



**IOWA INTERACTIVE**

**ANNUAL REPORT**

**January 2009 – December 2009**

## Executive Summary

Iowa Interactive has been providing Web design and/or application development services to the State of Iowa since 1997. Over the years the portal has grown and morphed to a point where it is now seen as a viable resource for Iowa government entities in achieving their eGovernment goals. This report highlights accomplishments during the past calendar year.

The report focuses on the Post Project Survey Results for 2009, new projects that have gone live, and the minimum cost avoidance to agencies who have chosen to work with Iowa Interactive.

## 2009 Portal Facts

During the 2009 calendar year Iowa Interactive has:

- Invested approximately 15,225.50 hours in development and project management activities for the State of Iowa. This equates to a minimum cost avoidance to the State of Iowa of \$1,772,400.46 in development and project management alone.
- Completed 35 new projects: 28 static sites, four dynamic sites, and three end-to-end applications.
- Performed approximately 946 content management code rolls.
- Deployed 151 enhancements to existing applications.
- Processed approximately 1,383,552 transactions through the various transaction-based applications. This does not include transactions associated with free access to Driver License Record Abstracts.
- Handled approximately 2,972 customer service phone calls. (Note: Data only available from June-December)
- Managed approximately 1,750 users within 831 active accounts with access to Driver License Record Abstracts.

## 2009 Transaction Totals

<u>Service</u>	<u>2009 Volume</u>
Department of Natural Resources Online Reservations	31,577
Department of Natural Resources Call Center Reservations	4,040
Department of Natural Resources Reservation Changes and Cancellations	3,465
Department of Transportation Online Driver License Records	1,277,285
Iowa Bureau of Professional Licensure Online Renewals	12,718
Professional Licensing Division Online Renewals	11,218
Professional Licensing Division Letters of Good Standing	568
Plumbers & Mechanical Engineers License Applications	26,812
Electricians Permits	14,997
Electricians Online Licensing	872

### 2009 Post-Project Survey Results

The following survey results are collected from project participants immediately after the launch of a new project. Participants from agencies include the project sponsor, project manager, and subject matter experts. This is a compilation of all results for the calendar year 2009.

<b>Agencies Responding</b>
Department of Administrative Services
Department of Human Rights
Department of Human Rights
Department of Management
Department of Public Health - Environmental Health
Department of Public Safety
Department of Public Safety
Department of Revenue
Governor's office
Governor's Office of Drug Control Policy
Human Rights
Iowa Agricultural Development Authority
Iowa Communications Network
Office of Auditor of State
Office of Energy Independence

<b>Projects</b>
Auditor Of the State Web Site Redesign
Broadband Governance Board 2009 Site Creation
Criminal and Juvenile Justice Planning Detention Center Application
Department of Management 4 web sites redesigns
Electrical Licensing and Administrative Tool Project
Electrical Permits and Inspections Online Request and Administrative Tool
Governor's Website Redesign
Iowa Agriculture Development Authority Website redesign
Iowa Clean Cities Coalition Static Web Site
Iowa Collaboration on Youth Development Website
Iowa Property Assessment Appeals Board Static Website Update
Iowa Statewide Interoperability Communications System Board Website
IOWAccess Advisory Council Website Redesign
Life or Meth Website Redesign
Made in Iowa Web Site Redesign
Office of Drug Control Policy Website Redesign
Plumbing & Mechanical Licensing & Administrative Tool Project

Project Role	
Project Manager	18
Business Manager	0
Technical Contact	1
Director/Executive Sponsor	4
Other	1

Areas of Satisfaction	Satisfaction Rating (1=poor; 5=excellent)					Average Score
	1	2	3	4	5	
Treated respectfully by Iowa Interactive staff				1	23	4.9
Understood the process your project was to go through		1	1	5	17	4.6
As involved in the process as you wanted to be				4	20	4.8
Kept informed of project's progress	1			3	20	4.7
Iowa Interactive met their commitments to the project timelines	1		2	4	17	4.5
Quality of product (application or web site)			2	3	19	4.7
Timely responses of Iowa Interactive staff to requests/ messages				2	22	4.9
Iowa Interactive demonstrated expert knowledge in web design & development				5	19	4.8
<b>TOTAL</b>	<b>2</b>	<b>1</b>	<b>5</b>	<b>27</b>	<b>157</b>	<b>4.7</b>

How did you learn about Iowa Interactive?	
Another government employee	3
Supervisor	5
Past experience	13
Public information officer	0
Iowa Interactive presentation	0
State IT committee	3
Web site	0
Other	0

Would you choose to work with Iowa Interactive again?	
Yes	21
Maybe	2
No	1

Please explain your choice to or not to work with Iowa Interactive again.
Chris Brommel has done a great job, but we are 4 months into the program and 6 months from original start date with much to be done on the program before it is complete. The working relationship with II is much better with Chris and there is great value in the progress we have made since his start date.
Rick was a great person to work with. He was in constant contact and provided the updated information. If there was ever a concern, the agency was contact and helped.
Very easy to work with, and it's great to create a useful product free of charge!
Considering plans to expand to other licensing programs within the EH Division.
Iowa Interactive was able to create a functional licensure program for our board under a very tight and very limited time schedule. Communication remained open at all times and the overall experience has been great.
If I had the choice...No. However, since the cost of work is included in our IT utility fees, it's the choice we make given limited funds. Unfortunately we sacrificed timeliness for no cost.
Absolutely, they were so helpful during our website re-design and the final outcome was exactly what we had envisioned.
Very professional and expedited our requests with excellent results.
Very easy to work with, very organized, and great communication.
There could be opportunities to further develop webtools for the website. II could be a good partner.

Additional Comments
We are very happy with our website and have already received favorable comments about the design and content. Rick was always helpful when we had questions!
Despite my technical ignorance, I was always treated respectfully by Iowa Interactive, and I learned a lot. I worked with Scott, Chris and Polly on this project. They are excellent.
Thank you for providing such a valuable resource to our agency!
The benefit with II is the ability to create a program that fits our needs. The disadvantage is we are a long way from seeing the final product. This survey was completed before the code changes in question went to production.
I will be contacting Iowa Interactive soon for another project.
Rick and his colleagues have been very responsive to our needs, concerns, and feedback and should be commended on their ability to adjust to changing demands with the development of a brand new program. Same can be said for Tracy and Wayne, this has been a solid working relationship and we look forward to the continued success of the project.
There is no doubt the licensure process would not have advanced as quickly and smoothly as it has without our Iowa Interactive Project Manager Rick Rosno and the excellent development team behind the scenes.
Iowa Interactive has to figure out a way to deliver its products in a timely manner. To take 13 months to redesign the DOM site and its subsidiary sites was way out of line. All of the content was either the same or already created. It's a static site so it didn't require extraordinary programming. Feedback on the DOM end was always timely so it had nothing to do with the customer dragging their feet. The people at IA Interactive are friendly and professional but in the end that doesn't matter when delivery time is way too long.
We actually started this redesign project with Iowa Interactive over 2 years ago. It seemed people would change, etc. & nothing ever happened. When Janet showed up & took over, it was a short period of time to completion. I commend her interest in the project Jeff Ward Executive Director Iowa Ag Development Authority
Janet & Polly were so helpful through the whole process. They made all requested changes down to the formatting, and kept us informed on the progress. We are so pleased with the final website and very excited for our customers to be able to more easily navigate through our programs and applications. Thank you so much for your help!
Great Job!!! I am very pleased. I sincerely appreciate the extra effort to get this done so quickly.
Great teamwork and methodology.
The original project manager from Iowa Interactive was very ineffective. The change to a new project manager made this project successful.
Well done. I appreciated project staff's patience since we moved more slowly than anticipated.
While Kathleen was working on the project, I would not have responded in the same way. It was terrible working with her. However, once Rick took over, it was fantastic. He and Polly both are wonderful to work with, helpful, knowledgeable, creative and willing to do whatever we ask of them. It was a pleasure working with them!
Thanks for the effort. We really appreciate Molly and Janet's efforts.

## Projects Completed between January and December 2009

The following is a list of new projects Iowa Interactive completed and which went live during the 2009 calendar year. The Minimum Cost Avoidance calculation is based on the Information Technology Enterprise rate of \$116.41 per hour. This rate is less than the typical market rate, so the cost avoidance would be even greater if using the market rate. The hours that are reported are only development and project management hours. Hours associated with customer support, management, and system administration are not captured.

### New Static Web Sites

#### Iowa Youth Congress

The Iowa Division of Latino Affairs worked in collaboration with the Status of African Americans, the Commission on the Status of Asian and Pacific Islanders Heritage, Sisters on Target and Diversity Focus to create the Iowa Youth Congress Web site. The purpose of this project is to evoke a sense of community and place, as well as inspire the coming generation with hope. For every 147 minority students in a given target school, one representative is elected to the 100 member Youth Congress.

Hours invested by Iowa Interactive: 30.50

Minimum Cost Avoidance to the Agency: \$3,551



#### Department of Inspections and Appeals Pro-Foods Safety

This Web site is designed to serve the needs of food safety regulators. The site provides factual information for use with local food establishment operators.

Hours invested by Iowa Interactive: 58.75

Minimum Cost Avoidance to the Agency: \$6,839

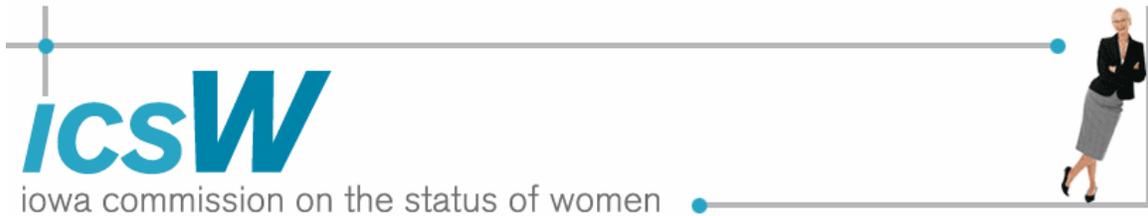


### The Iowa Commission on the Status of Women

This Web site was given a fresh, new look. The information was restructured so constituents may navigate through its content more easily.

Hours invested by Iowa Interactive: 316

Minimum Cost Avoidance to the Agency: \$36,786



### Iowa Board of Regents

This was a static Web site redesign with a fresh new look and navigational structure.

Hours invested by Iowa Interactive: 88

Minimum Cost Avoidance to the Agency: \$10,244



### Iowa Department of Revenue

The main portal site for the Department of Revenue was redesigned with a fresh, new look and to allow for greater effectiveness in allowing consumers to access the information relating to the agency.

Hours invested by Iowa Interactive: 423.25

Minimum Cost Avoidance to the Agency: \$49,271



## Governor Chet Culver's Web Site

A total redesign of the governor's Web site incorporates some Web 2.0 social mediums, such as Twitter and Flickr, as well as new information architecture. A mobile version of the site was also part of the redesign.

Hours invested by Iowa Interactive: 122

Minimum Cost Avoidance to the Agency: \$14,202



## Iowa State Historical Society

This was a total redesign of this Web site. In addition to a new look and feel the site features a lot of rich content.

Hours invested by Iowa Interactive: 203

Minimum Cost Avoidance to the Agency: \$23,631



## Iowa Department of Management

This was a consolidation of look and feel among four sub agencies within the Department of Management. The project consisted of redesigning the main portal page, the Grant Enterprise Management Web site, the Office of Lean Enterprise Web site, and the Division of Community Empowerment Web site.

Hours invested by Iowa Interactive: 851

Minimum Cost Avoidance to the Agency: \$99,065



### Iowa Agricultural Development Authority

This was an update to the site's navigational structure and content. A few new design elements such as menu drop downs were also added.

Hours invested by Iowa Interactive: 26

Minimum Cost Avoidance to the Agency: \$3,027

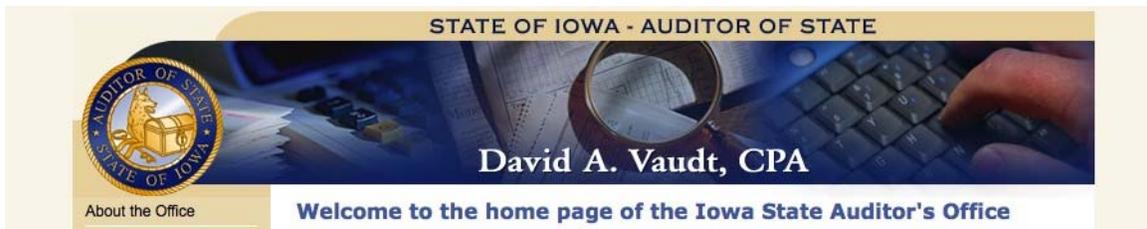


### State of Iowa Auditor

This was a redesign that focused on making the site 508 compliant, as well as streamlining the content.

Hours invested by Iowa Interactive: 58

Minimum Cost Avoidance to the Agency: \$6,752



### Property Appeals Assessment Board

The redesign focused on a fresh, new, modern look and feel with updated content.

Hours invested by Iowa Interactive: 55

Minimum Cost Avoidance to the Agency: \$6,403

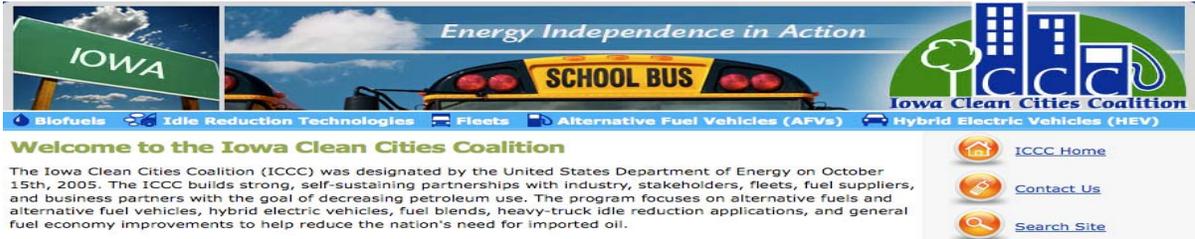


## Iowa Clean Cities Coalition

This was a completely new Web site for the Iowa Clean Cities Coalition, which is run by the Office of Energy Independence.

Hours invested by Iowa Interactive: 152

Minimum Cost Avoidance to the Agency: \$17,694



## Deaf Services Static Redesign

A redesign of the Deaf Services Web site encompassing new social media tools such as You Tube. Through the new social media Deaf Services hopes to provide better communication to its deaf community and families.

Hours invested by Iowa Interactive: 143

Minimum Cost Avoidance to the Agency: \$16,647



## Early Childhood Iowa Professional Development

This was a static Web site affiliated with the Early Childhood initiative.

Hours invested by Iowa Interactive: 62

Minimum Cost Avoidance to the Agency: \$7,217



### Iowa Board of Nursing

This was a redesign that involved streamlining information access and updating content, in addition to providing a new look for the nursing community.

Hours invested by Iowa Interactive: 148

Minimum Cost Avoidance to the Agency: \$17,229



### Iowa Broadband Static Web site

This is a completely new Web site to support Senate File 376 and broadband deployment.

Hours invested by Iowa Interactive: 81

Minimum Cost Avoidance to the Agency: \$9,429



### Office of Drug Control Policy Life or Meth Static Web site

This was a redesign of another Web site related to the main Office of Drug Control Policy Web site, focusing on Methamphetamine related issues.

Hours invested by Iowa Interactive: 36

Minimum Cost Avoidance to the Agency: \$4,191



## Office of Drug Control Policy

This was a brand new design for the Governor's Office of Drug Control Policy. The site features a new look and feel, improved graphics, updated content, as well as a more efficient navigational structure.

Hours invested by Iowa Interactive: 218

Minimum Cost Avoidance to the Agency: \$25,377



## Iowa Collaboration for Youth Development

This was a static redesign and converting the Web site from a dynamic, database driven site to more of a static site.

Hours invested by Iowa Interactive: 87

Minimum Cost Avoidance to the Agency: \$10,128



IOWAccess Static Web site

This is a redesign of the Web site with improved navigation and updated aesthetics.

Hours invested by Iowa Interactive: 119

Minimum Cost Avoidance to the Agency: \$13,853



Made in Iowa Static Web site

This was a brand new site affiliated with the Department of Human Rights Division of Latino Affairs.

Hours invested by Iowa Interactive: 20

Minimum Cost Avoidance to the Agency: \$2,328

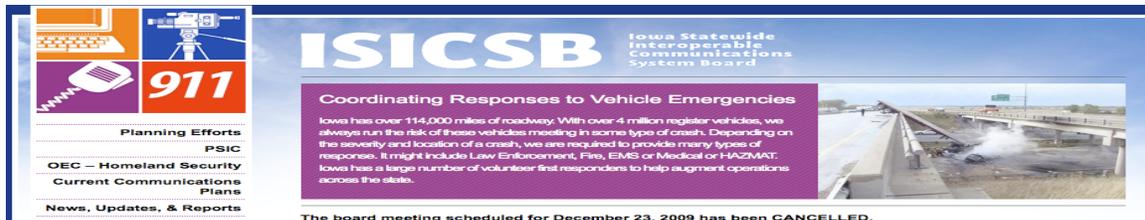


Iowa State Interoperable Communications Systems Board

A new static Web site for the Department of Public Safety that serves as the location for all who will be tracking the status and progress of the Iowa Statewide Interoperable System Board.

Hours invested by Iowa Interactive: 40

Minimum Cost Avoidance to the Agency: \$ 4,656



### Iowa Insurance Office of Consumer Advocacy

Iowa Interactive built this static Web site to support the new office of Iowa's first Consumer Advocate.

Hours invested by Iowa Interactive: 249

Minimum Cost Avoidance to the Agency: \$28,986



### Rebuild Iowa

Governor Culver signing Executive Order 7 in 2008 formed this office. This site was built to communicate all rebuilding efforts in the State due to the worst flood in the state's history.

Hours invested by Iowa Interactive: 97

Minimum Cost Avoidance to the Agency: \$11,292



### American Recovery and Reinvestment Act

In conjunction with the new legislation, states are called upon to show transparency in how the stimulus funds were being distributed. Iowa Interactive worked with the Governor's Office to build this site.

Hours Invested by Iowa Interactive: 58

Minimum Cost Avoidance to the Agency: \$6,752



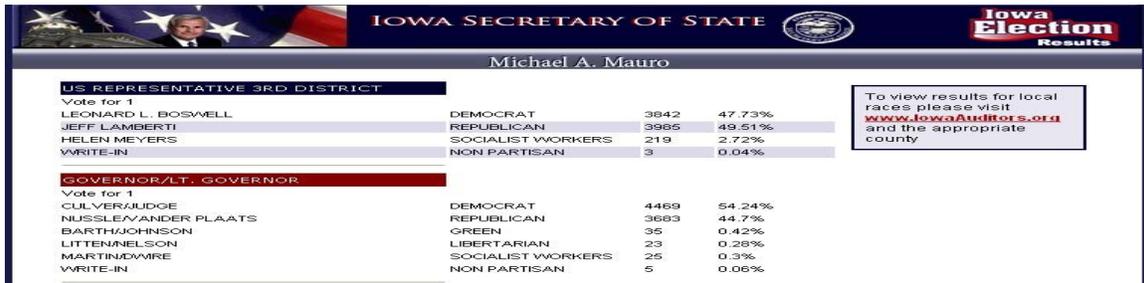
## New Dynamic Free Applications

### Secretary of State Real Time Election Results

In anticipation of one of the state's largest voter turn out in history, the Secretary of State wanted an application that would track poll results as they came in from the local precincts and present them to the public through a Web browser. This is a full end-to-end solution with an accompanying administrative tool that allows the local precincts to load election results in real time. This site was such a success that at times during election night Iowa's vote tally was ahead of the Associated Press.

Hours invested by Iowa Interactive: 867

Minimum Cost Avoidance to the Agency: \$100,927



The screenshot shows the Iowa Secretary of State Election Results page for Michael A. Mauro. It features a header with the Iowa State Seal and the text "IOWA SECRETARY OF STATE" and "Iowa Election Results". Below the header, the name "Michael A. Mauro" is displayed. The page is divided into two main sections: "US REPRESENTATIVE 3RD DISTRICT" and "GOVERNOR/LT. GOVERNOR". Each section lists candidates, their party affiliations, and their respective vote counts and percentages. A box on the right side of the page provides instructions on how to view results for local races.

US REPRESENTATIVE 3RD DISTRICT			
Vote for 1			
LEONARD L. BOSWELL	DEMOCRAT	3842	47.73%
JEFF LAMBERTI	REPUBLICAN	3985	49.51%
HELEN MEYERS	SOCIALIST WORKERS	219	2.72%
WRITE-IN	NON PARTISAN	3	0.04%

GOVERNOR/LT. GOVERNOR			
Vote for 1			
CULVER/JUDGE	DEMOCRAT	4469	54.24%
RUSSELL/VANDER PLAATS	REPUBLICAN	3683	44.7%
BARTH/JOHNSON	GREEN	35	0.42%
LITTENNELSON	LIBERTARIAN	23	0.28%
MARTINDWIRE	SOCIALIST WORKERS	25	0.3%
WRITE-IN	NON PARTISAN	5	0.05%

To view results for local races please visit [www.IowaAuditors.org](http://www.IowaAuditors.org) and the appropriate county

### Iowa State Home Page Redesign

Iowa.gov was redesigned to include more dynamic content as well as some real time feeds from various data sources. It also offers real time Live Support that is provided by the State Library staff.

Hours invested by Iowa Interactive: 845

Minimum Cost Avoidance to the Agency: \$98,367



The screenshot shows the Iowa State Home Page (Iowa.gov). It features a navigation bar with links for "For Citizens >", "For Businesses >", "For Visitors >", and "For Youth >". Below the navigation bar, there are links for "Iowa Government Online", "State Telephone Directory", "State Department Directory", and "Reference Information". A search bar is located on the left side. The main content area includes a "State News Headlines" section with four news items, each with a "GOV" or "DOT" link. On the right side, there is a "Live online SUPPORT" button with a "Click here" link. Below the news headlines, there are photos of Governor Chet Culver and Lt. Governor Patty Judge.

For Citizens > For Businesses > For Visitors > For Youth >

Iowa Government Online State Telephone Directory State Department Directory Reference Information

Search...

Home

Agriculture & Natural Resources

Business & Economic Development

Education

Government

Health & Human Services

State News Headlines 1 2 3 4

- » Governor Culver Orders Flags Lowered on Friday to Honor Fallen Soldier GOV
- » Travel not advised in central and south central Iowa DOT
- » Rule change requires USDOT numbers for all Iowa intrastate carriers DOT
- » Mn/DOT advises no travel in south central Minnesota DOT
- » Minnesota DOT issues travel advisory for southeastern portion of Minnesota DOT

More State News Headlines... | Subscribe to [RSS](#) feeds

Live online SUPPORT  
Click here

Governor Chet Culver  
Lt. Governor Patty Judge

**Public Employment Relations Board Health Care Survey**

This online survey was developed so the Public Employment Relations Board (PERB) could gather additional health care related information from its constituents. The survey results can be searched online on the PERB Web site.

Hours invested by Iowa Interactive: 693

Minimum Cost Avoidance to the Agency: \$80,672



**Criminal and Juvenile Justice Planning Detention Center Application**

This application is designed to assist Criminal and Juvenile Justice Planning in tracking detention center occupants. This service replaces a manual paper process that was cumbersome and not always efficient.

Hours invested by Iowa Interactive: 110

Minimum Cost Avoidance to the Agency: \$12,805



## New Dynamic Transaction Applications

Iowa Interactive has built three new end-to-end software solutions. Each of these solutions has both a public-facing Web interface and a back end administrative tool for the agency staff to fully manage the licensing and permitting of individuals and entities. Iowa Interactive receives a transaction fee for each transaction processed through the applications. The transaction fees are covered through fees collected from the users. There are no general fund dollars used as transaction fees to the portal.

### Department of Public Health Plumbers and Mechanical Contractors Licensing System

The Plumbers and Mechanical Contractors Board was formed as a result of Senate File 224 calling for the licensing and regulation of plumbers, mechanical professionals and contractors. The original estimate was to be anywhere from 8,000 to 12,000 licensees. As of December 31, 2009 there have been over 26,000 plumbers that have registered using the online system.

Hours invested by Iowa Interactive: 618.5 (488 hours was invested in 2008 for a total of 1,106.50)

Minimum Cost Avoidance to the Agency: \$72,000 (\$56,808 was the value in 2008 for a total of \$128,808)



#### Licensee login

License applicants: First time here? Prior to logging on and applying for a license, you will need to create an account -- to do so, [click here](#).

#### User Login

Username (e-mail address)

Password

Lost your password? [Click here](#)

### Department of Public Safety Electrical Examining Board Permits and Inspections System

This is a companion application to the licensing system and also the result of the provision in House File 897 which called for all electricians to be subjected to inspections. The application allows inspections to be requested, scheduled, and results compiled within the application.

Hours invested by Iowa Interactive: 378 (894 hours was invested in 2008 for a total of 1291)

Minimum Cost Avoidance to the Agency: \$44,003 (\$106,282 was the value in 2008 for a total of \$150,285)

A blue banner with a white circular seal on the left containing a lightning bolt and a gear. To the right of the seal, the text reads "Iowa Electrical Examining Board" in a smaller font, and "Online State Permitting & Inspection System" in a larger, bold font.

Home	HOME
Document Downloads	
FAQs	<b>Welcome</b>
Inspection Fees	Welcome to the website for the Iowa Electrical Licensing and Inspection Program. From this site you will be able to purchase an Electrician License or an Electrical Permit for electrical installations. On the left of this page, you will find links to important information on these programs. We invite you to look over this information and feel free to submit questions to us at <a href="mailto:elecinfo@dps.state.ia.us">elecinfo@dps.state.ia.us</a> or 1-866-923-1082. As the program continues to develop, additional information will be added to this website.
Fee Examples	
Concrete Encased Electrode Requirements	
Latest NEC Code Changes	
Statute Authorizing Electrical Program	
How to Contact Us	

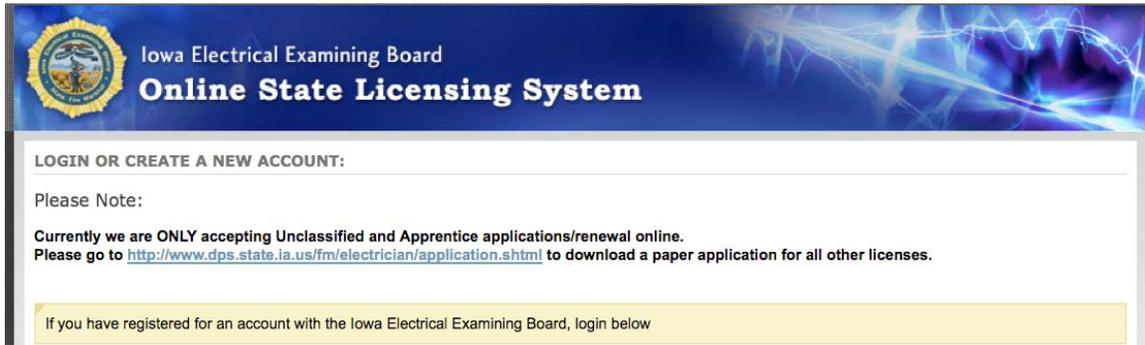
**Log in or Create an account:**

## Department of Public Safety Electrical Examining Board Licensing System

This is a companion application to the permitting and inspections system and also the result of the provision in House File 897, which called for all electricians to be licensed by the state. The application allows electricians to go online and apply for the various classes of electrical licenses.

Hours invested by Iowa Interactive: 655 (238 hours was invested in 2008 for a total of 893)

Minimum Cost Avoidance to the Agency: \$76,248 (\$27,706 was the value in 2008 for a total of \$103,954)



The screenshot shows the header of the Iowa Electrical Examining Board Online State Licensing System. It features the Iowa state seal on the left and the text "Iowa Electrical Examining Board" and "Online State Licensing System" in the center. Below the header, there is a section titled "LOGIN OR CREATE A NEW ACCOUNT:" followed by a horizontal line. Underneath, it says "Please Note:" and provides information about online applications, specifically mentioning "Unclassified and Apprentice applications/renewal online" and directing users to a website to download paper applications for other licenses. At the bottom of the screenshot, a yellow box contains the text "If you have registered for an account with the Iowa Electrical Examining Board, login below".

**Iowa Electrical Examining Board**  
**Online State Licensing System**

**LOGIN OR CREATE A NEW ACCOUNT:**

Please Note:

Currently we are **ONLY** accepting **Unclassified and Apprentice applications/renewal online**.  
Please go to <http://www.dps.state.ia.us/fm/electrician/application.shtml> to download a paper application for all other licenses.

If you have registered for an account with the Iowa Electrical Examining Board, login below