



UtahInteractive

UTAH.GOV PORTAL OPERATIONS

Utah Interactive General Manager's Report

July-September 2005 – Q3

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EXECUTIVE SUMMARY

Third Quarter 2005 was a period of both internal change at Utah Interactive, as well as high profile service delivery and national recognition received for utah.gov. Although the change in General Manager from Amy Sawyer to Carrie Gott took place in Q2, its impact was felt in Q3. Despite this disruption in leadership, the eGov momentum was strong and Utah Interactive forged ahead to launch key service applications, including the “On the Spot” vehicle registration renewal system. Further, Utah was recognized as having the very best government website in the country by the Brown University Survey. This survey reached deep into the Utah.gov portal to measure usability and functionality as well as policies for delivery throughout the portal’s websites. Utah can be very proud of its #1 rankings.

Third quarter 2005 ended with the successful migration of all of Utah Interactive’s online services to the new state payment processor PaymentTech. This effort was seamless to agencies as the migration went smoothly without service interruption.

The State Construction Registry demanded a tremendous amount of UI resources in 3rd quarter 2005 as UI worked closely with the agency to conduct outreach and education to users, resulting in more than 3,000 users being trained. SCR itself, as a result of these many outreach meetings, underwent five additional rollouts with added features to serve the community better as well as meet the letter of the law.

Utah Interactive and the Tax Commission, Division of Motor Vehicles, were delighted with the rollout of On the Spot vehicle registration renewal service. In Q3, the pilot ended with great success and a total of 25 stations across the state trained and certified to issue vehicle decals “On the Spot”. We look forward to continuing to work with the DMV throughout 2005-2006 to roll out stations across the state. What’s more, the online renewal system, REX, had its millionth renewal in July!

The Utah Interactive product development team continues to seek new opportunities with new local/state government agencies and facilitate the rollout of new applications with current government partners. Third quarter UI met with many agencies across the state and local government regarding current projects, upgrades or new opportunities for developing high impact eGovernment services. As a result, Q3 produced SLAs with the Treasurer’s Office, Department of Air Quality, and new website projects for the Governor, First Lady and Lt. Governor’s Office.

Utah Interactive conducted marketing and outreach in 3rd Quarter, including writing a marketing plan and creating marketing materials for On the Spot (OTS) system, providing training and OTS roll-out assistance to 25 inspection stations across the state; visiting five cities to provide training for SCR data uploads; presenting to the Utah Bankers Association

and meeting with the League of Cities and Town. Please see the Marketing section for more detail.

PROJECT PIPELINE REPORT

Launched			
Agency	Project	Application Description	Agency Launch
State Treasurer's Office	Website Redesign	Updated the State Treasurer's Office website to reflect the Utah.gov look and feel and added new content	July 1, 05
Dept of Insurance	Support for CCD Payments	Allows Insurance applications such as Customer License Renewal (CLR) and Invoice Payment System (IPS) to accept corporate e-check payments.	July 1, 05
Tax Commission, Dept of Motor Vehicles	Renewal Express – On The Spot	Allows certified inspection stations to issue renewal decals directly to the customer	July 15, 05
DPS, Drivers License Division	Website Update	Added / modified content on the Drivers License web pages	July 28, 05
Div of Real Estate	Update to website	Rewording of content to provide better clarification re: CE training.	July 20, 05
State of Utah	Transition to new Bank (Chase) and online payment processing partner (Paymentech)	Began the transition of 16 agencies and their respective applications to new payment partner.	July thru Sept
Lt. Governor's Office	Lobbyist database migration.	Migrated the Lobbyist database to a new version of Oracle.	Sept, 05

Testing			
Agency	Project	Application Description	Estimated Launch
Tax Commission	Tax Express 2005	Legislative updates to state income tax filings for the 2005 tax year.	November to test. January to launch

Tax Commission	Payment Express	Allows Tax Commission collectors to take payments over the phone and remain in compliance with NACHA	November
Dept of Commerce	State Construction Registry -- residential	Provides an on line method for individuals and companies to file appropriate documentation with the Dept of Commerce to protect property lien rights	November
Commerce, COR	ABR Payment Enhancements 3.0	Phase III allows online registration information changes.	December
DWR	HFLO and AHFLO Integration	This integrates the databases and administration tool into the same application allowing DWR to better manage license inventory and improve reporting and analysis.	December
Governor's Committee for Employment of Handicapped Persons	Website Design	New website design for committee.	December
Governor's Office	Web Design	New web site completed for Governor Huntsman	December
Lt. Governor's Office	Web Design	New web site completed for Lt. Governor Herbert	December
First Lady's Office	Web Design	New web site	October

Development			
Agency	Project	Application Description	Estimated Launch
DAQ	Online payment processing	Allows DAQ contractors purchase and pay for licenses and certifications online	January, 06
Dept of Commerce	BES Search improvement	This will improve the speed of the return of requested information from BES	October, 05

Dept of Insurance	Database Conversion	Support for the conversion of the existing Insurance database to a new version called Sircon. We will need to support this new database from existing Insurance apps CLR and IPS.	December 12, 05
Enterprise	OSBR Phase II	This will add new functionality to the One Stop Business Registration application.	March 06
Enterprise	Utah GovPay	Provides access to online payment system for any application.	January 06

Define Project			
Agency	Project	Application Description	Estimated Launch
Commerce, DRE	Real Estate Renewal	Add functionality to Real Estate Renewal application to support Continuing Education information gathering and monitoring.	January, 06
Utah.gov	Spanish Portal	Translation of Utah.gov into Spanish.	TBD
DPS	Utah GovPay for Safety Inspection stations	Modification of existing online safety inspection reporting process to be more user friendly and reduce support for DPS	TBD
Human Services	Recovery Services	Utah GovPay implementation for child support payments	TBD
State Treasurer's Office, Div of Unclaimed Property	Online payment of Unclaimed Property funds	This will allow holders of unclaimed property to pay funds to Div of Unclaimed Property on line.	TBD
Governor's Office	GMIS Website		TBD
Commerce, COR	UCC Credit Card payment	Allows users to pay for UCC downloads via Credit Card.	TBD

Signed Contract/Moving to Development			
Contracts Pending			
West Valley City	OSBR Integration	Links WVC with OSBR application.	TBD
Taylorsville City	OSBR Integration	Links Taylorsville with OSBR application.	TBD
Sandy City	Online fine payments	Will allow citizens to pay fines, such as parking or speeding tickets, online.	TBD
Collecting Requirements			
Dept of Corrections	Inmate Banking Deposits	Allows family members of inmates to deposit funds into an inmate's bank account.	TBD
Drivers License Division and Utah Banking Association	Drivers License Verification	Allows banks and other lending facilities to verify identity of DLs to reduce fraud.	

MARKETING



Marketing and Business Development activities for Q3 focused on three of our top industry groups – the construction industry, the banking industry and the legal industry. Our efforts with each of these priority industries were aimed at increasing awareness of available online services, training and education, all in an effort to increase online adoption. Our activities also involved further development of 1-to-1 relationships with key industry contacts and users in an attempt to identify new service needs and opportunities. Specific goals and achievements for each industry are outlined below.

Legal Industry – Research has shown that the majority of attorneys are aware of Utah.gov and that most attorneys have a few services they use on a regular basis. However, our research has also shown that few attorneys are familiar with all the services that are relevant to their practice since the services span numerous agencies. One of our primary goals within the legal community is to familiarize attorneys with services they aren't currently

utilizing and to increase the number of services being used on a regular basis. Tactics and activities surrounding this objective included:

- Participation and exhibition in the Annual Bar Convention in July – Our involvement allowed us to demonstrate a wide variety of services and distribute material highlighting the complete range of services available through the State’s website.
- Onsite Continuing Legal Education (CLE) seminars – The Utah State Bar has authorized UI to provide accredited training sessions to law firms. Our seminar, which shows attorneys how to make the most of Utah.gov, was presented to 3 law firms during the third quarter.
- Promotion of www.utah.gov/legal - We created a mini-portal for the legal community that provides a single gateway to a host of services and information frequently utilized by attorneys. [Utah.gov/legal](http://www.utah.gov/legal) provides quick and centralized access to services spanning numerous State agencies. We promoted the mini-portal at the convention and during our CLE presentations. The mini-portal was also recently highlighted in the Bar’s e.Bulletin – a monthly email newsletter that is distributed to over 4,000 attorneys.

Banking Industry – Banking and financial institutions are frequent users of several Utah.gov services, but as with the legal industry, there is still significant room for growth. Our efforts with this industry are geared at increasing awareness and utilization, and improving relationships with industry leaders. Activities and efforts during the third quarter included:

- Exhibition in the Annual Utah Bankers Association Convention – Our involvement allowed us to demonstrate Utah.gov services and distribute material highlighting the complete range of services that are available. The Convention provided a great venue for our first efforts to introduce the State Construction Registry (SCR) to this industry.
- Interaction and discussions with Howard Headlee (President of the UBA) – We are working to develop a tight relationship with the banking community and Howard Headlee in particular. We are in discussions regarding the development of a training seminar that will educate UBA members on the benefits of the State Construction Registry. Howard is also very interested in helping explore and research new service ideas that will benefit UBA members.

Construction Industry – Education and training surrounding the State Construction Registry has by far taken the majority of our marketing and business development resources. The new regulations passed in 2004 and 2005 impose significant new requirements to every construction related company in the state. We have worked with D.O.P.L. to help educate the industry and train the various stakeholder groups. Our efforts during Q3 included:

- Education and training demonstrations – We conducted 9 presentations during the third quarter including demonstrations in St. George, Richfield, Price and Orem (in addition to Salt Lake City).

- Solidified relationships with all major construction related associations - We are now working with the following associations to distribute educational materials on a monthly basis: the Associated General Contractors (AGC), the Associated Builders & Contractors (ABC), the Utah Home Builders Association (HBA), the Independent Electrical Contractors (IEC), the Utah Mechanical Contractors Association (UMCA), NACM Business Credit Services, Utah Construction Suppliers Association (UCSA). Each of these associations is allowing us to provide informational content within their monthly newsletters.
- Distribution of educational materials - We have created several informative pieces (an interactive CD, multiple one-page flyers, a white paper and letters from D.O.P.L.) that are being disseminated through various channels - municipality permitting offices, direct mail, associations and D.O.P.L.

PRESS ACTIVITY - 3Q

In 3Q, Utah.gov's 24/7 LiveHelp was awarded #1 in the nation for best government customer service. In addition, Utah.gov was measured as being the #1 government website in the country by the Brown University survey. Both of these achievements garnered much public media attention.

Index of 3Q Media Stories about Utah.gov (not comprehensive):

In July, the Utah.gov "gets a facelift" press release was picked up by the following news publications:

Business Wire
 Yahoo! Finance
 Forbes
 Hoovers Online
 Lycos
 Morningstar
 MSN Money
 The Street
 Finance Canada
 Big Charts
 USA Today
 Baltimore Sun
 Chicago Tribune
 Daily Press
 Greenwich Time
 Hartford Courant
 LA Times
 Morning Call
 Newsday
 South Florida Sun-Sentinel
 Stamford Advocate
 DallasNews.com
 FaairSearch.com

Greater Richmond Technology
ITTown.com
OpticalKeyhole.com
SecuritySales.com
WMSLUK.com

In September,
Utah's Web Site Ranked First in the Nation by Brown University article was picked
up by the following sources:

Salt Lake Tribune
Business Wire
Yahoo! Finance
ICMA-RC VantageLink
Finance Canada
Big Charts
The Street
USA Today
Baltimore Sun
Chicago Tribune
Daily Press
Greenwich Time
Hartford Courant
LA Times
Morning Call
Newsday
South Florida Sun-Sentinel
Stamford Advocate
Hoovers Online
Hoovers UK
Morningstar
Forbes
NASDAQ
MSN Money
DallasNews.com
FaairSearch.com
FML eXchange



SERVICE TRANSACTIONS

State of Utah –Utah.gov

Transactions*

July 2005

Service Description	Transaction count
TOTAL DRIVERS LICENSE	98,058
Vehicle title, leins, registration - Interactive	
VehicleTitle, Lien, Registration (lookup)(tlr)	4,493
VehicleTitle, Lien, Registration (lookup)(tlrpi)	257
Health & Social Services	
Vital Records Payment Processing	813
Professional license searches	
Professional License Verifications	51
Professional License Verifications Credit	(1)
Professional Licensee Lists	
Professional License Lists	16
Professional License List Credit	(1)
Real Estate Licensee List	7
Real Estate Licensee List Credit	0
<u>UCC & BUSINESS REGISTRATION</u>	
<u>Batch</u>	
Corp search - Batch (BEL)	41,029
UCC Search - Batch (UCC Download)	6
<u>Interactive</u>	
UCC search	122
UCC filings	1,124
UCC filings Credits	(1)
UCC Amendments	0
Business Registration Renewal (ABRRE)	89
Business Registration Renewal (ABRCC)	2,260
Business Registration Renewal Adj	(2)
Certificates of Existence	615
Certificates of Existence Credit	(2)
Business Principal Search (BESPR)	7,183
Business Principal Search (BESPR) Credits	0
Related Principal Search (RPS)	880
Related Principal Search (RPS) Credits	(1)

UCC Continuations	199
UCC Continuations Adjustment	0
UCC Terminations	269
Real Estate License Renewal	506
Real Estate License Renewal Adjustment	(1)
TOTAL UCC & BUSINESS REGISTRATION	54,275

TAX FILING

Property Tax	0
Motor fuel tax (IFTA) Maintenance	189
Income Tax (Tax Express)	40
Sales and Use Tax (TC61)	5,458
Payment Express (Taxes)	3,188
TOTAL TAX FILING	8,876

LICENSES AND PERMITS

Hunting and Fishing	7,151
Motor vehicles (registration renewal)	36,088
Driver's license renewals	N/A
Professional license renewals	
Professional License Renewals DPLRC	3,038
Professional License Renewals DPLRC Adj	(3)
Professional License Disciplinary Requests	0
Professional License Copy Request	0
Professional License Description	446
Other transaction processing	
On-line Payment Processing (Weber)	56
MVED On-line Payments	105
Weber Marriage License	0
UVSC Emissions API	121
Child Care Support Payments	
TOTAL LICENSES AND PERMITS	47,002

August, 2005

Service Description	Transaction Count
DRIVERS LICENSE motor vehicle records	113,358
Vehicle title, liens, registration - Interactive	
VehicleTitle, Lien, Registration (lookup)(tlr)	5,880
VehicleTitle, Lien, Registration (lookup)(tlrpi)	353
Health & Social Services	
Vital Records Payment Processing	931
Professional license searches	
Professional License Verifications	66
Professional License Lists	12
Professional License List Credit	(2)
Real Estate Licensee List	5
<u>UCC & BUSINESS REGISTRATION</u>	
<u>Batch</u>	
Corp search - Batch (BEL)	71,713
UCC Search - Batch (UCC Download)	6
<u>Interactive</u>	
UCC search	96
UCC search Adjustment	0
UCC filings	1,655
UCC filings Credits	(1)
UCC Filings Adjustment	0
<u>Other SOS</u>	
UCC Amendments	0
Business Registration Renewal (ABRRE)	134
Business Registration Renewal (ABRCC)	2,537
Business Registration Renewal Adj	(1)
Certificates of Existence	759
Certificates of Existence Credit	0
Business Principal Search (BESPR)	8,892
Related Principal Search (RPS)	1,192
UCC Continuations	185
UCC Terminations	327
Real Estate License Renewal	307
TOTAL UCC & BUSINESS REGISTRATION	87,801
<u>TAX FILING</u>	
Property Tax	0
Motor fuel tax (IFTA) Maintenance	0
Income Tax (Tax Express)	55
Sales and Use Tax (TC61)	2,182
Payment Express (Taxes)	2,333

TOTAL TAX FILING 4,571

LICENSES AND PERMITS

Hunting and Fishing 6,776

Motor vehicles (registration renewal) 39,213

Driver's license renewals N/A

Professional license renewals

Professional License Renewals DPLRC 2,901

Professional License Renewals DPLRC Adj (11)

Other transaction processing

On-line Payment Processing (Weber) 29

[MVED On-line Payments](#) 90

Weber Marriage License 0

UDAF Renewals 0

UVSC Emissions API 2,103

Child Care Support Payments

TOTAL LICENSES AND PERMITS 51,101

September 2005

Service Description	Transaction Count
DRIVERS LICENSE motor vehicle records	98,809
VehicleTitle, Lien, Registration (lookup)(tlr)	5,568
VehicleTitle, Lien, Registration (lookup)(tlrpi)	298
Health & Social Services	
Vital Records Payment Processing	761
Professional license searches	
Professional License Verifications	56
Professional License Verifications Credit	(7)
Professional Licensee Lists	
Professional License Lists	32
Professional License List Credit	0
Real Estate Licensee List	7
Real Estate Licensee List Credit	0
<u>UCC & BUSINESS REGISTRATION</u>	
<u>Batch</u>	
Corp search - Batch (BEL)	52,849
Corp search - Batch (BEL) Adjustments	(1)
UCC Search - Batch (UCC Download)	6
<u>Interactive</u>	
UCC search	144
UCC search Adjustment	0
UCC filings	1,317
UCC filings Credits	(3)
UCC Filings Adjustment	0
<u>Other SOS</u>	
UCC Amendments	0
Business Registration Renewal (ABRRE)	82
Business Registration Renewal (ABRCC)	2,230
Business Registration Renewal Adj	(1)
Certificates of Existence	744
Business Principal Search (BESPR)	7,819
Related Principal Search (RPS)	1,154
UCC Continuations	180
UCC Terminations	303
Real Estate License Renewal	324
Real Estate License Renewal Adjustment	(1)
TOTAL UCC & BUSINESS REGISTRATION	67,146
<u>TAX FILING</u>	
Property Tax	0
Motor fuel tax (IFTA) Maintenance	31
Income Tax (Tax Express)	17
Sales and Use Tax (TC61)	1,633

Other Tax

Payment Express (Taxes)	2,078
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TOTAL TAX FILING	3,760
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LICENSES AND PERMITS

Hunting and Fishing	4,970
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Motor vehicles (registration renewal)	34,928
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Driver's license renewals	N/A
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Professional license renewals

Professional License Renewals DPLRC	3,924
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Professional License Renewals DPLRC Adj	(10)
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Professional License Disciplinary Requests	0
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Professional License Copy Request	0
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Professional License Description	471
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Other transaction processing

On-line Payment Processing (Weber)	0
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MVED On-line Payments	52
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UVSC Emissions API	0
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TOTAL LICENSES AND PERMITS	44,335
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*Q3 2005 Transaction count replaced web access count. It is felt that transaction count is a more important and relevant statistic as it speaks to eGov service usage rather than browsing. All web count statistics are available from the reporting page: <http://www.utah.gov/reporting>.

**SERVICE HIGHLIGHTS FROM Q3**

Project Name: Renewal Express (REX) "ON THE SPOT" upgrade

Agencies Involved: The Division of Motor Vehicles (part of Utah State Tax Commission), Utah Interactive, L.L.C.

Target Customers: Citizens and businesses that need to renew vehicle registration at the time and location of vehicle inspection (including watercraft and off road vehicles).

Project Description:

Renewal Express, an online service, allows Utah citizens to completely renew automobile, watercraft, and off-road vehicle registrations 24 hours a day and seven days a week, without ever leaving home. Q3 2005 the REX system has been expanded to serve customers at the point of sale at inspection stations. Certified inspection stations have the authority to accept registration renewal payments and issue decals at the time of inspection and "on the spot".

Metrics for Measuring Success:

Since its launch in 2000, over 1 million people in Utah have renewed their vehicle registrations over the Internet, and the percentage of people who choose to use the online option continues

to increase each month. From 2002 to 2003, Utah.gov saw a 34% increase in the number of REX users. In July 2003 Utah Interactive removed the convenience fee for using the online service. The fee removal resulted in a 5% increase in REX adoption in Salt Lake County alone. Currently, the online application processes upwards of 25,000 renewals a month, making it one of the most widely used eGovernment services of its kind in the nation.

Specific highlights from Q3 include:

REX reached its millionth transaction in July 2005.

REX is hovering right at a 19% adoption.

REX is averaging about 1000 point of sale renewals each month with only 50 stations (out of 2000) certified thus far.

Testimonials:

Utahn Russell Daly has this to say about Renewal Express, “It is so much more convenient to do it this way. And I really appreciate [not being charged] a fee for processing the renewal. Please keep up this great service!”

Service Level Agreements

State Treasurer, Unclaimed Property payments, SLA
 Department of Air Quality, Amendment A

Customer Service

Customer Support for Online Services (only)– Session Information available beginning September

3rd Quarter	Phone calls	Emails	LiveHelp
July	N/A	N/A	N/A
August	N/A	N/A	N/A
September	4,600	2,574	1,560
Total			



IN CLOSING

Being somewhat new to Utah.gov, I am honored and pleased to submit the 3rd quarter report. As I completed the report, I was struck, as I often am, at how strong the momentum for eGovernment service delivery is in Utah. The state continues to lead the way proving itself to be a true pioneer in delivering exceptional and innovative eGov services. The innovation of a point of sale service such as On the

Spot is just one example, and the national recognition Utah garners proof of its leadership in the area of eGov innovation. As we look ahead to 4th quarter and plan for 2006, it is clear that Utah's success is really just the beginning. Under the leadership and oversight of the offices of the CIO and Governor, the Utah Interactive team will remain focused on making Utah the easiest state in the nation in which to transact with government.

Respectfully Submitted,

Carrie Gott
General Manager