

A Public Value Analysis Tool for Open Government Planning

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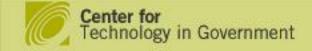
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Structure of Webinar

- Presentation
 - About CTG
 - Opening Government
 - What is public value and why does it matter?
 - What is a PVAT and how did it come about?
 - A public value analysis at USDOT- what we did, what we learned, and how we used the info
 - Public value analysis lessons learned tips and ideas on when to do it and who should be involved
- Question and Answer





Center for Technology in Government

- Applied research center at the University at Albany with the mission to foster public sector innovation, enhance capability, generate public value, and support good governance.

 www.ctg.albany.edu
- ICEGOV2012 International conference of electronic governance- CTG selected as hosts for the first time in the United States www.icegov.org





CTG is looking for a Research Director responsible for developing and managing our research portfolio, Apply Now>>

Latest News

Check out our News in Photos!



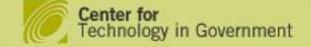
Pardo Testifies Before New York State Assembly on State's Information Technology Infrastructure

Regional Leaders Join Together for ICEGOV2012 Kickoff Event

CTG was joined by leaders in the Albany region to announce they will be hosting the 6th International Conference on Theory and Practice of Electronic Governance (ICEGOV) in Albany, from October 22nd - 25th, 2012. Joining CTG Director Theresa Pardo, were Albany Mayor Jerry Jennings, Center for Economic Growth Director Michael Tucker, UAlbany Vice President for Research James Dias, and RPI Internet Web Expert James Hendler. Speakers at the event focused on the importance of

U.S. Department of Transportation's Open Government Plan v2.0

The US DOT took a different planning approach for its second Open Government Plan by focusing their planning efforts on specific, new initiatives and the public value they would create. To effectively achieve this, they chose to work with CTG using our Public Value Assessment Tool (PVAT). According to DOT, "The PVAT represented a new opportunity





Opening Government

- Not new
 - Freedom of information policies
 - Access to information resources
- What is new
 - The White House Open Government Directive (OGD)
 - High level attention and intensity by a presidential administration



Two Important Questions

- How do you recognize and plan the most effective means of increasing openness in government?
- How do you assess results?



Why are these questions important?

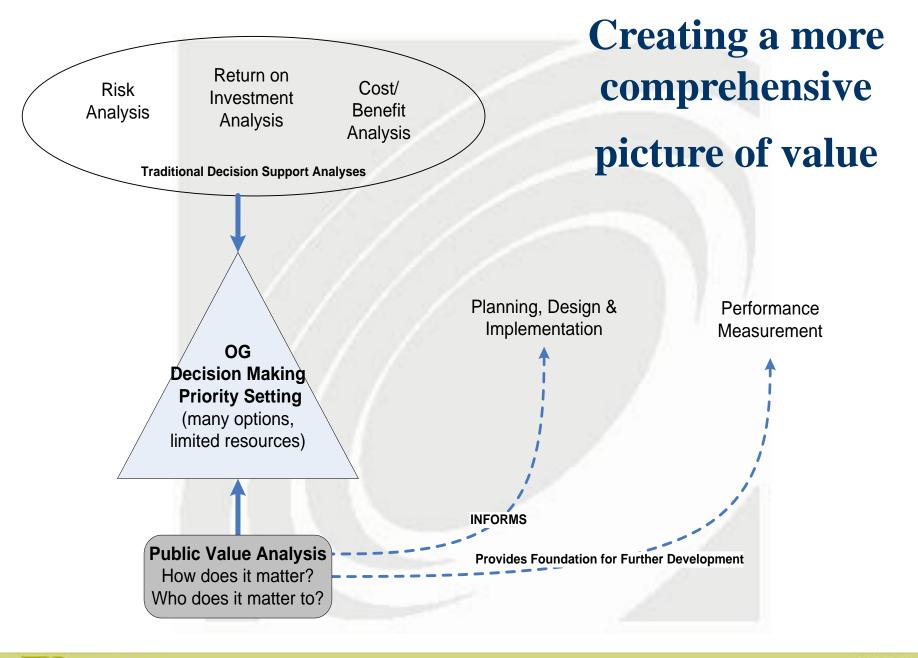
- Openness makes for better government
- Open government initiatives require large investments and affect multiple political interests

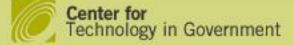


An Opportunity

- Open Government ideals require a new form of analysis
- A more structured way to describe
 - How does government matter?
 - To whom does it matter?
- Traditional analyses provide valuable information BUT not all the information needed to describe value



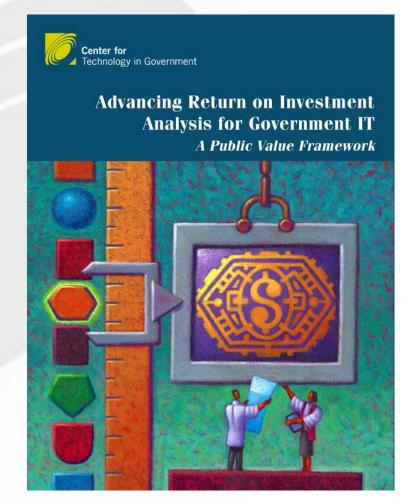






Development of a Public Value Framework

- The study of public value is not new and is deep rooted in literature
- In 2006 CTG conducted a study and brought together an international academic and research community to set the foundation for a public value framework
- Taking the recognized scholarship on public value and linking it to the practical realities of large government IT investments, CTG created a comprehensive, non-proprietary public ROI methodology
- Identifying a core set of Public Value Types and Value Generating Mechanisms
- <u>www.ctg.albany.edu/publications/issuebriefs/proi</u>







Economic Value

income, asset values, liabilities, entitlements, risks to these



family or community relationships, social mobility, status, identity.



Political Value

personal or corporate influence on government & politics.

PUBLIC VALUE

Quality of Life Value

security, health, recreation, personal liberty



Strategic Value

economic or political advantage or opportunities, goals, resources for innovation government officials as or planning.

Stewardship Value

public's view of faithful stewards.



Ideological Value

alignment of beliefs, moral or ethical values with government actions or outcomes.



Getting Practical

- Having discussions about the value of OG efforts but still in search of a systematic way that allows for comparison across efforts
- Numerous open government projects but not unlimited resourcesa way to inform prioritization





PVAT Origins

- Conceptual model created with funding from the NSF and in partnership with the GSA
- 10 Federal Agencies tested and refined conceptual model and prototype
- Electronic tool created by CTG with the intent that of gauging interest and potentially developing a more robust, web based tool.



PVAT Purpose

A systematic way to think about, plan for, describe, document, the public value for:

- Individual OG efforts
- Across an OG portfolio

Economic
Social
Political
Quality of Life
Strategic
Ideological
Stewardship

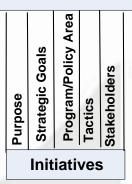
Stakeholder Interests					
Efficiency	Effectiveness	Intrinsic Enhancement	Transparency	Collaboration	Participation

Open Government Decision Making

Does our open government portfolio, taken as a whole, optimize our resources and capabilities while meeting our mission and delivering maximum public value to all stakeholders?

A tool to support a group process

http://www.ctg.albany.edu/publications/online/pvat/







Generating Value

Action

Changes for Stakeholder (means)

Impact/Value (ends)



Open Government Effort **Efficiency**

Effectiveness

Intrinsic

Enhancements

Transparency

Participation

Collaboration

Economic

Political

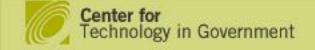
Social

Strategic

Quality of Life

Ideological

Stewardship





Used in Collaborative Planning and

Governance Processes

STEP 1

STEP 2

STEP 3

STEP 4

STEP 5

STEP 6

Describe Initiative

Initiative Description:

- Title
- Purpose
- Supporting strategic goals
 ...
- Program or policy area
- Tactics

Identify and Prioritize Stakeholders

- Identify a full list of initiative stakeholders
- Prioritize by rating each stakeholder as A, B, or C

Identify and Rate the Public Value

 Identify the type and level of Public Value the initiative is expected to create for each of the primary stakeholders

Public Value is expressed in terms of:

- Economic value
- Social Value
- Political Value
- Strategic Value
- Quality of Life Value
- Ideological Value
- Stewardship Value

Identify Stakeholder Interests

For each stakeholder and each change mechanism describe how the expected value will be produced

Change mechanisms include impacts on:

- Efficiency
- Effectiveness
- Intrinsic
 Enhancement
- Transparency
- Collaboration
- Participation

Summarize the Public Value Assessments

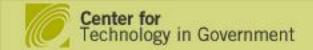
- Establish a summary assessment for the initiative for each public value type across all the primary stakeholders
- All summary assessments are populated into the Portfolio Review Workbook (Step 6)

Review Open Government Public Value Portfolio

- Review public value assessments across all initiatives to inform decision making.
- Does our open government portfolio, taken as a whole, optimize our resources and capabilities while meeting our mission and delivering maximum public value to all stakeholders?

Initiative One-Five Workbooks

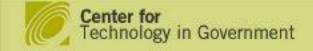
Portfolio Review Workbook





Informing

- Does our open government portfolio, taken as a whole, optimize our resources and capabilities, and maximum public value to all stakeholders?
- Are some stakeholders getting more value than others? If so, what might the consequences be?
- Are we serving the right combination or mix of stakeholders?
- Will our portfolio deliver the types of value we expect?
- Do our open government initiatives favor specific value types?
- Are we satisfied with the overall balance of value in the portfolio?
- Does the review by stakeholder or value show the portfolio meeting our agency's strategic interests and mission?





Working Together





Agency OG Planning



Portfolio PV Analysis





Public Value Primer



