Web X.O
Priority Action Team
Final Report

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Interesting Web 2.0 Stats

- 302 Million Smartphones Sold Worldwide in 2010
- Over 10 Billion Apps Downloaded (1/2011)
- 52% of Smartphone users use their phones for personnel use
- 25% of U.S. mobile web users are mobile only
- Facebook has more than 500 million users - spending over 700 billion minutes per month on Facebook
- Over 200 million active Twitter users – generating 65 million tweets per day
- Average age of someone who tweets? 39
- Over half of feds use Facebook for "work purposes."
- 46% of federal employees allowed to use social media at work – up from 20% in 2010

Web X.0 – Why Should Government Care?

- **External Customer Demands**
  - Speed, transparency and "instant access"
  - Data presented "my way"

- **Internal Customer Demands**
  - New ways of working and accessing information
  - Work is most often not conducted behind a desk

- **Budget Reasons**
  - As access channels and rates increase, cost efficiencies from reduced face-to-face interaction increase
  - Maintain or improve access to resources / services while still controlling costs

Challenges

- "To Infinity and Beyond"
  - The universe of Web 2.0 technologies can be huge, ranging from apps to virtual environments
  - Group identified numerous technologies and then ranked them to create a list of tech to focus on
  - Result was a list on 21 types of Web 2.0 tech to research

- An Orange is an Orange is an Apple
  - PAT had diverse backgrounds with IT, communications staff, developers and Web coders
  - Had to develop "common" language to make sure everyone was talking about the same technologies

- What has worked? Innovative Web 2.0 Deployments
  - PAT members gathered examples of the best Web 2.0 deployments we could find regardless of the type or product or the developer
  - PAT focused on function of products and how the tool integrated into technology and systems
  - Examples

PAT Web X.O Universe

- Audio & Podcasting
- Blogs
- Collaboration Software
- Component / Service Based Software
- Data Visualization Tools
- Gadgets
- GIS (web-enabled)
- Mashups
- Mobile Apps
- Photo-Sharing
- RSS and other simple formats for data publishing, including podcasts and other multi-media formats

- Social Networking Sites
- Social News Sites
- Semantic Web
- User Tagging and Social Bookmarking
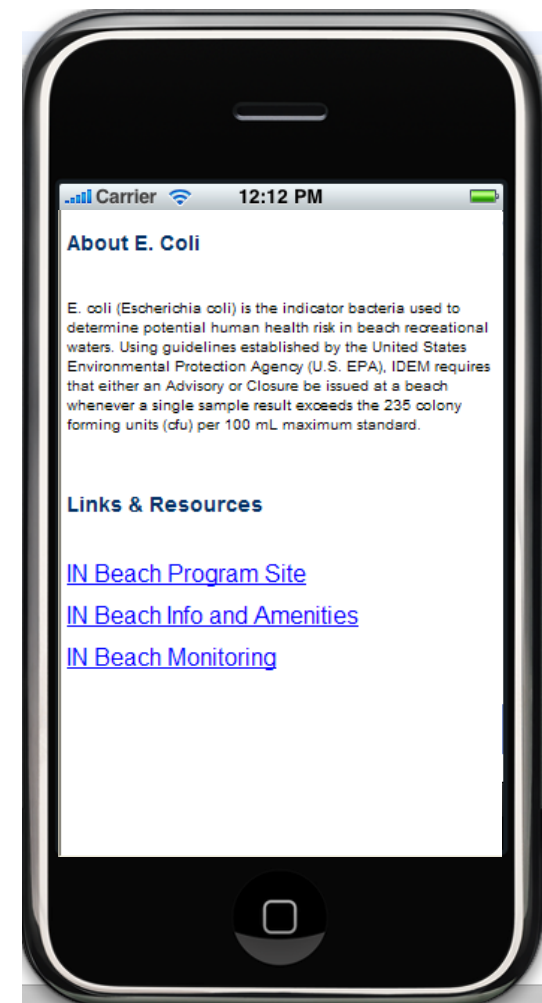- Video-Sharing
- Virtual Worlds
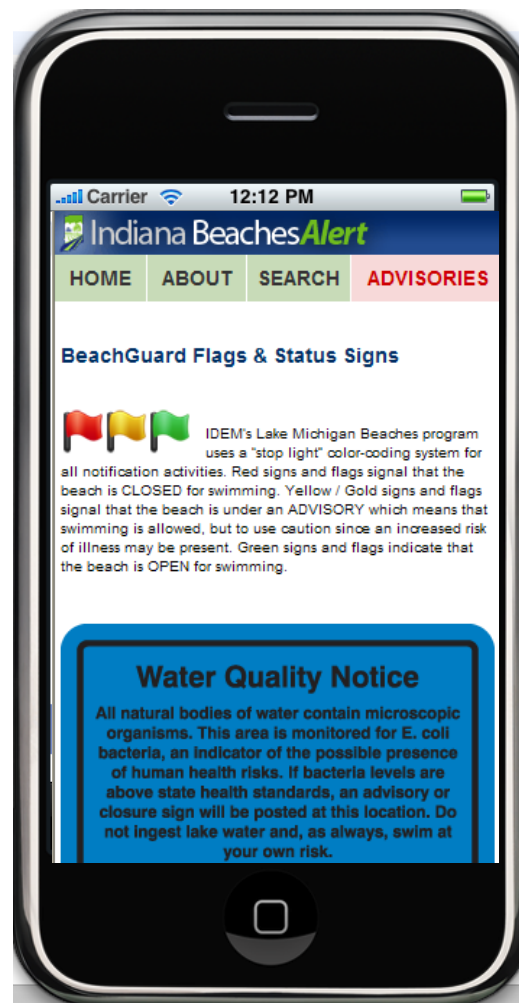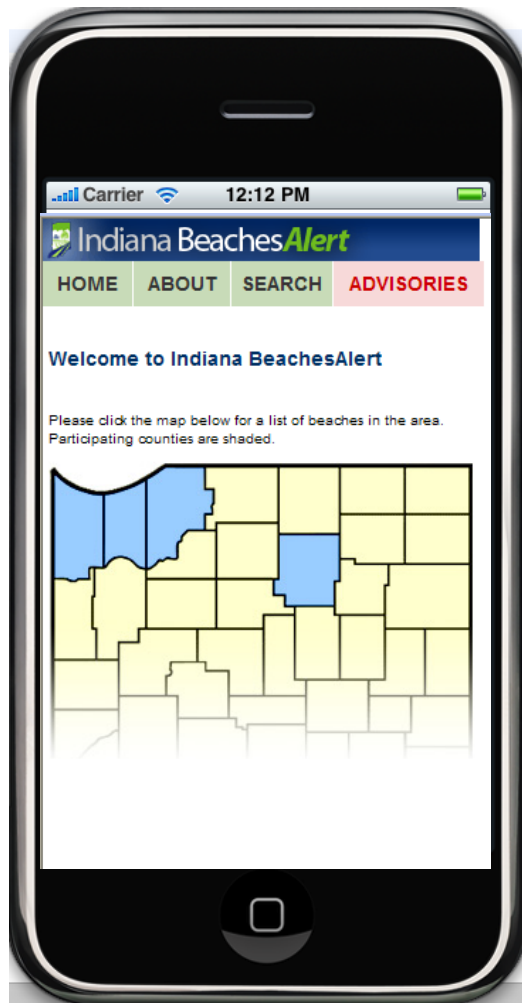- Web Services
- Webinars/Webcasts
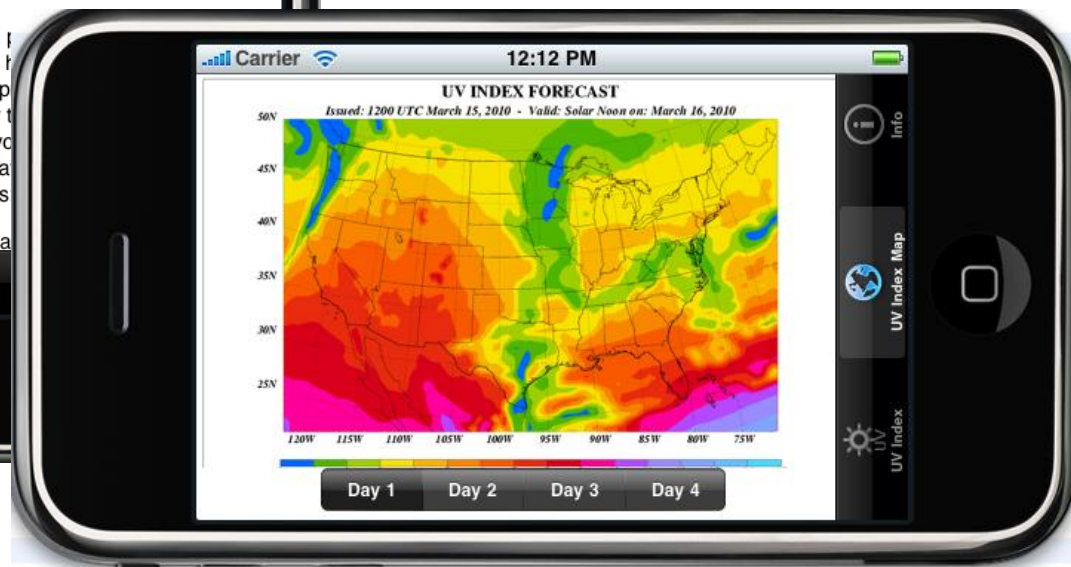- Widgets
- Wikis

- Example -
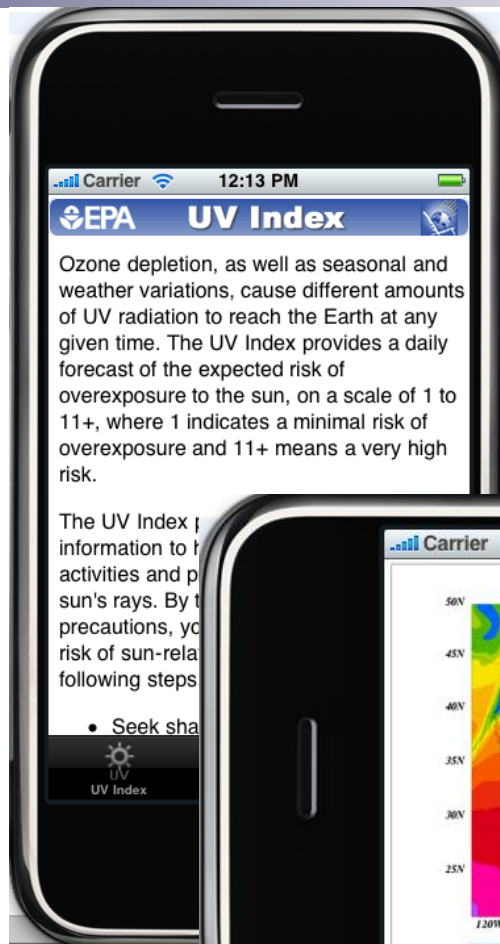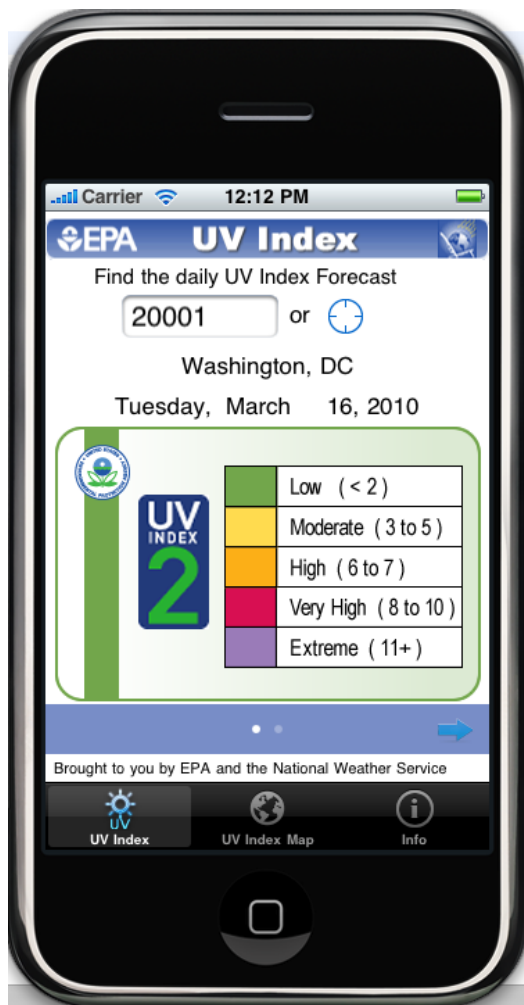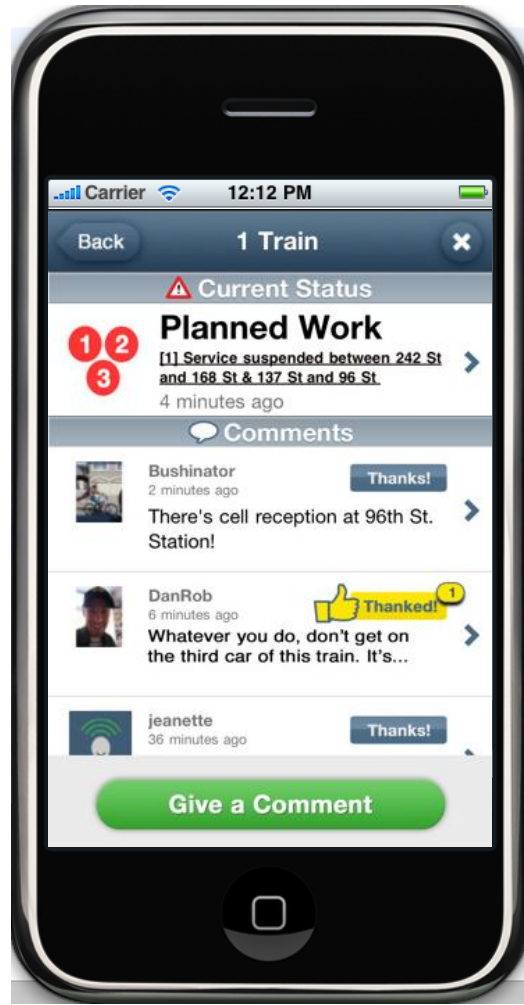# Boston's Citizens Connect

- Example -
Indiana Beaches Alert

- Example -
EPA's UV Index

• *Mobile Apps* - iPhone, Blackberry, Android, & mobile web
• *Gadgets* - Google & Windows 7
• *Widget*
• *Facebook App*

- Example –
Web 2.0 Open Government Competitions

NYC BiggApps
Winner - Roadify

Datasets used

- MTA Bus Data

- MTA Subway Data

- DOT Real-Time Traffic Speed Data

- User commentary

What We Found Along the Way

- No, that's my information!
  - Sources don't often share information about new applications or projects. This creates an information vacuum and means agencies often "rework" problems and spend time, money and human capital unnecessarily.
  - PAT members favorite past time was sharing what we found about new apps, tools and policies and who was doing what within our respective areas.

- Where / How to Start
  - Most daunting task for agencies is just getting started with the technology; who do you talk to and how do you get expertise or a vendor.

- Where is the Help Feature?
  - Knowing who to ask for help and making sure information is accurate is difficult;
  - No one resource for simple questions like "Native App vs HTML 5".

Products

- Environmental Agency Function Matrix
  - Allows users to see how Web 2.0 tools can fit into the toolboxes of environmental agencies based on common processes and functions such as compliance assistance, pollution prevention, etc. Users can see how technologies could be applied.

- Web Tools Definitions Matrix
  - Provides short definitions of the Web 2.0 technologies to help potential users (non-techies) better understand how tools can be used, put in place and implemented.

- Web Tools Inventory Matrix
  - Provides potential users an inventory of examples of tools currently being used / developed by agencies.

Recommendations

- Establishment of a Managed, Interactive Web X.0 Community
  - Allow Web masters, developers and IT staff from local, state and federal agencies to interact via chat, video and blogging
  - Establish and maintain a "spotlight" listing of new project deployments at agencies and include resources and contacts
  - Create a "Resource Bank" where agencies can post code or information about specific applications, sites or tools they have developed and are willing to share including implementation details or hurdles
  - Establish a developers tool kit that would help guide agency policy establishment, advise on development paths; assist with legal questions, answer "what you need to know to get started" and serve as a tool box for environmental agencies
  - Work with agencies to develop and enhance current tools

Questions?