Leveraging IT Synergies

Marjorie Damgaard, *Project Manger, WI Dept. of Natural Resources*
Pamela Biersach*, Watershed Management Director, WI Dept. of Natural Resources*

2015 Exchange Network National Meeting
Supporting the Business of Environmental Protection

September 29–October 1, 2015
Sheraton Philadelphia Society Hill Hotel
Philadelphia, Pennsylvania

http://www.exchangenetwork.net/en2015

ABSTRACT

Our experience developing a web-based tool to improve online services and increase transparency resulted in more efficiencies than we could have ever expected.   The delicate balance of developing technical solutions to meet business requirements forced us to improve communication and collaboration. As a result, our customer service has dramatically impacted the way we do business internally and externally.

Why we started the process…

Previous

- Inconsistent workflow in each Region
- Few documented operating procedures
- Paper file folders
- Delivery service to route for feedback
- Multiple document storage locations
- Multiple forms of communication between public and DNR
- "Wet" signature requirements
- Paper payment
- Incomplete permits leading to processing delays

Current

- Improved customer experience
- Permit processing time reduced by 50%
- Documented Standard Operating Procedures
- Updated online forms
- eSignature and ePayment
- Immediate acknowledgement of receipt
- Centralized electronic storage
- Unlimited electronic routing for feedback
- Transparency to the public
- Database connectivity
- GIS mapping capabilities
- Dual Agent/Landowner sharing options
- Web-based, no software required, available 24/7/365
- User support, issue tracking, online instructional modules
- Adaptability
- Automated communication with external stakeholders (i.e., ACOE)
- Secured environment

dnr.wi.gov

Strategy for Success

- **December 2011** – Started by gathering business requirements with a diverse team
- Essential to document existing workflows, update and/or eliminate existing forms, map forms to databases, identify short-term and long/term goals, identify inter-dependencies
- Identify teams/sub-teams with a combination of business and technical experts
- Develop a training and education strategy for internal and external customers
- Develop a communication strategy for internal and external customers
- *Six months later on* **May 11, 2012 ,** we processed our first permit application in the system
- Online forms for over 80 water activities, adding new permits each fiscal year
- Ongoing agency-wide communication and outreach to external stakeholders
- Multiple-program collaboration (Wastewater, Aquatic Plant Management, CAFO, Stormwater, Waterway and Wetland, Office of Energy)
- Maintain flexibility with features and functionality to adapt to Federal, State and other legal requirements
- Offer new an innovative features: eSignature, ePayment and dual agent/landowner review, mapping component, connectivity to existing databases, dashboard reporting
- Maintain a diverse solution-focused team

Diverse team

- Program experts
- Information Technology
- External partners
- Resource managers
- Program Managers
- Customer feedback

dnr.wi.gov

Customer Portal

All permit types

Cross-promote web content

Consistent, clear communication

Decision modules

Series of questions and answers to help customers determine

-if a permit is needed
- type of permit needed
- fees or fee exemption
- required documents

Before implementing decision modules: 30 incorrect permits per month

After implementation: 1 or 0 incorrect permits per month

Analytics

Our ability to track data is more accurate and loaded with features

- 100,000 documents – processed and stored currently
- 4,500 permits processed in 2014
- Median General Permit Process Time 13 days   (30 days)
- Median Individual Permit process Time 52 days (105 days)
- We now track impacts to a permit due date:
  - Public Notice Holds
  - Public Hearing Holds
  - Weather extensions

dnr.wi.gov

Thank you

Contact

Margie Damgaard

Wisconsin DNR

(608) 266-0738

Marjorie.damgaard@wi.gov

Pam Biersach

Wisconsin DNR

(608) 261-8447

Pamela.Biersach@wi.gov