



E-Gov: The View from HUD's Web Team

Presentation by Candi Harrison
for HUD's E-Gov Working Group

July 25, 2000



The HUD Web Story

- Great story
- Happy ending (at least so far)
- Many heroes!
- Past is prologue



In the Beginning...

- First HUD web site posted April 1995
- First job: define the purpose
 - George Latimer: focus on citizens
 - Mom: organize from the audience's point of view
 - Henry Cisneros: it's not about HUD — it's about homes and communities
 - Great advice then - great advice now



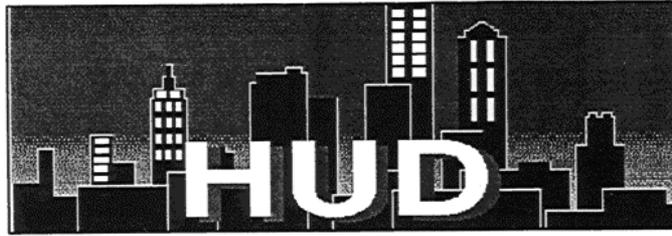
Statement of Purpose

HUD's Homes and Communities Page is a clearinghouse of information and services about homes and communities for citizens and for our current and potential business partners. It's designed to empower citizens and business partners by giving them what they want, when they want it, in ways that make sense to them, so they can solve their own problems and achieve their objectives.



Youth to Adolescence

- 3 iterations first year
- First “award-winner” in second year
- Watch us grow!



An Introduction to

The U.S. Department of Housing and Urban Development



HUD Officials



Programs at HUD



What Program Areas are Doing



HUD Asset Sales

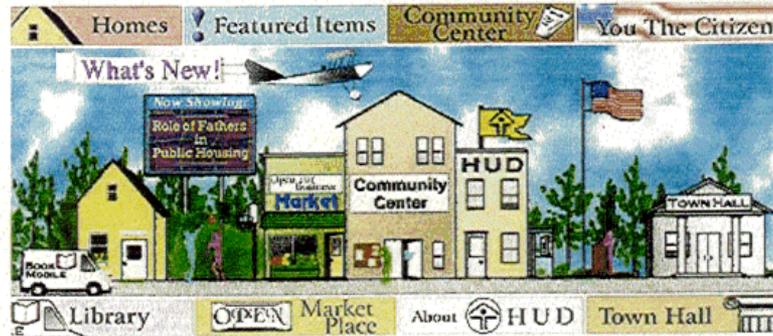


The HUD Gopher



HUD Offices

U.S. Department of Housing and Urban Development's
Homes and Communities Page



ENTER  Mode

Community Center: Information about and for communities including community plans; ideas that work; funding opportunities, guidance, and technical assistance for non-profits and community organizers; volunteer possibilities; and links to community building web sites



Homes: Information about buying and renting homes; housing options for people with low incomes; fair housing laws; housing counseling; FHA premium refunds and third party tracers; and links to other housing related web sites

Market Place: Information and opportunities for HUD's business partners and potential partners; asset sales; forms; HUD's NOFA Schedule; and links to other business web sites

Library: HUD's research site [HUD User](#); downloadable documents; 800 numbers; and a catalog of housing and community related web sites

Town Hall: A place to meet and "chat" about public policy issues.

HUD: Transformation plans; staff directory; information from HUD's five major program areas [Community Planning and Development](#), [Housing \(FHA\)](#), [Public and Indian Housing](#), [Fair Housing and Equal Opportunity](#), and [Ginnie Mae](#); [other major offices](#); HUD's [Inspector General](#); and links to HUD's [Local Offices](#)

You, The Citizen: Tips on how you can use the information on HUD's home page to become an empowered citizen



We welcome your comments and suggestions!
Send them to [Candi Harrison](mailto:Candi.Harrison@hud.gov)
(Candis_B._Harrison@hud.gov).



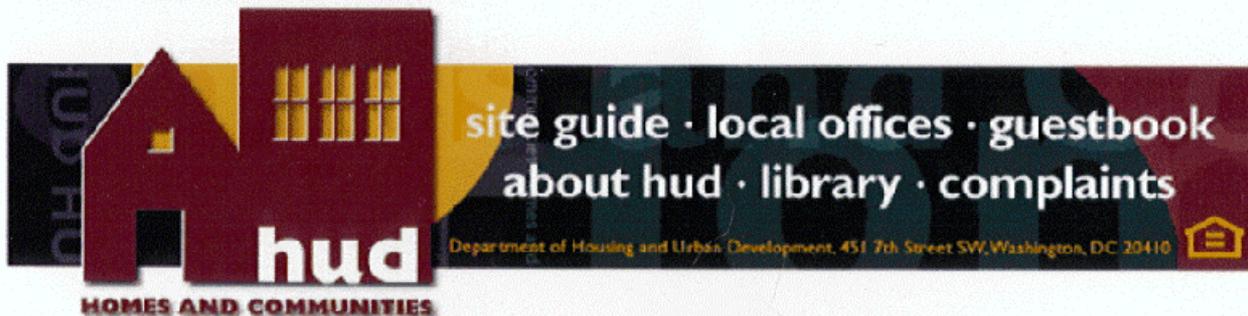
Please read this [disclaimer](#)

Visitor's Center

272852

Since 7/1/96





hud highlights

state of the cities
report

Community
Empowerment
Conference

notice of funding
availability/notice
inviting applications

ez round II application
notice

[more highlights...](#)

HUD News

**HUD On Your Side:
Consumer Information**

Communities

Homes

Business Opportunities

Groups

Kids Next Door

Let's Talk

[FAQ](#)[SITE TOUR](#)[SEARCH / INDEX](#)[WEBCASTS](#)[E-MAIL](#)[¿ EN ESPAÑOL ?](#)

homes and communities

U S D E P A R T M E N T O F H O U S I N G A N D U R B A N D E V E L O P M E N T

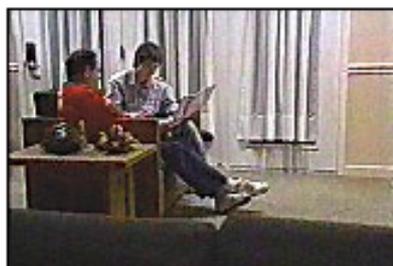
topics

[hud news](#)
[own a home](#)
[rental help](#)
[homeless](#)
[your community](#)
[business contracts](#)
[consumer info](#)
[complaints about hud](#)
[reading room](#)
[handbooks/forms](#)
[kids](#)
[let's talk](#)
[local info](#)
[fed one-stops](#)

search

[GO](#)

community news



The Community of the Good Shepherd (CGS) is comprised of four group homes housing thirty developmentally disabled men from the metropolitan Kansas City area who require 24-hour care. It provides quality care and ensuring the residents lead a life

of dignity and respect. CGS staff, parents, and volunteers all contribute their time and resources in helping maintain the homes and improve the lifestyle of the residents. Visit our [best practices database](#).

pick your group

[First Time Homebuyers](#)
[Senior Citizens](#)
[Veterans](#)
[Women](#)
[People With Disabilities](#)
[Farmworkers](#)
[Native Americans](#)
[Students/Researchers](#)
[Lenders](#)
[Real Estate Brokers](#)
[Appraisers](#)
[Empowerment Zones](#)
[PHAs/Tribes](#)
[NonProfits](#)
[Grantees](#)
[Community/Interfaith Groups](#)
[Elected Officials](#)
[Multifamily Industry](#)
[Homeless Assistance Providers](#)
[Fair Housing/Civil Rights](#)
[Black Colleges/Universities](#)
[Small Businesses](#)
[International Partners](#)
[Health Care Facilities Providers](#)
[Auditors/Investigators](#)
[Investors](#)
[State/Local Government](#)
[Third Party Tracers](#)

hud highlights

[Daily message](#)
[National Calendar of Events](#)
[HUD's Community Technology Centers](#)
[HUD-Treasury to Curb Predatory Lending](#)
[State of the Cities](#)
[Funds available/SuperNOFA](#)
[Best Practices - Symposium Registration - **New**](#)
[Web Clinics for HUD Partners - **New Cities!**](#)

homes for sale

[Find a home](#)

U.S. Department of Housing and Urban Development 451 7th Street, SW Washington, DC 20410 (202) 401-0398 (202) 708-1112 (TTY)

[Privacy Statement](#)

Last modified: June 21, 2000



Where We Are

- One million pages, in hard copy
- 600,000 visitors per month
 - 1.5 million visits
 - 75.5 million "hits"
 - 75% are "citizens"
 - Most want to buy a home



Where We Are (cont'd)

- More than 50 interactive business processes
 - FHA Connection — 200,000 transactions each day
 - 28,800 physical inspection reports submitted to Real Estate Assessment Center
 - 3,200 housing agencies used PIH Information Center (PIC) to submit and review inventory data
 - Brokers can submit bids for HUD homes



Where We Are (cont'd)

- Citizen services
 - Homes for sale — not just from HUD
 - FHA mortgage insurance premium refunds
 - HUD-approved lenders, condos, and planned developments
 - Search for subsidized apartments
 - Interactive maps
 - File a fair housing complaint
 - More than 400 in past 6 months



Where We Are (cont'd)

- Citizen services (cont'd)
 - Search 3,000 “best practices”
 - Browse HUD handbooks and publications
 - Complete and print HUD forms
 - 1500 forms in HUDclips
 - Purchase HUD research reports
 - Find a volunteer opportunity



What are We Doing Well?

- Listen to the audience
 - They tell us what to put on the web
 - E-mail, stats, focus groups, vignettes
- Audience focused — not organization focused
 - First to use customer oriented pages
- One site — one HUD
- Consistent look and feel
 - “McDonalds approach”
- Webcasts
 - Save time, save money



What are We Doing Well? (cont'd)

- Marketing: 4-part strategy
 - Go to the audience
 - Major conferences, state fairs, home and garden shows, etc.
 - Leave a calling card
 - Brochures, bookmarks, magnets
 - Listen to the audience
 - Educate the staff
 - Web Day
 - Monthly Web Drop-Ins



What are We Doing Well? (cont'd)

- Personal customer contact
 - 600 e-mails to the web manager each week
 - Housing web manager handles 2,500 per month
 - Boilerplate responses



What Else Are We Doing with the Web?

- HUDweb
 - Born in 1996
 - Management and communications tool
 - More than 50 internal work processes
 - Take GTR orientation online
 - Check personnel records
 - Order business cards
 - Sign up for savings bonds
 - More than half million visits each month



What Else Are We Doing with the Web? (cont'd)

- HUD Answer Machines
 - Free access to HUD's web site in every office
- 1,000 users each month





What Else Are We Doing with the Web? (cont'd)

- HUD Next Door Kiosks
 - “ATMs” provide basic information to the public
 - 83 located in public spaces across the country
 - Web based content is consistent, current, interactive
 - Recent review: 54% say they'll use info





What Else Are We Doing with the Web? (cont'd)

- Traveling kiosks
 - Mini versions of kiosk
 - Offer both kiosk content and HUD's web site
 - 250 events in past 8 months
 - Even the Maine legislature!
 - 12 new traveling kiosks coming





On the Platter

- Web Clinics
 - Help HUD partners create web sites to deliver the services we fund
 - Free software to create their web sites
 - 12 clinics to date — more than 350 organizations trained
- Deputy Secretary's Task Force
 - Full-time web managers
 - Separate tech support from content management
 - CIO to take lead for web technology/infrastructure



On the Platter (cont'd)

- Technology Enhancements
 - Automate site management
 - Customize
 - Real-time chats
- Educational Webcasts
 - How to buy a home
 - What is housing discrimination?
- Kiosk Partnerships
 - Hassle-free communities kiosks
 - Opportunities with state/local governments



And now... "E-Gov"

- New name — same game
- Brings new emphasis/resources to the effort
- Not just e-commerce; *e-service*
- Goal: seamless service to citizens
 - Inside and outside HUD
 - With HUD partners
 - Between levels of government
 - "Continuums" of information and services



And now... "E-Gov" (cont'd)

- The possibilities
 - Federally-sponsored Internet centers
 - Free access to the Internet
 - Governmentwide database of info
 - Instead of separate web sites
 - New job opportunities for staff
 - Work at home, flexible hours, flexible locations
 - Use web to connect people with people
 - To provide services, to foster new "communities"
 - Increase in participatory government
 - e.g., Leiberman/Thompson web site
 - Virtual teams, online town hall meetings



And now... "E-Gov" (cont'd)

- The issues
 - Impact on organizational structure
 - Jobs could change, resource needs could change
 - Change is good — but hard
 - Changing the culture of government (HUD) to focus on citizens as customers - *e-service*
 - Privacy, security concerns verses improved service
 - How much is too much information?



And now... "E-Gov" (cont'd)

- The strategies
 - Inventory our successes
 - Describe how we're serving citizens better
 - Credit managers who "own" e-gov
 - Recognize managers who take risks
 - "Hall of e-gov heroes" on HUDweb?
 - Document cost benefit/savings
 - Find ways to value service to citizens
 - What value do you put on helping a homeless person find a place to sleep at night?
 - Focus on forms — more than 580 public use forms



And now... “E-Gov” (cont’d)

- Skim off citizen info from current systems
- Tech fair for execs (“change agent” recommendation)
- Listen to the audience: series of online town hall meetings
 - “What do *you* want us to do?”
- Build simple applications for partners — give it to them
 - e.g., apply for public housing online
- Brief key partner organizations and form alliances to develop seamless services for citizens
 - NAHRO, CLPHA, PHADA, Conf of Mayors



And now... "E-Gov" (cont'd)

- PSAs on services available via the web
- Write articles, apply for awards, showcase our accomplishments!
 - Always showing how we're serving citizens better



Summary

- E-gov isn't new
 - We've been at it for (at least) 5 years
- We aren't beginners — we're leaders
- Keys to success:
 - Program managers must own it and get credit for it
 - Citizens need to see how we're serving them better
- Remember advice from the beginning:
 - Focus on citizens
 - Approach it from the audience's point of view
 - Remember: it's not about HUD — it's about homes and communities



Summary (cont.)

- The good news? It's working!
 - "After the workshop, I remarked to everyone how impressed I was...HUD has morphed from monolithic bureaucracy to this great user friendly entity. It seems the e-culture has really been very important — if not key — to the change."
 - Safenet (nonprofit in Pittsburgh)