Potentials of e-government

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Theme for This Session

The potential for new technology to enable improvements to government through:

- Increased effectiveness
- Efficiencies
- Broader connections to citizens
- Promoting participation
- Transforming government
Agenda for This Session

Using the Canadian experience and approach to e-government, describe:

- The rationale for e-government
- A framework for getting started
- What will be delivered & to what end
- Setting priorities
- The challenge for “rural” communities
- A possible “end state
- Key issues
About:
Canada Customs & Revenue Agency

- 44,000 employees
- 700 locations across Canada
- Revenue collections
- Administration of tax legislation
- Border/custom services
- Administration of trade legislation
- Delivery of social benefits
About:
Canada Customs & Revenue Agency

(Annual Business Volumes for 1999)

- 30 million public inquiries
- 23 million individual tax returns
- 1.2 million corporate tax returns
- 110 million travelers entering Canada
- 12 million commercial releases entering Canada

United Nations - Naples, Italy - March 2001
The Rationale for e-Government
Electronic Service Delivery
What Is It?

- Internet
- Interactive voice response
- Electronic data interchange (EDI/XML)
- Kiosks
- Wireless devices
Canadians Are Going On-line...

<table>
<thead>
<tr>
<th>Internet Use in Canada</th>
<th>Citizen Preferences</th>
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<tbody>
<tr>
<td>60% of Canadians recently went on-line; Up from 51% last June</td>
<td>Internet</td>
</tr>
<tr>
<td>At the current rate of growth, 80% of Canadians will be on-line by 2002</td>
<td>In person</td>
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<tr>
<td>61% of Canadians who look for government information do so on the Net</td>
<td>Telephone</td>
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...and expect government to do the same

Source: Ekos, January 2000

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Top 10 phone calls:

- Assistance on tax
- Student loans
- Social Insurance Number
- Tax credits
- Employment insurance benefits
- Child tax benefits
- Old Age Security
- Canada Pension Plan
- Postal service
- Citizenship applicants
Canadians – Preferences & Needs

Top Internet:
- Customs & Border Crossing
- Tax Questions
- Immigration & Visas
- Tourism
- Drivers Licenses, Birth Certificates
- Structure of Government, Names
- Business Start Ups
- Employment
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Government Communication Study

- Taxes / Customs: 26%
- Pensions/Social Programs/Unemployment: 16%
- Health - related: 7%
- Education – related: 6%
- Business - related: 4%
- Employment - related: 10%
- Other – Farm, Food Safety, Passports, Environment, etc.: 31%

...Information Sought through most recent contact
Level of Contacts through GOL

… for information on assistance

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Governments’ Emphasis on Technology

Right Direction: 72%
Neither: 16%
Wrong Direction: 7%
Don’t Know / No Response: 5%

Source: Ekos, February 2001

… is seen as a step in the right direction
Comfort Level of Computer Skills

... varies sharply along age lines

Source: Ekos, February 2001

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Globalization and Technology Are Reshaping Markets…

Growth of Internet Users Worldwide

E-Commerce Growth Forecast 1998-2003

Note: Chart reflects “Internet Commerce”, a subset of electronic commerce that includes the purchase or trade of goods and services via the Internet / World Wide Web, but excludes financial services’ transactions. Source: International Data Corporation, 1999, and Forrester Research Inc., October 1998

…and the ways of doing business

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Convenience, Reach & Demand

- Serving citizens in remote locations
- Accessible to elderly or disabled
- Accommodate technically advanced
- Connect with a continental or global audience
- Build national technical competence
A Framework for Getting Started
“By 2004, our goal is to be known around the world as the government most connected to its citizens.


“By being a model user of Internet technologies, governments will encourage more citizens and businesses to use the Internet.”

Federal Budget - February 28, 2000
Translating the Vision

- Accessible – Multichannels
- Citizen – centric
- Enhanced services
- Integrated – seamless
- Increase Canada’s Competitiveness & attractiveness
E-government: A Phased Approach

Public access

GOL Tier 1
Information and Forms

GOL Tier 2
Interactive Services

GOL Tier 3
Seamless Government

Public dialogue

Communication “information out”

Consultation “information in”

Citizen engagement “interaction”

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Getting Started

- Don’t wait for “whole vision”
- Start with key services
- Start small and grow
- Measure results
  - Client uptake
  - Client feedback
- Build on successes
What Will Be Delivered & to What End.
Many Possibilities & Interests to Address

- Public safety & health
- Transportation
- Science & technology
- Natural resources & the environment
- Culture
- Tourism
- Service transactions (tax, benefits)
- Bidding on government contracts
E-Clustering: Where are we going?

- Start-up
- Financing
- Taxation
- Regulations
- HR
- Others

- Jobs
- Health
- Taxes
- Youth
- Seniors
- Others

- Going to Canada
- Canada & the World
- Doing business with Canada
- Others

GoC Portal

Sub-Portals

Subject Clusters

Canada Site

Serving Canadians

Servir les Canadiens

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Government On-line agenda will build on successes

*Job Bank:* 350,000 job opportunities posted each year

*Canadian Health Network:* Access to resources of 500 organizations on over 1000 topics

*Over 5 million tax returns e-filed (1999)*

*Canada Business Service Centres:* A premier gateway to government information for business

*Merx:* Access to all government procurement opportunities
Voice response:

- Telefile – filing of tax returns (670,000 – 1999)
- TIPS – phone inquiry of tax return status
- Customs – phone FAQs

Electronic data interchange:

- Efile – filing of tax accountants (5.7 million – 1999)
- ACROSS – pre-release of commercial goods
Kiosks:
- Registration of new businesses
- CANPASS – cards swipe for frequent, low risk travellers returning to Canada from USA

On the net:
- Netfile – internet filing of tax returns (all citizens 2001)
- TIPS – internet inquiry of tax returns
- All forms, guides & rulings online & printable
- T4netfile – employee tax reporting for small employers
Expected Outcomes

- Improve & simplify access to government services
- Move government resources to higher value service or exception handing
- Encourage citizen compliance though ease of access to services
- Broaden citizen knowledge of services & rights
- Increase citizen knowledge of health, environment & cultural issues
- Create national momentum as a model user
- Attract new workers to the Public Service
The Challenge For “Rural” Communities
Canada’s Aboriginal Peoples Are...

Aboriginal communities throughout Canada

- Including major metropolitan centres
- In bands neighbouring major urban centres
- And in rural areas in the remotest parts of Canada all the way to the arctic ocean

... a vibrant and growing part of Canadian society
Opportunities

- Ensuring that Aboriginal peoples and communities have equitable access and the capacity to use the Internet to strengthen communities
- CRTC’s “High Cost Service Area” ruling
- Government investing in:
  - First Nation’s Schoolnet
  - Health Canada
  - INAC EDI for First Nations

Challenges

- Uneven coverage (across & bandwidth) leading to a digital divide
- Lack of internet skills, capacity and exposure limiting local adoption

... to promote remote community access to the Internet
Future partnerships

- Inter-departmental “aboriginal connecting office”:
  - Annual aboriginal community connectivity reports
  - Coordinate departmental internet infrastructure investments
- Explore new high-bandwidth bi-directional satellite opportunities
- Establishing an “aboriginal community internet champions’ initiative

... to promote remote community access to the Internet
Opportunities:

- Increasing the awareness and preservation of our rich aboriginal heritage and culture

Challenges:

- Providing the tools for all aboriginal stakeholders to:
  - Capture and digitize oral-based heritage
  - Strengthen existing languages
  - Promote and showcase aboriginal culture
  - Celebrate and share community aspirations

...digitize and showcase Aboriginal culture

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Aboriginal E-commerce - Working Together To...

Opportunities:
- Potential to integrate remote aboriginal communities and businesses to a rapidly growing global on-line market space

Challenges:
- Ensuring that aboriginal companies take full advantage and are e-commerce ready
- Nurturing IT skills within aboriginal firms

... expand Aboriginal economic opportunities

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Future e-government partnerships:

The federal government has launched “government on-line”

- **Tier 1:**
  - Put information online and integrate all information within a single window aboriginal partners site

- **Tier 2:**
  - Web-enable all federal aboriginal program services delivery by 2004
A partnership strategy that includes Aboriginal Peoples in every aspect...

..towards building upon the traditional knowledge foundation and future for Aboriginal Canadians into the 21st Century

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Opportunity:

- More cost effectively market Aboriginal community opportunities and company products and services to a worldwide market.

Challenges:

- Developing a critical mass of on-line Aboriginal trade, tourism and investment opportunities to showcase to the world.
- Being noticed on the World Wide Web

... to further accelerate economic development
Setting Priorities
Before You Start...

- Do you have a vision
- Will you establish multiple e-channels
- Do you have the technology infrastructure
- Do you have the people (business & technical)
- Do you have technology partners
Priority Criteria

Reach
- Will result in large numbers of clients or transactions

Relevance
- Responsive to client preferences/demands
- Client base is ready & able to transact
- Will improve quality of service

Capacity
- Infrastructure & know-how available
- Will result in early results
A Possible “End” State
The Client/Visitor Experience

- Easy to access
- From anywhere, anytime
- Simple and intuitive
- Manage the visit (Client Relationship Management)
  - Anticipate needs
  - Single window for services (integrated across government jurisdictions)
- Make it faster, more attractive than walk-in, mail-in or phone-in service
Key Issues

- Seamless services across jurisdictions & programs
- 7/24 availability
- Privacy
- Technology infrastructure
- People (technical & business know-how)
- Priority over current program delivery
- Back-office becomes front-office
- Buy versus build strategy