

The Continuing Challenges and Opportunities of E-government

FTA Technology Conference

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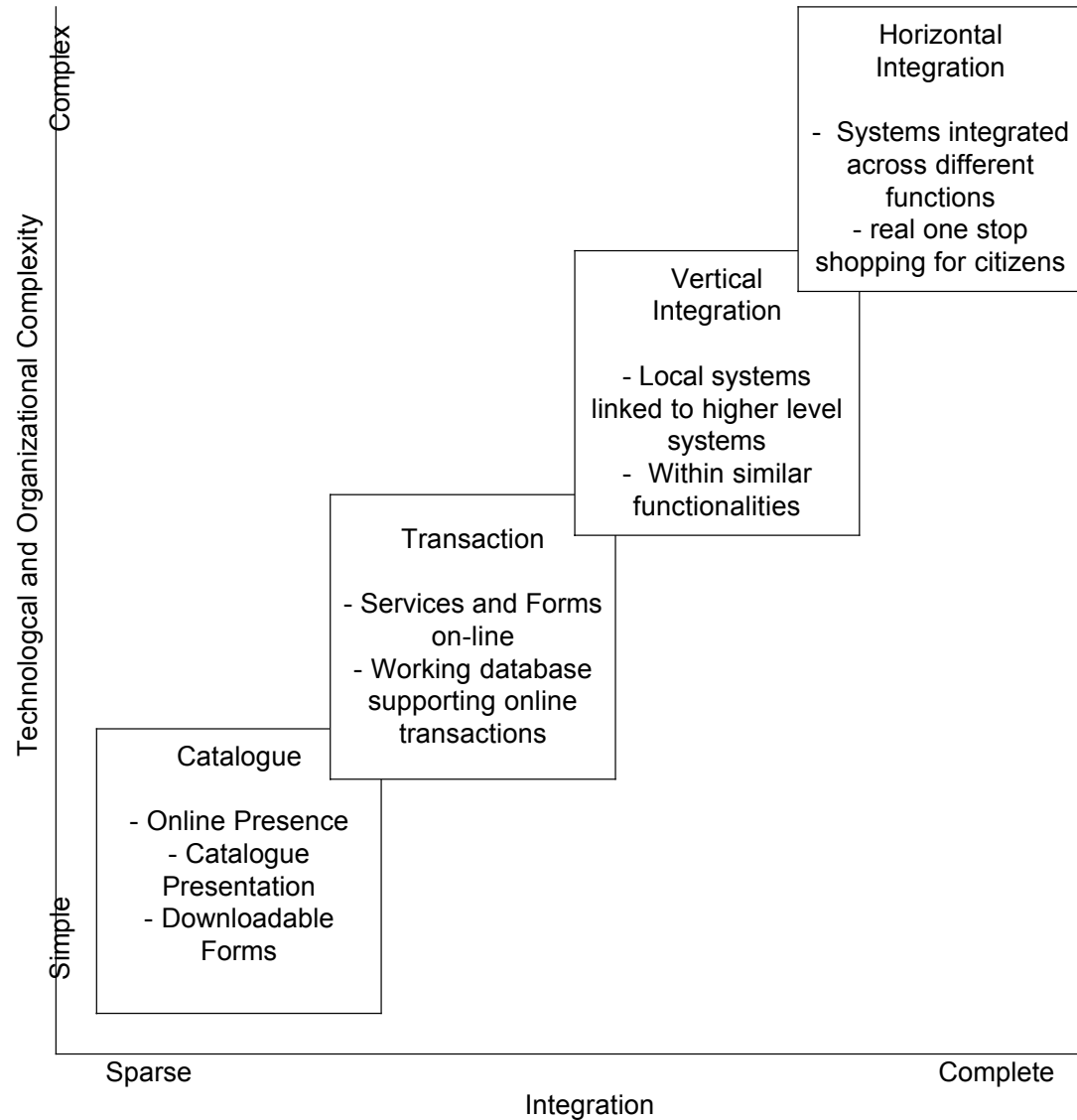
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What is E-Government?

- Depends on who you ask
- Does it really matter?
- Potential Answer:
 - “...the delivery of government services and information electronically 24 hours per day, seven days per week”
- Is electronic tax administration e-government?

Layne and Lee Four Stage Model of E-gov



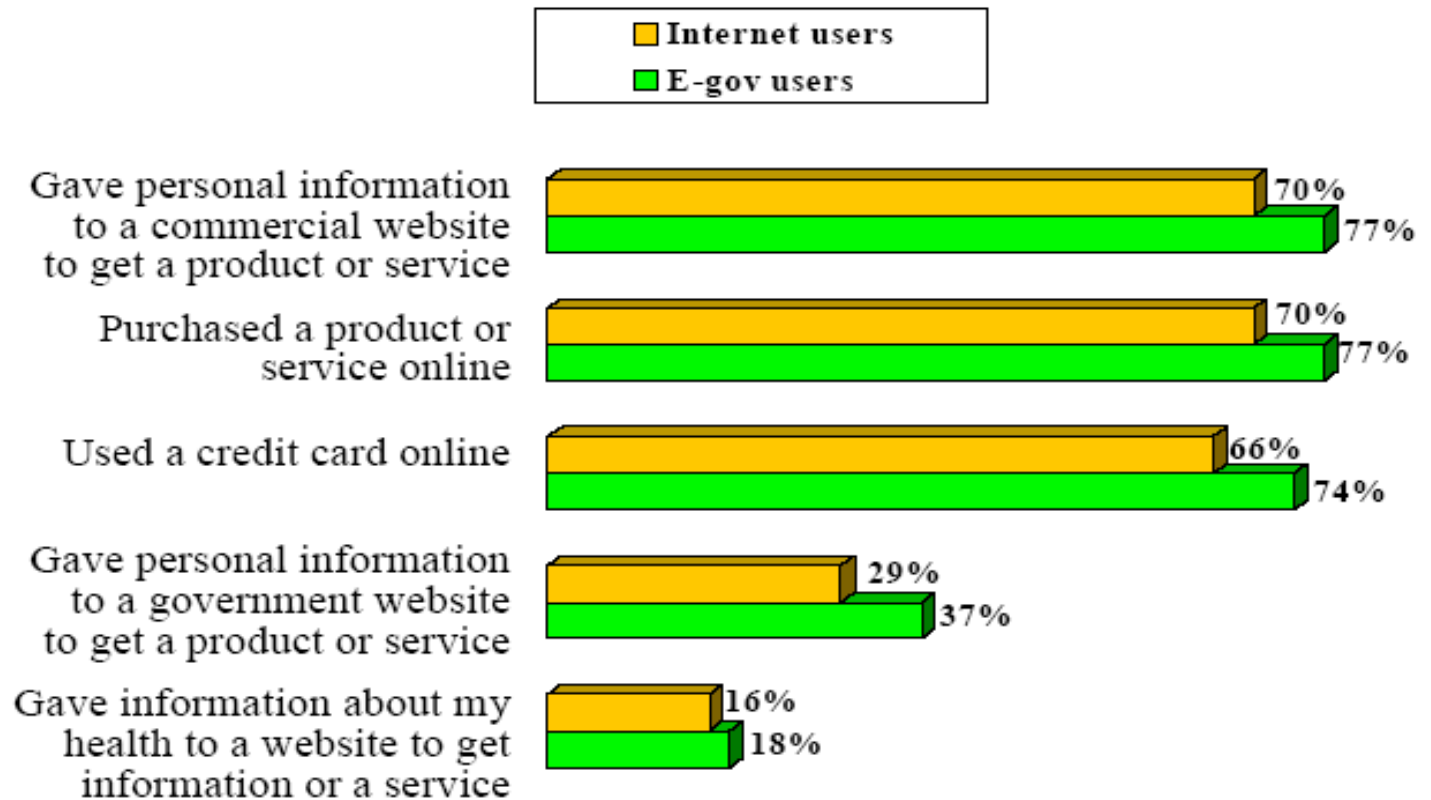
Context from the E-Government Research

- Primary use of e-government is for information retrieval
- Public still does not quite “get” e-government
- Public is still generally leery
- High interest in using e-gov for transactions

The New E-Government Equation: Ease, Engagement, Privacy and Protection

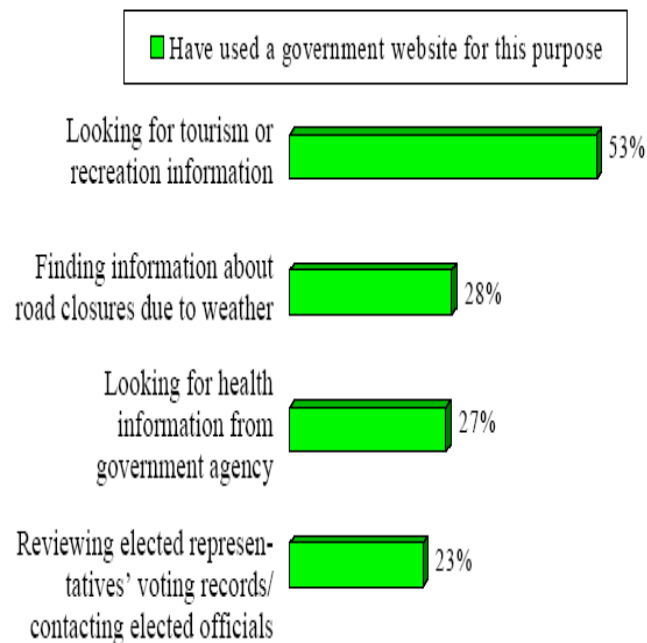
Why Doesn't the Public Trust Government with Data?

Americans Are E-Savvy

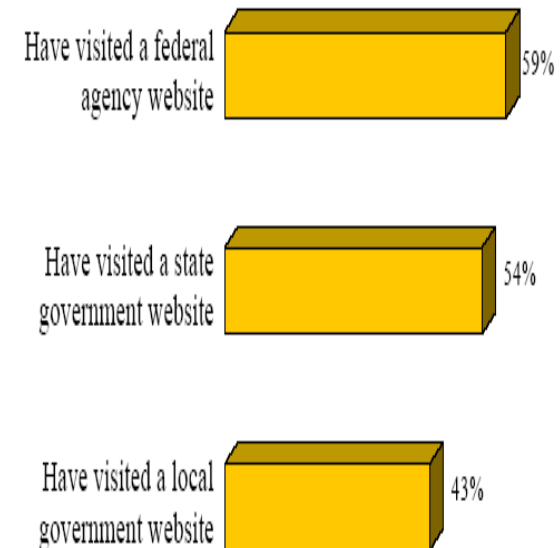


What does the public want and where to they look for it?

Most Use E-gov For Information



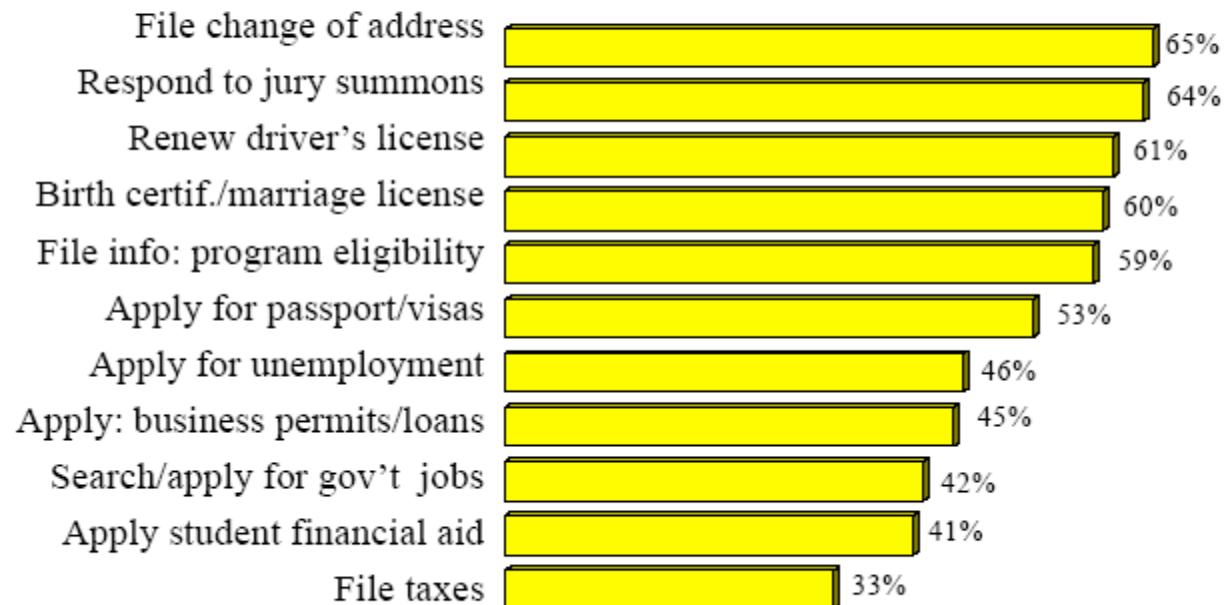
Half Of Internet Users Have Visited A Government Website



What Does “High Interest” Mean and Why are Taxes Low on the List?

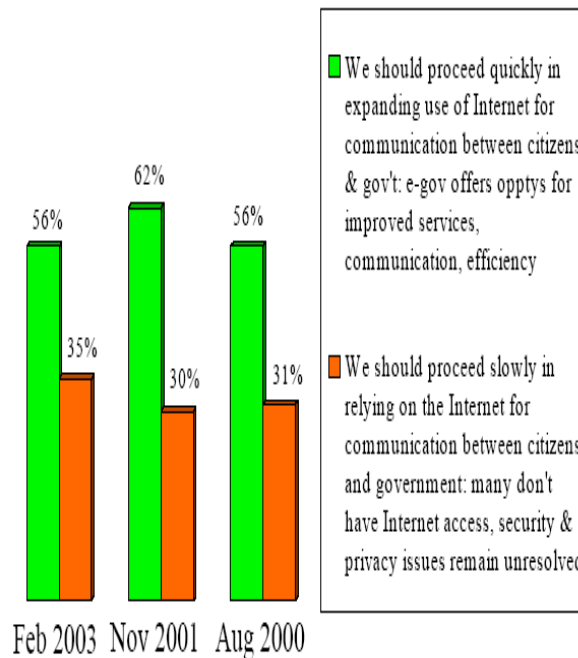
High Interest In Using E-gov For Transactions

■ Have not, but very/somewhat interested in using gov't Web site for this

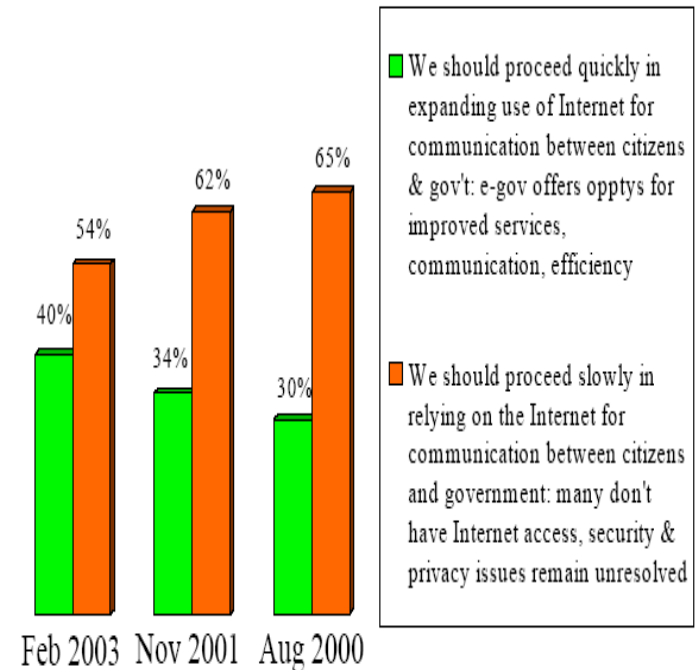


Are Your Priorities Their Priorities?

Government Leaders Don't Share Public's Caution About Moving Too Quickly



Americans Urge Caution In E-gov Development



E-file and Other Tax Market Research

- Nielsen/NetRating for March 2003
 - Treasury (including IRS) showed 147% increase in Web traffic for between 12/02 and 2/03
 - January 2003 IRS.gov traffic was more than for top three commercial web sites for tax
- IRS e-file Market Research Data
 - Individuals getting more comfortable with technology
 - Conflicted between use and attitude
 - Across market segments, still lots of opportunity for growth

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Where is the state of practice?

- Forty-three percent of government web sites displayed privacy policies on their site, up from 28 percent in 2001.
- Thirty-four percent now have a visible security policy, up from 18 percent last year.
- Six percent of sites have restricted areas and one percent have areas requiring payment for entry
- There was a substantial drop in government responsiveness to e-mail queries.

Primary source: Taubman Center at Brown University

Challenges from the State of the Practice Research

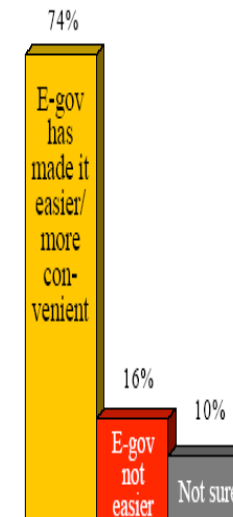
- Top Barriers
 - Lack of technology/web staff
 - Lack of \$\$
 - Security issues
 - Lack of technology/web experience
 - Issues regarding privacy
 - Issues regarding fees
- Data from ICMA e-government surveys for 2000 & 2002

Opportunities

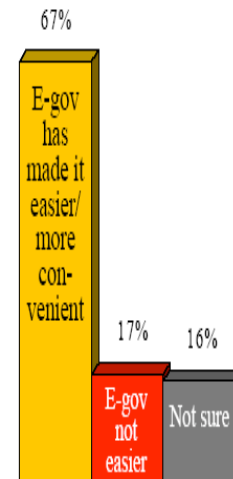
- Private & public sectors continue to innovate
- New product offerings improve customer and distributor satisfaction (Michigan & IRS data)
- Public demand and comfort level may be quite consistent with agency offerings to customers (G2C)

E-gov Users Say It Makes Information And Transactions Easier

Staying informed about government services



Conducting transactions with the government

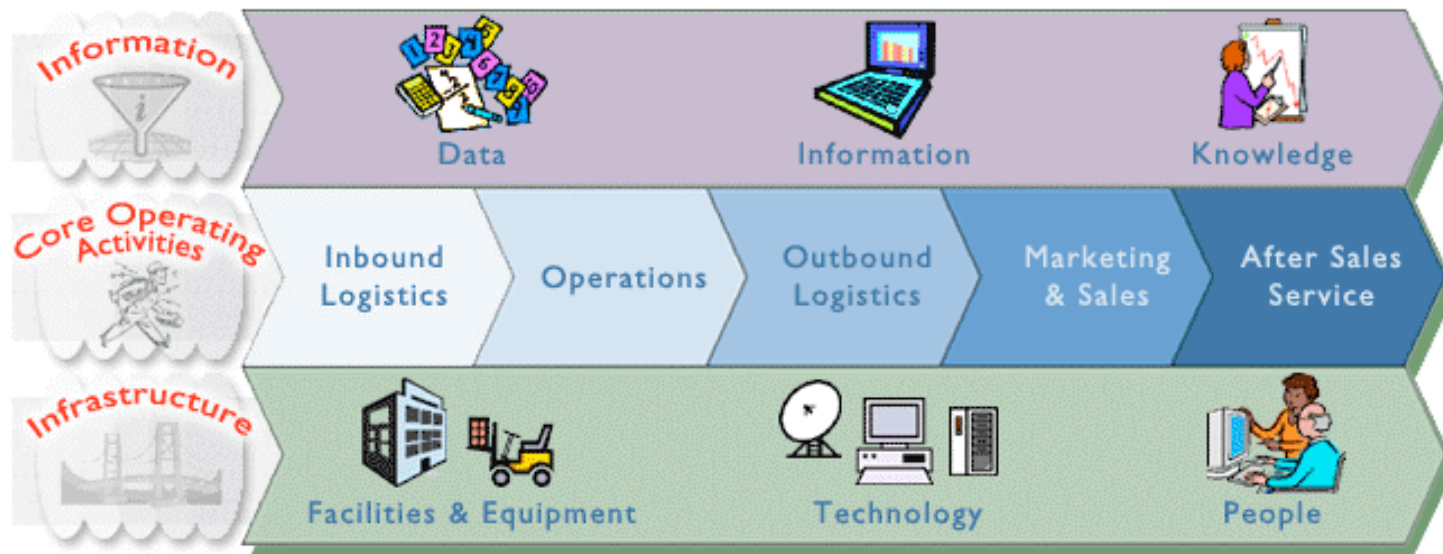


Analyzing the Value Chain for IT Opportunities

- Value Chain analysis is one way to evaluate how to increase product adoption.
- An organization's value chain is the series of interdependent activities that bring a product or service to the customer
- Analysis divides the organization activities into the technologically and economically distinct activities it performs to do business
- For e-government, both government and private sector intermediaries are part of the value chain.
- Implication is that government is often not the most important influence in product acceptance

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The Value Chain Defines Industry Structure and Relationships



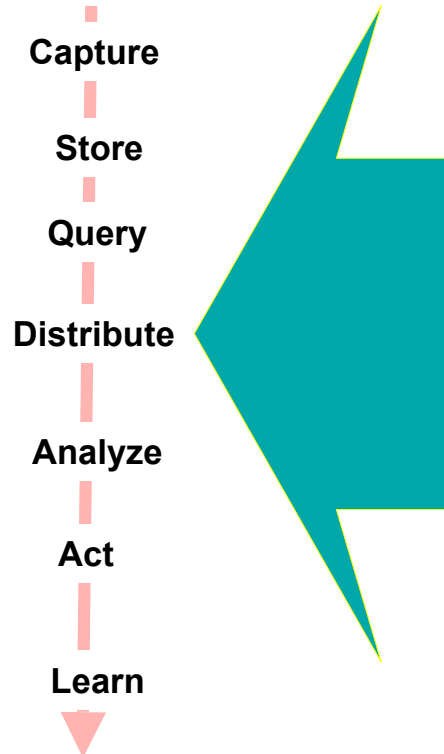
Source: Applegate, Lynda M., Robert D. Austin, and F. Warren McFarlan., *Corporate Information Strategy and Management* Burr Ridge, IL: McGraw-Hill/Irwin, 2002.

Introduction Figure I-2
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OMB View on Process and Benefits From e-Government

[Federal e-government Strategy home page](#)

e-Government opportunities create benefits throughout the Information Value Chain



•Reduce burden (for example, applying on-line for services, submitting data and payments on-line)

•Reuse information, consolidate data bases, and unify islands of automation to reduce maintenance and usage costs

•Publish information to devolve governance to local community

•Improve knowledge management to improve decisions, yielding better service, faster and at lower costs

The Future of E-government

- How do we engender the trust of today's users?
- How do we make sure that government organizations build and maintain the capacity to support and grow e-government?
- How do we find mutual self-interest in a growing market?