



Center for
Technology in Government

A Public Value Analysis Tool for Open Government Planning

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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

The screenshot shows the website for the Center for Technology in Government (CTG) at the University at Albany. The header includes the CTG logo and the University at Albany logo. A search bar is present with the text "Search CTG". The main navigation menu includes links for ABOUT, RESEARCH, PROJECTS, RESULTS, THEMES, ACADEMICS, and NEWS & EVENTS. The main content area features a large banner for ICEGOV 2012, held in Albany, New York, United States, from October 22-25, 2012. The banner text reads "Open Innovation for Global Change" and provides the website URL www.icegov.org. Below the banner, there are several sections: "Upcoming Events" featuring a webinar on a Public Value Analysis Tool for Open Government Planning; "Job Opportunity" for a Research Director; "Latest News" with a photo of Theresa Pardo testifying; "Spotlight On" featuring a group photo of regional leaders; "Public Value Assessment Tool in Practice" with a diagram of the PVAT tool; and "U.S. Department of Transportation's Open Government Plan v2.0" with text about the DOT's planning approach.

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?

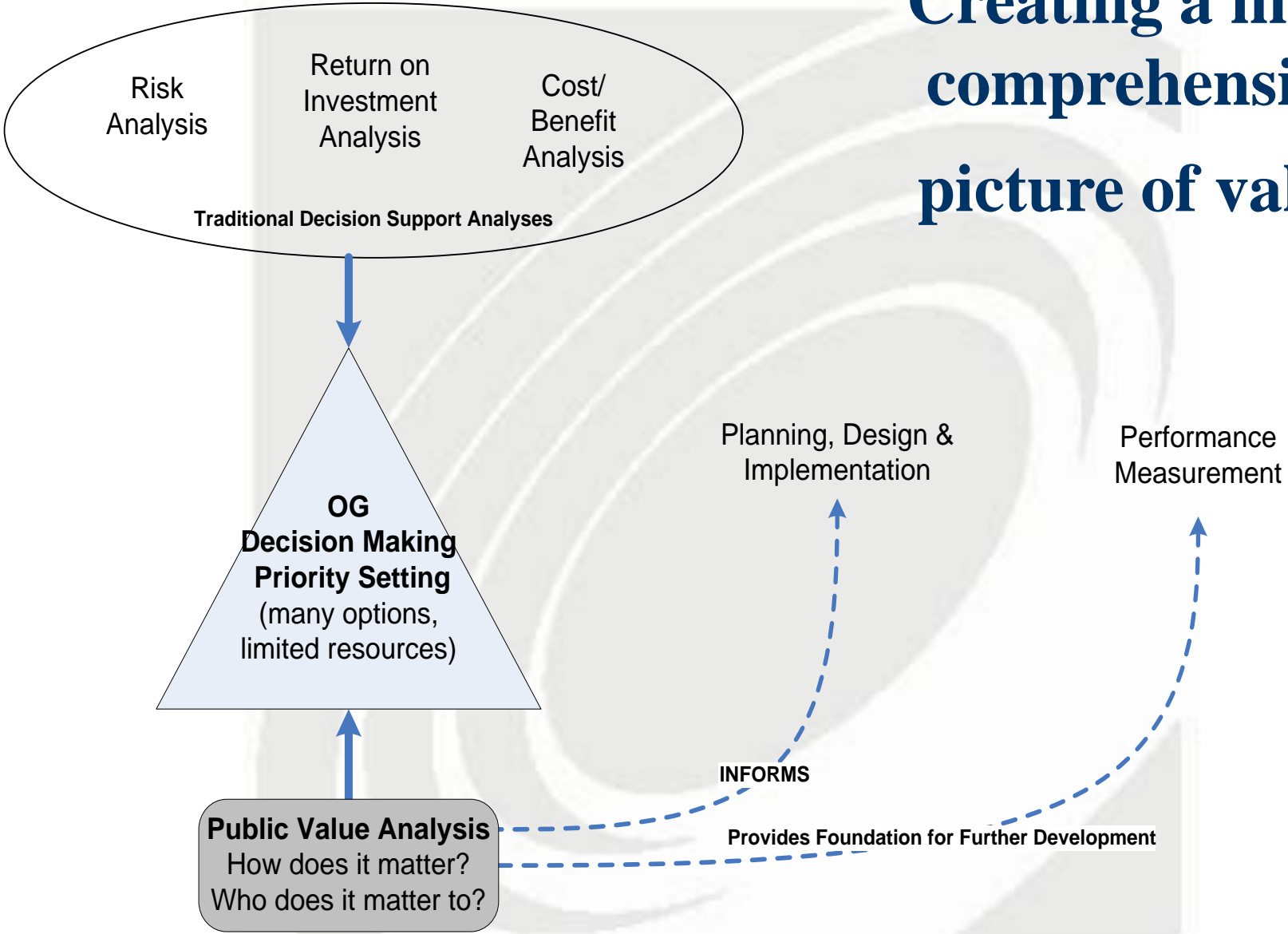
Why are these questions important?

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

An Opportunity

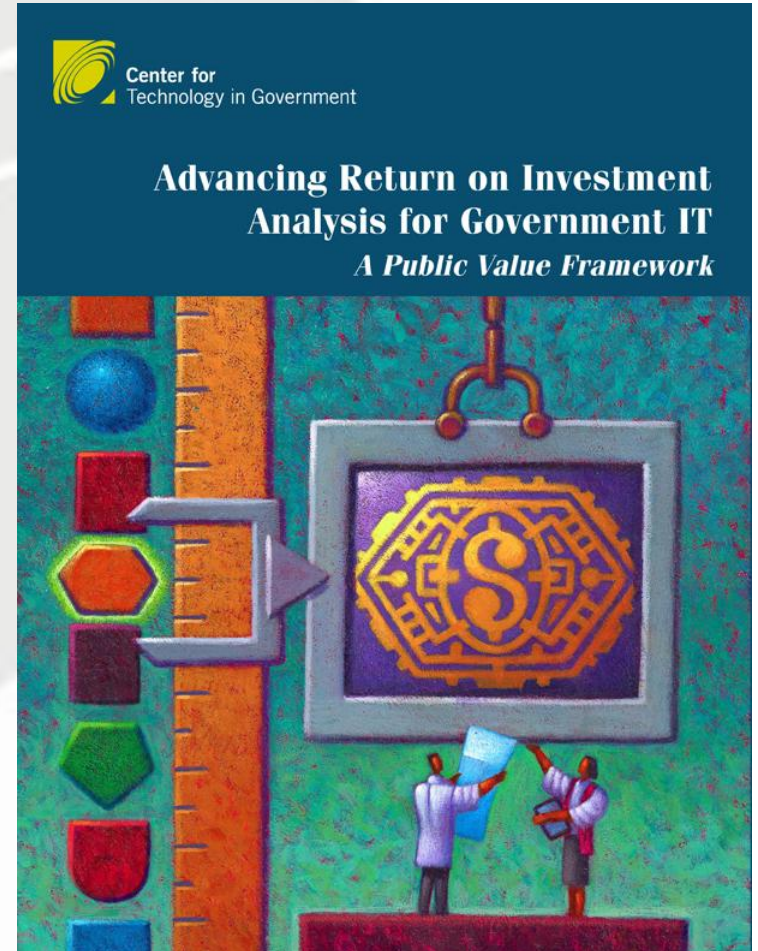
- Open Government ideals require a new form of analysis
- A more structured way to describe
 - How does government matter?
 - To whom does it matter?
- Traditional analyses provide valuable information BUT not all the information needed to describe value

Creating a more comprehensive picture of 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
- www.ctg.albany.edu/publications/issuebriefs/proi





Economic Value

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

Social Value

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



Political Value

personal or corporate
influence on
government &
politics.



Quality of Life Value

security, health,
recreation,
personal liberty



PUBLIC VALUE

Strategic Value

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

Stewardship Value

public's view of
government officials as
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 resources—a 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.

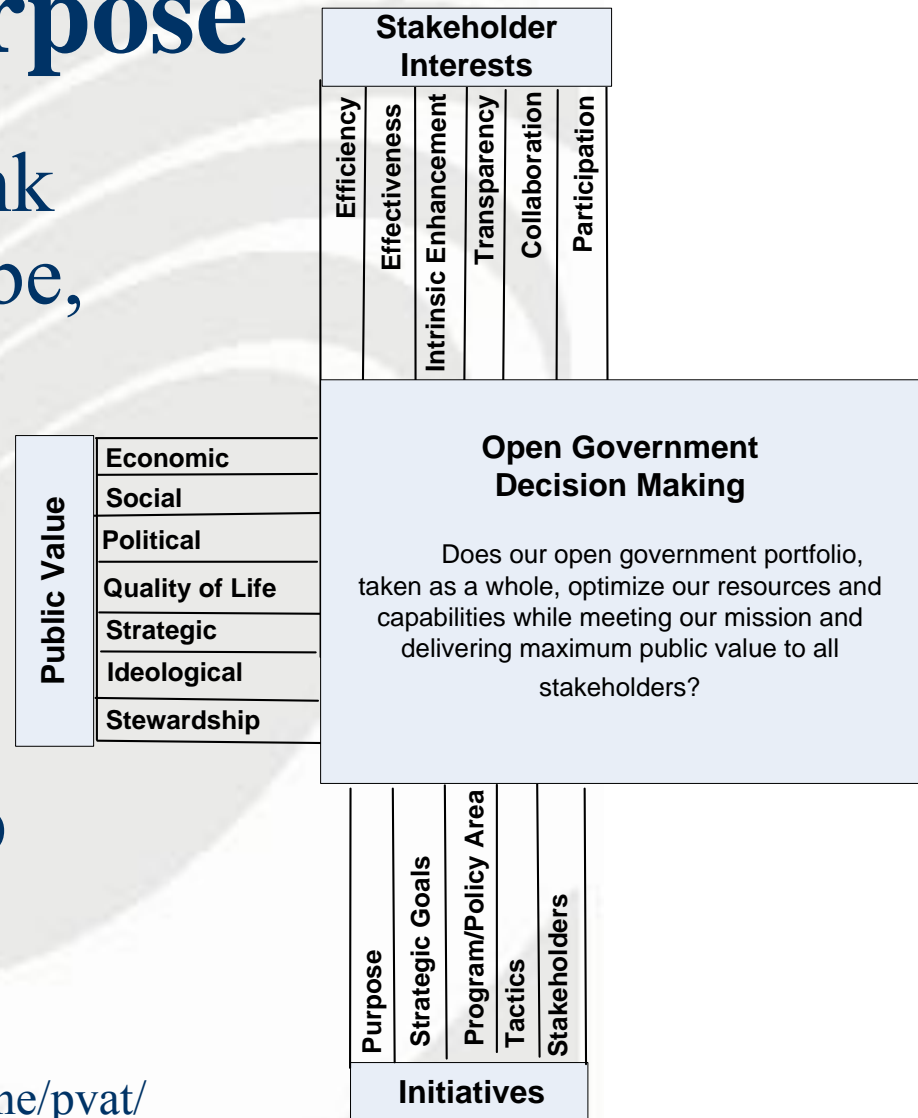
PVAT Purpose

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

- Individual OG efforts
- Across an OG portfolio

A tool to support a group process

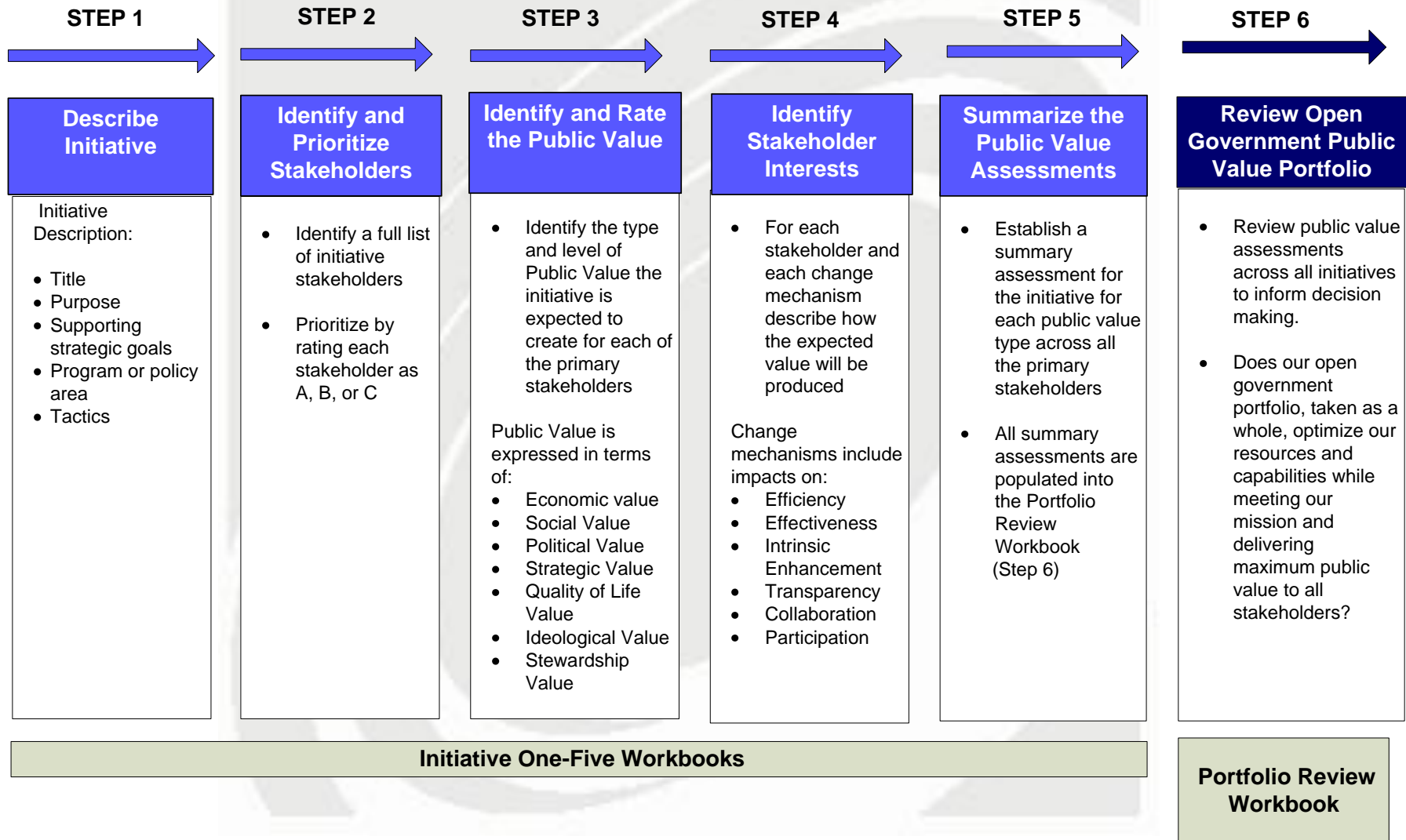
<http://www.ctg.albany.edu/publications/online/pvat/>



Generating Value



Used in Collaborative Planning and Governance Processes



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

PVAT Analysis
Proposed
OG Projects

Hands-on
PVAT Training

Public Value
Primer

