Open Government and the Voice of e-Democracy: Harnessing the power of digital technologies to engage citizens in public policy

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What Does Successful Open Government Look Like?

Best Practice Review Found…

There are a set of rules of engagement that makes some more successful than others:

- Importance of an integrated approach
  across four pillars of Open Government: Open Engagement | Open Data | Access to Information | Open Governance

- Supportive Cultures
  (leadership | public service employees | community)

- Shared Ownership
  (leadership | public service employees | community)

- Test and Learn Culture

Collaborative Consultation

55 internal stakeholders interviewed
Councillor survey & consultation
Policy Review

**ORGANIZATIONAL
ENVIRONMENTAL SCAN**

ONLINE IDEATION

~ **60** ideas
~ **100** interactions
~ **800** page views

~ **1000** views
~ **500** civic respondents
46 employee respondents

**EXPERIENTIAL
ONLINE SURVEY**

**STAKEHOLDER
PRE-CONSULTATION**

~**20** community groups to collaborate with

COMMUNITY SCAN

Numerous Round Tables and Community Led Meet Ups

Legend

City Assessment & Consultation

Community Assessment & Consultation

Community & City Assessment & Consultation

Internal Organizational Gaps

- Require more open and collaborative organizational culture

- Need clear definition of the Open Government initiative at the City

- Need corporate resource management and prioritization framework informed by citizens

- City data not ready for public use

> " *We have a lot of data that doesn't talk to each other. I go to open a file and am told I don't have permission to access it.* "
>
> - City Staff

Voice of e-Democracy Experiential Online Survey

www.openupguelph.ca

Voice of e-Democracy
The Process

Stage 1: Awareness
Community Outreach
& Recruitment

Stage 2: Feedback
Engagement through video and survey
(consistent experience on tablet & mobile devices)
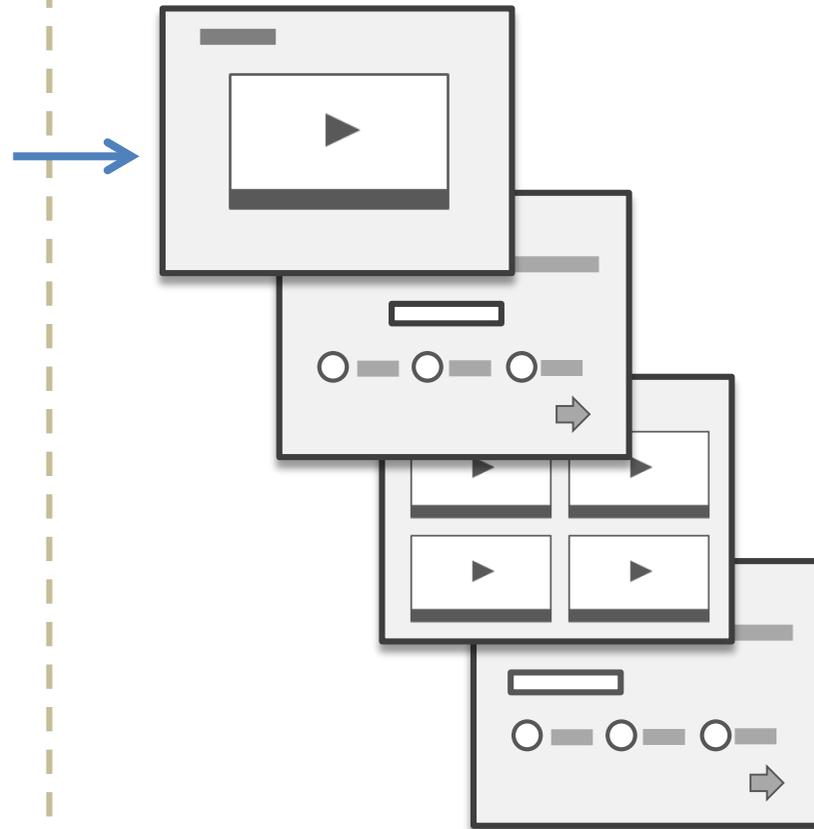
Stage 3: Ongoing Dialogue
Opt-in for future activities

Community Outreach Partners

Website

Existing Email List

Mailings

The Voice of Guelph database

Powered by AskingCanadians eDemocracy platform

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Open Government Readiness*

Community Stakeholder Readiness

Catch up, City of Guelph!	Let's Change The world!
Let`s open our minds to change	Come on, community

Internal Stakeholder Readiness
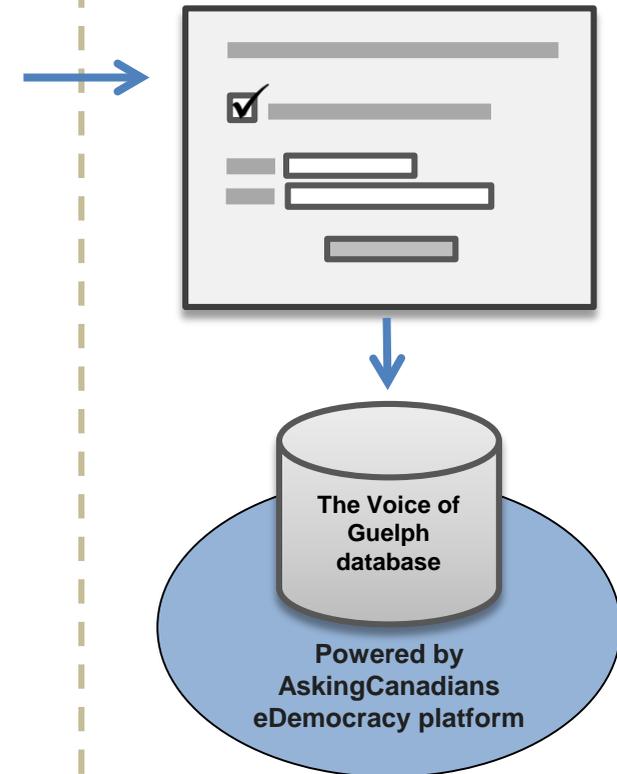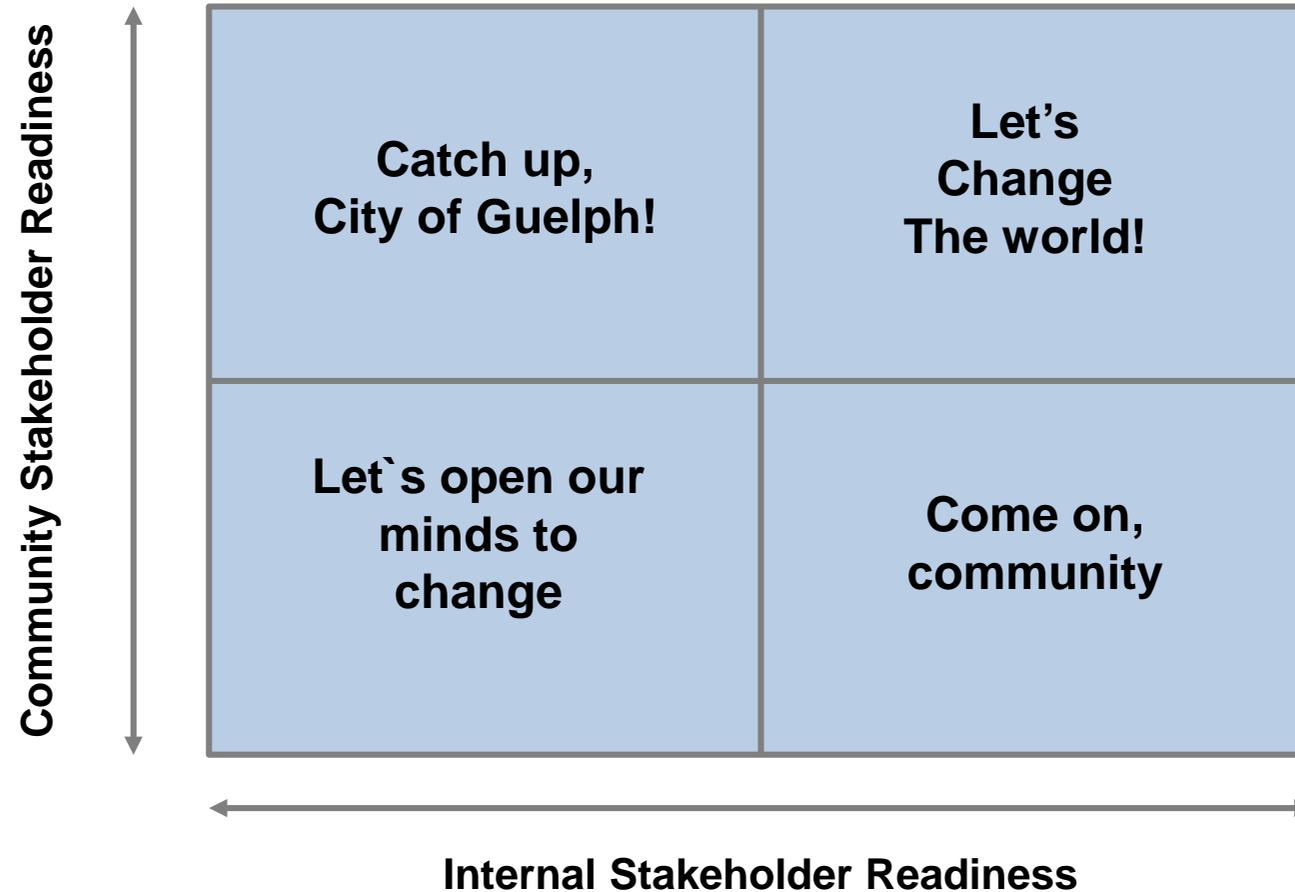
* Readiness encompasses skillset, resource level and attitude.

Community Gaps - Awareness

While less than half of the community population is familiar with the Open Government concept, there are sufficient champions in the community to help mobilize.

14%
Open Government is an ongoing topic of interest for me

26%
I am somewhat familiar with Open Government

61%
This is the first time learning about Open Government

3%
Lot's to Learn

16%
Almost Ready

30%
You're a champion.

52%
You're Ready!
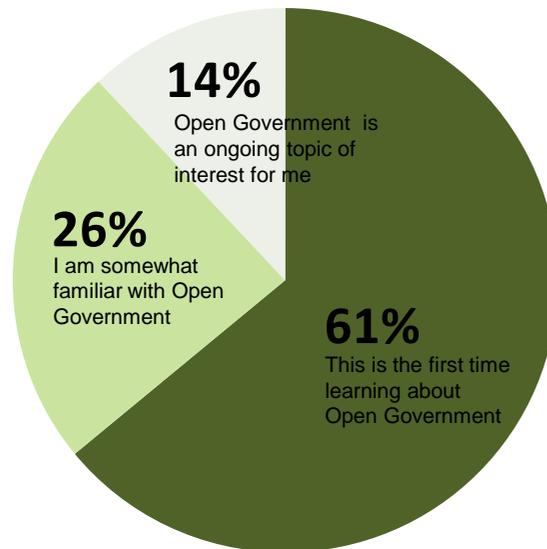
Familiarity with Open Government

Before today, what did you know about Open Government? (n=478)
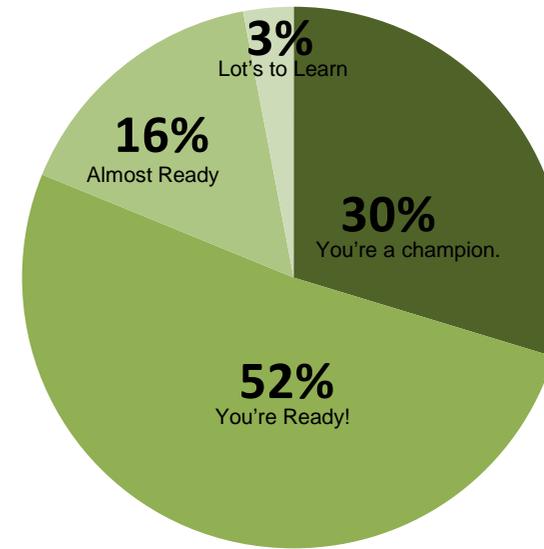
Open Government Readiness Score (n=478)

Community Stakeholders Highly Interested

Community members are highly interested in key benefits brought forth by Open Government.

Improve the delivery of public services — 95%

Improve access to information for local residents — 94%

Improve transparency and accountability in local government — 92%

Create opportunities for individuals, community groups, and businesses to develop solutions to local issues — 89%

Make more data collected by local government publicly available — 88%

Use technology to create innovative solutions for city challenges — 85%

Q: What's your level of interest in the following Open Government goals? (n=468)
Source: Open Guelph Survey, 2014

Being Part of the Solution

The Guelph community is interested in more than consuming services. The Guelph community is interested in being part of the solution.

Reporting local maintenance issues online (e.g. potholes) — 88%

Providing input through online surveys about policy issues (e.g. municipal budget) — 87%

Accessing additional information about City programs and services (e.g., Community centre hours, building permits) — 87%

Accessing online updates about emergency services (e.g., How long it will take for an ambulance or fire truck to get to your house) — 77%

Participating in events, exercises and games to help find solutions to shared problems (e.g. the municipal budget) — 72%

Participating in online town hall meetings — 65%

Receiving live City updates on your mobile device (e.g., bus arrival times, garbage collection time at your residence) — 55%

Providing input through social media (e.g. Twitter) — 47%

Q: How interested are you in participating in the following? (n=386)

Where Does Guelph Stand Today?

- **High interest across the board:** From City leadership team, employees, and the community, making Guelph primed for Open Government

- **City in the position to lead** the community in adopting Open Government

- **Community Gap:** Trust in the City

- **Internal Organizational Gaps:** Organizational culture, governance, and communication

Open Government Readiness*

Community Stakeholder Readiness →

| Catch up, City of Guelph! | Let's change the world! |
| Let's open our minds to change | ● — **Guelph is here!**
 Come on, community! |

Internal Stakeholder Readiness →

* Readiness encompasses skillset, resource level and attitude.

Open Government Vision

To create a fully <u>transparent</u> and <u>accountable</u> City which leverages technology and empowers the community to generate added value as well as <u>participate</u> in the development of <u>innovative</u> and meaningful solutions.

Principles

Directions

Open Government Stories:

Engaging Citizens in Government Decisions

e-Service: Working Together to Improve Service Levels

Smart City: Making our City Accessible Together

Engaging Citizens in Government Decisions

Kate Resident

Resident self-identified topics of interest to engage in.

Mary Employee

Employee initiated topic to engage the community with.

Resident accessed pertinent City information and peer perspectives easily before weighing in.

In person

Online

Mobile

Gerry Council
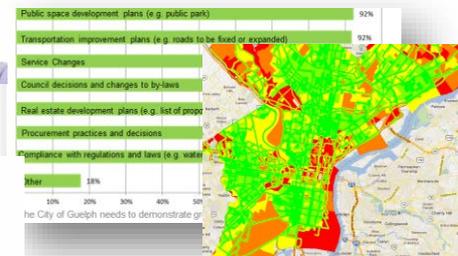
Mary Employee

Council and City staff made decisions with confidence, based on empirical insights.

Key Benefits

- Improved access to information for residents through new online channels
- Coordinated, streamlined ability for staff to consult/engage with community stakeholders on a wide range of topics
- New tools for council/staff to view aggregated, geographic input across city (e.g.heatmaps)
- Improved transparency and accountability (e.g. budget priorities) by opening up and simplifying access to key processes

The Changing Role of Government

The role of government in 2020 moves away from the traditional 'vending machine' model of service delivery to 'government as a platform' that enables community stakeholders to fully participate in developing new solutions, redesigning services and determining priorities.
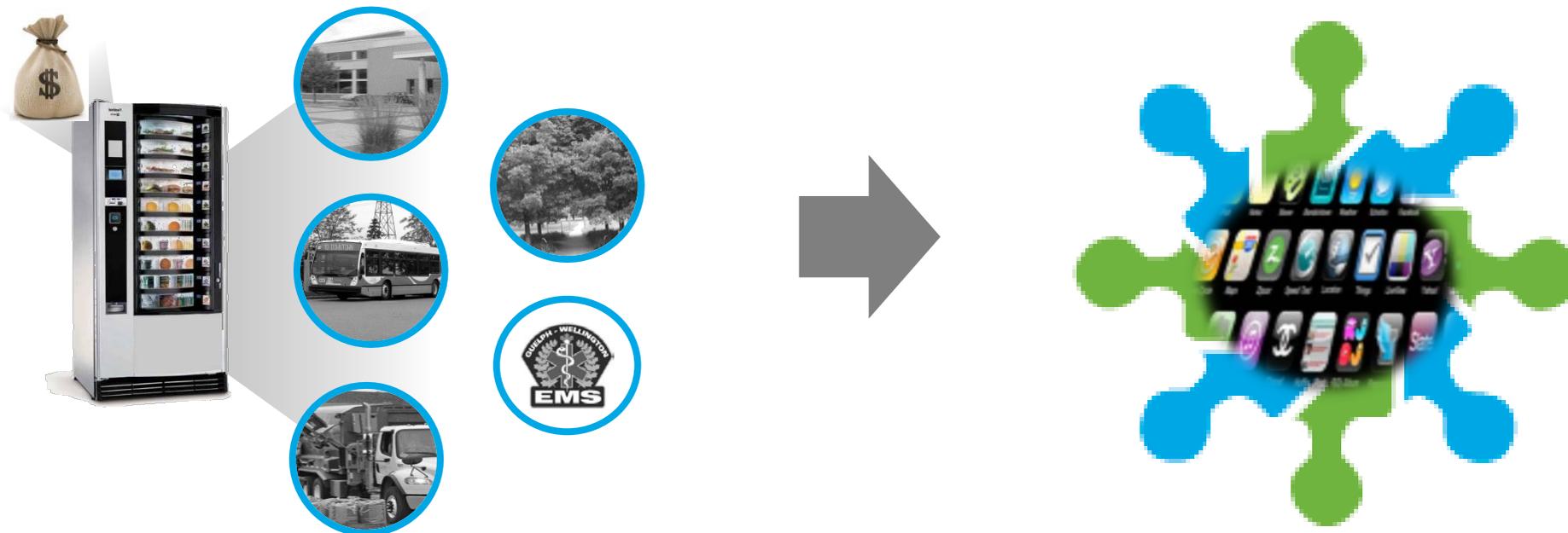
Vending Machine Model of Government

Government as a Platform

CDO Research Questions

- Role of Digital Technology in building intelligent communities
  - Develop better sense of what an intelligent community is

- Consider a range of factors
  - Levels of citizen engagement
  - Trust and responsiveness in the community & local government institutions
  - Capacity of citizens to contribute to decisions
  - Other elements of 'civic capital'

- Help determine how communities can harness digital technology
  - To deliver social and public services
  - Meet challenges and overcome complex policy problems

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Focus on Research Issues

- ## Specific Research Questions
  - To what extent are Canadian communities using digital technology to become intelligent communities?
    - Employing e-health, e-work, education & e-government
  - What measures best assess community intelligence?
    - Role it plays in building local democracy or e-democracy
  - Assess the degree to which local and municipal governments are employing digital technology to deliver programs and services.

Research Methodology

- ## Survey of citizens in Canadian CMAs
  - Draw on questions from Guelph study and i-Canada's community assessment tool
  - Contain both quantitative & qualitative questions
  - Use novel survey technique developed by Delvinia
  - Collect socio-demographic data to compare to profiles of city-regions in Local IDEAs database

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Research Methodology 2

- Survey of Local Government Administration
  - Online survey to gauge perceptions regarding intelligent communities, bureaucratic culture & willingness to innovate
  - Opinions & policy regarding local business & economy
  - Willingness to incorporate digital technology into service delivery

- Survey of Industrial Partners & Technology Companies
  - Survey companies to probe extent to which businesses are using digital infrastructure
  - Perceptions of government support for infrastructure
  - Conceptions of intelligent community
    - How they envision use, barriers & strategies to promote adoption

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THANK YOU.

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To find out more about
Guelph's Open Government Action Plan:
www.guelph.ca/opengov

To check out AskingCanadians'
Voice of e-Democracy survey:
www.openupguelph.ca

To find out more about the
Centre for e-Democracy:
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