



Open Government Portfolio Public Value Assessment Tool (PVAT)

What is the PVAT?

The Public Value Assessment Tool (PVAT) is an electronic resource that supports open government planning and design by offering a systematic approach to identifying the public value of an agency's open government portfolio. Using CTG's public value framework to consider an array of open government initiatives, it presents a systematic way to identify public value for each open government initiative and an approach to make decisions about the overall value of an open government portfolio.

The PVAT helps organizations make decisions about their open government priorities – it guides them through a process of developing a business case or an argument to make choices about their investment.

What is Public Value?

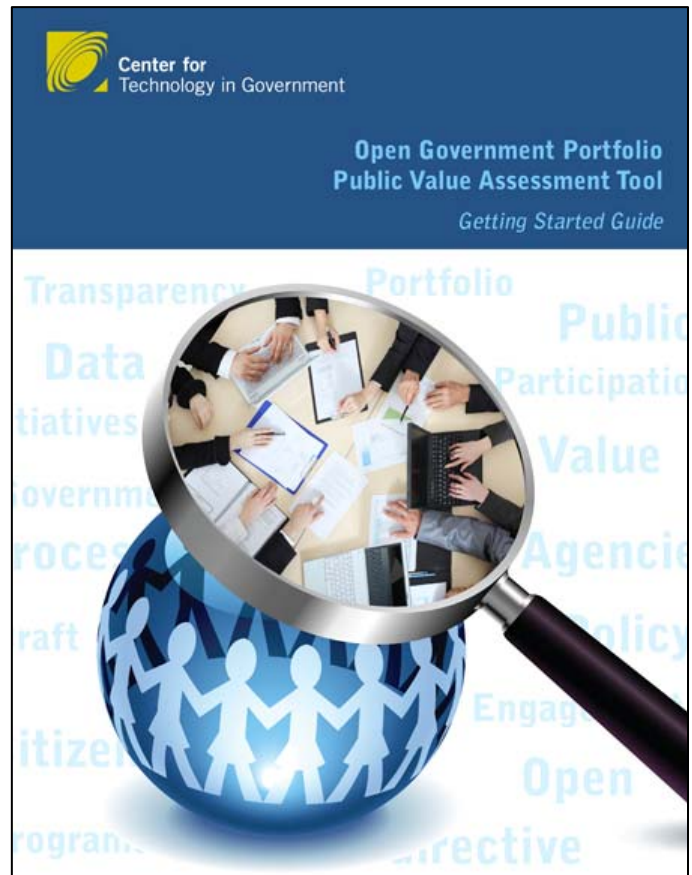
There are many ways to describe and quantify the value. CTG's public value framework and approach takes the perspective of understanding the value from a societal and collective view. More specifically, public value can be described in terms of the economic, social, political, quality of life, strategic, ideological, and stewardship interests that a set of stakeholders may or may not realize as a result of a particular program or action. This way of thinking can help to determine the value of government activities and do so from multiple stakeholder perspectives.

Why use the PVAT?

Planning and assessment is crucial in the current climate of scarce resources and growing pressure for improved performance. Organizations must answer critical questions in order to justify, plan, implement, and optimize their open government portfolios. The PVAT provides a structured way to answer questions such as: Which open government initiatives will generate the most public value? Does our open government portfolio, taken as a whole, optimize our resources and capabilities while addressing our mission and delivering maximum public value to all stakeholders? The PVAT is meant to create a richer picture of value and is meant to complement and enhance other forms of strategic analysis.

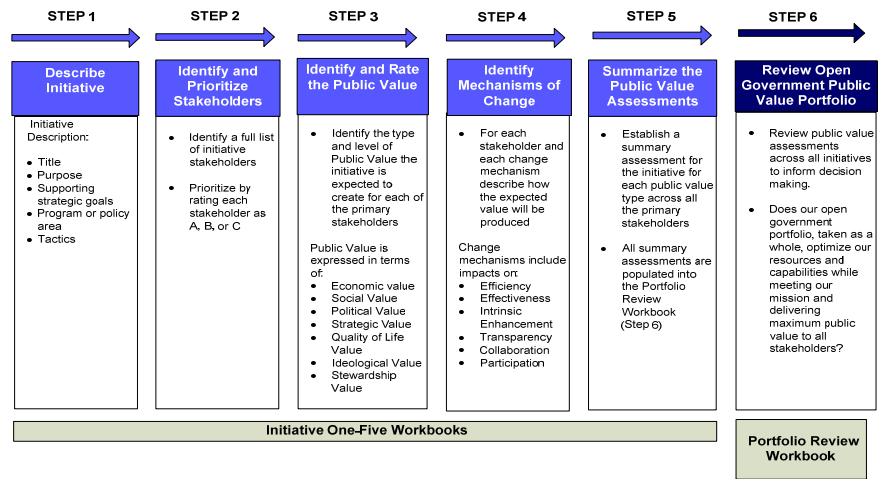
Who should use the PVAT?

The PVAT was developed to support the work of those charged with leading, planning, implementing, or assessing an organization's open government agenda. While some organizations may have one or two people who lead their effort, we recommend that a group or team use the PVAT. The team should comprise individuals responsible for decision making and implementation of open government projects, including executives responsible for the overall open government plan and portfolio. In addition, members of a team should have a mix of capabilities with experience in strategic planning, program evaluation and policy analysis, group collaboration and decision making, and technology use in open government initiatives.



How do you use the PVAT?

The PVAT user is prompted through five steps of assessing individual open government efforts and then prompted to review those efforts in a portfolio view. In the portfolio view, the team discusses and reflects on their value judgments and uses this information to justify, implement, and balance their open government efforts.



What is the PVAT's technical platform?

The PVAT was built in Excel because it presented the most universal platform for use in government and non-governmental organizations. The original intent of the PVAT was to develop a low cost application that was easily deployed and then to gauge the level of interest to invest further in developing a Web-based version.

Who created the PVAT?

CTG received an EARly-concept Grants for Exploratory Research (EAGER) from the National Science Foundation to study open government and create the PVAT conceptual framework. Working with the United States General Services Administration (GSA) and several other federal agencies, CTG prototyped and tested the PVAT and then developed this preliminary electronic version. CTG continues to learn how agencies use the PVAT and is gauging interest in developing a more robust web-based tool.

How do I get the PVAT?

As with all of CTG's resources, the PVAT is freely available to governments at all levels in the U.S. and elsewhere. CTG grants permission to governments and non governmental organizations to use the tool through the use of a licensing agreement. Commercial requests are considered and negotiated through individual licenses. The PVAT can be downloaded at www.ctg.albany.edu/publications/online/pvat/.

Are there classes I can take on public value and the PVAT?

CTG's Executive Leadership Program hosts a two day class entitled "*When Traditional ROI Isn't Enough: A Public Value Approach to Open Government Planning.*" The program covers the foundations of our public value and the benefits and challenges of determining the true value of open government initiatives, that includes use of the PVAT. For more information, please email Meghan Cook at mcook@ctg.albany.edu.

More Information about Public Value

To learn more about CTG's public value framework read *Advancing Return on Investment Analysis for Government IT: A Public Value Framework* at www.ctg.albany.edu/publications/reports/advancing_roi.

For more information about public value and open government visit www.ctg.albany.edu/projects/pubs?proj=opengov&sub=pubs.