December 2008, 169 entries from TSA employees have been posted to TSApedia. Descriptions of internal programs and even common acronyms are examples of the information that can be found on TSApedia.

Problem/Objective:
Members of the public had no way of discerning the typical wait time involved in the security screening process at an airport which could lead to missed scheduled flights.

Web 2.0 Solution:
TSA provided an Internet accessible application, Wait Time Calculator, that provides historical wait time information for a terminal and checkpoint to the public.

Realized Benefits:
Benefits of the Wait time Calculator include:
• Provides the public with valuable information to help plan their trips.
• Allows TSA to analyze wait times and more accurately allocate resources.
Problem/Objective: With increasing calls for transparency and accountability, TSA needs to:
- Identify ways to provide leadership with visibility into data buried deep within the enterprise
- Clearly communicate results and performance of complicated projects that span departments to senior leadership

Realized Benefits: Executive dashboards and collaborative teamsites allow TSA to:
- Form multi-disciplinary teams that can work collaboratively in real-time, regardless of location
- Allows executives to measure and monitor how well the organization is performing in near real-time, identify trends and make faster decisions.

Web 2.0 Solution: This solution is under development at TSA but is expected to leverage the same SharePoint platform used by TSApedia.
Web 2.0 Implementation Challenges and Getting Started
Common Challenges Implementing Web 2.0 in the Public Sector

The Public Sector faces some unique, and not so unique, challenges to successfully utilizing Web 2.0:

- Focusing on technology instead of solving business problems
- Defining success criteria and metrics
- Trying to get it all done in one release
- Transforming a culture of isolation into a culture of collaboration
- Incomplete Inventory of existing capability and deployments
- Navigating a complex regulatory environment
How to Start

Overview

- **Educate the Organization and Understand Constituent needs**
  - Help staff understand Web 2.0, the needs of their constituents, and how they can help meet these needs using Web 2.0

- **Develop a strategy and business case**
  - Establish clear priorities for online collaboration that align to addressing constituent needs and providing mission benefits to the organization

- **Initiate a pilot**
  - Identify a specific opportunity to drive early success

- **Evaluate**
  - The organization’s readiness to embrace the principles of online collaboration

- **Create policies**
  - Which maximize the benefits of adopting Web 2.0 within the organization

- **Measure the results**
  - Establish key performance indicators that help measure the strategy’s success

- **Embrace a culture of collaboration**
  - Continually evolve how interaction happens with stakeholders inside and outside of government

Web 2.0 can improve policy outcomes, make more effective use of government information, streamlined internal operations, and help attract top talent.