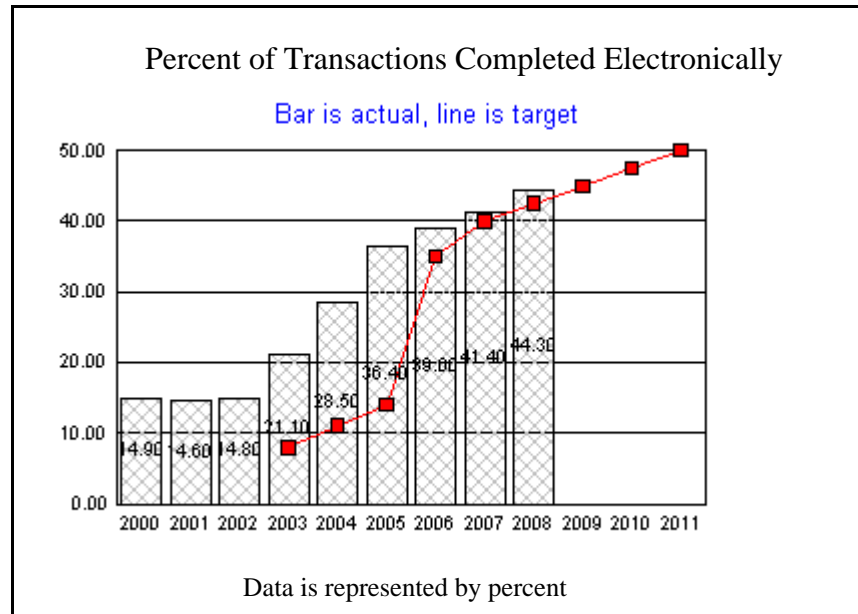


KPM #8	E-TRANSACTIONS FOR CUSTOMERS – Percent of customer transactions completed electronically.	2000
Goal	DCBS Goal #3: Be accountable to the public we serve, with excellent service to our customers.	
Oregon Context	Oregon Benchmark #9: Oregon’s national rank in the cost of doing business.	
Data Source	DCBS databases	
Owner	Royce Trammell, Deputy Administrator, Information Management Division, (503) 947-7361	



1. OUR STRATEGY

Make it faster and easier for businesses and consumers to conduct business with the department by allowing them to complete transactions electronically.

2. ABOUT THE TARGETS

The Governor targeted regulatory streamlining as a key initiative in the 2003-05 biennium and DCBS aggressively implemented online systems for licensing and permitting. Without historical data, the initial targets set for this measure proved to be low and the department easily beat the targets. We subsequently increased the targets based on the new data, and are on track to meet a very progressive goal of 45 percent in 2009. From this point forward, incremental improvements on this established base will be much more challenging to achieve. As such, we are recommending the legislature adopt targets for electronic transaction levels of 47.5 percent in 2010 and 50 percent in 2011, which represent a growth rate of 2.5 percentage points each year.

3. HOW WE ARE DOING

During 2008, 44.3 percent of applicable transactions between businesses and consumers and DCBS were completed electronically, which exceeds our target. We believe this is a strong performance and that our online services make it more convenient for businesses and consumers to do business with us.

4. HOW WE COMPARE

No direct comparison data is available. As a state, Oregon was ranked 18th overall for its e-government sites and services available online in a 2008 study conducted by the “Inside Politics” section of the Brookings Institution. Oregon’s overall rating (on a scale from 0 to 100) increased from 44.3 in 2007 to 53.9 in 2008, indicating continued improvement in our Web sites and online services.

5. FACTORS AFFECTING RESULTS

The primary factor affecting results is customers’ and businesses’ willingness to conduct business electronically with DCBS. When electronic transactions are available, businesses and consumers choose to conduct 70 percent of transactions electronically, which is up from 66 percent in 2007. Customers’ belief in the security of their online information, knowledge that services are available online, and preference for online vs. paper transactions affect the overall percent of transactions that are conducted electronically. The number of services available online to customers also affects results. Of the data systems meeting the criteria for inclusion in this measure (see “About the data”), 69 percent are available for online transactions. Future efforts will focus on increasing the number of services available online as well as customer use of these services.

6. WHAT NEEDS TO BE DONE

We will focus on making more services available electronically for business and consumers. We are developing systems that allow check-cashing

licensing applications and annual report filings from mortgage lenders to be submitted electronically. We are also investigating the possibility of allowing citizens and businesses to apply for and renew elevator and vessel permits electronically. To make doing business with DCBS faster and easier, it is important that our online services are easy to use – many are equipped with built-in surveys and e-mail feedback to help us ensure our systems are user-friendly.

7. ABOUT THE DATA

This data represents DCBS systems that conduct at least 5,000 transactions annually and that are available to businesses and citizens (internal systems or systems that primarily interface with other state agencies are not included). There are other, smaller systems that conduct fewer transactions, but they are not typically included because we want to focus on systems that have substantial impact for our customers. Instead of using a pure calculation of percent of transactions, we combine the average percent of electronic transactions for each division into an overall, agency average. This minimizes the impact of a few systems that have an extremely large number of transactions as well as equalizes the impact of each division's efforts. The data is reported annually and represents averages for the Oregon fiscal year (July 1 – June 30). Contact DCBS for more detailed information on electronic transactions by division. Note, DCBS reports final values to 1 decimal place. The automated annual report system shows a 0 as the second decimal place, which is a placeholder for measures that may require a second decimal place.