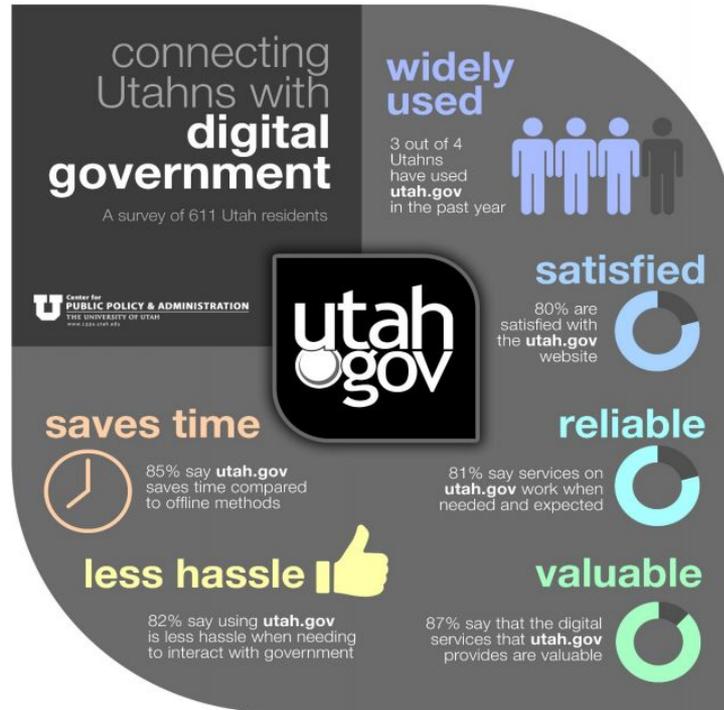


# 2015 Digital Government Report

January 2016



# Utah.gov: Connecting Residents and Government, April 2015 Report

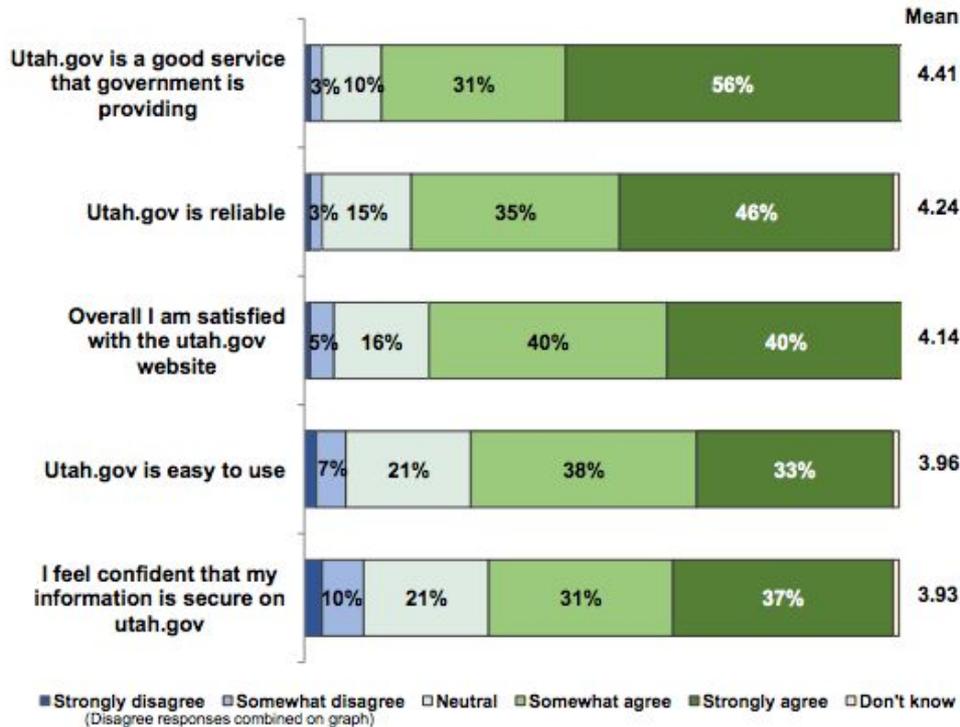


# Thinking about the last time that you accessed Utah.gov – what was the purpose?

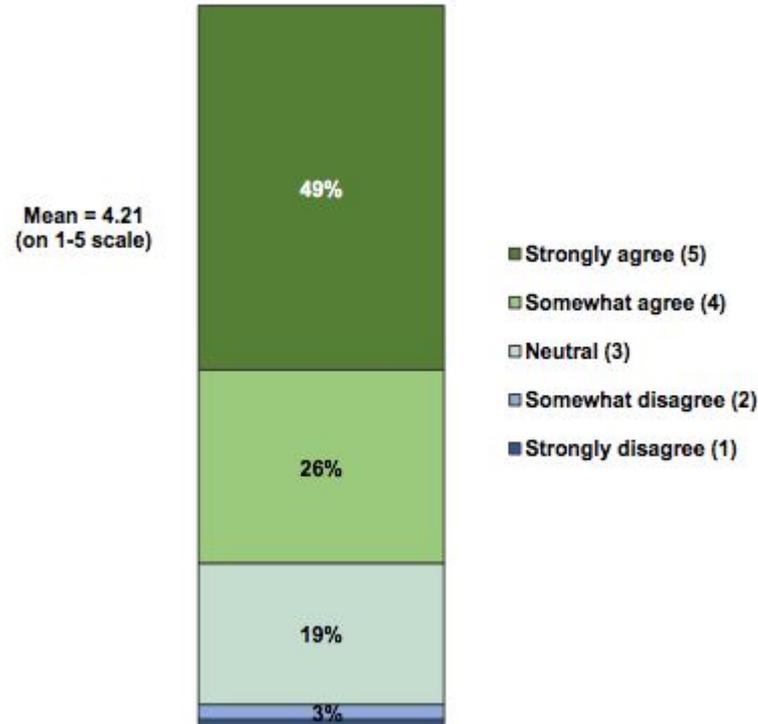


Vehicle registration / titles / plates, etc.	32%
Camping / hunting / fishing information	13%
Voting / legislative information	11%
Licensing / registration / etc.	8%
Dept. of Workforce Services / job search / food stamps	8%
Taxes	6%
Other local information	3%
Business or professional license	3%
For work purposes	3%
Medicaid / healthcare	2%
Judicial / legal	2%
Entity search	1%
Other	5%
Don't know/no response	3%

***Thinking about your overall impressions of Utah.gov – whether to get information or use its online services – please rate your agreement with the following statements. Use a 1-5 scale with one meaning you “strongly disagree” and five meaning you “strongly agree” with the statement.***



# Expectation that the state will continue to improve the Utah.gov site.



PREVIOUS STORY Education author Greg Toppo discovers gravity of games

NEXT STORY NASCIO leaders lobby feds on cyber, grants and FirstNet

## Utah debuts advanced mobile-centric Web portal

By Wyatt Kash - Friday, May 01, 2015 - 9:45 am



**The Data Explosion: Strategies for State, Local and Education IT Management**

January 14, 2016 • 1:00-2:00 PM EST

Register Now

Sponsored by Hewlett Packard Enterprise, Intel, and StateScoop

Utah has unveiled its latest vision for delivering 1,100 state agency services online with a new mobile-centric, data-driven website that officials say will deliver what customers are looking for more accurately than ever before.

The newly designed Utah.gov, which went live Thursday, was engineered from scratch to deliver a richer experience for mobile users first and then adapt to desktop viewing, rather than the other way around, according to Utah Chief Technology Officer David Fletcher.

"We know the number and complexity of devices is growing," Fletcher said in an interview with StateScoop earlier this week. The amount of government services Utah now offers to residents and business owners has also grown dramatically in recent years, as has its catalogue of content, which now tops 30 million pages. The website routinely attracts 1.5 million unique visitors a month.

That led the website's designers, NIC's Utah Interactive subsidiary, to simplify the front end that visitors see, while boosting the capabilities of the back end — built using Java — to analyze users' actions on different platforms and deliver more useful results.



A 2013 study found 86 percent of business owners said Utah.org makes it easier to do business in the state.

The Web portal makes use of a master index of government services that has been enhanced by years of user search data, according to Sara Watts of Utah Interactive.

"There's a lot we don't have to do intuitively anymore. We can see what percentage of people are coming to the site ... and the top 100 search terms on down," Watts said. That was an important aspect of the new design, she added. "Using master index data helped us show people the services they wanted to get to,





**404,944,567 Page Views  
on Utah.gov  
in 2015**

# Top 10 Utah.gov Subdomains for 2015



1. [Secure.Utah.gov](#)
2. [Jobs.Utah.gov](#)
3. [Tax.Utah.gov](#)
4. [Le.Utah.gov](#)
5. [Schools.Utah.gov](#)
6. [DMV.Utah.gov](#)
7. [Health.Utah.gov](#)
8. [Wildlife.Utah.gov](#)
9. [UDOT.Utah.gov](#)
10. [Geology.Utah.gov](#)

# 2015 Online Services: Adoption Rates

Annual Business Renewal	96%
DOPL Professional License Renewal	93%
One-Stop Business Registration	51%
Trademarks	72%
UHP Safety Inspections:	Over 150,000/mo.
Driver License Renewal:	Over 18,000/mo.
Online Warrant Search:	Over 44,000/mo.

# Golden Bridge Awards 2015



Utah.gov

Best Website of the Year  
(2,500 or more Employees)

Gold Winner



<http://www.goldenbridgeawards.com>



# 2015 Digital Government Awards



## 2015 Awards



The Center for Digital Government recognized Utah.gov as the second place award winner of *Best of the Web*. The award recognizes state websites for outstanding innovation, functionality, productivity, and performance.



Utah.gov was honored with a *Gold Stevie Award* in the website category from the American Business Awards. The Stevie honors and publicly recognizes the achievements and positive contributions of organizations and working professionals worldwide.



Utah.gov's *Public Notice Social Media Integration* was recognized with a *Digital Government Achievement Award* sponsored by the Center for Digital Government in the Government-to-Government category. DGAA recognizes outstanding government online applications.



Utah.gov's *Economic Development Map* was recognized with a *Digital Government Achievement Award* sponsored by the Center for Digital Government in the Government-to-Business category. DGAA recognizes outstanding government online applications.



The *Utah Hunting and Fishing Mobile App* has been selected as an *Honorable Mention award winner* in the *Consumer Software (Including Social Media and Mobile Apps)* category of the 2015 Utah Innovation Awards.



Utah.gov has been selected by The Academy of Interactive and Visual Arts to receive a 2015 *Communicator Award*. The *Communicator Awards* is the leading international awards program recognizing big ideas in marketing and communications.



Utah's *Fiscal Note Agency Response System* was awarded a *Government Computing News (GCN) Award*. The GCN Awards recognize outstanding IT achievement in government and the degree to which a project has transformed an agency's ability to operate more efficiently or serve the public more effectively.



Utah Hunting and Fishing was selected as a finalist for *Outstanding Achievement in the Field of Information Technology* in the *Information Communications Technology (ICT) Innovations* category. The *National Association of State Chief Information Officers (NASCIO)* honors outstanding information technology achievements in the public sector.



The *Open Data Catalog* has won *Best Government Online Ad*. The *Web Marketing Association* is an independent organization founded with the purpose of evaluating and recognizing the standard of excellence on the *World Wide Web*.



Utah.gov has been awarded the *Best in Class award*, the highest honor bestowed by the *Interactive Media Council*. The *Interactive Media Awards* recognize the highest standards of excellence in website design and development and honor individuals and organizations for their outstanding achievement.



The *Utah Division of Wildlife Resource's mobile Hunting and Fishing application* was chosen as a *Top 30 finalist* for the *Igniting Innovation 2015 Showcase and Awards*.



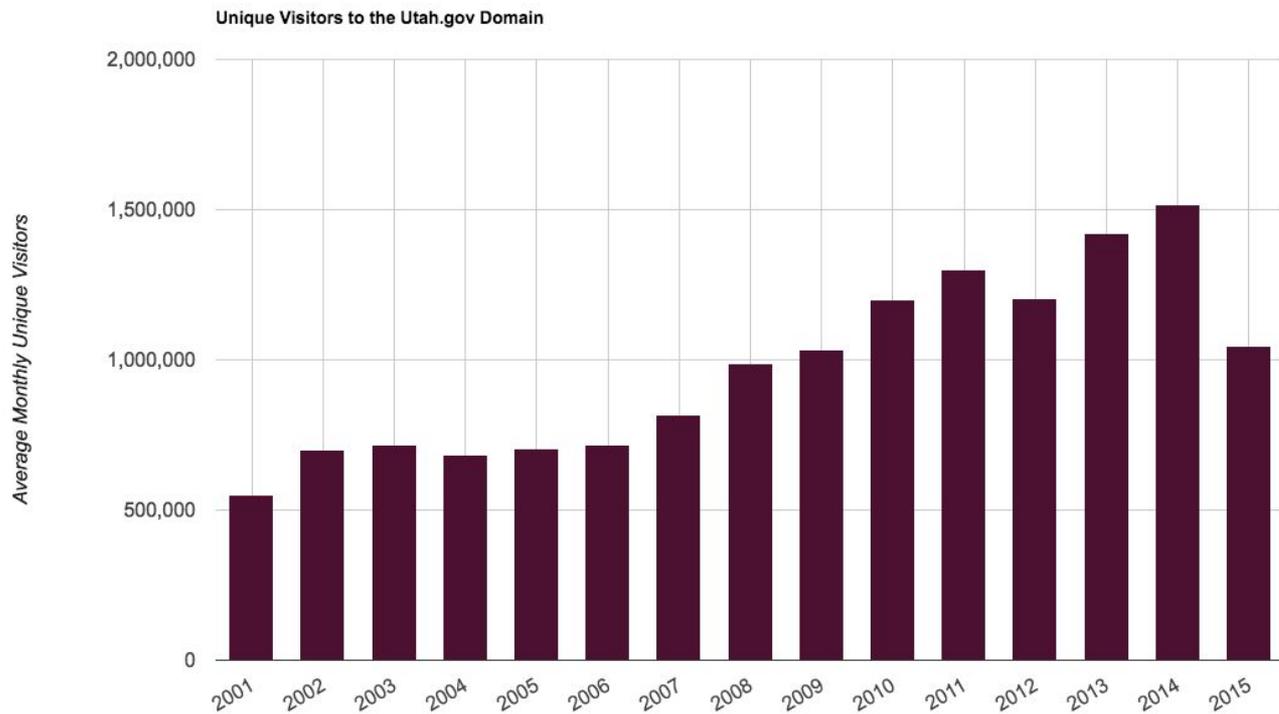
The *Horizon Interactive Awards* recognized Utah.gov with a *Bronze Award*. The 13th annual, international competition had over 1200 entries from 27 countries.

The *Utah Hunting and Fishing Mobile App* was Selected as a top 20 finalist from entries across the nation for *State Scoop's Innovation of the Year 2015*.

Utah Hunting and Fishing has been selected as an *Official Honoree* in The 19th Annual *Webby Awards* in the *Mobile: Services & Utilities (Handheld Devices)* category.

# Accessible Technology

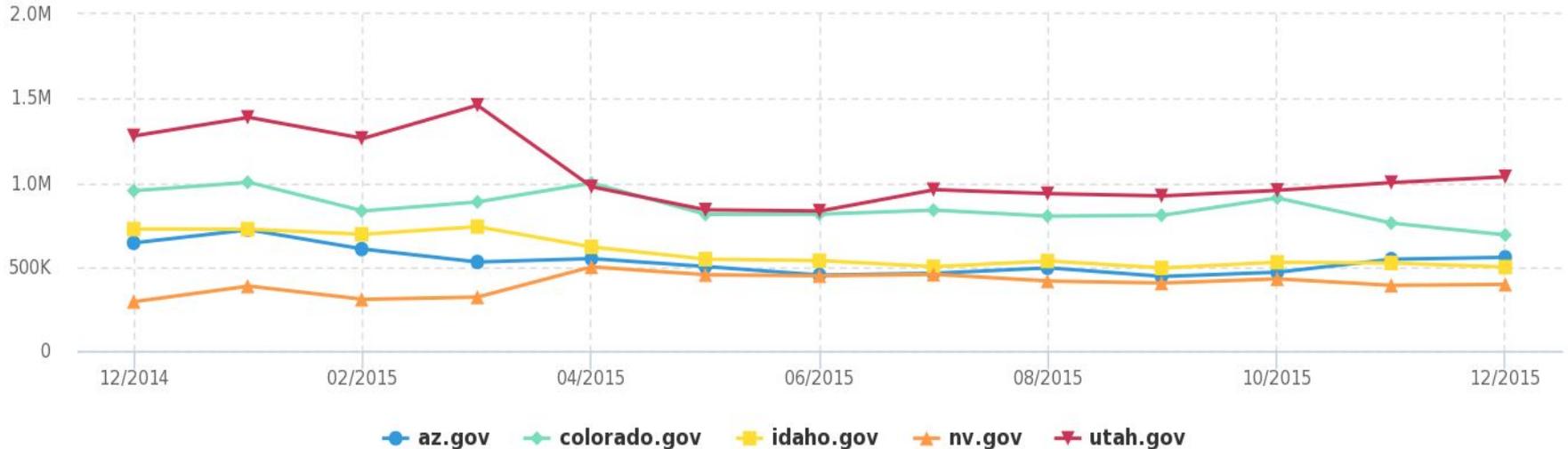
- Legislature passed HB122, requiring the CIO to establish standards for accessibility
- May 21, 2015 - National Federation of the Blind recognized DTS for commitment to accessibility at annual conference.
- Over 70 developers have completed 4-part accessibility training in 2015



**Data from Compete.com**

# Comparison with Surrounding States

## Unique Visitors



# Utah as a Broadband Leader

	State	% Above 25 Mbps	QoQ Change	YoY Change
1	District Of Columbia	22%	7.5%	62%
2	Delaware	17%	40%	30%
3	Utah	14%	19%	16%
4	Massachusetts	13%	24%	36%
5	Washington	12%	14%	9.9%
6	Virginia	11%	24%	39%
7	Maryland	11%	19%	50%
8	New York	10%	19%	64%
9	Rhode Island	10%	20%	59%
10	New Jersey	10%	29%	70%

Figure 17: 25 Mbps Broadband Adoption by State

	State	Q3 2015 Peak Mbps	QoQ Change	YoY Change
1	Delaware	86.6	31%	14%
2	District Of Columbia	80.2	10%	27%
3	Massachusetts	75.8	18%	19%
4	Utah	75.8	24%	27%
5	Rhode Island	75.0	14%	27%
6	Maryland	72.9	9.7%	28%
7	Virginia	72.1	9.1%	17%
8	New Jersey	71.5	9.9%	21%
9	Washington	69.2	4.5%	10%
10	New York	68.6	8.4%	23%

Figure 13: Average Peak Connection Speed by State

	State	Q3 2015 Avg. Mbps	QoQ Change	YoY Change
1	District Of Columbia	19.5	2.7%	34%
2	Delaware	18.5	9.7%	6.3%
3	Utah	16.2	6.4%	9.7%
4	Massachusetts	16.2	5.5%	13%
5	Rhode Island	15.7	3.4%	17%
6	Washington	15.2	2.9%	-7.1%
7	Maryland	15.0	3.2%	22%
8	New Jersey	15.0	5.7%	20%
9	Virginia	14.9	5.3%	2.8%
10	New York	14.8	5.9%	20%

Figure 12: Average Connection Speed by State

# Continue to Grow Open Data



The screenshot shows the Utah Data portal homepage. At the top is the Utah.gov logo and a navigation menu with categories: Government, Employment, Business, Education, Residents, Visiting, About Utah, Connect, Services, Settings, and Support. Below the navigation is a large header with the text "Utah Data" and a sub-header: "Data Utah.gov provides open access to a growing number of publicly available, reusable data sets. This is a resource that will continue to grow. Download the data and start creating your own mashups." To the right of the header are three buttons: "Categories", "All Data Sets", and "Tools". Below the header is a "Utah Data Menu" section with three featured items: "School Reports" with the text "HOW DOES YOUR SCHOOL MEASURE UP?", "West Nile Virus" with a graphic of mosquitoes and the text "WEST NILE VIRUS", and "Asthma Impact" with the text "THE ASTHMA IMPACT" and statistics: "1,000,000 missed work days each year", "10 DEATHS each year", "\$100 MILLION in health care costs", and "150,000" (with a person icon).

The screenshot shows the OpenDataCatalog portal homepage. At the top is the Utah.gov logo and the text "OpenDataCatalog". Below the logo is a search bar and social media icons. The main navigation bar includes "Home", "Catalog", "Tutorials", and "Developers". Below the navigation bar is a section titled "VISIT OUR MICROSITES:" with four buttons: "SALT LAKE CITY", "Coring Soon", "Coring Soon", "Coring Soon", and "Coring Soon". Below this is a large banner with the text "State of Utah Open Data" and "Welcome to Utah's new Open Data Portal". Below the banner is a grid of 16 red buttons, each with an icon and a label: "Social Services", "Public Safety", "Jobs", "Permit & Licensing", "Recreation", "Energy and Environment", "Heritage and Arts", "Business and Economy", "Transportation", "Education", "Government & Taxes", and "Health". Below the grid are four featured data sets with their respective titles and descriptions: "UPLAN and the UDOT Open Data Portal", "DABC Alcoholic Beverage Licenses in Salt Lake County", "Take Our Customer Survey Dashboard", and "Utah's Fiscal Health Dashboard".

# Open Data Portal

- 1,855 datasets
- 3,282,422 page views
- 27,111,324 rows of data
- 140 maps
- 129 charts
- 283 snapshots

## Top Search Terms

- water
- reported diseases
- graduation rates
- air quality
- mining
- property values

# Open Data Portal Outreach

Ongoing outreach, training, and partnerships with:

- Digital Health Services Commission
- State Auditor
- Western Governors
- Higher Education
- Utah Water Users



# 10 Current 2015 Initiatives

1. Utah.gov Refresh 2016
2. Open Data Portal
3. Utah.gov “Doing Business in Utah”
4. Big Data Business Case, “Data-Driven Government
5. Digital Government Summit 2016
6. EDG 2016 Schedule
7. Mobile eGov Strategy, Year 3
8. Internet of Things Strategy
9. DTS Website Refresh
10. Digital State 2016

# 2015 Digital Government Press Releases



Utah Hunting and Fishing Named Best Government Mobile App	January 6, 2015
New open data website sheds light on state government in Utah	January 8, 2015
Utah Mobile App Recognized For Igniting Innovation	March 19, 2015
Utah State Parks Launch New Website	April 20, 2015
Utah Department Of Public Safety Launches New Website	May 18, 2015
Utah.Gov Launches Newly Redesigned Website	June 1, 2015
Utah.Gov Honored As Gold Stevie® Award Winner In 2015 American Business Awards	August 6, 2015
Utah.Gov Honored With Two National Awards	September 14, 2015
Utah.Gov Takes Top Honors Again	October 7, 2015
Department Of Financial Institutions Launches New Website	October 29, 2015
SILVER 2.0 Promotion	UPCOMING
Fiscal Note System wins Excellence.gov Award	UPCOMING
Utah Search & Rescue Program	UPCOMING

# Digital State Survey: Leaders

*“A” Grade: These states are trending sharply up. They show results across all survey categories. Modernization is used to realize operational efficiencies and strategic priorities. There is evidence of meaningful collaboration, and performance measures and metrics are widely adopted.*

- Adaptive Leadership
- Enterprise ICT
- Finance & Administration
- Public Safety
- Health & Human Services
- Transportation
- Citizen Engagement

# Progress in Mobile Design



June 2013

January 2016

22% → 79%

*Working on Mobile Strategy 2.0*

# Mobile Progress



UDOT lets users track snow plows live

**Utah**

- Utah State Parks
- Utah Driver License Practice Test
- UDOT TRAFFIC
- Utah Professional License Lookup
- Utah State Parks Field Guide
- Watch Utah Legislature Bills
- Utah Geosights
- Utah Lawn Watering Guide
- UDOT Citizen Reports
- Utah Air
- Utah Health Rates
- UDOT Walking School Bus
- Utah Hunting and Fishing
- UDOT Click n' Fix
- Amphibians of Utah
- Utah Film Commission
- Utah Jobs
- Hire Utah

# Statewide Social Media Channels



290,595 Followers



36,525 Followers



9,638 Followers



# Citizen Engagement



**Category:** Citizen Engagement

**Winner:** Utah

**Overall Grade:** A

**Runners up:** Mississippi, Hawaii, Arkansas and California

The first state out of the gate with an open data portal in 2009, it's hard to argue with Utah's distinction as tops in citizen engagement. The state offers full visibility into its financial matters, and all meetings where the public's business is discussed. Their next portal update will include a statewide public records request system and an online portal of legislative emails. Utahns now have access to air quality data archives, and the state's Department of Environmental Quality hopes to tap into citizen innovation with a big data contest aimed at improving air quality. Nearly 1,100 online services await citizens at Utah.gov, which save \$13.20 for every online transaction completed. That added up to more than \$831 million in 2012-13. Adoption rates are at 100 percent for online educator license renewal and storage tank certification, while other licensure services are well over 90 percent. Utah's mobile strategy, published in 2013, aims to make state services available regardless of user platform. Since 2013, the number of state sites using responsive design has grown by 500 percent. Utah added a wearable app to its portfolio earlier this year with a public transit app for Google Glass. The state also boasts significant social media engagement, using a searchable master data index to integrate social content with the rest of its online presence. An extensive analytics program helps the state measure how well social media campaigns are influencing metrics like page views and service adoption. One impressive stat, according to the state, is the addition of more than 200,000 Google Plus followers in the past two years.

web 2.0+

State & Local Government Award

Harnessing the Power of Civic Media

Applications were received from cities, counties, and states from across the country. PTI's panel of judges selected these award-winning applications based on their exceptional accomplishments in citizen engagement, innovative technology utilization, accountability, mobile application development and usage, economic development and training and education.

## 2014 State Government Winners are:

### Delaware Division of Fish and Wildlife, Department of Natural Resources and Environmental Control – Hunter & Trapper Registration

What the Judges Noticed: The department's application displayed an impressive use of mobility, technology, and database utilization to improve daily operational efficiency, and to improve customer service.

### Utah – Google Apps, Google Plus, Google Hangouts

What the Judges Noticed: The judges highlighted that by using Google+ social media, Utah is able to drive more use and participation of its technology services, adding 10,000 new followers per month with an excellent integration of systems.

# Enterprise ICT



**Category:** Enterprise ICT

**Winner:** Utah

**Overall Grade:** A

**Runners up:** Missouri, Virginia, Michigan and Kentucky

Besides earning one of the few A grades in the overall Digital States Survey, Utah topped the ICT category, which measures the performance of a state's enterprise technology agency. Utah's consolidated Department of Technology Services (DTS) boasts a slew of accomplishments over the past several years. In 2012, the department moved all executive branch agencies to Google Apps for Government, cutting the cost of running email and productivity apps by half. Virtual desktop services have been widely adopted and a new enterprise client support platform provides a complete inventory of software installed on 23,000 state agency desktops. In addition, the DTS is implementing a software-defined data center. The state says the transition from mainframe computing to a new virtual systems open computing environment is nearly complete. Just one mainframe application will remain once Utah finishes deploying a new Medicaid management information system. Meanwhile, the state's Utah.gov portal added 123 online services and processed more than 63 million transactions over the past two years.