

## **My.Seattle.Gov – Public Engagement Portal Initiative High Level Proposal**

(as required by proviso in 2009 City Council Budget Action (Green Sheet) 133-1-B-1)

1. The Department of Information Technology's Citywide Web Team (CWT) will, with the cooperation of City departments, develop a Public Engagement Portal, which is a personalized version of Seattle.gov that allows users to select the City web services that are most important to them and display those services in the way they choose.
2. The Public Engagement Portal will be called **My.Seattle.Gov**.
3. Fundamental features of My.Seattle.Gov include Single Sign-On (SSO), which will provide users the ability to log in once to access a wide range of services available on Seattle.gov, and on-line surveying, which will provide a means of receiving public input online and in a cost-effective manner.
4. The CWT will work closely with the Constituent Relationship Management (CRM) system's development team (in the Department of Executive Administration) to ensure that My.Seattle.Gov and CRM are compatible and tightly integrated.
5. Other services proposed to be offered via the My.Seattle.Gov portal:
  - Utility bill payment and billing/use information
  - Payment of taxes and fees
  - Applications and payments for permits, classes, facilities reservations, etc.
  - Customizable access to Seattle.gov informational services like My Neighborhood Map, City Events Calendar, News Releases, Weather, Seattle Channel Video, podcasts & RSS feeds, and others
6. Integrating the My.Seattle.Gov portal with City web applications will, in many cases, require modifications to the existing systems. The CWT expects to launch the initial version My.Seattle.Gov, with selected offering of services, in the second quarter of 2010. Additional services will be added as they are modified to be compatible with the My.Seattle.Gov portal.
7. The amount of Public Engagement Portal funding under proviso is \$175,000 in 2009. Of this, \$125,000 is designated to fund a new IT Professional-A position. The Citywide Web Team's subsequent research indicates that there are several products on the market which will make the development of My.Seattle.Gov less complex and time consuming, without compromising the scope of services proposed. Thus, the Department of Information Technology believes that the additional IT Professional-A position will not be required and requests that Council lift the proviso solely for the remaining \$50,000 for 2009 to be used for software, licensing, project management and consultant services.