

Nebraska State
Records Board
440 So. 8th, Suite 210
Lincoln, NE 68508



John Gale
Chairman
(402) 471-2745

APPLICATION FOR STATE RECORDS BOARD GRANT TO IMPROVE ACCESS TO PUBLIC INFORMATION (Reinvested Revenue Grant Application)

Instructions: Click using your mouse pointer in the left most area of each text entry field to begin typing your answers. After clicking in your first text entry area you may then use the [Tab] button to advance from field to field or [Shift] + [Tab] to move back to the previous text area.

I. GRANT SUMMARY

- Submitted by:** Nebraska Interactive LLC (NI)
- Title of project:** State Agency and County Website Re-designs
- Grant request amount:** \$25000
- Will there be a fee for accessing records associated with this project? (Yes or No)** No

If yes, please provide any statutory reference or authorization for the fee:

5. Provide a brief description of the project for which the grant is being requested:

NI is requesting a one year grant that will be used to augment the re-design of State and local government Web sites as needed. A re-design is the process of taking an existing Web site and its contents and upgrading the site in efforts to keep it fresh and relevant to the targeted market and compliant with many state and industry standards.

NI currently offers many services in its role as the network manager for the state of Nebraska. These services include items such as Web site design and re-designs, hosting, expansion of the Nebraska.gov portal, dedicated customer service and support, marketing and consulting services, project management and development for a vast array of cutting-edge eGovernment services. In its role as network manager, NI has recognized a growing trend among the government entities it supports through Nebraska.gov for state and local entities to provide their internet constituency with updated, refreshed and relevant Web sites. While this trend is not necessarily surprising, it is becoming a factor in resource allocation and resource usage with the network manager.

The cause of this trend is impacted greatly by improvements being made in various areas of Web site design. These areas include creative design improvements as well as improvements in Web site usability (how easy a web site is to navigate and provide functionality to its users) and accessibility (a Web sites ability to be navigated by users with various impairments). Nebraska.gov is seeing a rise in the number of Web sites re-designs it has been requested to provide for government entities.

The internet provides an environment of constant change and this environment expects each Web site to be constantly upgraded and redesigned to keep its users engaged. Unfortunately

most entities that have Web sites do not have the capabilities, knowledge base or resources to continually and effectively keep up with these changes. It is this lack of resources and knowledge base that creates a need within State and Local Government. Because Web site re-designs are services that Nebraska.gov has traditionally provided at no cost, this option for government entities becomes very attractive, thus causing a rise in the number of re-designs performed through the portal.

II. GRANT DETAIL

1. Please describe the project in detail:

Business Case:

In just the past year Nebraska.gov has completed or is currently working on re-designs for the following agency and county Web sites:

- Supreme Courts – 281.85 hrs
- Secretary of State – 356.50 hrs
- Nebraska Commission for the Blind and Visually Impaired – 41 hrs
- Nebraska Commission for the Deaf and Hard of Hearing – 11.75 hrs
- Foster Care Review Board – 8 hrs
- Community College Association – 1.50
- Nebraska Brand Committee – 18.25 hrs
- Health and Human Services – 129 hrs
- Board of Geologist – 18.75
- Board of Landscape and Architects – 10 hrs
- Greeley County – 25 hrs
- Kearney County – 9.75
- York County – 12.25 hrs
- Sheridan County 3.5 hrs
- Hayes County – 13.25 hrs
- Furnace County – 40.45 hrs
- Department of Veteran Affairs, Post Traumatic Stress Disorder – 25.75 hrs
- Greeley County – 19 hrs
- Kimball County – 19.50 hrs
- Thurston County – 11.00 hrs

When Web sites are redesigned, not only does work go in to creating a new look and feel, but also, all of the pages of content from the old site needs to be migrated to the new. This can be a time and work intensive process in itself, and often the content needs to be completely re-worked in the code to reflect modern coding standards. Depending on the size of the agency, this process can take from hours to several days or weeks. Additionally, when Nebraska.gov receives a request for a Web site or re-design, there are a minimum of two resources on each project; a project manager and a creative design/content manager.

Provided below is a cost analysis of an "average sized" web-site re-design project. Included are the hours worked and the cost incurred by Nebraska.gov for those resources.

| Resources | Hours worked on average sized project | Cost to Nebraska.gov per hour | Total Cost per "average sized" project |
|---------------------------------|---------------------------------------|-------------------------------|--|
| Project Manager | 21.20 hours | \$40.00 | \$848.00 |
| Creative Design/Content Manager | 19.25 hours | \$50.00 | \$962.50 |
| Total | 40.45 hours | | \$1810.50 |

The total cost for this "average" sized re-design project is \$1810.50. This cost is absorbed by Nebraska.gov and not billed to the agencies and counties.

In comparison, if an outsourced company would do the same project, below is the same breakdown.

| Resources | Hours worked on average sized project | Cost from Outsourced Vendor per hour | Total Cost per "average sized" project |
|---------------------------------|---------------------------------------|--------------------------------------|--|
| Project Manager | 21.20 hours | \$73.00 | \$1,547.60 |
| Creative Design/Content Manager | 19.25 hours | \$65.00 | \$1,251.25 |
| Total | 40.45 hours | | \$2,798.85 |

The total cost an outsourced vendor would likely charge the State is \$2,798.85. With 20 average sized projects a year, the total cost to the state for all projects would be \$55,977.00

This total is just a rough estimate. Design and re-design projects vary considerably, with the smallest projects possible only using approximately 9 hrs while a project such as the Secretary of State re-design used approximately 356.50 hrs. If we total the resource usage just for the 20 projects previously listed, Nebraska.gov has logged over 1056 hrs.

Nebraska.gov 1056 hrs x \$55.00 = \$58,082.00

Outsource vendor minimum would be 1056 x \$81.00 = \$85,536.00

2. Please describe whom the beneficiary or recipient of this service will be and the projected activity for access or use of the proposed service:

The beneficiaries of this request are specifically the agencies and counties. There may be a need in the future to charge agencies and counties for re-designs which would be to help Nebraska.gov cover the cost of resources used on these projects.

Web site designs and re-designs provide public access to Government records, information, actions and proposals. With out these updates sites, agencies and counties could not be as efficient.

The projected activity is to continue completing re-designs at the current pace or even more. In the past year, Nebraska.gov has completed or is currently working on 20 re-designs. Nebraska.gov would like to continue to offer this service at no cost to the agencies and counties.

3. Please provide a timeline for implementation. NOTE: a specific completion date must be provided as grant funds lapse if not expended prior to completion date. (provide answer below)

1 Year

4. What will the NI's contribution to the project be? Provide examples such as labor, equipment etc. NI will contribute a 100% facilitation of website design and re-design projects from beginning to launch at no cost to local and government.

5. Does the project require additional statutory authority? (Yes or No) No

Please explain:

6. Why is the grant money needed for the project, and, if applicable, how will the service be sustained once the grant money is expended? (provide answer below)

The grant money is needed to provide continued resources for Web site design and re-design projects. As mentioned about, Nebraska.gov has exhausted more than 1056 hrs working on these projects at no cost to the agencies or counties. The grant money will secure that these projects continue to be completed at no cost to the agencies and counties.

Please see the Business Case description under part II Grant Detail for more detailed information.

7. Please describe how this project will enhance the delivery of the state agency services or access to those services. (provide answer below)

The delivery of services will be enhanced through this project by way of information being standardized and easily accessible.

10. Please describe how this project will: (NOTE: you may respond to any or all of these criteria)

a. Improve the efficiency of agency operations:

When web-site designs and re-designs are launched, efficiencies for both the agency and the user are immediate. They are able to find information quickly and access that information with ease.

b. Facilitate collaboration among state agencies:

Up to date websites helps state agencies find and access information quickly and without difficulty.

c. Facilitate collaboration between state agencies and other public institutions:

Up to date websites help everyone find and access information quickly and without difficulty.

III. TECHNICAL DETAIL

1. Describe the hardware, software and communications needed for this project and explain why these choices were made: (provide answer below)

2. Address any technical issues with the proposed technology including each of the following:

a. Conformity with generally accepted industry standards. NOTE: Projects which interface with other state systems (such as distance learning systems) should also address NITC technical standards and guidelines.

b. Compatibility with existing institutional and / or statewide infrastructure:

c. Reliability, security and scalability. Include future needs for growth or adaptation:

3. Describe how technical support will be provided: (provide answer below)

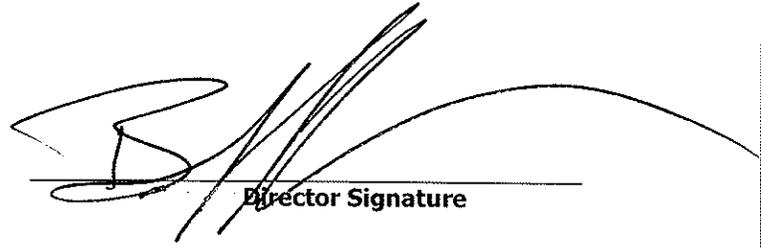
IV. CONTACT INFORMATION, SIGNATURE

Contact person for any questions regarding this application: Brent Hoffman

Contact phone number: 402-471-6582

Contact email address: brent@nebraska.gov

Signed this 1 day of October, 2007



Director Signature

Please Return to:

**Nebraska State Records Board
440 So. 8th, Suite 210
Lincoln, NE 68508**