



General Information Delivery

Business Dilemma

Delivering effective information to the constituents of Madera County continues to be an important aspect of good government. MCIT was asked to analyze ways of enhancing the County's ability to communicate information through the use of technology.

Solutions Approach

In reviewing constituent comments on this subject MCIT identified several common themes:

- The government center lacked an effective central information guide for available services within the facility
- Constituents lacked the ability to self serve in a variety of agencies
- The County web site, while providing an abundance of information, was not oriented to specific services and was too general in scope

It is clear that due to the diversity of the goals a multi-pronged solution would need consideration. The presumed solution would include both physical and virtual communication enhancements. Therefore MCIT piloted kiosk technology for those facilities where business services were being carried out and constituent access was frequent. These kiosks were equipped with Wi-Fi internet access; touch screen technology; high quality laser printers (for form printing) and a standard keyboard/mouse interface.

In addition, MCIT began directly assisting customer agencies in converting forms for use on the County internet site, as well as embarking on a site enhancement project to provide interactive features.

Results

The first month that the kiosk technology was introduced saw approximately 103 constituent uses. On a month over month basis usage has increased by an average of 200. A year after the kiosk introduction at the government center we have 2855 uses with 98 pages of County forms printed on a monthly basis.

While MCIT has embarked on the enhancement of our virtual environment as well to date we have increased the number of forms available on the web site by approximately 4000%. Phase two of this enhancement project will include interactive forms and virtual payment options for constituents.