

STATE OF HAWAII
ACCESS HAWAII COMMITTEE AND THE
DEPARTMENT OF ACCOUNTING AND GENERAL SERVICES
ANNUAL REPORT ON
THE OPERATION OF THE INTERNET PORTAL
FOR THE PERIOD
JULY 1, 2007 THROUGH JUNE 30, 2008

SUBMITTED TO
THE TWENTY-FIFTH STATE LEGISLATURE
IN RESPONSE TO ACT 172, SLH 2007

STATE OF HAWAII
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Pursuant to Act 172/SLH 2007, the Access Hawaii Committee submits its annual report to the 2009 Legislature. This year's report is comprised of information relating to Hawaii.gov websites as Exhibit 1, and the 2008 Annual Report by the portal manager, Hawaii Information Consortium, LLC (HIC) as Exhibit 2. HIC manages the ehawaii.gov website, reflecting work it was authorized to do by the Access Hawaii Committee in conjunction with various State and County agencies.

The Hawaii.gov websites are a compilation of departmental websites, many of which are managed by the Information and Communication Services Division (ICSD) of the Department of Accounting and General Services. Exhibit 1 lists departmental websites and the amount of visitors to each website.

Some highlights of the websites that ICSD manages include:

- The Governor's Office improving its website by re-designing the appearance of the home page, providing new features such as an interactive banner, increasing multimedia content with new video, audio, and photos, increasing ADA compliancy, and working with state departments and the Office of the Lieutenant Governor to create similar website formats to recognize the 50th anniversary of Hawaii's statehood.
- The Department of Defense (DoD) posted videos of Adjutant General Lee's Vision, and Governor Lingle's first GovTube. DoD expanded its website to include Human Resources Office, Environmental Office, and Family State Program, began posting all Job Vacancy Announcements for Hawaii Army and Air National Guard, and posted all press releases and media advisories from the Public Affairs Office.
- The Department of Land and Natural Resources provides an application for FEMA flood designation for public properties with the Geographic Information System (GIS) to reduce future flood risks in hazard areas, a National Flood Insurance program assessment tool for plain management of Federal, State and Local flood regulations, ordinances, and a newsletter.
- The Department of Business, Economic Development and Tourism participated in organizing the inaugural FIRST in Hawaii Regional Robotics Competition and the launch of the www.firstinhawaii.org website.
- The Public Safety Department included Audit Reports, conducted at the private prisons in Arizona and Kentucky, where some Hawaii offenders are housed, and Corrective Actions Plans that follow after each audit.

- The Department of Transportation revamped its website using the new State template and reorganized content for easier access to information.
- The Department of Agriculture moved from www.hawaiiag.org to www.hawaii.gov/hdoa, and revamped the Hawaii Agriculture Food and Products database, pesticide labels, videos, and the State's Seal of Quality Program to highlight participating companies and their products.

Jan 2008 - Dec 2008 Overview of hawaii.gov websites

EXHIBIT 1

| | Pageviews | Visits | Pages/Visit | Bounce Rate | Avg. Time on Site | New Visits | Visitors |
|---|-----------|---------|-------------|-------------|----------------------|------------|----------|
| Governor | | | | | | | |
| http://www.hawaii.gov/gov | 704,836 | 262,133 | 2.69 | 61.82% | 0:02:01 | 53.63% | 142,823 |
| http://robotics.hawaii.gov | 21,065 | 4,291 | 4.91 | 43.88% | 0:03:26 | 68.87% | 2,958 |
| http://statehood.hawaii.gov | 30,559 | 6,963 | 4.39 | 37.89% | 0:02:23 | 66.47% | 4,641 |
| http://stayconnected.hawaii.gov | 104,337 | 75,325 | 1.39 | 78.11% | 0:01:11 | 61.47% | 46,310 |
| http://www.hawaii.gov/initiatives | 2,364 | 145 | 16.30 | 56.55% | 0:08:49 | 30.34% | 48 |
| http://www.hawaii.gov/cip | 5,509 | 2,139 | 2.58 | 56.47% | 0:03:02 | 34.78% | 749 |
| Governor's website Totals | 868,670 | 344,040 | | | | | 197,529 |
| Lt. Governor | | | | | | | |
| http://www.hawaii.gov/lrgov | 207,511 | 88,919 | 2.33 | 61.50% | 0:01:54 | 47.15% | 42,894 |
| http://hawaii.gov/vivian_aiona | 2,141 | 711 | 3.01 | 49.23% | 0:01:15 | 47.96% | 344 |
| Lt. Governor's website Totals | 209,652 | 89,630 | | | | | 43,238 |
| Agriculture | | | | | | | |
| http://www.hawaii.gov/hdoa | 1,092,206 | 378,746 | 2.88 | 57.05% | 0:02:56 | 47.34% | 181,373 |
| Attorney General | | | | | | | |
| http://www.hawaii.gov/ag | 682,948 | 227,499 | 3.00 | 50.33% | 0:02:29 | 44.73% | 102,410 |
| B&F | | | | | | | |
| http://www.hawaii.gov/budget | 74,366 | 35,203 | 2.11 | 64.91% | 0:01:51 | 44.23% | 15,965 |
| DAGS | | | | | | | |
| http://www.hawaii.gov/dags | 290,444 | 95,837 | 3.03 | 57.28% | 0:02:13 | 33.16% | 32,716 |
| http://alohastadium.hawaii.gov | 498,935 | 105,995 | 4.71 | 36.78% | 0:02:03 | 82.21% | 87,148 |
| http://www.hawaii.gov/elections | 885,303 | 297,892 | 2.97 | 43.71% | 0:02:38 | 51.09% | 154,340 |
| http://www.hawaii.gov/spo | 423,446 | 186,205 | 2.27 | 63.38% | 0:01:54 | 28.18% | 52,920 |
| DAGS website Totals | 2,098,128 | 685,929 | | | | | 327,124 |

| | | | | | | | | |
|--|-------------------|------------------|------|--------|---------|--------|------------------|--|
| DBEDT | | | | | | | | |
| http://www.hawaii.gov/dbedt | 1,122,339 | 326,778 | 3.43 | 52.74% | 0:02:51 | 45.89% | 154,734 | |
| DCCA | | | | | | | | |
| http://www.hawaii.gov/dcca | 3,824,940 | 1,025,973 | 3.73 | 35.47% | 0:03:31 | 43.14% | 453,467 | |
| DHHL | | | | | | | | |
| http://www.hawaii.gov/dhhl | 357,954 | 65,225 | 5.49 | 39.16% | 0:04:03 | 44.72% | 29,896 | |
| DHRD | | | | | | | | |
| http://www.hawaii.gov/hrd | 1,607,482 | 506,054 | 3.18 | 43.31% | 0:02:48 | 40.30% | 210,074 | |
| DHS | | | | | | | | |
| http://www.hawaii.gov/dhs | 718,162 | 171,321 | 4.19 | 42.66% | 0:03:23 | 46.61% | 81,986 | |
| DLIR | | | | | | | | |
| http://www.hawaii.gov/dlir | 1,745,724 | 484,965 | 3.60 | 45.79% | 0:03:08 | 38.65% | 191,166 | |
| DLNR | | | | | | | | |
| http://www.hawaii.gov/dlnr | 952,931 | 276,533 | 3.45 | 49.49% | 0:02:31 | 51.24% | 144,023 | |
| DOD | | | | | | | | |
| http://www.hawaii.gov/dod | 296,205 | 68,210 | 4.34 | 40.88% | 0:02:41 | 66.73% | 45,634 | |
| DOT | | | | | | | | |
| http://www.hawaii.gov/dot | 1,402,650 | 496,541 | 2.82 | 53.14% | 0:01:37 | 64.27% | 322,145 | |
| PSD | | | | | | | | |
| http://www.hawaii.gov/psd | 387,605 | 71,492 | 5.42 | 34.28% | 0:02:46 | 65.59% | 47,445 | |
| Tax | | | | | | | | |
| http://www.hawaii.gov/tax | 681,795 | 522,243 | 1.31 | 81.96% | 0:01:15 | 27.76% | 149,314 | |
| Overall Totals for State websites | 18,123,757 | 5,776,382 | | | | | 2,697,523 | |

GLOSSARY

| | |
|-------------------|--|
| Pageviews | Total number of pageviews for your site. |
| Visits | The number of times your visitors has been to your site. |
| Pages/Visit | The average number of pageviews per visit. |
| Bounce rate | Bounce rate is the percentage of single-page visits or visits in which the person left your site from the entrance (landing) page. |
| Avg. Time on Site | The average time a visitor spends on your site. |
| New Visits | The number of new visits by people who have never been to the site before. |
| Visitors | A user that visits your site. |

EXHIBIT 2

HAWAII INFORMATION CONSORTIUM

ANNUAL REPORT

FISCAL YEAR 2008

July 1st 2007 – June 30th 2008

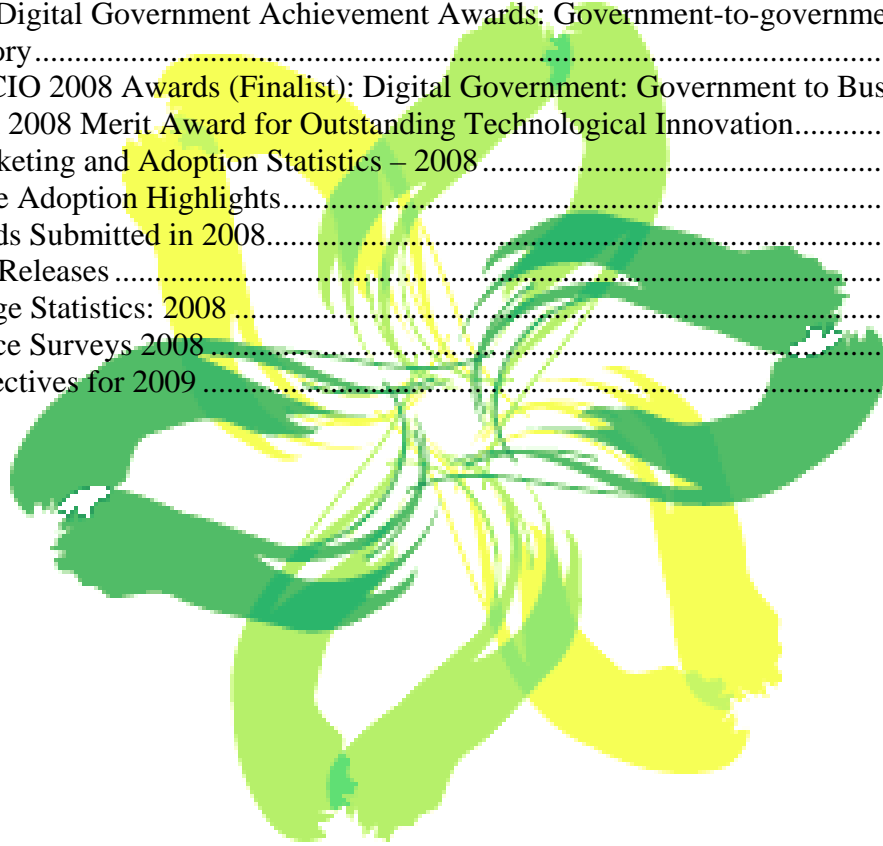


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BACKGROUND ON HAWAII'S INTERNET PORTAL

In 2007, eHawaii.gov won the RFP to continue our partnership working with the State of Hawaii, and to continue providing service as the State Internet Portal provider. Our goal has always been make lives easier by guiding the way for governments, citizens, and businesses to interact more efficiently.

Throughout 2008, marking our eighth year of service, eHawaii.gov has seen tremendous growth, all of which we have been able to cultivate while continuing to meet our revenue goals. Over the course of the fiscal year, nine applications were released. Of these, five were fee based and four were free services. At the time of this report, the total number of applications currently hosted by HIC is 61. However, we expect to have twelve additional new services released by the end of calendar year 2008.

A key achievement of 2008 was obtaining the Cybertrust Security Management Program certification. The process was arduous and intensive and stemmed throughout most of 2008, and the goal was to measure our compliance with security practices. As a subsidiary of a publicly traded company that processes credit card transactions, ehawaii.gov is held to high security standards required by both the Sarbanes-Oxley Act (SOX) and the Payment Card Industry's Data Security Standards (PCI DSS).

A relatively new concept throughout 2008 that has gained momentum is the green revolution. eHawaii.gov actively works with our partners to offer services online, save time, money, and ease the our impact on the environment. For example, the State Department of Commerce and Consumer Affairs, with whom we have developed multiple business related applications, has estimated that they are saving more than 560 pounds of paper and nearly \$24,000 of postage each year! This was simply a result of eliminating one paper form that was previously mailed to all companies whose annual report was due. Another great example is the online tax booklet request system. To promote cost saving measures as well as to become more environmentally friendly, the State of Hawaii Tax Department decided to no longer mail out tax booklets automatically to filers. With the new system, filers submit a request to continue receiving the booklets via postal mail or they are given the option to download the electronic form.

One of the obstacles HIC and the Judiciary have faced in 2008 has been finding a way to deal with the lowered volume of traffic abstracts that are a key revenue. The number of traffic abstracts ordered this year is down by 30% and the decreased revenue implications translate to lower revenues for the state general fund, the Judiciary's special fund, and HIC. This decrease is partly due to the economic downturn, but we believe a substantial portion of the decreased activity is Judiciary customers data mining the information from Court Connect via web robots. HIC and Judiciary have been working on coutermeasures that other HIC partners can leverage.

In the coming year, eHawaii.gov plans to increase its staff to aid in the growth of the company and to continue to provide top of the line services to the State and its constituents.

A revolutionary service is due for launch next year, eBench warrants. It will allow law enforcement to search for, view, print and mark as served traffic warrants. The new application will integrate with JIMS, the Judiciary's case management system, the Judiciary's proprietary Image storage system (FileNet), the county sheriff's offices, JUD (Judiciary) and County systems.

DCCA Annual Filings

Very, very easy to use and file and pay.

What else could you ask for from government?

Finally, we will begin the year with a move to a new office location. As part of the move, we will be in the position to complete our system wide upgrades that have been occurring since 2007. At this time we will be required to rebuild our network at a collocation facility and restructure our network so it can better handle issues from minor hardware failures to increased connectivity.

FACTOIDS FOR 2008

| | |
|---|--------------------|
| Total transaction amount processed by the portal: | \$346,492,883.78 |
| Total number of transactions: | 146,168 |
| Total number of applications: | 61 |
| Total number of awards received: | 3 |
| Portal General Manager: | Russell Castagnaro |
| Number of Employees: | 12 |

PORTAL EMPLOYEES

As of July 2008, HIC had twelve full-time employees.

- Russell Castagnaro, President & General Manager
 - Jing Xu, Director of Marketing & Operations
 - Zheng Fang, Director of Development
 - Rosie Warfield, Partner Relations/Project Manager
 - Janet Pick, Project Manager
 - Will Johnston, Lead Developer
 - Ernest Criss, Developer
 - Sebastien How, Developer
 - Janette Council, Web Designer
 - Aaron Collins, Systems Administrator/Security Engineer
 - Lynn Nomura, Office Manager/Customer Service Manager
 - Patricia LaRue, Customer Service Representative
- 

NEW FEE SERVICES

Vessel Registration: <http://vessel.ehawaii.gov>

Launched in: Sept 2007

Allow boat owners to renew their vessel registrations online as well as purchase ramp decals, report a stolen vessel, or replace the registration card.

Online State ID Cards: <https://stateid.ehawaii.gov/stateid/>

Launched in: Dec 2007

Allows applicants for a State of Hawaii ID card to apply online and pay the required fee prior to going to issuing offices for photo and finger print taking

Online Documents: <http://hbe.ehawaii.gov/documents/search.html>

Launched in: Jan 2008

This project allows the public to order, pay, and receive DCCA BREG documents online. The system also replaced the previous certificate of good standing ordering system and includes an enhanced search to locate Hawaii business information.

Wastewater Permits: <https://wastewater.ehawaii.gov/>

Launched in: June 2008

This application allows public engineers to file and pay for an individual wastewater system permit online with the Department of Health, as well as the ability to attach supporting documentation. Users must be a licensed engineer in the State of Hawaii.

Hawaii Property Tax Payments:

<https://payments.ehawaii.gov/propertytax/hawaii/index.html>

Launched in: June 2008

Individuals with property on Hawaii's Big Island can complete their property tax payments online using a credit card or electronic check.

State ID

In all my life of filling out forms, this has been far and away the most pleasant!

I type this right now absolutely glowing with delight. It is really hard to build an online interactive form, but this one would take a prize, I am sure.

Perhaps you should submit this wonderful machine (it is a software machine) to some contest regarding simplifying the citizen/gov interface! Thanks again, you have really made my night.

NEW FREE SERVICES

Child Support Enforcement Services:

<https://csea.ehawaii.gov/iwa/index.html>

Launched in: March 2008

In addition to the existing telephone system, users can log into the web system to view current case information and payment/disbursement history.

PVL Renewal

It was very simple to renew my license online.

Hawaii Electronic Tax Filing System Upgrade:

<http://www.ehawaii.gov/efile/>

Launched in: April 2008

The \$2.50 fee to file online using an e-check was eliminated starting from April 14, 2008, in an effort to promote electronic filing and increase adoption.

This is a great money savings for the State!

Online Judicial Court Surveys

Allowed the Judiciary to administer its annual surveys of judges via the Internet.

Online Tax Booklet Request: <https://dotax.ehawaii.gov/efile/booklet>

Launched in: July 2008

To promote cost saving measures as well as become more environmentally friendly, the state Tax Department decided to stop automatically mailing tax booklets to all registered tax payers. The new online system allows those who still wish to receive the information via mail, to request the specific booklets.

PROJECTS CURRENTLY IN DEVELOPMENT

Electronic Bench Warrants System

Developing a system for generating bench warrants from the JIMS system for the law enforcement community.

Kauai Electronic Bill Notification

<https://payments.ehawaii.gov/propertytax/kauai/ebill.html>

Will allow users to sign up for to receive an email when bills are due as well as for delinquent notices if a bill is not paid on time.

PVL Continuing Education Real Estate System:

<https://pvl.ehawaii.gov/rece/>

The continuing education system will allow licensees to view their current CE credit standings online, and be able to order a copy of the course completion certificate online. Its provider module will allow course providers to manage course and attendees. The system will also include a Real Estate Branch staff module to manage subjects, providers and licensee data.

DCCA Agent Search

This application allows agents to search for businesses that list them as the agent of record with the DCCA.

Online Motor Vehicle Renewals: Hawai'i County

Will allow registered owners to renew their motor vehicle registration online for the County of Hawai'i.

Online Fisheries Reporting

Will allow commercial fishers to input their required catch reports online.

Attorney General Charity Registration System

Will allow non profit organizations to pay the fees online for their annual financial report, based on their annual gross income. A search function will also be implemented for the public to search charity registration data and forms such as the IRS 990 and 990 EZ.

Sex Offender Site Updates

Due to Act 80 (Adam Walsh Child Protection and Safety Act), the sex offender website is being updated to include additional information regarding the offender as well as a new community notification feature.

Online Kauai Property Tax Payment

The graphic to demonstrate the TMK is GREAT and reduces the risk of entering a wrong number.

Very, very fast, efficient and saves me time and money in the form of postage or a trip to the County building.

Hawaii Electronic Tax Filing System Upgrade:

2009 form upgrades will be completed as well as making a new form, CBV Payment Voucher, available to file by January 1, 2009.

DLNR Statewide Reservations

Allow the public to purchase permits online for camping, cabins, and shelters throughout the State on each island.

CMS hosting:

HIC is offering a new CMS solution using Alfresco to create and maintain web site content for the following agencies:

- Oahu Metropolitan Organization.
- Department of Accounting and General Services (DAGS)
- Agriculture Buy Fresh Buy, Local Search

DCCA Complaint Management Search:

<http://pahoe.ehawaii.gov/cms/app>

This will consist of an upgrade to the existing name search function, to improve the probability that a customer will find the entity they are looking for and provide consistent results between the internal DCCA search and the eHawaii.gov site.

Hawaii State Judiciary Site Redesign:

<http://www.courts.state.hi.us>

We will be assisting the Judiciary in redesigning their site using the Alfresco CMS system. eHawaii.gov will assist with the migration and design, making the site ADA accessible, and include a calendar solution.

HCE - Upgrade

The upgrade will allow multiple registrations to be submitted using the same FEIN. Certified copies of tax clearances (Form A6) will also be made available for immediate download along with being able to certify its authenticity online.

Online Wedding Permits:

An online service allows authorized applicants to reserve and purchase a Right of Entry (ROE) permits for future beach weddings to be held on State unencumbered land.

Commercial Marine Licensing System:

<http://cmls-public.ehawaii.gov/cmls-public/app/welcome.html>

Will allow commercial fishers to complete the following online:

Renew a license, add a license, apply for a new license, and register a bottom fish vessel.

Hawaii Business Express

I must say in all my years of dealing with secretary of state websites your website is definitely a breath of fresh air.

It is easy to use, user friendly and not full of garbage.

Thank you.

Kauai Online Motor Vehicle Renewals:

Allows registered owners to renew their motor vehicle registration online.

Maui Property Tax Payments:

Individuals with property on Maui can complete their property tax payments online using a credit card or electronic check.

Online Bureau of Conveyance Documents Search

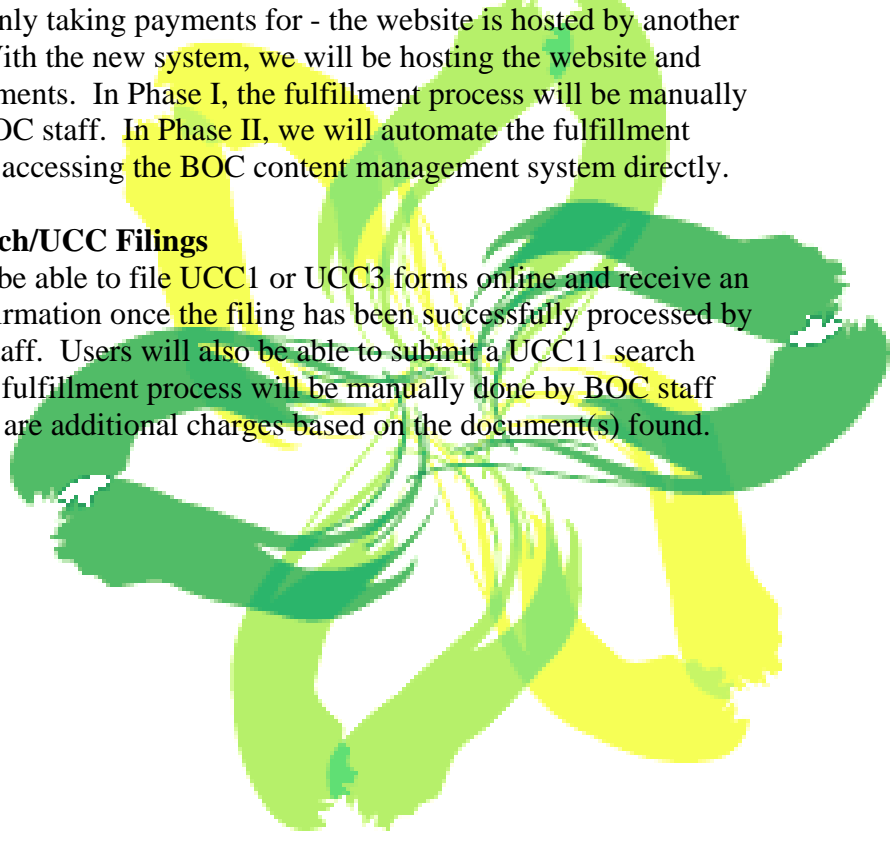
We will be replacing the existing Land Title Records Search and Ordering System - <http://bocweb.dlnrbc.hawaii.gov> (which we are currently only taking payments for - the website is hosted by another vendor). With the new system, we will be hosting the website and taking payments. In Phase I, the fulfillment process will be manually done by BOC staff. In Phase II, we will automate the fulfillment process by accessing the BOC content management system directly.

UCC Search/UCC Filings

Users will be able to file UCC1 or UCC3 forms online and receive an email confirmation once the filing has been successfully processed by the BOC staff. Users will also be able to submit a UCC11 search form. The fulfillment process will be manually done by BOC staff since there are additional charges based on the document(s) found.

*DOH Vital
Records*

*Thanks for
making it super
easy and
saving me time,
parking and
gas to get this
done.*



PVL Renewal

2007 Digital Government Achievement Awards: Government-to-government category

Hawaii Electronic Death Registration System (EDRS)

Hawaii Electronic Death Registration System is a web based end-to-end solution to replace its existing paper based process. It follows closely with the national standard created by National Association for Public Health Statistics and Information Systems (NAPHSIS) and the death reporting process in Hawaii. It is a user friendly, intuitive application, which has been overwhelmingly accepted by the death reporting community in Hawaii (Funeral Homes, Medical Certifiers, Examiners and Doctors). It also includes third-party integration with the Medical Examiner's office medical information system. Hawaii EDRS makes more efficient use of participants' time, improves accuracy in death reporting and results in a savings of millions of dollars for the Social Security Administration

I know that you folks are doing your best to make things more convenient and create a nice atmosphere and provide efficient and accurate services, and I hope in the future that there would be smaller/less people in line to just get something done.

NASCIO 2008 Awards (Finalist): Digital Government: Government to Business

Hawaii Compliance Express

For innovative applications that foster less cost to business for regulatory compliance; setting up and growing a business; and day-to-day government-to-business interactions. Examples include innovative services, one-stop solutions, provisions for transparent transactions, registering, compliance tracking, notifications, automating licensing, permitting, reporting, payment, procurement, and similar services.

This is one step towards that goal.

Thanks for all you guys' work!

IACA 2008 Merit Award for Outstanding Technological Innovation

DCCA Online Documents Search

For systems that improve efficiency and customer service in government administration. IACA is a leading professional association for government administrators for business organization and secured transaction record systems at the state, provincial, territorial and national level.

In 2008 the portal continued its marketing efforts to inform customers of the opportunities to conduct transactions online through direct mailing of postcards and email reminders. Portal mailed over 184,700 pieces of letters/postcard reminders and 165,651 email notifications.

DCCA Online Documents

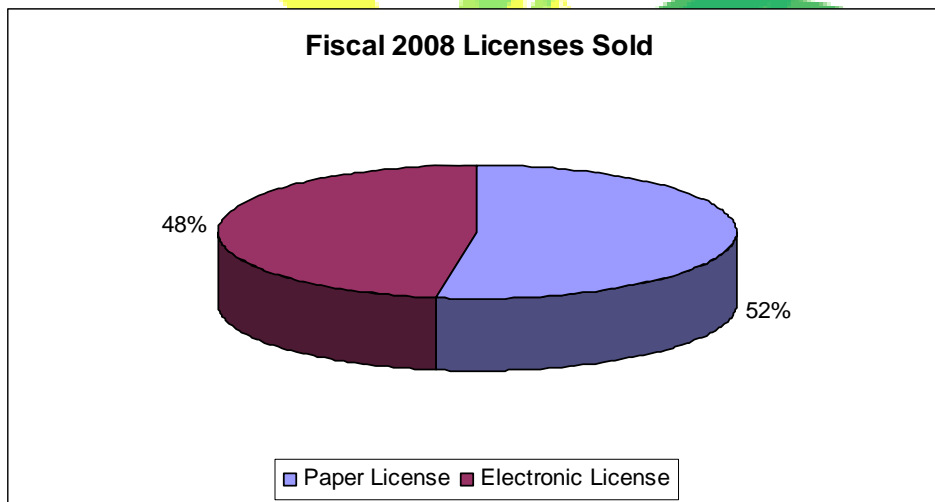
This is the first time I used DCCA document online purchase.

It was so "pain free" and in these days of high cost of gas, I loved the ability to get what I wanted, without leaving my office!!!

Online Adoption Highlights

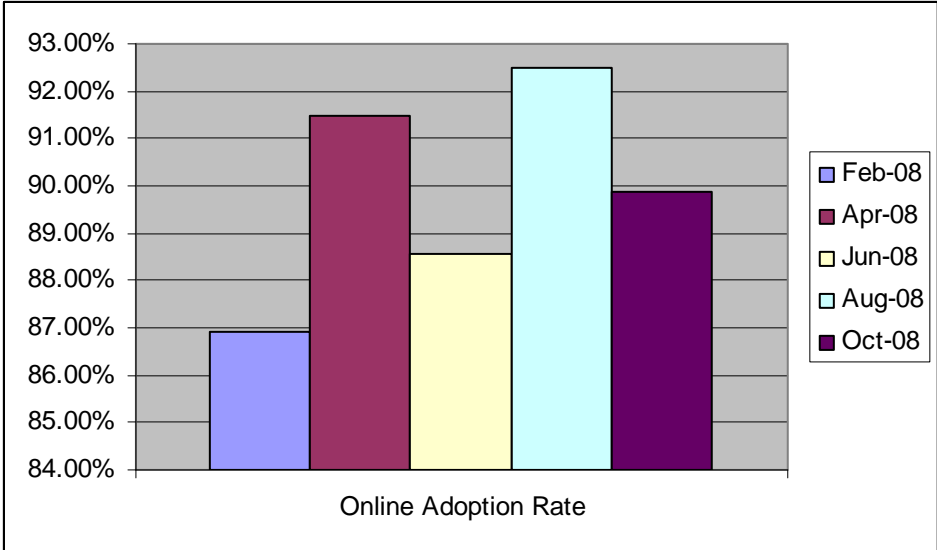
Online Hunting License

A week prior to the official start of the 2008 season (July 1, 2007 thru June 30, 2008), the portal sent out over 7,000 newly designed postcards to inform the hunter that the 2008 license was available online for purchase. As the direct result of the mailing campaign, over 48% of all licenses were issued electronically. Compared to 33% in fiscal year 2007, that is a 50% increase.



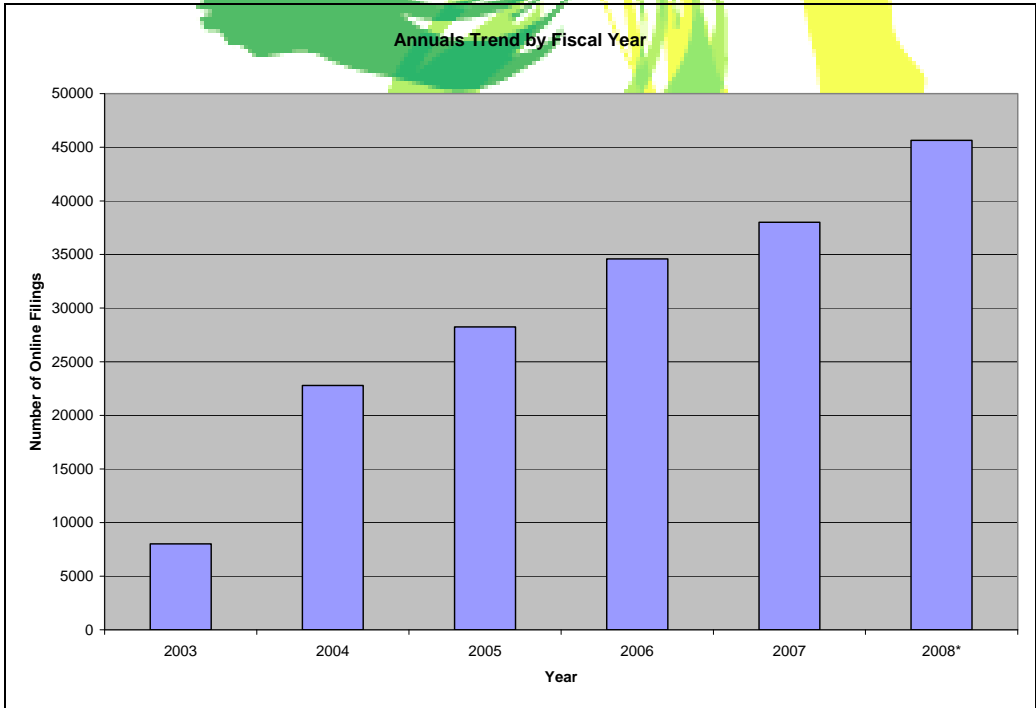
Online Insurance Renew

The portal continued its marketing efforts by providing mailing inserts for the form mailing; and sending postcard and email reminders to Insurance licensees who are due to renew. We continue to see growth in the number of licensees renewing online. Portal has been working with the Insurance Division on getting the actual number of licensees renewed for each period since the beginning of 2008 and we are seeing consistently around 90% in online adoption rate.



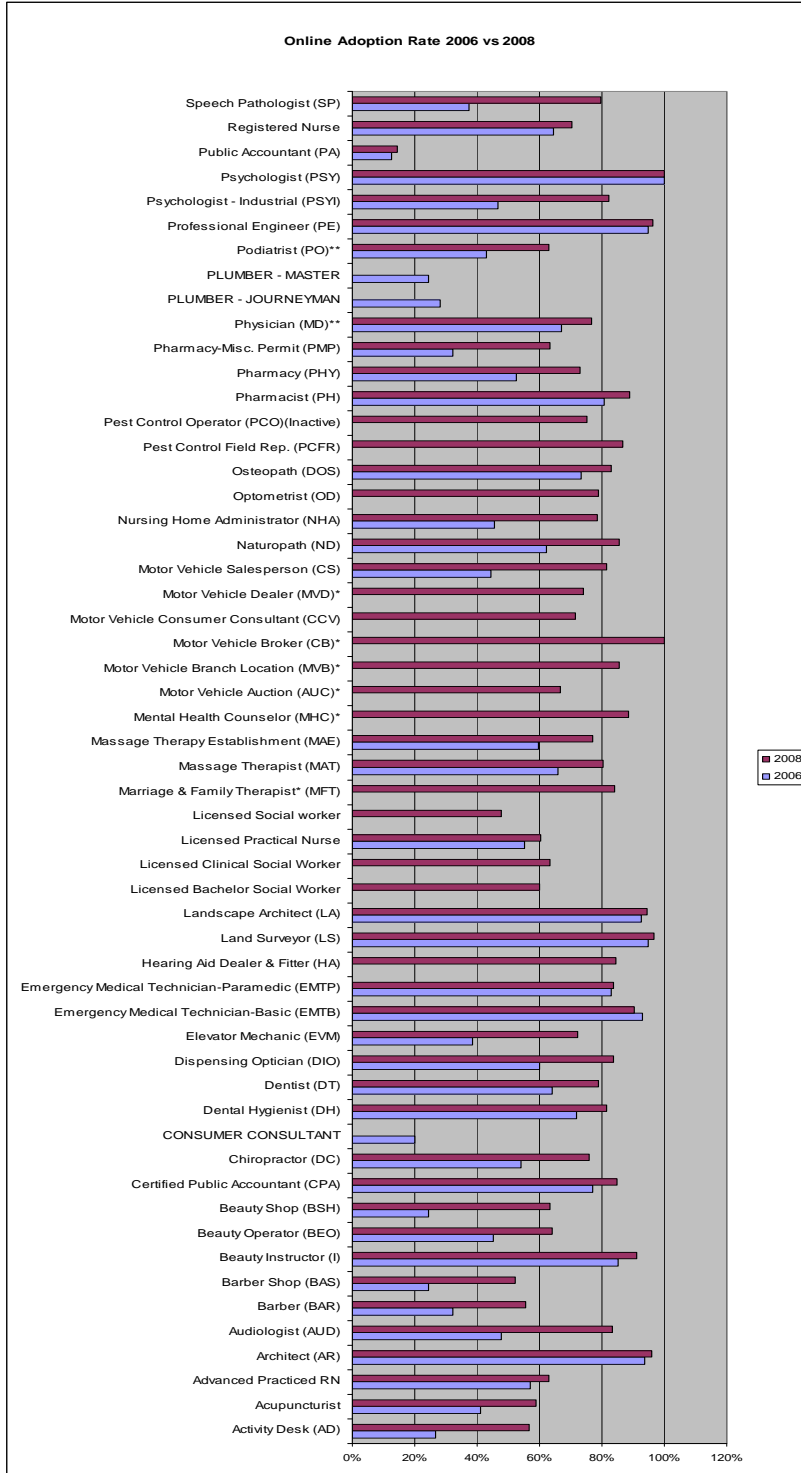
Business Annual Filings

Started in Q4 2007, the portal worked with the DCCA Business Registration Division (BREG) on sending out notice letters to annual filers on changes starting in Q4 2008, no more paper forms will be mailed automatically. This is a go-green initiative within BREG also to encourage more filers to use the online service. By June 30, 2008, portal processed over 45,000 annual filings online compared to 37,000 in fiscal year 2007.



Professional & Vocational License Renewal

During fiscal year 2008, 47,352 licensees renewed online. Compared with the same group during 2006, there was an overall increase of 25% in online adoption. One of the highlights was during the April 2008 cycle, the Engineer, Architect, Surveyor & Landscape Architect group, 96% of the licensees renewed online.



Portal Newsletter

In September 2007, the Portal created and sent out its first newsletter. The newsletter was sent to all portal users and subscribers, totaling over 66,000 emails. The newsletter informed the recipients about the online availability of the new hunting license, emphasized our portal appreciation to the 13,000 PVL licensees for renewing online during the June 2007 cycle, the new and lowered pricing of the award winning HCE, as well as the eCrim upgrades and upcoming services. After the newsletter, the portal received many inquiries on the new services, as well as the existing ones. For example, when the online vessel registration renewal application was launched, users were already using the system without any press releases. We have also seen a sharp increase in the number of hunting licenses sold online for the 2008 fiscal year.

Trouble seeing this email? [Click here to see it online.](#)

COMING SOON



Connecting you to Hawaii State Government



August Newsletter

Greetings from eHawaii.gov! As many of you have probably noticed, eHawaii.gov now has a new look. We have deployed a more intuitive interface that should make it easier for you to get to the services that you want to use. Please take a look, if you have not already, at www.eHawaii.gov/dakine.

Mahalo for your continued support!

HIGHLIGHTS FOR THE MONTH OF AUGUST

Hunting

2008 Hunting Licenses are available online now!

The much anticipated 2008 hunting license are available online now! Hunters who hold 2007 licenses or anyone with a Hawaii hunter's education or exemption number can go to hunting.ehawaii.gov to purchase a 2008 license. It is the easiest and fastest way and the license can be printed off directly after purchase.



Professional and Vocational Licensing Renewals

Thank you to acupuncturists, nurses and social workers!

June 30, 2007 marked the end of the biennial Professional and Vocational Licensing (PVL) renewal cycle for acupuncturists, nurses and social workers. Nearly 13,200 licensees renewed online, that is almost 70% of all licensees eligible for renewal! Mahalo to all licensees who renewed online this cycle and we hope to see more of you in the future!



HCE

A great service is getting less expensive!

Beginning July 1, 2007, the award winning Hawaii Compliance Express (HCE) annual registration fee was lowered from \$15.00 to \$12.00. This fee decrease coincided with the State Procurement Office's reduction in the maximum procurement that does not require a procurement clearance from \$25,000 to \$15,000. eHawaii.gov portal subscribers receive an additional \$2.00 discount for the same winning service found at vendors.ehawaii.gov. Still waiting in line for the clearance forms from agencies? Why not go online?



eCrim

Criminal history reports just a click away!

Do you need a background check on a new hire, existing employee, child care provider or potential business partner? eCrim allows you to search the Hawaii Criminal Justice Information System (CJIS-Hawaii) and retrieve official criminal history records online for \$13. Visit ecrim.ehawaii.gov to purchase certified copies now! Certified copies can be printed off directly after purchase. Recent upgrades to ecrim include adding a shopping cart that allows you to purchase multiple reports with one payment.



Vessel Registration Online

Do you own a boat or a jet ski? Need to pay for your registration but don't have any stamps? The Division of Boating and Ocean Recreation (DOBOR) will be accepting payment of vessel registration renewal online! You can visit vessel.ehawaii.gov and pay for your registration and get a temporary registration card printed at the end of the process. Actual card and decal will be mailed to you just shortly after. For more information, please go to vessel.ehawaii.gov or contact DOBOR at (808) 587-1970.

State ID

Do you, a friend, or loved one need to get a Hawaii State ID? Did you know the line takes as long as 1 hour and 15 minutes and many applicants need to make multiple visits? You can avoid the wait and apply and pay for a Hawaii State ID card online at stateid.ehawaii.gov. Beginning October 2007, the online system will allow users to fill out the required form, pay for the application using a credit card, get information regarding required documentation, and select a preferred location to get pictures and fingerprints taken. Applicants with online confirmation number and required documentation will be able to enter an expedited line (the fast lane) to have documents verified. Eligible Senior citizens can do EVERYTHING online. no visit required.

Electronic Driver's Abstracts

Effective August 22, 2007 there will be pre-screening performed on all electronic traffic abstract requests submitted. There will be no charge for requests that do not pass through the initial screening. Requests that do pass the initial screening will be processed at a fee of \$10.00 per abstract (an increase of one dollar over the current fee per record).

Awards Submitted in 2008

The Portal submitted the following awards on behalf of the partners during the fiscal year 2008.

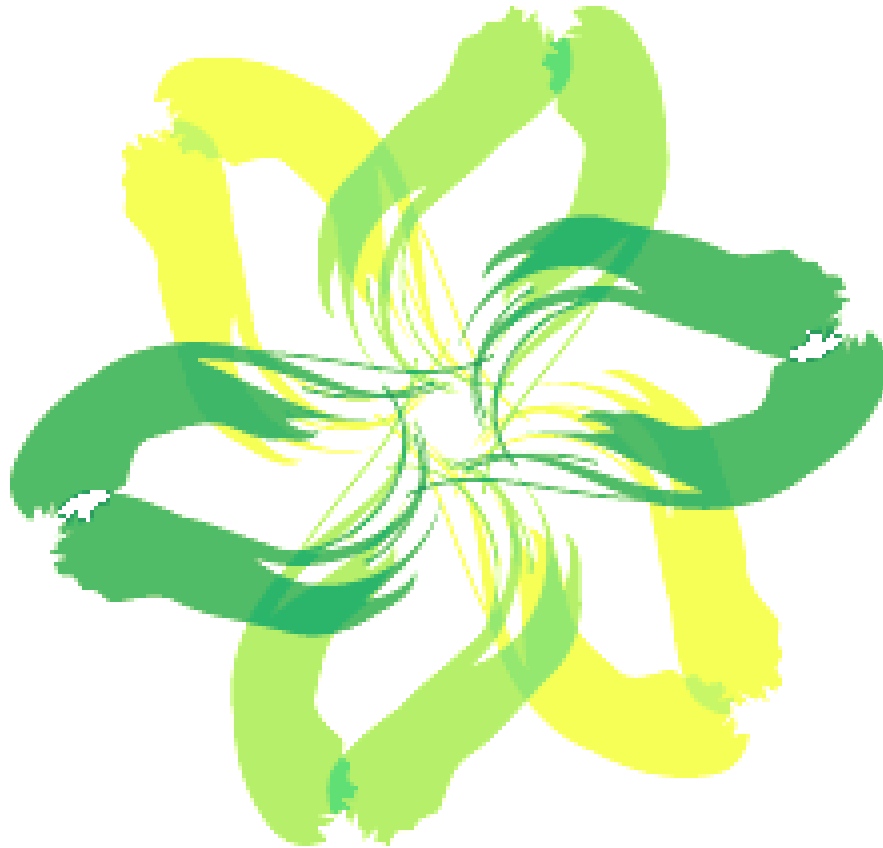
- 2008 Center for Digital Government, Digital Government Achievement Award, Government to Business Category – Online Professional and Vocational License Renewal
- 2008 NASCIO Awards, Government to Government Category – Hawaii Electronic Death Registration Systems
- 2008 NASCIO Awards, Government to Business Category – Hawaii Compliance Express
- 2008 NASCIO Awards, Government to Citizen Category – Hawaii Online State ID System
- 2007 Center for Digital Government, Best Fit Integrator – NIC, Inc

Press Releases

The portal worked closely with each of the partners for the following press releases:

- Hawaii Compliance Express (<http://vendors.ehawaii.gov>)
 - http://www.nicusa.com/html/info/media/releases/2007-07-30_HI_ComplianceExpress.html (July 30, 2007)
- Hawaii Electronic Death Registration
 - <http://the.honoluluadvertiser.com/article/2007/Oct/11/br/br7851062493.html> (October 11, 2007)
- Professional and Vocational License Renewal (<http://pvl.ehawaii.gov/renewals>)
 - <http://www.bizjournals.com/pacific/stories/2007/11/05/daily5.html> (November 5, 2007)
 - <http://biz.yahoo.com/bw/080325/20080325005051.html?v=1> (March 25, 2008)
 - http://ahc.ehawaii.gov/openedit/files/newstrak_pvl_june08.html (June, 2008)
- Hawaii Online State ID (<http://stateid.ehawaii.gov>)
 - http://hawaii.gov/ag/main/press_releases/2008/2008-02.pdf (January 22, 2008)

- <http://biz.yahoo.com/bw/080324/20080324005030.html?.v=1> (March 24, 2008)
- Online Vessel Registration Renewal (<http://vessel.ehawaii.gov>)
 - <http://hawaii.gov/dlnr/chair/pio/nr/2008/N8-047.pdf> (April 24, 2008)
- Portal Contract Awarded
 - http://ahc.ehawaii.gov/openedit/files/newstrak_portalContract07.html (May 2008)



Important Statistics (July 1, 2007 to June 30, 2008):

Annual Filings

1,962,795 Visits:

A visit is defined as the number of individual sessions initiated by a user who visits the site.

1,134,311 Absolute Unique Visitors:

Absolute Unique Visitors counts each visitor to the website only once throughout the entire fiscal year. Repeat visitors are tracked in the overall 'visits' category above. Absolute Unique Visitors only display new visits to the site.

4,595,405 Pageviews:

A pageview tracks each instance of a page being loaded by a browser. If a visitor hits reload after reaching the page, this will be counted as an additional pageview. Or if the user navigated to a different page then returns to the original page, a second pageview will also be recorded.

2.34 Average Pageviews:

These are the average number of pages viewed by each visitor to eHawaii.gov.

1:54 Time on Site:

This is the average time each visitor spends visiting eHawaii.gov.

53.62% Bounce Rate:

The bounce rate is the percentage of single page visits or visits in which the person left your site from the entrance page. In other words, a bounce is an exit that was also an entrance. For example, if the page had 100 visits and 10 of those were entrances (they didn't come from another page on your site), if 5 of those entrances immediately exit (don't view any other page on the site), the bounce rate would be 50%. 5 out of 10 entrances were exits.

56.68% New Visits:

This statistic tracks users' new visitors to eHawaii.gov. This is tracked via cookies, which are pieces of text hosted in the users' browser.

This is the best SOS site in the U.S. I use sites from other 49 states to do yearly business updates and Hawaii's is the just wonderful. Other states should take a lesson from you guys.

1,962,795 visits came from 206 countries/territories

| Detail Level: Country/Territory | Visits | Visits |
|---------------------------------|-----------|--------|
| 1. United States | 1,825,845 | 93.02% |
| 2. Canada | 14,870 | 0.76% |
| 3. Japan | 12,677 | 0.65% |
| 4. South Korea | 10,168 | 0.52% |
| 5. United Kingdom | 7,112 | 0.36% |
| 6. Germany | 6,937 | 0.35% |
| 7. (not set) | 5,870 | 0.30% |
| 8. Italy | 5,553 | 0.28% |
| 9. Philippines | 5,138 | 0.26% |
| 10. China | 4,409 | 0.22% |

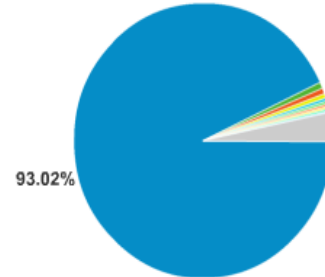


Image A: Visits by Geographic Location

This chart shows that 93% all visitors to the site are located within the United States.

New Visitors Vs. Returning Visitors

| Visitor Type | Visits | Visits |
|----------------------|-----------|--------|
| 1. New Visitor | 1,112,615 | 56.69% |
| 2. Returning Visitor | 850,180 | 43.31% |

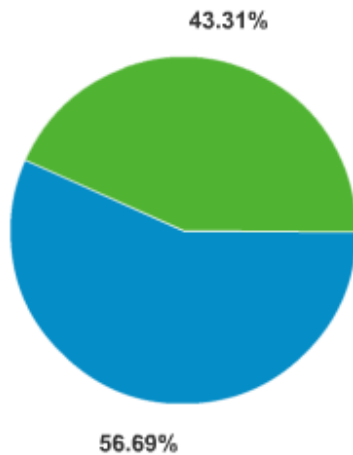


Image B: New Visitors Vs. Returning Visitors

This chart shows that roughly 56% of our site visitors are visiting eHawaii.gov for the first time and 43% are returning visitors.

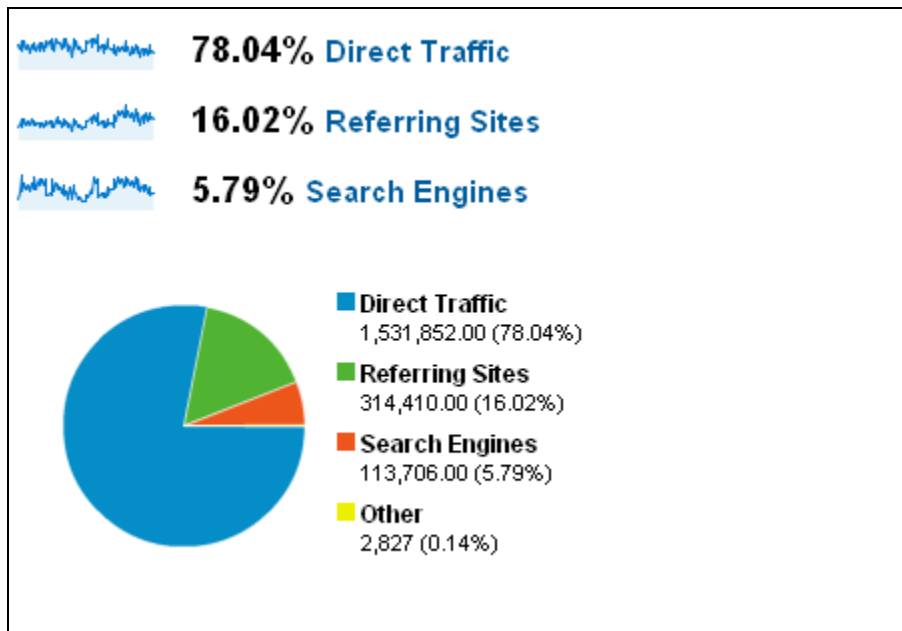


Image C: Sources of Traffic to eHawaii.gov

This chart shows that eHawaii.gov receives 78% of its site traffic by visitors who access the site directly, not through a search engine. Referring sites may include other state agencies or other websites that link to the portal.

| Top Traffic Sources | | |
|----------------------------|---------------|-----------------|
| Sources | Visits | % visits |
| (direct) ((none)) | 1,531,852 | 78.04% |
| hawaii.gov (referral) | 210,157 | 10.71% |
| google (organic) | 63,784 | 3.25% |
| yahoo (organic) | 36,465 | 1.86% |
| state.hi.us (referral) | 8,771 | 0.45% |

Image D: Top Traffic Sources

This chart shows that the top traffic sources, not including direct, are referrals from the Hawaii.gov and state.hi.us domains, and the top two search engine referrals are Google and Yahoo.

| Keywords | Visits | % visits |
|-----------------|---------------|-----------------|
| hawaii | 17,326 | 15.24% |
| state of hawaii | 13,848 | 12.18% |
| ehawaii.gov | 5,410 | 4.76% |
| hawaii.gov | 4,767 | 4.19% |
| hawaii gov | 1,597 | 1.40% |

Image E: Top Keywords used to search

The top keywords above are the ones most commonly entered when searching for information about the portal.

Two surveys were sent directly to Hawaii.gov users throughout the course of 2008, in an effort to work directly with our end users to gain their feedback and suggestions on how to make two of our applications easier to use.

The first of the surveys was for the service Ecrim (<http://ecrim.ehawaii.gov/ahewa/>), which allows the public to research criminal backgrounds on criminal history record files maintained by the Hawaii Criminal Justice Data Center and print certified copies if necessary. In early February, a meeting was held with the Attorney General's Criminal Justice Data Center, regarding increasing adoption of this application. The system can greatly increase efficiency due to the fact that clerks no longer need to assist each user in person, and the application is also a good source of revenue for the portal. The survey was promptly designed and sent out to only the users who had stated it was ok to receive occasional updates from us when they first created their account online. It was left open March 19th - April 2 and from the 16,000 users emailed, we received over 1,300 replies making it a great success.

As a result, many changes are in development for the ecrim system, which is slated to be released in August 2008. Many of the changes included were requested directly from the users as part of this survey including a new look and feel and clearer instructions.

The questions included on the survey were:

1. How often do you use Ecrim to complete background searches?
2. How many criminal history checks would you estimate that you complete each month?
3. For which of the following reasons do you choose to use the eCrim system?
Please choose all that apply.
 - I am an employer - To screen potential employees
 - I am an employer - To screen potential volunteers
 - I am an employee - Document is required prior to starting a job
 - To screen residents or tenants of a property I am renting
 - To obtain official documentation: for Visa's, passports, etc
 - Military use
 - Curiosity
 - I do not wish to answer
 - Other
4. Are there any features would you like to see that would increase your usage of the online system?
5. What do you like best about the eCrim system?
6. Are the instructions clear and easy to follow?
7. Do you have any final comments or suggestions as to how we can improve the eCrim system?

The second of the surveys was for the online tax filing system, E-file (<http://www.ehawaii.gov/efile/>). A meeting was held with the Department of Taxation in April 2008 to discuss ways in which to make our tax filing system easier for users to complete their tax filings. Also, the survey was a way for us to gauge whether or not

doing away with the \$2.50 fee to file using a check resulted in more users being willing to file online. The survey was emailed to roughly 53,000 users on 6/18/08 and we received over 1,500 replies. The survey showed us that even with the marketing efforts by the Department of Taxation, 66% of those emailed did not know that we had even done away with that additional fee. This survey was again only sent to users who had stated it was ok for us to send occasional updates or email messages.

The questions included on the survey were:

1. Please choose the option that best describes your usage of the ELF system:

- I was not aware that I had an ELF account for online filings.
- I created the account in error.
- I have never attempted to use the ELF system online.
- I use the online tax filing system regularly to file.
- I have attempted to complete a filing (s), but was unable to finish for various reasons.
(please specify)

2. Which of the following reasons reflect why you might hesitate to use the online filing system? Please check as many as apply.

- The form I need is not available to file online.
- I do not want to pay an additional service fee.
- I was not aware the website existed.
- I prefer to file by paper.
- I have concerns with security for online transactions.
- I pay a tax professional to complete my tax filings.
- I have no hesitations using the online system.
- Other

3. Do you find the website easy to navigate (Y/N)?

4. If no, what were you looking for that you were unable to locate?

- Instructions.
- Contact information for the Department of Taxation.
- Contact information for Technical Support.
- Other

5. If you contacted the Department of Taxation for assistance, did they respond to you via telephone/email in a timely response?

6. If you contacted technical support regarding an issue with a filing, did we respond to you via telephone/email in a timely response?

7. If you have used, or currently use the system, do you find the instructions clear and easy to follow?

8. Are you aware that paying for your filing electronically no longer costs an additional \$2.50?

9. Do you have any final comments or suggestions for us regarding the Electronic tax filing system?

10. Do you use other hawaii.gov services (select all that apply)? (There was a full list of services for them to choose from here)

PORTAL OBJECTIVES FOR 2009

Offering a Content Management System

HIC will begin offering a Content Management (CMS) System utilizing Alfresco, which is the leading open source alternative for enterprise content management. Alfresco is a general purpose content repository with content management services. It can be used to manage documents and transform them in web-ready formats (HTML, PDF) and categorize them linking into overall site navigation and index pages. Alfresco can also be used to capture HTML pages using an included WYSIWYG editor. For state agencies that choose to use this system to create or host their sites, the content is easily manageable and updateable by the end users.

State ID

I love being able to apply for a state ID online.

Genius!

Diversifying our partner portfolio

Ehawaii.gov is continuously looking for new ways to bring vital government services to both businesses and citizens alike. HIC will strive to create new relationships with partners not yet realized and to develop new and innovative solutions for Hawaii citizens.

Implementing a standard method for online form processing

In accordance with Governor Lingle's decree to have all forms available to file online by 2010, eHawaii.gov is working to create an application to make form creation and processing simple for State and local government agencies. The system will allow easy creation of form templates as well as offering payment services if necessary to process any fees related to the forms.

Continue our success with cross agency applications

With the overwhelming success of the HCE service, HIC plans to research other ways in which to combine multiple agencies and services into a single easy to use interface. An exciting example of a potential service is the Renewable Energy "Fast Track" System with the Department of Economics and Business Development & Tourism (DBEDT). We foresee the system would integrate with multiple permitting agencies like Department of Health, Department of Land and Natural Resources, etc., to allow sharing of permit statuses amongst agencies to allow quicker application process for the renewable energy initiatives.

Improving portal site navigation

We will be working towards making information easier to access on the portal, www.ehawaii.gov utilizing a Content Management System. Potential updates include creating a new all services page that is easily searchable and can be indexed by various criteria such as agencies,

alphabetically, or by category. We will utilize existing user feedback throughout our redesign process to make the site more intuitive and easy to navigate.

Continue to work with partners to protect their data and revenue streams

