

Features & Benefits

Successful implementation of Web 2.0 features will accomplish several key goals:

- Build upon the existing success of County eGovernment initiatives
- Leverage existing technology investments
- Maximize the potential for return on investments
- Increase internal and external customer satisfaction with County web resources

Web 2.0 Feature	Current/Potential Oakland County Use	Benefit to Oakland County
<p>Blog – shared online journal with one or more writers; readers post comments and reactions</p>	<p>Executive Office Blog, Around the Town, http://community.oakgov.com/; eGovernment Sharing Network http://egovsharing.blogspot.com/ ; <i>blogging for elected officials and key employees</i></p>	<p>Facilitate two-way communication with citizens, other governments, businesses, etc.</p>
<p>Collaboration – sharing of information, documents, files, and resources</p>	<p>My.OakGov.com http://my.oakgov.com/; Knowledge bases; content management systems; <i>wikis</i></p>	<p>Outward collaboration between information suppliers and consumers, internal collaboration among employees; operational efficiencies; increased levels of customer satisfaction; greater investment returns; increased leverage of technology investments</p>
<p>Customization – allow site visitors to set individual preferences affecting the way they experience a web site; allow users to contribute to web site content</p>	<p>Mobile Services; <i>adjustable font size, color scheme, page layout, page content, and other preferences; web site gallery of photos submitted by citizens; citizen login accounts to save preference settings, personal bookmarks, page tags, etc., and use of County online services; mashups</i></p>	<p>Increased citizen participation and buy-in for County online resources; improved web site usability through ability for users to change the appearance of a web site to suit their personal tastes</p>
<p>Folksonomies – system of categorization or classification that is created and maintained by web site users through the application of descriptive tags (e.g., http://digg.com/,</p>	<p><i>Additional improvement to web site navigation</i></p>	<p>Makes web-based information and resources easier for citizens to search and retrieve; immediate improvement in citizens’ ability to find desired</p>

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del.icio.us, http://technorati.com/)	Interactive mapping; CrimeWatch crime maps http://www.cantonpublicsafety.org/community_policing/ ; <i>creation of additional mashups to combine County data and applications</i>	information online
Mashups – combination of information from more than one source to create a new, often dynamically created resource (e.g. Google Earth http://earth.google.com/)	Interactive mapping; CrimeWatch crime maps http://www.cantonpublicsafety.org/community_policing/ ; <i>creation of additional mashups to combine County data and applications</i>	Increased usefulness of County online information; allows users to adjust and recombine elements as desired
Media Gallery / Media Sharing – collections of video, audio, photos, etc. (e.g. Flickr http://www.flickr.com/ , YouTube http://www.youtube.com/)	Video Center http://www.oakgov.com/egov0016/video/ShowVideo.jsp ; County Executive photo gallery http://www.oakgov.com/exec/ ; Media Management http://media.oakgov.com/ ; <i>creation of additional media collections on County web site, allow citizens to contribute media, create Oakland County Flickr Group, create Oakland County YouTube Channel</i>	Improves access to County multimedia information and resources
Micro-blogging / Instant Messaging / Presence networks – web-based communication via brief updates and/or instant messaging (e.g. http://www.aim.com/ , http://twitter.com/)	IT Department uses Windows Live Message for internal communications; <i>Oakland County Twitter stream for alerts and instant updates</i>	Improves communication, improves access to County information
Podcasts – digital recording published on the web, usually audio-only although video podcasts are growing in popularity	Oakland County Podcasts http://www.oakgov.com/podcast/ ; <i>webcasts</i>	Provides open access to BOC meetings and other selected aspects of County government; new communication channel
RSS / newsfeeds – web-based syndication	County Podcasts & Video Center RSS subscription http://www.oakgov.com/podcast/ , http://www.oakgov.com/egov0016/video/ShowVideo.jsp ; RSS subscription to updated pages on County web sites	Improves access to County web-based information; encourages frequent repeat visits to County web sites

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	http://www.oakgov.com/rss/ ; email subscription service to receive notification of updated pages on County web sites http://www.oakgov.com/subscribe/index.html	
Social Bookmarking – a method of storing, classifying, sharing and searching user-created web site bookmarks (e.g., http://digg.com/ , del.icio.us, http://technorati.com/)	<i>Additional improvement to web site navigation; additional user customization</i>	Helps citizens locate, revisit, and share relevant County web resources
Social Networking – an online structure that connects people who share common interests. (e.g. http://www.facebook.com/ , http://www.myspace.com/)	<i>Testing with Executive Office Page in Facebook; User communities to serve groups of professionals such as business owners, attorneys, and others; collaboration, and resource sharing for CVTs; collaboration, and resource sharing for County employees</i>	Improved access to information designed for citizens, businesses, other governments, etc.
Virtual Worlds – simulations of environments and people (e.g. Second Life http://secondlife.com/)	<i>Create virtual County government office or information kiosk</i>	Currently examining potential
Widgets / Gadgets / Pipes - Small applications & code in web pages or for desktop use (e.g. Google Gadgets, iGoogle)	<i>Incorporate on County web sites; use internally on County network computer desktops</i>	Currently examining potential
Wikis – a collaborative web application designed to allow multiple authors to add, remove, and edit content; Structured wikis can mimic the security and structure of classic content management systems (e.g. http://www.wikipedia.org/)	<i>Knowledge sharing and collaboration among CVTs; knowledge sharing and collaboration among employees</i>	Improved access to relevant, timely information