

2003 NASCIO Recognition Awards

State of Tennessee

Digital Government: Government to Citizen (G to C)

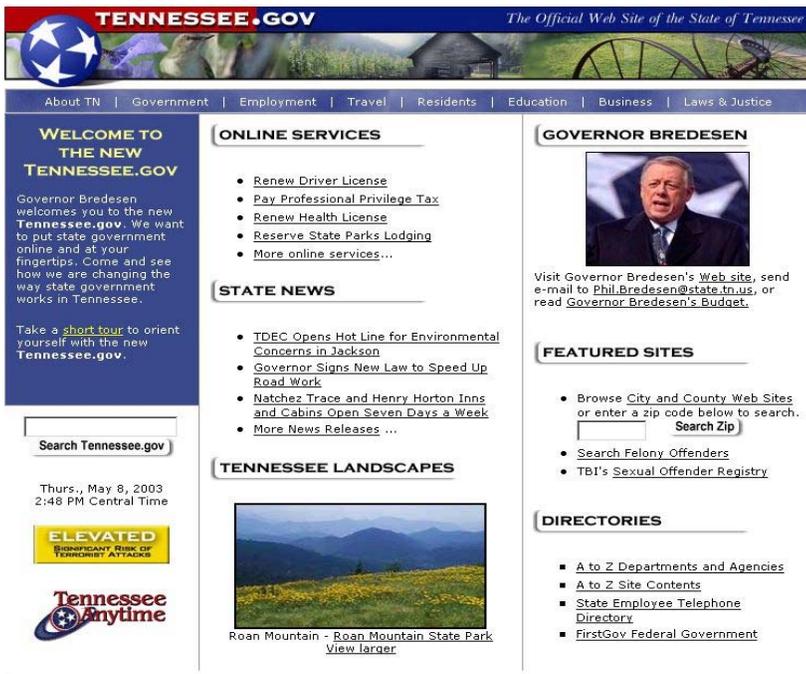
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Executive Summary

Ranked as the nation’s best government web site in 2002 by the Taubman Center for Public Policy at Brown University, Tennessee’s official government portal, www.Tennessee.gov is consistently recognized among the leading state Web portals. In both 2001 and 2002, the Center for Digital Government recognized it as a Best of the Web finalist. The state of Tennessee was ranked fourth in the 2002 Center for Digital Government Management and Administration section. With the launch of the new site on April 4, 2003, Tennessee is once again a likely candidate for national recognition in 2003 for their digital government service delivery to the citizens of Tennessee.

Each month, *Tennessee.gov* receives more than thirteen million visits and supports over 575,000 eGovernment transactions. The site offers a range of online services including driver license renewals, Hall investment income tax filings, felony offender information, state park reservations, and TennCare eligibility verification for health care providers.

Coinciding with the new web site launch is the redesign of 30 departmental web sites in an effort to simplify Tennessee’s eGovernment services and provide a streamlined and consistent look & feel across all state web sites. “A major goal of my administration is to make state government more open and efficient,” Governor Bredesen said. “These new changes will make it easier for Tennesseans to access the information and services they need, 24 hours a day and seven days a week.”



From the look and feel of the site to the security of transactions, Tennessee can boast a web site that other states look to for the standard in usability and customer service. The site highlights all levels of governments and draws attention to the many applications and processes that have been placed online for citizens and businesses.



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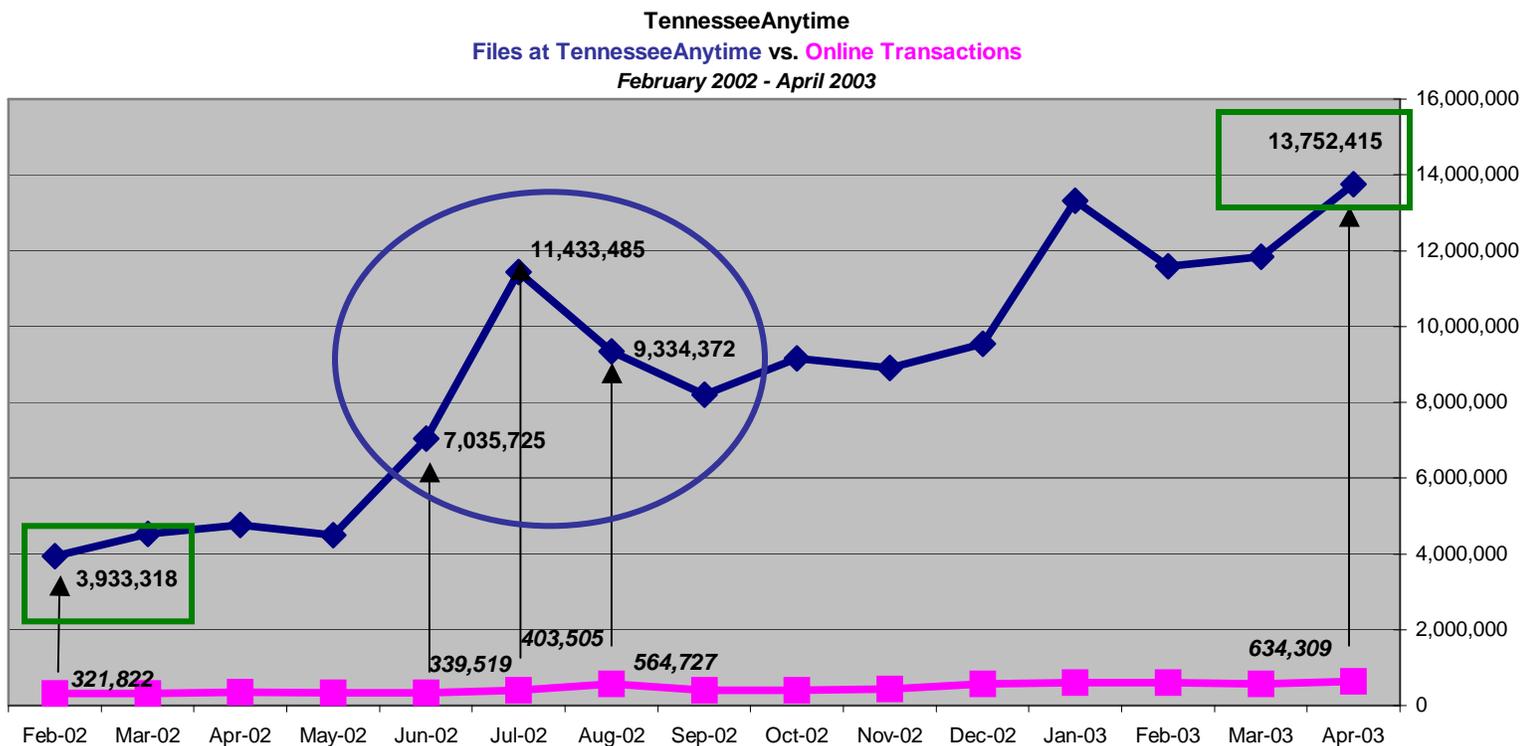
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A) Description of project, including length of time in operation

Tennessee.gov, Tennessee's official Web portal has experienced tremendous growth in its two-year existence, from less than 4 million accesses per month in 2002 to over 13 million accesses per month in 2003. In just one year, the portal experienced a 170% growth from 2002 to 2003. (Note **green** box on chart below) With over 200,000 pages of information and more than 75 interactive applications, *Tennessee.gov* continues to be a valued resource and significant provider of eGovernment services to citizens, businesses, and government. In addition to local recognition by Tennessee citizens, national organizations also recognize the value of *Tennessee.gov*:

- Ranked #1 in a 2002 Brown University eGovernment study of state portals
- Ranked #4 in the 2002 Center for Digital Government Management and Administration section
- Recipient of the 2002 Best of the Web Finalist



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As well as witnessing continued increase of use of *Tennessee.gov*; the state of Tennessee also saw a dramatic spike in the use of the site when the state of Tennessee was closed by the state legislature due to budget negotiations in July 2002. (Note *blue circle on chart above*) While the state of Tennessee shut their doors for business for 3 days, citizens and businesses alike were able to continue their interaction with state government through the *Tennessee.gov* portal with continued delivery of services.

As portal accesses and service delivery such as driver license renewals, income tax filings, and health license renewals continue to grow in use each year, the portal is moving full speed ahead to offer even more valuable and citizen-centric interfaces and services. Several high-touch services such as vehicle tag renewals, sales tax filing, online job application, and shopping cart functionality are currently in the works for 2003. With a deliberate enterprise approach to the continued development and deployment of interactive applications and citizen-centric organization of information, it is inevitable that *Tennessee.gov* will be considered a leader among state portals.

Through a competitive bidding and RFP process, the *Tennessee.gov* portal was first awarded to NIC, Inc in August 2000 as a 3-year contract, with two one-year renewals. *Tennessee.gov's* online services are developed, marketed, and maintained by Tennessee Information Division, a wholly owned subsidiary of the eGovernment firm, NIC.

Since deployment of the first online application in October 2000, the state of Tennessee has developed a Portal Advisory Committee (PAC) that sets the vision of digital government for the state of Tennessee. Chaired by Tennessee CIO, Richard Rognehaugh, the committee has established development and security standards for eGovernment applications for Tennessee departments. Each eGovernment project is submitted to the PAC for review and approval. After evaluation of issues such as cost benefits, increased services to the citizens, and data security issues, the project is approved and prioritized.

B) Significance to the improvement of the operation of government

Like all state government sites, the state of Tennessee portal allows for one stop access to government. In addition to state government information, various links allow citizens to access local and federal information. The site also highlights online applications that make it easier for citizens – like renewing your driver license online, paying your state Hall income tax online or checking on the status of a Child Support Payment – to access government. It allows businesses and professionals to get to information they need; from Corporation Searches to TennCare Eligibility Verification in one simple click.

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But *Tennessee.gov* service doesn't stop with online applications. The *Tennessee.gov* web site is a total solution offering government customers a multitude of services, including:

- Live Customer Service and Support
- Strongest Encryption Available and New Site Assistance
- Quarterly Security Updates
- Improved Local Information
- Enhanced Search
- Real Time News Update

Live Customer Service and Support

Tennessee.gov boasts the most comprehensive customer service available in the nation! **24 hours a day, 7 days a week, 365 days a year**, Tennesseans can reach a live human to assist them with the state home page by calling *Tennessee.gov* toll free. No other state can boast this level of service.

Strongest Encryption Available and New Site Assistance

Tennessee.gov standards require that we use the strongest encryption possible, which may not be supported by older versions of Internet Explorer. For users who may have difficulty using an online service because of an older browser – or have questions about the new site, our live Customer Service refers them to an online resource that explains encryption and/or the new site. To sample the page visit: <http://www.tennesseeanytime.org/help/newsite.html>

Quarterly Security Updates

Security is paramount for state government. Since September 11th, state security has risen to the level of the utmost importance. The state of Tennessee provides more than just policies associated with security. Each quarter an independent auditing vendor conducts an internal and external security audit. Tennessee citizens can rest assured that their state Government is taking extra steps to insure that their privacy is protected.

Improved Local Information

Users may now search local online resources by entering a zip code or partial city name. The visitor will be presented with a list of all online resources, such as city and county web sites, schools, and local health departments.

Enhanced Search

Following requests for improved search capabilities, citizens now can use technology powered by Google – the Web's leading search engine – to explore the more than 200,000 pages of information available at *Tennessee.gov*.

Real Time News Updates

Tennessee.gov is not simply a source of state agency information, but a communication tool for the latest news about state government. For example, with the shut down of Tennessee state government in July 2002, *Tennessee.gov* became the premier source of information for the

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45,000 state employees. By visiting the site, state employees had the latest information available on whether or not to report for work on Monday, July 1, 2002.

C) Benefits realized by service recipients, taxpayers, agency or state.

The results of an online survey during the first quarter of 2002 clearly show that *Tennessee.gov* has improved online access to government for Tennesseans. Of the 733 unique respondents to the survey, 83% said the site had easy to understand labels and categories, 80% found the site easy to navigate and 64% liked the site overall.

The comments received from users highlight the efficiency of the site and more of the direct benefits realized by users:

"My 5th grade son is doing a state report on the State of Tennessee. We found most of the information that we needed on this web site. My son was able to navigate this site very easily."

"This morning I needed to look up information on the lead smelter site at College Grove, Williamson Co. Information on your web site was easily located and extremely helpful--thanks very much."

"First time to your site and found it very informative and easy to navigate. The limited graphic made for fast page displays...A wonderful Bonus!"

"You have a great site, it's easily navigated. I found lots of things that I was looking for and even read things I wasn't specifically looking for."

"I am originally from Tennessee (Hixson) and am considering moving back. I have been researching everything from housing to jobs to school and have found this service very helpful."

D) Return on investment, short-term/long-term payback (include summary calculations)

Tennessee.gov is a public/private partnership between the state of Tennessee and the e-government company NIC and together created the *Tennessee.gov* portal. No tax dollars are spent by the state in the creation of the portal; rather, the network is funded from the provision of enhanced data access and filing services for businesses. Due to this partnership and the enterprise efficiencies created, online services are made available at a fraction of normal IT development costs.

Further, *Tennessee.gov* is marketed and branded through its partnership with NIC and at no additional cost to the state of Tennessee. This has included radio PSAs, radio interview shows, press releases, development of press releases, development of co-branding marketing

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materials, direct mail and statewide presentations. Each online application has a marketing plan that builds on that service while cobranding the application to *Tennessee.gov*.

Each eGovernment project presented for approval is required to submit a activity based cost model that evaluates the current cost to perform the transaction, versus the cost to do the transaction online. The chart below shows how transaction costs for nine of the online applications from October 2000 – January 2003 compared. It shows a comparison of the dollars that would have been spent if the applications were performed manually versus online. With the new portal, these are of course soft dollar savings and the long term financial benefits will be realized in the future.

Tennessee.gov Transaction Cost Comparison
Manual Filing vs. Online Filing
October 2000 - January 2003

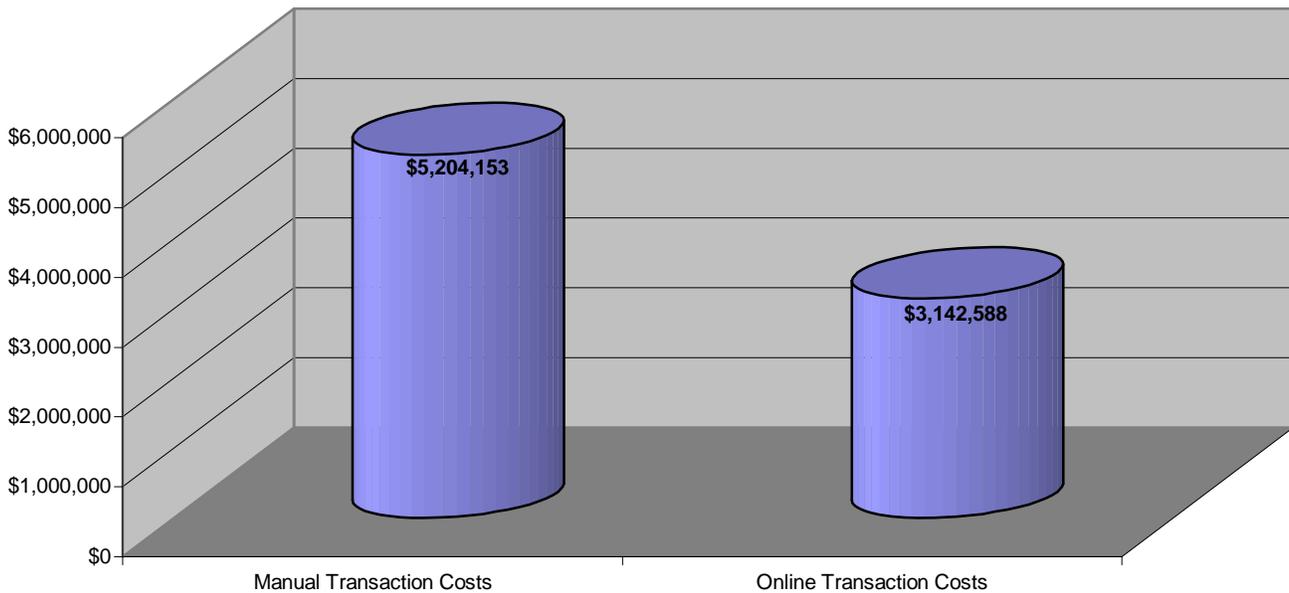


Chart of Data

Application	Months Online	Manual Costs	Online Costs	Online Transactions
Driver License Renewal	28	\$11.07	\$3.38	86,098
Corporation Searches	22	\$2.43	\$1.63	1,318,413
Health Licensing	15	\$8.17	\$7.94	16,163
ABC Permits	14	\$15.18	\$9.04	34,304
Hall Income Tax	11	\$3.41	\$3.16	1,099
Local Government				
Investment Pool	7	\$2.03	\$2.10	583
Unclaimed Property				
Searches	2	\$4.41	\$2.98	83,775
Unemployment Filings	1	\$19.27	\$9.27	1,013
State Parks Reservations	1	\$6.13	\$3.80	101