

Oakland County Department of Information Technology Project Scope and Approach

Project Name: Polling and Surveys

Project ID: DE7188PS

Leadership Group: IT Steering Committee			
Department: Information Technology		Division: Application Services	
Project Sponsor: Ed Poisson	Date Requested: June 3, 2008	PM Customer No. 187	
Request Type:	<u><i>New Development</i></u>	<i>Enhancement</i>	<i>Customer Support</i>
	<i>Planned System Maintenance or Upgrade</i>		
IT Team Name: eGov Program Services		IT Team No: E	
Project Manager/Leader: Sandy Jaszczak			
Account Number: 30004	Account Description: IT- eGovernment	Customer Name:	IT - eGovernment
Grant Funded? Yes <u>No</u>	Mandate? Yes <u>No</u>	Mandate Source:	

Project Goal

To evaluate and implement an online polling and survey service so that departments and agencies can measure citizen satisfaction and opinions.

Business Objective

To increase communication between citizens and county government to better satisfy the needs of the community.

Major Deliverables

- Project Plan and Return on Investment
- Risk Management Plan
- Communication Plan
- Training strategy and sessions
- Issue Logs
- Request For Proposals
- Online polling and survey strategy and/or software purchase
- Policies and Procedures
- Support Plan

Approach

- Gather and document polling and survey requirements.
- Evaluate solution alternatives based on requirements.
- Conduct cost/benefit analysis of alternatives and recommend a solution.
- Write RFP based on requirements.
- Implement polling and survey service.
- Develop a support plan.

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Develop and document policies and procedures.
Purchase software.
Implement/support approx. 40 surveys annually

Benefits

See Return on Investment (ROI) Analysis Document

Intangible

Upon its implementation, Oakland County will have a survey and polling product that:

- Represents the technological leadership of the County
- Provides local residents and businesses with a chance to offer feedback to county initiatives.
- Encourages participation within the site and within the County.
- Offers tangible benefits to the end-user.
- Increased citizen satisfaction.
- Addresses the unique needs of residents and businesses.

Impact

Number of Users 100,000 per year based upon 10% survey response rate.

Divisions Any department or agency with web site desiring polling and survey service.

Leadership Groups ALL

Risk

Business Environment Medium – Project requires some changes to existing business processes.

Technical Environment Low – Proven or previously implemented technologies.

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Assumptions

Staffing IT Staffing: resources will be available for the hours indicated per the attached project plan.

Other Staffing: additional staffing will be available as follows:

<u>Role:</u>	<u>Name</u>	<u>Hours per Day</u>
Project Sponsor:	Ed Poisson	As needed

Facilities

- Current work areas will be used to support the staff required to implement this project.

Technical

- Changes will ultimately need to be made to web sites including poll.

Funding

- E Government Software budget will cover software acquisition costs. Labor hours required to install support and maintain this project will come from eGovernment Master Plan allocation upon completion of this project.

Other

- None

Priority To be determined

Constraints

- Availability of County personnel and funding.
- Coordination with other ongoing activities within the County.

Exclusions

- Electronic forms are not covered by the polling or surveys and are not covered within the

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service.

- Time and funds required to create surveys and analyze results within individual departments is not the responsibility of eGovernment.

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PROJECT PHASE AUTHORIZATION

Phase(s): ALL	
Total Estimated Application Services	Hours: 622 Cost: \$75,884
Total Estimated Technical Systems	Hours: 60 Cost: \$7,320
Total Estimated CLEMIS	Hours: Cost:
Total Estimated Internal Services	Hours: Cost:
IT Application Services Division Manager Approval:	Date:
IT Technical Systems Division Manager Approval:	Date:
IT CLEMIS Division Manager Approval:	Date:
IT Internal Services Division Manager Approval:	Date:
IT Resource Manager Approval:	Date:
IT Resource Manager Approval:	Date:
IT Resource Manager Approval:	Date:
IT Resource Manager Approval:	Date:
IT Resource Manager Approval:	Date:
IT Management Approval:	
Approved: Yes No	Date:
Reason:	
Project Sponsor Approval:	
Title:	Date:

PROJECT SUMMARY

Authorized Development (see above)	Hours:	Cost:
Preliminary Estimated Development for Future Phases	Hours: 682	Cost: \$83,204
Grand Total Estimated Development	Hours: 682	Cost: \$83,204

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PROJECT COMPLETION AUTHORIZATION

Customer Acceptance of Product:	
Title:	Date:
Project Office Review:	
	Date:

The screenshot shows the 'Open Workbench' application window. The title bar reads 'Open Workbench - [Polling and Surveys - Size Estimates - Phase Level]'. The menu bar includes 'File', 'Edit', 'View', 'Tools', 'Window', and 'Help'. The toolbar contains various icons for file operations and editing. A dropdown menu is set to '[All Resources]'. On the left, a 'Favorites' pane lists several categories, with 'Size Estimates - Phase Level' selected. The main area displays a table with the following data:

Type	ID	Task Name	Estimate Hours	Estimate Cost	Estimate Notes
Phase	000000	PROJECT MANAGEMENT	148	\$18,056.00	
Phase	040000	BUSINESS REQUIREMENTS	103	\$12,566.00	
Phase	050000	EVALUATION/VENDOR SELECTION	94	\$11,468.00	
Phase	060000-0	IMPLEMENTATION	174	\$21,228.00	
Phase	070000	MARKETING/COMMUNICATIONS	94	\$11,468.00	
Phase	080000	POST IMPLEMENTATION SUPPORT	69	\$8,417.99	
			682	\$83,203.99	

At the bottom of the window, there is a status bar with the text 'For Help, press F1' on the left, '(3) Microsoft Outlook' in the center, and 'NUM' on the right.

Information Technology Strategic Plan Alignment

DE7188PS - Polling and Surveys

3.1 - Provide an Enhanced Application Service Offering

- | | |
|---|---|
| 3.1.1 - Increase application integration through web services <input type="checkbox"/> | 3.1.5 - Improve the quality, reliability and availability of all applications <input checked="" type="checkbox"/> |
| 3.1.2 - Research and develop a Constituent Relationship Management (CRM) strategy <input type="checkbox"/> | 3.1.6 - Increase the agility and responsiveness of business units by expanding customer analytics <input checked="" type="checkbox"/> |
| 3.1.3 - Promote mobility and location integration in business applications <input type="checkbox"/> | 3.1.7 - Leverage the County's Internet presence and portal as a branded consolidated point of access to all County information and services through a web browser <input checked="" type="checkbox"/> |
| 3.1.4 - Utilize ecommerce platform to offset costs and expand product offerings to customers <input type="checkbox"/> | 3.1.8 - Centralize identity and access management for all applications and content <input type="checkbox"/> |

3.2 - Enhance ability to provide effective and timely customer (County departments and CVTs) service

- | | |
|--|---|
| 3.2.1 - Implement a centralized service center strategy to provide a single point of contact for service delivery <input type="checkbox"/> | 3.2.4 - Provide a high-quality training program to empower employees through technology <input checked="" type="checkbox"/> |
| 3.2.2 - Implement the IT Infrastructure Library (ITIL) best practice framework for IT Service Management <input type="checkbox"/> | 3.2.5 - Develop a formalized customer communication plan <input type="checkbox"/> |
| 3.2.3 - Define a service and support strategy that clearly identifies the IT service provided <input type="checkbox"/> | 3.2.6 - Build IT Staff expertise through professional development <input type="checkbox"/> |
| | 3.2.7 - Expand capacity through ongoing organizational review and selective outsourcing <input type="checkbox"/> |

3.3 - Implement a Standardized Infrastructure Strategy

- | | |
|---|--|
| 3.3.1 - Deliver services using a shared technology infrastructure wherever possible <input checked="" type="checkbox"/> | 3.3.5 - Establish support cost model and SLA for all offerings outside 3.3.4 <input type="checkbox"/> |
| 3.3.2 - Implement a Microsoft infrastructure strategy <input type="checkbox"/> | 3.3.6 - Improve service availability through network design and management strategies <input type="checkbox"/> |
| 3.3.3 - Implement a consolidated security strategy <input type="checkbox"/> | 3.3.7 - Establish enhanced capacity planning and recovery management strategies <input type="checkbox"/> |
| 3.3.4 - Establish a standard personal computing hardware and software product suite, SLA, and replacement schedule for all County personal computers <input type="checkbox"/> | |

Oakland County -- Polling and Surveys
Return on Investment Analysis

Project Summary

Description	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Total
Benefits/Savings:							
Tangible Benefits Subtotal:	0	0	0	0	0	0	0
Cost Avoidance Subtotal:	56,120	56,120	56,120	56,120	56,120	56,120	336,720
Costs:							
Development Services Subtotal:	88,084	17,568	17,568	17,568	17,568	17,568	175,924
Hardware Subtotal:	17,470	1,390	1,390	1,390	1,390	1,390	24,420
Software Subtotal:	20,000	4,000	4,000	4,000	4,000	4,000	40,000
Infrastructure Subtotal:	0	0	0	0	0	0	0
Training Subtotal:	0	0	0	0	0	0	0
Other Subtotal:	360	360	360	360	360	360	2,160
Annual Statistics:							
Annual Total Savings	56,120	56,120	56,120	56,120	56,120	56,120	336,720
Annual Total Costs	125,914	23,318	23,318	23,318	23,318	23,318	242,504
Annual Return on Investment	(69,794)	32,802	32,802	32,802	32,802	32,802	94,216
Annual Costs/Savings Ratio	224.37%	41.55%	41.55%	41.55%	41.55%	41.55%	
Project Cumulative Statistics:							
Cumulative Total Savings	56,120	112,240	168,360	224,480	280,600	336,720	336,720
Cumulative Total Costs	125,914	149,232	172,550	195,868	219,186	242,504	242,504
Cumulative Return on Investment	(69,794)	(36,992)	(4,190)	28,612	61,414	94,216	94,216
Cumulative Cost/Savings Ratio	224.37%	132.96%	102.49%	87.25%	78.11%	72.02%	72.02%
Year Positive Payback Achieved				Year 4			Year 4
State or Federal Mandate?							
Signatures:							
Benefits Reviewed By Project Sponsor	Date: _____						
Costs (including IT Resources) Reviewed By Information Technology Project Manager	Date: _____						
Costs (including IT Resources) Reviewed By Technical Services Manager	Date: _____						

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Savings Detail

Benefit/Savings Description	Project Savings Category	Affects Project ROI?						Potential Savings Extensions					
		Y1	Y2	Y3	Y4	Y5	Y6	Y1	Y2	Y3	Y4	Y5	Y6
Time for PEDS desired 20 surveys per year	Cost Avoidance	x	x	x	x	x	x	24,400.00	24,400.00	24,400.00	24,400.00	24,400.00	24,400.00
Time for Parks desired 2 surveys	Cost Avoidance	x	x	x	x	x	x	2,440.00	2,440.00	2,440.00	2,440.00	2,440.00	2,440.00
Time for BOC desired 4 surveys	Cost Avoidance	x	x	x	x	x	x	4,880.00	4,880.00	4,880.00	4,880.00	4,880.00	4,880.00
Time for Circuit desired 4 surveys	Cost Avoidance	x	x	x	x	x	x	4,880.00	4,880.00	4,880.00	4,880.00	4,880.00	4,880.00
Time for Health desired 3 surveys	Cost Avoidance	x	x	x	x	x	x	3,660.00	3,660.00	3,660.00	3,660.00	3,660.00	3,660.00
Time for Courts desired 8 surveys	Cost Avoidance	x	x	x	x	x	x	9,760.00	9,760.00	9,760.00	9,760.00	9,760.00	9,760.00
Time for Oakgov.com general surveys and analysis (5 surveys)	Cost Avoidance	x	x	x	x	x	x	6,100.00	6,100.00	6,100.00	6,100.00	6,100.00	6,100.00

Oakland County -- Polling and Surveys
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Cost Detail

Cost Description	Project Cost Category	Budget Category/Funding Source	Unit Desc	Units	Rate per Unit	Total Cost	Annual Multiplier	Affects Project ROI?							
								Y1	Y2	Y3	Y4	Y5	Y6		
IT Hours - New Development	Development Svcs		EA	722	122	88,084		x							
IT Hours - System Maintenance	Development Svcs			36	122	4,392			x	x	x	x	x	x	
IT Hours - Customer Support	Development Svcs			108	122	13,176			x	x	x	x	x	x	
IT Hours - Planned Maintenance	Development Svcs				122	0									
User Hours - New Development	Development Svcs					0									
User Hours - PTNE/OT	Development Svcs					0									
Contractor Professional Services	Development Svcs					0									
PC System - Acquisition	Hardware				814	0									
PC System - Maintenance	Hardware				2,304	0									
Notebook - Acquisition	Hardware				1,223	0									
Notebook - Maintenance	Hardware				2,372	0									
Tablet Notebook - Acquisition	Hardware				2,012	0									
Tablet Notebook - Maintenance	Hardware					0									
Laserprinter - Acquisition	Hardware				1,432	0									
Laserprinter - Maintenance	Hardware				1,104	0									
Image Workstations - Acquisition	Hardware					0									
Image Workstations - Maintenance	Hardware				3,496	0									
PC Maintenance User Owned	Hardware				2,304	0									
Printer Maintenance User Owned	Hardware				1,072	0									
Package Software - Acquisition	Software			4	5,000	20,000		x							
Package Software - Maintenance	Software			4	800	4,000			x	x	x	x	x	x	
Business Objects Access	Software					0									
Term Emulation SFTW-Acquisition	Software					0									
Term Emulation SFTW-Maintenance	Software					0									
Server - Acquisition/Upgrade	Infrastructure			2	8,000	16,000		x							
Server - Maintenance	Infrastructure			2	360	720			x	x	x	x	x	x	
Server Sftwre - Acquisition/Upgrade	Infrastructure			2	335	670		x	x	x	x	x	x	x	
Server Sftwre - Maintenance	Infrastructure					0									
Server Rack Mount	Infrastructure			2	400	800		x							
Oracle Enterprise Per Processor - Includes Year 1 Maintenance	Infrastructure				21,372	0									
Oracle Enterprise Per Processor - Year 2 and Beyond	Infrastructure				3,432	0									

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Cost Detail

Cost Description	Project Cost Category	Budget Category/Funding Source	Unit Desc	Units	Rate per Unit	Total Cost	Annual Multiplier	Affects Project ROI?							
								Y1	Y2	Y3	Y4	Y5	Y6		
MS SQL Server Standard Per Processor - Includes Year 1 Maintenance	Infrastructure				4,725	0									
MS SQL Server Standard Per Processor - Year 2 and Beyond	Infrastructure				946	0									
MS SQL Server Enterprise Per Processor - Includes Year 1 Maintenance	Infrastructure				19,693	0									
MS SQL Server Enterprise Per Processor - Year 2 and Beyond	Infrastructure				3,939	0									
Websphere Basic Per Processor Single/Dual Core - Includes Year 1 Maintenance	Infrastructure				3,506	0									
Websphere Basic Per Processor Single/Dual Core - Year 2 and Beyond	Infrastructure				701	0									
Websphere ND Per Processor Single/Dual Core - Includes Year 1 Maintenance	Infrastructure				13,180	0									
Websphere ND Per Processor Single/Dual Core - Year 2 and Beyond	Infrastructure				2,635	0									
SSL Certificate	Infrastructure				845	0									
TBD	Infrastructure					0									
Server Sftwre - Acquisition/Upgrade	Infrastructure					0									
Server Sftwre - Maintenance	Infrastructure					0									
TBD	Infrastructure					0									
Internet Access	Infrastructure			2	180	360		x	x	x	x	x	x	x	
Project Staff Training	Training					0									
User Training	Training					0									

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Cost Detail

Cost Description	Project Cost Category	Potential Cost Extensions					
		Y1	Y2	Y3	Y4	Y5	Y6
IT Hours - New Development	Development Svcs	88,084.00					
IT Hours - System Maintenance	Development Svcs		4,392.00	4,392.00	4,392.00	4,392.00	4,392.00
IT Hours - Customer Support	Development Svcs		13,176.00	13,176.00	13,176.00	13,176.00	13,176.00
IT Hours - Planned Maintenance	Development Svcs						
User Hours - New Development	Development Svcs						
User Hours - PTNE/OT	Development Svcs						
Contractor Professional Services	Development Svcs						
PC System - Acquisition	Hardware						
PC System - Maintenance	Hardware						
Notebook - Acquisition	Hardware						
Notebook - Maintenance	Hardware						
Tablet Notebook - Acquisition	Hardware						
Tablet Notebook - Maintenance	Hardware						
Laserprinter - Acquisition	Hardware						
Laserprinter - Maintenance	Hardware						
Image Workstations - Acquisition	Hardware						
Image Workstations - Maintenance	Hardware						
PC Maintenance User Owned	Hardware						
Printer Maintenance User Owned	Hardware						
Package Software - Acquisition	Software	20,000.00					
Package Software - Maintenance	Software		4,000.00	4,000.00	4,000.00	4,000.00	4,000.00
Business Objects Access	Software						
Term Emulation SFTW-Acquisition	Software						
Term Emulation SFTW-Maintenance	Software						
Server - Acquisition/Upgrade	Infrastructure	16,000.00					
Server - Maintenance	Infrastructure		720.00	720.00	720.00	720.00	720.00
Server Sftwre - Acquisition/Upgrade	Infrastructure	670.00	670.00	670.00	670.00	670.00	670.00
Server Sftwre - Maintenance	Infrastructure						
Server Rack Mount	Infrastructure	800.00					
Oracle Enterprise Per Processor - Includes Year 1 Maintenance	Infrastructure						
Oracle Enterprise Per Processor - Year 2 and Beyond	Infrastructure						

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Cost Detail

Cost Description	Project Cost Category	Potential Cost Extensions					
		Y1	Y2	Y3	Y4	Y5	Y6
MS SQL Server Standard Per Processor - Includes Year 1 Maintenance	Infrastructure						
MS SQL Server Standard Per Processor - Year 2 and Beyond	Infrastructure						
MS SQL Server Enterprise Per Processor - Includes Year 1 Maintenance	Infrastructure						
MS SQL Server Enterprise Per Processor - Year 2 and Beyond	Infrastructure						
Websphere Basic Per Processor Single/Dual Core - Includes Year 1 Maintenance	Infrastructure						
Websphere Basic Per Processor Single/Dual Core - Year 2 and Beyond	Infrastructure						
Websphere ND Per Processor Single/Dual Core - Includes Year 1 Maintenance	Infrastructure						
Websphere ND Per Processor Single/Dual Core - Year 2 and Beyond	Infrastructure						
SSL Certificate	Infrastructure						
TBD	Infrastructure						
Server Sftwre - Acquisition/Upgrade	Infrastructure						
Server Sftwre - Maintenance	Infrastructure						
TBD	Infrastructure						
Internet Access	Infrastructure	360.00	360.00	360.00	360.00	360.00	360.00
Project Staff Training	Training						
User Training	Training						

Oakland County -- Polling and Surveys

Return on Investment Analysis

Cost Summary

Cost Description	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Total
Development Services:							
IT Hours - New Development	88,084						88,084
IT Hours - System Maintenance		4,392	4,392	4,392	4,392	4,392	21,960
IT Hours - Customer Support		13,176	13,176	13,176	13,176	13,176	65,880
IT Hours - Planned Maintenance							
User Hours - New Development							
User Hours - PTNE/OT							
Contractor Professional Services							
<i>Development Services Subtotal:</i>	88,084	17,568	17,568	17,568	17,568	17,568	175,924
Hardware:							
Server - Acquisition/Upgrade	16,000						16,000
Server - Maintenance		720	720	720	720	720	3,600
Server Sftwre - Acquisition/Upgrade	670	670	670	670	670	670	4,020
Server Sftwre - Maintenance							
Server Rack Mount	800	0	0	0	0	0	800
<i>Hardware Subtotal:</i>	17,470	1,390	1,390	1,390	1,390	1,390	24,420
Software:							
Package Software - Acquisition	20,000						20,000
Package Software - Maintenance		4,000	4,000	4,000	4,000	4,000	20,000
<i>Software Subtotal:</i>	20,000	4,000	4,000	4,000	4,000	4,000	40,000
Infrastructure:							
<i>Infrastructure Subtotal</i>							
Training:							
<i>Training Subtotal:</i>							
Other:							
Internet Access	360	360	360	360	360	360	2,160
<i>Other Subtotal:</i>	360	360	360	360	360	360	2,160
Costs Total:	125,914	23,318	23,318	23,318	23,318	23,318	242,504

