



# Why Drupal, Why Now?

Real Impact: 7 (-ish) Case Studies of Drupal in Government





# First, Why Open Source?

- No vendor lock-in (own your data)
- Extensibility: a voice in future development
- Benefit from the Community, contribute to the Community

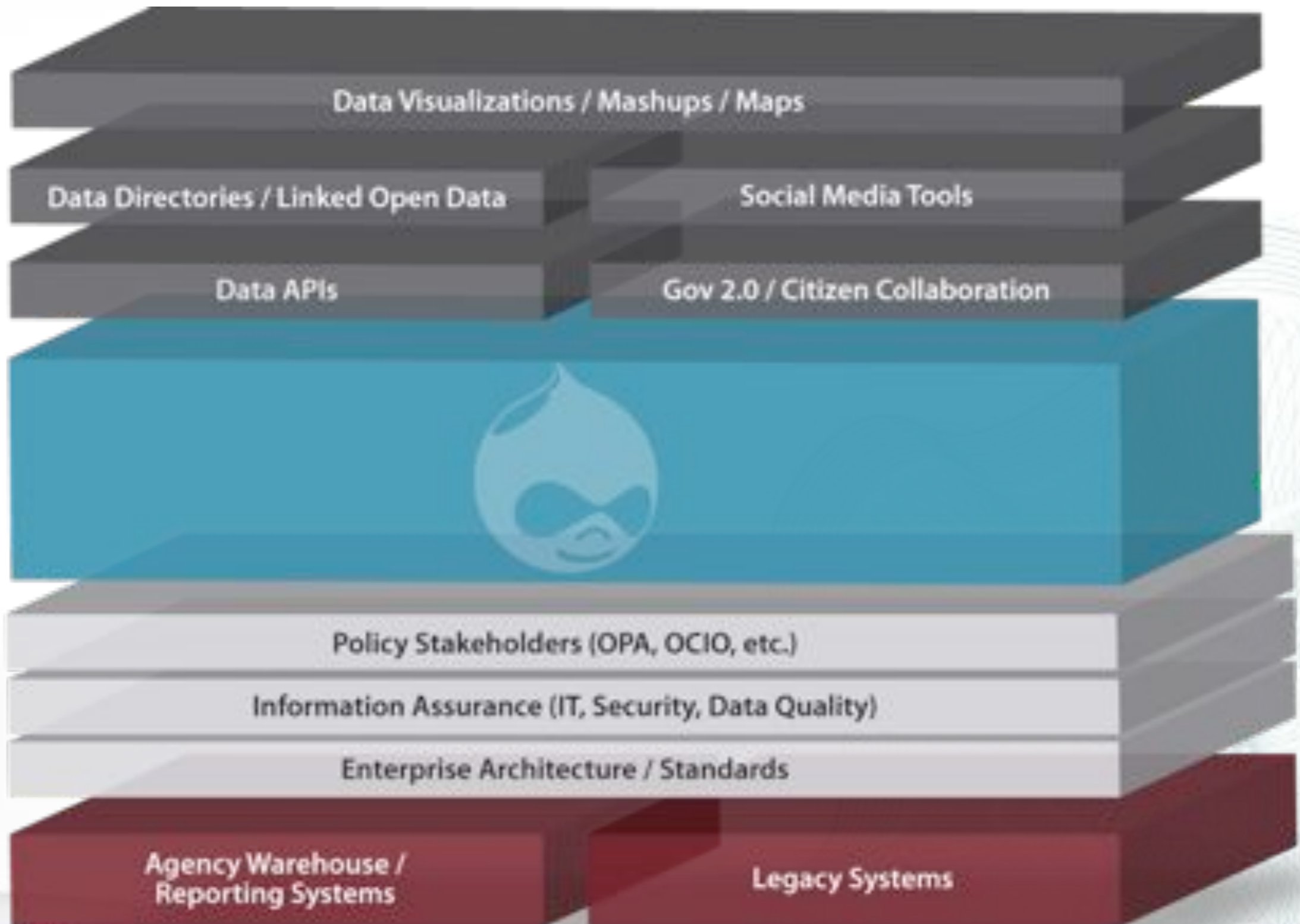


# Drupal is GROWING

house of representatives  
restorethegulf.net  
department of veteran affairs  
commerce.gov  
science.house.gov  
of education  
ready.gov  
foreign governments  
GO.USA.GOV  
relief efforts  
we the people  
municipalities  
energy.gov  
whitehouse.gov  
smartgrid.gov  
data.ed.gov  
teach.gov  
FEMA.GOV  
arts.illinois.gov  
opic.gov  
federal agencies  
policy.house.gov  
data.gov/communities  
library.lbl.gov  
commissions  
senate.ca.gov  
mbda.gov  
fatherhood.gov  
international development  
kenya.usaid.gov  
state governments  
mdc.mo.gov  
fcc.gov



# Modern GovTech Stack





THE WHITE HOUSE | PRESIDENT BARACK OBAMA | BLOG | PHOTOS & VIDEO | SLEEPING ROOM | PRESS | ADMINISTRATION | THE WHITE HOUSE | GOVERNMENT

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# CHANGING WASHINGTON

Departments and agencies release their Open Government Plans – another historic milestone in President Obama's campaign to change Washington.

[Learn More](#)

1 2 3 4

# OPEN GOV

## A NEW FOUNDATION



**Health Reform: What It Means for You**  
Health Reform as signed by the President will put American families and small businesses in control of their health care, instead of insurance companies. Learn what it will do for you.

[Learn More](#)

← BACK | NEXT →

## THE BLOG

APRIL 2010 at 8:44 AM EDT  
**Student Security Summit Day 2: Taking Your Questions**  
Join a live video chat with Ben Rhodes, Deputy

## FEATURED LEGISLATION

**Health Care and Education Affordability Reconciliation Act of 2010**  
Signed Tuesday, March 30, 2010

## SEARCH the SITE

U.S. Search:  [Search](#)

## HEALTH CARE REFORM

[More Information](#)

## PHOTO of the DAY



# OpenGovernment

- Use of “modern technology”
- Best practices for citizen engagement
- Open data sets
- Published Open Government and FOIA Plan
- Downloadable/machine readable copies of virtually everything
- Mechanisms for public feedback and input



# What's Changing?

- Engagement
- Transparency
- Open Data
- Scalability
- Accessibility and Usability
- Flexibility and Speed



# Engagement

The screenshot shows the 'We the People' website interface. At the top, it says 'WE the PEOPLE YOUR VOICE IN OUR GOVERNMENT'. Below this, there are navigation links: 'CREATE A PETITION', 'SIGN PETITIONS', 'RESPONSES', and 'HOW & WHY'. A main section titled 'We The People is Live!' explains the process: 'Returns to We the People on whitehouse.gov. The tool provides you with a new way to petition the Obama administration to take action on a range of important issues facing our country. If a petition gets enough support, White House staff will review it, arrange for it to be sent to the appropriate policy experts, and issue an official response.' A video player is embedded, showing a play button and the text 'Watch this step-by-step walkthrough'. Below the video, there is a section for 'OUR PETITION RESPONSES' with a link to 'Taking Action to Reduce the Burden of Student Loan Debt'. At the bottom, a diagram illustrates the '3 easy steps' of the process: Step 1: Create or Sign a Petition; Step 2: Build Support and Drive; Step 3: The White House Reviews and Responds.

Invite every U.S. citizen to create, sign and vote on petitions for any issue they want - online.







# Engagement

|  |   |   |
|--|---|---|
| <p>Dedicated Funding for The Land and Water Conservation Fund (LWCF)</p> <p><b>1,079</b> Signatures <a href="#">FIND OUT MORE</a></p>  | <p>campaign donors (2)abolish 501c4 secrecy (3)repeal Corporate Personhood</p> <p><b>1,485</b> Signatures <a href="#">FIND OUT MORE</a></p>                               | <p>Recent Petitions</p> <p>urge CMS to reconsider its decision (CAQ-004234) excluding Registered Dietitians from direct billing for Obesity Therapy</p> <p>Veto National Defense Authorization &amp; Remove "Protecting as 'low level terrorist'" from DOD Training Manual</p> <p>nominate Captain Chesley B. "Bully" Sullenberger for FAA Administrator</p> <p>Recent Responses</p> <p>History of Petitions</p> <p>Helpful Hints</p> <p><b>CREATE A PETITION</b></p> |
| <p>Support protestors. Address the problems that brought them there. Stop trying to distract The People with side issues.</p> <p><b>965</b> Signatures <a href="#">FIND OUT MORE</a></p> | <p>Amend the Constitution, making the Internet an unalienable right.</p> <p><b>9,024</b> Signatures <a href="#">FIND OUT MORE</a></p>                                     |   |
| <p>Ask FAA for reversal to charge for government approach data downloads and not allowing individuals to access them.</p> <p><b>3,235</b> Signatures <a href="#">FIND OUT MORE</a></p>   | <p>Enable NHTSA to accept crash testing by foreign nations that is equal to or better than US Standards.</p> <p><b>1,163</b> Signatures <a href="#">FIND OUT MORE</a></p> |   |
| <p>Protect Funding for Our Nation's Most Vulnerable Students!</p>  | <p>Yemen, to: U.S. President Mr. Barack Obama.</p>  |   |
| <p><a href="#">SIGN IN</a> / <a href="#">CREATE AN ACCOUNT</a></p>   |   |   |





# Engagement

Dedicated Funding for The Land and Water Conservation Fund (LWCF)      campaign donors (2)abolish 501c4 secrecy (3)repeal Corporate Personhood      Recent Petitions

CREATE A PETITION    OPEN PETITIONS    RESPONSES    HOW & WHY

WE PETITION THE OBAMA ADMINISTRATION TO:

## Amend the Constitution, making the Internet an unalienable right.

As seen by the

- \* Stop Online Piracy Act (SOPA), also known as H.R.3261 and the E-PARASITE (Enforcing and Protecting American Rights Against Sites Intent on Theft and Exploitation) Act
- \* PROTECT IP Act, or (Preventing Real Online Threats to Economic Creativity and Theft of Intellectual Property Act of 2011), also known as S.968

The United States Government is actively attempting to pass legislation to censor internet. There are numerous campaigns against this Act, but we need to do more than just prevent SOPA from passing. Otherwise, future Acts of similar nature will oppress our rights.

By signing this petition, you are demanding the Obama Administration to add an amendment to the Constitution that limits the power of the Government from being able to censor the internet.

Created: Nov 18, 2011  
Issues: Human Rights, Technology and Telecommunications

Learn about Petition Thresholds

|  |               |                                   |              |
|--|---------------|-----------------------------------|--------------|
| SIGNATURES NEEDED BY DECEMBER 18, 2011 TO REACH GOAL OF 25,000 | <b>15,975</b> | TOTAL SIGNATURES ON THIS PETITION | <b>9,025</b> |
|--|---------------|-----------------------------------|--------------|

Note: When you sign this petition, your A.whitehouse.gov account is required to sign Petitions. WHY? first name, last initial and city and state

LOG IN / CREATE AN ACCOUNT

## Takeaways

High-traffic engagement tools with security, accessibility and scalability are possible.

# Transparency



How does Drupal promote transparency for everyday citizens?



# Transparency

the WHITE HOUSE

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BLOG PHOTOS & VIDEO BREEFING ROOM DATES ADMINISTRATION WHITE HOUSE GOVERNMENT

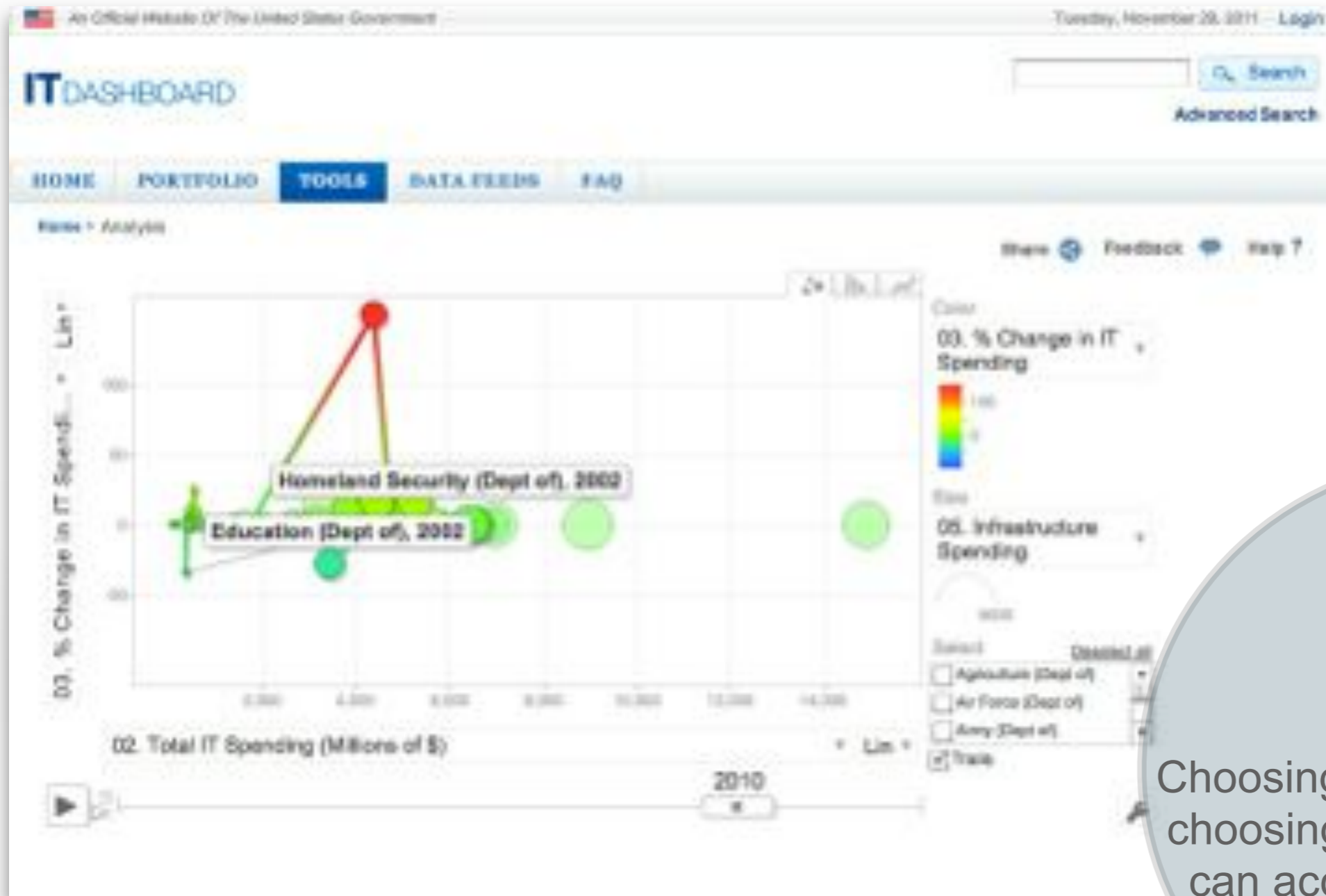
Home - Briefing Room - Disclosure - Visitation

Frank All Data

You are viewing: All Data

| Release Date | Last Name | First Name | Middle Initial | Visitor Last Name | Visitor First Name | Meeting Location | Meeting |
|--------------|-----------|------------|----------------|-------------------|--------------------|------------------|---------|
| 03/06/2010   | ACKERMAN  | FRANK      |                | OFFICE            | VISITORS           | WH               | RESIDEN |
| 03/06/2010   | ACKERMAN  | FRANK      |                | OFFICE            | VISITORS           | WH               | RESIDEN |
| 03/06/2010   | AGRAWAL   | MIK        |                | GREEN             | JASON              | WH               | VFW     |
| 03/06/2010   | AGRAWAL   | MIK        |                | GREEN             | JASON              | WH               | VFW     |
| 03/06/2010   | AGRAWAL   | RADHA      |                | GREEN             | JASON              | WH               | VFW     |
| 03/06/2010   | AGRAWAL   | RADHA      |                | GREEN             | JASON              | WH               | VFW     |
| 03/06/2010   | ALBERO    | FRANKLIN   | R              | OFFICE            | VISITORS           | WH               | RESIDEN |
| 03/06/2010   | ANDERSON  | FRANK      |                | ABRAHAM           | YOHANNES           | WH               | VFW     |
| 03/06/2010   | ATKINSON  | FRANK      | G              | OFFICE            | VISITORS           | WH               | RESIDEN |
| 03/06/2010   | AYALA     | FRANK      |                | OFFICE            | VISITORS           | WH               | RESIDEN |
| 03/06/2010   | BAITMAN   | FRANK      |                | DALE              | KARSEM             | DEOB             | 109     |
| 03/06/2010   | BAITMAN   | FRANKLIN   | H              | OFFICE            | VISITORS           | WH               | RESIDEN |
| 03/06/2010   | BAITMAN   | FRANKLIN   | H              | KUNDRA            | VIVEK              | DEOB             | 412     |
| 03/06/2010   | BAITMAN   | FRANKLIN   | H              | KUNDRA            | VIVEK              | DEOB             | 412     |
| 03/06/2010   | BAKER     | FRANKLYN   |                | OFFICE            | VISITORS           | WH               | RESIDEN |
| 03/06/2010   | BARRETT   | FRANKLIN   |                | OFFICE            | VISITORS           | WH               | RESIDEN |
| 03/06/2010   | BARRETT   | FRANKLIN   |                | OFFICE            | VISITORS           | WH               | RESIDEN |
| 03/06/2010   | BENARRDCH | TARYN      |                | DISAMMARINO       | FRANK              | DEOB             | 237     |
| 03/06/2010   | BENARRDCH | TARYN      |                | DISAMMARINO       | FRANK              | DEOB             | 237     |
| 03/06/2010   | BENARRDCH | TARYN      |                | DISAMMARINO       | FRANK              | DEOB             | 237     |

# Transparency



## Takeaways

Choosing a platform can mean choosing the way the public can access your information.

# Open Data



By telling a story, visualization helps make data a useful resource for the public.



# OpenData: Visualizations





# OpenData: Visualizations

**POTENTIAL.**

Solar's vast potential isn't restricted to just one region of our country. [▶](#)

Find out how much solar energy your town could generate:

[GO](#)

**ENERGY.GOV** Find information about your town or city.  [SEARCH](#)

[PUBLIC SERVICES](#) [SCIENCE & INNOVATION](#) [MISSION](#) [News & Blog](#) [Maps & Data](#) [About Us](#) [For Staff & Contractors](#) [OFFICES](#)

**Prize Winning New App**

This new mobile app can help you find the best new light bulb for each room in your home.

[READ MORE](#)

Find information about your town or city.

[GO](#)

**SIGN UP FOR EMAIL UPDATES**

Enter



# Open Data

The screenshot shows the ENERGY.GOV website interface. At the top, there's a green header with the logo and navigation links. Below the header, the page is divided into several columns:

- BLOG:** Contains several articles with dates and titles, such as "Dr. Majumdar Tarkenton ARPA-E Grant Tech Talk at TEDxMidAtlantic Conference" and "Energy Department Employees Strive to Cut Costs, Improve Efficiency".
- POPULAR TOPICS:** A horizontal bar chart showing categories like "Tax Credits, Rebates, Savings", "Heating and Cooling", "Industrial Heating & Cooling", "Solar", "Home Weatherization", and "Appliances & Electronics".
- NEWS:** A list of recent news items with dates and titles, including "Energy Department Nuclear Systems Are Powering Mars Rover" and "Secretary Chu Announces 2011 Ernest Orlando Lawrence Award Winner".
- Interactive Maps:** Two maps titled "HOW MUCH DO YOU SPEND?" and "HOW MUCH DO YOU USE?". The first map shows energy spending by state, and the second shows energy usage by state. Both include a "View All Savings" link.
- 2020 SunShot:** A large orange and white graphic with the text "2020 SunShot".

## Takeaways

- Educate
- Tell a Story
- Make Data Useful
- Be a Resource

# Scalability



The previous process for the House of Representatives encouraged wasteful spending with no simple process for platform building.

# Scalability



## Takeaways

- Efficiency
- Standardization
- Scalability
- Extensibility



# Accessibility

Home • Photos & Videos • Video

Search WhiteHouse.gov Search



**Hanukkah at the White House**  
December 22, 2011 | 4:17 | Public Domain  
President Obama and First Lady Michelle Obama celebrate Hanukkah with a reception at the White House.

Download mp4 (41MB) | mp3 (4MB)

thinking Hanukkah lasts 20 nights instead of eight.

01:40 00:17

Drive by Categories Search videos Show All Subscribe

You are viewing: All Audio/Video



# Accessibility

The screenshot displays the FCC.gov website interface. At the top right, there are links for 'Display Options', 'Normal Contrast', 'Español', and 'Translate'. The main navigation bar includes 'The FCC', 'Our Work', 'Tools & Data', and 'Business & Licensing', with 'Federal Communications Commission' on the far right. The FCC logo is on the left. A search bar is present with the text 'Search' and a magnifying glass icon. To the right of the search bar is a blue button labeled 'Take Action' with sub-links for 'Comment', 'Complaint', and 'Dispute'. The main content area features a large banner for the 'Small Biz Cyber Planner' with a background image of a padlock and circuitry. The banner text reads: 'Small Biz Cyber Planner', 'New online tool helps small businesses create customized cyber security plans. LEARN MORE', and 'Welcome to the New FCC.gov'. Below the banner, there is a link for 'Looking for the previous FCC.gov?' and a button labeled 'PREVIOUS FCC.GOV'. The footer of the page contains the 'phase://technology' logo.

# Accessibility

The screenshot displays the FEMA Ready website interface. At the top left, there is a green 'Ready' logo with a checkmark and the tagline 'Prepared. Plan. Stay Informed.' next to the FEMA logo. A 'Skip to main content' link is visible at the top right. Below the header is a navigation bar with links for 'CONTACT US', 'MORE LANGUAGES', 'PAGE', and 'FEMA.GOV', along with a search bar. A main navigation menu includes categories: 'BE INFORMED' (What to do before, during, and after an emergency), 'MAKE A PLAN' (Prepare, plan and stay informed for emergencies), 'BUILD A KIT' (Build a kit for disasters to be prepared), 'GET INVOLVED' (Learn more about community preparedness), 'BUSINESS' (Plan for and protect your business), and 'KIDS' (Fun and games for kids). The main content area features a large image of a man in a suit with a numbered navigation bar (1-5) overlaid. Below the image is a section titled 'MAKE A BUSINESS EMERGENCY PLAN' with three sub-sections: 'IMPLEMENTATION' (PROTECT WORKERS DURING DISASTERS), 'BUSINESS CONTINUITY PLAN' (KEEP YOUR BUSINESS RUNNING DURING A CRISIS), and 'PROGRAM MANAGEMENT' (EMERGENCY PREVENTION SAVES FINANCIAL SENSE). To the right, there are two content boxes: 'PREPAREDNESS NOTIFICATIONS' with a 'Wildfire Safety Tips' article (dated Nov. 19, 2011) and 'WINTER WEATHER' with a link to 'Learn about Winter Weather Factors'.

# Flexibility and Speed

Experienced team built with Drupal distro in two weeks.





# Flexibility and Speed

The screenshot shows the City of Manor website. At the top left is the City of Manor logo, a green star inside a circular seal. To its right is the text "CITY OF MANOR". Further right is a search bar with a blue "SEARCH" button. Below the header is a navigation menu with links: Public Notices, Open Gov, About, About, Partners, Report A Problem, Speaking, and Sponsorship Opportunities. The main content area features a large aerial photograph of a suburban neighborhood. Overlaid on the left side of the photo is a white box with the text: "Welcome to Manor! The City of Manor is a growing community just east of Austin, TX, along Highway 290. Manor is known worldwide for its innovative uses of technology." Below the photo, there is a section titled "Thanksgiving Holiday" in green text, with a sub-headline: "City of Manor administrative offices will be closed Thursday, November 24th and Friday, November 25th in observance of Thanksgiving." To the right of this section is a "CONNECT" section with icons for Twitter, Facebook, LinkedIn, and YouTube. Below that is a "CLICK LINKS" section.





# Flexibility and Speed

Home | Submit Feedback

 **Town of Lake Clarke Shores**

ABOUT SERVICES RESOURCES POLICE **CALENDARS** MEDIA BLOGS

Home » Calendars » Events & Meetings

### Events & Meetings

Event Type:  Meeting Type:

Filter:   December 2011

| Sun | Mon                        | Tue                                     | Wed                                  | Thu | Fri | Sat                                     |
|-----|----------------------------|---|--------------------------------------|-----|-----|---|
|     |                            |   |                                      |     |     | <b>11:00 Public Hearing</b>             |
|     | <b>10:00 Board Meeting</b> |   | <b>6:00 Code Enforcement Meeting</b> |     |     |   |
|     |                            | <b>6:00 Planning Commission Meeting</b> |                                      |     |     | <b>7:00 Planning Commission Meeting</b> |

**CALENDARS**

- Events & Meetings
- Pavilion Reservations

**MOST VIEWS**

- Police Department
- Resolutions
- Phone Directory
- About Lake Clarke Shores
- Peace of the Month

**Stay Connected**



# Flexibility and Speed: Re-Use



**Takeaways**

- Contribute Back
- Growing Momentum
- Shared Best Practices



# So... Why Drupal, Why Now?

- Be pro-active in publishing information to the web
- Distribute and share open data
- Be more open with information, data and policy decision making
- Enabling the public to have a two way conversation with the government
- Collect needs and ideas from citizens



# Questions?

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- Twitter: @phase2tech