Getting to the Public Value Proposition

Meghan Cook
A Visioning Workshop for Government Leaders
May 10, 2011
This is Easy...Right?

A Better World

Good things happen

The Investment or Program
Decision Making

- Capital Investment Planning
- Public Value Assessment
- Risk Assessment

Decisions
- Yes/No
- Prioritization
- Incremental/Phases
Risks of IT Innovation

• Public sector environment
  – divided authority, multiple stakeholders, many links

• Organizational factors
  – alignment, support & acceptance

• Work-associated risks
  – business process conflicts, changes

• Technology-related risks
  – too much hope, too little knowledge
Public Value Thinking

Connecting philosophy to public administration:

**Rawls:** “… the successful carrying out of just institutions is the shared final end of all the members of society, and these institutional forms are prized as good in themselves”

**Moore:** “things of value to particular clients and beneficiaries,” and “establishing and operating an institution that meets citizens’ (and their representatives’) desires for properly ordered and productive public institutions.”
A Public Value Perspective

• How does it matter?
• Who does it matter to?
• What is changing?
• What are the stakeholder interests?
Public Value Assessment

- Takes a stakeholder view
- Makes use of the agency’s mission and expertise
- Is much more than numbers and anecdotes
- Should identify what does and does not work
- Can answer “how,” “why” and “so what” questions
- Should generate cycles of learning and adaptation
- Requires its own resources
Connecting Public Value to Government Action

- Public Value Vision
- Operational Strategy/
- Technology Strategy
- Technology Implementation
- Program Impact
- Public Value Outcome
Core Public Value Concepts

Two major kinds of public value:

- The value that results from delivering specific \textit{benefits directly to persons or groups}
- The value to the public that results from improving the \textit{government as a public asset}

The public point of view:

- Assessing public returns should reveal \textit{value in terms of stakeholder interests}
Cases

Austrian Ministry of Finance

Washington State Digital Archives

Pennsylvania ERP

Service New Brunswick

Gov. of Israel Merkava
Case Studies

• SNB: Focus on web-based public service
• WSDA: Enabling new functional capabilities and support for government & citizens
• CoPA & AMoF: Focus on back office capability & efficiency
• MERKAVA: Focus on government transformation

http://www.ctg.albany.edu/publications/reports/advancing_roi
Basic Value Types

- Economic
- Political
- Social
- Quality of Life
- Strategic
- Ideological
- Stewardship
Change Generators

- Efficiency
- Effectiveness
- Intrinsic enhancements
- Transparency
- Participation
- Collaboration
Vision

- The increasing scarcity of people, means and infrastructure necessitates cooperation in the supply chain.
- Electronic provision of information has become essential to the running of a port and its hinterland connections.
- Portbase brings together port knowledge and ICT know-how.
- Portbase forms a neutral hub between port-related companies and government authorities.
- A port is no longer only judged by its (cost) efficient port operations but also by:
  - Easy to do business with
  - One stop shop, one single window, enhanced by superb IT applications.
Who will be the users of a PCS?

Shipping
Tankers, Container vessels, Feeders, Bulkers, Ferries...

Cargo & Terminals
Containers, Solid & Liquid Bulk, Hazardous goods, Foods.....

Paperless and seamless processes
Reduction Co2 footprint

Transport & Distribution
Barge, Rail & Road

Authorities
Port authorities, Customs, Inspection agencies

portbase®
Port Community System: approach

Specific Business Logic in Separate modules

- Business Services B2G
- Business Services B2B
- Business Services G2G

Portbase Platform

Integration Services

- Shared Framework
- Shared Functions
- Shared Domain Model

Shared Support Services

- Dedicated resend/reprocessing on failure
- Combined monitoring across all business processes
- Audit Trail

- Support for FTP, SMTP, MQ, AS2, HTTPS
- Full EDI standards compliant
- Guaranteed delivery of messages
- Structure & content validation, detailed feedback on EDI failure

Credit DB

- Single authorization mechanism for all business services
- One configuration process for all customers
- Self-service account management

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Welcome to MyBuildingPermit.com

MyBuildingPermit.com is an easy-to-use permitting portal that makes it possible to apply for, pay for, and receive electrical, low voltage, mechanical, plumbing, and re-roof permits from each of the participating jurisdictions. This is one-stop government service at its best.

For More Information Select a Permit Packet
Permit packets provide you with essential information about how to apply online, cancel a permit, request a refund, and research permit requirements.

- Electrical Permit Packet
- Mechanical Permit Packet
- Plumbing Permit Packet
- Low Voltage Electrical Permit Packet
- Re-Roof Permit Packet

Permit Fast Facts

- Participating Jurisdictions
- What permits can be applied for online
- Why permits are important
- Construction Tip Sheets
- Inspection Checklists
- Interpretations and guidelines

News

Washington State Electrical Code has been adopted by 11 Cities

2009 Special Inspections Manual

Training & Seminars

Critical Areas Training for Professionals, Thursday, May 17, 2011, 9 a.m. to 5 p.m., Bellevue City Hall

ATC 30 & ATC 45 - Post-Disaster Safety Evaluation of Buildings, May 28th (Gammamash) & 29th (Bellevue), 2011 (SPACE IS LIMITED)

Recent Trainings & Seminars

Electrical Photovoltaic Systems Seminar, Thursday, March 17, 2011, 8 a.m. to 5 p.m., Bellevue City Hall

Accessibility Through the Building Code, Thursday, February 24, 8 a.m. to 4 p.m., Greater Tacoma Convention and Trade Center

WA Cities Electrical Code (WCEC) Seminar, Tuesday, February 22, 2011, 8 a.m. to 12 p.m., Bellevue City Hall (accredited State’s requirements of 4 hours of a WAC Update course)

Please click here for a complete list of trainings and seminars.
NY City Restaurant Inspections

Search on:
Zip Code: 10024

Search Results
3 STAR COFFEE SHOP
541 COLUMBUS AVENUE, MANHATTAN 10024
- 212-874-6780

5 NAPKIN BURGER
2315 BROADWAY, MANHATTAN 10024
- 212-333-4188

81 RESTAURANT LLC
45 WEST 81 STREET, MANHATTAN 10024
- 212-873-8181

ACCADEMIA DI VINO
2427 BROADWAY, MANHATTAN 10024
000-000-0000

AL DENTE
417 AMSTERDAM AVENUE, MANHATTAN 10024
- 212-362-1180

ALACHI MASALA INDIAN RESTAURANT
488 AMSTERDAM AVE., MANHATTAN 10024
- 212-874-7420

ALL Baba of the West Side

How violation points work:
The lower the number of points accrued by a restaurant during an inspection, the better the inspection result. The Health Department inspects restaurants, and assigns violation points for every violation observed, depending on the severity and extent of the violation. A score of 27 or less is needed for a restaurant to pass the inspection. Restaurants with scores of 28 or more are re-inspected.

Glossary of Terms:
We want our inspection results to be as clear as possible. The definitions...
People’s Voice Media - UK

Aims

We are a not for profit community development organisation that has been working with communities since 1995. We specialise in using social media as a community engagement tool.

We work across the UK, to develop dialogue and community cohesion and support communities to have a voice.

Products & Services

What do people really think about the election. What are the Family voting rituals. Elections in Kirklees
http://wp.me/p3Fo-k6 — 3 days 9 hours ago

Community Reporter

Don’t know if I’m registered
Are you voting?

Posted By:
ElectionTales

View More

Previous Pause Next
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

Chief Exec’s Blog

What do people really think about the election...
New Chorlton group on community reporter...
Dave Carter praises the work of People’s...
Co-production the future...
Community Reporters, the glue that holds...

Community Reporter

Grass Verges and Danger
Save our Allotments
Interviewing a local MP
Bags of ballots
What happens at the election count...

Technology in Government
A Short Exercise

An initiative you might know.....
Laptop Information for Parents and Students

- Laptop Information for Parents and Students
- Parents and Students Responsibilities for Monitoring Laptop Use
- Internet Safety, Guidelines for you and your family on the Internet
- Online Safety, How to Protect Yourself and Your Family
- Cyberspace Dangers Tips to Help Children and Families
- Internet Access in Schools, and Bandwidth
- Online Security...Addressing Concerns
- Taking care of your Laptop

Policy Guidelines

- eConnect and Learn Programme Policy

Official Laptop Information

EConnect and Learn

facebook

Name: EConnect and Learn
Status:
$83M FOR SCHOOL LAPTOPS
By LAURA PICKFORD-GORDON Thursday, August 26 2010

EIGHTY-THREE MILLION dollars. That's the amount the Government will spend to purchase 20,400 laptop computers, Education Minister Dr Tim Gopeesingh revealed yesterday. US multinational technology manufacturer Hewlett-Packard (HP) has been awarded the $83 million contract to provide laptops to all Secondary Entrance Assessment (SEA) students entering secondary school in the new school term beginning in September.

Distribution of 20,400 computers has been projected to start at the middle of September for 17,270 SEA pupils and teachers, who are to receive training. Negotiations are currently taking place with HP to finalise the contract by the end of this week.

"The Ministry has placed specific emphasis on ensuring the technical relevance and applicability of the machines, particularly as the laptops are expected to serve students for multiple years," Gopeesingh said at a media briefing at his ministry's Alexandra Street, St Clair office.

The computers will have "enhanced specifications" to increase performance, connectivity and energy efficiency. These are faster processing speeds, improved wireless capability, Bluetooth connectivity, larger internal storage, faster hard drive speed, extended battery life, Microsoft Office Home and Student 2007 and Learning Essentials 2.0 for Microsoft Office. There are 123 schools and 18 private schools with internet connectivity and the ministry plans to increase the bandwidth from 30 (megabytes) to 65.

Gopeesingh said the comments of the public have been noted and steps taken to ensure education and maintenance of the computers. The ministry is negotiating extended warranties and additional security features including Computrace, "which allows for tracking and recovery of lost or stolen laptops." Students will receive "easy cases" for storage and to secure their computers while in transit.

Photos of the day
Photos of the week
Other galleries
The Chill Down
Have something to say?
Click here to tell us what you think.
Assessing the Public Value

Pick a stakeholder perspective and discuss if and how public value is accrued
A Practical Tool
PVAT
How Can the Value be Assessed?

• Think in terms of a *portfolio* of efforts
• Associate each effort with specific stakeholder(s)
• Express intended value from the stakeholders’ POV
  – How will you recognize it? Describe it? (Measure it?)
• Assess portfolio balance
  – Across stakeholder groups served
  – Across types of value offered
  – Across level of effort, cost, and risk
• Re-balance, reassess, repeat
Open Government Decision Making

Does our open government portfolio, taken as a whole, optimize our resources and capabilities while meeting our mission and delivering maximum public value to all stakeholders?
Steps

**STEP 1**
Describe Initiative

- Initiative Description:
  - Title
  - Purpose
  - Supporting strategic goals
  - Program or policy area
  - Tactics

**STEP 2**
Identify and Prioritize Stakeholders

- Identify a full list of initiative stakeholders
- Prioritize by rating each stakeholder as A, B, or C

**STEP 3**
Identify and Rate the Public Value

- Identify the type and level of Public Value the initiative is expected to create for each of the primary stakeholders
- Public Value is expressed in terms of:
  - Economic value
  - Social Value
  - Political Value
  - Strategic Value
  - Quality of Life Value
  - Ideological Value
  - Stewardship Value

**STEP 4**
Identify Mechanisms of Change

- For each stakeholder and each change mechanism describe how the expected value will be produced
- Change mechanisms include impacts on:
  - Efficiency
  - Effectiveness
  - Intrinsic Enhancement
  - Transparency
  - Collaboration
  - Participation

**STEP 5**
Summarize the Public Value Assessments

- Establish a summary assessment for the initiative for each public value type across all the primary stakeholders
- All summary assessments are populated into the Portfolio Review Workbook (Step 6)

**STEP 6**
Review Open Government Public Value Portfolio

- Review public value assessments across all initiatives to inform decision making.
- Does our open government portfolio, taken as a whole, optimize our resources and capabilities while meeting our mission and delivering maximum public value to all stakeholders?

**Initiative One-Five Workbooks**

**Portfolio Review Workbook**
### Step 3. Identify and Rate Public Value for Each Stakeholder

#### Step 3 Overview
Step 3 is the first in the iterative process of making judgments about 1) the type and level of Public Value (PV) this initiative is expected to create for each of the primary stakeholders, and 2) how this initiative compares with others in the portfolio of open government initiatives. Please note: The five top priority stakeholders are pre-loaded in the Stakeholder column. All assessment results carry forward automatically to Step 4, Summarize Public Value Rating Across Stakeholders.

#### Step 3 Instructions
Enter a description of the value expected to be created for each stakeholder for each public value type, as appropriate. To see an explanation of each public value type, place your cursor over the public value (PV) category column labels. Once the statements are entered, add your assessment of the expected value to each stakeholder for that category. Your assessment is entered by selecting a value from strongly positive, through neutral zero, to strongly negative on the “Value Assessment” scale at the bottom of each stakeholder block. Once you have completed these steps for all primary stakeholders, move to Step 4.

#### Sustainable Business Clearinghouse

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Economic Value</th>
<th>Social Value</th>
<th>Political Value</th>
<th>Strategic Value</th>
<th>Quality of Life Value</th>
<th>Ideological Value</th>
<th>Stewardship Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Existing sustainable businesses</strong></td>
<td>Reduced cost of implementing sustainability and access to best practices information; increased market share due to</td>
<td>Enhanced reputation and social status due to reputation for sustainable operations</td>
<td>Contact with similar businesses provides opportunity to mobilize political action</td>
<td>Better positioned for long-term profitability with more sustainable methods &amp; products</td>
<td>Improved lifestyle through more sustainable and profitable business</td>
<td>Satisfaction with support for government commitment to a sustainable economy</td>
<td>Enhanced opinion of government stewardship of the environment by supporting sustainability</td>
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<tr>
<td><strong>Value Assessment</strong></td>
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<tr>
<td><strong>Pro-sustainability advocacy groups</strong></td>
<td>Reduced cost for identifying pro-sustainability business &amp; practices; increased revenue from access to larger</td>
<td>Expanded relationships with like-minded businesses; improved status for sustainability advocacy</td>
<td>Access to greater pool of potential allies for mobilizing political action and advocacy campaigns</td>
<td>Possible access to new knowledge about sustainability technologies and emerging issues</td>
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<td><strong>Value Assessment</strong></td>
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<tr>
<td><strong>Suppliers</strong></td>
<td>Increased volume and profit; increased ROI</td>
<td>Enhanced reputation and social status due to reputation for sustainable operations</td>
<td>Access to greater pool of potential allies for mobilizing political action and advocacy campaigns</td>
<td>Increased knowledge of market and opportunities for innovation</td>
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<td><strong>Value Assessment</strong></td>
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*Center for Technology in Government*
### Step 5. SUMMARIZE PUBLIC VALUE RATINGS ACROSS STAKEHOLDERS

#### Step 5 Overview
Step 5 captures summary PV assessments across all primary stakeholders. As the summary assessments are entered for each PV category for this initiative, they also appear in the Portfolio Review Workbook. If additional initiatives are to be assessed and added to this Portfolio View Workbook then before proceeding to Step 6, Portfolio View, repeat steps 1 thru 5 with each of these initiatives, up to a total of six, in a new workbook. Once Steps 1 thru 5 are completed for all six initiatives in the portfolio, move to Step 6, the Portfolio Review Workbook.

#### Step 5 Instruction
To establish a summary assessment for this initiative for each PV type, first review the results for each PV category as shown on the Step 5 Worksheet, as well as the narrative analysis captured in the Step 4 Worksheet. Once a rating is agreed upon across all stakeholders for that PV category, enter that rating on the line labeled "Summary Public Value Rating." Repeat this for all PV categories for the initiative. Results can be reviewed and refined at any point.

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<td>Appropriation committee</td>
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<td>Company owners and investors</td>
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<tr>
<td><strong>Summary Public Value Rating</strong></td>
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</table>
Portfolio View of Initiatives by Type of Public Value

- Initiative 1
- Initiative 2
- Initiative 3
- Initiative 4

- Economic
- Social
- Political
- Strategic
- Qual of Life
- Ideological
- Stewardship

Public Value Assessments
Capabilities to Offer that Value

- Human resources (numbers, skills & capabilities)
- Infrastructure (technical, physical, legal)
- Information content (in all forms)
- Tools (existing and new)
- “Fit” (with mission and organizational culture)
Small Group Work

• What does government transformation look like to you?

• What capabilities must exist to achieve your group’s vision of government transformation?