

Potentials of e-government

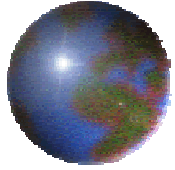
Presented by:

Ken J. Cochrane

Assistant Commissioner &

Chief Information Officer

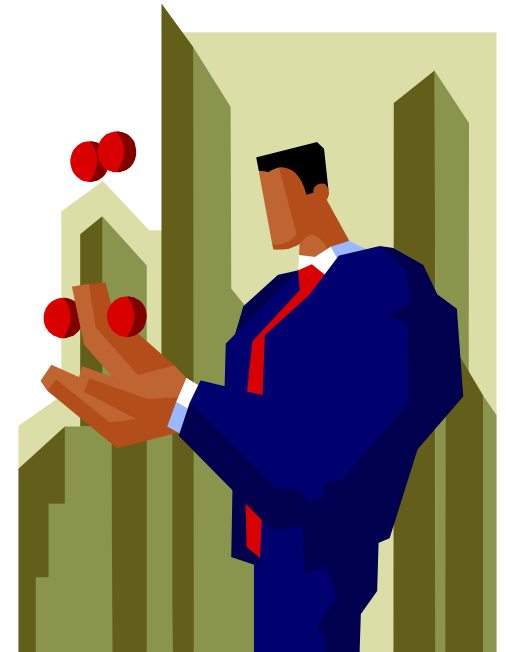
Canada Customs & Revenue Agency

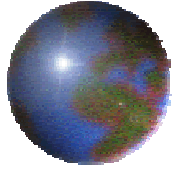


Theme for This Session

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

- ▣ Increased effectiveness
- ▣ Efficiencies
- ▣ Broader connections to citizens
- ▣ Promoting participation
- ▣ Transforming government

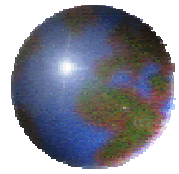




Agenda for This Session

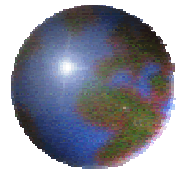
✚ Using the Canadian experience and approach to e-government, describe:

- ▣ 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



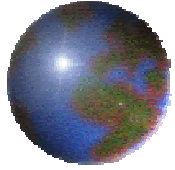
About: Canada Customs & Revenue Agency

(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



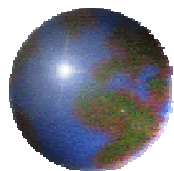
The Rationale for e-Government



Electronic Service Delivery *What Is It?*

- ❊ Internet
- ❊ Interactive voice response
- ❊ Electronic data interchange (EDI/XML)
- ❊ Kiosks
- ❊ Wireless devices





Canadians Are Going On-line...

Internet Use in Canada

60% of Canadians recently went on-line; Up from 51% last June

At the current rate of growth, 80% of Canadians will be on-line by 2002

61% of Canadians who look for government information do so on the Net

Citizen Preferences



Internet

19%



In person

20%



Telephone

42%

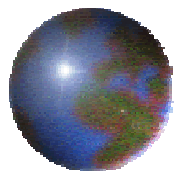


Mail

12%

**Source: Ekos,
January 2000**

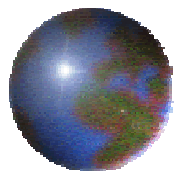
...and expect government to do the same



Canadians – Preferences & Needs

Top 10 phone calls:

- | | |
|---------------------------------|--------------------------|
| ☛ Assistance on tax | ☛ Child tax benefits |
| ☛ Student loans | ☛ Old Age Security |
| ☛ Social Insurance Number | ☛ Canada Pension Plan |
| ☛ Tax credits | ☛ Postal service |
| ☛ Employment insurance benefits | ☛ Citizenship applicants |

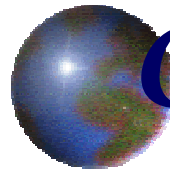


Canadians – Preferences & Needs

Top Internet:

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





Government Communication Study

Taxes / Customs

26%

Pensions/Social Programs/Unemployment **16%**

Health - related **7%**

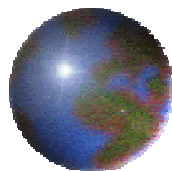
Education – related **6%**

Business - related **4%**

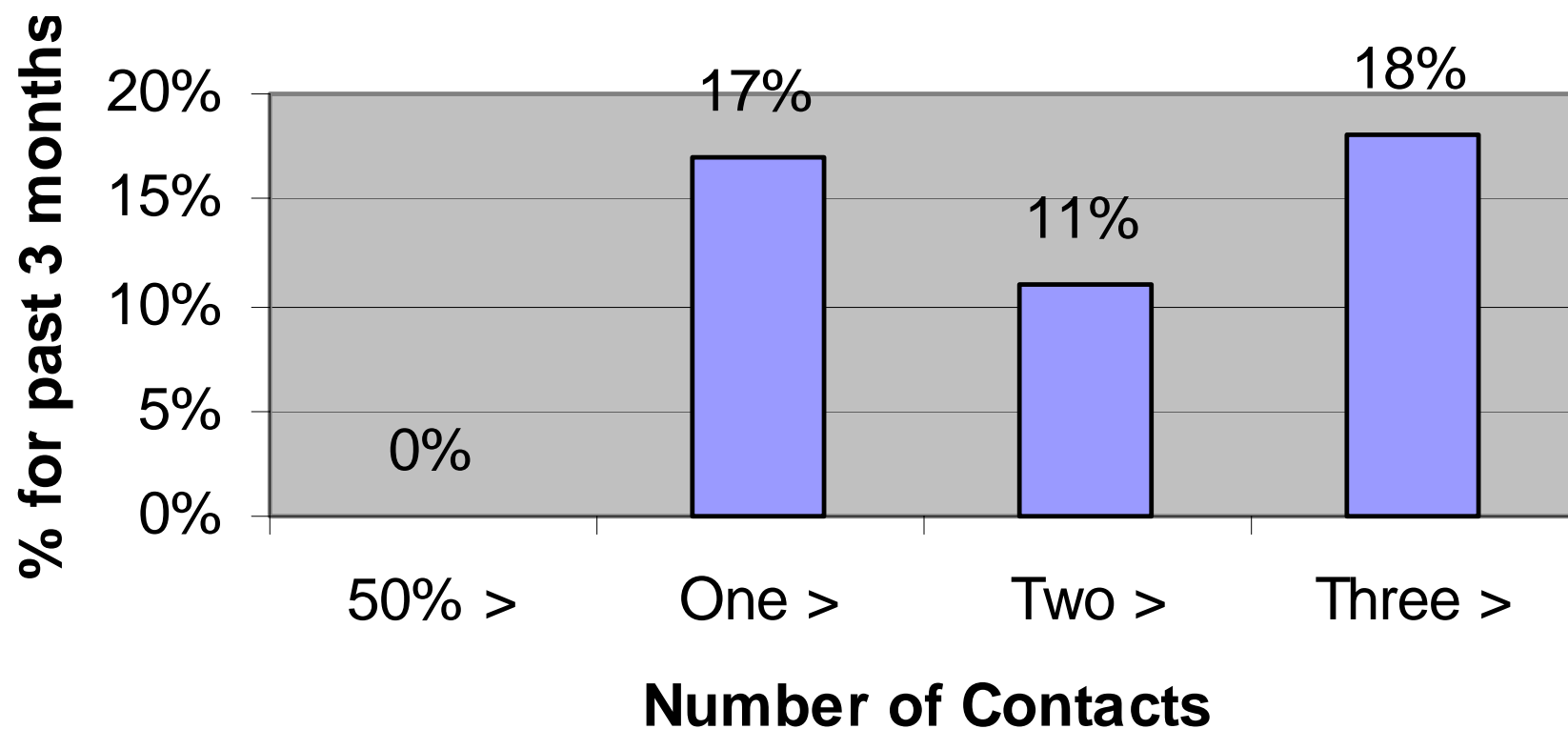
Employment - related **10%**

Other – Farm, Food Safety, Passports, Environment, etc. **31%**

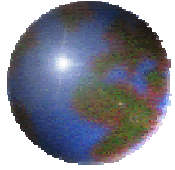
....Information Sought through most recent contact



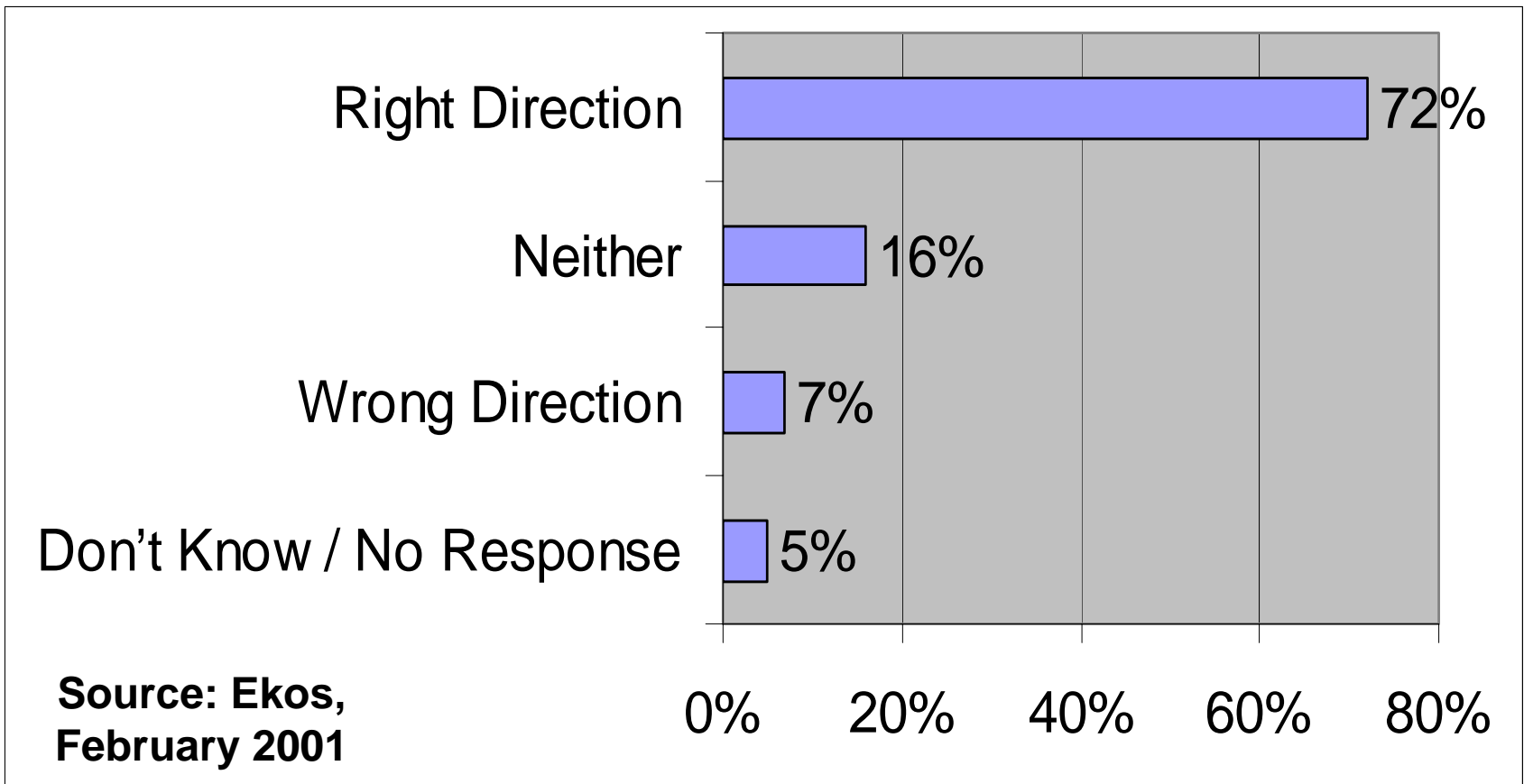
Level of Contacts through GOL



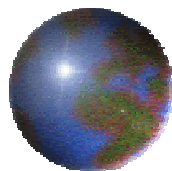
... for information on assistance



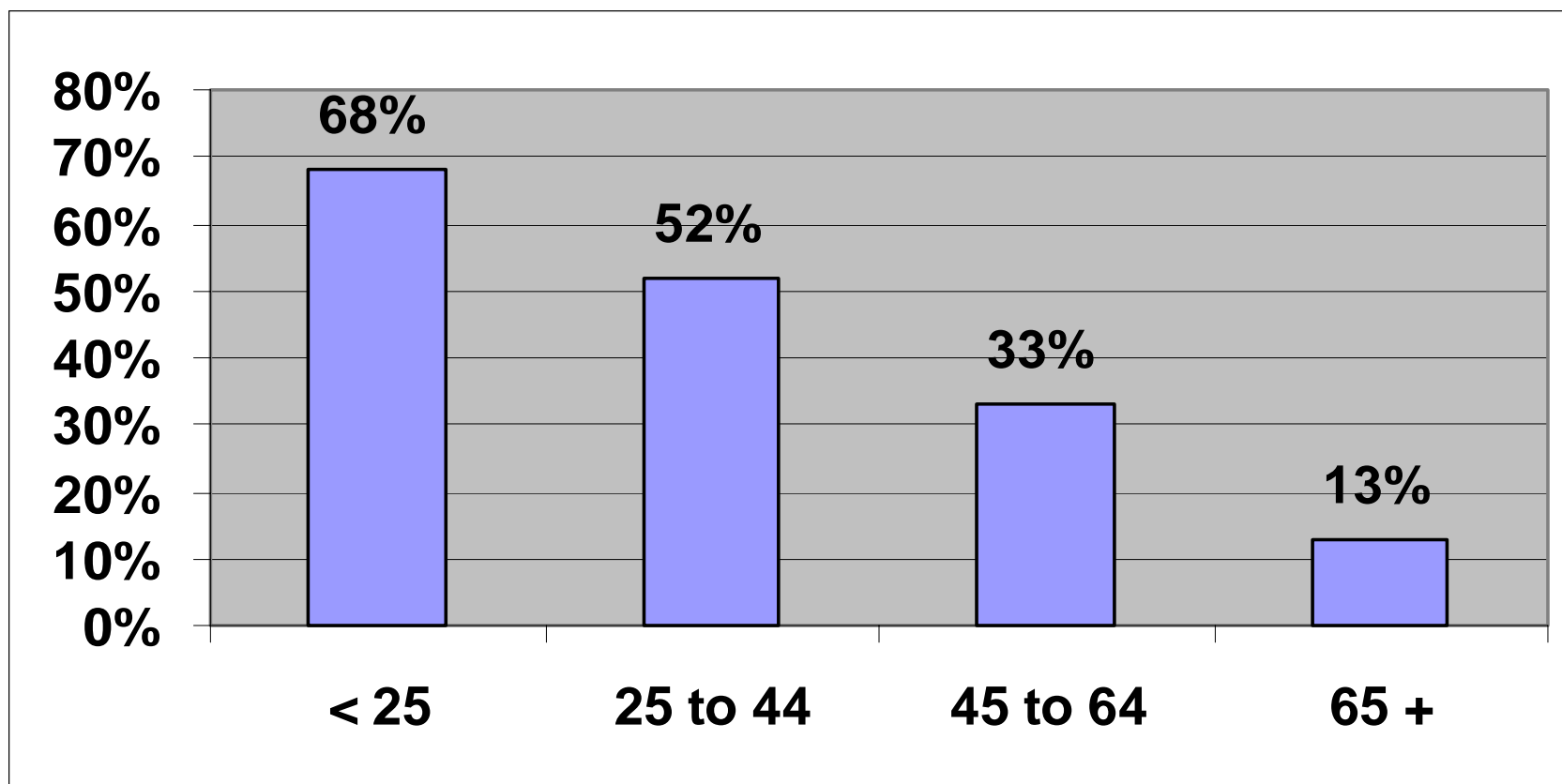
Governments' Emphasis on Technology



... is seen as a step in the right direction

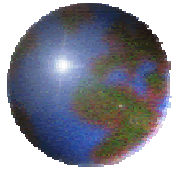


Comfort Level of Computer Skills

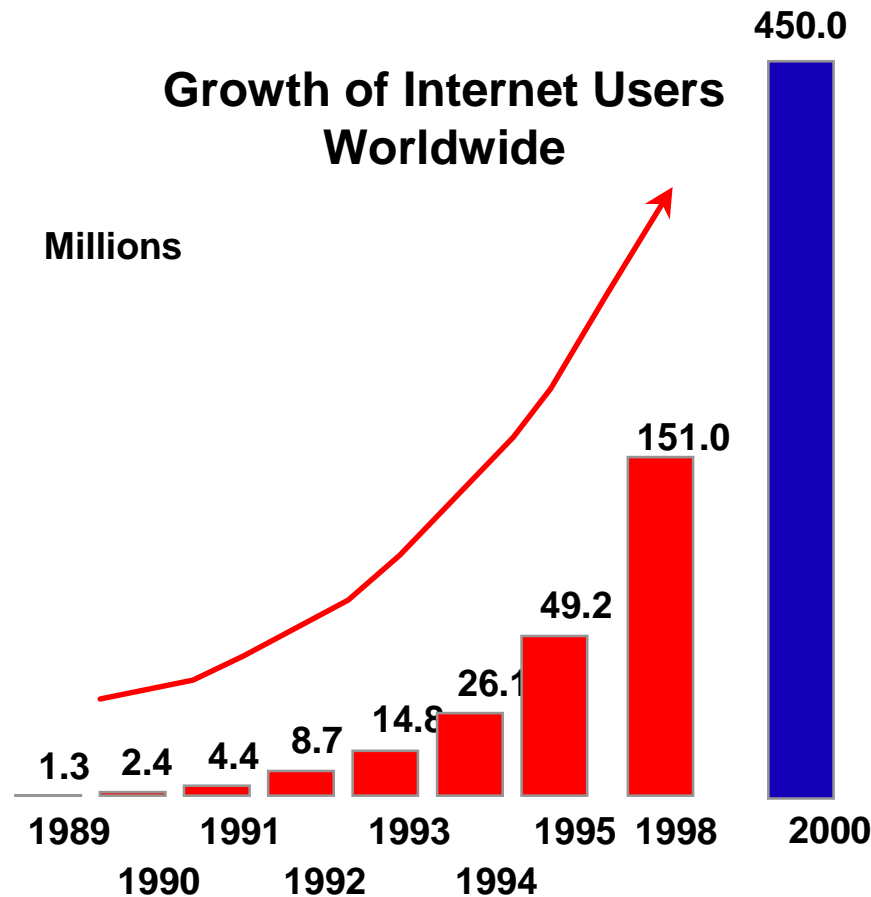


Source: Ekos,
February 2001

... varies sharply along age lines

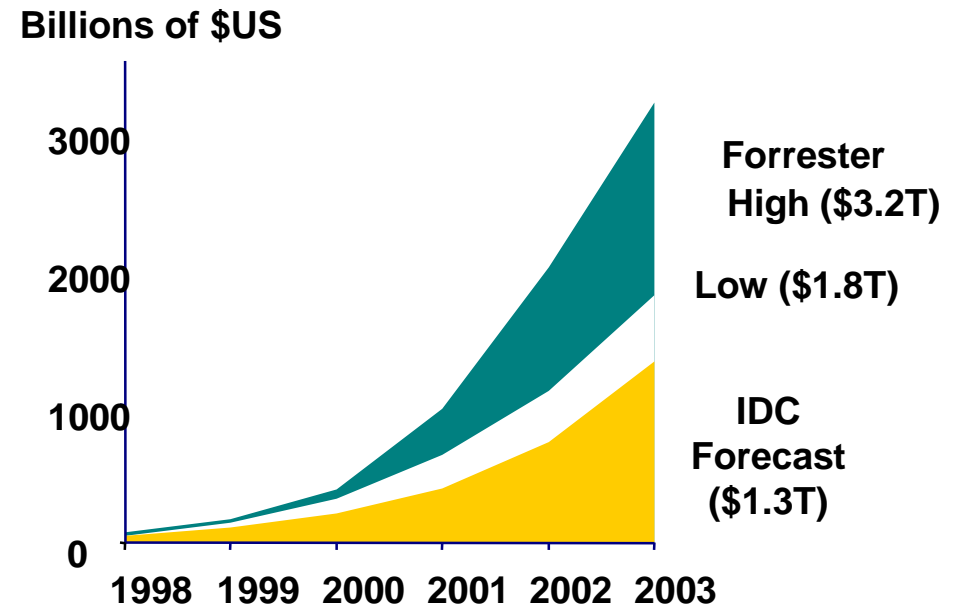


Globalization and Technology Are Reshaping Markets...



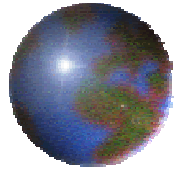
Source: 1989-1995: Internet Society; 1998: NUA Internet Surveys
Angus Reid, "Face of the Web," 2000

E-Commerce Growth Forecast 1998-2003



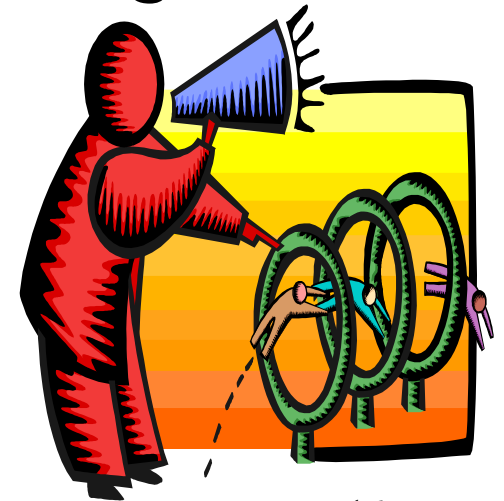
Note: Chart reflects "Internet Commerce", a subset of electronic commerce that includes the purchase or trade of goods and services via the Internet / World Wide Web, but excludes financial services' transactions. Source: International Data Corporation, 1999, and Forrester Research Inc., October 1998

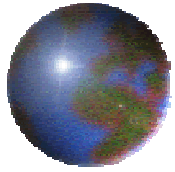
...and the ways of doing business



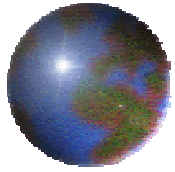
Convenience, Reach & Demand

- ✚ 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



What Is the Government's Response?

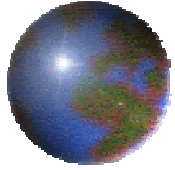
"By 2004, our goal is to be known around the world as the government most connected to its citizens."

Speech from the Throne – Oct 12, 1999.

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

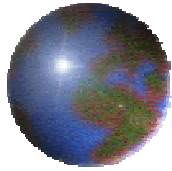
Federal Budget – February 28, 2000





Translating the Vision

- ✚ Accessible – Multichannels
- ✚ Citizen – centric
- ✚ Enhanced services
- ✚ Integrated – seamless
- ✚ Increase Canada's Competitiveness & attractiveness



Connecting Canadians

**Canada
Online**

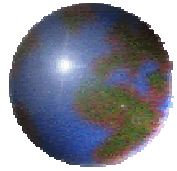
**Smart
Communities**

**Canadian
Content
Online**

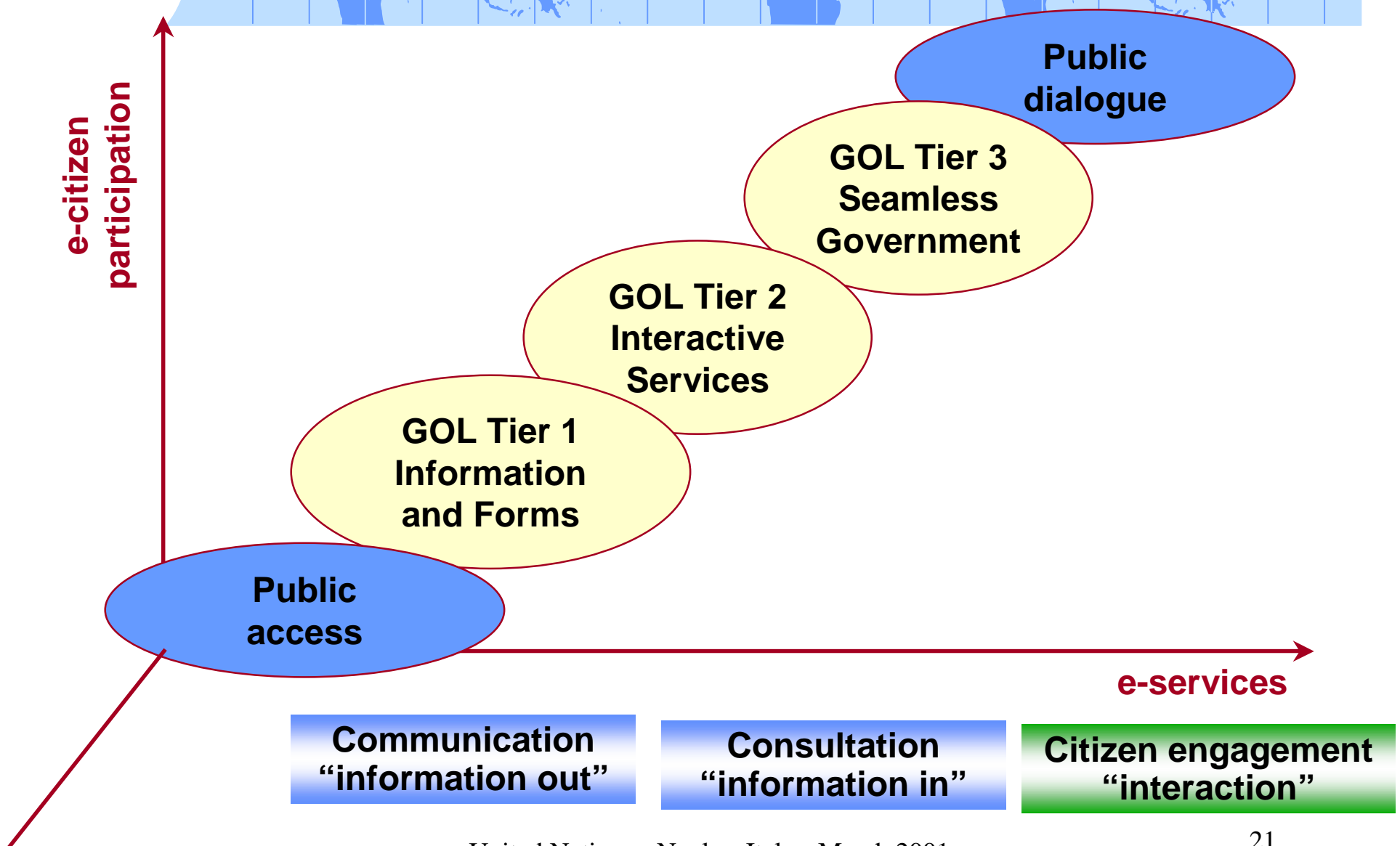
**Electronic
Commerce**

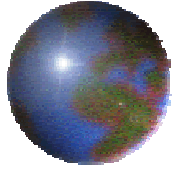
**Canadian
Governments
Online
(GOL)**

**Connected
Canada
to the
World**



E-government: A Phased Approach

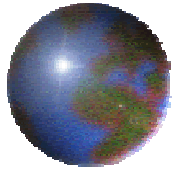




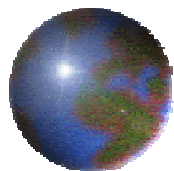
Getting Started

- ✚ Don't wait for "whole vision"
- ✚ Start with key services
- ✚ Start small and grow
- ✚ Measure results
 - ▣ Client uptake
 - ▣ Client feedback
- ✚ Build on successes



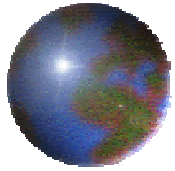


What Will Be Delivered & to What End.



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?

GoC
Portal



Canada Site



Sub-
Portals



Business



Individuals



Foreign Clients

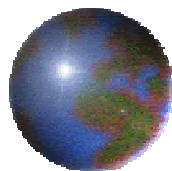
Subject
Clusters



Start-up
Financing
Taxation
Regulations
HR
Others

Jobs
Health
Taxes
Youth
Seniors
Others

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



Government On-line agenda will build on successes

Job Bank: 350,000 job opportunities
posted each year

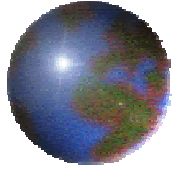
Canadian Health Network: Access
to resources of 500 organizations
on over 1000 topics

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





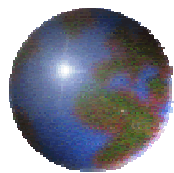
Electronic Service Delivery - CCRA

✚ 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



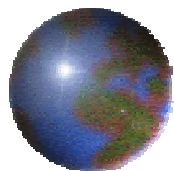
Electronic Service Delivery - CCRA

✚ Kiosks:

- ✚ Registration of new businesses
- ✚ CANPASS – cards swipe for frequent, low risk travellers returning to Canada from USA

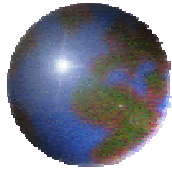
✚ On the net:

- ✚ 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

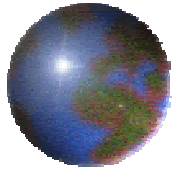


Expected Outcomes

- ✚ Improve & simplify access to government services
- ✚ Move government resources to higher value service or exception handling
- ✚ Encourage citizen compliance through 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



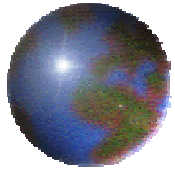
Canada's Aboriginal Peoples Are...

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



Aboriginal Canada Online - Working together...

Opportunities

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

Challenges

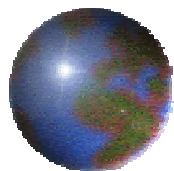
- ➊ Uneven coverage (across & bandwidth) leading to a digital divide
- ➋ Lack of internet skills, capacity and exposure limiting local adoption



Canadian Radio-television and
Telecommunications Commission

Conseil de la radiodiffusion et des
télécommunications canadiennes

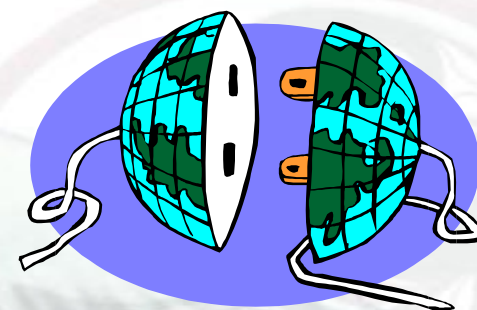
... to promote remote community access to the Internet



Aboriginal Canada Online - Working together...

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



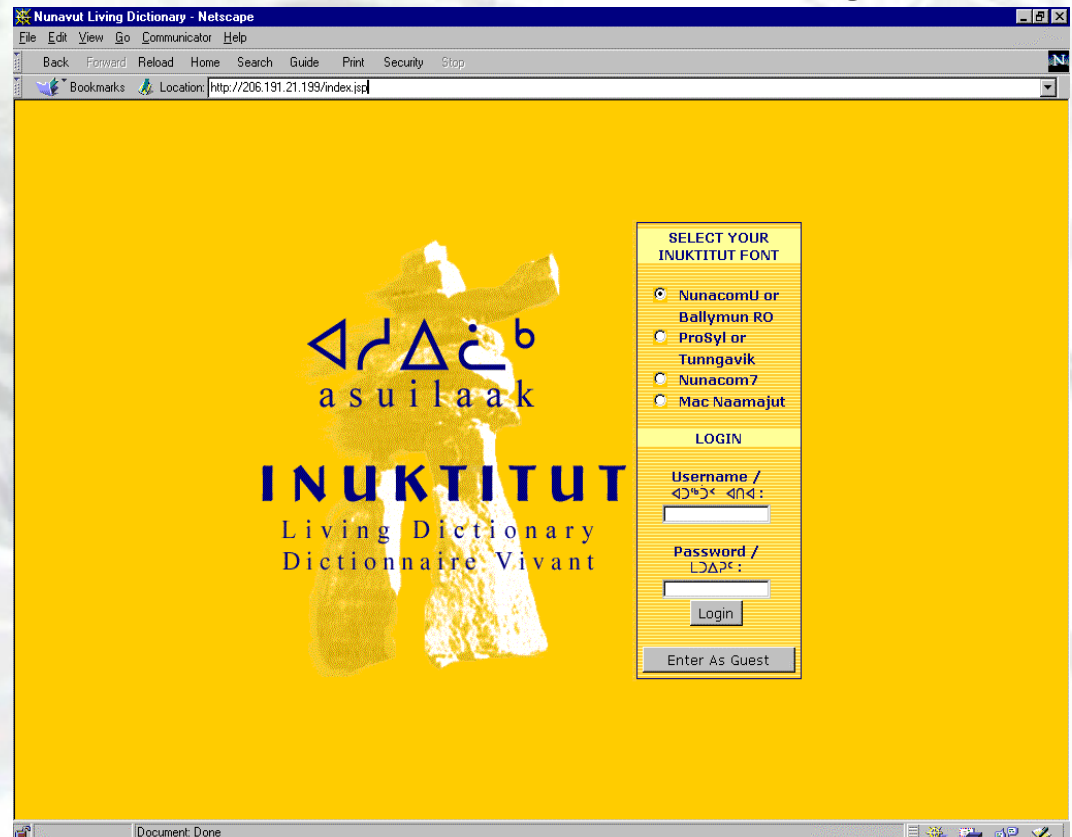
... to promote remote community access to the Internet



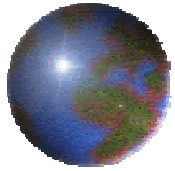
Increasing the awareness and preservation of our rich aboriginal heritage and culture

- 📍 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



Aboriginal E-commerce - Working Together To...

Opportunities:

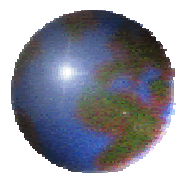
- ➊ Potential to integrate remote aboriginal communities and businesses to a rapidly growing global on-line market space

Challenges:

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



... expand Aboriginal economic opportunities



Aboriginal Initiatives for Governments Online – Connecting Citizens and Governments ...

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

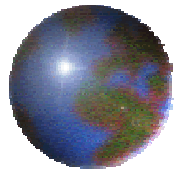
● Tier 2:

- Web-enable all federal aboriginal program services delivery by 2004



www.aboriginalcanada.gc.ca

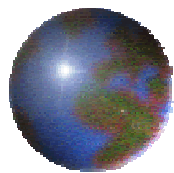
... by the Year 2004



*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*



Connecting Aboriginal Peoples to the World

Opportunity:

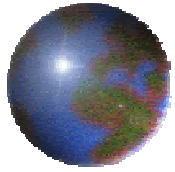
- More cost effectively market Aboriginal community opportunities and company products and services to a worldwide market.

Challenges:

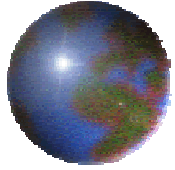
- Developing a critical mass of on-line Aboriginal trade, tourism and investment opportunities to showcase to the world.
- Being noticed on the World Wide Web



... to further accelerate economic development

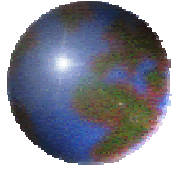


Setting Priorities



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

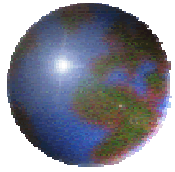
- ▣ Will result in large numbers of clients or transactions

✚ Relevance

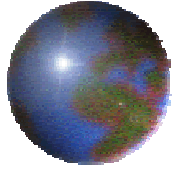
- ▣ Responsive to client preferences/demands
- ▣ Client base is ready & able to transact
- ▣ Will improve quality of service

✚ Capacity

- ▣ Infrastructure & know-how available
- ▣ Will result in early results

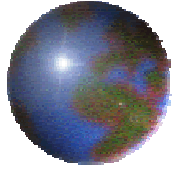


A Possible “End” State



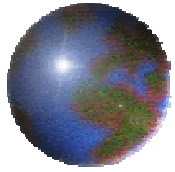
The Client/Visitor Experience

- ✚ 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



Questions

