



2009-2012 eGov Strategic Plan

State of Utah



July 2009: A Brief Assessment of Where We Are



A new flashy Utah.gov portal



Greater public collaboration with Web 2.0



Growing use of multimedia with a new multimedia portal



Over 140 government-related Twitter feeds in Utah

Some comments about the new Utah.gov:



[smerrell](#) Ooh very impressed with **utah.gov** I hope more states learn from this.



[Adrielhampton](#) <http://www.utah.gov> isn't just informative, easy to navigate, but attractive as well. Major kudos!



[jake_brewer](#) I am drooling at the beauty. Anyone who cares about citizen engagement needs to go <http://www.utah.gov> right now.



[timoreilly](#) **Utah.gov**: "people should not have to take a civics lesson to learn how to get the services they need."



[bashley](#) Looks like Utah has really kicked the [#gov20](#) bar up a notch or three.



[staceywalker](#) **Utah.gov**: This is the Portal you've been waiting for: State portals have never looked, or acted, like this.



[SocialBttrfly](#) Utah has got it going on.

Now, we need to build on this



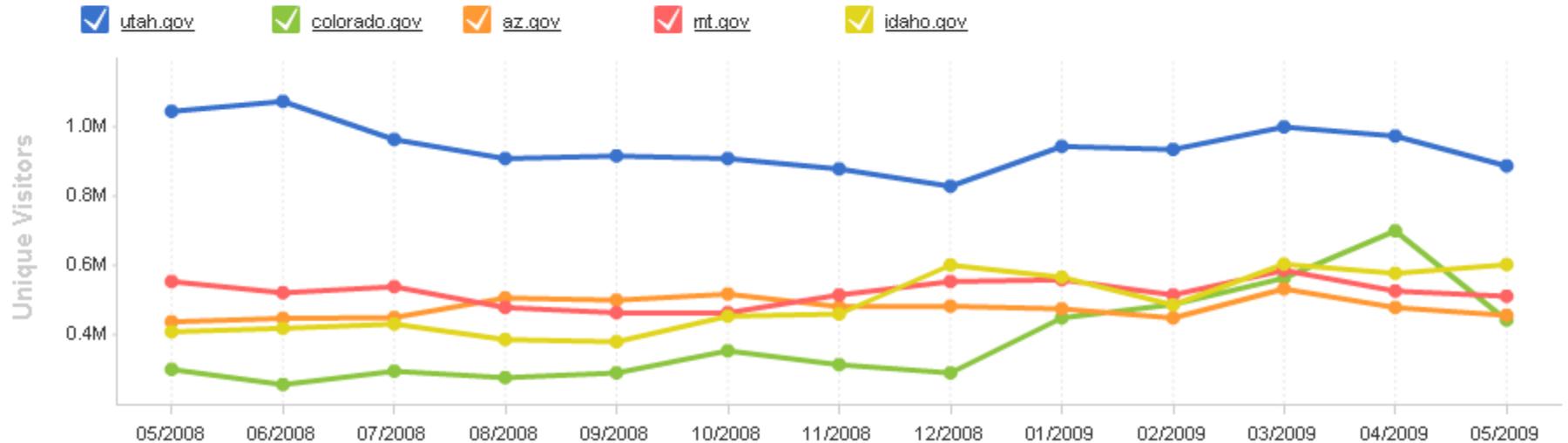
Data.utah.gov

- The first state data portal
- Fed CIO Vivek Kundra has asked all states to follow Utah's lead
- CA, ME, and RI have already created data sites

Unique Visitors

7D 30D 3M 6M 1Y 2Y

Export CSV Embed Graph Permalink



Still highly popular as a state government domain, but visits have declined slightly from a record year in 2008.

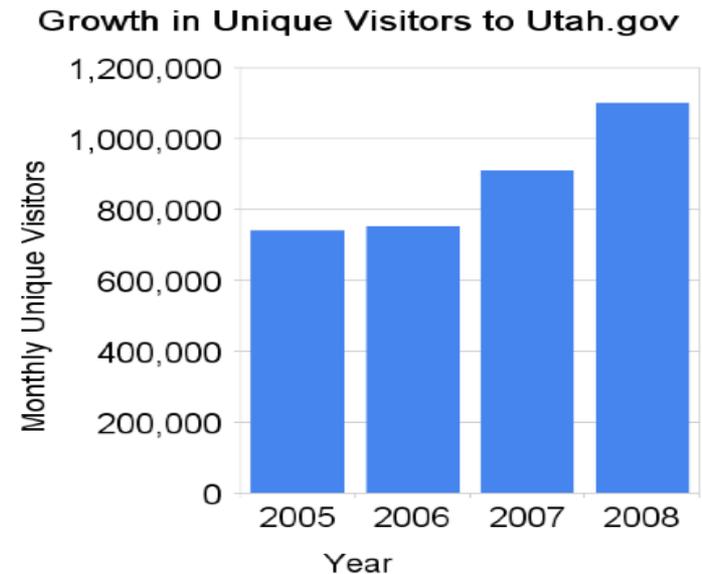
January 2010 Update

- Utah.gov recognized as Best of the Web in 2009 by Center for Digital Government
- Many outstanding new agency sites, including Wildlife, Corrections, and Arts & Museums
- Visits increase during last half of 2009 over 2008
- 51 new online services added to Utah.gov database in 2009
- New mobile apps and services added
- Online job referrals through jobs.utah.gov busts all previous records for an online service



Goals and Objectives

Increase the use of Utah.gov to an average of over 1.2 million unique visitors in 2009 and 1.3 million unique visitors in 2010 as measured by Quantcast



Improve the citizen experience as measured by user surveys

During the period 2007-08, the State established consistent feedback structures for evaluating user experiences associated with many of its online services. Overall, the response was a fairly high level of satisfaction with these services. Overall utilization of online services during the period also increased significantly.



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Ensure over 80% compliance with Utah.gov web standards

In 2007, the State developed a very significant Web Standards document that supported new ways to use the web for the business of government. A process for updating and maintaining the standards was also implemented. The standards have undergone two revisions since first release. The state web standards support common navigation and appearance standards which support a certain degree of consistency for users while still allowing agencies and designers the ability to innovate. Utah's implementation of web standards has helped users have a more consistent experience and made it easier to navigate the entire site. With over 3 million pages of content, the ability to navigate becomes increasingly important.

- We are working to develop mobile web presentation standards
- Central resources will be available to help agencies adapt their sites to the mobile web



- **New standards approved by ARB in June**

- **Web Analytics** **September 1, 2009**

The standard allows the state to improve the collection of data to improve the planning and support of state websites.

- **Web Training Platform** **July 1, 2009**

The standard platform for Web training learning management systems is Moodle 1.95 or greater. The approved standard allows agencies to begin use of hosted Moodle services for web training sites. Use of the product will be available as a special billing subscription for the service based upon the number of anticipated users an agency requires.

Internet Collaboration Tool Standards were approved by the Architecture Review Board. The standards for Internet based collaboration tools include:

- **Blogging:** Blogger <http://www.blogger.com/home>
- **Bookmarking - Shared:** del.icio.us <http://delicious.com>
- **Calendars - Shared:** Google Calendar <http://calendar.google.com>
- **Community Network:** Ning <http://www.ning.com>
- **Data Sharing and Analysis:** Swivel <http://www.swivel.com>
- **Document Collaboration:** GoogleDocs <http://docs.google.com>
- **Mapping:** Google Maps <http://maps.google.com> Yahoo Maps <http://maps.yahoo.com> Live Search Maps <http://maps.live.com>
- **Micro Blogging:** Twitter <http://www.twitter.com>
- **Productivity and Collaboration:** ZoHo Suite <http://www.zoho.com>
- **Photo Sharing:** Flickr <http://www.flickr.com> and Picasa <https://www.google.com/accounts/ServiceLogin?service=lh2>
- **Presentation:** Slideshare <http://www.slideshare.net>
- **RSS Feed Management:** Google Feedburner <http://feedburner.google.com>
- **RSS Reader:** Google Reader <http://reader.google.com>
- **Surveys:** Survey Monkey <http://www.surveymonkey.com>
- **Video Sharing:** YouTube <http://www.youtube.com>
- **Wiki:** WikiSpaces <http://www.wikispaces.net>

The screenshot shows the Utah.gov website's Multimedia section. At the top, the Utah dot gov logo is on the left, and navigation links for Government, Residents, Visitors, Business, Employment, Education, About, and Online Services are in the center. On the right, there are links for Subscribers (24/7), Help, and Font Size (A A). Below the navigation is a 'MULTIMEDIA' header with a play button icon and a 'CHANGE THE CHANNEL' dropdown menu set to 'Featured Videos'. A breadcrumb trail shows 'Home > Multimedia' and a link to 'Subscribe to the Featured Videos Channel'. The main content area features a large video player with a play button and a progress bar. To the right of the player is a list of featured videos: 'Utah: A State of Opportunity', 'Center for Persons with Disabilities', 'MRC Spot.wmv', 'Interview with Leigh von der Esch', and 'University of Utah Health Care'. Below the video player is a 'Multimedia Links' section with a list of links to various content.

utah dot gov THE OFFICIAL WEBSITE FOR THE STATE OF UTAH

Subscribers 24/7 Help Font Size: A A

GOVERNMENT RESIDENTS VISITORS BUSINESS EMPLOYMENT EDUCATION ABOUT ONLINE SERVICES

MULTIMEDIA CHANGE THE CHANNEL Featured Videos

Home > Multimedia Subscribe to the Featured Videos Channel

Utah: A State of Opportunity
Created for, and video permission granted to The Salt Lake Tribune by, the Utah Governor's Office of Economic Development.

Center for Persons with Disabilities -
<http://www.adventureactive.com/cpd.html>
:30 spot done for a campaign to encourage employers to hire people with disabilities

MRC Spot.wmv
30-second spot to help recruit volunteers for the Medical Reserve Corps programs in Utah.

Interview with Leigh von der Esch
http://www.utahpulse.com/featured_article/video-leigh-von-der-esch-managing-director-utah-office-tourism

University of Utah Health Care
University of Utah Health Care Aimed

Multimedia Links

- [Center for Persons with Disabilities Featured Media](#)
- [Daily Avalanche Advisory from the Utah Avalanche Center](#)
- [DWR's weekly radio](#)
- [Governor's 2008 Utah Economic Development Summit](#)
- [Governor's Monthly News Conference Videocast](#)
- [Utah Arts Audio and Video](#)
- [Utah Attorney General's YouTube Channel](#)
- [Utah Education Network NetNews Podcasts](#)
- [Utah Coalition for Educational Technology innovation videos](#)
- [Utah House Floor Debates](#)

Make the business of government more efficient

In 2008, Utah was one of three states to be named "Best Managed" by Governing Magazine following an extensive survey and analysis. Technology and e-Government have been a key component to enabling the efficient delivery of government services.



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Increase the effectiveness of web-based interaction between government and citizens

Social media, multimedia, and other technologies are creating new venues for interaction between citizens and government. In 2003, Utah was the first state to implement online 24x7 chat support. Thousands of Utahns have used this channel to ask questions and receive answers about Utah government. In 2007, the state created a standard feedback form that was pushed to dozens of services. Feedback is analyzed to improve the quality of those services.



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Increase the effectiveness of web-based interaction between government and citizens

In September 2009, the Utah Technical Architecture Review Board approved statewide social media guidelines. Utah is the first state to have this in place.

In April 2009, Utah also approved standards for internet-based collaboration tools.

2009 Social Media Outcomes for Utah Government

twitter



Over 160 Twitter Feeds



Over 60 Facebook Sites

You Tube™

Hundreds of new YouTube Videos / Integrated with
State Multimedia Portal

New Social Media Guidelines Approved

What's Next?

Agency Use of Social Media is Dramatically Increasing

- Connecting with citizens
- Sharing events
- Posting news
- Secondary chat channel
- Cross-Agency collaboration

The screenshot shows the Facebook profile of the Utah Department of Natural Resources (DNR). The page includes a cover photo with the DNR logo and a navigation menu with options like Wall, Info, Photos, Discussions, Boxes, and Notes. Below the navigation is a text input field for posting and an 'Attach' button. The main content area displays several posts from the DNR, including news about bear pursuit changes, hunting and fishing guidebooks, and record fish caught in Utah. The page also features an 'Information' section with contact details and a 'Fans' section showing 6 of 373 fans.

Create and support dynamic communities of interest in support of governmental functions.

These communities may consist of government agencies at the state, local, and federal levels, interested citizens, Utah businesses, and public or higher education.

Improve the flow and efficiency of government processes.

Identify common processes and determine the need for web services and components needed at the enterprise level. Provide a directory and governance structure for managing SOA and WOA services.



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Create interoperability between currently siloed services and systems.



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**Create opportunities for new integrated services
that add value to government operations**

Ensure that Utah's role as an e-government leader promotes and supports the development of a dynamic, creative business environment

In 2009:

- November: Milken Institute ranks Salt Lake City third best in the country for economic activity; Forbes ranks Logan City the 14th best place to start a business.
- October: Utah is ranked 10th in the nation for its state business tax climate.
- September: Forbes ranks Utah the third best state for business, while Business Facilities magazine ranks Utah the fourth best business climate.
- July: CNBC ranks Utah one of the top states for doing business, and Moody's ranks Provo/Orem area in the top 23 metros for recovery from the recession. Also in July, Utah is recognized as the state with the best economic outlook.



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Ensure that Utah's integration into virtual world environments is coordinated and successful

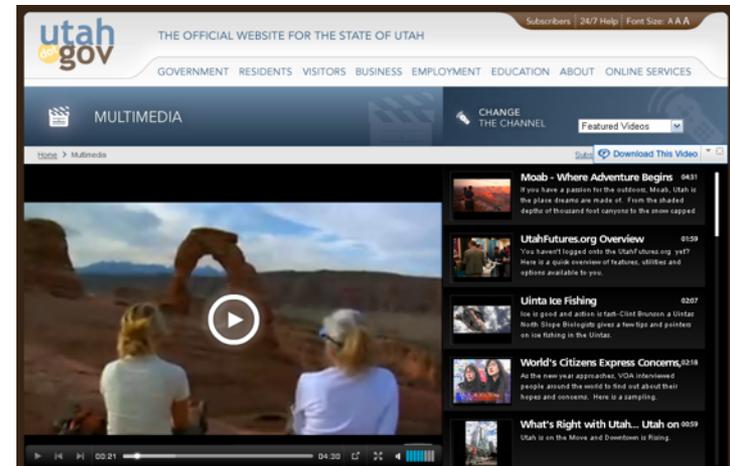
The U.S. government has created the Federal Consortium for Virtual Worlds as a forum to explore interest in government use of virtual worlds, best practices and policies, shared repositories, and networking. Several states and agencies have utilized virtual environments such as Second Life to conduct real world activities such as job interviews. Alabama has created Virtual Alabama as a tool to manage real world homeland security and emergency response scenarios. Virtual world technology has progressed sufficiently such that it is time to explore potential benefits that the State of Utah might glean from the use of this technology. see *Government in 3D: How Public Leaders Can Draw on Virtual Worlds*, David C. Wyld, IBM Center for the Business of Government, <http://www.businessofgovernment.org/pdfs/Wyld3dReport.pdf> This use should be coordinated among all agencies, however, in order to maximize the benefit and not done in silos.

Develop strategies and standards for dynamic multimedia on the web

In 2007, Utah implemented the first statewide multimedia portal with Utah GovCast. Since that time, the portal has added over 30 unique channels of video and audio content along with search access to over 200 videos. During the next biennium, we will update the multimedia portal to be even more dynamic and informative as well as analyze user interest in content types.



In September 2009, the Utah Multimedia portal was recognized for excellence by Government Video Magazine





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Provide an organized strategy for sharing and reuse of state-developed web services and semantic systems

The state has tremendous opportunity to create added value to citizens by identifying systems and services that have common users and beginning to link them together. For example, when a person is updating the address on his drivers license, why not allow them to update it on any of the other systems that have his/her identical information? Or provide them with links to other related services and upon approval, pass any necessary information to the new service? In 2010, we will create a services governance structure that will provide coordination and analysis of this issue and initiate a strategy to begin linking services together.

Coordinate and promote the development of composite applications and mashups

Agencies throughout state government have begun using mashups as an effective way to deliver content and information to citizens. Generally, the mashup will combine external information from the internet with information that is uniquely provided by the agency.

- UDOT's Commuterlink combines incident information, dynamic road sign data, traffic speeds, and live camera feeds with Google maps to provide a service that gives users control of the traffic information they wish to see. This service is particularly popular on bad weather days or when accidents have made traveling more difficult.
- The Department of Natural Resources merges fish catch information with Google maps to produce its "Fishing Hotspots". This service helps fisherman find the best fishing spots at any given time of year.



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Develop a platform for sharing of common government web services and toolkits

The State of Utah needs a directory of web services.



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Implement streaming video of public meetings and integrate with PMN

Members of the Legislature have encouraged DTS and agencies to provide streaming media of public meetings and other important events.

Effectively address the issues associated with maintenance of cross-agency portals.

Utah needs a better coordinated governance structure for cross-agency portals and a way to manage them collaboratively using web-based resources. This should also include services that are or should be more integrated across agency borders.



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Prepare state services in a way that supports digital convergence with individual preferences for personal computing and social networking

Increasing, Utah citizens are participating in the global web to find new ways to personalize their online experience. Large numbers belong to social networks which enable collaboration and communication to occur within whatever context they may choose. Programming interfaces support the delivery of services within user-created or user-selected environments.



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Perform an assessment of organizational capabilities for information sharing, identify organizational weaknesses and create a plan to eliminate or reduce those weaknesses.



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Reduce the infrastructure and support costs associated with the delivery of online government.

- New in 2009