

## Return on Investment (ROI) Program Funding Application

This template was built using the ITD ROI Submission Intranet application.

**FINAL AUDIT REQUIRED:** The Enterprise Quality Assurance Office of the Information Technology Department is required to perform post implementation outcome audits for all Pooled Technology funded projects and may perform audits on other projects.

This is an IOWAccess Fund Request. Amount of funding requested: \$75,000.00

### Section I: Proposal

**Date:** March 3, 2006  
**Agency Name:** DAS-ITE  
**Project Name:** Schools Out  
**Manager:** Mark Uhrin,  
Applications and Egovernment Services  
**Manager Phone Number:** 515-281-5818  
**E-Mail:** Mark.Uhrin@iowa.gov  
**Executive Sponsor** John Gillispie  
**(Agency Director or Designee):** COO DAS ITE

**A. Project Summary:** Describe the nature and use of the proposed project, including what is to be accomplished, how it will be accomplished, and what the costs and benefits will be.

The outcome of the project is to create an easy to use web application to provide Administrator Access for Single Point Notifications for early dismissals, closings or late starts due to weather or any other reason that may come up during the course of a school year.

There are three ways for staff, parents, guardians, daycare providers and the media to get notifications:

Email Alerts - Interested parties can chose to receive email notices when a school or district they are interested in closes. Have a work, personal or mobile device email address? Schools Out notifications are sent to any address chosen.

TaskTicker - TaskTicker is a tiny program which runs in your computer's taskbar. When one of the chosen schools or districts closes, an instant message pops up right on your computer screen.

RSS Feed - Schools Out website provides a Rich Site Summary (RSS) feed for sites that wish to aggregate the notifications the Schools Out ticker system provides. This is a great way for the media and school related organizations to publish notifications on their own websites.

The intent of the project is to provide a free service to assist schools and the citizens of the state.

Individual school districts will be able to avoid the costs of implementing and maintaining a similar application. A single school district could spend annually from \$3,000 to \$5,000 just for operational and maintenance costs. And there are over 300 school districts in the state.

**B. Strategic Plan:** How does the proposed project fit into the strategic plan of the requesting agency?

The goal of this project is to conveniently provide timely, accurate and personalized information about school closings to interested parties such as parents, school employees and the media.

The purpose of the project is to create a web-based system to accept and distribute notifications about various school closing events. The system will provide a single point of access for school administrators to initiate the notification process, and will allow anyone to subscribe to notifications on a school or district basis.

The mission statement of DAS-ITE is to provide high quality, customer-focused information technology services and business solutions to government and citizens.

**C. Current Technology:** Provide a summary of the technology used by the current system. How does the proposed project impact the agency's technological direction?

Web-based application technologies: PHP and JAVA coding, MySQL database services, Mid-Tier web-server hosting, SMTP email services

These technologies match the agency's standards of web-based application development.

#### **D. Statutory or Other Requirements**

Is this project or expenditure necessary for compliance with a Federal law, rule, or order? No

YES (If "Yes", cite the specific Federal law, rule or order, with a short explanation of how this project is impacted by it.)

**Explanation:**

Is this project or expenditure required by state law, rule or order? No

YES (If "YES", cite the specific state law, rule or order, with a short explanation of how this project is impacted by it.)

**Explanation:**

Does this project or expenditure meet a health, safety or security requirement? No

YES (If "YES", explain.)

**Explanation:**

Is this project or expenditure necessary for compliance with an enterprise technology standard? No

YES (If "YES", cite the specific standard.)

**Explanation:**

[This section to be scored by application evaluator.]

**Evaluation (15 Points Maximum)**

If the answer to these criteria is "no," the point value is zero (0). Depending upon how directly a qualifying project or expenditure may relate to a particular requirement (federal mandate, state mandate, health-safety-security issue, or compliance with an enterprise technology standard), or satisfies more than one requirement (e.g. it is mandated by state and federal law and fulfills a health and safety mandate), 1-15 points awarded.



**E. Impact on Iowa's Citizens**

**a. Project Participants** - List the project participants (i.e. single agency, multiple agencies, State government enterprise, citizens, associations, or businesses, other levels of government, etc.) and provide commentary concerning the nature of participant involvement. Be sure to specify who and how many **direct** users the system will impact. Also specify whether the system will be of use to other interested parties: who they may be, how many people are estimated, and how they will use the system.

**Schools Out Participants**

**Assumptions**

- Average family size in Iowa is 2.98, married couples with children under 18 is 34.3% (State Library of Iowa)
- Each student has two parents and two sets of grandparents for a factor of 3 (Iowa Educators Consortium)
- 60% of student parents and grandparents have internet access at home or at work (Iowa Educators Consortium)
- Adoption rate for electronic school notifications is 25 to 30% for urban districts after three years (Waukee CSD administrator)
- Assume a 5% impact the first year (statewide)

<b>Number of Students</b>	<b>Max Interested Parties</b>	<b>First Year Estimate</b>
221,515	664,545	33,257

**b. Service Improvements** - Summarize the extent to which the project or expenditure improves service to Iowa citizens or within State government. Included would be such items as improving the quality of life, reducing the government hassle factor, providing enhanced services, improving work processes, etc.

During the winter parents, students and school employees expend a great deal of time and effort trying to determine if there is going to be school. Parents at work wonder if school will dismiss early due to pending weather, and everyone is taken by surprise when non-weather related events cause a school to dismiss early or to open late. This service will remove a great deal of

the anxiety that is a result of not knowing. It is intended to provide a standard, consistent method of information delivery.

**c. Citizen Impact** – Summarize how the project leads to a more informed citizenry, facilitates accountability, and encourages participatory democracy. If this is an extension of another project, what has been the adoption rate of Iowa’s citizens or government employees with the preceding project?

N/A

**d. Public Health and/or Safety** – Explain requirements or impact on the health and safety of the public.

One benefit of this system will be to provide parents or caregivers with timely notification of school closure events so that children are not left unattended at school or at home.

<b>[This section to be scored by application evaluator.]</b>	
<b><u>Evaluation (15 Points Maximum)</u></b> <ul style="list-style-type: none"><li>• Minimally directly impacts Iowa citizens (0-5 points).</li><li>• Moderately directly impacts Iowa citizens (6-10 points).</li><li>• Significantly directly impacts Iowa citizens (11-15 points).</li></ul>	<input type="text"/>

<b>[This section to be scored by application evaluator.]</b>	
<b><u>Evaluation (10 Points Maximum)</u></b> <ul style="list-style-type: none"><li>• Minimally improves customer service (0-3 points).</li><li>• Moderately improves customer service (4-6 points).</li><li>• Significantly improves customer service (7-10 points).</li></ul>	<input type="text"/>

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## **F. Process Reengineering**

Provide a pre-project or pre-expenditure (before implementation) description of the impacted system or process. Be sure to include the procedures used to administer the impacted system or process and how citizens interact with the current system.

**Response:**

Currently, School Administrators telephone and/or email multiple media outlets in order to provide mass communication efforts to alert parents of cancellations and early closings of school before or during the school day. One example cited reveals that at least six separate telephone calls are required for general public notification. School staff notification on the other hand requires that any number of emails or telephone calls are needed, depending on the size of the school district.

Provide a post-project or post-expenditure (after implementation) description of the impacted system or process. Be sure to include the procedures used to administer the impacted system or process and how citizens will interact with the proposed system. In particular, note if the project or expenditure makes use of information technology in reengineering traditional government processes.

**Response:**

Schools Out provides an easy to use web application to provide Administrator Access for Single Point Notifications for early dismissals, closings or late starts due to weather or any other reason that may come up during the course of a school year. School staff, media outlets, daycare provides, parents and guardians can subscribe to the service allowing school administrators to effectively distribute the notifications once and thus eliminate any error from the requirement of multiple types of notifications (telephone calls, emails) or omissions.

Schools Out would be available state-wide allowing any interested party across the state the ability to receive notifications without the delay of third party systems or broadcast transmission. It will also serve those areas of the state that do not have a localized media presence readily available.

[This section to be scored by application evaluator.]

**Evaluation (10 Points Maximum)**

- Minimal use of information technology to reengineer government processes (0-3 points).
- Moderate use of information technology to reengineer government processes (4-6 points).
- Significant use of information technology to reengineer government processes (7-10).



**G. Timeline**

Provide a projected timeline for this project. Include such items as planning, database design, coding, implementation, testing, conversion, parallel installation, and date of final release. Also include the parties responsible for each item.

Design, coding, testing and implementation (DAS-ITE)

Pilot implementation/testing - Spring 2006 (3 school districts)

Wide scale Implementation – Fall/Winter 2006 (Number of participants TBD)

Rollout state-wide – Schedule and scope dependant on adoption.

[This section to be scored by application evaluator.]

**Evaluation (10 Points Maximum)**

- The timeline contains several problem areas (0-3 points).
- The timeline seems reasonable with few problem areas (4-6 points).
- The timeline seems reasonable with no problem areas (7-10).



**H. Funding Requirements**

On a fiscal year basis, enter the estimated cost by funding source: Be sure to include developmental costs and ongoing costs, such as those for hosting the site, maintenance, upgrades,

	FY06		FY07		FY08	
	Cost(\$)	% Total Cost	Cost(\$)	% Total Cost	Cost(\$)	% Total Cost
State General Fund	\$0	0%	\$0	0%	\$0	0%
Pooled Tech. Fund /lowAccess Fund	\$75000	0%	\$TBD	0%	\$TBD	0%
Federal Funds	\$0	0%	\$0	0%	\$0	0%
Local Gov. Funds	\$0	0%	\$0	0%	\$0	0%
Grant or Private Funds	\$0	0%	\$0	0%	\$0	0%
Other Funds (Specify)	\$0	0%	\$0	0%	\$0	0%
<b>Total Project Cost</b>	<b>\$75000</b>	<b>0%</b>		<b>0%</b>		<b>0%</b>
Non-Pooled Tech. Total	\$0	0%	\$0	0%	\$0	0%

[This section to be scored by application evaluator.]

**Evaluation (10 Points Maximum)**

- The funding request contains questionable items (0-3 points).
- The funding request seems reasonable with few questionable items (4-6 points).
- The funding request seems reasonable with no problem areas (7-10).



**I. Scope**

Is this project the first part of a future, larger project?

- YES (If "YES", explain.)  NO, it is a stand-alone project.

**Explanation:**

Is this project a continuation of a previously begun project?

- YES (If "YES", explain.)

**Explanation:**

[This section to be scored by application evaluator.]

**Evaluation (10 Points Maximum)**

- This is the first year of a multi-year project / expenditure or project / expenditure duration is one year (0-5 points)
- The project / expenditure is of a multi-year nature and each annual component produces a definable and stand-alone outcome, result or product (2-8 points).
- This is beyond the first year of a multi-year project / expenditure (6-10 points)



The last part of this criteria involves rating the extent to which a project or expenditure is at an advanced stage of implementation and termination of the project / expenditure would waste previously invested resources.

**J. Source of Funds**

On a fiscal year basis, how much of the total project cost (\$ amount and %) would be absorbed by your agency from non-Pooled Technology and/or IOWAccess funds? If desired, provide additional comment / response below.

**Response:**

First year - \$75,000.00 IOWAccess Funds (\$25,000 has already been used from the Small Projects fund.

Second year – Scaling work. Amount TBD

Third year - Support and maintenance - amount and source TBD

[This section to be scored by application evaluator.]

**Evaluation (5 Points Maximum)**

- 0% (0 points)
- 1%-12% (1 point)
- 13%-25% (2 points)
- 25%-38% (3 points)
- 39%-50% (4 points)
- Over 50% (5 points)



**Section II: Financial Analysis**

**A. Project Budget Table**

It is necessary to estimate and assign a useful life figure to each cost identified in the project budget. Useful life is the amount of time that project related equipment, products, or services are utilized before they are updated or replaced. In general, the useful life of hardware is three (3) years and the useful life of software is four (4)

years. Depending upon the nature of the expense, the useful life for other project costs will vary between one (1) and four (4) years. On an exception basis, the useful life of individual project elements or the project as a whole may exceed four (4) years. Additionally, the ROI calculation must include all new annual ongoing costs that are project related.

The Total Annual Prorated Cost (State Share) will be calculated based on the following equation:

$$\left[ \left( \frac{\text{Budget Amount}}{\text{Useful Life}} \right) \times \% \text{ State Share} \right] + (\text{Annual Ongoing Cost} \times \% \text{ State Share}) = \text{Annual Prorated Cost}$$

Budget Line Items	Budget Amount (1st Year Cost)	Useful Life (Years)	% State Share	Annual Ongoing Cost (After 1st Year)	% State Share	Annual Prorated Cost
Agency Staff						
Software						
Hardware						
Training						
Facilities						
Professional Services						
ITE Services						
Supplies, Maint, etc.						
Other						
Totals						

## B. Spending plan

Planning	\$12,500
Design	\$15,000
Coding	\$40,000
Testing	\$2,500
Rollout	\$5,000

## C. Tangible and/or Intangible Benefits

**Respond to the following and transfer data to the ROI Financial Worksheet as necessary:**

1. **Annual Pre-Project Cost** - This section should be completed only if state government operations costs are expected to be reduced as a result of project implementation. **Quantify actual state government direct and indirect costs** (personnel, support, equipment, etc.) associated with the activity, system or process prior to project implementation.

**Describe Annual Pre-Project Cost:**

**Quantify Annual Pre-Project Cost:**

	<b>State Total</b>
<b>FTE Cost(salary plus benefits):</b>	\$0.00
<b>Support Cost (i.e. office supplies, telephone, pagers, travel, etc.):</b>	\$0.00
<b>Other Cost (expense items other than FTEs &amp; support costs, i.e. indirect costs if applicable, etc.):</b>	\$0.00
<b>Total Annual Pre-Project Cost:</b>	\$0.00

**2. Annual Post-Project Cost** - This section should be completed only if state government operations costs are expected to be reduced as a result of project implementation. **Quantify actual state government direct and indirect costs** (personnel, support, equipment, etc.) associated with the activity, system or process after project implementation.

**Describe Annual Post-Project Cost:**

**Quantify Annual Post-Project Cost:**

	<b>State Total</b>
<b>FTE Cost(salary plus benefits):</b>	\$0.00
<b>Support Cost (i.e. office supplies, telephone, pagers, travel, etc.):</b>	\$0.00
<b>Other Cost (expense items other than FTEs &amp; support costs, i.e. indirect costs if applicable, etc.):</b>	\$0.00
<b>Total Annual Post-Project Cost:</b>	\$0.00

**3. Citizen Benefit** - Quantify the estimated annual value of the project to Iowa citizens. This includes the "hard cost" value of avoiding expenses ("hidden taxes") related to conducting business with State government. These expenses may be of a personal or business nature. They could be related to transportation, the time expended on the manual processing of governmental paperwork such as licenses or

applications, taking time off work, mailing, or other similar expenses. As a "rule of thumb," use a value of \$10 per hour for citizen time.

Describe savings justification:

**Transaction Savings**

Number of annual online transactions:

Hours saved/transaction:

Number of Citizens affected:

Value of Citizen Hour

Total Transaction Savings:

Other Savings (Describe)

**Total Savings:**

**4. Opportunity Value/Risk or Loss Avoidance** - Quantify the estimated annual non-operations benefit to State government. This could include such items as qualifying for additional matching funds, avoiding the loss of matching funds, avoiding program penalties/sanctions or interest charges, avoiding risks to health/security/safety, avoiding the consequences of not complying with State or Federal laws, providing enhanced services, avoiding the consequences of not complying with enterprise technology standards, etc.

**Response:**

**5. Benefits Not Readily Quantifiable** - List and summarize the overall non-quantifiable benefits (i.e., IT innovation, unique system application, utilization of new technology, hidden taxes, improving the quality of life, reducing the government hassle factor, meeting a strategic goal, etc.).

**Response:**

<b>ROI Financial Worksheet</b>	
A. Total Annual Pre-Project cost (State Share from Section II C1):	0
B. Total Annual Post-Project cost (State Share from Section II C2):	0
State Government Benefit (= A-B):	0
Annual Benefit Summary:	
State Government Benefit:	
Citizen Benefit:	
Opportunity Value or Risk/Loss Avoidance Benefit:	
C. Total Annual Project Benefit:	
D. Annual Prorated Cost (From Budget Table):	
<b>Benefit / Cost Ratio: (C/D) =</b>	
<b>Return On Investment (ROI): ((C-D) / Requested Project Funds) * 100 =</b>	

[This section to be scored by application evaluator.]

**Evaluation (15 Points Maximum)**

- The financial analysis contains several questionable entries and provides minimal financial benefit to citizens (0-5 points).
- The financial analysis seems reasonable with few questionable entries and provides a moderate financial benefit to citizens (6-10 points).
- The financial analysis seems reasonable with no problem areas and provides maximum financial benefit to citizens (11-15).




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## **Appendix A. Auditable Outcome Measures**

For each of the following categories, list the auditable metrics for success after implementation and identify how they will be measured.

**1. Improved customer service**

**2. Citizen impact**

**3. Cost Savings**

**4. Project reengineering**

**5. Source of funds (Budget %)**

**6. Tangible/Intangible benefits**