What’s Next for the Government Experience

Dustin Haisler, Chief Innovation Officer, Government Technology magazine
Experience is becoming a new normal.
### 2018 Digital Cities Priorities

<table>
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<td></td>
<td>Cyber Security</td>
<td>Citizen Engagement/Experience</td>
<td>Mobility/Devices/Apps</td>
<td>Transparency/Open Data/Data Governance</td>
<td>Disaster Recovery/Continuity of Ops</td>
<td>Hire and Retain IT Personnel</td>
<td>Networking: Broadband and Connectivity</td>
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<td>Business Intelligence and Analytics</td>
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**2018 Digital Cities Priorities**

- **Cyber Security**
- **Citizen Engagement/Experience**
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# 2018 Digital Counties Priorities

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<td>IT Staffing</td>
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<td>Disaster Recovery/Continuity of Operations</td>
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<td>Citizen Engagement/Experience</td>
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<td>Cloud Computing and Budget and Cost Control</td>
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<td>7</td>
<td>Business Intelligence/Analytics</td>
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<td>8</td>
<td>Shared or Collaborative Services</td>
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<td>9</td>
<td>Networking: Broadband &amp; Connectivity</td>
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<td>10</td>
<td>Virtualization: Server, Desktop/Client, Storage, Apps</td>
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<tr>
<td>1</td>
<td>Cyber Security</td>
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</tbody>
</table>
85% of citizens expect government digital services to be equal to or higher quality than digital services from the private sector.

Source: Accenture
Why Now?
HYPER-CONNECTIVITY
7.70 BILLION PEOPLE
8.70 BILLION DEVICES
7.70 BILLION PEOPLE
A more connected society: the Internet of things

Source: Ten in Ten. Ten Technology Trends that will change the world in Ten Years, Cisco – July 2011
CRITICAL MASS

Anirudh Koul

Developed In Collaboration With Daniel Charboneau
What happens online in 60 seconds?
(2012 - 2014)

- 204 million emails sent in 2014
- 3.3 million posts on Facebook
- 4 million Google searches
- 216,000 photos uploaded on Instagram
- 278,000 tweets on Twitter
- 342,000 tweets on Skype
- 1.4 million minutes of voice calls on Skype
- 1.4 million minutes of voice calls on Instagram
- 1380 blog posts on Wordpress
- 50 billion messages on Whatsapp
- 120 hours of videos uploaded on YouTube
- 72 hours of videos uploaded on YouTube
- 25+ hours of videos uploaded on YouTube
- 31 billion messages
- 447 posts on Facebook
- 79,361 posts on Facebook
- 694,445 searches on Google
- 3,480 photos on Instagram
- 1106 blog posts
- 98,000 voice calls on Skype
- 20 billion messages

Picture by Centre for Learning and Teaching
3rd November 2014
Compounded By The Pace of Change (& Adoption)
Technology adoption
Years until used by one-quarter of American population

- Electricity: 46y, 1873
- Telephone: 35y, 1876
- Radio: 31y, 1897
- Television: 26y, 1926
- PC (16): 16y, 1975
- Mobile phone: 13y, 1983
- The web: 7y, 1991

Source: Singularity.com
Economist.com/graphicdetail
But What Is Government Experience Today?
SOCIAL MEDIA

N.C. DEQ
@NCDEQ

The official account of the North Carolina Department of Environmental Quality. All content is under NC Public Record Law.

Raleigh, NC
deq.nc.gov
Joined October 2009

Tweets 5,319  Following 575  Followers 6,146  Likes 324  Lists 6

Tweets
N.C. DEQ @NCDEQ · 2h
Meet the Division of Air Quality’s Taylor Hartsfield, a 2018 Distinguished Employee Award honoree well-known for multi-tasking, exceeding expectations, and all-around leadership. Her director says she “is truly a rock star”! Thank you for your service to DEQ & the state!

Who to follow
NorthCarolinaEE @NorthCarolinaEE
Follow

NCDHHS @ncdhhs
Follow

Michael Regan @MichaelReganNC
Follow
NC Lottery Official Mobile App (Android)

Buy & Scan with the NC Lottery Official Mobile App – Now with Ticket Checker!

Download and Install the Android App Here

Follow the instructions below to quickly download and install the NC Lottery Official Mobile App on your Android device. Screens and steps may differ from what’s shown, depending on your Android device. If you need assistance, please contact us at 1-855-767-1863.

Current Version: 1.0.2 | Updated: July 18, 2018

Important: If you have an older version of the NC Lottery app for Android, you must uninstall it before installing this latest version. Depending on your version of Android, the process may differ slightly. One way is to go into the Settings menu, select the ‘Applications’ option, then find the NC Lottery app and select it. Select the ‘uninstall’ button and the app will uninstall. Another way is to press and hold the app icon, then select ‘uninstall’ from the menu that pops up. Once you have uninstalled the older version of the app, follow the instructions below for downloading and installing the new version of the app.
OPEN DATA = SELF SERVICE?

NC Dept. of Environmental Quality Online GIS

This is the NC Department of Environmental Quality’s public platform for exploring and downloading open data, discovering apps, and engaging to solve data issues. You can share ideas with others, flag your favorite datasets for later use, and communicate with data developers to improve data and apps for all North Carolinians.

Explore Data Topics
WHAT ABOUT THIS?
So It’s Time To Rethink ‘Experience’
Experience isn’t about just about launching new channels - it’s about abstracting complexity.
PRIVATE VS. PUBLIC SECTOR ENGAGEMENT

![Graph showing the level of effort vs. degree of impact for various engagement methods: In-Person, Automated, Internet, Mobile, Augmented, Predictive. The level of effort is on the y-axis, and the degree of impact is on the x-axis. Citizens are here is indicated on the graph.](image-url)
Critical Fire Weather Threats in California; Persistent Heavy Rain in Texas

Strong offshore Santa Ana winds will continue to produce critical fire weather threats in southern California. Gusty winds will continue for portions of northern California where elevated-to-critical fire weather threats can be expected. Meanwhile, heavy rain keeps falling in Texas with potential for excessive rains and flash flooding continuing. [Read More >]
“Alexa, call dad.”

echo dot
Government Experience - The interactions between a government agency and its end-users across multiple channels that *creates mutual value.*
OVERALL GOVERNMENT EXPERIENCE

INFRASTRUCTURE / DATA LAYER
APPLICATION/SERVICE LAYER
EXPERIENCE LAYER (CHANNELS)

USERS/BUSINESSES/EMPLOYEES

OPEN API

CRM

ALEXA
Bright Spots of Experience Innovation
Gov2Go

It can be hard to keep up with your civic duties—things like assessing, paying property taxes and renewing your tags. But it’s easy when you get Gov2Go. Think of Gov2Go as your personal government assistant. It plans your tasks for the year and reminds you when something is due, so you won’t miss a deadline. Now that’s public service.

REMINDERS
Get email reminders for important government deadlines.

PERSONAL CALENDAR
All your key government tasks for the year in one place.

ASK A QUESTION
Need help? Send a text message and get an answer.

Personalized State Experiences - Gov2Go
Utah.Gov Enables Google Now Cards

Driver License Scheduler app sends appointment reminders and directions

Jul 5, 2016

Imagine if you had a personal assistant that could remind you of an important appointment and help you get there as quickly as possible. There is no need to imagine. The Department of Public Safety and the Department of Technology Services announced the implementation of new technology in appointment reminders that will do just that.

“It’s very simple,” said Marissa Villaseñor, Director of Public Relations, Utah Department of Public Safety. “It makes renewing a driver license appointment very easy to remember; it will automatically remind you of your appointment and help you with driving directions.”

In order to enable a more seamless interaction with online services, Utah.Gov has enabled Google Now cards to be included in appointment notification emails from the Driver License Division.

Utahns can use the online Driver License Scheduler app to schedule an appointment when applying for a license, a learner permit, and many other services. Appointment emails are programmed to automatically add the scheduled appointment to the user’s Google Calendar and to activate Google Now reminder cards, alerting the individual before the appointment with maps and directions. Individuals will receive reminders from the user’s calendar on Android phones and from the Google app on iOS devices.

“We added coding to the messages that tells the Google Now application when and where the appointment will be,” said Mike Hussey, many Utahns are already using.” The structured markup included in the automated emails can automatically assist the user by adding appointments to Google Calendars.
pocketgov denver
Making city living a whole lot easier — Get information about your property, neighborhood, government and upcoming events.

Report a Problem
Ask a Question

Street Sweeping Alerts
Running from April through November, street sweeping trucks will be making their way

DMV Renewals
Save a trip and renew your vehicle registration online in 5 easy steps.

My Neighborhood
Explore upcoming special events near you, like farmer’s markets and parades, and find the closest B-Cycle to get you there!

Personalized Mobile Government Experience
Smart Louisville

Manage your connection with Louisville, Ky using Smart Louisville Applets that empower your daily data-driven life. An official digital service by Louisville Metro Government.

Sign up for a free account to get started.

Connect
Voice Initiated Services

Alexa Information
Learn about the new Albuquerque 311 Skill for Amazon Alexa.

Enable the "ABQ311" Skill.
Then simply say "Alexa, open Albuquerque 311" to launch and use the skill.

About the Albuquerque 311 Skill

Service Requests
In addition to answering frequently-asked questions, the Albuquerque 311 skill also allows residents to report the following issues or request the following services:

- Abandoned Vehicles
- Missed Trash or Recycling Pickup
- Request Large Item Pickup
- Report Weed and Litter Violations
- Report Graffiti
- Look up the status of an existing 311 Ticket

Submit feedback

the Albuquerque 311 Skill on Alexa? Do you have suggestions for this service? Let us know.
The Rise of Emotional Context

Sentiment Analysis Meets Citizen Comments
The Standardization of Experience

Maryland Enterprise Widget Framework (EWF)
Miami-Dade chosen for AT&T’s first Smart Cities Operation Center

Miami-Dade County is the first municipality to launch an AT&T Smart Cities Operation Center. The pilot program aims to give governments visibility into their communities’ conditions from one location and in near-real time.

In Miami-Dade, AT&T is working to apply solutions that address intelligent lighting and smart transportation as part of its Smart Cities initiative. In collaboration with its alliance member Hitachi, AT&T will be deploying public safety solutions, including:

- Remote monitoring and more efficient operations solutions for police and public safety officials.
- Upgrades to the county’s existing lighting infrastructure with smart LED lighting.
Smarter Illinois Initiative

Smarter State Initiatives - Smarter Illinois

STRATEGY
- Cybersecurity
- Enterprise Strategies
- Going Mobile in Illinois
- Illinois ACTS (ERP Program)
- Illinois FIRST IT Strategy

Smarter Illinois
- State Data Practice
- Transformation
Innovation Center

Digital Strategy in the Public Sector

Read the interview

State-Led Innovation Practices
Uber will give you a free ride to jury duty in one US county

by Jon Fingas | @jonfingas | July 2nd, 2015 at 5:14pm
Automated Court Kiosks
What Does The Future Hold?
The Future of Public Sector User Experience Key Trends

• Behavior Change
• Rise of Third Party Experiences
• New Technologies
• Evolving Experience
Behavior Changes
Smartphone adoption among seniors has nearly quadrupled in the last five years

% of U.S. adults who say they have or use the following

Internet
Home broadband
Smartphone
Tablet
Social media

Source: Survey conducted Sept.29-Nov.6, 2016. Trend data are from previous Pew Research Center surveys. “Tech Adoption Climbs Among Older Adults”

PEW RESEARCH CENTER
Changing User Behavior

Smartphone Users' Number of App Downloads Per Month
Source: comScore MobiLens, U.S., Age 13+, 3 Month Average Ending June 2017

- 0 Apps: 51%
- 1+ Apps: 49%

- 1 App: 13%
- 2 Apps: 11%
- 3 Apps: 8%
- 4 Apps: 5%
- 5-7 Apps: 7%
- 8+ Apps: 5%
How to turn off location-tracking on a Google Android phone

Smartphones, and those running Google's Android are no exception, offer many location-based services that utilize the location of your handset, determined by GPS satellites, during web searches and other net-based activities to ensure the results are more tailored to the user.

By Carrie Ann Skinner | 09 May 11
Personalized Experiences
Alexa will recommend third-party skills for things it can't do

The feature is limited for now but should get better over time.
Predictive Delivery
Personalized Information Delivery

Gov2Go

It can be hard to keep up with your civic duties—things like assessing, paying property taxes and renewing your tags. But it's easy when you get Gov2Go. Think of Gov2Go as your personal government assistant. It plans your tasks for the year and reminds you when something is due, so you won't miss a deadline. Now that's public service.

REMINDERS
Get email reminders for important government deadlines.

PERSONAL CALENDAR
All your key government tasks for the year in one place.

ASK A QUESTION
Need help? Send a text message and get an answer.

Enter Your Email Address

Learn More About Gov2Go
Rise of Third-Party Experiences
Chatbots Debut in North Carolina, Allow IT Personnel to Focus on Strategic Tasks

If successful, the experiment could be expanded to several other areas within the state — and ultimately allow people to do more meaningful and valuable work.
Join BAVN to work with the City of Los Angeles and find unique opportunities for your business.
Government-as-an-API

What can I help you with?
New Layers of Experience
New Experience Partnerships
New Layers of Understanding

FINANCIAL OVERVIEW

REVENUES
$296.1M
$2,596 per person/year
△ 56% HIGHER THAN SIMILAR TOWNS
view analysis

EXPENSES
$285.7M
$2,506 per person/year
△ 57% HIGHER THAN SIMILAR TOWNS
view analysis

* Data Source: California State Controller’s Office

VIEW BREAKDOWN

CLEARGOV.COM
New Technologies
Will Augmented and Virtual Reality Replace Textbooks?

Students who are conceptual and visual learners can grasp concepts through AVR, which in turn allows textbooks to make sense.

By Michael L. Mathews / February 6, 2019
BLOCK CHAIN
AI Augmentation

Why San Francisco courtrooms are turning to computer algorithms for advice

By HOLLY MCDEEDE  •  JAN 26, 2017
The Evolution of Experience
OVERALL USER EXPERIENCE

INFRASTRUCTURE / DATA LAYER
APPLICATION/SERVICE LAYER
EXPERIENCE LAYER (CHANNELS)

USERS/BUSINESSES/EMPLOYEES
The Future Government Experience

Experience: Government-Hosted
Channel: Government-Owned
The Future Government Experience

**Experience:** Government-Hosted
**Channel:** Government-Owned

**Experience:** Government-Hosted
**Channel:** Third-Party Owned
ARTIFICIAL INTELLIGENCE ON THE MAP

Our content visualization engine maps govtech.com coverage and current efforts around the country.

Are cities using AI?

37% Using
36% Not using
27% Planning to use soon

Rise of the Government Chatbot
KANSAS CITY, MO / NORTH CHARLESTON, S.C. / LOS ANGELES, CA / AUGUST 4, 2017

'Community Connect' Platform Lets Cities Add 'Skills' to Amazon's Alexa
UNIVERSITY PARK, TX / JULY 28, 2017

Las Vegas to Pilot WayCare's Accident Prediction Artificial Intelligence Software
LAS VEGAS, NEVADA / JULY 10, 2017

Mississippi and Utah Double Down on Digital Assistants, Expand Their Skillsets
JACKSON, MS / SALT LAKE CITY, UT / JULY 6, 2017

Link: http://www.govtech.com/map/?t=artificial+intelligence
The Future Government Experience

Experience: Government-Hosted
Channel: Government-Owned

Experience: Government-Hosted
Channel: Third-Party Owned

Experience: Third-Party Hosted
Channel: Third-Party Owned
DoNotPay launches 1,000 new bots to help you with your legal problems

Welcome! I am a worldwide bot that helps you repeal a parking ticket because it was originally lacking details. What was the violation committed?

Type your answer here ...
GET YOUR PASSPORT FAST

When you are in a hurry, you need RushMyPassport.com

We're the #1 most trusted U.S. Passport Service. We save you time and a trip to the passport office.

Our network of registered couriers nationwide are able to get your expedited passport in as little as 24 hours.

Renews Starting at $99.00 + Government fees

RushMyPassport.com is a private service that charges an additional fee to expedite your passport in 1-12 days.

FAST, EASY & SECURE

Same Day Service

CUSTOMER TESTIMONIALS

HOW IT WORKS

Rush My US Passport in 3 Easy Steps!
In the future, government agencies must be able to support all three use-cases *simultaneously*. 
A Glimpse of the Future
STANDARD TRAFFIC CAMERA

COUNT VEHICLES / TYPES
STANDARD TRAFFIC CAMERA

CALCULATE SPEED
STANDARD TRAFFIC CAMERA

ANALYSIS WEATHER PATTERNS
STANDARD TRAFFIC CAMERA

ANALYZE WEAR FROM ACCIDENTS
ANTICIPATE AND SCHEDULE MAINTENANCE ON POTENTIAL ROAD FAILURES (POT HOLES) BEFORE THEY HAPPEN
How Kansas City, Mo., Is Snuffing Out Potholes Before They Appear

Public works and IT officials use traffic and other data to predict where the next pothole will form — allowing it to repair or resurface 35 to 45 miles of streets per year versus the previous 20 to 25 miles.
SHOTSPOTTER GUNSHOT DETECTED
AUTONOMOUS DRONE + SQUAD
CAR ROUTED BY CAD SYSTEM
DRONE VIDEO SURVEILLANCE INITIATED
DRONE VIDEO SURVEILLANCE INITIATED
IN-ROUTE OFFICER
COMMAND CENTER
DRONE VIDEO SURVEILLANCE INITIATED

IN-ROUTE OFFICER

REAL-TIME VIDEO

COMMAND CENTER

ALL IN LESS THAN 5 MINUTES
Louisville Plans to Become First U.S. City to Use Drones to Respond to Gunshots

The city has applied for federal permission to launch self-guided drones to collect video at the scene of gunshot reports coming from its ShotSpotter system.

BY BEN MILLER / FEBRUARY 16, 2018
So where do you start?
GOVERNMENT EXPERIENCE MODEL

CUSTOMER (RE) DEFINITION

OBSERVE LANDSCAPE & EXISTING PROCESS

REFLECT & DEFINE THE PROBLEM

SOLUTION IDENTIFICATION & TESTING

IMPLEMENTATION OR QUEUING

MEASUREMENT & ADAPTATION

EXPERIENCE LOOP
CUSTOMER (RE) DEFINITION

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GOVERNMENT EXPERIENCE MODEL

START HERE

EXPERIENCE LOOP
CUSTOMER (RE) DEFINITION

DEFINITION

LANDSCAPE & PROCESS ANALYSIS

PROBLEM DEFINITION

SOLUTION IDENTIFICATION & TESTING

MEASUREMENT & ADAPTATION

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GOVERNMENT EXPERIENCE MODEL

EXPERIENCE LOOP
VITAL ELEMENTS FOR SUCCESS

1. Training Staff on Technology Trends & Futures
2. Public-Private-Sector Partnership & Collaboration
3. Running Pilots For New Experience Models
4. Forming Consortiums to Share Industry Standards & Knowledge
5. Educating and Conditioning Executives & Governing Boards on the Future
Any Questions?

Dustin Haisler
Chief Innovation Officer | e.Republic
dhaisler@erepublic.com