E-government: Private Public Partnerships

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E-Government:

- Is the use of technology to enhance the access to and delivery of government services to benefit citizens, businesses, and employees.
E-Government Context

- Price and performance of public services as an international competitiveness issue
- E-government as one avenue to improve the price and performance characteristics of government services
- Strategic for international competitiveness
Main Targets

- Improve core business processes
- Improve public service delivery
- Make public information more accessible
Frequent Components

- World wide web, kiosk, enhanced telephone based service
- Call centers
- Workflow management and reengineering
- Document handling
Six Distinctly Different Areas of E-Government
<table>
<thead>
<tr>
<th>Initiator / Reactor</th>
<th>Government</th>
<th>Business</th>
<th>Citizens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government</td>
<td>1 Info sharing, GIS, data</td>
<td>2 Regulation and Licensing</td>
<td>3 Information and services</td>
</tr>
<tr>
<td>Business</td>
<td>4 Procurement, asset management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Citizen</td>
<td>5 Complaints, citizen input</td>
<td></td>
<td>6 Self help Organizing</td>
</tr>
</tbody>
</table>
1. Government to Government

- Geographic information systems (GIS) and coordination across areas; link to other uses such as emergency services
- Emergency communications systems integration
- Criminal justice system integration
2. Government to Business

- Regulation: [www.osha.gov](http://www.osha.gov), Software Advisor
- Licensing of businesses
Business Wish List

- 47% Search federal or municipal court records
- 43% Obtain or renew a professional license
- 39% Access one-stop shopping for a new business
- 38% Access criminal history background checks
Business Wish List

- 36% Apply for a business permit
- 34% Obtain a limited criminal history report
- 33% Obtain worker’s compensation information
- 31% Check employee driving records
- 29% Track license renewals of employees

(Source: Momentum Research Group, commissioned by NIC, 2000)
3. Government to Citizens

- Providing information and services to citizens with internet or information technology enabled services
Service to Citizens

- Citizens are often frustrated in dealing with government
- Unclear on procedures
- Multiple entry and service points
- Confusing documentation requirements
- Unclear sequencing of tasks
- Inadequate customer service
Citizen Wish List

- 47% Renew drivers licenses
- 38% Vote on the internet
- 36% Access one-stop shopping
- 34% File state taxes
- 31% Obtain park information and reservations
Citizen Wish List

- 29% Review state police/accident reports
- 28% Pay parking tickets and violations
- 28% Review real estate records
- 27% Pay taxes by credit card or e-check

(Source: Momentum Research Group, commissioned by NIC, 2000)
Government to Citizen

- Self-administered databases: simple listservs for core information such as parks, recreation, libraries, changes in service with simple citizen sign up
- Pro: very simple technology at little cost
- Con: access to internet services by citizens on a routine basis
4. Business to Government

- Purchasing function: procurement
- Tendering/bid management
- Inventory management
- Document services
Online Financial Transactions

- US Federal, state and local government transactions reach more than 1 trillion dollars
- Less than 1% occur on-line at present
5. Citizen to Government

- Web-based citizen complaint handling – citizen relationship management (CRM)
- Phone centers systems
- Integrated web and phone centers: several ways to configure: click for a person or call a person with web access (e.g. Brisbane, Australia) – costs differ
6. Citizen to Citizen

- Self-help groups
- Self-organizing
- Example: www.bev.net
E-Government Snapshot

- With some exceptions, e-government is in early days.
- 78% of US government sites offered no online services beyond display of information (report at www.insidepolitics.org).
- Most portals are stand alone by agency and not organized by customer need.
Case Study: Indianapolis, Indiana

- Child support collections
- IVR voice recognition system and voice synthesis to find or schedule a court date, make an appointment, find out if payment was on the way
- First day got 6,000 calls from low income women
- Collections went from $900,000 to $40,000,000
- Model: Private vendor to government
Case Study: State of Arizona
Department of Motor Vehicles

- Average wait before new system as 45 minutes
- Cost to state was $6.60 per car
- Wait with new system averaged 3 minutes
- Cost to state was $1.60 per car
- Vendor: IBM keeps $1 for each online registration and part of the credit card processing fee
- Model: Outsourced to vendor
Case Study: State of Pennsylvania

- Procurement on-line
- Internet auctions for coal: saved 1 million of 10 million dollars
- Road salt for $30 million saving $2.5 million
- Model: In house development and maintenance
Case Study: Silicon Valley

- Smart Permits system
- Seven cities
- Building permits on-line
- Model: Mixed in house and contract development, maintained in government
Case Study: St. Paul, Minnesota

- Provide all public government documents on-line
- Partnership with www.govdocs.com
- www.saintpaul.gov
- Model: Negotiated partnership
Case Study: LaGrange, GA

- Franchise contract with broadband cable operator
- 100% broadband cable access to entire community (every business and home) at negotiated rate
- Model: Private public contract in franchise agreement
Role of Private Sector in E-government Development

- **Types of E-Government**: Six areas have different characteristics
- **Range of Areas**: from web portals to “deep” information technology infrastructure
- **Range of Roles**: vendors, joint ventures, franchise, purchase of service, operating contracts, ownership
Private Sector Roles

- Franchise operator
- Contractor
- Joint venture partner
- Operator
- Owner
# E-Government: Private and Public Roles

<table>
<thead>
<tr>
<th>Areas/Part</th>
<th>Gov to Gov</th>
<th>Gov to Citizen</th>
<th>Gov to Business</th>
<th>Business to Gov</th>
<th>Citizen to Gov</th>
<th>Citizen to Citizen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Portal interface</td>
<td>Non public</td>
<td>Coord. site</td>
<td></td>
<td></td>
<td></td>
<td>Free systems</td>
</tr>
<tr>
<td>Applications Dev</td>
<td>CRM software</td>
<td>Free systems</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>ICT infrastructure</td>
<td>“Pipe strategy”</td>
<td>Cable access LaGran ge</td>
<td>Joint venture e.g. real estate</td>
<td>Access</td>
<td>Access</td>
<td></td>
</tr>
</tbody>
</table>
Role of Private Sector in E-government Development

- Role of private sector: depends on area, selected priorities (from six areas of egovernment), stage of development of relevant egovernment infrastructure (ICT), strategic priorities and priority customer needs
Private Public Partnership
Depends on:

- Situation
- Priorities
- Which of the six areas of egovernment are involved
- Strategy
What Needs to Be Done?

- Strategic
- Operational
- Customer group needs
Strategy

- Economic, social and environmental strategy overlay to e-government
- Reduced cost of public service or avoided cost increases
- Better service to the public: improved public perception
- Systems needing to be reworked for other reasons: combine into a single strategy
Web Portals

- Interface: Citizen, business, other
government interface: web, telephone, in
person (using web enabled support)

- Issues: access to web via personal computers
in offices, community centers, web cafes etc,
web literacy, payment mechanisms

- Financing: interface design, support and
updates
Web Portals

- Web portals are “windows” or “gateways” into underlying ICT systems.
- Often there is a capacity problem in ICT infrastructure underlying web pages.
- Portals depend on access technology e.g. pc versus mobile phone.
Self-Funding Web Portals

- Transaction fee supported
- Cross subsidies from unrelated purchases
- Web advertising
Coordinated Web Portals

- Simplify instead of multiple web portals
- Easier user interface, indexes, search and “common look”
- Cut across government departments
- [www.ecitizen.gov.sg](http://www.ecitizen.gov.sg), Singapore
- [www.firstgov.gov](http://www.firstgov.gov), 20,000 government sites
Intelligent Web Portals

- **Expert systems** meet the web
- **Voice recognition** and live operator connect
- **Regular language** questions
- **Australia call centers** Queensland, OSHA ([www.osha.gov](http://www.osha.gov)) Software Advisors
- Requirements
Consolidated Portal and Other Service Development

- Broad public private partnership for an array of public services
- For example, www.netgov.com handles web development for counties for service requests, events and meetings, permit and licensing, transactions and payments, court processing systems
Resources

- [www.governing.com](http://www.governing.com) online magazine
- [www.excelgov.org](http://www.excelgov.org) for report on egovernment potential and strategies
E-Government Private Public Partnerships:

- Role of the private sector in e-government development
- How to promote partnerships between sectors to stimulate development
- How partnerships and self-funding portals can be effective in leveraging information assets
- Best practices at national and local levels in developed countries