Let's decide what to build!

Recap of the research and workshop outline.

Combinations of those three building blocks create a list of opportunities.

We looked across the research, user feedback, agency websites, open data projects, and the FFD report to enumerate ways USA.gov could build. The list covers everything from usurping the permitting process to simply updating content. We map these options on the next slide and will make selection decisions in the workshop.

A Provide high level info about guide/permit process on usa.gov, and link to individual forests. (Forest Service has a general national application process and set of documents (e.g. sample application, sample business plan, etc))

B Build a service / app that helps outfitters/guides log and report their usage in a standardized way (to ultimately get agencies to standardize reporting requirements).

C Build the consolidated permitting app for cases where there are multiple lands (forests) or agencies willing to work together.

D Continue developing the 18F prototype to help guides/outfitters identify contact information. Additional features could include mapping the general steps for permitting depending on usage type and agency.

E Create content that helps permit applicants understand what rec.gov can / cannot do for them.

F Build a way for users to easily discover the land management/usage plan to help operators select where to apply.

G Build a "pre-check" system for outfitters and guides, to compile and store profiles and remove redundant basic checks.

H Look more closely at Cooperative Associations and see if there is a way for for usa.gov to partner or provide/syndicate content.

I Create content on usa.gov that helps potential guides/outfitters understand permit/concessionaire opportunities. Pulled from regions/parks/etc.

K Amplify regio nal agency content for the public: Syndicate content generated at the regional level, including marketing, special events, and news.

Let's filter out the opportunities that don't make sense.
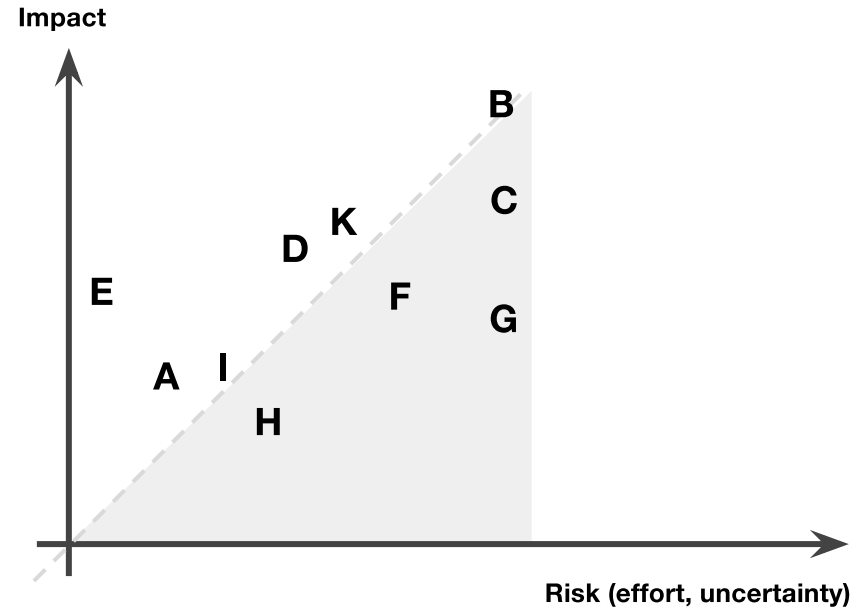
1) **Weighted-impact**
   (Difficulty, impact, feasibility)
2) Should we?
3) Can we?

Looking at weighted impact, some opportunities may not be worth pursuing:

We mapped several options according to their impact and difficulty. We found several opportunities that should have high impact without extreme investment.

Impact

B

C

K

D

E

F

G

A I

H

Risk (effort, uncertainty)

Now let's look at what usa.gov should and can do. That's where YOU come in!

1) **Weighted-impact**
   (Difficulty, impact, feasibility)

2) **Should we?**
3) **Can we?**

WORKSHOP
5/23 - 5/24

Agenda

Our two day workshop will focus on answering two critical questions:

- Should USA.gov pursue a certain opportunity and how does that impact its mission?
- Can USA.gov develop the idea with given time and resources?

We'll use the scorecard below to track each option throughout the two days.

Tue

Debrief:
- (30mins) Share final presentation
- (20mins) Review our assessment of impact and make edits where necessary

Exercises:
Should usa.gov do [this]?
- (30mins) Impact for the USA.gov team
- (30mins) Cooperation and Risk
- (30mins) Mission Relevance

Wed

Can usa.gov do [this]?
- (60mins) Resource Allocation and Management

Wrap-up:
- (45mins) Where to go from here?
- (30mins) Transition plan

		Weighted Impact	Should we?			Can we?
			Impact for the USA.gov team	Cooperation and Risk	Mission Relevance	Resource Allocation and Management
A	Provide high level info about guide/permit process on usa.gov, and link to individual forests. (Forest Service has a general national application process and set of documents (e.g. sample application, sample business plan, etc))	✚				
B	Build a service / app that helps outfitters/guides log and report their usage in a standardized way (to ultimately get agencies to standardize reporting requirements).					
C	Build the consolidated permitting app for cases where there are multiple lands (forests) or agencies willing to work together.					
D	Continue developing the 18F prototype to help guides/outfitters identify contact information. Additional features could include mapping the general steps for permitting depending on usage type and agency.	✚				
E	Create content that helps permit applicants understand what rec.gov can / cannot do for them.	✚				
F	Build a way for users to easily discover the land management/usage plan to help operators select where to apply.					
G	Build a "pre-check" system for outfitters and guides, to compile and store profiles and remove redundant basic checks.					
H	Look more closely at Cooperative Associations and see if there is a way for for usa.gov to partner or provide/syndicate content.					
I	Create content on usa.gov that helps potential guides/outfitters understand permit/concessionaire opportunities. Pulled from regions/parks/etc.	✚				
K	Amplify regional agency content for the public: Syndicate content generated at the regional level, including marketing, special events, and news.	✚				

WORKSHOP
RESULTS

		Weighted Impact	Should we?			SCORE
			Impact for the USA.gov team	**Cooperation and Risk**	**Mission Relevance**	
A	Provide high level info about guide/permit process on usa.gov, and link to individual forests. (Forest Service has a general national application process and set of documents (e.g. sample application, sample business plan, etc))	➕	Y / Y / 2	NA / N / 5	Y / Y / 3	10
B	Build a service / app that helps outfitters/guides log and report their usage in a standardized way (to ultimately get agencies to standardize reporting requirements).	➕	N / Y / 4	Y / N / 3	N / Y / 2	9
C	Build the consolidated permitting app for cases where there are multiple lands (forests) or agencies willing to work together.					
D	Continue developing the 18F prototype to help guides/outfitters identify contact information. Additional features could include mapping the general steps for permitting depending on usage type and agency.	➕	Y / Y / 4	Y / N / 4	Y / Y / 4	12
E	Create content that helps permit applicants understand what rec.gov can / cannot do for them.	➕	Y / Y / 2	NA / N / 5	Y / Y / 3	10
F	Build a way for users to easily discover the land management/usage plan to help operators select where to apply.					
G	Build a "pre-check" system for outfitters and guides, to compile and store profiles and remove redundant basic checks.					
H	Look more closely at Cooperative Associations and see if there is a way for for usa.gov to partner or provide/syndicate content.					
I	Create content on usa.gov that helps potential guides/outfitters understand permit/concessionaire opportunities. Pulled from regions/parks/etc.	➕	Y / N / 3	NA / Y / 2	N / Y / 2	7
K	Amplify regional agency content for the public: Syndicate content generated at the regional level, including marketing, special events, and news.	➕	Y / N / 1	Y / Y / 2	N / Y / 3	6

Two viable paths emerged after discussion.

		Weighted Impact	Should we?			SCORE
			Impact for the USA.gov team	Cooperation and Risk	Mission Relevance	
A	Provide high level info about guide/permit process on usa.gov, and link to individual forests. (Forest Service has a general national application process and set of documents (e.g. sample application, sample business plan, etc))	+	Y / Y / 2	NA / N / 5	Y / Y / 3	10
B	Build a service / app that helps outfitters/guides log and report their usage in a standardized way (to ultimately get agencies to standardize reporting requirements).	+	N / Y / 4	Y / N / 3	N / Y / 2	9
C	Build the consolidated permitting app for cases where there are multiple lands (forests) or agencies willing to work together.					
D	Continue developing the [obscured] to [obscured] identify contact information. Additional features could [obscured] general steps for permitting depending on usage type and agency.	+			Y / Y / 4	12
E	Create content that helps permit applicants understand what rec.gov can / cannot do for them		Y / Y / 2	NA / N / 5	Y / Y / 3	10
F	Build a way for users to easily discover the land management/usage plan to help operators select where to apply.					
G	Build a "pre-check" system for outfitters and guides, to compile and store profiles and remove redundant basic checks.					
H	Look more closely at Cooperative Associations and see if there is a way for for usa.gov to partner or provide/syndicate content.					
I	Create content on usa.gov that helps potential guides/outfitters understand permit/concessionaire opportunities. Pulled from regions/parks/etc.	+	Y / N / 3	NA / Y / 2	N / Y / 2	7
K	Amplify regional agency content for the public: Syndicate content generated at the regional level, including marketing, special events, and news.	+	Y / N / 1	Y / Y / 2	N / Y / 3	6

		Weighted Impact	Should we?			SCORE
			Impact for the USA.gov team	Cooperation and Risk	Mission Relevance	
A	Provide high level info about guide/permit process on usa.gov, and link to individual forests. (Forest Service has a general national application process and set of documents (e.g. sample application, sample business plan, etc))	✚	Y / Y / 2	NA / N / 5	Y / Y / 3	10
B	Build a service / app that helps outfitters/guides log and report their usage in a standardized way (to ultimately get agencies to standardize reporting requirements).	✚	N / Y / 4	Y / N / 3	N / Y / 2	9
C	Build the consolidated permitting app for cases where there are multiple lands (forests) or agencies willing to work together.					
D	Continue developing the 18F prototype to help guides/outfitters identify contact information. Additional features could include mapping the general steps for permitting depending on usage type and agency.	✚	Y / Y / 4	Y / N / 4	Y / Y / 4	12
E	Create content that helps permit applicants understand what rec.gov can / cannot do for them.	✚	Y / Y / 2	NA / N / 5	Y / Y / 3	10
F	Build a way for users to easily discover the land management/usage plan to help operators select where to apply.					
G	Build a "pre-check" system for outfitters and guides, to compile and store profiles and remove redundant basic checks.					
H	Look more closely at Cooperative associations and see if there is a way for for usa.gov to partner or provide syndicated content.					
I	Create content on usa.gov that helps potential guides/outfitters understand permit/concessionaire opportunities. Pulled from regions/parks/etc.	✚	Y / N / 3	NA / Y / 2	N / Y / 2	7
K	Amplify regional story content of the public lands/concession work at the regional level, including marketing, special events, and news.	✚	Y / N / 1	Y / Y / 2	N / Y / 3	6

Path 1 - Point operators to the right contacts and set clear expectations.

Path 2 – Simplify reporting; build a system to address burdensome trip-tracking.

		Weighted Impact	Should we?			SCORE
			Impact for the USA.gov team	Cooperation and Risk	Mission Relevance	
A	Provide high level info about guide/permit process on usa.gov, and link to individual forests. (Forest Service has a general national application process and set of documents (e.g. sample application, sample business plan, etc))	+	Y / Y / 2	NA / N / 5	Y / Y / 3	10
B	Build a service / app that helps outfitters/guides log and report their usage in a standardized way (to ultimately get agencies to standardize reporting requirements).	+	N / Y / 4	Y / N / 3	N / Y / 2	9
C	Build the consolidated permitting app for cases where there are multiple lands (forests) or agencies willing to work together.					
D	Continue developing the 185 prodc type to help guides/outfitters identify contact information. Additional features could include mapping the granular steps for permitting depending on usage type and agency.	+			Y / Y / 4	12
E	Create content that helps permit applicants understand what reg.gov can / cannot do for them.	+		NA / N / 5	Y / Y / 3	10
F	Build a way for users to easily discover the land management/usage plan to help operators select where to apply.					
G	Build a "pre-check" system for outfitters and guides to compile and store profiles and remove redundant basic checks.					
H	Look more closely at Cooperative Associations and see if there is a way for for usa.gov to partner or provide/syndicate content.					
I	Create content on usa.gov that helps potential guides/outfitters understand permit/concessionaire opportunities. Pulled from regions/parks/etc.	+	Y / N / 3	NA / Y / 2	N / Y / 2	7
K	Amplify regional agency content for the public: Syndicate content generated at the regional level, including marketing, special events, and news.	+	Y / N / 1	Y / Y / 2	N / Y / 3	6

Path 1

Point operators to the right agency contacts and set clear expectations.

Work description:

Continue developing the 18F prototype to help guides and outfitters identify agency contact information. Additional features could include mapping the general steps for permitting depending on usage type and agency. Write content that helps applicants understand what rec.gov can / cannot do for them.

USA.gov considerations:

The tool may help with other location-based federal resource questions by adding more layers or reusing the code/module.

The next step:

Connect with USA.gov technical team to discuss migration of the existing mapping prototype to test environment.

Food for thought:

Return on investment is more certain compared to Path 2.

Path 2

Simplify reporting; build a system to address burdensome trip tracking.

Work description:

Build a service that helps guides log, report, and share their usage in a standardized way. The product would serve current operators in federally managed lands who are required to report trips within 30 days of return.

USA.gov considerations:

A reporting tool might scale to other applications across government. It could also serve as the starting point (MVP) of a broader permitting management system.

The next step:

Identify region and/or agency partner to trial a working, functional prototype.

Food for thought:

Users signaled recent, _____ in this concept.

Path 1

Point operators to the right agency contacts and set clear expectations.

Gameplan:

1. Redesign USA.gov content to reflect two primary user groups: recreational public and industry. The latter should be directed to recreation.gov, the former to a new page dedicated for the outdoors industry.

2. Integrate the mapping tool and content that describes the general permitting process with the new outfitter/guide page.

3. Add contact information as a feature to appear for each forest/park/land when searching the map.

4. Measure site usage to determine if folks are using the tool. Identify and consult with users to determine additional features if the traffic is meaningful for USA.gov.

Path 2

Simplify reporting; build a system to address burdensome trip tracking.

Gameplan:

1. Answer the following knock-out questions. If any are "no" do not proceed.
   a. Will operators benefit?
   b. Will agencies benefit?
   c. Can USA.gov commit a full team > 6 months?
   d. Do agencies want the data collected shared?

2. Identify region and/or agency partner to test a working, functional prototype.

3. Build and test that prototype with users in the field and agencies. Iterate.

4. Identify other reporting challenges in government and determine if this product could be extended for those applications.