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**STRATEGIC INITIATIVE # 4.4**

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**GOAL: # 4: GOVERNMENT EFFECTIVENESS AND FISCAL RESPONSIBILITY**

*Continue to increase the effectiveness of local government and maintain a strong fiscal condition*

**INITIATIVE 4.4: DEVELOP A STRATEGY FOR E-COMMERCE**

**Champion:** Becky Rountree, Administrative Services Director;  
Greg Bradley, Management Analyst Senior, CRA

**Committee:** Audit, Finance & Legislative Committee

**Stakeholders:** Citizens, City departments, developers, homeowners, business owners, information technology professionals (internal and external)

**Desired Outcome:** Develop a strategic plan to provide more avenues for citizens to conduct on-line business with the City.

**Background:** This Strategic Initiative was first introduced by the City Commission in December, 2006 at the Strategic Planning Retreat. The Initiative was later adopted and added to the Strategic Plan on February 12, 2007, then adopted again on February 25, 2008 as an on-going initiative. The initiative to develop a strategy for e-commerce was originally grouped with the initiative to improve communication through increased use of the internet. In FY 2008, these two initiatives were separated to implement each strategy more effectively.

**Progress to Date:**

While there was not a strategic approach to developing a city-wide e-commerce solution prior to FY 2009, a few e-commerce applications were developed and implemented. The following e-commerce applications were developed during FY 2007, the Online Parking Citation Payment and the Business Tax Portal.

**Supporting Documentation:**

- [City of Gainesville Online Parking Citation Payment](#)
- [City of Gainesville Business Tax Portal](#)

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**Action Plan to Develop a Strategy for E-Commerce for FYs 2009 – 2010**

Action Steps	Estimated Completion Date:
1. Finalize scope, create project charter and assemble a project team <ul style="list-style-type: none"> <li>▪ Formalize definition of e-commerce for this project</li> </ul>	October 2008
2. Identify, evaluate and prioritize e-commerce opportunities based on greatest impact <ul style="list-style-type: none"> <li>▪ Reduce costs</li> <li>▪ Reduction in time</li> <li>▪ Improve customer satisfaction</li> </ul>	January 2009
3. Define business requirements for prioritized opportunities	May 2009
4. Determine appropriate e-commerce infrastructure <ul style="list-style-type: none"> <li>▪ Single platform vs. multiple platforms</li> <li>▪ Evaluate internal vs. external development</li> </ul>	September 2009
5. Create e-commerce strategy <ul style="list-style-type: none"> <li>▪ Recommendations for the opportunities and the platform <ul style="list-style-type: none"> <li>▪ Including a business case for each identified opportunity</li> </ul> </li> <li>▪ High-level implementation timeline</li> <li>▪ Provide high-level business requirements</li> <li>▪ Communication Plan</li> </ul>	December 2009
6. Begin implementing the e-commerce strategy	January 2010

**Critical Success Measures**

- Additional opportunities for e-commerce are identified
- Each opportunity has a business case that includes qualitative and quantitative measures
- Implementation timeline is established