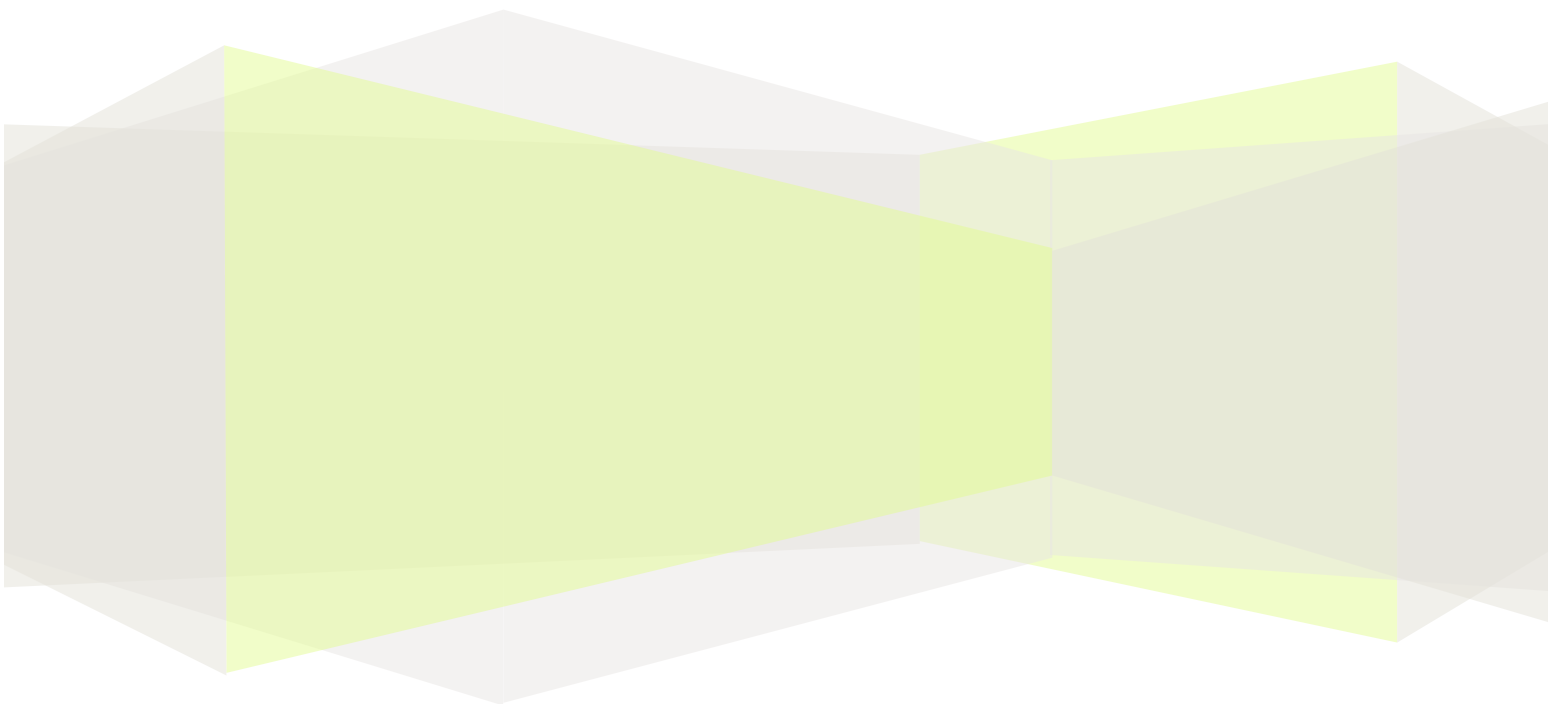# IowaInteractive

# Iowa Interactive
# Annual Report

July 2013 through June 2014

# Executive Summary

Iowa Interactive is the Network Manager for the State of Iowa. Iowa Interactive manages Iowa.gov and is also responsible for providing development, management, and support for static and dynamic Web sites and dynamic and mobile applications to state agencies. These services are completely self-funded and Iowa Interactive receives no general fund monies. The following information outlines activities undertaken by Iowa Interactive during the 2014 Fiscal Year.

The report focuses on new projects that have gone live, the ongoing support Iowa Interactive provides, the value of services and minimum cost avoidance to the state agencies that chose to work with Iowa Interactive, survey results, and any additional marketing and promotional efforts in which Iowa Interactive was involved.

During 2014 Iowa interactive completed six projects with six different agencies. Iowa Interactive deployed six Web sites that were redesigned in the new state standard Content Management System (CMS) Drupal. All six Web sites were built in accordance with the state standard and featured responsive design so they can also be viewed on any mobile device.

Costs avoided by agency partners that work with Iowa Interactive is one way that value is measured. Cost avoidance is based on expenditures that agencies did not incur for services they received. This is different from savings. Agencies realize cost savings when they stop or reduce the amount being paid for a service. One way Iowa Interactive calculates cost avoidance is based on the Department of Administrative Services/Information Technology Enterprise (DAS/ITE) hourly development rate of $113. Applying this rate to the number of hours gives a minimal cost avoidance rate. It is important to note that the DAS/ITE rate is a blended rate that is below the commercial market rate.

Another factor considered is the costs associated with issuing a Request For Proposal (RFP). Due to the fact that Iowa Interactive has already gone through the competitive bid process to provide eGovernment services, agencies do not have to write, issue, review, score, award, and negotiate a contract from an RFP. In consultation with the Center for Digital Government it is estimated that an RFP costs a state no less than $250,000 to fully execute. It is difficult to calculate an exact cost associated with each RFP as they vary based on the size and complexity of a project. In some extreme cases, the costs of issuing an RFP can be greater than the actual cost of a project. Knowing this, each agency working with Iowa Interactive realized an additional minimum cost avoidance of $250,000 for each new project and could realize the same cost avoidance for some enhancement or maintenance projects that might otherwise require an RFP. During 2014 the State of Iowa realized a minimum cost avoidance of $1,500,000 in what would have been RFP related costs alone for the six new projects Iowa Interactive completed.

By leveraging the self-funded model, the State of Iowa received a minimum value and cost avoidance of $4,154,596.00 worth of service from Iowa Interactive. The revenues Iowa Interactive received from the State of Iowa totaled $2,003,166.00. The difference between the actual revenue received and the minimum value of the service provided and cost avoidance is $2,151,430.00.

## Portal Facts

During Fiscal Year 2014 Iowa Interactive has:

- Invested approximately 17,440 hours in development, project management and maintenance activities for the State of Iowa. This equates to a minimum cost avoidance of $1,970,720.00.

- Provided approximately 2,112 hours of customer support and account management. This equates to a minimum combined cost avoidance of approximately $238,656.

- Provided a minimum of 3,940 hours of portal management. This equates to a minimum cost avoidance of $445,220.00.

- Launched 6 new projects with partners. This equated to a minimum cost avoidance of $1,500,000 in RFP related fees.

- Provided service to a minimum of 22 different State of Iowa government agencies and divisions.

- Performed approximately 144 Web site maintenance and content management code rolls.

- Developed and deployed 20 code rolls that included 227 enhancements to existing applications.

- Developed and deployed 19 code rolls that corrected 82 bugs/issues to existing applications.

- Managed approximately 1,151 users within 868 active accounts with access to certified Driver License Record Abstracts.

- Managed an additional 345 free access accounts and 710 free users with access to Driver License Record Abstracts.

- Managed approximately 3 accounts used for the Help America Vote Act (HAVA) comprised of 354 users in County Auditors' offices.

- Processed 1,176,733 transactions through the various transaction-based applications.

- Processed 1,110,282 transactions accessing free Driver License Record service.

- Over 32,000 downloads of mobile applications in the Apple Store, Google Play and Amazon App store.

## Fiscal Year 2014 Transaction Totals

| Service | Volume |
|---|---|
| Department of Transportation Driver License Record Lookup | 1,110,282 |
| Iowa Bureau of Professional Licensure Licensing | 4,656 |
| Professional Licensing Division Online Renewals | 15,128 |
| Professional Licensing Division Letters of Good Standings | 789 |
| Plumbers & Mechanical Engineers Licensing | 946 |
| Electrical Permits and Inspections | 27,305 |
| Electrical Licensing | 16,576 |
| Online Conference Registration & Payment/Transaction Management | 1,051 |

# New Projects Completed July 2013 to June 2014

The following is a list of new projects Iowa Interactive and its partners completed during the 2014 Fiscal Year. The minimum cost avoidance calculation is based on the Information Technology Enterprise (ITE) development rate of $113 per hour.
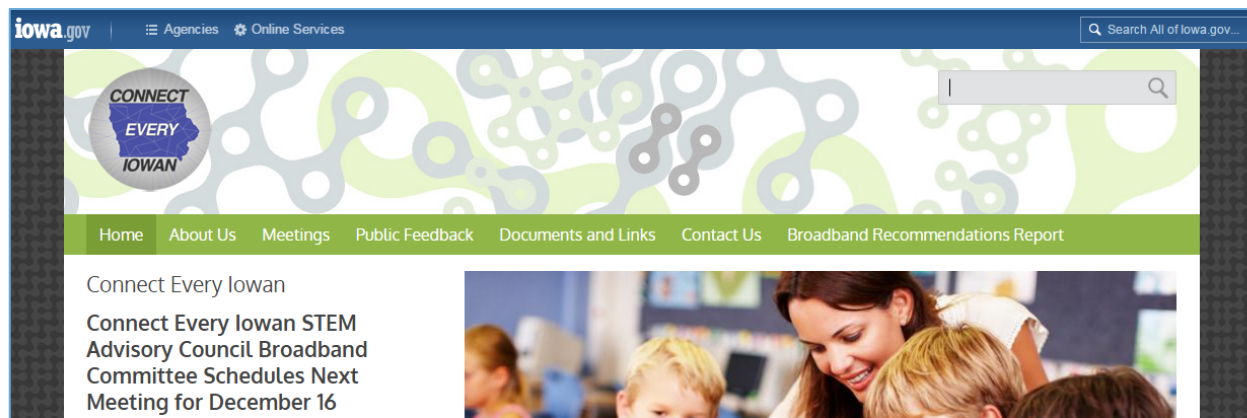
Due to the fact that Iowa Interactive has already gone through the competitive bid process to provide eGovernment services, agencies do not have to write, issue, review, score, and award a contract from a Request For Proposal (RFP). In consultation with the Center for Digital Government it is estimated that an RFP costs a state no less than $250,000 to fully execute. It is difficult to calculate an exact cost associated with each RFP as they vary based on the size and complexity of a project. In some extreme cases, the costs of issuing an RFP can be greater than the actual cost of a project. Knowing this, each agency working with Iowa Interactive realized an additional minimum cost avoidance of $250,000 for each new project and could realize the same cost avoidance for some maintenance projects that might otherwise require an RFP. During 2014 the State of Iowa realized a minimum cost avoidance of $1,500,000 in what would have been RFP related costs alone.

## Dynamic Free Responsive Deigned Websites

Connect Every Iowan Web Site
This new Web site is designed to promote the information to the public about the Governor's Connect Every Iowan initiative that was launched in September 2013. The committee collects information from citizens and makes recommendations regarding broadband.
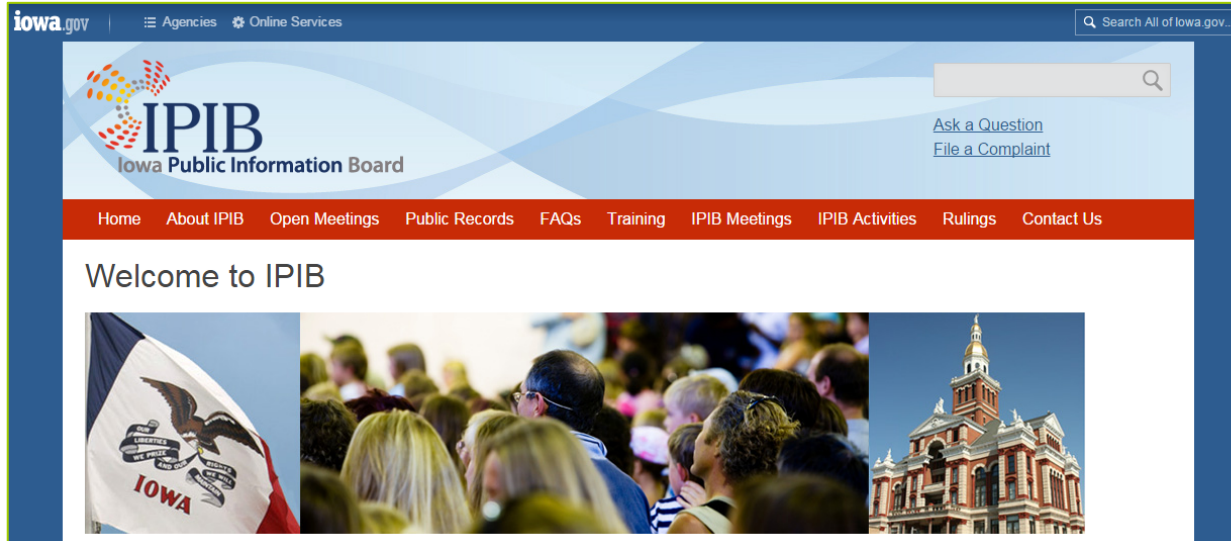
Hours invested by Iowa Interactive:                                        96.75
Minimum development & project management cost avoidance:        $10,932.75

Iowa Public Information Board Web Site Redesign
This is a redesigned Web site for the Iowa Public Information Board. The site was moved into Drupal as required by the state Web site standard.
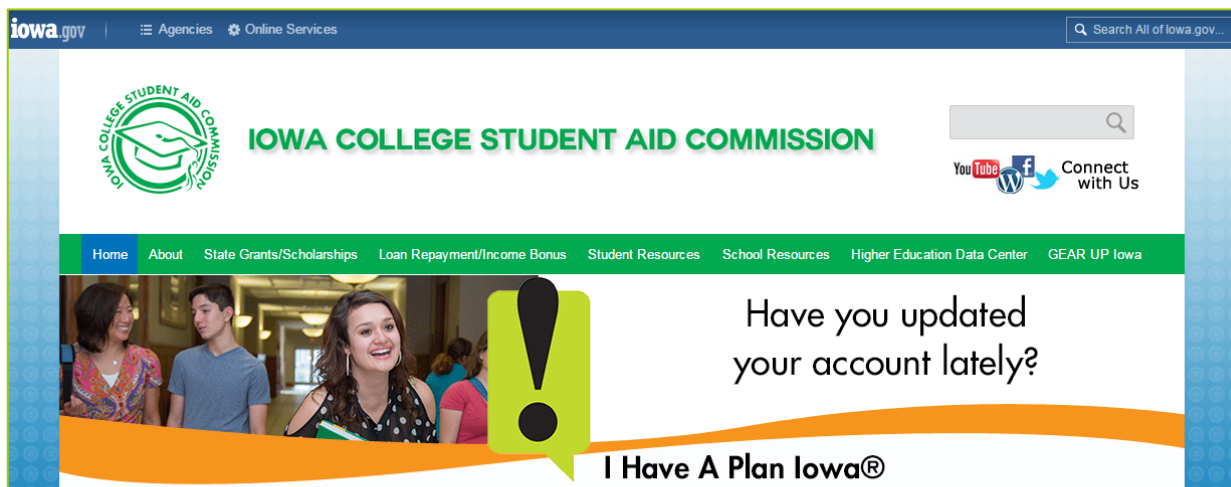
Hours invested by Iowa Interactive:                                    62
Minimum development & project management cost avoidance:               $7,006.00



Iowa College Student Aid Commission Web Site
This is a redesigned Web site for the Iowa College Student Aid Commission. The site was moved into Drupal as required by the state Web site standard.

Hours invested by Iowa Interactive:                                    318.25
Minimum development & project management cost avoidance:               $35,962.25

Iowa Professional Licensing Bureau Web Site
This is a redesigned Web site for the Iowa Professional Licensing Bureau. The site was moved into Drupal as required by the state Web site standard.

Hours invested by Iowa Interactive:                                    317.50
Minimum development & project management cost avoidance:               $35,877.50



Iowa Department of Revenue  Web Site
This is a redesigned Web site for the Iowa Department of Revenue. The site was moved into Drupal as required by the state Web site standard.
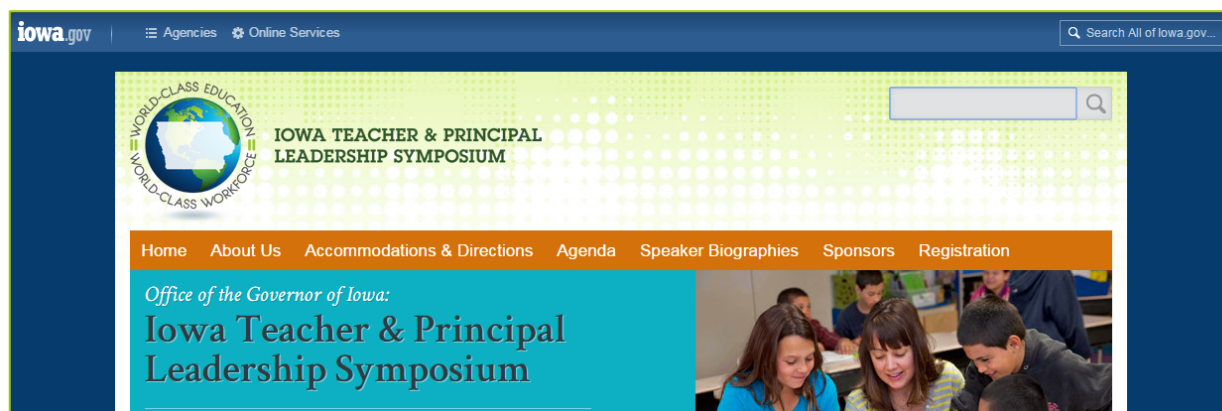
Hours invested by Iowa Interactive:                                    209.50
Minimum development & project management cost avoidance:               $23,645.25



Teacher Leadership Symposium Web Site
This is a redesigned Web site for the Teacher Leadership Symposium. The site was moved into Drupal as required by the state Web site standard.

Hours invested by Iowa Interactive:                                    63
Minimum development & project management cost avoidance:               $7,119.00

**Transaction Applications**
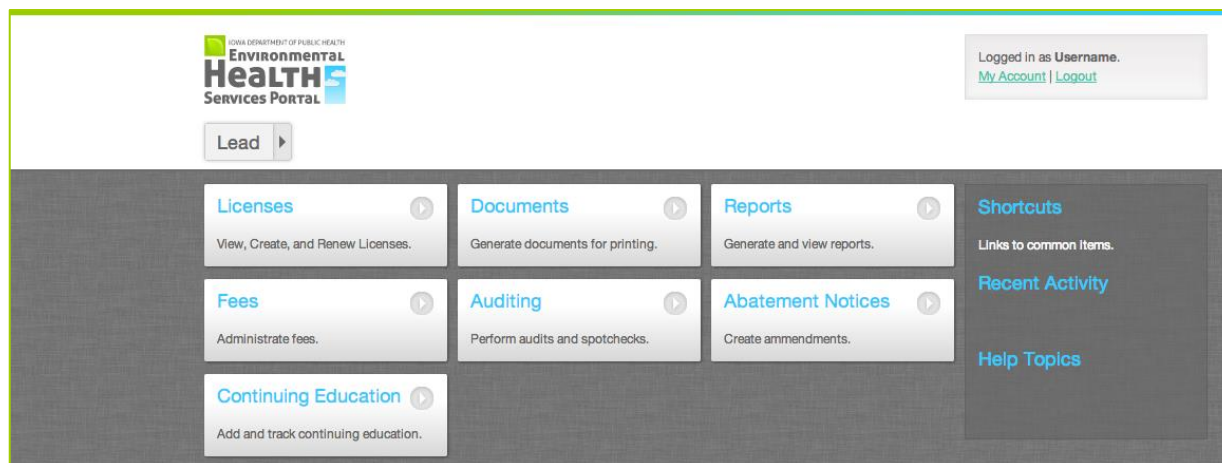
Environmental Health Licensing - Lead Division
This is a licensing system for the Lead Division of the Department of Public Health, Environmental Health Division. The application has an administrative tool that incorporates all the office workflows which allows the Lead Division to manage every aspect of their program. The public side features a full renewal system that not only allows for licensees to renew their current licenses, but also the ability to apply for a new license and pay online.

Hours invested by Iowa Interactive:                                      613.50
Minimum development & project management cost avoidance:        $69,325.50



Department of Commerce - Professional Licensing Bureau
This is the licensing application for the Iowa Professional Licensing Bureau. The application has an administrative tool that incorporates all the office workflows which allows the Bureau to manage every aspect of their program. The public side features a full renewal system and the ability to pay for the license online.

Hours invested by Iowa Interactive:                                      808.50
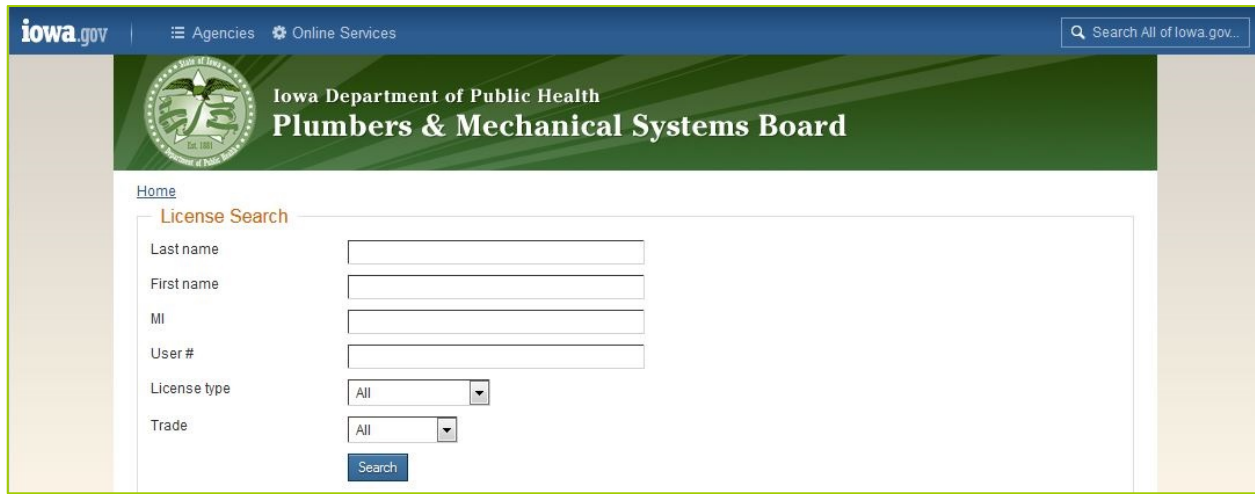Minimum development & project management cost avoidance:        $91,360.50

Department of Public Health - Plumber and Mechanical System Board
This is licensing application for the Plumbing and Mechanical Systems Board of the Department of Public Health. The application has an administrative tool that incorporates all the office workflows which allows the Board to manage every aspect of their program. The public side features a full renewal system and the ability to pay for the license online.
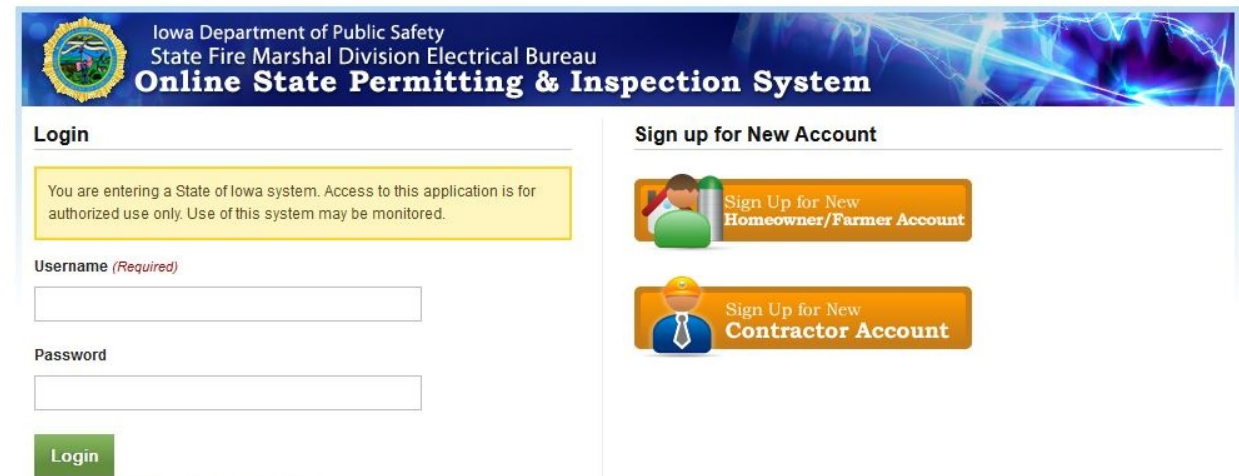
Hours invested by Iowa Interactive:                                    2,003.50
Minimum development & project management cost avoidance:     $226,395.50



Department of Public Safety – Permits and Inspections
This is a permitting and inspections application for the State Fire Marshal Division Electrical Bureau of the Department of Public Safety.  The application has an administrative tool that incorporates all the office workflows which allows the Bureau to manage every aspect of their program. The public side features a full renewal system and the ability to pay for the license online.

Hours invested by Iowa Interactive:                                    30
Minimum development & project management cost avoidance:     $3,390.00

## Department of Public Safety – Electrical Licensing

This is a licensing application for the Iowa Electrical Examining Board of the Department of Public Safety. The application has an administrative tool that incorporates all the office workflows which allows the Board to manage every aspect of their program. The public side features a full renewal system and the ability to pay for the license online.

Hours invested by Iowa Interactive:                              107.50
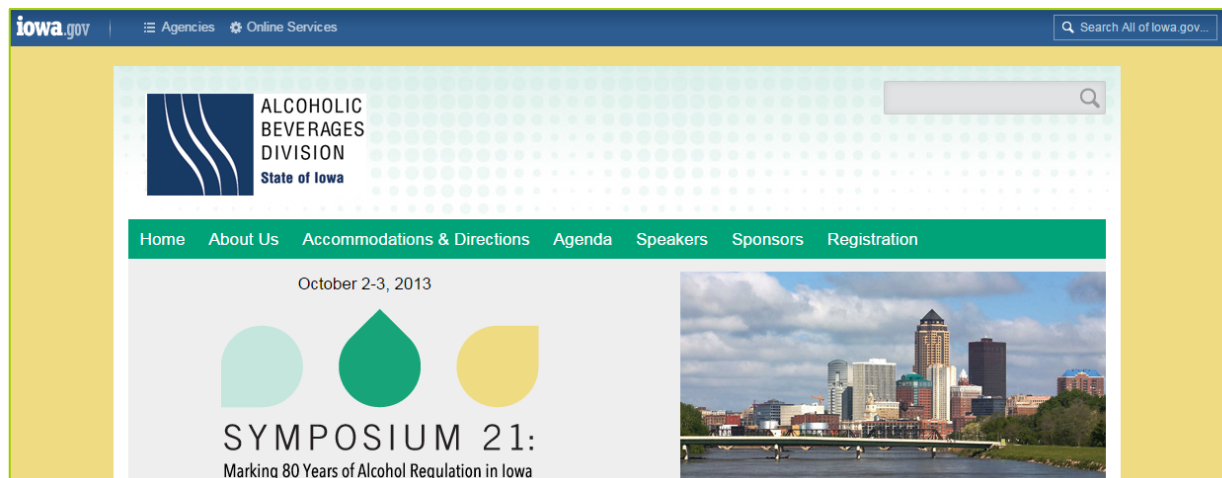Minimum development & project management cost avoidance:      $12,147.50



## Symposium21 Conference Registration*

In conjunction with the Symposium21 Web site, the Alcoholic Beverages Division leveraged Iowa Interactive Conference Registration service for the registration, payment, and administration of the Symposium21 Conference.

Hours invested by Iowa Interactive:                              35.75
Minimum development & project management cost avoidance:      $4,039.75

Governors Office Bullying Prevention Conference Registration*
In conjunction with the Bullying Prevention Web site, the Governor's Office leveraged Iowa Interactive Conference Registration service for the registration, payment, and administration of the Bullying Prevention Summit.

Hours invested by Iowa Interactive:                                      104.30
Minimum development & project management cost avoidance:                 $11,785.90



*Work for the design of the Web site and set up of the conference registration instance for this entity was combined since one aspect was dependent on the other in the deliverables for the event.

**Web Site and Application Development and Maintenance**

Iowa Interactive develops and maintains a number of Web sites and applications on a daily basis. During Fiscal Year 2014 Iowa Interactive worked on a total of 22 various projects, investing a total of 17,438.35 hours. The minimum cost avoidance fee is based on ITE's development rate of $113 per hour. This rate is lower than the commercial market rate and therefore could be higher if rates reflected what a private sector service provider would likely charge. This amount is also the minimum value of the service to the State of Iowa.

There were no general fund dollars used to cover the costs of these services. Instead, they were all self-funded. Iowa Interactive's projects have been categorized into three types:

1. Static Web Site Maintenance

   The Static Web Site Maintenance category consists of Web sites that have do not have a content management tool or a software application behind them. These are legacy sites that agencies use to provide information. Iowa Interactive provides content updates and simple maintenance request at no charge to the agency.  All new sites were built in the Drupal Content Management System so this category will decrease in size.

2. Free Dynamic Application Design and Maintenance

   The Free Dynamic Application Design and Maintenance category consists of Web applications that are dynamic, which means there is a database and software application that retrieves and displays stored information. In some cases these applications process an exchange of information such as a form, pulling mapping features, a content management system that displays site content, etc. Agencies who received service for free dynamic design and maintenance paid nothing to Iowa Interactive for these services.

3. Transaction Application Design and Maintenance

   The Transaction Application Design and Maintenance category consists of web applications that are dynamic. There is a database or an application that displays information. These applications process payment transactions.  Each of these services has a Web interface that the public uses and an administrative tool that is used by the office staff to manage the daily operations of that particular service. Iowa Interactive receives or will receive a transaction fee for each of these services. In some cases the fee comes from the licensing fee users pay. In other cases there is a Value Add Fee on top of the statutory fee that users pay. These projects are noted with a $ symbol.

| Service Type | Total Hours | Total Minimum Cost Avoidance |
|---|---|---|
| Static Web Site Maintenance | 252.5 | $28,532.50 |
| Free Dynamic Application Design and Maintenance | 12,642.85 | $1,428,642.05 |
| Transaction Application Design and Maintenance | 4,543 | $513,359.00 |
| **GRAND TOTAL** | **17,438.35** | **$1,970,533.55** |

The chart on the following page shows the projects and maintenance in which Iowa Interactive was involved during the 2014 Fiscal Year. The information is organized by the top level agency. Some agencies have multiple projects. Hours and minimum cost avoidance are shown. The Agency Subtotal columns show the total hours and minimum cost avoidance for each of the top level agencies.

| Top Level Agency | Web Site Design, Application Development and Maintenance | Hours | Minimum Cost Avoidance | Agency Subtotal of Hours | Agency Subtotal Minimum Cost Avoidance |
|---|---|---|---|---|---|
| Department of Transportation | Iowa Scenic Byways | 13.00 | $1,469.00 | 955.75 | $107,999.75 |
| | iOS Driver Practice Exam | 7.25 | $819.25 | | |
| | Driver License Look-Up $ | 935.50 | $105,711.50 | | |
| Department of Public Health | Plumbers and Mechanical Systems Board Licensing $ | 2,003.50 | $226,395.50 | 2,661.50 | $300,749.50 |
| | Bureau of Professional Licensure $ | 44.50 | $5,028.50 | | |
| | Environmental Health Portal – Lead $ | 613.50 | $69,325.50 | | |
| Terrace Hill | Terrace Hill | 34.50 | $3,898.50 | 34.50 | $3,898.50 |
| Department of Public Safety | AMBER Alert | 36.25 | $4,096.25 | 314.25 | $35,510.25 |
| | Accident Reports | 50.75 | $5,734.75 | | |
| | Breath Alcohol | 54.00 | $6,102.00 | | |
| | Permits and Inspections $ | 30.00 | $3,390.00 | | |
| | Alcoholic Beverages Division – Event Registration Conference | 35.75 | $4,039.75 | | |
| | Electrical Licensing $ | 107.50 | $12,147.50 | | |
| Public Defender | Public Defender | 8.75 | $988.75 | 8.75 | $988.75 |
| Office of the Governor | Governor's Web Site | 0.50 | $56.50 | 536.80 | $60,658.40 |
| | STEM – Web Site Redesign | 72.00 | $8,136.00 | | |
| | Iowa.gov Brandstad Administration | 136.25 | $15,396.25 | | |
| | Lt. Governor Web Site | 3.50 | $395.50 | | |
| | Governor's Office and Department of Education – Bullying Prevention | 104.30 | $11,785.90 | | |
| | Branstad Web Site | 123.50 | $13,955.50 | | |
| | Connect Every Iowan | 96.75 | $10,932.75 | | |
| Department of Human Rights | Department of Human Rights | 0.50 | $56.50 | 25.75 | $2,909.75 |
| | Iowa Commission on the Status of Women | 10.00 | $1,130.00 | | |
| | Criminal and Juvenile Justice Planning – JCSL | 1.00 | $113.00 | | |
| | Family Development and Self Sufficiency (FADSS) | 14.25 | $1,610.25 | | |
| Department on Aging | Department on Aging | 11.75 | $1,327.75 | 11.75 | $1,327.75 |
| Department of Commerce | Professional Licensing Bureau Web Site Redesign | 317.50 | $35,877.50 | 1,134.00 | $128,142.00 |
| | Iowa Utilities Board | 8.00 | $904.00 | | |
| | Professional Licensing Application $ | 808.50 | $91,360.50 | | |
| Iowa Civil Rights Commission | Iowa Civil Rights Commission | 0.50 | $56.50 | 0.50 | $56.50 |
| Department of Administrative Services | Bid Opportunities Appli | 75.55 | $8,537.15 | 197.55 | $22,323.15 |
| | DAS/ITE Service Now | 14.75 | $1,666.75 | | |
| | Administrative Rules Terminal | 100.00 | $11,300.00 | | |
| | Public Meeting Calendar | 7.25 | $819.25 | | |
| Department of Management | Department of Management | 123.50 | $13,955.50 | 252.50 | $28,532.50 |
| | Early Childhood Iowa | 117.00 | $13,221.00 | | |
| | Office of LEAN Enterprise | 6.75 | $762.75 | | |
| | GEMS | 5.25 | $593.25 | | |
| Department of Inspections and Appeals | Food and Lodging Licensing | 3.50 | $395.50 | 3.50 | $395.50 |
| Department of Cultural Affairs | Cultural Affairs Web Site | 11.25 | $1,271.25 | 14.25 | $1,610.25 |
| | Iowa Great Places | 1.00 | $113.00 | | |
| | Iowa History Website | 2.00 | $226.00 | | |
| Department of Revenue | Iowa Department of Revenue Web Site Redesign | 209.25 | $23,645.25 | 209.25 | $23,645.25 |
| College of Student Aid Commission | College Student Aid Web Site Redesign | 318.25 | $35,962.25 | 318.25 | $35,962.25 |
| Public Information Board | Public Information Board Web Site | 62.00 | $7,006.00 | 62.00 | $7,006.00 |
| Office of the CIO | Drupal Hosting Infrastructure | 1,076.50 | $121,644.50 | 10,368.75 | $1,171,668.75 |
| | Drupal – Standard Templates | 566.75 | $64,042.75 | | |
| | Enterprise Licensing | 8,725.50 | $985,981.50 | | |
| Iowa Agricultural Development | IADA Web Site | 10.00 | $1,130.00 | 10.00 | $1,130.00 |

| | | | | | |
|---|---|---|---|---|---|
| Authority | | | | | |
| Iowa Clean Cities Coalition | Office of Energy Independence | 2.00 | $226.00 | 2.00 | $226.00 |
| Department of Education | Department of Education | 200.75 | $22,684.75 | 287.00 | $32,431.00 |
| | Department of Education – Linda Fandel Site | 23.25 | $2,627.25 | | |
| | Iowa Teacher and Leadership Symposium | 63.00 | $7,119.00 | | |
| Public Employment Relations Board | Public Employment Relations Board | 29.75 | $3,361.75 | 29.75 | $3,361.75 |
| | **Totals** | **17,438.35** | **$1,970,533.55** | **17,438.35** | **$1,970,533.55** |

**Iowa Interactive Survey Results**

Providing high quality customer service to partners is critical to Iowa Interactive. Ensuring that agency partners are satisfied not only when a project goes live, but also throughout the lifetime of application or site is very important. To assess how Iowa Interactive does at providing service two surveys are taken. The Post Project Survey looks at the process of a project and is completed by the agency project managers and sponsors after a project is completed. The Annual Service Survey looks at post project services such as enhancements, maintenance, and support of all projects in production within the Iowa Interactive portfolio. However, during this fiscal year Iowa interactive was involved in the Network Manager rebid and was instructed not contact state agency during that time because of procurement regulations. As a result, there is no survey information to share this year.

**Marketing**

Iowa Interactive assists partners in marketing the services that are developed. One of Iowa Interactive's services is assisting agencies in the distribution of press releases through various channels. The following is a sample of the press releases that were issued publicizing services that were developed in partnership with Iowa Interactive:

For immediate release – June 2, 2014
Contact: Jimmy Centers 515-281-5211

# Iowa Teacher & Principal Leadership Symposium Website Launched, Registration Open to Public

DES MOINES, Iowa--(BUSINESS WIRE)--

Gov. Terry Branstad and Lt. Gov. Kim Reynolds launched EducationLeadership.Iowa.gov https://educationleadership.iowa.gov, a website for the second Iowa Teacher and Principal Leadership Symposium, which will be held on Monday, Aug. 4, 2014, at the FFA Enrichment Center at Des Moines Area Community College in Ankeny. Featured speakers include Vivien Stewart from the Asia Society, Ee-Ling Low from the National Institute of Education in Singapore, and Barnett Berry from the Center for Teaching Quality. Also featured are Iowa's first 39 school districts to launch teacher leadership systems in 2014-15 as part of Iowa's landmark 2013 education reform package, two Iowa school districts – Central Decatur and Saydel – that started teacher leadership systems in 2013-14 with the help of a federal grant, and a student panel on the difference great teaching makes.

The event is open to the public, with the goal of attracting a broad cross section of Iowans, including educators, parents, school board members, business leaders and legislators. The website includes the agenda, speaker biographies, sponsors and information on how to register.

**REGISTER NOW FOR THE IOWA TEACHER AND LEADERSHIP SYMPOSIUM**

https://educationleadership.iowa.gov/registration

The purpose of the symposium is to continue the public conversation about the critical role teacher and principal leadership will play as Iowans work to give students a world-class education.

"Iowa has many exceptional teachers, and the 2013 transformational education reform elevates the profession to a higher level by recognizing how teacher leadership can improve instruction to raise student achievement," said Branstad. "We look forward to learning from those who have started to experience the teacher leadership and compensation system as well as experts from outside Iowa who are steeped in this work."
"We want to ensure the Teacher Leadership and Compensation System is as successful as possible, and the symposium is one way to continue the dialogue and make certain our children are prepared to be competitive in a global, knowledge-based economy," added Reynolds.

Click here https://events.egov.com/eventreg/IA/event.htm?name=test3 to register for the

symposium. Registration for the day is $30, with room for about 465 attendees.

**About Iowa Interactive**

Iowa Interactive built and manages the official Web site for the state of Iowa (Iowa.gov) and partners with state and local entities to bring new government services online. Iowa Interactive is a service of IOWAccess and is managed by the Department of Administrative Services and the eGovernment firm NIC (EGOV).

**About NIC**

Founded in 1992, NIC (EGOV) is the nation's leading provider of official government websites, online services, and secure payment processing solutions. The company's innovative eGovernment services help make government more accessible to everyone through technology. The family of NIC companies provides eGovernment solutions for more than 3,500 federal, state, and local agencies in the United States. Forbes has named NIC as one of the "100 Best Small Companies in America" five times, most recently ranked at No.11 (2013), and the company has been included three times on the Barron's 400 Index. Additional information is available at **http://www.egov.com**.