



e-Government

"The ABCs"

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Objective

- To provide some common definitions and terms of e-Government and...
- establish baseline knowledge for the proceedings later in the day

Working Definition

- **e-Government**
 - The provision of government programs and services through electronic service channels
 - A “single-window” to provide integrated, “one stop” access to Government services and programs
 - Internet, Interactive Voice Response, Wireless
 - Informational or Transactional

Key Questions

- Is e-Government a fad or a long term trend?
- What do citizens think about an electronic face of government?
- Why should we invest precious resources in service duplication?

Transactional Demand

- Municipal transactions requested by constituents
 - Parking tickets
 - Permits & Licenses
 - Utility billing & payment
 - Taxes
 - Sports, parks and recreation

The e-Government Maze

Portal PDF WWW e-Commerce
e-Procurement G2G @ Chat
Vortal ASP e-Service XML ISP
G2C e-Business G2B Altavista
G2G 24x7 HTML Java
Yahoo DSL Google

e-Government ABCs

- Let's see if we can't demystify this a bit...

A is for...

- **Accountability**
 - e-Government can directly improve accountability through increased access to services and information
- **Access**
 - Improved access translates into happier constituents
- **Authentication**
 - Critical to moving forward with transactional business, but is becoming a key barrier

B is for...

- **Better**
 - e-Government adds additional (and often better) ways for us to interact with public
- **Business**
 - Our direct connection with the business community (G2B or “1-800-Business”)
 - Business often leads government “by the nose”
 - Opportunity for us to be the leader

C is for...

- **Citizen**
 - Government direct to Citizen (G2C or “1-800-Citizen”)
- **Cynicism**
 - OK to be skeptical
- **Champion for e-Government**
 - Required to move ahead

D is for...

- **Development**
 - e-Government presents a way to get the message out like no other
- **Disclosure**
 - Linked to accountability, but emphasizes transparency of procedures, policies and operations
- **Debate & Dialogue**
 - e-Government technologies can dramatically improve consensus-building and communication

E is for...

- **Employee**
 - Active involvement critical for success
- **Experience**
 - In order to understand and promote, experience is key
- **Educate**
 - We must educate our customers by...

F is for...

- **Focus (on the customer)**
 - enable increased attention to be paid to our stakeholders, the public

G is for...

- **Government**
 - Government to government (G2G) information exchange and transactions

H is for...

- **Help**
 - Municipalities can help each other
 - Many inter-Government areas of cooperation possible

I is for...

- **Information Delivery & Exchange**
 - e-Government channel was made for this
- **Infrastructure**
 - We have significant advantage here
- **Incremental**
 - Progress will cost money, but can be done incrementally
- **Innovation**
 - Opportunity to innovate, not just “transfer” services

J is for...

- **Just Do It!**
 - Some aspects require business cases, but the trends are clear
 - The public will eventually assume this attitude, so we should “do it” first

K is for...

- **Knowledge**
 - The more we can do, the better the service and our focus
- **Know-How**
 - Special skill sets (technical and business) are needed for e-Government

L is for...

- **Legislation**
 - Some groundwork has been completed, but significant work remains
 - Highlights the differences between traditional and electronic

M is for...

- **Municipal**
 - Local governments can be at the forefront of adoption & change
- **Measurement**
 - We have to know where we are, to know where we are going
- **Myth**
 - Everything will not be electronic
- **Marketing**
 - Critical to building usage, brand & identity

N is for...

- **Now Halfway**
 - Halfway there...
- **Needs**
 - Needs of the public must be understood and monitored (can't rely only on "outside" trends)

O is for...

- **Opportunity**
 - Service improvement
 - Efficiencies
 - Improved accountability & transparency
 - Economic development

P is for...

- **Partnerships**
 - Offers us a way to “conquer and divide” our investments
- **People**
 - Find ways to maintain the “personal” touch
- **Portal**
 - Web site access point to integrate and personalize access to information and service offerings
- **Privacy**
 - Electronic service delivery presents challenges we’ve never had to deal with

Q is for...

- **Quality**
 - Same rigor as required for other Government service channels (sometimes requires more)
 - Internet inherently sets greater expectations

R is for...

- **Resources**
 - Part of the investment equation
 - Human aspect a huge component (knowledge)
- **Readiness**
 - Public is increasingly expecting more hours of access (24x7)
- **Reliability**
 - Must be ready, but the process must also “work”

S is for...

- **Satisfaction**
 - Unique opportunity to gauge satisfaction with services
- **Sustainability**
 - If we assume that this is not a “flash in the pan”, then we must implement accordingly
 - Process improvements will be key
- **Security**
 - Risks can be managed

T is for...

- **Transformation**
 - Whether we like it or not, e-Government will transform the way we do business
- **Timeliness**
 - Improved communications (web & e-mail)
- **Technology**
 - Simply an enabler for business change
- **Trust**
 - Linked to privacy and reliability

U is for...

- **Unknowns**
 - There are many as we go forward

V is for...

- **Virtual**
 - Maintaining identity will be a key factor
- **Video**
 - Opportunities of the medium
- **Value**
 - This is what our customers are expecting
- **Vortal**
 - A vertically integrated portal or web site
 - Government web sites are in this category

W is for...

- **Working Together**
 - Public is increasingly less tolerant and discerning about where they need to “connect” to services
 - Forces a new paradigm on government

X is for...

- **Xylo-phone**
 - New portable combo keyboard & phone technology for support of Internet transactions
- **Remember C is for Cynicism!**

Y is for...

- **Youth**
 - Their expectations of government will be different
 - A strategy to embrace e-Government can assist with community and economic development
 - Perhaps they will choose that a progressive community is where they want to live
- **Yahoo**
 - We're getting close to the end...

Z is for...

- Zoo
 - We may feel like we're in one at times
 - But remember, people can feel awfully good about a trip there!

Conclusion

- Now you know your e-Government ABCs
- Challenges abound
- Opportunities to engage our constituents outweigh the challenges
- Strategy of careful & thoughtful, but timely, implementation is best

Questions???

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