

DOT's Open Government Initiative

Driving Innovation through Collaboration | 7.14.2010



Agenda

- Our Plan
- Key DOT Initiatives
 - Flagship Initiative
 - Public Comment
 - IdeaHub
 - Internal Change Management



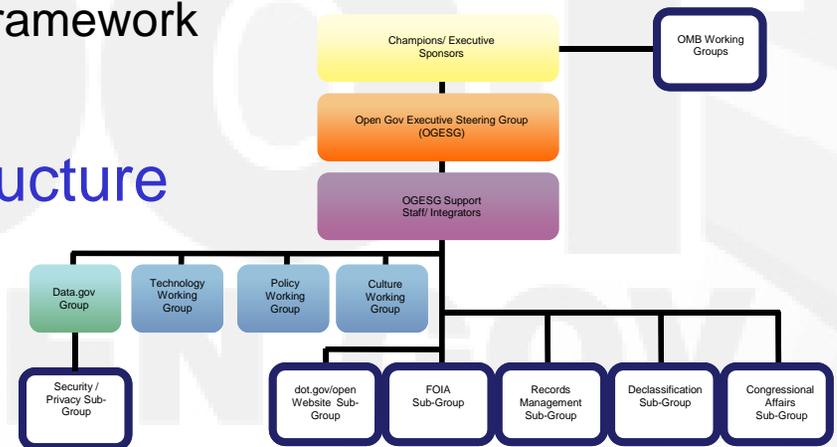
Formulating the Plan

Description of DOT Open Gov Methodology



- Assess phase work products: SWOT, key challenges, driver and policy assessment, tools and technologies map, and engagement survey
- Plan phase work products: change management plan, initial business need prioritization, policy and governance framework, objectives and performance measures, and innovative methods framework

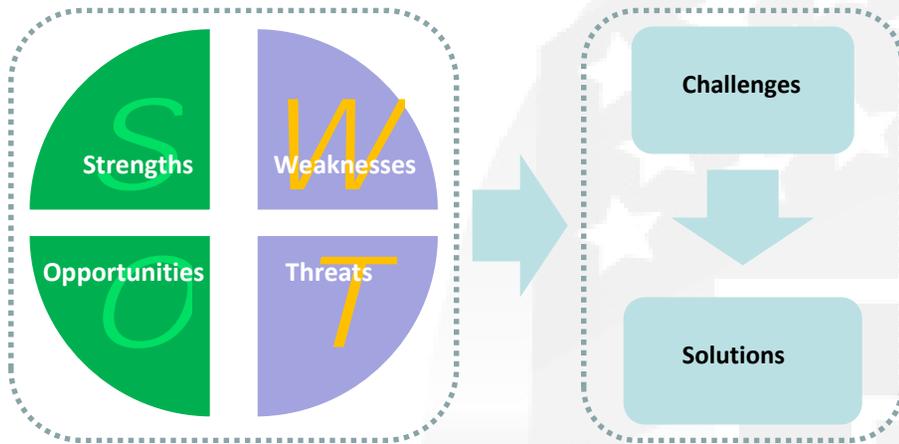
Description of working group structure



Soliciting Public Comment



Strategic Direction and Goals



Critical Technology, Policy, and Culture Issues to Consider

- Plan summarizes and generalizes the key strengths and opportunities identified through the SWOT performed by the PWG, TWG, and CWG
- Plan identifies challenges as well as strategies for mitigating and solving the risks posed by these issues

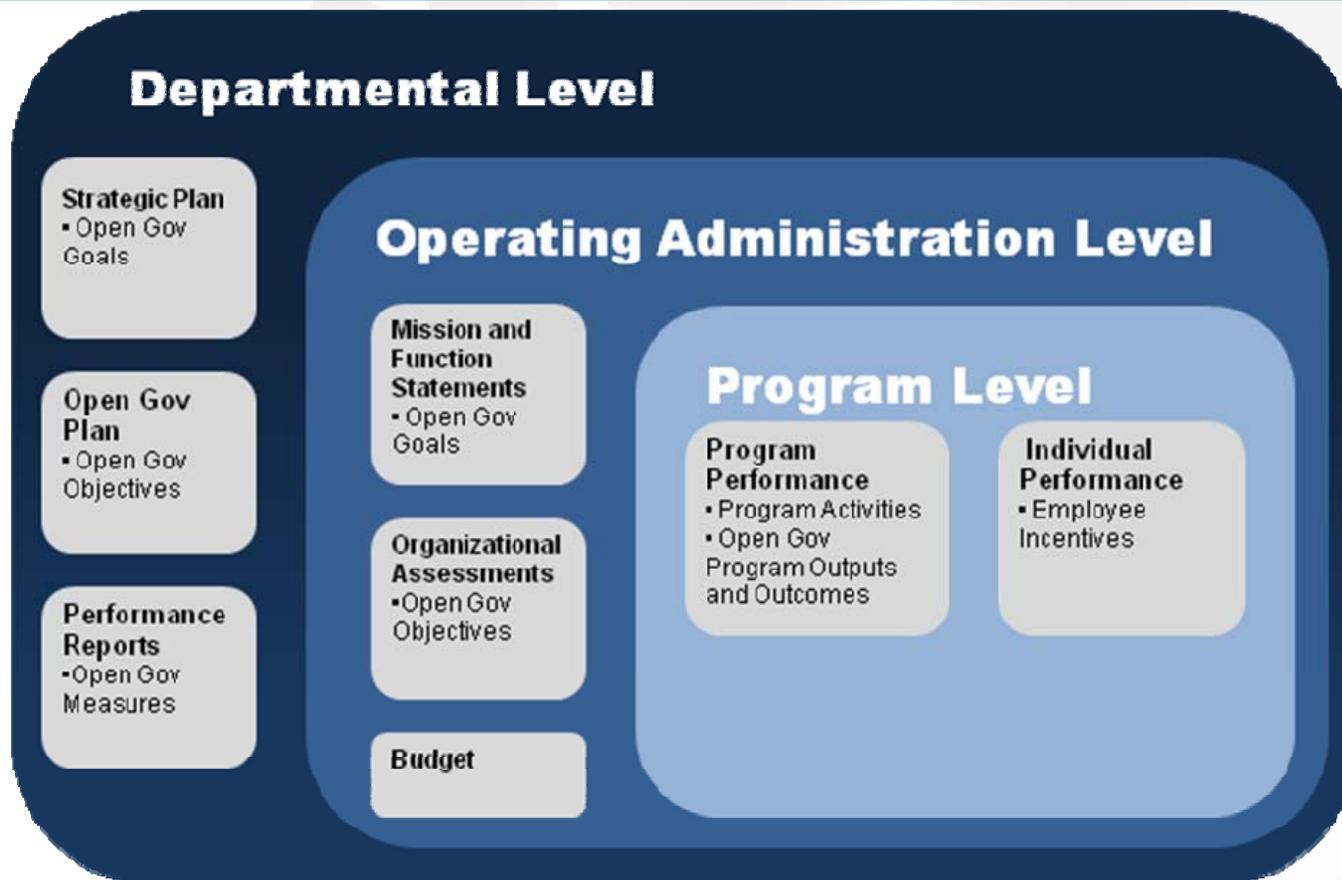
Alignment with DOT Strategic Plan

- Open Gov principles included in the Organizational Excellence section of the DOT Strategic Plan
- Open Gov Plan is a “mini-strategic plan” with goals, objectives, and performance measures



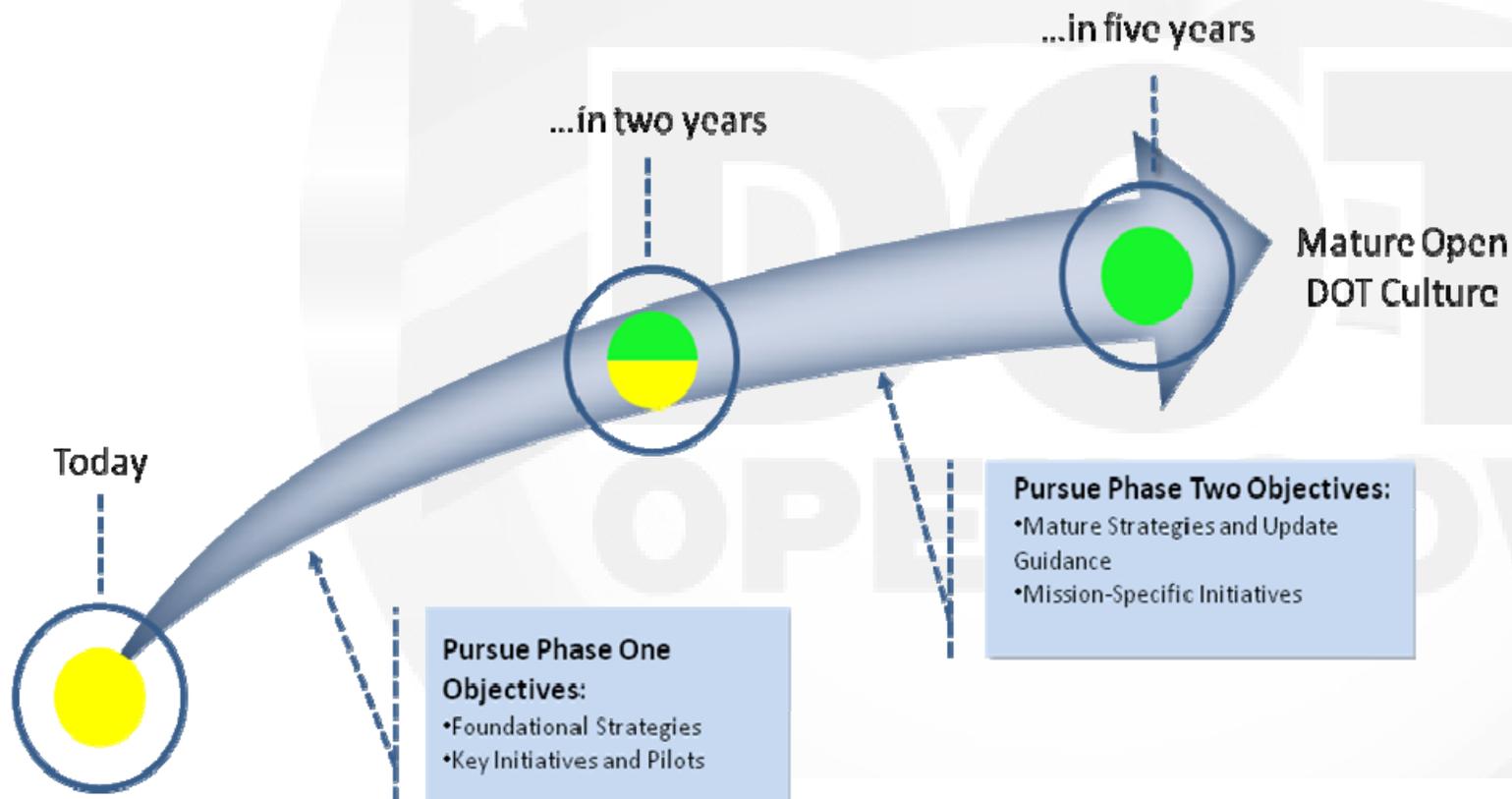
Strategic Approach

To take root, Open Gov principles should be promoted at all levels of the Department: Operating Administrations, Programs, and Individuals.



Goals and Objectives

Phase One will take place over the next two years and will include implementing foundational strategies and key initiatives and pilots. Phase two will take place between year two and year five and will include the maturation of strategies, and update of guidance and mission-specific initiatives



Goals and Objectives

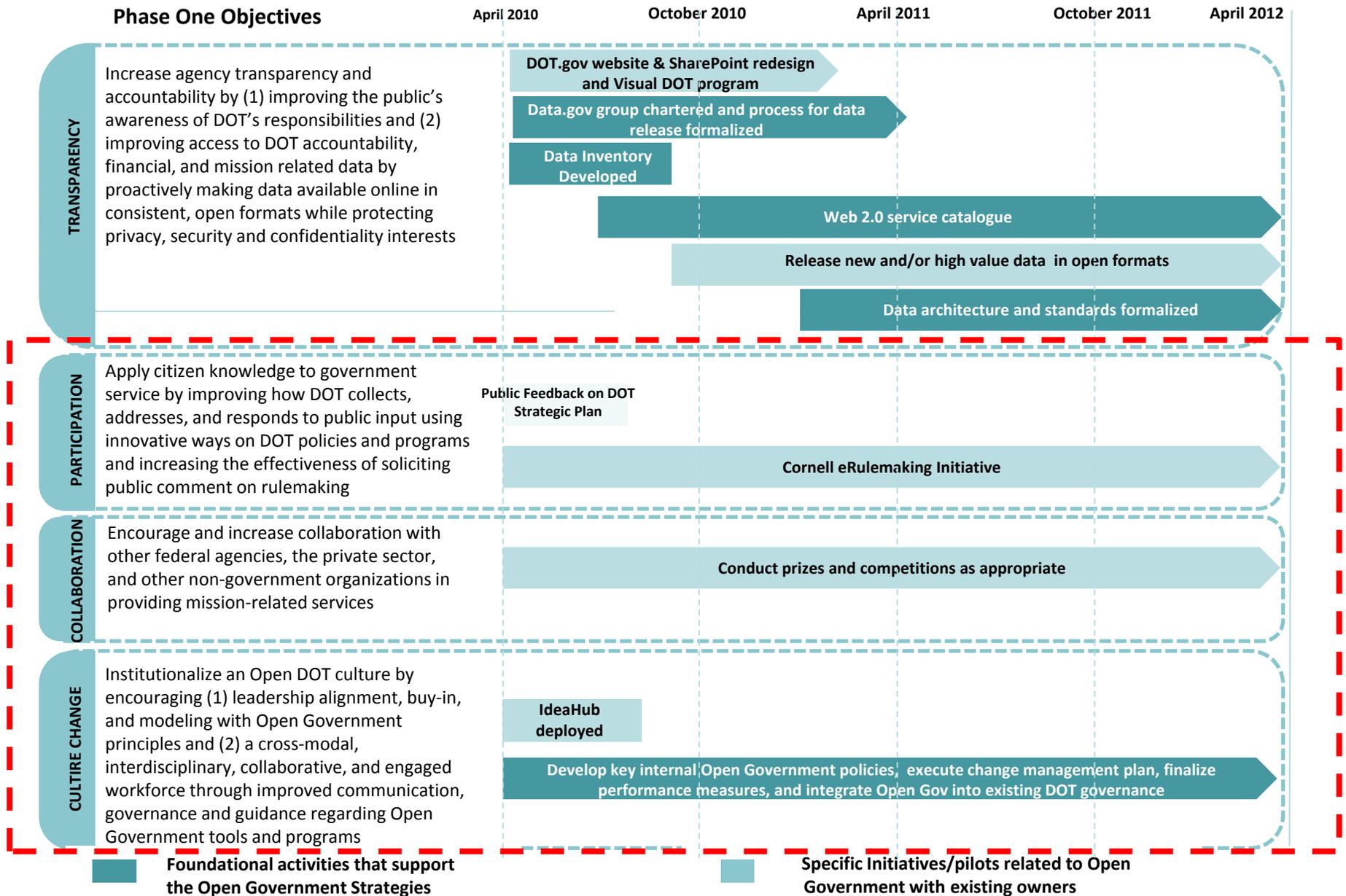


DOT Open Gov Goals and Objectives

Open Gov Goal	Open Gov Objective
Increase Agency Transparency and Accountability	Present in a clear manner DOT information about programs and objectives
	Continue to release DOT data in a timely manner by proactively making it available online in consistent, open formats, while assuring accuracy and protecting privacy, security, and confidentiality
Apply Citizen Knowledge to Government Service	Maintain commitment to collecting and responding to public input on DOT policies and programs in innovative ways
	Continuing to create opportunities for public participation in problem identification and idea generation
Encourage Collaboration and Innovation	Enhance collaboration with other Federal agencies, the private sector, and other non-government organizations in providing mission-related services
	Enhancing efforts to stimulate innovation from DOT data and information
Institutionalize an Open DOT Culture	Encourage commitment to Open Government principles at all levels
	Encourage a cross-modal, interdisciplinary, collaborative, and engaged workforce through enhanced communication, governance, and guidance regarding Open Government tools and programs
	Maintain commitment to data-driven DOT decision making, by increasing employee awareness of DOT data and information



DOT Open Gov Milestones & Initiatives



Key Participation/Collaboration Initiatives

- **Flagship: Cornell e-Rulemaking Initiative**
 - The DOT's flagship initiative will explore how we can encourage more effective participation in the rulemaking process.
- **Public Comment**
 - For the first time, the DOT provided an Internet-based way for the public to comment on and discuss the DOT Strategic Plan. In the past, comments were submitted via email. In this instance the public was able to see and discuss each other's comments.
- **Ideation: IdeaHub Program**
 - Learning from the best practices of other Departments, the DOT will provide a platform for employees to submit and discuss innovative ideas for programs, processes, and technologies in August.
- **Culture Change**
 - The DOT is committed to setting a firm foundation for future Open Government initiatives, through updating internal processes over the next two years, including policies, communications plans, training programs, performance management, and sustainable governance.



CeRI Flagship

- Our flagship initiative is a partnership with the Cornell e-Rulemaking Initiative (CeRI) to engage the broader community in the DOT rulemaking process (www.regulationroom.org).
- CeRI will attempt to reach the public where they are, including the vast majority of the public that does not read the Federal Register or routinely visit DOT Web sites.
- CeRI will search for advocacy groups likely to be interested, blogs that deal with the subject matter area, relevant social networking pages, and any other online venues that can help to spread the word virally about the proposed regulation.
- Two rules thus far have been commented on:
 - **Federal Motor Carrier Safety Administration (FMCSA)'s Proposed Texting Rule:** The total number of unique visitors for the FMCSA texting rule was 2,080 for the 30-day comment period.
 - **Proposed Airline Consumer Protection Rule:** There have been more than 12,351 visitors from 98 countries thus far. There have been 781 comments (including moderator comments) on the site thus far; 63% of comments on peanut allergies, 7% on baggage and other fees, 7% on ticket oversales and bumping, and 6% on pricing and advertising.



Public Comment: IdeaScale

- DOT has engaged in two comment sessions with the public leveraging IdeaScale:
 - Open Government Comment Period
 - Received 65 ideas with 698 votes, and 103 comments
 - Site is still open for ideas
 - DOT Draft Strategic Plan Comment Period
 - Over 300 unique users signed up and we received over 180 comments
 - Those comments received over 700 votes
 - Comment period was open for just over a month this summer
- Several other DOT components are also considering using this method of participation in releasing their strategic plans to the public for comment.



IdeaHub Program

- IdeaHub is an online community that facilitates innovation and collaboration within the Department and the Operating Administrations
 - It is designed to bring comprehensive, cultural change to the Department through the use of a collaborative Web site
 - It empowers employees to develop and rate programs and technological processes and improve the work environment
- IdeaHub encourages...
 - Greater Transparency and a More Engaged Workforce
 - Greater Collaboration within DOT
 - Improved DOT Operations



Internal Change Management

- Change is supported by technology, policy, and culture considerations
 - Technology:
 - Developing a new media/ web 2.0 toolkit
 - Policy:
 - Final stages of updating the web policy
 - Kicking off the development of a social media policy
 - Alignment of Open Gov metrics with DOT's Strategic Plan and performance framework
 - Culture:
 - Increasing the level of awareness of Open Gov
 - Including hundreds of DOT employees in the Open Gov planning and implementation work



Questions?

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