

# E-government: Private Public Partnerships

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# E-Government:

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

# E-Government Context

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- 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

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

# Frequent Components

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- World wide web, kiosk, enhanced telephone based service
- Call centers
- Workflow management and reengineering
- Document handling

# Six Distinctly Different Areas of E-Government

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Initiator / Reactor	Government	Business	Citizens
Government	1 Info sharing, GIS, data	2 Regulation and Licensing	3 Information and services
Business	4 Procurement, asset management		
Citizen	5 Complaints, citizen input		6 Self help Organizing

# 1. Government to Government

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- 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

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

# Business Wish List

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- 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

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- 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: (Source: Momentum Research Group, commissioned by NIC, 2000)



### 3. Government to Citizens

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

# Service to Citizens

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- 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

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- 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

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- 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

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- 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

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



# Online Financial Transactions

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- 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

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- 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

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- Self-help groups
- Self-organizing
- Example: [www.bev.net](http://www.bev.net)



# E-Government Snapshot

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- 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](http://www.insidepolitics.org))
- Most portals are stand alone by agency and not organized by customer need

# Case Study: Indianapolis, Indiana

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- 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

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- 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

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- 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

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- Smart Permits system
- Seven cities
- Building permits on-line
- Model: Mixed in house and contract development, maintained in government

# Case Study: St. Paul, Minnesota

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- Provide all public government documents on-line
- Partnership with [www.govdocs.com](http://www.govdocs.com)
- [www.saintpaul.gov](http://www.saintpaul.gov)
- Model: Negotiated partnership



# Case Study: LaGrange, GA

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- 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

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- 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

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- Franchise operator
- Contractor
- Joint venture partner
- Operator
- Owner



# E-Government:

## Private and Public Roles

Areas/ Part	Gov to Gov	Gov to Citizen	Gov to Business	Business to Gov	Citizen to Gov	Citizen to Citizen
Web Portal interface	Non public	Coord. site				Free systems
Applications Dev					CRM software	Free systems
ICT infrastructure	"Pipe strategy"	Cable access LaGrange	Joint venture e.g. real estate		Access	Access

# Role of Private Sector in E-government Development

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- Role of private sector: depends on area, selected priorities (from six areas of e-government), stage of development of relevant e-government infrastructure (ICT), strategic priorities and priority customer needs

# Private Public Partnership Depends on:

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- Situation
- Priorities
- Which of the six areas of egovernment are involved
- Strategy



# What Needs to Be Done?

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- Strategic
- Operational
- Customer group needs

# Strategy

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- 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

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- 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

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- 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

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

# Coordinated Web Portals

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- 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

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- 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

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

# Resources

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- Local government on-line: Putting the internet to work. International city county management association. Item 42550. [Www.Bookstore.icma.Org](http://www.Bookstore.icma.Org)
- [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:

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- 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