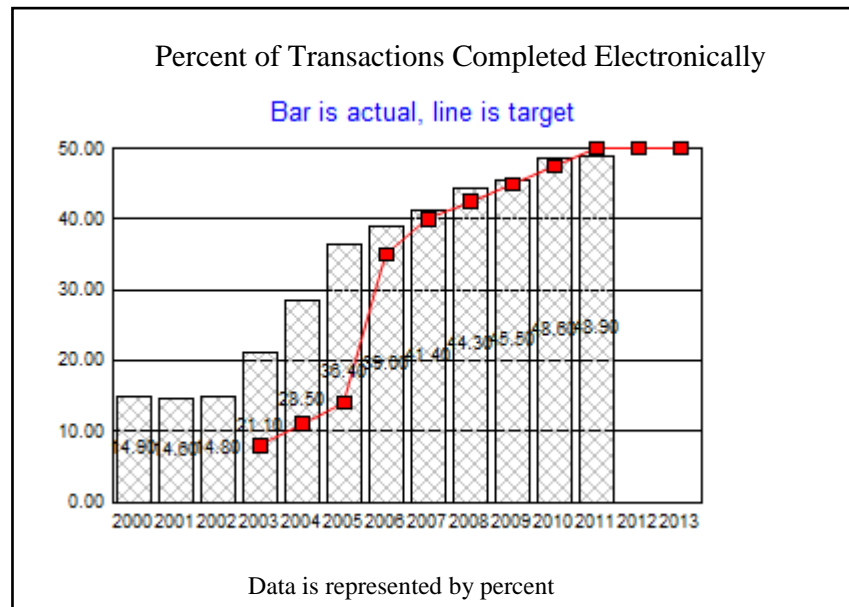


KPM #13	E-TRANSACTIONS FOR CUSTOMERS – Percent of customer transactions completed electronically.	2000
Goal	DCBS Goal #3: Be accountable to the public we serve, with excellent service to our customers.	
Oregon Context	Oregon Benchmark #9: Oregon's national rank in the cost of doing business.	
Data Source	DCBS databases	
Owner	Royce Trammell, Deputy Administrator, Information Management Division, 503-947-7361	



1. OUR STRATEGY

Develop, implement, and maintain systems that make it faster and easier for businesses and consumers to conduct business with the agency by allowing them to complete transactions electronically.

2. ABOUT THE TARGETS

DCBS offers more than 500 licensing, permitting, and certification services online. Our target for this measure has increased over time as we added new online systems. We expect future growth as we identify new opportunities for online services, although that growth will likely slow as we already have a large base of e-transactions and funding is limited.

3. HOW WE ARE DOING

During 2011, 48.9 percent of applicable transactions between businesses and consumers and DCBS were completed electronically. 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. The continued growth of online services in 2011 included expansion of the Oregon OSHA online safety and health education system that allows users to complete a variety of professionally required and desired safety and health courses online at their convenience. In addition, we are undertaking several projects to increase the types and numbers of electronic transactions for companies, workers, and other stakeholders, and we are continually expanding and improving existing systems. Many of our systems are equipped with built-in surveys and e-mail feedback to ensure they are user-friendly.

4. HOW WE COMPARE

No direct comparison data is available. As a state, Oregon was among the top 13 states for e-government sites and services available online in the 2010 National Digital States Survey study conducted by the Center for Digital Government. In the 2010 State New Economy Index produced by the Information Technology and Innovation Foundation, Oregon ranks 14th among states across a range of information technology parameters.

5. FACTORS AFFECTING RESULTS

The primary factor affecting results is customers' and businesses' willingness to conduct business electronically with DCBS. 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. When electronic systems are available, our customers tend to embrace them. Although this measure tracks the percent of all transactions that are electronic, we also measure how many customers chose to conduct business electronically when it is an option. When electronic transactions are available, businesses and consumers conducted 74 percent of transactions electronically in 2011.

6. WHAT NEEDS TO BE DONE

We will continue to focus on making more services available electronically for business and consumers as funds are available to do so. However, with limited resources, we must balance the need to develop new electronic systems with other priorities such as maintaining existing services.

7. ABOUT THE DATA

This data represents DCBS systems that conduct at least 5,000 transactions annually and are available to businesses and citizens (internal systems or systems that primarily

interface with other state agencies are not included). Most of the agency's smaller systems that conduct fewer transactions are not included because we want to focus on systems that have substantial impact for our customers. A few smaller systems are included, however, because the agency determined that they were of high priority and represented added value to the customer. For example, a reporting system for insurance health benefits was added in the previous year, which falls below the 5,000-transaction criteria, but is a high-priority service to customers. Note that 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. Also, DCBS reports final values to only 1 decimal place.