

## Digital Government: Government to Citizen (G to C)

**OVERVIEW:** This category covers governmental applications that provide innovative services or communication channels for citizens, provide for open government, and/or increase government's efficiency. Additionally, mobile services and applications are included in this category.

Submissions can include any type of electronic interface and may demonstrate:

- Two-way communication capabilities
- Self-service applications
- Personalization
- Subscription and notification features
- Provisions for government transparency and accountability

### SPECIFIC REQUIREMENTS

As applicable, include detailed information about:

- Longevity of the service
- Target audience and the current adoption rate
- Outreach campaigns to encourage use
- Steps taken to ensure data and transactional security
- Performance measures and client satisfaction data

Include any development and/or training initiatives that ensure expanded access to, and independent use of these services by people with disabilities or others who would not normally have easy access to digital government initiatives.

### EXAMPLES

The Awards Committee encourages submissions that address high-volume, mission-critical services such as unemployment services, veterans' services, comprehensive benefits availability and eligibility determination, justice programs, and revenue and tax collection.

Potential projects which fit under this category include but are not limited to:

- Innovations in online transactions
- Social networking
- Citizen feedback and commenting
- Personalized mapping and service location trackers
- Mobile apps and services
- Alerts and notifications