DESPERATE TIMES CALL FOR DESPERATE MEASURES

Steal This Idea

THE STATE AND LOCAL GOVERNMENT EDITION
Most Wanted

OUR (ANTI) HERO...

"HUNTER"
Most Wanted

- New York City Housing Authority Call Center
- City of Garland, TX Automated Public Works Citizen Callback
- Texas Legislature Online
- San Diego Reverse 9-1-1
- Online Classification Support System
- Roseville, CA Integrated Project and Portfolio Management
- NYS Family Services Commissioners' Dashboard
- CA Master Address Repository
- Hawaii Electronic Death Registration System
- California Agile Payment
- California Retire & Return
- Genesee Co., Michigan Urban Land Reform Initiative
- California EZREG
- New York Economic Development Portal
- Utah State Construction Registry
- Virginia Mines WaterTrans
- Rhode Island Wine, Beer and Spirits Certificate of Compliance
- Oakland County, MI Mobile Services
- City of Ripon, CA MESH Network
Agenda

Things we should have stolen.
Self Service at the Front End; Discipline at the Back End

Things we should be stealing.
Acting More Like the People Government Services

Things we could steal next.
What and how government will work

How to steal well.
“We have no money so we must think”
I. Amazon.gov
II. Alphabet Soup
III. Assurance
Approachable, Findable and Actionable
Choose your recipe - make soup.
Find a Friend; Don’t Go It Alone
I. The Long View
II. Taking Help
III. Daring Do!
### No. 4 with a Bullet

#### NASCIO Billboard.com-style Charts

<table>
<thead>
<tr>
<th>2008</th>
<th>2007</th>
<th>State CIO Priorities (NASCIO)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>Consolidation</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>Information Security</td>
</tr>
<tr>
<td>3</td>
<td>5</td>
<td>Disaster Recovery/ Business Continuity</td>
</tr>
<tr>
<td>4 *</td>
<td>16</td>
<td>Electronic Records Management/ e-Discovery</td>
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<tr>
<td>5</td>
<td>6</td>
<td>Health Information Technology</td>
</tr>
<tr>
<td>6</td>
<td>3</td>
<td>Shared Services</td>
</tr>
<tr>
<td>7 *</td>
<td>18</td>
<td>Connectivity</td>
</tr>
<tr>
<td>8 *</td>
<td>22</td>
<td>IT Governance</td>
</tr>
</tbody>
</table>

- Your next priority may come out of nowhere!
**Seeing Around Corners**

<table>
<thead>
<tr>
<th>2008</th>
<th>Priority Technologies (NASCIO)</th>
<th>Strategic Technologies (Gartner)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Virtualization</td>
<td>Green IT</td>
</tr>
<tr>
<td>2</td>
<td>Server Virtualization</td>
<td>Unified Communications</td>
</tr>
<tr>
<td>3</td>
<td>Security Enhancement Tools</td>
<td>Business Process Modeling</td>
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<tr>
<td>4</td>
<td>Geographic Information Systems</td>
<td>Metadata Management</td>
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<tr>
<td>5</td>
<td>Legacy Modernization (ERP)</td>
<td>Virtualization 2.0</td>
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<tr>
<td>6</td>
<td>Identity &amp; Access Management</td>
<td>Mashup &amp; Composite Apps</td>
</tr>
<tr>
<td>7</td>
<td>Networking, Voice &amp; Data</td>
<td>Web Platform/ SaaS</td>
</tr>
<tr>
<td>8</td>
<td>Document/ Content Management</td>
<td>Computing Fabric</td>
</tr>
<tr>
<td>9</td>
<td>Wireless, remote &amp; fixed</td>
<td>Real World Web</td>
</tr>
<tr>
<td>10</td>
<td>Service Oriented Applications/</td>
<td>Social Software</td>
</tr>
</tbody>
</table>

Legacy still heart of the matter but there are new renewal options
New Data Centers
(WA, CA)

Smart Building
Technology and LEED
U.S. Green Building Council’s Leadership in Energy and Environmental Design
(NY, CA, WA)

Is Green Sustainable?

CASING THE JOINT...

- Climate Protection Agreement
  (700 US City Mayors)
- Climate Action Plan
  (29 States)

- PCs, laptops and servers
  www.climatesaverscomputing.org

- Data centers
  www.thegreengrid.org

- Carbon footprint disclosure
  www.cdproject.net

- Earth friendly disposal
  www.step-initiative.org

- UN E-waste Problem (STEP)

- Energy Efficiencies
Green is the new Green

A Green Hue from Consolidation and Virtualization

**Commonwealth of Virginia**
- Replaced 60,000 PCs and laptops with Energy Star-rated machines
- Energy consumption reduced by 32 percent
- Hard dollar savings estimated at $12 million each year

**State of New York DMV**
- 277 servers have been virtualized across 11 physical machines
- Realized more than 25:1 savings in server acquisition, power, AC, UPS, floor space, security, support and maintenance costs

**City of New York**
- Virtualization has raised server utilization rates from 10% to 60%
- Capacity increased by the equivalent of 400 servers
- Avoided the need for implementing an additional 350 servers
- Cost avoidance estimated at $7.9 Million

Telework
*Energy Savings and Employee Retention*
*Online Self Service*
*Move the interaction from atoms to bits*
*Greenest is ...*
*... the data center or office building not built*
24 Hour Make Over

Caltrain
http://www.caltrain.org

Cal Henderson, a few friends and a handful of Yahoo! APIs

FROM...

iamCaltrain
http://iamcaltrain.com

Northbound
11:32 - 130 local in 1 minute
12:32 - 145 local in 1 hour and 1 minute
13:32 - 147 local in 2 hours and 1 minute
14:32 - 151 local in 3 hours and 1 minute
15:32 - 165 local in 4 hours and 1 minute

Southbound
Help and inspiration comes from the 'darndest' places.
# Live Incident Status

**Lancaster County Fire & EMS Status**

As of **26 Sep 2007 08:44:03**

<table>
<thead>
<tr>
<th>Incident No. Time Received</th>
<th>Incident Type</th>
<th>Location</th>
<th>Units Assigned</th>
</tr>
</thead>
<tbody>
<tr>
<td>0709040416 26 Sep 2007 08:18:14</td>
<td>MEDICAL EMERGENCY</td>
<td>LANCASTER CITY</td>
<td>MEDIC-6-12-1(M)</td>
</tr>
<tr>
<td>0709040412 26 Sep 2007 08:36:44</td>
<td>ALARM BELLS</td>
<td></td>
<td></td>
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<tr>
<td>0709040409 26 Sep 2007 08:33:27</td>
<td>AUTO ALARM INDUSTRIAL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0709040404 26 Sep 2007 08:27:29</td>
<td>ROUTINE TRANSPORT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0709040403 26 Sep 2007 08:16:59</td>
<td>MEDICAL EMERGENCY</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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**Martin County, Florida**

*FIRE RESCUE SCANNER*

Last update 9/28/2007 08:40:15

- Home | Residents | Visitors | Business | Government | News | eServices | Kids/Teens | Contact | Events
- Fire & EMS Services
- Law Enforcement
- Form Library
- WebCAD
It is not about place as much as people.
DATELINE: LONDON

1 in 18 Texters injured while walking

Source: ITN/ MSNBC, March 5, 2008
You can learn a little something at Hard Rock Café: “Serve All.”
YouTubing Government

CASING THE JOINT...

Driver Education
(California DMV)

Police Investigation
(Franklin, MA PD on YouTube and Twitter)

Public Policy
(Washington DOT)
Being relevant depends on your audience.

http://www.youtube.com/FranchiseTaxBoard
Dilbert is Dead.

Miss Rogue’s Prescription for a Creative Work Environment

Room for personalization -- "to feel at home"

[Cut the tethers] - "don’t lock them in the office"

Healthy snacks and drinks - "brain food"

Out in the open meeting spaces - "there are no secrets here"

Creation of personal connection - "team"

- Change behaviors to change culture ... and bring snacks!
Make public service appears “bright and crisp” … in this life and the next.
Web 2.0 is to the individual ... 
... as SaaS is to the Institution.
Could Steal Next

I. Platform
II. Platform
III. Platform
To share photographs from the Library’s collections with people who enjoy images but might not visit the Library’s own Web site.
To gain a better understanding of how social tagging and community input could benefit both the Library and users of the collections.
To gain experience participating in Web communities that are interested in

- Take advantage of folksonomies.
- Begin to rethink the platform mix...
Collaborative Platforms

- Cities of King County WA, eCityGov.net
- North Central Texas Council of Governments, iCommunities
- New York Digital Towpath
- Service New Brunswick

- Microsoft component-based Citizen Service Platform
- YouTube
- Google Maps
- Flickr
- twitter
- Social Networking (Facebook, myspace, Ning, Nexo, Twango)
A “platform” is a system that can be programmed and therefore customized by outside developers – users – and in that way, adapted to countless needs and niches that the platform’s original developers could not have possibly contemplated, much less had time to accommodate.

- Marc Andreessen
Assistance Wizards

CASING THE JOINT...

Pennsylvania COMPASS
California CalWIN welfare client data system
ACCESS Florida (Automated Community Connection to Economic Self Sufficiency)
San Diego County Agency-wide e-referral system
Miami-Dade Housing Central
Minnesota Developmental Disabilities Leadership Training
Salesforce.com G2G AppExchange - VA, TX, WY

Newport News Open eGov
Stealing Well

I. Paying for IT
II. Thinking Different
III. Leading in Place
### Public Sector Revenue Recession

- 25 States face $39 billion in budget shortfalls in fiscal year 2009, which begins in July 2008
- Represents up to 9 percent of these states’ general fund budgets

<table>
<thead>
<tr>
<th>State</th>
<th>Shortfall Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kentucky</td>
<td>- $900 Million</td>
</tr>
<tr>
<td>Illinois</td>
<td>- $750 Million</td>
</tr>
<tr>
<td>California</td>
<td>- $16 Billion</td>
</tr>
</tbody>
</table>

*Source: Center on Budget and Policy Priorities*
Share Platforms and Services
- Be Somebody’s Venture Capitalist
- Use Somebody Else’s Money
- Buy Like Costco, Operate Like Southwest
- Run Cheap, Turn Green

Going off budget is out of the box but within the law...
Top 5 Nuggets for Leading in Place

3 Be Clear on Intent
- Know the specifics of “As Is” vs. “To Be”
- How much, long, difficult? & what difference?
- Understand how things will be better when you are done (and how it fits with priorities)

4 Think about the next Platform
- Standardize, standardize, standardize
- Cost, management, security, performance

5 Steal Liberally
- You’re organization is not that special
- Somebody else has probably already done it
Top 5 Nuggets for Leading in Place

1. Play your own position
   - Be credible across, up and outside the org
   - Staff will not be braver than you are

2. Seize the Disruptive Moment
   - Focus on the breakthrough, not the incremental improvement
   - Use technology to change the rules, cost structure, and the way the public’s business gets done
Hunter is blogging at ...

steal this idea SLG
A Subversively Helpful Approach to Government Modernization

Hello, My Name is Hunter

That’s Hunter, as in both verb and noun. As a verb, I sneak around looking for the next great idea to steal. As a noun, I am named for the late Hunter S. Thompson, the father of all things Gonzo, under which it is better to ask for forgiveness than permission.

www.pwt.net/stislg

White Papers at centerdigitalgov.com