

# Oakland County Department of Information Technology Project Scope and Approach

**Project Name: Recreation & Conservation Portal**

**Project ID: DE8181RC**

<b>Leadership Group:</b> Internal Services			
<b>Department:</b> Information Technology		<b>Division:</b> Application Services	
<b>Project Sponsor:</b> Phil Bertolini	<b>Date Requested:</b> 8/27/08	<b>PM Customer No.</b> 181	
<b>Request Type:</b>	<i>X New Development</i>	<i>Enhancement</i>	<i>Customer Support</i>
	<i>Planned System Maintenance or Upgrade</i>		
<b>IT Team Name:</b> eGovernment Program Services		<b>IT Team No:</b> E	
<b>Project Manager/Leader:</b> Salina Washington			
<b>Account Number:</b> 17020	<b>Account Description:</b> IT Application Services	<b>Customer Name:</b>	Systems Development & Support
<b>Grant Funded?</b> Yes <u>No</u>	<b>Mandate?</b> Yes <u>No</u>	<b>Mandate Source:</b>	

## Project Goal

To create a public portal that incorporates online mapping and Web 2.0 technologies so that Oakland County's natural recreation opportunities and conservation efforts can be showcased in an integrated web environment.

## Business Objective

Gather and document detailed requirements from portal stakeholders.

### **Major Deliverables**

- Detailed Project Plan
- Communication Plan
- Detailed Business Requirements

### **Approach**

- Define project/stakeholder (customer based) team and project communication plan
- Initial Planning and kick-off
- Assess existing website content
- Hold business requirements sessions
- Document Business requirements
- Gather stakeholder sign-off on requirements

## Business Objective

Develop a web template and maintenance strategy for integrated recreation & conservation content from portal stakeholders.

# Oakland County Department of Information Technology Project Scope and Approach

**Project Name: Recreation & Conservation Portal**

**Project ID: DE8181RC**

---

## **Major Deliverables**

Update TeamSite template and graphics  
Converted and new content  
Maintenance strategy and plan for web content

## **Approach**

Develop site map, wireframes, navigation and design detail  
Create TeamSite (content management system) pages and convert existing/create new content  
Complete template/graphics setup  
Develop maintenance strategy and plan for web content

## **Business Objective**

Develop and integrate online mapping.

## **Major Deliverables**

End User Hardware and Software Requirements Document  
Technical Design Document  
Technical Architecture Diagram  
Application Code

## **Approach**

Determine and document system architecture and diagram  
Assess User Hardware and Software Requirements  
Conduct Tech Review  
Develop Implementation Plan  
Develop Online Mapping Application  
Develop User Acceptance Test Plan  
Integrate mapping application into Portal

## **Business Objective**

Integrate Oakland County Web 2.0 features, such as blogs and forums, video/audio, and email subscriptions to pages and newsletters.

## **Major Deliverables**

Detailed plan of specific Web 2.0 features to be developed  
Video, audio, blog(s) and/or forum(s), and subscription items

## **Approach**

Review business requirements  
Create documentation for customer review and acceptance  
Develop agreed upon video, audio, blog(s) and/or forum(s), and subscription items  
Integrate into web site content/pages

**Oakland County  
Department of Information Technology  
Project Scope and Approach**

**Project Name: Recreation & Conservation Portal**

**Project ID: DE8181RC**

---

**Business Objective**

Test, market, and implement portal

**Major Deliverables**

Marketing plan & materials  
User Acceptance Sign off  
Service Level Agreement  
Disaster Recovery Toolkit  
Service Center Knowledge Documents

**Approach**

Test New System  
Acquire User Acceptance Sign off  
Develop User Documentation, SLA, Disaster Recovery Toolkit, Service Center Knowledge Documents  
Conduct Change Control  
Release new system into production  
Train users on new system maintenance procedures

**Benefits**

*See Return on Investment (ROI) Analysis Document*

**Impact**

**Number of Users**                      Unlimited (public website)

**Divisions**                              Parks & Recreation, Information Technology, Community & Economic Development, County Executive Office, Health, MSU Extension, OCDC, Waste Resource Management

**Leadership Groups**                      Land

**Risk**

**Business Environment**                      Medium – Project will require some changes to existing business processes.

**Technical Environment**                      Medium – Previously implemented technologies with new aspects and/or new requirements.

**Oakland County  
Department of Information Technology  
Project Scope and Approach**

**Project Name: Recreation & Conservation Portal**

**Project ID: DE8181RC**

---

**Assumptions**

**Staffing**

IT Staffing:

- Resources will be available for the hours indicated per the attached project plan.
- Collaboration between Application Services & the eGovernment Team will be required

Other Staffing: additional staffing will be available as follows:

<b><u>Role:</u></b>	<b><u>Name</u></b>	<b><u>Hours per Day</u></b>
Project Sponsor:	Phil Bertolini	As Needed

**Facilities**

- IT conference rooms as needed

**Technical**

- Any additional tools will be integrated into the existing TeamSite interface, and will align with the organizational strategies for online collaboration, digital asset management, and social networking tools.
- Existing website, shopping cart, and online mapping technical infrastructure will be utilized, therefore no additional hardware will need to be ordered.

**Funding**

- IT Funded

**Other**

- The Cost Savings website will be referenced in the Portal where appropriate, as well as linkages to other existing sites relevant to the content and purpose of Portal.

**Priority**

TBD

**Oakland County  
Department of Information Technology  
Project Scope and Approach**

**Project Name: Recreation & Conservation Portal**

**Project ID: DE8181RC**

---

**Constraints**

- Recreation opportunities will be limited to outdoor recreation
- Existing content that is integrated into Portal will be removed and/or redirected to new location in Portal.

**Exclusions**

- Online reservation functionality is out of scope for this project, as it will be pursued under a different project plan. However future integration is desired.
- Existing shopping cart products relevant to Portal scope will be integrated, with no new shopping cart products developed within the scope of this project.

# Oakland County Department of Information Technology Project Scope and Approach

**Project Name: Recreation & Conservation Portal**

**Project ID: DE8181RC**

## PROJECT PHASE AUTHORIZATION

<b>Phase(s): All</b>	
<b>Total Estimated Application Services</b>	<b>Hours: Cost:</b>
<b>Total Estimated Technical Systems</b>	<b>Hours: 2,000 Cost: \$243,880</b>
<b>Total Estimated CLEMIS</b>	<b>Hours: Cost:</b>
<b>Total Estimated Internal Services</b>	<b>Hours: Cost:</b>
<b>IT Application Services Division Manager Approval:</b>	<b>Date:</b>
<b>IT Technical Systems Division Manager Approval:</b>	<b>Date:</b>
<b>IT CLEMIS Division Manager Approval:</b>	<b>Date:</b>
<b>IT Internal Services Division Manager Approval:</b>	<b>Date:</b>
<b>IT Management Approval:</b>	
Approved:                      Yes                      No	<b>Date:</b>
Reason:	
<b>Project Sponsor Approval:</b>	
Title:	<b>Date:</b>

## PROJECT SUMMARY

<b>Authorized Development (see above)</b>	<b>Hours: 2,000</b>	<b>Cost: \$243,880</b>
<b>Preliminary Estimated Development for Future Phases</b>	<b>Hours:</b>	<b>Cost:</b>
<b>Grand Total Estimated Development</b>	<b>Hours: 2,000</b>	<b>Cost: \$243,880</b>

# Oakland County Department of Information Technology Project Scope and Approach

**Project Name: Recreation & Conservation Portal**

**Project ID: DE8181RC**

## PROJECT COMPLETION AUTHORIZATION

<b>Customer Acceptance of Product:</b>	
Title:	Date:
<b>Project Office Review:</b>	Date:

### Recreation & Conservation Portal - Size Estimate (+/- 10% to 50%)

Type	ID	Task Name	Total Usage	Total Usage	Estimate Notes
			Hours	Cost	
Phase	000000	PROJECT MANAGEMENT	491.00	\$59,782.00	
Phase	200000	DEFINE BUSINESS REQUIREMENTS	257.00	\$31,354.02	
Phase	300000	DESIGN SYSTEM ARCHITECTURE	226.00	\$27,572.02	
Phase	400000	BUILD WEB SITE & FEATURES	846.00	\$103,212.01	
Phase	070000	IMPLEMENTATION	108.00	\$13,175.99	
Phase	080000	POST IMPLEMENTATION SUPPORT	72.00	\$8,784.00	
			2,000.00	\$243,880.04	

**DE8181RC - Recreation & Conservation Portal**

**3.1 - Provide an Enhanced Application Service Offering**

- 3.1.1 - Increase application integration through web services
- 3.1.2 - Research and develop a Constituent Relationship Management (CRM) strategy
- 3.1.3 - Promote mobility and location integration in business applications
- 3.1.4 - Utilize ecommerce platform to offset costs and expand product offerings to customers
- 3.1.5 - Improve the quality, reliability and availability of all applications
- 3.1.6 - Increase the agility and responsiveness of business units by expanding customer analytics
- 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
- 3.1.8 - Centralize identity and access management for all applications and content

**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
- 3.2.2 - Implement the IT Infrastructure Library (ITIL) best practice framework for IT Service Management
- 3.2.3 - Define a service and support strategy that clearly identifies the IT service provided
- 3.2.4 - Provide a high-quality training program to empower employees through technology
- 3.2.5 - Develop a formalized customer communication plan
- 3.2.6 - Build IT Staff expertise through professional development
- 3.2.7 - Expand capacity through ongoing organizational review and selective outsourcing

**3.3 - Implement a Standardized Infrastructure Strategy**

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

**Oakland County -- Recreation and Conservation Portal**  
Return on Investment Analysis

Project Summary

Description	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Total
<b>Benefits/Savings:</b>							
Tangible Benefits Subtotal:	0	0	0	0	0	0	0
Cost Avoidance Subtotal:	0	0	0	0	0	0	0
<b>Costs:</b>							
Development Services Subtotal:	244,000	0	0	0	0	0	244,000
Hardware Subtotal:	0	0	0	0	0	0	0
Software Subtotal:	0	0	0	0	0	0	0
Infrastructure Subtotal:	0	0	0	0	0	0	0
Training Subtotal:	0	0	0	0	0	0	0
Other Subtotal:	0	0	0	0	0	0	0
<b>Annual Statistics:</b>							
Annual Total Savings	0	0	0	0	0	0	0
Annual Total Costs	244,000	0	0	0	0	0	244,000
Annual Return on Investment	(244,000)						(244,000)
Annual Costs/Savings Ratio	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
<b>Project Cumulative Statistics:</b>							
Cumulative Total Savings	0	0	0	0	0	0	0
Cumulative Total Costs	244,000	244,000	244,000	244,000	244,000	244,000	244,000
Cumulative Return on Investment	(244,000)	(244,000)	(244,000)	(244,000)	(244,000)	(244,000)	(244,000)
Cumulative Cost/Savings Ratio	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Year Positive Payback Achieved							NO PAYBACK
State or Federal Mandate?							
<b>Signatures:</b>							
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: _____						

**Oakland County -- Recreation and Conservation Portal**  
Return on Investment Analysis

Savings Detail

<b>Benefit/Savings Description</b>	<b>Project Savings Category</b>	<b>Budget Category/Funding Source</b>	<b>Unit Desc</b>	<b>Units</b>	<b>Rate per Unit</b>	<b>Total Savings</b>	<b>Annual Multiplier</b>
Intangible: Natural recreation opportunities and conservation efforts will be showcased in an integrated web environment.	Cost Avoidance					0	
Intangible: The Portal will leverage emerging website content like video, podcasts, blogs and other Web 2.0 tools to provide an interactive experience to portal visitors.	Cost Avoidance					0	
Intangible: The Portal will enable constituent interaction in the preservation of the County's environmental and recreational opportunities.	Cost Avoidance					0	
Intangible: Provide a central location to host Parks and Recreation application services that will promote online interaction with parks services.	Cost Avoidance					0	
Intangible: The Portal will provide a unique website for promoting recreation and environmental conservation activities currently offered by Oakland County agencies.	Cost Avoidance					0	
Intangible: Market efforts underway to preserve the value of the County's rich environmental features and promote initiatives that reflect "A Greener Oakland County".	Cost Avoidance					0	

**Oakland County -- Recreation and Conservation Portal**  
Return on Investment Analysis

Savings Detail

<b>Benefit/Savings Description</b>	<b>Project Savings Category</b>	<b>Budget Category/Funding Source</b>	<b>Unit Desc</b>	<b>Units</b>	<b>Rate per Unit</b>	<b>Total Savings</b>	<b>Annual Multiplier</b>
Intangible: Online mapping application fully integrated with the web environment.	Cost Avoidance					0	
Intangible: Well designed and presented web presence highlighting certain quality of life features ensures Oakland County's place at the forefront of eGovernment service creation and delivery.	Cost Avoidance					0	
Intangible: Improve customer service to our internal customers to better communicate the services we offer and the way we work.	Cost Avoidance					0	
Intangible: Improve web site content and usability by presenting information in multimedia formats.	Cost Avoidance					0	
						0	
						0	
						0	
						0	
						0	
						0	
						0	

**Oakland County -- Recreation and Conservation Portal**  
Return on Investment Analysis

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
Intangible: Natural recreation opportunities and conservation efforts will be showcased in an integrated web environment.	Cost Avoidance												
Intangible: The Portal will leverage emerging website content like video, podcasts, blogs and other Web 2.0 tools to provide an interactive experience to portal visitors.	Cost Avoidance												
Intangible: The Portal will enable constituent interaction in the preservation of the County's environmental and recreational opportunities.	Cost Avoidance												
Intangible: Provide a central location to host Parks and Recreation application services that will promote online interaction with parks services.	Cost Avoidance												
Intangible: The Portal will provide a unique website for promoting recreation and environmental conservation activities currently offered by Oakland County agencies.	Cost Avoidance												
Intangible: Market efforts underway to preserve the value of the County's rich environmental features and promote initiatives that reflect "A Greener Oakland County".	Cost Avoidance												

**Oakland County -- Recreation and Conservation Portal**  
Return on Investment Analysis

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
Intangible: Online mapping application fully integrated with the web environment.	Cost Avoidance												
Intangible: Well designed and presented web presence highlighting certain quality of life features ensures Oakland County's place at the forefront of eGovernment service creation and delivery.	Cost Avoidance												
Intangible: Improve customer service to our internal customers to better communicate the services we offer and the way we work.	Cost Avoidance												
Intangible: Improve web site content and usability by presenting information in multimedia formats.	Cost Avoidance												



**Oakland County -- Recreation and Conservation Portal**  
Return on Investment Analysis

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		HR	2,000	122	244,000		X						
IT Hours - System Maintenance	Development Svcs				122	0								
IT Hours - Customer Support	Development Svcs				122	0								
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					0								
Package Software - Maintenance	Software					0								
Business Objects Access	Software					0								
Term Emulation SFTW-Acquisition	Software					0								
Term Emulation SFTW-Maintenance	Software					0								
Server - Acquisition/Upgrade	Infrastructure				8,000	0								
Server - Maintenance	Infrastructure				360	0								
Server Sftwre - Acquisition/Upgrade	Infrastructure				335	0								
Server Sftwre - Maintenance	Infrastructure					0								
Server Rack Mount	Infrastructure				400	0								
Oracle Enterprise Per Processor - Includes Year 1 Maintenance	Infrastructure				21,372	0								
Oracle Enterprise Per Processor - Year 2 and Beyond	Infrastructure				3,432	0								

**Oakland County -- Recreation and Conservation Portal**

Return on Investment Analysis

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									
TBD	Infrastructure					0									
TBD	Infrastructure					0									
TBD	Infrastructure					0									
Internet Access	Infrastructure				180	0									
Project Staff Training	Training					0									
User Training	Training					0									

**Oakland County -- Recreation and Conservation Portal**  
Return on Investment Analysis

Cost Detail

Cost Description	Project Cost Category	Potential Cost Extensions					
		Y1	Y2	Y3	Y4	Y5	Y6
IT Hours - New Development	Development Svcs	244,000.00					
IT Hours - System Maintenance	Development Svcs						
IT Hours - Customer Support	Development Svcs						
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						
Package Software - Maintenance	Software						
Business Objects Access	Software						
Term Emulation SFTW-Acquisition	Software						
Term Emulation SFTW-Maintenance	Software						
Server - Acquisition/Upgrade	Infrastructure						
Server - Maintenance	Infrastructure						
Server Sftwre - Acquisition/Upgrade	Infrastructure						
Server Sftwre - Maintenance	Infrastructure						
Server Rack Mount	Infrastructure						
Oracle Enterprise Per Processor - Includes Year 1 Maintenance	Infrastructure						
Oracle Enterprise Per Processor - Year 2 and Beyond	Infrastructure						

**Oakland County -- Recreation and Conservation Portal**  
Return on Investment Analysis

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						
TBD	Infrastructure						
TBD	Infrastructure						
TBD	Infrastructure						
Internet Access	Infrastructure						
Project Staff Training	Training						
User Training	Training						

**Oakland County -- Recreation and Conservation Portal**

Return on Investment Analysis

Cost Summary

Cost Description	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Total
<b>Development Services:</b>							
IT Hours - New Development	244,000						244,000
IT Hours - System Maintenance							
IT Hours - Customer Support							
IT Hours - Planned Maintenance							
User Hours - New Development							
User Hours - PTNE/OT							
Contractor Professional Services							
<i>Development Services Subtotal:</i>	<b>244,000</b>						<b>244,000</b>
<b>Hardware:</b>							
<i>Hardware Subtotal:</i>							
<b>Software:</b>							
<i>Software Subtotal:</i>							
<b>Infrastructure:</b>							
<i>Infrastructure Subtotal</i>							
<b>Training:</b>							
<i>Training Subtotal:</i>							
<b>Other:</b>							
<i>Other Subtotal:</i>							
<b>Costs Total:</b>	<b>244,000</b>						<b>244,000</b>

