

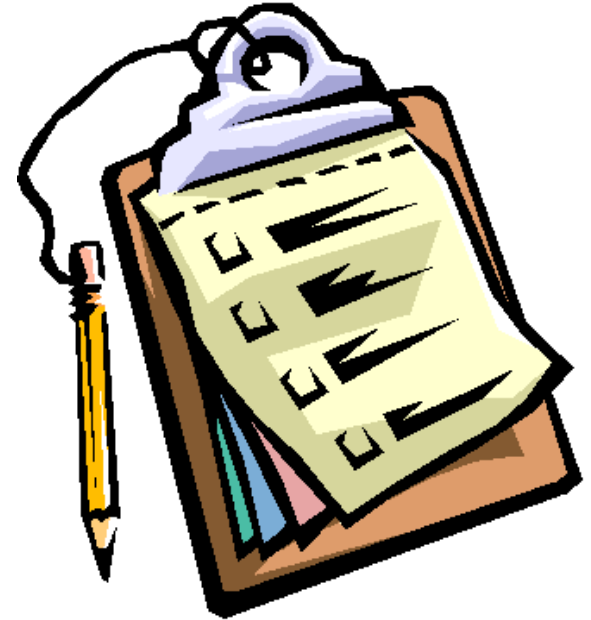
MAXGOV Broadband Expansion Project

Dr. Marci Campbell

Carl Vinson Institute of Government

Agenda

- Welcome and Introductions
- MAXGov Initiative
- How can digital solutions help finance personnel accomplish tasks?



MAXGOV Project Partners



**PRIVATE SECTOR
REPRESENTATIVES**

Georgia Telecommunications
Association

**Local
Government
Practitioners**



I think there's no higher calling in terms of a career than public service, which is a chance to make a difference in people's lives and improve the world.

Jack Lew, US Secretary of the Treasury



http://www.brainyquote.com/quotes/authors/j/jack_lew.html#DpDWtplSGFIYwZBu.99

What Year Was This Written?

“Imagine you had a device that combined a telephone, a TV, a camcorder, and a personal computer. No matter where you went or what time it was, your child could see you and talk to you, you could watch a replay of your team's last game, you could browse the latest additions to the library, or you could find the best prices in town on groceries, furniture, clothes --whatever you needed...”

How Do Finance Professionals Make a Difference in People's Lives and Improve the World?

- Engage Citizens
- Provide Quality Services
- Use Efficient Operational Practices



You are already working towards these goals, but digital solutions can help you.



Digital Solutions are:

- Active, not passive
- Based on common goals
- Created/powered by teams
- Able to change directions
- Complex
- Designed creatively
- Not going away
- Speeding up



So, what are some concrete examples of digital solutions?

- Mobile Applications
- Web Applications
- Integrated Software Packages
- Global Information Systems
- Wired and Wire-less Technology
- Broadband Technology

Question Time!

How Have Digital Solutions Impacted Our Lives Personally and Professionally?

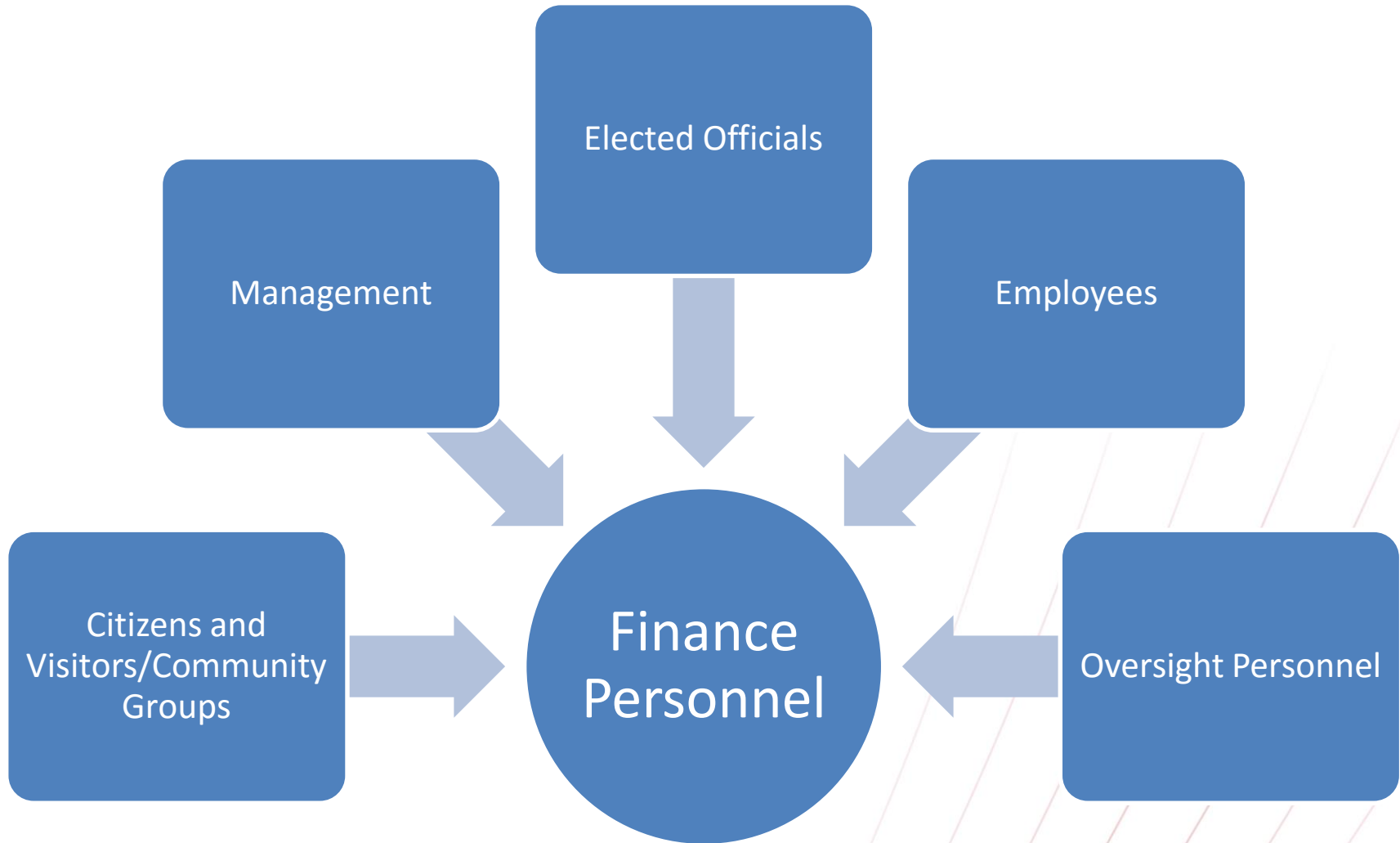


We are Connected!

- As of January 2014, 90% of American adults had a cell phone.
- As of October 2014, 64% of American adults now own a smartphone, up from 35% in 2011 – Pew Research Center



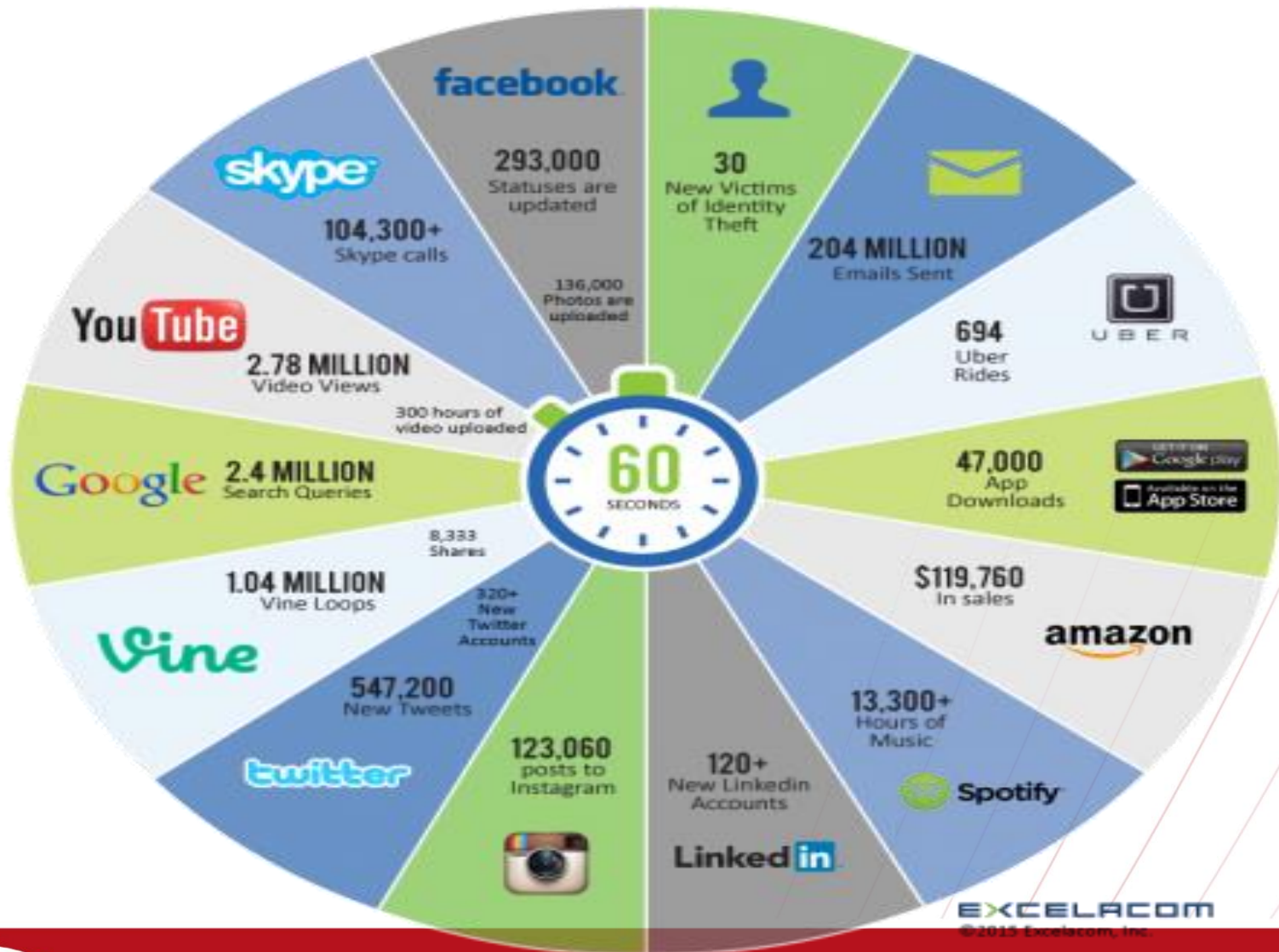
And what does it mean?



Web 1.0 / 2.0 / 3.0 Summary

Crawl	Walk	Run
Web 1.0	Web 2.0	Web 3.0
Mostly Read-Only	Wildly Read-Write	Portable & Personal
Company Focus	Community Focus	Individual Focus
Home Pages	Blogs / Wikis	Lifestreams / Waves
Owning Content	Sharing Content	Consolidating Content
Web Forms	Web Applications	Smart Applications
Directories	Tagging	User Behavior
Page Views	Cost Per Click	User Engagement
Banner Advertising	Interactive Advertising	Behavioral Advertising
Britannica Online	Wikipedia	The Semantic Web
HTML / Portals	XML / RSS	RDF / RDFS / OWL

What happens in an INTERNET MINUTE?



EXCELACOM
©2015 Excelacom, Inc.

What is Broadband Technology?

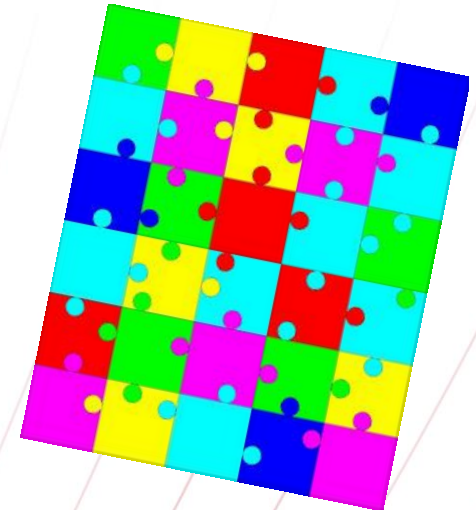
- ~25 Mbps (megabits per second)

What's Available in Georgia?

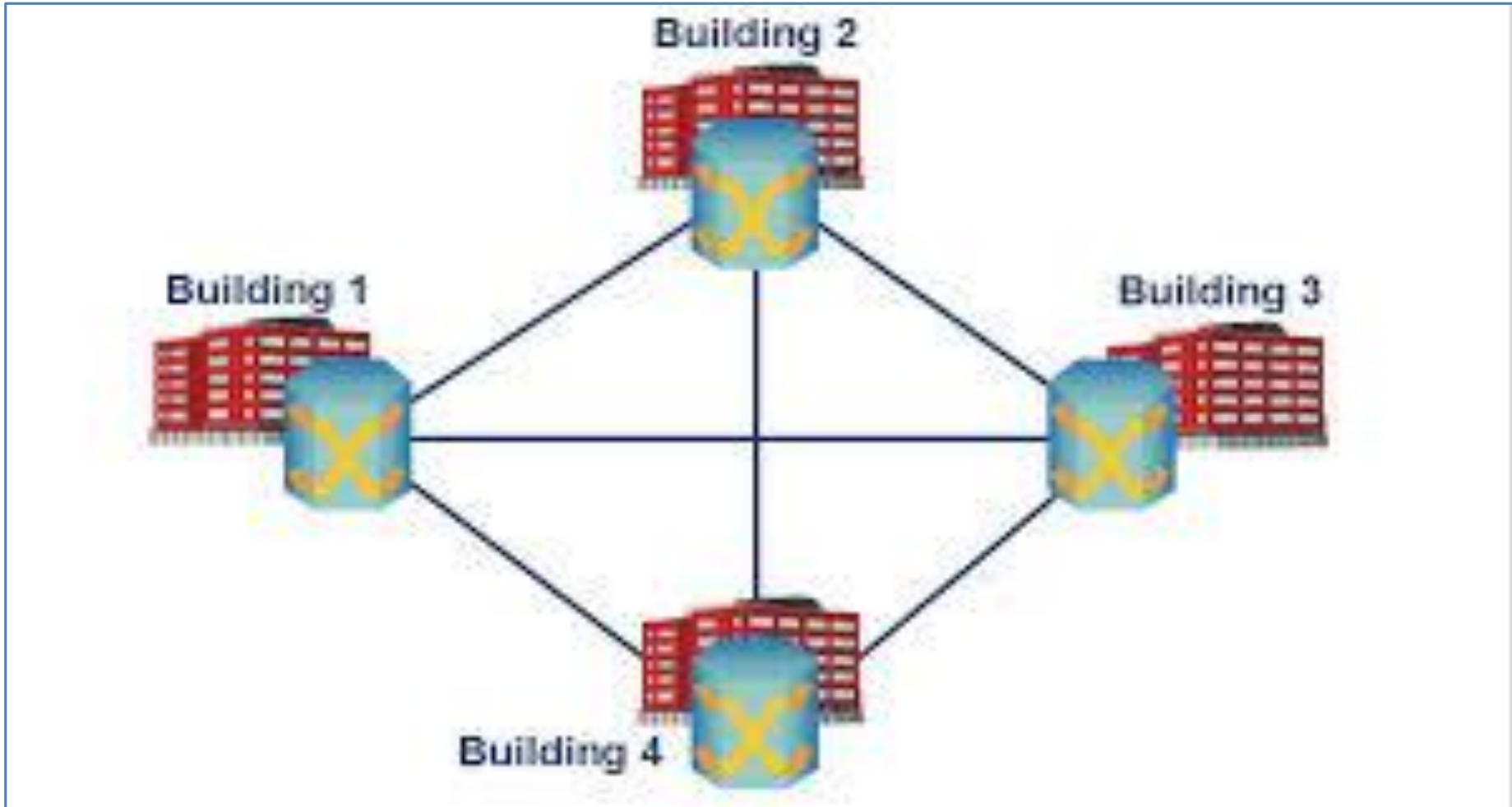


Google, AT&T, and Comcast are bringing Ultra-Fast Web Connection to GA (parts of it)

- How fast is a gigabit-per-second? About 100 times faster than the average U.S. home connection.
 - 25 songs: download in one second
 - TV show: 3 seconds
 - HD movie: 30 seconds
 - A pick-up truck load of paper
- How much will it cost?



One Solution:



Are Our Heads in the Clouds?



Do You BYOD to Work?



Consider:

- Personal or Public
- After Hours Work
- Who Owns the Work?
- What's Your Policy?

Question Time!

How Do Finance Professionals Make a Difference in People's Lives and Improve the World?

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Engage Citizens

- Social Media
 - Policy
 - Facebook, Twitter, and LinkedIn
 - Hootsuite and Buffer
- Google Translate
- Skype Translator

- Why does engaging citizens matter?



Social Media*

- Use Policy
- Consider Potential Pitfalls
- Who is Your Friend? Perceptions vs. Reality
- Ethical Implications
- Privacy, Civil Liberties and Rights
- *Facebook, Twitter, LinkedIn
- Social Media Background Checks

Social Media Policy Guidelines

Center for Technology in Government

(www.ctg.albany.edu)

Essential Elements:

1. employee access
2. account management
3. acceptable use
4. employee conduct
5. content
6. security
7. legal issues
8. citizen conduct

Examples

- Clerk Alerts
- “Background” Checks
- Informational Posts

Hootsuite and Buffer



Social Media-Get Verified



business or
organization---
gray checkmark

public figure,
media company
or brand



- 1. Verified Accounts are Easier To Find**
- 2. Verified Accounts Prevent Confusion with Parody Accounts**
- 3. Verified Accounts Aid During Disasters**






University of Georgia 
University

 Liked  Message 

Timeline About Photos Likes More 

Search for posts on this Page 

 Status  

 213,689 people like this
Allison Williamson Arnold and 110 other friends

 Write something on this Page...

Create Page

Recent

- 2015
- 2014
- 2013
- 2012
- 2011
- 2010
- 2009
- 2008
- 1785



Jasper's Market ✓
Grocery Store

Like Share ...

Timeline About Videos Photos More ▾

Search for posts on this Page



Jasper's Market updated their cover photo

Create Page

Recent

- 2015
- 2014
- 2013
- 2012
- 2011
- 2004

Sponsored



Facebook To Become A Part Of The Workplace In 2016



By **Laura Brodbeck**

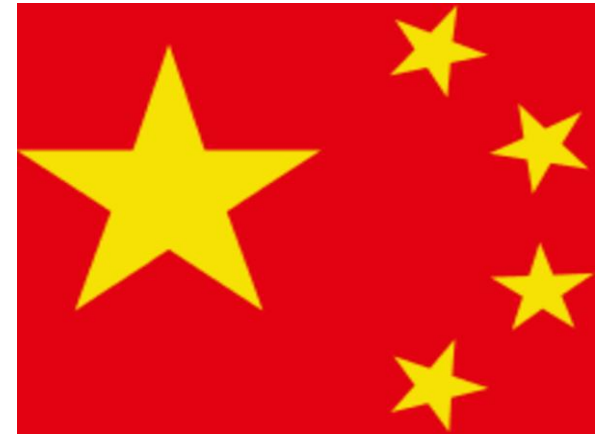
December 22, 2015 10:52 AM



Scrolling through **Facebook Inc** (NASDAQ: **FB**) while at work used to be frowned upon by employers, but a new version of the social media site could make using Facebook while working a necessity. The social media giant is **planning** to launch Facebook at Work, a modified, corporate version of its service in 2016.

How It Works

The new offering will allow users to create an entirely new persona for their work account and use Facebook's features like messaging, events, news feed and sharing for work-related topics. The difference will be that only those working within the same company will have access to co-workers shared material.



Google Translate

Real Time Translators

How are you today?

你今天怎麼樣？

Question Time!

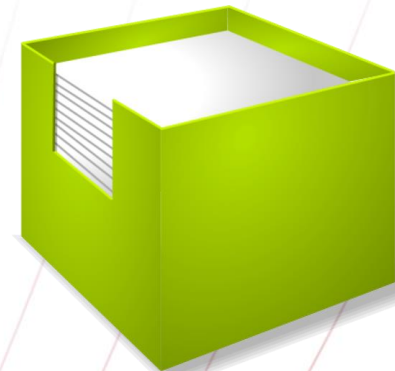
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Providing Quality Services Through Tools and Application

- [Open Data Concept](#)
 - [Open Checkbook](#)
- Document (Content) Management
 - Record Archival
 - Archive Social
 - Data Integration
 - Disaster Recovery/Records Preservation



Providing Quality Services Through Tools and Application

- YouTube Videos for Training
 - CDC
 - NY CPS
 - CA Dept. of Driver Services



Providing Quality Services Through Tools and Application

- PDF Converter App—take photos, save, and send as PDFs
 - Why are PDF files important?
- Expensify, MileIQ and TaxMileage Apps
- [Make Your Own App](#)

Providing Quality Services Through Tools and Application

- Mobile Devices to Report, Monitor and Send Information
 - See.Click.Fix
 - RAPIDS-wireless system for property information, forms, portable printer
 - NAVILINE-Processes, organizes and tracks all complaints and violations for your code enforcement department; supports wireless functionality
 - [CityScan](#)-uses light detection and ranging to compare permit data to spot gaps in local license revenue
 - Monitor storm water, waste water

Question Time!

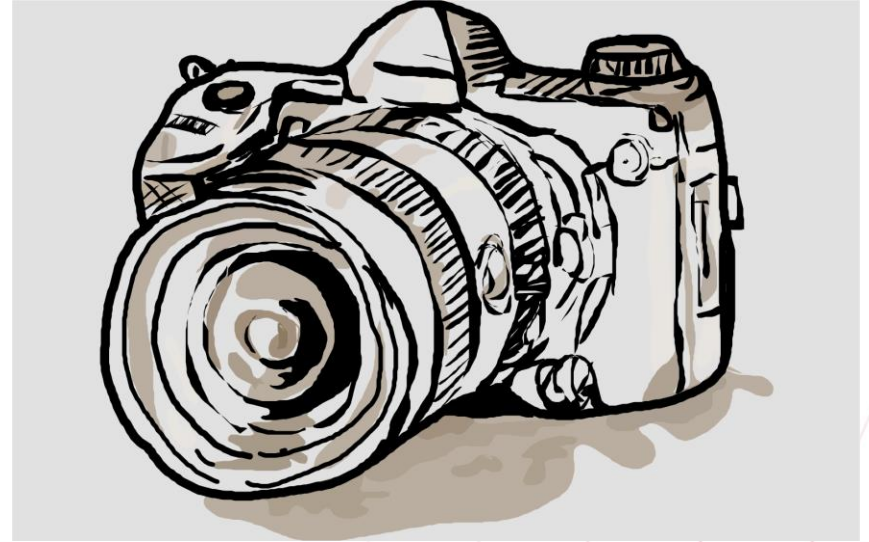
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Saving Time and Money with Efficient Operational Practices

- GPS – Global Positioning System
 - Tracking Equipment



Saving Time and Money with Efficient Operational Practices

- Online Payments for Sales Tax, Fees and Fines
 - [Liability Concerns](#)
- Specialized Software
 - <http://www.capterra.com/>
- [eProcure](#)

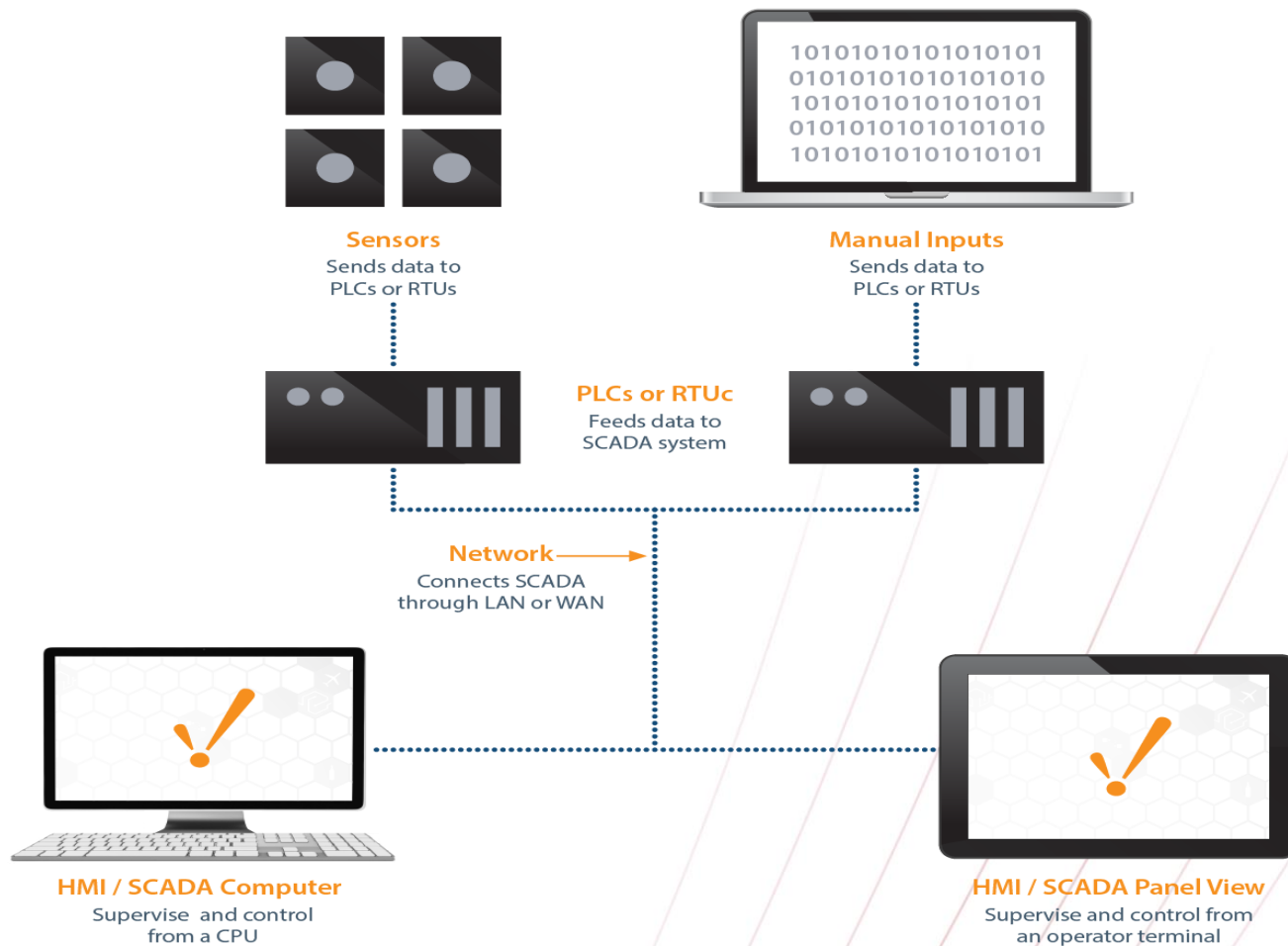


Management Software

- Manage:
 - People
 - Equipment
 - Schedules
 - Inventory
 - Time and Materials
- Provide Reports
- Charge Back to Departments, Other Governments, Private Citizens or Businesses

SCADA – Supervisory Control and Data Acquisition

- Water and Wastewater Distribution and Treatment Systems
- Meter Reading
- Lighting at Parks, Street Lights, Public Facilities
- Traffic Control



Los Angeles' ATSSAC



Building Automation System (AKA – Building Management Systems)

- Mechanical, Electrical Equipment
- Lighting
- Ventilation
- Power
- Fire Alarms
- Access Control
- Security Systems
- Window Blinds, etc.

Visible Technology

LED/Wi-Fi Street Lights



Amsterdam, The Netherlands Network-enabled LED Street Lighting









2_JoE_for_Cities_Connecting_to_Improve_the_Livability.pdf - Adobe Acrobat Pro

File Edit View Window Help

Create [Icons]

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Tools Comment

<i>Traditional lighting operations</i>	<i>Intelligent lighting operations</i>
 <p>Physical failure inspection</p> <ul style="list-style-type: none">• A scouting team drive during night to visually spot failures	 <p>Remote monitoring</p> <ul style="list-style-type: none">• The lighting failures are automatically reported by the system, saving time and costs
 <p>Paper based mapping & archiving</p> <ul style="list-style-type: none">• Use of paper maps and files to manage the maintenance of the lighting stock	 <p>Smart asset management</p> <ul style="list-style-type: none">• The digital system smartly plans and routes the maintenance works to minimize street blockages
 <p>Undifferentiated lighting levels</p> <ul style="list-style-type: none">• Lights burn uniformly throughout the night	 <p>Smart dimming & scene setting</p> <ul style="list-style-type: none">• Lights are dimmed during low traffic hours to save energy or enhanced in problematic neighborhoods to improve safety
 <p>Estimation based metering</p> <ul style="list-style-type: none">• As multiple entities are connected to the grid, the energy consumption is roughly estimated by the utility	 <p>Intelligent energy metering & billing</p> <ul style="list-style-type: none">• A smart meter accurately calculates the energy consumption taking into account the varying rates and automatically bills all entities

Source: Cisco Consulting Services and Philips, 2012

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Visible Technology

LED Lighting: New York plans to install 250,000 LED fixtures by 2017.

The Raleigh, N.C., convention center replaced conventional lights with LEDs and estimates savings of just over \$635,000 in energy and maintenance costs during the life of the fixture (15 years).



Visible Technology-Autonomous Vehicles

Pros

- safer roads
- lower emissions
- less traffic congestion
- saving energy

Cons

- [reduction in revenue](#)
 - parking tickets
 - traffic violations
 - towing



Trends

- GovTech will grow:
 - [Neighborly](#)
 - [Munirent](#)
 - [Ontodia \(http://data.jerseycitynj.gov/\)](http://data.jerseycitynj.gov/)
- More Open Data
 - Price reduction for storage
 - CKAN and DKAN open source data portal program
- Collaborative Finance
 - <http://www.nextdimension.net/>
- Local Governments will provide more Services

<http://www.govtech.com/budget-finance/4-Govtech-Trends-to-Watch-in-2016.html>

How do civic engagement, quality services, and efficient operational practices help your community?



What's Your Top Three?



Websites of Interest

- World Wide Web Timeline

<http://www.pewinternet.org/2014/03/11/world-wide-web-timeline/>

- Web Quiz

<http://www.pewinternet.org/quiz/web-iq-quiz/>

- Broadband Speeds

<http://www.moneysupermarket.com/broadband/speed/>

- Skype Translator

<https://youtu.be/G87pHe6mP0I>

- Design Your Own App

www.Citadelonthemove.eu

- City Lab

<http://www.citylab.com/tech/2013/03/code-enforcement-goes-high-tech/4899/>

- SeeClickFix.com

<http://seeclickfix.com/>

- Water Sensors

<https://youtu.be/eG5nfFclY24>

Websites of Interest

- GovLoop

www.govloop.com

- Broadband in Georgia

www.broadbandnow.com/Georgia

- GovTech

www.govtech.com

- Capterra—Software options

<http://www.capterra.com/>

- Smart Tools App

<https://play.google.com/store/apps/details?id=kr.aboy.tools&hl=en>

- GoRequest App

<https://itunes.apple.com/us/app/gorequest/id351223716?mt=8>

- Fulcrum App

<http://www.fulcrumapp.com/apps/code-enforcement-violation/>



Technology is nothing. What's important is that you have a faith in people, that they're basically good and smart, and if you give them tools, they'll do wonderful things with them.

(Steve Jobs)

izquotes.com

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