

## II. KEY MEASURE ANALYSIS

Agency Mission: To serve and protect Oregon’s consumers and workers while supporting a positive business climate in the state.

| KPM #8         | E-TRANSACTIONS FOR CUSTOMERS<br>Percent of customer transactions completed electronically.                        | Measure since:<br>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    | A query in the DCBS database calculates the percent for each main entity table in all applicable data subsystems. |                        |
| Owner          | Royce Trammell, Deputy Administrator, Information Management Division, 503-947-7361                               |                        |

### 1. OUR STRATEGY

Invest resources in priority projects that allow an increasing number of customers to conduct e-business with the department.

### 2. ABOUT THE TARGETS

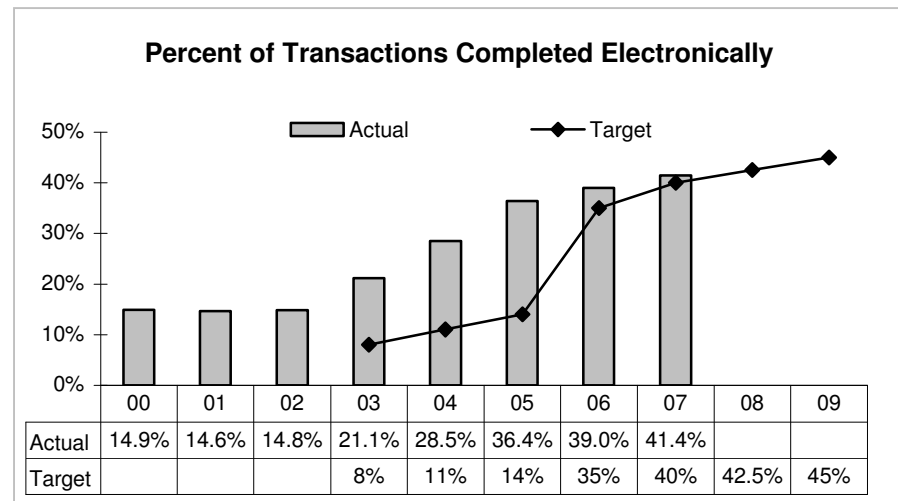
The Governor targeted regulatory streamlining as a key initiative in the 2003-05 biennium and DCBS aggressively implemented online systems for licensing and permitting. Without historical data to go on, the initial targets set for this measure proved to be low and the department easily beat the targets. 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.

### 3. HOW WE ARE DOING

DCBS has been increasing the percent of transactions completed electronically and consistently meeting its targets each year. There are two contributing factors to this measure – 29 systems targeted for electronic transaction capabilities and the usage rates for each of those systems. First, the percentage of systems that enable customers to perform electronic transactions has remained constant this past year at 69 percent. Several projects are currently under way, but are not yet in production. Second, customers’ use of those systems has increased over time. Of those systems that support electronic transactions, 65.7 percent of all transactions are conducted electronically, which is up from 62.7 percent in 2006.

### 4. HOW WE COMPARE

Oregon’s quality and quantity of online services were ranked 17th this year among other state governments in an annual study conducted by Brown University’s Taubman Center for Public Policy. That is down 14 spots from third last year. Positively, the study cited the unified look of Oregon.gov as well as the number of online services available. User rates for online services have generally not increased greatly this past year; overall, the United States lags many other countries.



**Agency Name: Department of Consumer & Business Services**

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**5. FACTORS AFFECTING RESULTS**

Citizens' confidence in the security of their information provided online is influenced by events outside of our control, such as identity theft incidents. Other significant influencing factors are often beyond our control, such as customer decisions to use the Internet instead of regular mail as a method of doing very occasional business (e.g. renewing a license once every three years).

**6. WHAT NEEDS TO BE DONE**

We will continue to focus on developing more opportunities for customers, with an emphasis on ease of use and security, and continue to pay attention to customer feedback to ensure that the sites are user-friendly. DCBS has built-in customer surveys and e-mail feedback systems to receive this information.

**7. ABOUT THE DATA**

These data represent only DCBS systems that conduct a minimum of at least 5,000 electronic transactions annually. Other smaller projects exist within the department, but because of their relative size compared to the department's other systems, the impact of these projects on this measure is difficult to demonstrate. As a result, they are not included. Instead of using a pure calculation of percent of transactions, we have used an average of division averages. This was done to minimize the impact of a few systems that have extremely large number of transactions.

The data represent averages for the Oregon fiscal year. Data are based on queries against many live DCBS data systems. DCBS' Information Management Division can reproduce the detailed query results for interested parties.