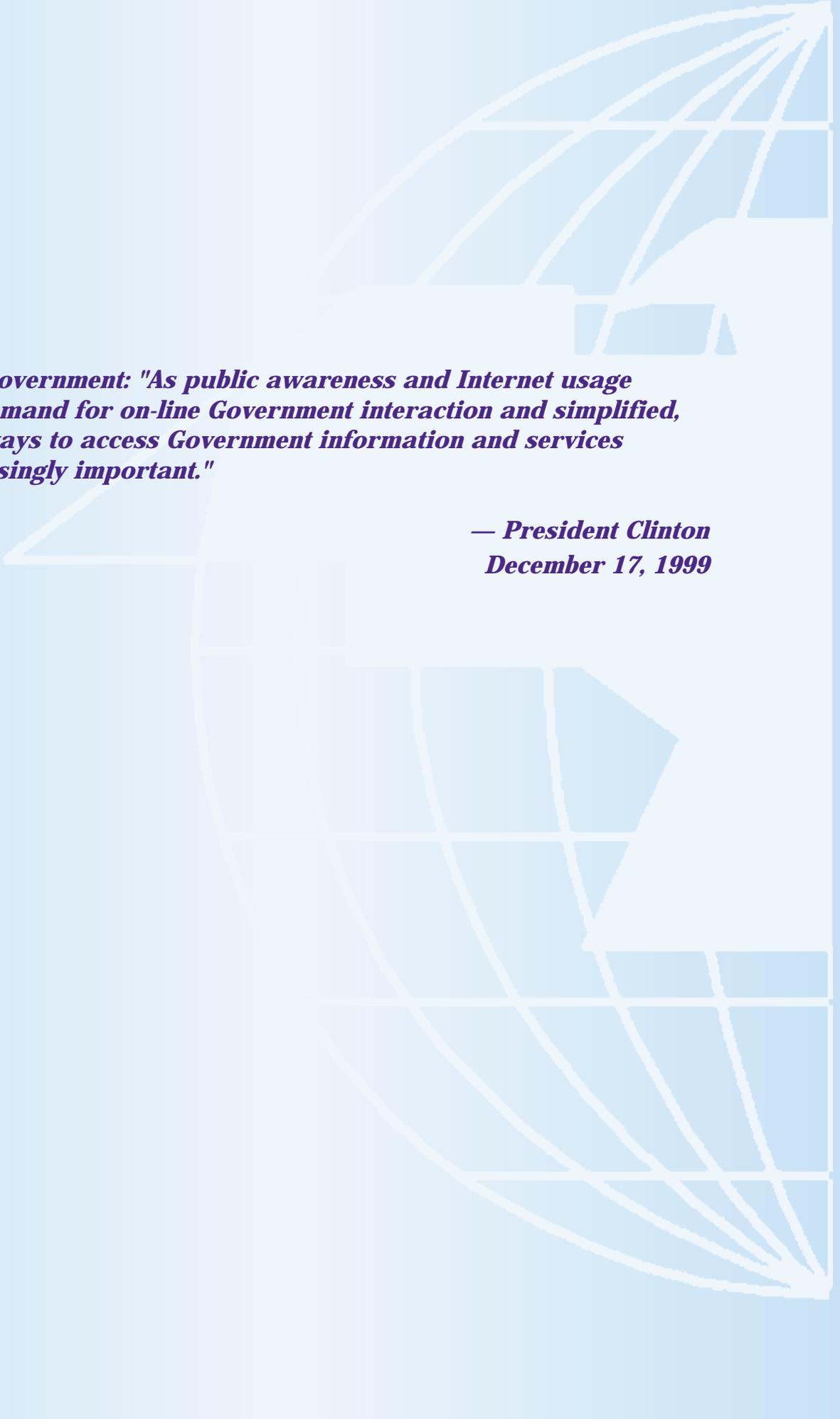


A stylized graphic of a globe, rendered in shades of blue, occupies the left side of the page. The globe is composed of a grid of lines representing latitude and longitude, with a curved, semi-circular shape on the left side. The background of the entire page is a solid light blue color.

Citizens Expectations for Electronic Government Services

Intergovernmental Advisory Board
Federation of Government Information Processing Councils
in cooperation with the
Office of Intergovernmental Solutions
Office of Governmentwide Policy
U.S. General Services Administration

September 2000



On Electronic Government: "As public awareness and Internet usage increase, the demand for on-line Government interaction and simplified, standardized ways to access Government information and services becomes increasingly important."

***— President Clinton
December 17, 1999***

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*This document is available on-line at
<http://policyworks.gov/intergov>
under the Intergovernmental Advisory Board section and Reports and Presentations.*

Acknowledgments

This report is based on the discussions and recommendations of the Intergovernmental Advisory Board (IAB) of the Federation of Government Information Processing Councils. The IAB recommended this research study on citizen expectations for government services and the methodology governments' use to measure citizen expectations.

The IAB consists of nine members — three members each representing federal, state, and local government. The IAB is chaired by Frank McDonough, Deputy Associate Administrator for the Office of Intergovernmental Solutions, an office in the General Services Administration's (GSA's) Office of Governmentwide Policy.

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A special thanks to Carolyn Purcell and David Molchany for their contributions and input to this report.

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Executive Summary

The Intergovernmental Advisory Board (IAB), chartered as an advisory board under the Federation of Government Information Processing Councils (FGIPC) in May 1997, was established in recognition of the need for increased intergovernmental collaboration and education. The IAB bridges the gap between Federal, State and local governments and educates IT professionals nationwide on new solutions to intergovernmental challenges.

The General Services Administration (GSA) in conjunction with the IAB is publishing this report. All governments are transforming to an electronic government. Some are further along than others are, but all, regardless of rich or poor, urban or rural, believe in the benefits of providing access to information and services electronically.

While some governments have taken into consideration some real results based on input from citizens, other governments have not. Many governments have assumed that citizens want 24 hours by seven (7) days access to government services and operate like a business.

Citizen expectations will have an overwhelming affect on the success of electronic government. For example, if a survey or other method found that the majority of the citizens only wanted to interact with the government for certain types of transactions, governments could focus limited resources in those areas.

In light of the importance of this issue, the Intergovernmental Advisory Board (IAB) selected "citizen expectations" as its next area of focus. GSA's Office of

Intergovernmental Solutions solicited input from Federal, International, State, and local governments and requested information about methods they use to survey and obtain information from their citizens' about their expectations for an electronic government.

The Center for Technology in Government at the University at Albany recently published a report by Meghan E. Cook titled "What Citizens Want From E-Government". The report investigated how governments solicit input from citizens. The report concludes "the movement to e-government, at its heart, is about changing the way people and businesses interact with government. It only makes sense to find out what they want, expect, don't want, and worry about."

The report describes the varying citizen outreach efforts, their methods, the range and reliability of their results. "A quick informal questionnaire distributed in a mall, or posted on a web site invites only those who "come there" to express their opinions -but it is a low-cost and low-effort way to get some sense of what the people think. The formal research study that generates statistically significant results or engages carefully selected focus groups tells you more reliably what the public thinks. It also costs a lot more. And all methods are limited by the way the questions are constructed and asked. All these approaches are worth considering. Just be sure to view the results with a discriminating eye and draw only the conclusions that can be supported by the data." The full report is available at http://www.ctg.albany.edu/resources/htmlrpt/e-government/what_citizens_want.html.

In addition, the Council for Excellence in Government was queried on their well known "trust in government" survey report available at <http://policyworks.gov/org/main/mg/intergov/linksframe.html>. This "trust in government" study explores Americans' relationship with government at multiple levels and with respect to many different dimensions. One consistent theme emerges forcefully throughout the data: "from the vantagepoint of the average American, government appears to be very distant and remote." Just three in ten American adults agree with the statement "I feel close and connected to government," while more than twice as many (64%) instead agree that "I feel distant and disconnected from government."

Important distinctions emerge when people consider their sense of connection to different levels of government. Just one-third of adults feel connected to the Federal government today, while fully 63% feel disconnected; a mere 6% say that they are very connected to the Federal government, but five times as many (29%) feel very disconnected. The story is noticeably better at lower levels of government, however, as 41% of adults feel connected to their state government and a 51% majority feel connected to local government. The closer to home the institutions of government are, the easier it is for people to establish and maintain a sense of connection and ownership. Nonetheless, the public sense of disconnection is considerable even at the state (55% disconnected) and local (46%) levels.

A total of 19 case studies were submitted. 11 from the State and local government, five from the Federal government, and five from

foreign national governments for an international perspective. The case studies reveal that efforts to solicit citizen input in the development and implementation of electronic government varies widely. However, it does appear that those governments that actively include citizens in their planning, development and implementation of electronic government initiatives will be the most successful in meeting citizen expectations.

Below are several examples of citizen expectations cited from outreach efforts and surveys conducted by governments around the world.

The State of Washington indicates that we constantly ask what information and services citizens and businesses want online.

As result of continuous citizen focus, the State of Washington has won many awards for its use of information technology for service delivery to its citizens as well as management, operations, education, and other uses. For example, Washington was awarded the Digital State Award the only two times it has been given by the Progress and Freedom Foundation, Government Technology Magazine, and The Center for Digital Government.

The Fairfax County case study reveals that their electronic government Initiatives comprise a multi-faceted strategy with a single-minded goal: utilize the benefits of emerging technologies to extend and expand the ability of government to provide information and services to County residents, businesses, civic groups and other interested parties. A prime consideration in the development of the overall strategy is to ensure inclusion of all County residents, whether or not they have a PC and

modem. Fairfax County's overall strategy is to address the "Digital Divide" issue from the outset by offering public access through more than a single vehicle. The Fairfax County uses surveys, focus groups and town hall meetings to solicit citizen input on the type of Internet applications they want and what mode of electronic service delivery they prefer.

As a result of citizen input, Fairfax County Government developed a multi-faceted strategy and solution. Three technology platforms were chosen to comprise the County's electronic government initiative:

Information Kiosks that use multimedia (audio, video, graphics and text) touch screen technology to provide information at times and locations convenient to the public.

Interactive Voice Response (IVR) applications that permit telephone callers to select information and services from audio menus via a touch-tone telephone.

The *Fairfax County Web Site* that provides information to the public worldwide through the Internet and the World Wide Web.

The State of Texas has just completed a research project to assess factors that could influence the development and use of electronic government services in the State. The Department of Information Resources (DIR) has been investigating how to deploy what many perceive to be the next generation of government services. These electronic government services will be dependent on a web-based or computer network based delivery system. The State identifies who has access to computers and the Internet,

how people use these technologies, their attitudes toward both, and how they feel about various privacy and security issues associated with sharing personal information on the Internet are important considerations. Understanding why people do not use the Internet may indicate what resources would be required to educate many Texans about the advantages of electronic government services in order to catalyze equitable use by all citizens. Understanding which electronic government services are most attractive to the public helps the State of Texas to set priorities. Citizen education and outreach is important to ensure citizen acceptance of new service delivery methods.

For both financial and nonfinancial information, people expect the government to safeguard the public's interests and control over personal information. Awareness of people's concerns about privacy, control over personal information, and forms of payment is helping Texas to structure electronic government in ways that people will most support and use it. People prefer an opt-in strategy of safeguarding the use of data about themselves: they strongly prefer to give permission ahead of time before such information is released. This finding rejects the idea that the State may directly emulate the business practice of disclosing personally identifiable information to others for a fee.

In August 1997, Puerto Rico held a series of focus group meetings with students, parents and police officers concerning their use of computers. All three groups expressed the desire to use computers for education, training and work. The Government of Puerto Rico provided laptop computers to 37,300 teachers working in 1,538 schools throughout the island.

The goal is to develop an educational system that responds to the new demands and changes in society. In this context, technological integration in the educational process is an essential part of the new challenges to ensure that children and youth develop the computer skills to be successful in society and in the working world. The Government of Puerto Rico through the "laptop computers in the school" program is creating electronic literate citizens of the future that will expect and demand electronically delivered government services.

In addition, a customer satisfaction survey tool was adopted early in 1995 to evaluate Puerto Rico's government services. Since April 1995 to June 1999, over 65,324 customers have been surveyed concerning 43 service delivery programs. Puerto Rico even surveys a program before commencing a reengineering and some six months after it is completed, and has seen improvements averaging about 20%. This and making the results of surveys public help increase the credibility and trust in Government.

At the Federal level, the Social Security Administration (SSA) is very sensitive to public expectations concerning electronic initiatives using the Internet. SSA found that the public is very concerned about privacy and considers Internet applications inherently less secure than their paper counterparts. This perception has since colored all of SSA's Internet application efforts. SSA conducted a series of public forums in six cities around the country in May and June of 1997 concerning Social Security's use of an online application called the Personal Earnings and Benefit Estimate Statement. From these forums SSA received a great deal of useful insight on the future of Internet applications at Social Security, especially relating to

privacy issues.

SSA holds public focus group forums to introduce new web based applications and receive citizen feedback for design changes prior to operational deployment of the new system.

The U.S. Mint uses surveys to solicit input on electronic delivery of its services. The surveys conducted to date have not focused solely on electronic services. However, the Mint has included a number of questions regarding the use of technology its surveys.

To date, survey results have not been conclusive on preferred method of service delivery including from on-site, Internet and the U.S. Mail delivery. However, the 1999 customer satisfaction survey indicated a strong preference for the U.S. Mail.

Early research conducted several years ago, indicated that the Mint was faced with an aging customer base that seldom used the Internet and had little interest in electronic services delivery. However, with the introduction of the "50 State Quarters Program" and the new Dollar Coin Program younger customers, who are generally more inclined to use electronic services, are purchasing from the Mint. Recent research indicates that the use of the Internet for online purchases increased from 7% in 1997 to 28% in 1999. During the same period, the percentage of Mint customers with Internet access increased from 36% to 53%. Based on such survey results, the U.S. Mint plan to continue their efforts to develop and expand interactive Internet sales and marketing capabilities.

The Bureau of the Public Debt (BPD) in the Treasury Department frequently conducts studies to collect input from customers. While most of these do not exclusively focus on electronic

services, that aspect is often addressed. BPD uses various methods to perform these studies. The specific types of methods used: formal statistical surveys; informal polls; and town hall meetings, conferences.

A recent survey contained several questions involving electronic government related issues. A summary of the results is as follows.

5% of the respondents learned about Treasury securities through the Internet.

17% were interested in purchasing securities via the Internet, but 66% were interested in using the telephone for these purchases.

43% were interested in selling Treasury securities via the Internet.

Over 80% of the respondents were against providing private information (such as Social Security numbers and credit card account numbers) over the Internet.

At the international level, the United Kingdom (UK) is a leader and appears to be the most experienced in consulting with citizens on their expectations for government services. In 1988, the People's Panel was established. This panel consists of 5,000 members of the public randomly selected from across the UK and has been designed to be a representative cross-section of the population (by gender, age, background, region etc). Panel members are consulted about how public services are delivered and how that delivery can be improved from the point of view of the user rather than the system.

The fourth wave of People's Panel research showed that using the telephone is by far the most popular

choice for making contact with government services outside normal working hours. The second most popular way of contacting services was in person. In this regard, most people did not expect 24 hour seven (7) days a week availability of government services but wanted extended hours of service similar to the Banking industry (evening and Saturday hours). However, when contacting the Inland Revenue (taxes), Passport Agency, Adult Education services and the Courts, most people preferred to make contact electronically (rather than by telephone). According to the focus groups, electronic access is a good way of making public services available 24 hours a day, 7 days a week.

To meet the needs of all citizens and businesses and to ensure that services are citizen focused, the UK has a policy that all government services will be available over multiple delivery channels. This is similar the approach Fairfax County, Virginia uses for its electronic government initiatives. By 2005 all UK government services will be available electronically.

On the subject of increasing trust in the security of the Internet, suggestions from UK contributors included increasing education and training, providing universal access to the Internet and improving the technical aspects of security.

The Dutch government (as many other government these days) has set a target for electronic government like the one in the United Kingdom. The Netherlands target is to have 25% of all public services available electronically (via the Internet) by 2002. In this regard, call-centers and interactive voice response systems are excluded. At the moment the Dutch government is investigating the current level of electronic availability

of public services in the Netherlands.

In this context the Dutch government did a survey to determine, from the citizens point of view, which public services they most frequently use. Based on the results of this survey, a Top 25 list of most frequent used services was made. From this Top 25 list the Dutch government will determine the current level of electronic availability.

While most discussions about electronic government focuses on the personal computer and the Internet, a multi-faceted strategy and solution, similar to the approach used by UK and Fairfax County governments using multiple modes and technology to delivery services to their citizens achieves two objectives at the same time. It increases the number of government services electronically available to citizens and reduces the size of the "Digital-Divide".

Understanding the citizens' expectations for electronic government will have a profound effect on the successful introduction of self-service government. For example, Arizona's Government IT Agency recently used on-line ballots to gauge what residents wanted on the state's website. During March and April 2000, residents registered their preferences for online services, including driver's license renewal; Internet voting; ordering birth, death, and marriage certificates; and paying taxes and parking tickets. The ballot was part of a larger plan to create a Web portal that would direct users to a particular state or local government agency, depending on what service the user requests. "Of all the things that can be done next, it's important to set priorities about what is possible and what is wanted." Said John B. Kelly, former CIO for the State of Arizona.

A December 17, 1999, memorandum by President Clinton on "Electronic Government" noted that "As public awareness and Internet usage increase, the demand for on-line Government interaction and simplified, standardized ways to access Government information and services becomes increasingly important." He directed federal agencies to take steps to address this growing demand.

Many electronic government initiatives across the world are developed on a top down basis with little or no insight into the expectations and requirements of their citizens. In this report however, it is evident that many governments are using a variety of techniques to identify the needs and desires of the citizens for electronic services from their governments. These governments should have a greater success rate when they introduce new electronic services to the public.

Introduction

All governments are transforming to an electronic government. Government to citizens, is the new mantra in electronic government circles. Relying on Internet portals (firstgov), e-procurement, call centers, automated e-mail programs and electronic transactions of every type, government is poised to re-transform itself in unprecedented ways to meet ever rising "citizen expectations".

While some governments have taken into consideration some real results based on input from citizens, other governments have not. Many governments have assumed that citizens want 24 hours by 7 days access to government services and operate like a business. Also, if government found that citizens want to interact electronically but also found that the telephone was the preferred backup, governments could plan which delivery methods were most important and acceptable. Many other expectations may actually drive future progress towards electronic government and avoid unintended consequences.

Citizen expectations will have an overwhelming affect on the success of electronic government. For example, if a survey or other method found that the majority of the citizens only wanted to interact with the government for certain types of transactions, governments could focus limited resources in those areas.

In light of the importance of this issue, the General Services Administration's (GSA's) Office of Intergovernmental Solutions, in conjunction with the Intergovernmental Advisory Board

(IAB) had decided to publish this report entitled, "Citizen Expectations for Electronic Government" in the fall of 2000. This report addresses the citizen's expectations for electronic government and how governments are responding to those expectations. Rather than conducting surveys that may have already been conducted, this report highlights:

What initiatives/models have taken place by all levels of government to solicit citizen input on the delivery of government services;

Summarizes the results of the survey; and

Summarizes citizen's expectations based on all previous survey results.

This report was compiled by surveying various program managers in Federal, International, State and local governments and asking them to submit their experiences and lesson learned in soliciting citizen input for their electronic government initiatives. The goal was to highlight best practices and the benefits derived from soliciting citizen input (expectations) for electronic government. In this regard, the Gartner Group forecasts that information technology spending by Federal, State and local governments will grow from \$85 billion in 1999 to \$109 billion in 2003. Prior to making such large investments, governments should first solicit its citizens to ensure wise investment of taxpayer dollars in electronic government. A total of 19 stories were submitted, 3 from International governments, 11 from the State and local government

perspectives and 5 from the Federal level.

Each case study provides a point of contact for obtaining further information that may help you in your own efforts. Many of these stories reaffirm what we already suspected that as we move to electronic government (self-service government) citizen input is important to the success and acceptance of electronic government initiatives. Some of the major findings from these case studies are highlighted in the Executive Summary and Conclusion sections of this report.

U.S. Federal Government

Citizens Expectations

*Federal Communications Commission
Information Technology Center*

By Kimberly Hancher

KHANCHER@FCC.GOV

FCC has extensive contact with its customers and the public. Using Public Notices and Focus Group forums to solicit input from customers and the public before and developing electronic government services. FCC customer feedback reports that its customer's want/expect alternative modes of service delivery including the use of the Internet, mail and telephone. In addition, on-site services are still expected. There is also an expectation that the response time will be significantly improved via the Internet, telephone or other electronic form of service.

FCC has found the use of public notices and forums to be very effective in dealing with the its customers and the public.

FCC Survey form:

1. Has your government solicited citizen input on electronic government?
 Yes No (Go to question # 7).
If yes, describe the initiatives and identify models your government used to solicit citizen input on the electronic delivery of government services.
 Surveys Focus Groups
 Town Hall meetings
 Other (see summary of Citizen Outreach Efforts)
2. What did you learn from soliciting the citizen input? List major conclusions or findings.
 Satisfied with current service Want services available on the Internet
 Want alternative service modes Want to use telephone for services
 Want to use Smart Card Other (24 x 7 electronic availability, 24 x 7 customer support, Internet speed response time, electronic filing voluntary with paper filing optional)
3. Based on your survey what method of service delivery do citizens prefer?
 On-site Mail Paper Phone Fax
 Internet Kiosk CD Other
 Interactive TV
4. Identify the three major reason(s) for providing government services online:
 Reduce costs Improve quality of services
 Reduce government staff Attract high-tech workforce
 Improve service delivery Other (meets public expectations)
5. What groups of citizens were solicited?
 Seniors Students Parents Homeowners
 Renters Military Taxpayers
 People with disabilities
 Other (Telecommunications Industry and General Public)
6. How did the results of citizen input influence planning for electronic government? **FCC electronic filing and licensing systems were developed with citizen input as part of the system requirements.**
7. Are you aware of any other government or private sector survey on citizen expectations for electronic government? If so, please briefly describe the survey results and the government or private sector firm involved. **NO**
8. Please provide your name and e-mail address, so we can send you the results of this survey.

**Kimberly Hancher
Federal Communications Commission (FCC)
Information Technology Center
KHANCHER@FCC.GOV**

SUMMARY OF FCC CITIZEN OUTREACH FOR E-GOV

SYSTEM NAME	PRE-IMPLEMENTATION EFFORTS	EFFECTIVE*	POST-IMPLEMENTATION EFFORTS
ETFS	Public Forums including Q&A sessions, hands-on-training, and handouts PN with login info & other info Commission Meeting with handouts Beta Testing	10 10 10 10	PN Email address, telephone hotline # Hotline Telephone # User Manuals on Web User Manuals on Web FAQs on Web CIB Call Center accepts calls
ECFS	PN Forums Commission Meeting Off-Site Training On-Site Training Beta Testing	10 5 6 6 6 6	Helpline, Email address, several telephone #s Off Site Training On Site Training Walk in Assistance Advertise to disability community User Manual on Web User Handout in RIC FAQ on Web Tips & News on Web E-Gov Conference Each Action taken by the Commission seeking comments (NPRM, PN, etc.)
OSCAR			Web page/site info Preparing User Handbook CIB Call Center accepts calls
COALS	NPRM Beta Testing		
IBFS	Focus Groups PN Beta Test Pilot Program Management demos	8 6 8 7 6	Off-site training On-site training Roundtable at Anniversary PNs Application filing check list User Manual FAQ Help Line, Email E-Gov Conference Email of changes directed to account holders IBFS links placed everywhere Handout & Web version ? Distribute pens with IBFS & # at forums Information Package

*Note: This column reflects the score given to each outreach activity by its FCC internal system sponsor in achieving its desired outcome. The activities were scored on a scale of 1-10 with 1 being least effective and 10 being most effective.

SUMMARY OF FCC CITIZEN OUTREACH FOR E-GOV

SYSTEM NAME	PRE-IMPLEMENTATION EFFORTS	EFFECTIVE*	POST-IMPLEMENTATION EFFORTS
			Reworking instructions Phone walk throughs FCBA EGOV Will mail out notice with licensees Will hold continuous staff briefings Will add hotline to bureau automated main line Will put in Commission Orders where appropriate
ULS	NPRM Interactive demonstrations Focus groups PN ULS List Server Brown bag lunches & training for internal staff	8 9 9 7 5 5	Interactive demonstrations Focus groups Off Site presentations Trade Shows Public Forums Q&As posted on Web Periodic Conference calls with coordinators Periodic outreach meetings with coordinators Hotlines (technical & licensing support) ULS Webpage ULS Newsletter PN ULS List Server Brown bag lunches & training for internal staff
CORES	Public Notice Public Forum (Public and Comm.) Commission Wide Training Beta Tests by external users Demonstrations		
ROSIE	Public Notice Demonstrations	5 5	Public Notice Hands on Workshops Web site help links
ELS	Public Notice Public Demo User's Manual Beta testing	1 1 4 1	Word of mouth, direct contact w/
EAS	Public Forum – Requirements Analysis Stage Commission EF Forum Public Notice On-Site Training at Implementation	6 6 10 8	On-site seminars/User meetings On-line User's Manual On-line Frequently Asked Questions E-mail help link WEB message board On-line Help Links

SUMMARY OF FCC CITIZEN OUTREACH FOR E-GOV

SYSTEM NAME	PRE-IMPLEMENTATION EFFORTS	EFFECTIVE*	POST-IMPLEMENTATION EFFORTS
Call Signs	Demo for NAB Demo for FCC Reference Room Staff	7 7	Public Notice User Instructions on Web Phone Numbers for Help on Web Web Site Write-up 5
CDBS	Announcements/Demonstrations at	7	Public Notice User Meetings/conferences User Instructions on Web Help Line – Phone numbers on Web Web Site write up
BLS (MDS/ITFS)	Announcements at User meetings/conferences	7	
KidVid	Demo for TV Broadcasters Announcements at user meetings/conferences	4 7	Public Notice Help phone number on Web User Instructions on Web Web Site Write-up FAQs 3

U.S. Department of Justice National Institute of Justice

By Richard Taylor
ritaylor@ncjrs.org

The National Institute of Justice (NIJ), the principal research and development agency of the U.S. Department of Justice, established NCJRS in 1971 to serve as a national and international clearinghouse for the exchange of criminal justice information and to provide a central repository for criminal justice information as part of its mission to develop knowledge about crime, its causes and control. NCJRS represents the National Institute of Justice and other Office of Justice Programs (OJP) components, as well as the Office of National Drug Control Policy (ONDCP) as an outreach mechanism and service arm.

NCJRS will conduct customer satisfaction surveys to meet the requirements of E.O. 12862, to determine the kind and quality of services customers want and expect, level(s) of satisfaction with products, types of services or enhancements, technological capabilities of their customers, and to enhance their strategic planning capabilities. The information collected will be used by NCJRS to determine where and to what extent services need to be improved or developed. These surveys may lead to policy changes to enhance or streamline the agency's overall operations and modifications of its strategic planning objectives and/or customer service standards.

Survey respondents will be current and potential users of NCJRS products or services. Respondents include Federal agencies, State, local, and tribal governments, members of private organizations, research organizations, the media, non-profit organizations, international organizations, as well as faculty and students. The intent is to collect information that will help NCJRS and its' affiliated agencies better serve their customers and to serve potential new customers based on their needs.

Additional Customer Feedback Vehicle

The Consumer Advisory Network (CAN) is another means to solicit feedback about NCJRS products and services. The Network is a multi-disciplinary and geographically diverse body of professionals in criminal justice, juvenile justice, and allied fields. Members tend to have a broad range of experiences with NCJRS and the partner agencies, as well as access to and familiarity with technology and other issues related to information sharing. CAN members participate in an annual teleconference call. The goals of CAN's semiannual telephone conference-call meetings are to:

1. Keep NCJRS abreast of the information needs of criminal justice, juvenile justice, and allied professionals.
1. Obtain customer assessments of current NCJRS products and services, as well as suggestions for improvement.
1. Solicit impressions and input from the field on new NCJRS products, services, and planned innovations.

Justice Department Survey response:

1. Has your government solicited citizen input on electronic government?
 Yes No (Go to question # 7).
If yes, describe the initiatives and identify models your government used to solicit citizen input on the electronic delivery of government services.
 Surveys Focus Groups
 Town Hall meetings Other
2. What did you learn from soliciting the citizen input? List major conclusions or findings.
 Satisfied with current service Want services available on the Internet
 Want alternative service modes Want to use telephone for services
 Want to use Smart Card Other
3. Based on your survey what method of service delivery do citizens prefer?
 On-site Mail Paper Phone Fax
 Internet Kiosk CD Other
 Interactive TV
4. Identify the three major reason(s) for providing government services online:
 Reduce costs Improve quality of services
 Reduce government staff Attract high-tech workforce
 Improve service delivery Other
5. What groups of citizens were solicited?
 Seniors Students Parents Homeowners
 Renters Military Taxpayers
 Other People with disabilities

6. How did the results of citizen input influence planning for electronic government?

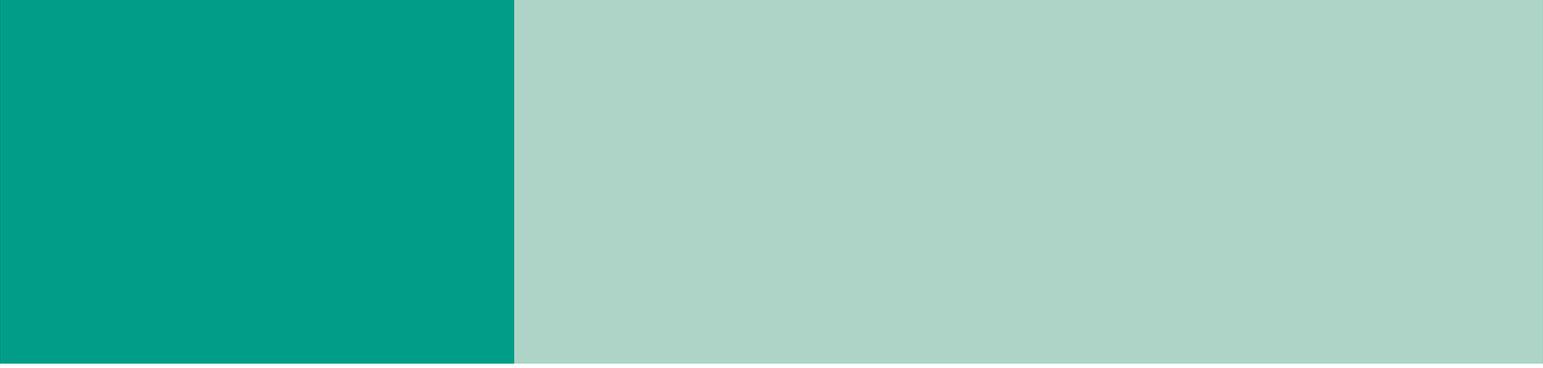
7. Are you aware of any other government or private sector survey on citizen expectations for electronic government? If so, please briefly describe the survey results and the government or private sector firm involved.

No, we are not aware of any other surveys on citizen expectations for electronic government.

8. Please provide your name and e-mail address, so we can send you the results of this survey.

Richard Taylor, ritaylor@ncjrs.org

** Note: NCJRS did not receive OMB approval to conduct customer satisfaction surveys until March 2000, therefore, no surveys have been conducted to date. Future survey plans do include soliciting information on electronic government.*

- 
6. How did the results of citizen input influence planning for electronic government?
- a) our early results for the pilot study about e-commerce initiatives indicate we may extend it to other contractors;
 - b) employee input encouraged enhancements to the applications and accessibility of data for the Merit Systems Principles Questionnaire that is used to compile civilian workforce information which is made available to the public;
 - c) citizen input provided design improvements and focused needed resources for our USAJOBS website;
 - d) customer feedback of our current online services for our retirement system permitted adjustments before deployment;
 - e) citizen input confirmed the concept of operation for (Federal) retirement systems modernization, particularly in the envisioned methods of service delivery; and
 - f) in some areas of retirement operations, we changed our main communications methods from paper to Internet & email.
7. Are you aware of any other government or private sector survey on citizen expectations for electronic government? If so, please briefly describe the survey results and the government or private sector firm involved.
- a) Firstgov.gov - a site that will make available every on-line resource offered by the Federal government
 - b) Excelgov.org - a site to post innovative ideas for advancing e-government

Please provide your name and e-mail address, so we can send you the results of this survey.

Janet L. Barnes - jlbarnes@opm.gov

Social Security Administration

By Bruce W. Carter
bruce.w.carter@ssa.gov

The Social Security Administration (SSA) is very sensitive to public expectations concerning electronic initiatives using the Internet. SSA found that the public is very concerned about privacy and considers Internet applications inherently less secure than their paper counterparts. This perception has since colored all of our Internet application efforts. SSA conducted a series of public forums in six cities around the country in May and June of 1997 concerning Social Security's use of an online application called the Personal Earnings and Benefit Estimate Statement. Specialists in the fields of privacy, consumer advocacy and computer security, as well as commercial Internet users, gave us their views. From these forums SSA received a great deal of useful insight on the future of Internet applications at Social Security, especially relating to privacy issues.

Since January 1998, SSA has conducted three online surveys of our Internet users to determine their level of satisfaction with online services. In addition, SSA holds public focus group forums to introduce new web based applications and receive citizen feedback for design changes prior to operational deployment of the new system.

SSA Survey response:

1. Has your government solicited citizen input on electronic government?
 Yes No (Go to question # 7).

If yes, describe the initiatives and identify models your government used to solicit citizen input on the electronic delivery of government services.

- Surveys Focus Groups
 Town Hall meetings Other

We have used 3 models to solicit citizen input on electronic services:

- I. Town Meetings: We conducted a series of public forums in six cities around the country in May and June of 1997 concerning Social Security's use of an online application called the Personal Earnings and Benefit Estimate Statement. Specialists in the fields of privacy, consumer advocacy and computer security, as well as commercial Internet users, gave us their views. From these forums we received a great deal of useful insight on the future of Internet applications at Social Security, especially relating to privacy issues.
- II. Online Surveys: Since January 1998, we have conducted three online surveys of our Internet users to determine their level of satisfaction with our online services.
- III. Focus groups: Before the launch of new Internet applications, SSA has used public focus groups to use the applications and give us ideas for design and languages changes.

2. What did you learn from soliciting the citizen input?

List major conclusions or findings.

- Satisfied with current service Want services available on the Internet
 Want alternative service modes Want to use telephone for services
 Want to use Smart Card Other

3. Based on your survey what method of service delivery do citizens prefer?

- On-site Mail Paper Phone Fax
 Internet Kiosk CD Other
 Interactive TV

4. Identify the three major reason(s) for providing government services online:

- Reduce costs Improve quality of services
 Reduce government staff Attract high-tech workforce
 Improve service delivery Other

5. What groups of citizens were solicited?

- Seniors Students Parents Homeowners
 Renters Military Taxpayers Other
 People with disabilities

6. How did the results of citizen input influence planning for electronic government?

- I. Town Meetings: In the case of our experiment with the Personal Earnings and Benefit Estimate Statement (PEBES) in 1997, it made our agency more cautious in launching full-scale Internet applications. We found that the public is very concerned with privacy and considers Internet applications inherently less secure than their paper counterparts. This perception has since colored all of our Internet application efforts.
- II. Online Surveys: We have made numerous changes to the public Web site based on the results of our surveys. Most of these changes related to the type of information featured on the Web site and the design of the Web site so that information could be more easily located.
- III. Focus groups: All of our Internet applications have had some design and/or wording changes based on customer input.

7. Are you aware of any other government or private sector survey on citizen expectations for electronic government? If so, please briefly describe the survey results and the government or private sector firm involved.

No.

8. Please provide your name and e-mail address, so we can send you the results of this survey.

Bruce W. Carter bruce.w.carter@ssa.gov

Department of the Treasury

By *Melanie Leschnik*

melanie.leschnik@cio.treas.gov

Three Treasury Bureaus have conducted citizen surveys regarding electronic government services. Those Bureaus are the U.S. Mint, The Bureau of Public Debt (BPD) and the Financial Management Service (FMS).

The U.S. Mint has primarily used surveys to solicit input on electronic delivery of its services. The surveys conducted to date have not focused solely on electronic services. However, the Mint has included a number of questions regarding the use of technology in its surveys.

To date, survey results have not been conclusive on preferred method of service delivery ranging from on-site, Internet and the U.S. Mail. However, in the 1999 customer satisfaction survey indicated a strong preference for the U.S. Mail.

Early Research conducted several years ago, indicated that the Mint was faced with an aging customer base that seldom used the Internet and had little interest in electronic services delivery. However, with the introduction of the 50 State Quarters Program and the new "Dollar Coin Program" younger customers, who are generally more inclined to use electronic services, are purchasing from the Mint. Recent research indicates that the use of the Internet for online purchases increased from 7% in 1997 to 28% in 1999. During the same period, the percentage of Mint customers with Internet access increased from 36% to 53%. Based on such survey results, the U.S. Mint plan to continue their efforts to develop and expand interactive Internet sales and marketing capabilities.

Questions concerning the U.S. Mint's survey results may be directed to Jackie Fletcher via email Jfletcher@usmint.treas.gov.

The Bureau of the Public Debt (BPD) in the Treasury Department frequently conducts studies to collect input from customers. While most of these do not exclusively focus on electronic services, that aspect is often addressed. BPD has used various methods to perform these studies. The specific types of methods used: formal statistical surveys; informal polls; and town hall meetings, and conferences.

Several BPD organizations have conducted five separate formal surveys.

Market Assessment of the Proposed Book-Entry Savings Bond (BESB) Survey. This survey was conducted in October 1999 by a private firm (James E. Arnold Consultant Inc.) contracted by BPD. The purpose of this survey was to assess market acceptability of a book-entry form of U.S. Savings Bond instead of the standard paper certificate form. The survey was conducted by telephone and consisted of ten core questions. The sample population consisted of 848 individuals who represented a cross-section of various age, income, educational level and ethnic groups.

One specific question in this survey addressed interest in using an Internet account to service savings bonds. A summary of the findings is:

by region, individuals residing on both the East and West coasts were more likely to approve while Farm Belt and Mountain based individuals were more likely to disapprove;

by age, young adults (18 to 24) were more likely to approved while individuals over 65 were more likely to disapprove;

by gender, males were slightly more likely to approve than females;

by ethnic group, Asian/Pacific Islanders, Native Americans and Hispanic individuals were more likely to approve while African-Americans and Caucasian were more likely to disapprove; and

by educational level, individuals with a Bachelor's or Graduate degree were more likely to approve while those individuals with less education were more likely to disapprove.

HayGroup Study. This survey was conducted in April 1997 by another private firm contracted by BPD (the Haygroup). The survey was conducted by mail and consisted of 6,802 valid responses. The survey addressed, among other issues, interest in using the Internet to: obtain information about savings bonds; and process savings bond transactions.

The response were as follows:

4% of the overall sample listed the Internet as one of three information sources they relied on for decisions related to savings;

1% of the overall sample said that they had seen information about savings bonds on the Internet within the previous 12 months;

6% of the overall sample said that they were likely to buy savings bonds online; and

34% of the overall sample approved of an account for savings bonds rather than a paper certificate.

SBOO, since this survey was taken, has implemented Internet purchases

of savings bonds. This service has proven quite popular with our customers.

1995 Savings Bond Survey. BPD's Savings Bond Operations Office (SBOO) conducted this survey primarily to assess their overall customer service performance. The survey was conducted primarily by mail (with telephone follow-up) and involved 3,516 respondents. These respondents were current savings bond owners.

One question, though, specifically asked customers to indicate if they were interested in purchasing saving bonds through the Internet. The results were:

61% were unlikely to use the Internet to purchase savings bonds;
16% were not sure; and
23% were likely to use the Internet to purchase savings bonds.

1998 Treasury Direct Survey. BPD's Office of Securities and Accounting Services (OSAS) conducted this survey primarily to assess their overall customer service performance. The survey was conducted primarily by mail (with telephone follow-up) and involved 1432 respondents. These respondents were current Treasury Direct account holders (owners of U.S. Treasury marketable securities). This survey addressed several questions involving electronic government related issues. A summary of the results is as follows.

5% of the respondents learned about Treasury securities through the Internet.

17% were interested in purchasing securities via the Internet, but 66% were interested in using the telephone for these purchases.

43% were interested in selling Treasury securities via the Internet.

Over 80% of the respondents were against providing private information (such as Social Security numbers and credit card account numbers) over the Internet.

OSAS has expanded the variety of Internet and telephone based Treasury Direct services they offer (purchases, inquiries, reinvestments, etc.) since this survey was taken. These services are quite popular with Treasury Direct account holders.

2000 Savings Bond Survey. SBOO is currently conducting another survey of its customers. Once again, the survey concentrates on assessing their customer service performance. Although this survey does address specific questions on electronic government issues, the results are not yet available.

BPD has twice conducted informal polls. Neither of these polls was conducted with the intent of gathering statistically representational information, rather the information was gathered to obtain the, "feel," of our customers' opinions.

PD Web Poll. BPD maintains an on-going poll on their website. Each month a different question is asked. The subject matter of these questions varies considerable and is based on suggestions from various BPD internal organizations. Previous questions posed that relate to electronic government are as follows.

Have you purchased Treasury securities on the Web? (23% Yes)

How comfortable are you providing your Social Security Number on a secured Internet site? (41% Not Comfortable)

How did you discover BPD's website? (36% from written literature)

How do you buy securities through Treasury Direct? (51% by Internet)

How long have you used the Internet? (45% 1 to 3 Years)

How much has Internet affected your life? (54% Greatly)

How often do you visit BPD's website? (38% Less than once a month)
Palm Pilot Users: Would you be interested in information from BPD's website? (82% Yes)

Use of graphics on BPD's website should? (71% be decreased)

Where do you usually buy savings bonds? (62% from a Bank or Credit Union and 3% via online bank)¹

Which of these types of websites do you visit most often? (61% News related sites)

Special Purpose Securities System (SPSS) Poll. OSAS, in 1996, was preparing to redesign their automated system for managing State and Local Government Securities (SLGS). This organization conducted an informal poll of its customers (exclusively professional financial management firms) to assess their needs. These customers indicated a desire to transact as much business as possible through the Internet. As a result, SPSS was successfully developed and implemented to allow all transactions to be processed through the Internet using Public Key Infrastructure (PKI) technology.

Several BPD organizations (the Commissioner's Office, the Government Securities Regulatory Staff, the Office of Financing and the Chief Counsel's

Office) have conducted various meetings and conferences to address electronic government issues and initiatives. The participants in these meetings have primarily been representatives from financial institutions, brokerage firms and other federal agencies. A summary of these conferences is as follows.

The Government Securities Regulatory Staff (GSRs) has participated in several conferences, which included those sponsored by the Security Exchange Commission (SEC), the Bond Markets Association, and the Financial Markets Association. The GSRs staff provided information about the e-mail notification list of regulatory changes and their home page on BPD's website (their primary method of communicating to market participants).

The Office of Financing (OF) has met with approximately 50 broker/dealers in the past 18 months to inform them about their e-mail list for auction announcements and results.

OF has conducted 10 demonstrations for broker/dealers on applications used to electronically submit commercial bids to securities auctions.

Staff members from the Office of the Commissioner (OC), OSAS and the Savings Bond Marketing Office (SBMO) have participated in 8 Town Hall Meetings sponsored over the past two years by the SEC. Six hundred to over a thousand members of the general public have attended these sessions to learn more about ways to save and invest. BPD has provided

seminars and information to attendees on BPD's various e-service initiatives.

The Chief Counsel's Office (CC) developed an interactive browser-based annual ethics training CD that has been used Treasury-wide.

The CC Office also keeps the fraud and scam information cited on BPD's website current and accurate. This information is further used at town meetings to educate investors on what not to purchase.

BPD has been very aggressive in improving and expanding its electronically provided services and uses its customers' input to plan future services and delivery strategies.

Finally, the Financial Management Service in the Treasury Department also conducts extensive research to solicit public input for their preference of product and service delivery.

Dove Associates conducted a research study dated May 26, 1999, on behalf of the Department of Treasury/FMS to estimate the demand for various low-cost bank account configurations for Federal check recipients who do not have a depository account at a financial institution. This study has particular interest because it highlights the digital divide issue as government services are moved to the Internet. A paper-based questionnaire was developed as the primary research instrument to understand opinions concerning bank accounts from the perspective of Federal check recipients who do not have an account at a financial institution. A

variety of hypothetical product configurations that centered around proposed elements of the Electronic Transfer Account (ETA) were tested using choice-based conjoint (CBC) analysis. This methodology provided a way to understand preferences and predict choices that unbanked Federal check recipients would make regarding various combinations of features available.

In the conjoint section of the survey, respondents were given a series of five hypothetical ETA products and asked to select which, if any, they would voluntarily choose.

A total of 846 completed surveys were returned and included in the analysis. Out of this total, 385 respondents did not have a bank account and 461 had a bank account, yielding an overall response rate of 43%. However, for the targeted population of unbanked Federal check recipients, the response rate is 61%. This is based on the assumption from prior Treasury/FMS commissioned research by Shugoll Research/Booz, Allen & Hamilton that 27%² of the Federal check recipients without a phone number who were sent a survey were unbanked.

Of those five configurations, an 'all-electronic' ETA configuration is the least preferred. This product, at a \$3.00 monthly fee level, would be chosen by only approximately 6% of the current unbanked Federal check recipients. The other four configurations each progressively incorporate more access and the proposed optional features. These product enhancements could increase the number of unbanked recipients who would choose an ETA by nearly five-fold (from 6% to 29%). This increase is driven by: access to bank tellers and store cashiers; payment of 2% interest on account balances; and

1. This poll was conducted before on-line savings bond purchases were available

2. The assumption of a 27% unbanked rate for a mail survey was based on a Treasury/FMS commissioned study conducted by Shugoll Research. This result was based on sampling data and therefore subject to variability. This study was based on a survey with a response rate of 42%, which meant, according to Shugoll that their results were reliable to plus or minus 3.6 percentage points at the 95% confidence level.

acceptance of deposits from other sources than Federal only.

The complete study is available at the FMS Web page: <http://www.fms.treas.gov/eft> under General Information - Research & Studies.

In 1998, the Treasury Department held a series of focus group meetings with various private sector representatives in order to gauge acceptance of Electronic Transfer Account (ETA) structure and network distribution options currently under consideration by the Treasury. National implementation of the ETA program will provide an alternative electronic payment option to Federal recipients. Nine focus groups of Federal benefit recipients were held in four geographic areas of the country (Philadelphia, Tampa, Kansas City, and San Diego). A telephone survey of 1,000 Federal benefit recipients was conducted. A mail survey was sent to 1,811 Federal benefit recipients. A total of 769 surveys were returned for a response rate of 42%. A report was issued on September 15, 1997 which summarizes the results of the research. The demographic survey report (Sept 97) is on the Internet at www.fms.treas.gov/eft.

FMS Survey response:

1. Has your government solicited citizen input on electronic government?
 Yes ___ No (Go to question # 7).

If yes, describe the initiatives and identify models your government used to solicit citizen input on the electronic delivery of government services.

- Surveys Focus Groups
___ Town Hall meetings ___ Other

2. What did you learn from soliciting the citizen input? List major conclusions or findings.
___ Satisfied with current service ___ Want services available on the Internet
___ Want alternative service modes ___ Want to use telephone for services
___ Want to use Smart Card Other

See attachment.

3. Based on your survey what method of service delivery do citizens prefer?
___ On-site ___ Mail ___ Paper ___ Phone ___ Fax
___ Internet ___ Kiosk ___ CD ___ Other
___ Interactive TV

Did not address these choices.

4. Identify the three major reason(s) for providing government services online:
 Reduce costs Improve quality of services
___ Reduce government staff ___ Attract high-tech workforce
 Improve service delivery ___ Other

5. What groups of citizens were solicited?
 Seniors ___ Students ___ Parents ___ Homeowners
___ Renters Military Taxpayers ___ Other
 People with disabilities

6. How did the results of citizen input influence planning for electronic government?

See attachment and also on the FMS Web page at www.fms.treas.gov/eft under General Information - Research & Studies.

7. Are you aware of any other government or private sector survey on citizen expectations for electronic government? If so, please briefly describe the survey results and the government or private sector firm involved.

No.

8. Please provide your name and e-mail address, so we can send you the results of this survey.

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State and Local Government

Contra Costa County Government

By Steve Steinbrecher

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Contra Costa County is located some 35 miles east of downtown San Francisco. Home to more than one million people, it is one of California's fastest growing counties. With over four hundred software start-ups in 1999, it is quickly becoming Northern California's new "Silicon Valley." The county has almost 40,000 approved, unbuilt single family dwelling permits in the wings, and rapid and ever increasing pressure on the local government's infrastructure is a constant problem. Contra Costa County's "Electronic Commerce Infrastructure" is no different. With about 70% of the county's constituents being "wired," expectations for rapid and accurate access to government locally is an issue of high interest, and demand.

Contra Costa County Government has developed an "Enterprise Strategic Business Plan for Electronic Commerce" during the early part of the year 2000. It quickly became the county's first priority after affirming its Year 2000 problems had been successfully solved. The completion of the strategy involved the partnership of the Carta Corporation out of Sacramento California, the County's Board of Supervisors, Chief Administrative Officer, Department Heads, Executive level IT Steering Committee, and all County departments. The resulting plan, although strategic in nature, also included over 100 pages of very specific technical and business documentation about how to take the county's existing internet site, which is loaded with data, but essentially

represents a "billboard" site in a mirror image of the organization's physical organizational chart, to a level three or four (fully interactive, secure, e-commerce site) internet presence.

The strategy document recommends placing high value and focus in three areas: Geographic Information System (GIS) based information for all citizens, interactive Human Resources commerce, and development of the Board of Supervisor's meetings and calendar events to an interactive mode. Other projects, such as paying fines, obtaining building permits, setting up court dates, purchasing other documents over the internet, and interactive voice response (IVR) and video applications will be other tactical projects folded into the process as time and funding allow. The county is also working very hard with building partnerships with all 19 of the cities located within the county boundaries, to move toward an internet solution, as well as with the State of California Governor's Office of Innovation and Technology, for the same purpose. Centralizing a reliable source of funding for these projects over a multi-year time span is now the focus of the Board of Supervisors, as well as developing focus groups to assist in the process.

Contra Costa County Government makes extensive use of customer surveys and focus group meetings to develop and continuously improve its website. Contra Costa County citizen survey reports that its customer's want/expect alternative modes of service delivery including the use of the Internet, Interactive TV, IVR (Telephone) and On-site.

Contra Costa County Survey form:

Has your government solicited citizen input on electronic government?

Yes No (Go to question # 7).

If yes, describe the initiatives and identify models your government used to solicit citizen input on the electronic delivery of government services.

Surveys Focus Groups
 Town Hall meetings Other

2. What did you learn from soliciting the citizen input?

List major conclusions or findings.

Satisfied with current service Want services available on the Internet
 Want alternative service modes Want to use telephone for services
 Want to use Smart Card Other

3. Based on your survey what method of service delivery do citizens prefer?

On-site Mail Paper Phone Fax
 Internet Kiosk CD Other Interactive TV

4. Identify the three major reason(s) for providing government services online:

Reduce costs Improve quality of services
 Reduce government staff Attract high-tech workforce
 Improve service delivery Other

5. What groups of citizens were solicited?

Seniors Students Parents Homeowners
 Renters Military Taxpayers
 People with disabilities
 Other

6. How did the results of citizen input influence planning for electronic government?
Helped to tell us how to develop our roll-out strategy.

7. Are you aware of any other government or private sector survey on citizen expectations for electronic government?
If so, please briefly describe the survey results and the government or private sector firm involved.
Yes. Governor Gray Davis's Office Project called "LEAD" (Life Event and Affinity Design) project.

8. Please provide your name and e-mail address, so we can send you the results of this survey.
Steve Steinbrecher, CIO, County of Contra Costa, sstei@doit.co.contra-costa.ca.us.

Fairfax County, Virginia

By David J. Molchany

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Fairfax County lies directly across the Potomac River from the Nation's Capitol. Home to nearly one million people, Fairfax has a high concentration of Federal, State, and local government workers. In addition, Fairfax is second only to Silicon Valley in the number of technology professionals who work for a virtual "who's who" list of high-tech firms located within the County's borders. These demographics reflect a constituent base, which has high expectations for their local government. Residents expect the County to come up with innovative approaches to information dissemination and service provision. The County's response to these high expectations was a long-term set of initiatives to "bring government to the people".

The Fairfax County electronic government Initiatives comprise a multi-faceted strategy with a single-minded goal: utilize the benefits of emerging technologies to extend and expand the ability of government to provide information and services to County residents, businesses, civic groups and other interested parties. Electronic government projects significantly enhance the availability of County Government information and/or services to a broad segment of the public through information technologies that require limited staff intervention. A prime consideration in the development of the overall strategy is to ensure inclusion of all County residents, whether or not they have a PC and modem. Fairfax County's overall strategy is to address the "Digital Divide" issue from the outset by offering public access through more than a single vehicle. The Fairfax County has used of surveys, focus groups and town hall meetings to solicit citizen input on the type of Internet applications they want and what mode of electronic service delivery they prefer. In this

regard, their citizens wanted both Internet and telephone access to their government services. As for service delivery, citizens wanted it available via the Internet but also wanted to have alternative telephone and on-site service delivery.

Another fundamental strategy is to use these promising technologies to effect a transformation in the way the County conducts business. Rather than just provide static information, a clear goal is set to ensure that each of the technology platforms allowed for *business transaction* functionality. This functionality includes the ability to pay taxes and other fees, apply for permits and licenses, request service, and access enterprise databases as appropriate. The ultimate goal is not to just provide a front-end to the way the County currently conducts business, but to integrate technology as part of the business process. The three technology platforms comprising the County's electronic government initiative are:

Information Kiosks that use multimedia (audio, video, graphics and text) touch screen technology to provide information at times and locations convenient to the public.

Interactive Voice Response (IVR) applications that permit telephone callers to select information and services from audio menus via a touch-tone telephone.

The *Fairfax County Web Site* that provides information to the public worldwide through the Internet and the World Wide Web.

The overall goal for the electronic government projects is to provide the public with responsive and flexible alternatives for obtaining information and services and to allow residents to conduct business with the County at

their convenience. The fundamental premise is to build a "government without walls, doors, or clocks". While these projects are intended to leverage current staff resources rather than replace them, the immediate and long-term prospect for the application of information technology in the area of electronic government is to limit the increase in staff needed to service a steadily growing population. In general, the objectives of electronic government projects are to:

Improve the responsiveness of Fairfax County Government to requests for information and services by its citizens, businesses, and the general public.

Reduce the burden of compliance with laws and regulations by providing alternatives to traditional service windows and mail-in forms that typically require the citizen to stand in line or wait for a reply.

Increase the dissemination of information about Fairfax County, its Government, and its business and employment opportunities to the public, both at home and around the world.

Enhance operational efficiency by leveraging current staff resources through the application of proven information technologies.

Extend the availability of County Government information and services beyond the normal hours of operation and to nontraditional locations.

Maintain the County's competitive position relative to other jurisdictions in providing a superior quality of life for its citizens.

Interactive Kiosks

The County's kiosk project is a regional, multi-functional program known as CRIS (Community Resident Information Services). Located at County Libraries, public buildings, shopping malls and other locations, each kiosk contains the following features:

- Touch screen activation
- Audio
- Full Motion Video
- Color Graphics
- Still Pictures/Photographs
- Laser Printer
- Information "story pages"
- Interactive Transactions
- Telephone Handset
- User Survey
- "How do I...", Index and Help

CRIS uses the above features, along with a user-friendly and simple kiosk interface to provide information for more than 24 County agencies, 5 non-County agencies including Northern Virginia Planning District Commission, METRO (Bus and Rail), Virginia Railway Express, State of Virginia DMV, and the Metropolitan Washington Council of Governments, as well as Fairfax City and the Town of Warrenton. As with each of the Public Access platforms, CRIS was designed to incorporate business transaction functionality as a key component. The goal was for a County resident to be able to walk away from the kiosk with something tangible to show: a job application, a renewed vehicle registration, their taxes paid, a traffic ticket paid, et cetera.

As an indication of the success of the Kiosk public access project, since its inception in August of 1996 there have been more than 3.5 million "screen touches". Initially conceived as a County only facility, the kiosk has evolved into a regional mechanism for information dissemination. The County currently has 21 kiosks installed:

- t 12 Libraries
- t 2 Government Centers
- t 3 Regional Malls and 1 Town Center – 6 kiosk stations
- t 1 Transit Station

Three additional jurisdictions are in the planning stage for having information content added to CRIS.

The future of CRIS is very bright. New locations include additional government centers, Court facilities, additional Libraries, and five major Human Services Centers. Additional content is also planned. Future capabilities include, Internet access through touch browser, faxing, enhanced transaction and database access, and on screen data entry.

Interactive Voice Response (IVR)

The County's Interactive Voice Response (IVR) system allows residents to access information and conduct business anywhere there is a telephone. There is no need for special equipment and no need to drive to the County Government Center. The system has a 144-line capacity with a "hot backup" to ensure access.

Currently, the applications implemented on the IVR system include:

- t Inspection Requests: Schedules/cancels requests for building inspections the following day (703-222-2474)
- t Permit/Plan/Inspection Status Inquiry: Queries a mainframe database by permit number (703-222-5155)
- t FAX-on-Demand of Real Estate assessment property data by address (703-222-6740)
- t Waiting list information for public and rental housing availability (703-449-9050)
- t County Courts Information Line: Information & procedures for all courts, as well as credit card payment of traffic tickets (703-691-7320)

- t Y2K Information Line: A temporary source of information on the County's Y2K compliance status.

Future applications planned include:

- t 324-INFO: Main information number for all County services
- t Recycling: Schedule special trash pickups
- t Office of the Sheriff: Victim/Witness Notification Line.
- t Office for Children: Childcare Information and program registration line.
- t Technical Support Center: IVR support for frequently asked questions, and after-hours technical support.

The IVR system is taking about 65,000 calls per month, and averaging 2,300 calls per weekday. It spends approximately 75 hours a day interacting with the public (the equivalent of 10 full-time staff). In Calendar Year 1999, traffic fines collected via the IVR were in excess of \$ 730,000. In addition, there were over 38,000 faxes sent by the system.

Fairfax County Public Access Web Site

The Fairfax County Web Site (www.co.fairfax.va.us), inaugurated in June 1996, can be accessed worldwide by anyone with Internet access. The County's site has grown from approximately 600 HTML documents and an average of 8,000 visits per month to over 15,000 HTML and PDF documents with more than one million visitors each month. The site provides a wide array of information about County activities, policies and procedures, functions and services, and serves as an additional vehicle for citizens and others to communicate and interact with the County via their home and office computers. More than 50 County agencies provide information at this site.

Survey form was not returned electronically.

Loudoun County, Virginia

By Martha Dorris

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The Loudoun County Government makes extensive use of citizen surveys to improve communication between the county government and its residents. To help develop strategies for improving communication, the 1999 survey asked several questions to find out which media are currently used by individuals in the county to obtain information about county programs and services. With the ongoing development of communications technologies, such as the Internet, information kiosks, and automated telephone systems, it was also desirable to find out which of these technologies residents would like to use to receive information about the county. Similar to electronic government efforts in Fairfax County, Virginia, Loudoun County electronic government Initiatives comprise a multi-faceted strategy with a single-minded goal: utilize the benefits of emerging technologies to extend and expand the ability of government to provide information and services to County residents, businesses, civic groups and other interested parties

Ninety-two percent of respondents indicated that they receive information about the county from newspapers, including the Loudoun Times-Mirror (52 percent), Leesburg Today (35 percent), Washington Post (25 percent), Loudoun Easterner (22 percent), and Eastern Loudoun Times (16 percent).

Additional information sources included word-of-mouth (59 percent), Parks and Recreation brochures (53 percent), and cable television (35 percent). Although only 16 percent indicated they received information from the County's website, usage of the Internet for County information is likely to increase as more materials are available online.

When asked how they would like to receive information, more than 66

percent indicated that they would like a County newsletter mailed to their home. Forty-five percent would use the County's website and 34 percent would like additional coverage on cable television.

The 1999 Survey of Loudoun County Residents Results:

Loudoun County residents are highly satisfied with county services and with the quality of life in the county, according to a November 1999 telephone survey of 1,000 randomly selected households, County Administrator Kirby M. Bowers announced today.

The survey updated demographic information, provide information about residents' usage of and satisfaction with county services, obtain residents' opinions on key county issues, and determine how residents receive information about county programs and services.

"These results show that people are generally very pleased with the county services they use," Bowers said. "The county government has been committed to providing high quality services, and these results reflect the commitment we have made."

He noted that the results obtained in the survey are very similar to those obtained in two previous surveys of county residents conducted in 1995 and 1997.

Among the survey results:

94 percent of those surveyed rated Loudoun's quality of life as good or excellent.

98 percent of respondents felt safe in their neighborhoods.

82 percent of respondents felt that Loudoun County provides good value for the tax dollar.

"I am especially pleased with how highly residents rate the quality of life in Loudoun County, and with the high percentage of residents who feel they get a good value from the county government in return for their tax dollars," Bowers said.

The services included in the survey which were most used by residents were the public libraries (81 percent of respondents), Parks, Recreation and Community Services programs and facilities (70 percent), and public schools (45 percent).

Those services with the highest ratings in terms of user satisfaction were Fire and Rescue Services (99 percent of users satisfied or very satisfied), Library Services (96 percent), and Parks, Recreation and Community Services (93 percent). 88 percent of households, which had at least one child in the public schools, expressed satisfaction with the school system.

The survey also found that:

59 percent of households surveyed had lived in Loudoun for less than 10 years, and 26 percent for less than three years;

71 percent of households surveyed felt that the biggest problem facing Loudoun County is growth and development;

33 percent of respondents said the thing they like best about Loudoun is its rural character and open space, and another 12 percent mentioned the beauty and scenic views.

An increasing percentage of Loudoun households - 74 percent - have at least one member who works in Loudoun County, up from 66 percent in 1997 and 45 percent in 1995.

In response to questions asked for the first time in the 1999 survey, 91 percent said they use a computer, and 83 percent are connected to the Internet.

Onondaga County, New York
By Ronald G. Planty
DPRPLAN@onodaga.ny.us

Onondaga County is located in the center of New York State. It has a land area of 793.5 square miles and is approximately 35 miles in length and 30 miles in width. The County has an extensive transportation system in place. It is served by several major Airlines through the City of Syracuse's Hancock International Airport, as well as the major railroad facilities of Conrail and Amtrak. Onondaga County is at the juncture of the New York State Thruway (Interstate 90) running east and west, and Interstate 81, running north and south. Interstate 690 forms the east-west axis through the County to which I-481 links the City of Fulton and the surrounding towns. Onondaga County is serviced by over 2,600 miles of highways, roads and streets as well as the New York State Barge Canal System. The Canal System, in connection with the Hudson River, allows for water transportation from New York City to Buffalo and Lake Erie. Thus, Onondaga County has been appropriately called the "Crossroads of New York State."

Onondaga County Government has made extensive use of customer surveys to develop and continuously improve its website, Ongov.net, "your Online Source for Access to Onondaga County Government. Onondaga County citizen survey reports that its customer's want/expect alternative modes of service delivery including the use of the Internet and telephone. In addition, Onongaga County citizens are ready for transactional services via the Internet. There is also an expectation that the response time will be significantly improved via the Internet, telephone or other electronic form of service.

Onondaga County Survey form:

1. Has your government solicited citizen input on electronic government?
 Yes No (Go to question # 7).

If yes, describe the initiatives and identify models your government used to solicit citizen input on the electronic delivery of government services.
 Surveys Focus Groups
 Town Hall meetings Other
2. What did you learn from soliciting the citizen input?
List major conclusions or findings.
 Satisfied with current service Want services available on the Internet
 Want alternative service modes Want to use telephone for services
 Want to use Smart Card Other
3. Based on your survey what method of service delivery do citizens prefer?
 On-site Mail Paper Phone Fax
 Internet Kiosk CD Other
 Interactive TV
4. Identify the three major reason(s) for providing government services online:
 Reduce costs Improve quality of services
 Reduce government staff Attract high-tech workforce
 Improve service delivery Other
5. What groups of citizens were solicited?
 Seniors Students Parents Homeowners
 Renters Military Taxpayers
 People with disabilities
 Other
6. How did the results of citizen input influence planning for electronic government? **To keep the county open 24 hours per Day – Start using the Internet for interactivity.**
7. Are you aware of any other government or private sector survey on citizen expectations for electronic government? If so, please briefly describe the survey results and the government or private sector firm involved. **NO**
8. Please provide your name and e-mail address, so we can send you the results of this survey.

Ronald G. Planty, DPRPLAN@onondaga.ny.us

State of Michigan

By Andris Ozols

Ozolsa@state.mi.us

The State of Michigan uses surveys and focus groups to solicit citizen input by on the type of Internet and state web site applications they want and what mode of electronic service delivery they prefer. In this regard, their citizens want both Internet and telephone access to their government services. As for service delivery, citizens want it available via the Internet but also want alternative on-site service delivery.

During the 2000 State of the State Address, Governor Engler announced creation of e-Michigan. Gov. Engler stated "The Internet, in particular, gives us an unparalleled opportunity to re-engineer government to serve our citizens better and in a more timely manner. Another executive order will launch e-Michigan, a government-wide electronic-commerce initiative. Earlier, the Secchia Commission focused on ways to make government more customer driven. Now I want to accelerate the pace and scope of reform. Building on our earlier work, this executive order will set up a two-year agency to coordinate our efforts throughout state government. Reaching our e-commerce goal means that state government will always be open for service, 24 hours a day, 7 days a week. Using a single state portal will break down a host of traditional barriers between regions and departments, or wherever we find them. This initiative promises to change forever the relationship between government and the citizens it serves." The Governors' vision and plans for e-Michigan reflect its citizens' expectation for electronic government. While

making everything available over the Internet will be of great value to a majority of Michigan citizens who already have access to the Internet, what about the rest of its citizens? Michigan provides a central one-stop phone number for all inquiries. The system will be connected to a customer-relationship-management knowledge base with 24 by 7 access. Phone and fax lines are being designed to reliably handle large volumes of traffic.

In a recent survey conducted by the Center for Digital Government and the Progress and Freedom Foundation that measured progress on key IT investment and management issues and assesses the extent to which citizens have access to laws, legislatures, and democratic process through the Internet. Michigan earned perfect marks in ten and ranked Michigan in third and seventh place respectively in its annual survey ranking states' IT Management and Administration and Digital Democracy efforts.

Michigan Survey form:

Has your government solicited citizen input on electronic government?

Yes No (Go to question # 7).

NOTE: The survey and focus group effort was targeted on internet and state web site applications as well as other forms of electronic service delivery.

If yes, describe the initiatives and identify models your government used to solicit citizen input on the electronic delivery of government services.

Surveys Focus Groups
 Town Hall meetings Other

2. What did you learn from soliciting the citizen input? List major conclusions or findings.

Satisfied with current service Want services available on the Internet
 Want alternative service modes Want to use telephone for services
 Want to use Smart Card Other

3. Based on your survey what method of service delivery do citizens prefer?

On-site Mail Paper Phone Fax
 Internet Kiosk CD Other
 Interactive TV

4. Identify the three major reason(s) for providing government services online:

Reduce costs Improve quality of services
 Reduce government staff Attract high-tech workforce
 Improve service delivery Re-deploy staff to mission critical tasks

5. What groups of citizens were solicited?

Seniors Students Parents Homeowners
 Renters Military Taxpayers Other
 People with disabilities

6. How did the results of citizen input influence planning for electronic government?

The results are being used in the design of “e-Michigan”, Michigan’s e-government initiative.

7. Are you aware of any other government or private sector survey on citizen expectations for electronic government?
If so, please briefly describe the survey results and the government or private sector firm involved.

Department of Natural Resources. Please note contact cited below.

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8. Please provide your name and e-mail address, so we can send you the results of this survey.

Viji Jayaraman
Jayaramanv@state.mi.us

Jim Hogan
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Andris Ozols
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State of Minnesota

By David Fisher

David.Fisher@state.mn.us

“The Star of North” is the state motto of Minnesota. The North Star has given people a sense of direction over the course of time. In that spirit, Minnesota’s North Star Demonstration Project was launched to build a public sector collaboration effort that has two primary purposes:

To build a citizen-focused, user-friendly, accessible place on the Internet for organized access to and coordinated dissemination of government information and services. The project experimented with many Internet applications over the course of a year, including the World-Wide-Web, Gopher, and Lynx (via Telnet). Many government agencies in Minnesota had Internet accessible information services and others were in the planning stage. North Star created “links” to those services and information resources to provide a one stop portal to government services. Close to 50 government units participated in the North Star demonstration project by submitting collaboration forms. This included participation from all three branches of government - the Governor’s Office, Constitutional Offices, and many State agencies, the State Legislature, and the Supreme Court. A number of regional library systems and the K-12 InforMNs were also involved.

North Star built a foundation for improved access to government information and delivery of services through the use of information technology. An important foundation principle needs to be explored and tested. It is in the interest of the citizen and their government for the public sector to better organize important public information for active dissemination and use. From the delivery of government information through

assistive technologies, basic library terminals, a citizen’s home or business computer, or a graphical touch-screen kiosk, the foundation for electronic delivery of government information and services must be seamless and scalable across the state.

The North Star demonstration project is coordinated by staff with the Government Information Access Council and the Information Policy Office of the Department of Administration. Initial collaboration participation includes substantial technical and design support from the University of Minnesota.

The State of Minnesota participated in the University of Minnesota’s Minnesota Center for Survey Research 1999 Minnesota State Survey (MSS) - conducted between September and November 1999. 802 telephone interviews of randomly selected households from all Minnesota telephone exchanges. The response rate was 52% and a cooperation rate was 61%.

In relation to e commerce, the following results are noted:

21% have Internet access from work
26% have internet access from home and work
17% have Internet access from home

Of those reporting access from home, or both home and work:

94% have access through a local dial-up
Only 5% have ISDN access
Only 4% have DSL access
6% report access to other high speed service
52% have used the Internet from home for work-related activity

Respondents who have done business with Minnesota government on-line:

13% - Yes
87% - No

How likely is it that respondent would use on-line government services if available:

43% very likely
28% somewhat likely
17% not very likely
13% - not likely at all

Have you ever purchased products on-line?

36% - Yes
64% - No

A majority of Minnesota’s citizens are interested electronic access to their government services and the State of Minnesota has built a web site to facilitate citizen participation.

Survey form was not returned.

*State of Texas:
By Carolyn Purcell
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The State of Texas has just completed a research project to assess factors that could influence the development and use of electronic government services in the State. The Department of Information Resources (DIR) has been investigating how to deploy what many perceive to be the next generation of government services. These electronic government services will be dependent on a web-based or computer network based delivery system. The State identifies, who has access to computers and the Internet, how people use these technologies, their attitudes toward both, and how they feel about various privacy and security issues associated with sharing personal information on the Internet are important considerations. If an insufficient number of people use and feel comfortable with computer and Internet systems, then moving government services to electronic government may be questioned. The prospect of significant numbers of people not being able to use such services is an issue and could jeopardize electronic government's legitimacy.

Understanding why people do not use the Internet may indicate what resources would be required to educate many Texans about the advantages of electronic government services in order to catalyze equitable use by all citizens. Understanding which electronic government services are most attractive to people will help the State of Texas plan implementation of those services.

Awareness of people's concerns about privacy, control over personal information, and forms of payment is helping Texas structure electronic government in ways that people will

most support and use. Specifically, this study examines (1) who in Texas does and does not use the Internet, (2) what sort of Internet connectivity Texans have, particularly in rural areas, (3) Texans' attitudes toward and behaviors in using computers and the Internet for various services, and (4) how people might use electronic government services, (5) how much they might be willing to pay for these services, and (6) what related issues concern them. Thus broadband services in rural Texas, privacy and security matters, and the nature of Texas' digital divide are addressed in this study.

The data for this study came from a survey conducted in March-April, 2000 using telephone interviews with 1,002 respondents. Of those, 800 comprise a random sample survey of households in the state, while an additional 202 households are exclusively from rural counties.

Key findings include the following.

67% of the sample currently uses computers.

60% of the sample uses the Internet.

Who doesn't have access?

The main reasons people give for not using the Internet are that they don't use computers, are concerned about kids and the Internet, aren't interested, don't have time or can't afford it. People who do not use the Internet tend to be older, poorer, and are more often members of minority groups.

About 50% of the population over 60 do not use the Internet and frequently do not use computers.

Lower income and education levels are associated with not using the Internet. Hispanics and African Americans, especially those below the \$30-40,000 income threshold, are less likely to use the Internet.

Being in a rural location seems only slightly to influence Internet use.

Nevertheless, rural residents report that they have less Internet access and that it is too expensive. At the same time, they have the same interest in having a broadband connection to the Internet as non-rural residents.

Those who do not now have access to the Internet are most likely to go to libraries or schools to get access, and less likely to go to malls or other community centers for access.

What do people think about the idea of putting electronic government services on the Internet?

While people see the Internet as potentially very useful and think that having government services on it would be useful, people also agree that they would prefer to see someone in person when using a government service. They also show some concern for the quality of services they would receive on the Internet. Older respondents and African-Americans were most concerned about quality of electronic government services.

People are also concerned that the Internet is not sufficiently available to offer public services through that means.

What electronic government services are people most interested in and most willing to pay for?

The electronic government services that people are most likely to use are registering to vote, paying traffic tickets or vehicle fees, voting, enrolling in educational programs, filing and paying taxes, and requesting personal information. People were also somewhat interested in using electronic government services to obtain hunting or fishing licenses and obtaining information on public safety or the environment. Of interest to smaller groups were participating in public meetings, receiving or renewing professional licenses, filing paperwork for building or other permits, and applying for health, welfare or social services.

The electronic government services that the most people are willing to pay for include renewing driver's licenses, paying traffic tickets, enrolling in courses, filing taxes and requesting personal information.

What are the fears and concerns people have about electronic government services on the Internet?

Most respondents oppose both the use of general tax funds and the sale of government-collected data on individuals to pay for electronic government services; they would rather see advertising on screen or pay directly for services.

Two thirds were worried about privacy on the Internet. African Americans were particularly worried.

People strongly prefer to give specific permission ahead of time before data about themselves is released (an opt-in strategy), rather

than giving a blanket permission or being notified after the fact. Older people and African Americans seem to have the least confidence in government handling of their personal, confidential information, although overall confidence in state or federal government handling data appropriately was rather low as well among the general population.

This study generated several specific recommendations, based on public opinion:

(1) This study shows that Texans who are poorer, older, or African American or Latino are less likely to use computers and the Internet. Electronic government services should be aware those populations may be the least able to use the new services and consider alternative strategies to make them accessible. The State may also consider how it can educate people to use and feel comfortable with computer- or Internet-based electronic government services.

(2) If electronic government services cannot assume that everyone has a computer or Internet access, then providing widespread access to computers that are linked to the Internet is important. Understanding where people are comfortable using computers - which places, specifically - and how they interact with Internet-based services may help guide decisions regarding possible sites for supplying electronic government services.

(3) Since this survey confirms evidence from other studies that access to the Internet may be slower

and more expensive in rural areas, the State should seek to better understand and address problems in rural access that may be necessary to help electronic government serve rural areas and gain legitimacy.

(4) This survey shows that Texans are already sensitive to the privacy and security concerns related to electronic government applications, and underscores that people would prefer some level of control over how personal information is handled by the State. People prefer an opt-in strategy of safeguarding the use of data about themselves: they strongly prefer to give permission ahead of time before such information is released. This finding rejects the idea that the State can directly emulate the business practice of disclosing personally identifiable information to others for a fee. For both financial and nonfinancial information, people expect the government to safeguard the public's interests and control over personal information.

(5) Peoples' opinions about how to financially support electronic government services are quite clear in this survey. They prefer using advertising or charging the people who use electronic services. They are not supportive of paying for electronic government through sale of personal or transactional data or using revenues from general funds. These results suggest at least two conclusions: that people are unaware that the state already sells data it gathers on residents, and that in any case people believe that such data should not be part of an economic equation for electronic government; second, that there should be some

quid pro quo when it comes to finding money for such services, making a fee-for-service or paid advertising basis of support more acceptable.

These results highlight some possible directions for state efforts:

Continue to monitor Internet use among the population in order to assess who does and does not use the Internet, and why;

Consider ways to target the groups using the Internet the least and conduct pilot experiments with different settings, technologies, or interfaces that can address such individuals' hesitations about the Internet and electronic government services;

Develop and publicize privacy and security standards that address people's concerns;

Implement a method of facilitating opt-in data sharing/disclosure strategies.

Texas Survey form:

1. Has your government solicited citizen input on electronic government?
 Yes ___ No (Go to question # 7).

If yes, describe the initiatives and identify models your government used to solicit citizen input on the electronic delivery of government services.

Surveys ___ Focus Groups
___ Town Hall meetings ___ Other

2. What did you learn from soliciting the citizen input?

List major conclusions or findings.

___ Satisfied with current service ___ Want services available on the Internet
___ Want alternative service modes ___ Want to use telephone for services
___ Want to use Smart Card Other see
http://www.utexas.edu/research/tipi/reports/dir_final2.htm or
<http://www.dir.state.tx.us/egov/index.html> for an Adobe version

3. Based on your survey what method of service delivery do citizens prefer?

On-site ___ Mail ___ Paper ___ Phone ___ Fax
 Internet ___ Kiosk ___ CD ___ Other
___ Interactive TV

4. Identify the three major reason(s) for providing government services online:

Reduce costs Improve quality of services
___ Reduce government staff ___ Attract high-tech workforce
 Improve service delivery ___ Other

5. What groups of citizens were solicited?

___ Seniors ___ Students ___ Parents ___ Homeowners
___ Renters ___ Military ___ Taxpayers ___ Other
___ People with disabilities

Survey sample was statistically valid

6. How did the results of citizen input influence planning for electronic government? Issues with access were confirmed, although higher penetration of Internet access in Texas than nationally, privacy expectations (trust issues) significant, preferred method of payment for Internet service development – advertising, followed closely by fees.

7. Are you aware of any other government or private sector survey on citizen expectations for electronic government? If so, please briefly describe the survey results and the government or private sector firm involved.

8. Please provide your name and e-mail address, so we can send you the results of this survey.

State of Utah

By David Moon

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The state of Utah has a number of important electronic commerce and government initiatives currently under way. The Government Services and Information Network (E-Utah) is a key initiative to assist the governor and the legislature in implementing SB 188, Utah's Digital State Act. E-Utah is a public/private partnership to bring government services into the homes of Utah citizens through the Internet. Utah Interactive, Inc. was selected as the private partner working in concert with the Utah Electronic Commerce Council and the CIO's office to bring about this change.

This year Dan Jones & Associates Inc., an independent public opinion and marketing research firm located in Salt Lake City, Utah, was commissioned by the State of Utah to conduct and compile an opinion survey of Utah residents and businesses regarding their use of the Internet.

The survey dated February 2000, revealed that 68% of the residents have Internet access at home and that 80% have Internet access at work. Among those who do not currently have Internet access, a majority of residents say they will within the next twelve months. Over half (53%) of residents and businesses (57%) reported that they use the Internet over ten times per week reported.

A high percentage of residents say they use the Internet for research/information (82%) and e-mail (74%). Fewer residents use the Internet for entertainment (36%), buying products (36%), other reasons (19%) or banking/investing (12%).

Businesses also use the Internet for research/information (71%) and e-mail (56%). They mention web pages (38%), buying products (26%), selling/advertising (20%), other reasons (17%), or banking/investing (9%).

The survey will shape Utah's priorities to which type electronic services to focus on first, and also has helped direct its marketing of electronic services to their citizens.

Utah Survey form:

1. Has your government solicited citizen input on electronic government?
 Yes ___ No (Go to question # 7).

If yes, describe the initiatives and identify models your government used to solicit citizen input on the electronic delivery of government services.

Surveys ___ Focus Groups
 Town Hall meetings Other (WEB SITE INPUT)

2. What did you learn from soliciting the citizen input?

List major conclusions or findings.

___ Satisfied with current service Want services available on the Internet
___ Want alternative service modes ___ Want to use telephone for services
___ Want to use Smart Card ___ Other

3. Based on your survey what method of service delivery do citizens prefer?

___ On-site ___ Mail ___ Paper ___ Phone ___ Fax
___ Internet ___ Kiosk ___ CD ___ Other
___ Interactive TV

(N/A... we did not ask the questions in such a way to determine this)

4. Identify the three major reason(s) for providing government services online:

Reduce costs Improve quality of services
___ Reduce government staff ___ Attract high-tech workforce
 Improve service delivery ___ Other

5. What groups of citizens were solicited?

Seniors ___ Students Parents Homeowners
___ Renters ___ Military Taxpayers ___ Other
___ People with disabilities

6. How did the results of citizen input influence planning for electronic government?

It helped shape our priorities with respect to which services to focus on first, and also has helped in our marketing of these services to citizens.

7. Are you aware of any other government or private sector survey on citizen expectations for electronic government? If so, please briefly describe the survey results and the government or private sector firm involved.

"Wired" Magazine did a big one fairly recently

8. Please provide your name and e-mail address, so we can send you the results of this survey.

Dave Moon, CIO, State of Utah.

The State of Washington

By Erika Lim

Erikal@dis.wa.gov

Washington launched one of the first government web portals. Access Washington, which can be found at <http://access.wa.gov/>, was launched in November 1998. Inside Washington is the state's Intranet, and Transact Washington, which is being constructed, is where secured online transactions with the state will occur. Washington has won many awards for its use of information technology for service delivery as well as management, operations, education, and other uses. For example, Washington was awarded the Digital State Award the only two times it has been given by the Progress and Freedom Foundation, Government Technology Magazine, and The Center for Digital Government.

Washington conducted a usability testing prior to the launch of its Access Washington, its web portal, in November 1998. Access Washington receives constant constituent feedback that is used by the webmaster to update the site.

Washington's plans for Digital Government can be found at <http://www.wa.gov/dis/electronic/government/>.

The IAB survey questions appear to assume that a state or local government makes a one-time decision about whether or not to pursue electronic government in any form. I do not believe that Washington has ever asked citizens and businesses "whether" they want state government to go online; we do, however, constantly ask "what" information and services citizens and businesses want online.

Washington State Survey form:

1. Has your government solicited citizen input on electronic government?
 Yes No (Go to question # 7).

If yes, describe the initiatives and identify models your government used to solicit citizen input on the electronic delivery of government services.

Surveys Focus Groups
 Town Hall meetings Other

Washington conducted a usability testing prior to the launch of its Access Washington, its web portal, in November 1998. Access Washington receives constant constituent feedback that is used by the webmaster to update the site.

2. What did you learn from soliciting the citizen input? List major conclusions or findings.
- Satisfied with current service Want services available on the Internet
 Want alternative service modes Want to use telephone for services
 Want to use Smart Card Other

Washington constantly maintains and updates the index structures in Access Washington to provide a topical view of government information and services.

3. Based on your survey what method of service delivery do citizens prefer?
- On-site Mail Paper Phone Fax
 Internet Kiosk CD Other
 Interactive TV

4. Identify the three major reason(s) for providing government services online:
- Reduce costs Improve quality of services
 Reduce government staff Attract high-tech workforce
 Improve service delivery—24/7
 Other—Increase access to services and information

5. What groups of citizens were solicited?
- Seniors Students Parents Homeowners
 Renters Military Taxpayers Other
 People with disabilities

6. How did the results of citizen input influence planning for electronic government?

The review was specifically targeted for portal usability.

7. Are you aware of any other government or private sector survey on citizen expectations for electronic government? If so, please briefly describe the survey results and the government or private sector firm involved.

A study was conducted by the Office of Financial Management (the Governor's executive budget office) to review many service delivery type questions. This established an information baseline regarding Internet availability among Washington citizens.

8. Please provide your name and e-mail address, so we can send you the results of this survey.

Erika Lim, erikal@dis.wa.gov.

The State of Wyoming
By Earl Atwood
earl.atwood@state.wy.us

The State of Wyoming is currently coordinating the first phase of Wyoming's Internet portal development under the guidance of Wyoming's Online Government Commission. The Wyoming Online Government Commission is comprised of our five elected officials with Governor Geringer as the Chairperson. The Commission has statutory authority for overseeing the implementation of government services electronically in Wyoming.

Through the Commission, the State has engaged Andersen Consulting to assist with gathering citizen input for electronic government services, as well as the creation of a portal strategy and architectural blueprint for implementation of Wyoming ePortal Project. This effort commenced on July 10, 2000 and is due to be completed by early October 2000.

Unfortunately, Wyoming will not have compiled relevant information particular to this survey in time to be in this report. However, it is clear that Wyoming is wisely surveying their citizens prior to investing million of dollars in their ePortal Project.

Survey form was not returned.

The Government of Puerto Rico

By Jorge E. Aponte
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The Government of Puerto Rico has extensive experience using surveys, focus groups and town hall meetings to solicit citizen input for electronic government initiatives.

In August 1997, Puerto Rico held a series of focus group meetings with students, parents and police officers concerning their use of computers. All three groups expressed the desire to use computers for education, training and work. The Government of Puerto Rico provided laptop computers to 37,300 teachers working in 1,538 schools throughout the island. In addition, the Puerto Rico Education Department, as big as New York City, issued a solicitation for 100,000 desktop computers, to decrease the student-to-personal computer (PC) ratio to less than five students per PC. It is expected that the deliveries will start by the end of calendar year 2000.

A customer satisfaction survey tool was adopted early in 1995 to evaluate Puerto Rico's government services. Since April 1995 to June 1999, over 65,324 have been surveyed concerning 43 service delivery programs. Puerto Rico even surveys a program before commencing a reengineering and some six months after it is completed, and has seen improvements averaging about 20%. This and making the results of surveys public help increase the credibility and trust in Government. The Government of Puerto Rico is developing its budget network dream of 1994 into an advanced multi service telecommunications network designed to provide Quality of Service, efficiency for the benefit of our people. This Network, PR Star Net, is developed under very clear and

fundamental values that includes providing fast and secure access to services, move the information instead of people, technology sensitive to the environment and natural resources, reduce government operational costs and increase productivity and competition.

In 1993 when Governor Rosselló took charge of the Island, there was no technology policy or strategy to support public access to information. In 1995 Governor Rosselló established the Governor's Information Technology Committee (GITC) to steer direction to our technological efforts and establish a strategy that will promote the fast integration of Puerto Rico as a world leader in applied and innovative technology.

The GITC not only adopted technology policies but also established 20 Guidelines to help all agencies stay within the adopted policies and to let the world know what are the government standards in terms of technology. About 1,700 of the 3,000+ points-of-contact sites are for Education Department, and students are about 80% of the expected number of users, 1/2 millions average weekly users by the year 2000.

The Puerto Rico (PR) Star Net provides an enhance scenario of competitiveness. Today 131 government agencies are connected through www.prstar.net, 107 rely on interagency electronic mail and there are over 50 public websites that can be accessed through this address. In June 1996 and June 1999, the amount of technology projects started reached 75 and 168, respectively. In this way, we see how the Internet and telecommunications systems are

eliminating the barriers between government branches and between government and citizens. The PR Star Net project is installing Internet access on each and every one of the 332 Housing Urban Development (HUD) residential projects' around Puerto Rico. The HUD Internet project covers almost 250,000 citizens and should minimize, if not eliminate the digital divide in Puerto Rico. Additionally, the Puerto Rico Housing Department plans to deploy (install) electronic libraries in each one of the Internet access points.

The Government is directing its efforts in improving its Internet gateway, to open access to the budget. In doing so, the gateway will also allow access to the various services offered by the Government as well as those established cybernetic sites in Puerto Rico. In this way we present the one stop all services concept.

Digital government will have a greater impact than tax reduction. The digital revolution for example, electronic tax payments, permit filings, job applications, benefit eligibility will change the way in which the Government of Puerto Rico offers services to citizens as well as be positioned globally in the field of telecommunications and technology. This will implicate some of the challenges that the Government of Puerto Rico and private business are working on for example: electronic taxes, privacy and charges per transaction, bandwidth for the transmission of services, security, among others.

Puerto Rico Survey form:

1. Has your government solicited citizen input on electronic government?
 Yes No (Go to question # 7).

If yes, describe the initiatives and identify models your government used to solicit citizen input on the electronic delivery of government services.

Surveys Focus Groups Surveys
 Town Hall meetings Other (Webmaster@ogp.prstar.net, prstarnet Information Booth)

2. What did you learn from soliciting the citizen input? List major conclusions or findings.

Satisfied with current service Want services available on the Internet
 Want alternative service modes Want to use telephone for services
 Want to use Smart Card Other

3. Based on your survey what method of service delivery do citizens prefer?

On-site Mail Paper Phone Fax
 Internet Kiosk CD Other
 Interactive TV

In our initiatives this information has not been obtained.

4. Identify the three major reason(s) for providing government services online:

Reduce costs Improve quality of services
 Reduce government staff Attract high-tech workforce
 Improve service delivery Other

5. What groups of citizens were solicited?

Seniors Students Parents Homeowners
 Renters Military Taxpayers Other
 People with disabilities

6. How did the results of citizen input influence planning for electronic government?

- I. Assess students and parents opinion regarding the acquisition of computers for the public education system.
- II. Update PRSTARNet Home Page based on client preferences.
- III. Develop a sample inventory of government customers with the resources to complete electronic transactions.

7. Are you aware of any other government or private sector survey on citizen expectations for electronic government?

If so, please briefly describe the survey results and the government or private sector firm involved.

No.

8. Please provide your name and e-mail address, so we can send you the results of this survey.

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International Government

Finland
By Katju Holkeri
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Even though Finland has not conduct a systematic survey of its citizens regarding electronic government. Information has been gathered on the opinions on the threats posed by information technology and the information society and of the registration of personal data and the protection of privacy (Juha Nurmela: the Finns and Moderns Information Technology, Review 1997/12 by Statistics Finland). Based on survey published in an article, "Mobile Phones and Computers as Parts of Everyday Life in Finland" in Statistics Finland, over 80% of its citizens over 30 years old prefer "to organise things by telephone rather than by post or computer". For citizens under 30 years old, slightly less than 80% prefer "to organise things by telephone rather than by post or computer".

There is also a public management discussion forum at www.otakantaa.fi, where issues related to these questions have been asked and discussed, but not in a very systematic way. There is currently a project "Information Technology and Citizen possibilities to have an influence" in the Ministry of Finance, that is responsible for the discussion forum.

Statistics Finland is currently working on some surveys that have been made relating to participation and teledemocracy but is not yet available in English.

Finland Survey from:

1. Has your government solicited citizen input on electronic government?
 Yes No - **not systematically** *see 7

If yes, describe the initiatives and identify models your government used to solicit citizen input on the electronic delivery of government services.

Surveys Focus Groups
 Town Hall meetings Other

2. What did you learn from soliciting the citizen input? List major conclusions or findings.
 Satisfied with current service Want services available on the Internet
 Want alternative service modes Want to use telephone for services
 Want to use Smart Card Other
3. Based on your survey what method of service delivery do citizens prefer?
 On-site Mail Paper Phone Fax
 Internet Kiosk CD Other
 Interactive TV
4. Identify the three major reason(s) for providing government services online:
 Reduce costs Improve quality of services
 Reduce government staff Attract high-tech workforce
 Improve service delivery Other
5. What groups of citizens were solicited?
 Seniors Students Parents Homeowners
 Renters Military Taxpayers Other
 People with disabilities
6. How did the results of citizen input influence planning for electronic government?
7. Are you aware of any other government or private sector survey on citizen expectations for electronic government? If so, please briefly describe the survey results and the government or private sector firm involved.

Information has been gathered on the opinions on the threats posed by information technology and the information society and of the registration of personal data and the protection of privacy. (Juha Nurmela: the Finns and Moderns Information Technology, Review 1997/12 by Statistics Finland)

There is also a public management discussion forum at www.otakantaa.fi, where issues related to these questions have been asked and discussed, but not in a very systematic way. There is currently a project “Information Technology and Citizen possibilities to have an influence” in the Ministry of Finance, that is responsible for the discussion forum.

Also some surveys have been made relating to participation and teledemocracy. (A short chapter of Statistics Finland Survey 2000/2). This is not yet available in English. If you are interested in we can probably provide it to you later on in English. I enclose in this e-mail one power point slide from this survey - about how (phone or internet) Finnish people rather handle their businesses (private and public) - if that is of use to you.

8. Please provide your name and e-mail address, so we can send you the results of this survey.

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Netherlands

By Leon Kee

Leon.Kee@minbzk.nl

The Dutch government (as any other government these days) has set a target similar the one in the United Kingdom for electronic government. The Netherlands target is to have 25% of all public services available electronically by 2002. With electronically we mean via the Internet. So for instance call-centers (telephones) are excluded. At the moment the Dutch government is investigating the current level of electronic availability of public services in the Netherlands.

In this context the Dutch government did a survey to determine, from the citizens point of view, which public services are most frequently used. Based on the results of this survey, a Top 25 list of most frequent used services has been made. From this Top 25 list, the Dutch government will determine the current level of electronic availability. We expect these investigations to be finished in October or November this year.

Second, the Dutch government is investigating the possibilities of establishing a 'peoples panel' to find out the citizen's expectations on electronic service delivery. The Dutch government expects the results in the first half of next year.

Survey form was not returned.

United Kingdom

By Andy Honeywood

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The United Kingdom (UK) is a leader in consulting with citizens on their expectations for government services. In 1988, the People's Panel was established. This panel consists of 5,000 members of the public randomly selected from across the UK and has been designed to be a representative cross-section of the population (by gender, age, background, region etc). Panel members are consulted about how public services are delivered and how that delivery can be improved from the point of view of the user rather than the system.

The fourth wave of research using the People's Panel looked at issues surrounding making public services more accessible, including electronic service delivery. The People's Panel has also been used for individual research projects including one on Modernizing Government that examined the experiences of the "average citizen" when using public services.

The Central IT Unit's report 'The View from the Queue' (1998) is a mixture of quantitative and qualitative research amongst citizens and business which examined the propensity for take-up of electronic government services. A policy discussion on the electronic delivery of government services takes place on the Prime Minister's website. Citizens are able to post their own views on a range of issues concerning delivery of electronic government. A summary of views is posted on the site and then presented to the Prime Minister. A final response is posted to the forum outlining how the results of the discussion are used.

The Office of the e-Envoy provides a discussion e-forum through their website providing the public with the

opportunity to join in the debate on the development of Information Age Government in the UK.

The fourth wave of People's Panel research showed that using the telephone is by far the most popular choice for making contact with public services outside normal working hours. The second most popular way of contacting services is in person. However, when contacting the Inland Revenue (taxes), Passport Agency, Adult Education services and the Courts, most people preferred to make contact electronically (rather than by telephone). According to the focus groups, electronic access was a good way of making public services available 24 hours a day, seven days a week. Some panelists have already used the Internet to access Government services and have found the sites and information they wanted very easily. However, people are generally skeptical about the need to provide public services 24 hours a day and seven days a week. There is considerable demand for extending the availability of certain public services into the evenings and weekends - particularly those that people use the most.

These survey findings show the extent of demand for public service provision outside of normal office hours. It provides a useful guide as to how and when contact is preferred with individual public services, as well as identifying demand for specific transactions. However, when planning implementation of extended provision, it is important to remember that the public will demand high service standards, equal to those provided during normal hours. Indeed, expectations about speed of service delivery may be increased as a result of extended availability.

Associated research using the People's Panel examined the experiences of the "average citizen" when using public services. The research reveals mixed opinions about accessing public services via the Internet or e-mail. Older people tend to treat it with suspicion and are concerned about the security risk of supplying personal information in this way, whereas younger people are more open to it as a method of communication.

Results from the Central IT Unit's report 'The View from the Queue' showed that a majority of the public are favorably inclined or could be persuaded to adopt new ways of interacting with Government, using new technology.

The electronic service delivery forum on the Prime Minister's website covers a wide range of issues. On the subject of increasing trust in the security of the Internet, suggestions from contributors included increasing education and training, providing universal access to the Internet and improving the technical aspects of security. The forum supports the wide spread use of kiosks to encourage Internet usage and suggestions were made about new services that the Government might deliver electronically in the future, e.g. electronic booking of marriages and the posting of Government policy changes.

To meet the needs of all citizens and business and to ensure that services are citizen focused, the UK has a policy that all government services will be available over multiple delivery channels. By 2005 all government services will be available electronically.

United Kingdom Survey form:

1. Has your government solicited citizen input on electronic government?
 Yes No (Go to question # 7).

If yes, describe the initiatives and identify models your government used to solicit citizen input on the electronic delivery of government services.

- Surveys Focus Groups
 Town Hall meetings Other

In 1988, the People's Panel (<http://www.cabinet-office.gov.uk/servicefirst/1999/panel/mgresults.htm>) was set up. This panel consists of 5,000 members of the public randomly selected from across the UK and has been designed to be a representative cross-section of the population (by gender, age, background, region etc). Panel members are consulted about how public services are delivered and how that delivery can be improved from the point of view of the user rather than the system.

The fourth wave of research using the People's Panel looked at issues surrounding making public services more accessible, including electronic service delivery.

The People's Panel has also been used for individual research projects including one on Modernizing Government that examined the experiences of the "average citizen" when using public services.

The Central IT Unit's report 'The View from the Queue' (1998) was a mixture of quantitative and qualitative research amongst citizens and business which examined the propensity for take-up of electronic government services.

A policy discussion on the electronic delivery of government services took place on the Prime Minister's website. Citizens were able to post their own views on a range of issues concerning delivery of electronic government services <http://www.number-10.gov.uk/default.asp?PageID=1623>. A summary of views was posted on the site and then presented to the Prime Minister. A final response was posted to the forum outlining how the results of the discussion will be used.

The Office of the e-Envoy (<http://www.e-envoy.gov.uk>) provides a discussion e-forum through their website providing the public with the opportunity to join in the debate on the development of Information Age Government in the UK.

2. What did you learn from soliciting the citizen input? List major conclusions or findings.
- | | |
|---|--|
| <input type="checkbox"/> Satisfied with current service | <input type="checkbox"/> Want services available on the Internet |
| <input type="checkbox"/> Want alternative service modes | <input type="checkbox"/> Want to use telephone for services |
| <input type="checkbox"/> Want to use Smart Card | <input type="checkbox"/> Other |

The fourth wave of People's Panel research showed that using the telephone was by far the most popular choice for making contact with public services outside normal working hours. The second most popular way of contacting services was in person. However, when contacting the Inland Revenue, DVLA, Passport Agency, Adult Education services and the Courts, most people preferred to make contact electronically (other than by telephone). According to the focus groups, electronic access was a good way of making public services available 24 hours a day, seven days a week. Some panelists had already used the Internet to access Government services and had found the sites and information they wanted very easily.

Associated research using the People's Panel examined the experiences of the "average citizen" when using public services. The research revealed mixed opinions about accessing public services via the Internet or e-mail. Older people tended to treat it with suspicion and were concerned about the security risk of supplying personal information in this way, whereas younger people were more open to it as a method of communication.

<http://www.cabinet-office.gov.uk/servicefirst/1999/panel/mgresults.htm>

Results from the Central IT Unit's report "The View from the Queue"

<http://www.citu.gov.uk/research/viewqueue/index.htm> showed that a majority of the public were favorably inclined or could be persuaded to adopt new ways of interacting with Government, using new technology.

The electronic service delivery forum on the Prime Minister's website covered a wide range of issues. On the subject of increasing trust in the security of the Internet, suggestions from contributors included increasing education and training, providing universal access to the Internet and improving the technical aspects of security. The forum supported the wide spread use of kiosks to encourage Internet usage and suggestions were made about new services that the Government might deliver electronically in the future, e.g. electronic booking of marriages and the posting of Government policy changes.

3. Based on your survey what method of service delivery do citizens prefer?

On-site Mail Paper Phone Fax
 Internet Kiosk CD Other
 Interactive TV

According to the fourth wave of People's Panel research, the telephone was the most popular choice for making contact with public services outside normal working hours. The second most popular way of contacting services was in person. However, when contacting the Inland Revenue, DVLA, Passport Agency, Adult Education services and the Courts, most people preferred to make contact electronically (other than by telephone).

To meet the needs of all citizens and business and to ensure that services are citizen focused, the UK has a policy that all government services will be available over multiple delivery channels. By 2005 all government services will be available electronically through channels such as the Internet, digital television, telephone and kiosks in addition to traditional counter based services. Progress towards meeting this target is documented at (<http://www.citu.gov.uk/esd/may00/contents.htm>)

4. Identify the three major reason(s) for providing government services online:

Reduce costs Improve quality of services
 Reduce government staff Attract high-tech workforce
 Improve service delivery Other

Research undertaken for the 'View from the Queue' identified a number of benefits of electronic service delivery. Most frequently mentioned in the main survey was the potential for speeding up transactions or saving time, and making access to services easier or more convenient.

These findings were confirmed by the study's qualitative research. Technology was seen as an enabler for simplifying procedures (e.g. making forms easier to complete) as well as speeding them up. Respondents were open to the possibility of using a terminal or kiosk to perform various functions and to facilitate the bringing together of information/transactions across different departments.

The report concluded that the public definitely perceives a role for electronic government, because of the improvements it could bring to the following areas:

- 1 the speed of carrying out transactions
- 1 convenience/access
- 1 flexibility in options and hours of service
- 1 empowerment (bringing services closer to the public and allowing them to choose how/when to carry out transactions).

5. What groups of citizens were solicited?

- Seniors Students Parents Homeowners
- Renters Military Taxpayers Other
- People with disabilities

For the quantitative research for the 'View from the Queue' adults aged 15 years or older were surveyed, plus a separate sample of people who were receiving income support. For the qualitative research, focus groups were selected by age and social group.

For the fourth wave of People's Panel research (see answer to question 1 for the make up of the panel), six focus groups of panel members were used to assess the demand for making public services 24 hours a day, 7 days a week. This was followed up with a quantitative survey of panel members. For the People's Panel research involving the experiences of the 'average citizen', in-depth interviews were conducted with 10 members of the People's Panel who had recently experienced one of the life episodes listed below:

- 1 Leaving school
- 1 Having a baby
- 1 Retiring
- 1 Needing long term care
- 1 Changing address
- 1 Becoming unemployed

6. How did the results of citizen input influence planning for electronic government?

As a matter of UK government policy, citizen's input is crucial in the development of new electronic government services. This process ensures that new services are citizen-focused and meet the needs of users.

Results from the fourth wave of the People's Panel resulted in commitments to extend opening times for five public services by the end of 2001;

- 1 NHS Hospitals
- 1 Social Services
- 1 GP's surgeries
- 1 Passport Agency
- 1 some local council services,



Results from the 'View from the Queue' research have informed the way in which electronic government services will be delivered in the future. Certainly the survey has raised issues about the best way for the public to interact electronically with government. Results showed that touchscreens, touch-tone phones and interactive TV were all popular. However, nearly a third of responders were either unwilling to state a preference or did not wish to use any of these. Similarly, opinions were polarized over smart cards. There were more people in favor of using them to confirm identity than to make or receive payments, but it was found that there was a significant hardcore unwilling to use them at all.

7. Are you aware of any other government or private sector survey on citizen expectations for electronic government? If so, please briefly describe the survey results and the government or private sector firm involved.

Recent research includes: Kable (www.kablenet.com), a leading authority on public service IT and Telecom markets, published a survey, 'Citizens Preferences – measuring the acceptability of e-channels' in March 2000. This survey examined existing primary and analytical research that focussed on electronic service delivery. The report recommended that government take a proactive approach in encouraging the take-up of electronic services. In addition, it was found that Internet security issues are the key inhibitor to the take up of e-services and therefore must be addressed as a priority.

In May 2000, British Telecom commissioned research into the readiness of consumers and government for the implementation of electronic government by 2005 (http://www.egovernment.bt.com/reports_articles/egovreport.html). The research found that on the part of government, barriers to electronic government were a lack of funding, lack of skills and the existence of more urgent priorities. From the consumer's point of view, a lack of confidence in using technology and in the ability of the government to deliver electronic services successfully were the main barriers. The research also showed that social exclusion is a fundamental disadvantage of electronic government, both for civil servants and for consumers. Both lack of access to technology and a lack of skills to use technology are major barriers to consumer uptake of e-service delivery.

8. Please provide your name and e-mail address, so we can send you the results of this survey.

Andy Honeywood (Email: a.honeywood@ccta.gov.uk)

Conclusions

The first stage of electronic government is already here. Most governments are providing access to information and some are providing limited transaction services electronically. A few governments, such as the State of Virginia are providing customized electronic government presence on the Internet. More electronic services are being introduced everyday at every level of government.

According to a recent U. S. Federal CIO Council survey, the Federal government has well over 1200 electronic government initiatives underway. The Gartner Group has estimated that information technology spending by Federal, State and local governments will grow from \$85 billion in 1999 to \$109 billion in 2003.

The Internet is creating new opportunities for the operation and management of government, but a wellspring of money is not available to act on every good idea. And for the ideas that are tried, failure is not easily tolerated in government. With this in mind, it is important for governments to focus their limited resources in areas that will meet the real needs of its citizens as determined in some formal manner. Outreach efforts, surveys, and other approaches documented in this report should be emulated.

Citizen expectations will vary. However it is clear that citizens want choices for delivery of government services. They want the flexibility to deal with

government on site (in person), by mail, by telephone, by fax, CD-ROM, kiosk, interactive voice response systems, interactive television (TV) and via the Internet. In some locations, such as Texas, Utah, and Loudoun County Virginia, Internet access is advancing more rapidly than had been anticipated just a few years ago. A recent Nielsen NetRatings, an audience measurement service, reported in August 2000 that 52 percent of the U.S. population can access the Internet and that Americans are spending more time on the Internet than they did a year ago. Governments everywhere recognize the Digital Divide issues and are taking positive action to bring access to all sectors of society. For example, Puerto Rico Star Net project is installing Internet access on each and every one of the 332 Housing Urban Development (HUD) residential projects' around Puerto Rico. The HUD Internet project covers almost 250,000 citizens and should minimize, if not eliminate the digital divide in Puerto Rico.

Privacy and information security is major concern among citizens and may hinder acceptance of some transactional services that government will introduce. Many citizens balk when asked to provide credit card and personal information on the Internet. Seeking to give its cardholders greater peace of mind while shopping online, American Express in early September 2000 unveiled a plan to allow consumers to use a one-time credit card to make web purchases more secure.

A recent survey conducted by the Pew Internet and American Life Project reported that 86 percent of Internet users believe websites should ask

permission before collecting personal information. However, 54 percent of users have chosen to give personal information such as a name and e-mail address, with another 10 percent willing to do so. The contradictions suggest a lack of understanding about how the Internet works. Once again, government outreach efforts are needed to address misconceptions about how the Internet and other related technologies work. For the public, the Internet is still a relatively new technology. There is a natural maturation process that is taking place and will continue as new technologies are introduced.

Based on case studies from this report, it is evident that many governments are using a variety of techniques to identify the needs and desires of the citizens for electronic services from the their governments. These governments should have a greater success rate when they introduce new electronic services to the public.

These techniques for engaging the citizen for their input prior to implementation of new electronic government initiatives should be emulated widely: formal surveys, focus groups, town hall meetings, web-based customer satisfaction feedback and targeted pilot initiatives focused on specific population groups (i.e., students, teachers, senior citizens, police).

Once again, State and local governments are leading the way in citizen participation and meeting citizen expectations. Fairfax County Virginia Government has a multi-faceted strategy and solution to provide electronic government services. Three technology platforms comprise the

County's e-Government initiative: kiosks, interactive voice response system and the Fairfax County website.

The Government of Puerto Rico provided laptop computers to 37,300 teachers working in 1,538 schools throughout the island. The goal is to develop an educational system that responds to the new demands and changes in society. In this context, technological integration in the educational process is an essential part of the new challenges to ensure that children and youth develop the computer skills to be successful in society and in the working world.

For both financial and nonfinancial information, people expect the government to safeguard the public's interests and control over personal information. The Texas survey found Texans are sensitive to the privacy and security concerns associated with electronic government transactions. People prefer some level of control over the handling of personal information by the State. People prefer an opt-in strategy of safeguarding the use of data about themselves: they prefer to give permission ahead of time before such information is released.

On the subject of increasing trust in the security of the Internet, suggestions from the United Kingdom's People's Panel included increasing education and training, providing universal access to the Internet and improving the technical aspects of security.

Social Security Administration (SSA) conducted a successful kiosk demonstration project and expects to expand the use of kiosks located in their offices around the country to allow customers to enter personal

information and simple requests for service. A survey of users at test sites reported that 96 percent liked using the kiosks, describing it as easy, quick and modern. Usage of SSA's website has steadily risen since implementation in 1994. Currently, the website is accessed about 1 million times each month and telephone services are accessed at a similar rate.

Clearly citizens want choices for delivery of government services. Also citizens hold government to a higher standard than the private sector in regard to privacy and information security safeguards. Citizens want the flexibility to deal with government on site (in person), by mail, by telephone, by fax, CD-ROM, kiosk, interactive voice response systems, interactive TV and via the Internet. However, it is the Internet that will be the foundation of future electronic government initiatives.

In closing, former Arizona CIO John Kelly said it best "Of all the things that can be done next, it's important to set priorities about what is possible and what is wanted." This can only be done if citizens are consulted and engaged regularly in the electronic government development process.

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