Task: Registering a Business

- Multitude of information “sources” online
- State-sponsored Google search
  - Aggregates 138 federal and state sites
Maturity of eGov Services

Cross Boundary Integration and Government Web Portals. As of 2006, the state of California has not crossed the service delivery "barrier."


1/31/07
Services Today

- 225 State agencies, departments and commissions
  - Silo-mode
  - 1–5 Webmasters in each department
  - Multitude of sites providing information for small business
  - Two aggregate ‘portals’ in the state:
    - Query-based online permits catalog: Calgold
    - Tax Business Center
- CA is #16 in the National Digital States survey

Challenges of the Public Sector

- Public vs. private sector: Could the government run like a business?
  - Legacy technology, decentralization (maturity)
  - Lack of financial and operational flexibility
  - “Seen-it-all” culture
  - Leadership: political appointees with limited effective time windows
GOAL: Helping small business

Business Cycle

- Start business
  - Register name;
  - Obtain EIN from federal government;
  - Register with CA Franchise Tax Board;
  - Obtain SEIN from Employment Development Department for payroll tax administration (including Unemployment Insurance, Employment Training Tax, State Disability Insurance, and CA personal Income Tax);
  - Obtain seller permits from State Board of Equalization (if applicable);
  - Obtain professional licenses (if applicable);
  - Obtain local (city, county) permits, if applicable;

- Run business
  - Pay taxes
  - Renew licenses and permits
Regulatory Costs

- Burden is highest on small business: least resources available for regulatory compliance.
- Satisfaction with government sites is typically 20% lower comparing to commercial sites, but so are the expectations.
Can we do better?

Customer-Centric Approach to Service Design

- As a small business owner, I shouldn’t be concerned with what government branch is responsible for what service
- I would like one place to be able to conduct my business with the government
- Solution: service-oriented portal, build for the user to complete THEIR tasks:
  - Utah OSBR: https://secure.utah.gov/osbr/user
  - Michigan: http://michigan.gov/
Why?
Ca vs. Utah