

Government Finance Officers Association
103rd Annual Conference
Seattle, Washington

Reuse IT: “Green Solutions” for Government Efficiency
Monday, June 29, 2009
1:30 p.m. - 3:10 p.m.

Moderator

Bryon Karow – Deputy Controller, Marin County, CA

Speakers

Jennifer Pollard – Senior Product Manager, Microsoft

Bill Schrier – Director and Chief Technology Officer, City of Seattle, WA

By allowing governments to reduce their use of paper and other resources, information technology offers one way for governments to go green. But at the same time, increased WEB use requires additional investments in energy-consuming hardware. At this session, presenters will discuss innovative methods governments are using to reduce their IT carbon footprints while using technology to go green.

- 1) Technology: Savior or Curse for the Environment?
- 2) Seattle Government: The Cutting Edge of Cool
 - a) Seattle: Best Website 2001, 2006;
 - b) Best Muni TV Station 2007, 2008
- 3) Bad News
 - a) Paper, we love paper, we love stacks and stacks of paper
 - b) Tech Lifecycle
 - c) Toxic Computer/ Toxic components
 - d) Environment-unfriendly Manufacturing:
 - e) Toxic Computer Use
 - f) Toxic Technology Disposal
 - g) Paper recycles, at least!
- 4) Better news today: Green Technology at the City of Seattle
 - a) PC Report Card
 - b) BlackBerrys
 - c) Desktop power mgmt (Verdiem)
 - d) Wi-Fi, Laptops and tablets
 - e) Green Data Center with “Bbade” and “virtual” servers
- 5) Better news coming: Virtual City - (Customer Service)
 - a) Web: Blogs, YouTube, Social Networking
 - b) Citizen Engagement Portal
 - c) Interactive Voice Response (IVR)
 - d) Customer Relationship Management (CRM)
- 6) Better News Tomorrow: Fiber Broadband and Applications
 - a) The Internets
 - b) Fiber to every home/business in a City
 - c) The Killer App: Two - Way HDTV
 - i) The office water cooler
 - ii) Super webinars, video
 - iii) Quality of life/elderly
 - iv) Education
 - v) Healthcare
 - vi) 3D simulations

- vii) Video 911
- 7) Leadership and Last Thoughts
 - a) Greg Nickels
 - b) 911 and 311 and Web 2.0
 - c) Social Networking ~ Neighborhoods
 - d) The web knows no geographic lines
 - e) This won't be a paper – based Government!
- 8) Overview of Environmental Sustainability
 - a) Why Environmental Sustainability is a Business Issue
 - i) Evolving ERP to Enable Triple Bottom Line Reporting
 - ii) Why This Matters to Medium-sized Organizations
 - iii) What is the Greening of the Supply Chain
- 9) Why Should You Care?
 - a) What is the Impact of Cities?
 - b) Clinton Climate Initiative and Project 2 Degrees
 - c) Emissions Tracker: BAU > Reduction Plan
- 10) Take the Critical First Step
 - a) Determine Your Footprint
 - b) Environmental Sustainability Dashboard
 - c) Find Opportunities for Cost Saving
- 11) Case Study: Microsoft
 - a) Microsoft's Commitment to Environmental Sustainability
 - b) An e-Mail from the CEO
 - c) Three Areas of Focus
 - d) Applying the Magic of Software