



# Remarks to IEEE International Conference on SmartGridComm

October 4<sup>th</sup>, 2010

Aneesh Chopra

U.S. Chief Technology Officer & Associate Director for Technology  
White House Office of Science & Technology Policy

# A Presidential Commitment to Openness

## Healthcare.gov a Model for Simplifying Access to Information

**Find Insurance Options** | **Learn About Prevention** | **Compare Care Quality** | **Understand the New Law** | **Information for You**

**Find Insurance Options**  
See which public, private and community programs meet your needs

**7 Options for You**  
Based on the info you provided, Change Options

1. Special Enrollment in Spouse's Job-based Health Plan
2. COBRA Coverage
3. Health Insurance Plans for Individuals & Families
4. Special Options for Individual

**Need Help?** - Be sure you understand what you're buying. [Learn how to use this tool.](#)

Comparing 3 Plans - [Back to List of Plans](#)

### Comparing 3 Private Insurance Plans

Summary of Cost & Coverage	Copay Select 100 - 1000 UnitedHealthcare	CelticS Identifi 1500 or 300 Dec Celtic	
<b>KEY FEATURES</b>	<b>THESE PLANS' COVERAGE</b>		
<b>Monthly Premium Estimate</b>	Premiums for this plan start at \$981	Premiums for this plan start at \$1056	Premiums for this plan start at \$1068
<b>How accurate is this estimate?</b>	You may be charged more. 10% received surcharged quotes.	You may be charged more. 0% received surcharged quotes.	You may be charged more. 46% received surcharged quotes.
<b>How many people are denied?</b>	How many people are denied? 17% who applied were turned down.	How many people are denied? 54% who applied were turned down.	How many people are denied? 35% who applied were turned down.

**Provides transparency to inspire robust competition in the insurance marketplace**

**Simple interface to access relevant insurance information**

“My Administration is committed to creating an unprecedented level of openness in Government...and establish a system of transparency, public participation, and collaboration.”

—President Barack Obama, Jan 21<sup>st</sup>, 2009



# Tech Team\* Formula to Close Technology Gap

## Platforms + Participation Equals Ecosystems Focused on Results

### Public Sector Platforms

#### *Five Technology Pillars*

Consensus-Driven  
Standards

Accountable  
Government

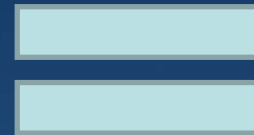
Open Data

Cloud Computing

Connectivity



Public  
Participation



Results-Driven  
Ecosystems



# Unleashing a Mobile Broadband Revolution

## Presidential Commitment to (Nearly) Double Available Spectrum

### Spectrum Initiative in Brief

- #1: Identify and plan for the release of 500 MHz of spectrum
- #2: Provide new tools and new incentives to free up spectrum
- #3: Redeploy the spectrum to high-value uses
- #4: Use the auction proceeds to promote public safety and job-creating infrastructure investment

**Commerce Dept report due by 10/10 on timetable for freeing up spectrum for exclusive or shared use; CTO focus on advanced sharing technologies**



**She's one smart mom**  
She's got **text4baby**

Text **BABY** to **511411**  
Get **FREE** messages on your cell phone to help you through your pregnancy and your baby's first year

**4baby**  
baby.org

**Innovations: Text4baby partnership serves 75,000+ moms since 02/10 launch**



# Ultra-High Speed Broadband to the Home

## Neighborhood 1 Gb/s Incubator

- June 2010 - Case Western Reserve University brings Gb/s service to 104 low-income homes to incubate future uses
- Collaborative R&D, with 40+ partners, private sector stakeholder support
- Focus on community needs



## City-Wide 1 Gb/s Market

- Sept. 2010 - Chattanooga's power company begins offering Gb/s service to up to 170,000 customers by end of 2010
- Dept of Energy Smart Grid grant contributes \$118 million to business model
- Platform for entrepreneurs with services that require Gb/s to the home



# In Pursuit of “Game Changers” in Cybersecurity

## Public Input Key to Moving “Leap-Ahead” Technologies Forward



### Office of Science and Technology Policy

[About OSTP](#) | [OSTP Blog](#) | [Pressroom](#) | [Divisions](#) | [R&D Budgets](#) | [Resource Library](#) | [NS](#)

## Help Change the Game in Cybersecurity!

Posted by Aneesh Chopra and Howard A. Schmidt on May 19, 2010 at 02:48 PM EDT

Today marks the launch of a new [web forum](#) to discuss your research and development ideas to “change the game” in cybersecurity. To inaugurate this forum, public session will be [webcast](#) live today at 10:00 AM PDT, from the IEEE Security and Privacy Conference in Oakland, California.

Comprising the broadband and wireless networks that connect us, the smart devices that enable us to access digital information that informs and inspires us, cyberspace touches every part of our daily lives. It is enabling entrepreneurship through e-commerce, enhancing health care and education through information technologies, achieving efficient energy use through smart grids, and many other

The ability to use cyberspace securely and with confidence is key to society realizing its full benefits. President Obama said last May: “America’s economic prosperity in the 21st century will depend on cybersecurity.”

Those who would abuse the system often hold the advantages of time (systems change only slowly), the attacker needs to succeed only once while defenders must succeed always), and targets (a vulnerability may be found in many locations).

To the research and development community, the [President’s Cyberspace Policy Review](#) (near goal #9) called for a strategy for new, game-changing technologies that give the advantage to defenders. This challenge complements and extends the call in the [Comprehensive National Cybersecurity](#) (goal #9) for “leap-ahead” technologies, strategies, and programs.

The National Cyber Leap Year responded to this challenge, gathering input from the community through concept papers and a [national summit](#). The first three game-changing concepts to emerge from this process are:

- **Moving Target** – Systems that move in multiple dimensions to disadvantage the attacker and increase resiliency.
- **Tailored Trustworthy Spaces** – Security tailored to the needs of a particular transaction rather than the other way around.
- **Cyber Economic Incentives** – A landscape of incentives that reward good cybersecurity and ensure crime doesn’t pay.

**Dept of Energy announced \$30M investment (10 projects) to address cybersecurity issues facing the electric grid**

**National Cyber Leap Year Summit helped define game-changing concepts**



# From R&D to Public Sector Innovation

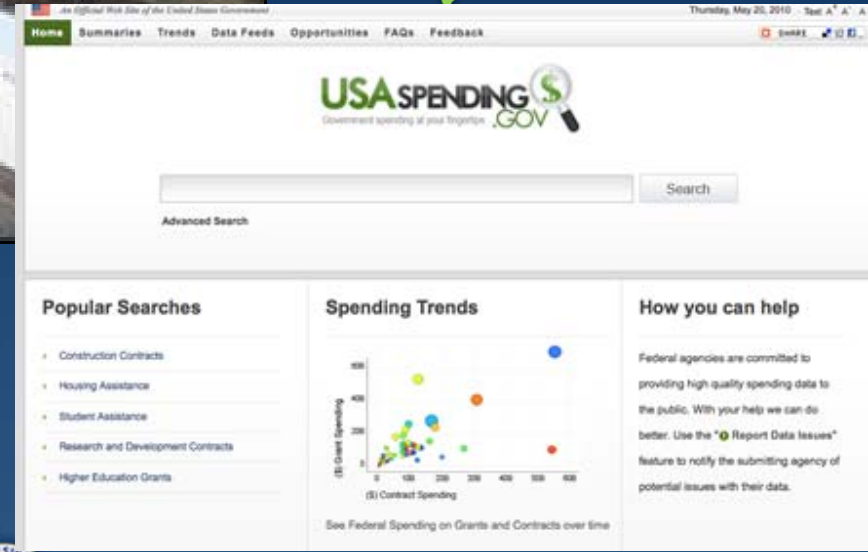
## NSF-Funded Research Commercialized, Supporting Cloud Initiative



**NASA Open Gov flagship initiative – Nebula – supports USAspending.gov (5/10) as part of CIO’s Cloud Computing Initiative**



**USCBA Prof. Wolski joins NSF-funded grid computing “VGrADS” project; proposes novel concept (Fall 2007) to link “private” and “public” clouds; commercialized in 2009 and deployed as part of NASA Nebula**



# Helping Our Children Make Healthier Choices

## Prizes Policy Spurs USDA to Reward Apps Developers

APPS FOR HEALTHY KIDS

FAQ | Login | Register FOLLOW US ON twitter

LET'S MOVE! USDA

Home Application Gallery Submit Application Resources Partners

**Let's Move!** for the **Apps for Healthy Kids** competition.

\$60,000 in prizes to create innovative, fun and engaging software tools and games that encourage children directly or through their parents to make more nutritious food choices and be more physically active.

CHALLENGE SUPPORTERS  
**40,059**

31,683 ADULTS 8,376 KIDS

I support this tool!

Why Click?

Promote this challenge: Twitter Facebook MySpace

Recent Supporters:

**95 qualified apps built on data that feeds USDA site – judges include Zynga's CEO, "Woz", GE's Healthmagination lead**



**Sample App: Smash Your Food™ lets children see foods explode - while learning how much sugar, salt and oil are in them**

“The Apps for Healthy Kids competition challenges... the most creative, talented, and kid-savvy innovators across the country to build games that inspire and empower kids to get active and eat healthy.” —First Lady Michelle Obama, March 11<sup>th</sup>, 2010





# Standards to “Unlock” Value of Health Exchange

Open Industry Collaboration Delivers Technical Specs in 90 Days

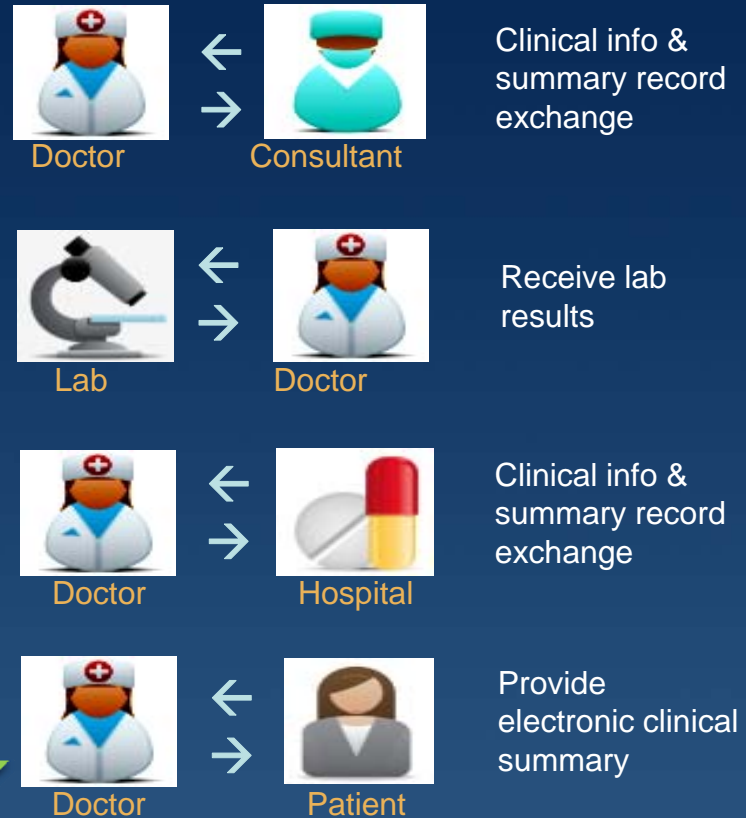
## NHIN Direct Project in Brief



**“A set of **policies, standards and services** that enable the Internet to be used for secure and meaningful exchange of health information to improve health and health care” – launched 3/10, specs posted 6/10**

**SMTP-based specs for all providers; reference implementation underway with 25,000+ lines of code and counting...**

## Secure, Direct Communication



# The Smart Grid Opportunity

Recovery Act Leveraged to Support 100 Projects Valued at \$10+BN



**Example: NSTAR and Tendril to deploy real-time energy apps for 3,000+ homes in MA this summer – expecting 5% peak reduction**

**National Science & Technology Council is developing a policy framework that articulates a vision for the Smart Grid**



# Building Results-Driven eGov Ecosystems

## Emerging Technologies Enable Large, Small Communities to Engage



NYC 311

New York City services are now just a click away.

Home About 311 All Services My 311

Printer Friendly | Text Size: **A** **A** **A** | Language: English

Search 311 [Advanced Search](#)

What can 311 Online help you with today?

- Browse All Services
- Make a Payment
- Get Financial Resources & Public Benefits
- Get a Job or Job Training
- Get Licenses, Permits & Certificates

Announcements

[Alternate Side Parking regulations are suspended today, Thursday, September 30 for Shemini Atzereth and tomorrow, Friday October 1 for Simchas Torah. Meters remain in effect.](#)

STOP 2 of 3

Top Services

[Alternate Side Parking Information and Status](#)

[Yellow Taxi Lost and Found](#)

[Complaint](#)

**New York City fields 70,000+ 311 calls a month; FY '10 budget exceeds of \$45M**



SeeClickFix

Please use this system to report non-emergency issues related to streets, water and wastewater.

REPORT ISSUES

Search for issues nearby

Closest Street Address of Your Problem:

City:

Manor

State:

TX

Step 1 of 2 [Next >](#)

grass cut is Open

203 S Lockheart Manor, TX 78653, U needs to be mowed in alley way (be snakes)

1 Person want this fixed  
Opened 6 months ago  
1 comments / close ticket

**Manor, TX – population 6,500 – deploys free “SeeClickFix” platform including voice, web, mobile options; cost ~\$38/month**



# Putting it Altogether: Entrepreneurs are Welcome

## Bob, Dave, Andrew Embody Spirit of (Near) Frictionless Participation



### APPS FOR INNOVATION DEVELOPER CONTEST

The contest asked developers to build apps that demonstrate one of two categories: how innovation and entrepreneurship are impacting the U.S. economy or apps that help consumers advance policy goals that support innovation. The contest was open to apps for any type of device or any Web platform.

Jump to

**GOVPULSE**  
WINNER

**INNOVATION MOVEMENT NETWORK**

**ONLINE TOWNHALLS**  
3rd PLACE

**Team (in spare time) wins competition (Jan, '10) by building more accessible Federal Register after posted on data.gov**

### FEDERAL REGISTER

THE DAILY JOURNAL OF THE UNITED STATES GOVERNMENT

Monday, June 28th

Current Issue 100 Notices 9 Proposed Rules 12 Rules 1 Significant

**The People's Republic Review of Antidumping**  
A Notice by International Trade Administration

**32 NEW ARTICLES TODAY**

**COMMENTS REQUESTED**

**Critical Habitat for the Polar Bear**  
No, the U.S. Fish and Wildlife Service, announce the reopening of the public comment period on the proposed designation of critical habitat for the polar bear (*Ursus maritimus*) under the Endangered Species Act of 1973.

- 1 Procedure
- 2 Small Business Size Standards: Waiver of the Nonmanufacturer Rule
- 3 Safety Zone: Fireworks Display, Patuxent River, Charles County, MD
- 4 New England Fishery Management Council Meeting

**Inspires AOTUS (March, '10) to designate team as lead designers for modernized "daily newspaper of the federal government"**

