

## Michigan's 2010 Best of the Web Submission

Provide a project overview: **\*\* WORD COUNT = 192 of 200**

Simple and Accessible: These foundational axioms drive the [www.michigan.gov](http://www.michigan.gov) portal's evolution with and for Michigan's citizens, businesses and governmental partners. With the 2010 upgrade, we leveraged private and public-sector best practices with citizen feedback, through surveys and social networking technologies. Highlights include:

### **Simple:**

- New search technology serves up content and services in lieu of links.
- Streamlined online services help economically distressed citizens determine eligibility for assistance and apply online.
- Intuitive horizontal navigation, with pop-up style sub-navigation, gives visitors expanded service views within popular theme areas.
- Phase-two business portal provides single-user profile via Web services; pulling from dozens of business fulfillment applications, we are simplifying business and reducing duplication.

### **Accessible:**

- Augmented mobile site adds high-demand content and online services.
- Expanded social networking functionality includes a sharing feature so that michigan.gov Web pages may be shared across our users' favorite social networking sites.
- New-wave geospatial technology provides access to mapping data that solves citizen and business problems.
- Stringent compliance with usability and security requirements ensures that the portal is accessible and secure.

For Michigan, the portal continues to redefine the shape and scope of government service.

***INNOVATION (30% score): How well does the entry meet the criterion for innovative use of technology and/or innovative approaches?***

***\*\*WORD COUNT = 491 of 500.***

Collaboration and cross-boundary partnership afforded Michigan the perspective and ingenuity to deliver life-changing innovations for citizens and businesses over the past 12 months. Some of the latest technology innovations center around supporting those faced with economic hardship, enhancing business services to stimulate economic growth, and providing self-service functionality to help government do more with less.

### **Helping Hand Portal:**

One-fifth of Michigan's population is now receiving government assistance. Social service delivery systems were not designed for this volume. And the state's 350,000 first-time human services filers were unfamiliar with navigating them. Michigan's new Helping Hand portal ([www.michigan.gov/helpinghand](http://www.michigan.gov/helpinghand)), launched in August 2009, aggregates assistive services and eligibility information to facilitate and streamline the process. Through focus groups across the state and "usability lab" testing, Michigan ensured the design and navigation worked. Highlights include:

- Eligibility Wizard: Helps citizens determine qualifying potential for cash assistance, health care, food assistance, energy, emergency assistance, day care, housing and foreclosure assistance, unemployment benefits and job training.
- Location Services: Integrated use of mapping utility assists citizens with finding local service providers, including driving directions.
- Online Application: Speeds up food assistance, housing assistance, energy assistance and unemployment insurance benefits.
- Online Status and Changes: Supplemented interactive voice response (IVR) and Web-based client profile allows benefit status checking and demographic change inputs.

### **One-Stop Business Portal:**

Michigan's business portal ([www.michigan.gov/business](http://www.michigan.gov/business)) provides a seamless experience on a single Web site, including:

- Business Wizard: Over 10,000 business rules spanning ten agencies are built into a sophisticated decision tree to help businesses determine regulatory filing needs.
- Secured "My Space": This account, created by businesses online, maintains demographic information. Through Web services integration with existing business systems, it can be used to determine the status of any filing with the State, renewal or business transaction.
- Pre-populating Forms: The use of object reference mark-up allows business profile data to pre-populate forms.
- Payment Processing and Shopping Cart: This centralized function segregates revenues and routes them to the collecting agency.

### **Mobile and Self Service:**

Innovative expansion via mobility devices is improving user experience and reducing the cost of government. Highlights include:

- Geospatial Mapping: Michigan has invested in a mapping utility to provide citizens with maps and directions to hundreds of recreational facilities, human service centers and state facilities, which reduces phone queries and adds measured benefit for citizens and tourists. New features include our MiHunt service, which allows Michigan's more than one million licensed anglers and hunters to geo-locate all public hunting/fishing lands and waters.

- Wireless portal: Over 265,000 page views take place monthly on www.mobile.mi.gov. New mobile web applications include: Winning lottery numbers can now be viewed on any mobile device. Anglers can use their mobile phone to purchase and pay for a 24 hour fishing license. Michigan newswire provides up-to-date press releases. Our design is optimized for display on all popular mobile device platforms.

Michigan will continue as a leader in bringing innovation to our self-service delivery channel.

***FUNCTIONALITY (50% score): How well does the entry meet the criterion for creating intuitive, easy-to-use transactions that are integrated end-to-end in the back office? \*\*WORD COUNT = 500 / 500.***

#### **Enterprise Technology Assets:**

Michigan is driving down the cost of developing Web applications by putting technology assets in place that can be shared across the enterprise. This shortens development time, provides technology staff with development roadmaps, and ensures a quality user experience. Notable additions include:

- Enterprise Platforms: Developed for the One-stop business portal, end-to-end processes provide agencies with a clear path for IT solution development. Revamped business processes include payment, forms development, authentication and user profiles.
- Common Services Administration: A uniform and consistent understanding was developed for all filing sequences, dependencies and relationships among regulatory processes, utilizing a rules-based wizard.
- Simplified Development and Maintenance: Our Helping Hand portal is built on a Flexible, Open J2EE architecture with a presentation tier using open standards (JSP, JavaScript, XML). Separating business logic from the presentation tier simplifies future development and maintenance.

#### **Usability:**

Enhancing usability of the portal remains a priority. New navigation techniques mirror the private sector and have been adopted to simplify the user experience while providing a common methodology for building out navigation downstream. Noteworthy additions now include:

- Layout and Size: The new Michigan.gov home page layout is centered and the page width has increased from 740 pixels to 960 pixels.
- More Information: The number of main navigation items has been reduced and “pop-out” and “tabbed” menu structure was incorporated; visitors can access 5 times the amount of information without leaving the home page.
- Carousel Widget: This new functionality displays popular online services in a sliding graphical format.
- Collapsible Accordion Widgets: These were added to support multiple levels of links while maintaining a clean, easy-to-use home page.

- Michigan has developed a strong Social Networking presence and incorporates widgets into the Michigan.gov portal so citizens can see our latest Tweets, Facebook updates or YouTube videos. Our Social Networking page contains information about all of our Social Networking connections.

### **Accessibility:**

Michigan's design standards exceed those of the Americans with Disabilities Act as well as the World Wide Web Consortium content accessibility guidelines. All sites are tested for compliance with screen magnification software, screen-reading software, and text-only browsers. ADA compliant AJAX features improve the user experience by limiting the number of times the page has to refresh. Michigan also offers foreign language translation for the most popular Web sites and content themes.

### **Security and Privacy:**

Users expect that data shared with government—including data shared online—are highly secured. All online applications undergo security assessments. Sensitive data that are stored are encrypted while at rest. No customer data has been compromised, even though the portal experiences 915,000 monthly intrusion attempts. In 2009, Michigan was the first state to receive payment card industry (PCI) compliance for all of our secure transactions. Citizens can find security, privacy, accessibility and linking policies clearly stated on the home page.

Michigan's commitment to excellence is assured by testing all new websites and online applications in our usability lab. Websites not passing accessibility, navigation and security benchmarks are not launched until remedied.

### ***EFFICIENCY AND ECONOMY (20% score): How well does the entry meet the criterion for realizing financial and operational efficiencies?***

\*\*WORD COUNT = 499 / 500.

[www.michigan.gov](http://www.michigan.gov) has been a tremendous resource in the operation and transformation of government. Adoption rates continue to climb with 49 million average monthly page views in 2010. As revenues for the operation of government services continue to shrink - \$620 million decline in general fund dollars between 2010 and 2009 – Michigan is using technology to continue delivering enhanced services to citizens.

Internet technology is now used as a proxy for staff augmentation. This is a key strategy as Michigan faces declining revenues. Our helping hand portal has migrated intake and inquiry functions from state staffs to the Internet. Significant benefit measures between September 2009 and May 2010 include:

- Michigan has received over 105,000 online applications for food assistance with over 55% being approved for benefit issuance. This

eliminates face-to-face intake for citizens and provides a 90% time saving per applicant for workers.

- Users have created 63,000 new web accounts to check on the status of human services benefits (food stamps and energy) and view details about their case contact information, pending verifications, and appointments. This reduces phone traffic and wait queues for both citizens and workers.
- Our eligibility screening wizard has been used 175,000 times with 70% of users accessing from their home, followed by 10% using a public library.
- Our online children's health care application (MiChild) receives a monthly average of 10,000 applications via Internet submission. This represents 80% of total applications received.
- Users have created 133,000 web accounts for Unemployment self-service. This allows users to manage their accounts, change demographic information and provide information for contested claims.

Michigan's business portal has also improved government operations and reduced costs in several ways:

- The singular business profile information helps state staffs save time by establishing all addresses associated with each business in one place. Address cleansing and verification of stored addresses reduces incorrect data.
- Business name validation is done centrally - ensuring that filings are correct and reducing intervention when business names are assumed by multiple entities.
- Disbursement of funds collected is routed to the appropriate receiving agency. This includes account verification and refund processing. This was a manual process prior to the One-Stop.
- Websites focused on singular business practices has been eliminated.
- The reliance on electronic forms reduces mailroom and paper handling. Forms data is stored in a XML format allowing for easy parsing and transmission to legacy applications.

Michigan continues our drive towards cross-boundary solutions to keep costs down. In 2009 /10 Michigan partnered with Microsoft to provide unprecedented access to interactive web mapping and updated aerial imagery for all governmental agencies in the state. The "unlimited use" Bing Maps license enables local government to enhance Internet location-based services at minimal to no cost to the taxpayer. Michigan has added mapping sites that support human services, education, economic development, recreation and public protection.

Surpassing citizen's high expectations for a best-in-class government website, using limited staff and financial resources characterizes Michigan's "do-more-with-less" approach these past 12 months.