

Open government Quick reference guide

Industry challenge

Amidst a sea change in communications technologies and online engagement, the [Open Government Directive](#) (OGD) was issued by the White House in December 2009 to break down long-standing barriers between the Federal government and the people it serves.

The Directive instructs agencies to take immediate, specific steps to open their doors and data to the American people. Its implied purpose is to spur citizen and private sector input to help drive government innovation and increase effectiveness of government services.

Three principles are at the heart of the directive: **transparency** (of data, of mission/purpose, processes, etc.), **participation** (encourage citizen and others to interact with agencies in new ways), and **collaboration** (improve performance by sharing and learning from other agencies, citizenry and private sector).

Why act now?

Sent to the head of every federal department and agency, the directive includes multiple mandates and deadlines agencies are already working to meet, including an agency-wide OGD plan to be delivered to the White House.

We have an opportunity to help agencies in their efforts to implement programs outlined in these first OGD plans. Deloitte is also well positioned to assist with four key ongoing mandates: proactive use of **“modern technology”** to disseminate information; **innovation initiatives** (including use of challenges/prizes/incentives); **compliance issues** with other OpenGov initiatives such as Data.Gov, USA Spending.Gov, eRulemaking, the IT Dashboard, etc; and annual **updates to agency OGD plans**.

Potential clients

- Agencies looking to go beyond compliance — to identify ways they can use transparency, participation and collaboration to deliver improvements in performance, effectiveness of programs, and the quality/costs of services they deliver.
- Agencies which need to comply with the directive but want to identify and manage risks that transparency may pose to their mission, priorities or reputation.
- Agencies needing implementation assistance with new programs outlined in their OGD plans (program and process design, development, execution and improvement).
- Program owners or performance officers seeking greater validation/data to evaluate and report program effectiveness.
- Agency leaders seeking to embrace effective practices and innovations from other agencies, sectors and countries.
- Agencies looking to develop OGD programs for inter- and intra-agency efforts (not just citizen engagement).



[NY Times: Report Faults U.S.’s Efforts at Transparency](#)

14 March, 2010

[Washington Post: Critics Pan Release of Government Information](#)

27 January, 2010

[NextGov: Data on Data.gov Disappears](#)

26 January, 2010

How Deloitte is different

We're a recognized professional services market leader in supporting all of the areas addressed by the directive. Here are some other factors that help separate Deloitte from the pack:

FOIA: Mandated by legislation, FOIA has long been ignored and underfunded, but OGD is putting FOIA programs in to the forefront of the debate. Deloitte can assist agencies in their efforts to lower their FOIA request backlog as mandated by OGD, but more importantly, we can help them lower overall FOIA program costs using an approach that's part strategy, part technology and part innovation.

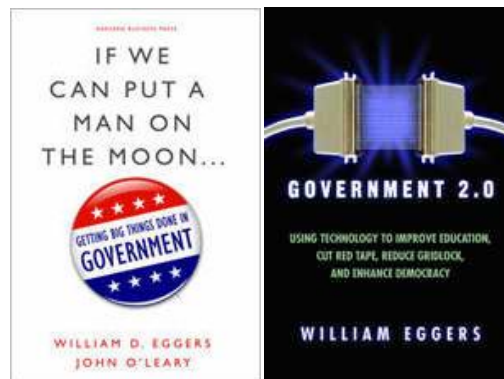
Information Strategy: We can help agencies in their efforts to avoid the perverse incentives trap of "what gets measured gets done." Making data visible and meaningful to the public while ensuring that it's also an asset to help meet mission requires deep understanding of performance metric design and information management. Choose to share the right data to help solve big problems, not just check the box.

Technology: We can help agencies in their efforts to evaluate and implement agile technology solutions that enhance and leverage existing investments, including commercially supported open source and other lightweight tools to rapidly expose agency data, connect with citizens, and help create transparency in an affordable manner.

3x Collaboration: We've helped agencies in their efforts to build collaborative tools and strategies for interagency, intra-agency and citizen-facing efforts. Many competitors focus only on citizen-facing parts of the OGD.

More Reasons why Deloitte's Federal Government Services is different:

- **We wrote the books.** *The Public Innovators Playbook*, *Government 2.0*, and *Man on the Moon: Getting Big Things Done in Government* are three market-leading guides by Bill Eggers, Global Director of Public Sector Research, Deloitte Services LP; each tackles key themes central to the OGD. Great resources to share with agency contacts.
- **Recognized thought leaders** around "government 2.0/open government," including Bill Eggers and practitioners who have built services such as **GovTwit** (ranked #2 Social Media site for government by Federal Computer Week), D-Wiki, cloud services and more.
- **Former public sector leaders** with experience managing USASpending.gov, performance management for the U.K. government and other efforts similar in scope to the OGD. These former elected officials, ministers, cabinet secretaries, and senior government executives are tied together through a global knowledge sharing network.
- More than **5,700 practitioners** dedicated to serving our Federal clients; Access to more than 45,000 other U.S.-based specialists from both the government and **commercial sectors**. Our commercial experience could be key point of difference vs. many competitors.
- Washington Technology 2009: **Top 25 Federal Contractor*** (#22) and Government Executive 2009: **Top US Federal Contractor*** (#54). (*Includes combined revenues from legacy Deloitte and legacy BearingPoint for 2008)
- Deloitte is among the **l leaders in breadth & depth** in "Kennedy's Vanguard of **strategy consulting firms** and practices, 2009."



Example service offerings

Open government strategy development and delivery services.

Designed to help agencies in their efforts to convert information strategy into real world improvements through the use of effective diagnostic tools, methodologies and processes. Our OpenGov toolkit includes a maturity model diagnostic, effective-practices benchmark and technology implementation tools.

Web channel services and solutions. Designed to help agencies in their efforts to evaluate and implement COTS, web 2.0, and agile open source technologies to meet directive mandates in how they share information and collaborate with citizens, with other agencies, and throughout their own agency.

Performance management services. Designed to help agencies in their efforts to manage and make their data available to properly reflect their real priorities, avoid perverse incentives and ensure data is relevant, accurate, complete and secure.

Risk mitigation/governance services. Designed to help agencies in their efforts to ensure their data, tools and approach not only meet directive mandates, but also meet or exceed regulatory requirements around accessibility, privacy, security and other areas of risk.

Human capital management services. Designed to help agencies in their efforts to implement initiatives involving workforce strategies, training and development, change management, and leadership development.

Points of contact

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