

Environmental Information



EN2015

Leveraging IT Synergies

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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

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 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



Customer Portal

All permit types

Cross-promote web content

Consistent, clear communication

The screenshot shows a web browser window displaying the Wisconsin DNR's online permit application portal. The browser's address bar shows the URL <http://dnr.wi.gov/permits/water/>. The page features a dark navigation bar with menu items: Business, Licenses & Regulations, Recreation, Education, Topics, Contact, and Join DNR. A search bar and a 'Share' button are also present. The main content area is titled 'Water permit applications' and includes an introductory paragraph: 'For some of our permits, submit applications and other forms to the DNR online. Get a WAMS ID, complete an application, sign and pay fees in a few steps. Track permits and know exactly where they are in the permitting process. Follow us as we add more permits to our online system. Applications not yet available online are linked below as a PDF.'

Below the text are five blue buttons with corresponding descriptions:

- Register**: for a WAMS ID to access our SharePoint site to complete an online application.
- Complete**: an application, sign and pay fees online.*
- View**: public notices of the DNR's intention to authorize activity relating to water, including permits issued to the DNR.
- Track**: the status of Wisconsin water permits.
- Watch**: instructional training videos.

To the right of these buttons is a photograph of a lake with trees in the background. Below the photo is the caption: 'Bark Bay Slough - by Joanne Kline (Bayfield)'. A small red asterisk below the photo indicates: '* = WAMS ID and password needed to log in.'

At the bottom of the page, there is a horizontal menu with tabs for different permit categories: Water supply, Storm water, Agricultural livestock operations, Wastewater, Aquatic plant management, and Waterway and wetland. The 'Waterway and wetland' tab is currently selected. Below this menu is a table with two columns: 'General information about the application type' and 'Application'. The table lists 'Boat ramp' and 'Boathouse repair certification' as application types, with 'Begin GP or JP application*' and 'Begin GP application*' as the corresponding application links.

The Windows taskbar at the bottom of the screen shows the system clock as 9:08 PM on 12/16/2014.



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



The screenshot shows a web browser window displaying the Wisconsin DNR website. The page is titled "Waterway protection Fords" and includes a description of what a ford is, a photo of a ford, and a section titled "Determine permit required". The "Determine permit required" section contains a question: "Question 1 : Are you a riparian?" with "Yes" and "No" buttons. The right sidebar contains navigation links for "Waterways", "Discover", "Find", "Learn", "About us", "Permits from A to Z", and "Project groups".

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



Thank you

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