MGO Implementation – Common Council Update

December 1st, 2020

Agenda

- Background Information

- What you need to know

- What you might hear from Residents

- Our Communication Plan

Background Information

- On May 12th, 2020 the Common Council approved the resolution to leverage the MyGovernmentOnline solution for the City's permit, license and code enforcement needs

1. R-2020-0275 Resolution relative to accepting the proposal of South Central Planning and Development Commission for furnishing software, maintenance, and implementation of MyGovernmentOnline permit and licensing software for a two-year total sum not to exceed $75,000

- Since then a core team of experts from our Team have been working with the vendor to configure the system for our needs

- The more we learned about the MGO system the more we realized the potential it brings us to improve the online experience our residents have with the City

What you need to know

- We are ready to go live!

  - **December 22nd:** Parking permits/permissions goes live on our public web site

    - This is the first day residents can purchase 2021 permits

  - **December 28th:** Pet Licenses, Dog Park pass go live on our public web site

    > *Because the parking and pet permits/licenses are seasonal and have high year end transaction volumes we chose to move these to the top of the list of things to implement prior to the end of the year.*

  - **Mid January:** Planning requests and Building Permits go live

What might you hear from Residents?

- *"The first time I used the system, I had to pick 'Wisconsin' and then 'West Allis' as the State/City I live in. Why is that?"*

  - The MGO system is used by many municipalities throughout the United States. The first time a resident uses the system they will be asked the State and then the City they live in (via drop down lists). The system 'remembers' this for subsequent visits

What might you hear from Residents?

- *"The system then asked me to create an account. Why is that and how will my information be used?"*

  - The MGO system is centered around the concept that each user establishes a **_profile_** for themselves. Establishing the profile is a one-time activity that requires residents to supply the system with data (name, address, e-mail, etc.) that the system then uses to simplify future transactions

  - The information is contained within the MGO system and will not be shared with others

What might you hear from Residents?

- *"O.K. so now I have an account set up and a unique ID and password. Will I need to enter this ID and password every time I want to do something with the City?"*

  - Yes. While entering an ID and password for every transaction seems like more work, there will be efficiencies gained in how future transactions are processed:

    - System can proactively send notices to the end user when a license is about to expire

    - Renewing licenses will be much easier

    - Less data entry. End user will not need to enter their name, address, e-mail, etc. for each transaction.

What might you hear from Residents?

- *"I'm starting to get more excited about this. What other benefits does MGO have to offer?"*
  - Shopping cart:
    - Residents will be able to bundle multiple transactions into a single 'purchase'
  - Better long term customer experience
    - By establishing a profile and capturing the history of transactions from each resident, we can leverage that information to provide a more holistic picture of the needs for each resident
  - Copies stored electronically
    - Contractors/Residents can access their building permits electronically
  - Reduces need to come to City Hall

What might you hear from Residents?

- *"I'm sold. But as I try to learn this new system, where do I go for support?"*

    - MyGovernmentOnline provides end user support. There are online guides available as well as a phone based contact center.
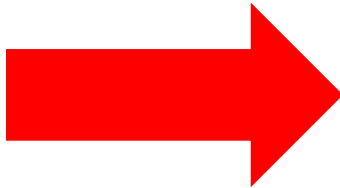
Communication Plan

- The Communication plan identifies the goal and the KPI for the communication, the key messages and the call to action.

  - Goal: Number of parking/pet licenses sold via MGO

  - KPI: Limit amount of complaints/confusion with new system

  - Key message: *We've changed how you purchase parking permits, but it will make things easier for you in the future. Just create an account, log in, and purchase your permits. Next time you log in, your information will be saved so you'll save time. You will also receive email reminders to renew your permit.*

  - Call to action: Create your account and save time each time you renew or purchase your parking permits.

- Our stakeholder audience to receive communications is current and future residents plus prior parking permit purchasers.

Communication Plan

- The purpose of the communication is the announcement of new service or change to existing service.

- Strategies and tactics may include:
  - city website, infographics, e-newsletter, fliers/posters, postcards (direct mail if not cost prohibitive), brochures, e-notify alerts, digital signage, video production and social media

- Communication will take place on targeted dates, starting in December with a TBD end point.

- Success measured by amount of permits purchase and limited-to-no customer complaints with new system.

Questions?