Digital government toolkit

Digital Government Strategies: Good Practices

Mexico: National One Stop Portal GOB.MX

The OECD Council adopted on 15 July 2014 the Recommendation on Digital Government Strategies. The Recommendation provides a set of 12 principles structured around 3 pillars. The OECD Secretariat is developing a Digital Government Policy Toolkit to support OECD member countries and non-member adhering countries with the implementation of the Recommendation. This practice was submitted by the government of Austria to be considered as a good practice in the implementation of one or more of the principles contained in the Recommendation.

Description of the practice:

Organisation: Ministry of Public Administration and Coordination of the National Digital Strategy

Name of the practice: National One-Stop Portal

Principles implemented: Principle 5 – Secure leadership and political commitment

Principle 6 – Ensure coherence in the use of technology across policy areas and levels of government

Principle 7 – Establish effective organisational and governance frameworks to co-ordinate the implementation of digital government strategies

Principle 12 – Ensure that general and sector specific legal frameworks allow digital opportunities to be seized.

Description: On February, 2015, it was published in the Official Gazette of the Federation the Executive Order by which the National One Stop-Shop for Government Services and Information. Later, the General Dispositions for the Implementation, Operation and Functioning were published in the Official Gazette of the Federation on June 2015.

The National One Stop-Shop, translated into gob.mx is an initiative led by the Coordination of the President's Office and the Digital Government Unit of the Secretariat of Public Service, in collaboration with all the Federal Public Administration agencies in order to provide citizens with an integrated, modern government that is close to the people.

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It is a is a single point of access for all citizens that promotes innovation in government, boosts efficiency, and transforms processes to provide the population with information, services and spaces for participation.

The three main compoments of gob.mx are:

- **gob.mx/trámites:** gives quick, easy access to the most demmanded Federal Public Administration's services, and to all the information needed to carry them out. From this platform, people can access more than **4,000 government services,** download forms, make appointments, send in applications and make payments online. All in a single point. It has been calculated that the economic cost of carrying out federal government services represents 4.25% of the country's GDP. **Our goal for 2018** is to reduce this percentage to 3.1%, in other words, cut the economic cost by **25%. To date, and with less than a year of launching the platform we have a 73% progress on this goal (**http://www.gob.mx/que-es-gobmx-extendido) **.**

- **gob.mx/gobierno: consolidates all previous 5,000 federal government's websites in one single point.** People are now able to find up-to-date information regarding the functions, actions and programs on which the government agencies and state productive enterprises are working. Through gob.mx/gobierno people have now **access to information of more than 299 government entities.**

- **gob.mx/participa:** provides a channel to receive citizens' ideas, report acts of corruption and participate in building better services and policies in a simple, interactive platform. To- date the site has received **more than 27 thousand online petitions,** facilitating citizens' access to their constitutional right. Also, there are **1,248 issues on public consultation; and more than 217 mechanisms for citizens' engagement** (http://gobierno.mx/participa)

The www.gob.mx Internet site is built with the aim of providing universal access for all those who consult it, regardless of their physical, sensory or intellectual abilities or the technical context of its use (type of device, software, connection speed, environmental conditions, etc.).

We are therefore working to adapt the entire site to the recommendations of the World Wide Web Consortium (W3C) to remove all barriers preventing access to information and communication. These recommendations are specified in Version 2.0 of the Web Content Accessibility Guidelines (WCAG). The WCAG 2.0 guidelines are published in the General Provisions for Web Accessibility to be observed by Federal Public Administration agencies and productive state enterprises. Since this site has broad coverage and will gradually integrate all Federal Public Administration agencies and departments, we have designed a multi-stage web accessibility project with a different scope in each, to cover all the pages comprising this site.

According to the Internal Regulation of the Ministry of Public Administration, the Unit of Digital Government (UGD) is responsible of coordinating the public services digitalization. Therefore the

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UGD works together with the agencies and entities training and supporting them in the use of the platform. The content of the websites is responsible of each agency, therefore they assign their own team to work with the UGD.

For more: http://www.gob.mx/que-es-gobmx
http://www.gob.mx/tramites
http://www.gob.mx/gobierno
http://www.gob.mx/participa

Results

Nowadays gob.mx is the **6th website most visited** in Mexico (after google, facebook , microsoft, yahoo and wikipedia).
There are more than **72,650,769 visits** since its launching on August 3rd, 2015 (Comscore Report to May, 2016).

There are **650 maximum visits per day**.

39% of the total visits are from a mobile device.

25 agencies have already migrated to gob.mx.

There is access to **299 government entities information**.

There are more than **4,000 services** available.

More than **27,000 online petitions** from citizens.

There are **1,248 themes on public consultation** and **217 mechanisms for citizens' participation.**

Development

Design: 2014

- gob.mx/Alfa
  The first stage was of research to identify citizens' needs. It was developed a platform that allowed the presentation of public services and government information.
- It was created the first solution prototype for gob.mx
  t was also established a digital and innovation skills building program for public servants.

- It was designed a new digital communication model for the 318 Federal institutions.

The civil society and private sector needs were considered in the design of the platform.

Testing: 2014

It was tested the first version of the Digital Services Standard in the services related to the enterprises creation.

- User experience

- Stress testing

- Agile design

- Prototyping

Implementation: 2015

gob.mx/Beta

It was added the section gob.mx/participa to promote and ease the social participation.

The communication, participation and services delivery were institutionalized and the platform for the content managment was set up.

It also begins the content migration from the Federal Government websites.

The content of the services sheets are redefined with a more citizen-focused approach; these sheets are also integrated to the National Public Services Catalogue, the main imputo of the National One Stop Shop.

- Github Gold

- Slack Users

- NewRelic Gold

- Adobe Creative Cloud

- RubyMine IDE

- Google Search

- Google Apps

- Pingdom Enterprise

- Chartbeat

- Atlassian JIRA + Agile

- Atlassian Confluence + Questions + Team Calendars

- Bohemian Coding Skect3 + Vray Plugin

- Trimble SketchUp

- Maxon Cinema 4D

Resources: 21,680,216.00 dollars

Diffusion and scaling:

Every agency that participates in the development of projects within the Strategy has designated a National Digital Strategy Focal Point, who are specific individuals responsible for following-up the National Digital Strategy progress, and which form the National Digital Strategy Contact Points Network.There is one for:

- Digital Communication

- Operations

- Content

- Social networks

Projects under the National Digital Strategy integrate innovative methods to design, test and implement digital policies. Following the principles of openness and co-creation all policies within the EDN include consultative mechanisms like open consultations, experts' working groups, advisory councils, among others.

In charge of e-government development and implementation, the Ministry of Public Administration has the responsibility of designing the strategy and the normative framework necessary to foster and optimise the use of ICTs in the federal public administration. Coordination among the various stakeholders is ensured through the Inter-ministerial CIDGE. The CIDGE was created by Presidential Agreement and published on 9 December 2005 in order to promote the use and exploitation of information and communication technologies in the federal public administration. This agreement sets out the mechanisms of coordination between agencies and entities, and the following groups participate:

- the Executive Council;

- the Technical Councils;

- the Subcommittees;

- the Consultative Group;

- the President of the Commission, which is the Public Administration's Minister; and;

- the Executive Secretary, which is the Head of the Unit for Digital Government.

We have also created a collaborative, innovative and close contact with process with the entities and agencies to strengthen and support them through their digitalization.

There is also a help desk (gobmx@funcionpublica.gob.mx) for to receive questions and suggestions from the stakeholders.

In March 18th 2014 it was subscribed the Agreement for the coordination and collaboration to establish the "Pilot Program National One Stop Shop for the Public Services" by the Executive Power, represented by COFEMER (Federal Bureau of Regulatory Improvement) and the Government of the State of Colima, ten districts within Colima and the Judicial Power of Colima.

This agreement establishes the actions to boost the competitiveness of the State through standardization, optimization and digitalization of public services. The Pilot project considers the digitalization of 30 public services within the State and 5 public services for ten of the districts.

There is another Pilot Program to boost the competitiveness of Jalisco and Colima states, which considers three indicators:

1. Enterprises openness

2. Property Register.

3. Constructions permits.

In 2015 there were offered 126 standardization of public services workshops   and 2,363 participants; while from January to May 2016 there have been 180 workshops and 1366 participants.

Partnerships: Public and civil society sector organisations

The Unit for Digital Government works together with the government institutions supporting them in the migration of their websites to gob.mx; the UDG also works with the civil society for the improvement of the platform, but also boosting the citizen participation in the construction of public policies.

At the international level, Mexico assumed the chairmanship of the Open Government Partnership from 2014 to 2015. Mexico's commitment to open government included expanding access to government services online, and digital democracy tools to make government actions and government spending more transparent by making them available online. And the Work has began on Mexico's 2016-2018 Open Government Partnership Action Plan.

Lessons learned

- It is important to have a strong legal framework to support the National One-Stop Shop.

- We consider that in our case, having an Executive Order as the foundation of gob.mx, fostered its implementation through all the Federal Public Administration.

- We consider that one very important part of the development of the National One-Stop Shop is citizen's feedback.

Likewise, it was very important to develop action and work plans, as well as phases to launch gob.mx

Conditions required:

- The main condition to implement this practice is the political leadership and empowerment given to the National Digital Strategy Coordination.

- One condition of success is that the National One-Stop Shop has its foundations on a Presidential Order, which gives political leadership to the project

- Another condition is the governance model through the Inter-Ministerial Commission for the Development of Electronic Government,

- Another condition is the creation of follow-up mechanisms in every government agency, through focal points.

- In order to operate in an ICT model, citizen-centered and generating value in the offered services, one of the enablers included in the Digital National Strategy is the interoperability. On September, 6th, 2011, it was published the **Interoperability and Open Data Framework (EIDA)** in the Official Gazette of the Federation.

Additional information: