



Municipal Tax Project - Forum 4
August 24, 2004

Municipal Tax Project Forum 4

Support and Help Processes



Municipal Tax Project - Forum 4
August 24, 2004

Agenda

10:00 – 10:15 Welcome and Opening Remarks

10:15 – 11:30 Support & Help Conceptual Design Ideas

11:30 – 11:45 Project Status Updates & Next Steps

11:45 – 12:00 Closing Remarks

Final Q/A and Immediate Comments



Opening Remarks

- Introductions
- Contact List
- Logistics
 - Restrooms
 - Cell Phones
- Today's Presentation Available on Project Web Site
<http://munitax.obg.ohio.gov>



Objectives

- Provide Project Update
- Share and validate viable conceptual design ideas and approach – Support & Help
- Define process for feedback
- Outline upcoming steps



Project Components

- Funds Transfer 👉
- Data Transport 👉
- Forms & User Interface 👉
- Support & Help Processes
- Training, Education, & Outreach



General Process

- Conceptual Design Analysis
- OBGSC Endorsement of Recommended Conceptual Designs
- Detailed Requirements Analysis
- Development
- Implementation



Constraints based on H.B. 95 Testimony

- State/Ohio Department of Taxation (ODT) does not centrally collect the tax.
- State/ODT does not administer the tax.
- State/ODT does not audit the tax.
- State/ODT does not charge any fees to cities.
- State/ODT does not hold the funds.



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Today's Focus

Conceptual Designs

Support & Help



Project Update

- Completed Requirements Analysis for Municipal Tax Application
- Begin Application Design on August 25th
- Initiated Municipal Profile Survey
- Added Second Business Analyst (Randy Shipley) - focus on process tasks; survey, equipment, banking
- Added Several Updates to the Municipal Tax Web Site



Muni Tax Web Page Updates

<http://munitax.obg.ohio.gov>



The Municipal Tax Project

[Home](#)
[Updates](#)
[About OBG](#)

Project Information

[Project Overview](#)
[Project Team](#)
[Status Reports](#)
[Project Schedule](#)

See the [Updates](#) page for a list of recent changes/additions.

Forum & Presentation Information

[Click Here](#)

NEW! Information for Tax Administrators **NEW!**

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Welcome to the Ohio Business Gateway's Municipal Tax Project site. This site is intended to serve as an informational resource for all parties interested in the project.

This project is a direct result of municipal tax reforms enacted by Am. Sub. H.B. 95 as passed in the 125th Ohio General Assembly (2003). These reforms are based on recommendations made in a report issued by the Committee to Study State and Local Taxes in March, 2003.

OBG's continued growth, through projects such as this, can assist the efforts around the state to promote a favorable climate for business development and economic growth. The Municipal Tax Project on OBG presents all parties with the opportunity to deliver a truly innovative and ground breaking service that builds on the existing momentum.

Use the navigation links on the left to access information about the project, the public forums, or to contact us with comments or feedback. I hope you find this site useful.

Thank you for visiting.



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The Municipal Tax Project

[Home](#)
[Updates](#)
[About OBG](#)

Project Information

- [Project Overview](#)
- [Project Team](#)
- [Status Reports](#)
- [Project Schedule](#)

Tax Administrator Information

This page provides specific Municipal Tax project information for all Municipal Tax Administrators. Please click on the following links for more specific information about each topic listed below.

NEW!

Forum & Presentation Information

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Information for Tax Administrators **NEW!**

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Project Update

NEW! [The Project Overview Letter](#) provides an important update on the status of the efforts to meet the municipal tax filing requirements of H.B. 95 (2003).

Process Overview

NEW! [This document](#) provides an overview of the high level process by which the OBG will collect taxpayer data and payment information and forward this information to municipalities and the respective tax administration system.

Survey Overview

NEW! [This document](#) outlines the intent and purpose of the Municipal Tax survey.

Survey Instructions

NEW! [This document](#) provides a set of instructions for completing the Municipal Tax survey.

Municipal Tax Survey

NEW! [This Link](#) provides access the Municipal Tax Survey. **Note: This link will open a new Department of Taxation browser window.**

Support & Help

[Coming Soon](#) - an overview of the Municipal Tax application support processes.

Training

[Coming Soon](#) - an overview of the Municipal Tax application training processes.



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Break?



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Support & Help

Conceptual Design Ideas



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Support & Help

Support Strategy is Key

Effective support will maintain and enhance the perceived value of OBG in the eyes of the Taxpayer and Tax Administrator.



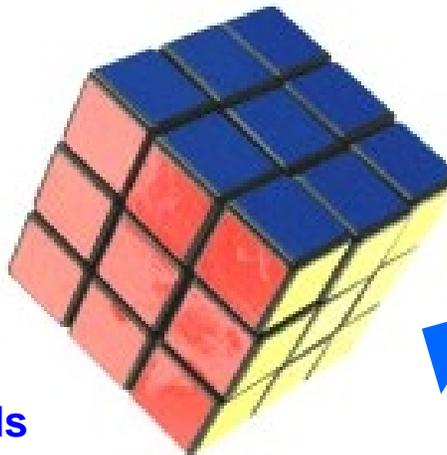
A Multi-Dimensional Challenge

Diverse User Base

- Taxpayers
- Municipal Tax Administrators
- Third Party Administrators

Tier Support Levels

- Tier 1 - Application
- Tier 2 - Tax
- Tier 3 - Business Process



Support Delivery Methods

- Self-Help
- Assisted

Support Transactions

- System
- Non-System



Support & Help Challenges

- Diversity and geographical dispersion of user base is substantial
- Needs of the user base vary significantly
- Experts are neither centrally located nor organizationally aligned
- Complexity, diversity, and magnitude of transactions can be varied



Support & Help

Overall Objectives

- Provide assistance to taxpayers on the use of the OBG Application.
- Promote and facilitate interactions between the taxpayers and municipalities.
- Enable experts with knowledge to address the end-user's needs.
- Unify support delivery through a comprehensive strategy



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Support & Help Overall Objectives

Develop and position support as a valuable component of the OBG product.



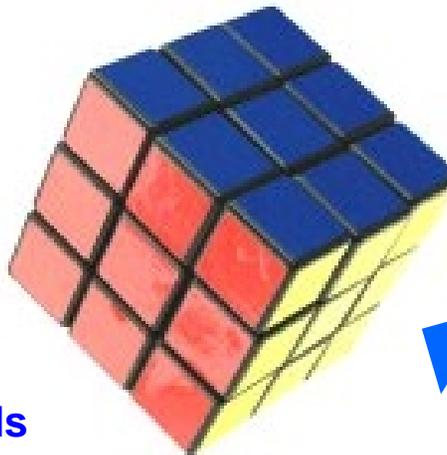
A Multi-Dimensional Challenge

Diverse User Base

- Taxpayers
- Municipalities
- Third Party Administrators

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Support Delivery Methods

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- Assisted

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Support & Help Diverse User Base

- Taxpayers (OBG Users)
 - Directly interface with the application
 - Number 60,000+ (registered OBG businesses)
 - Include large and small businesses
 - Include Tax Practitioners



Support & Help Diverse User Base

- Municipalities
 - Receive tax and payment data from OBG
 - Number approx. 560 (with income taxes)
 - Include large and small municipalities
 - Already provide support to their taxpayers
 - Own administration of municipal taxes



Support & Help Diverse User Base

- Third Party Administrators
 - Receive tax and payment data
 - Provide tax administration for multiple municipalities
 - Already provide support to their customers and taxpayers



Support & Help

Levels of Support

- Knowledge Support
 - Tier 1 – Application
 - Navigation Questions
 - Password Resets
 - Tier 2 – Tax
 - Tax Rules/Laws
 - Account Status



Support & Help Levels of Support

- Business Process Support
 - Tier 3
 - Bank Account Change
 - Interest Rate Change
 - Change to/from Self-Administration
 - Data File Recovery



Support & Help

Support Transaction Types

- System
 - Changes to Profile Data
 - Bank
 - Tax Rate
- Non-System
 - Password Resets
 - Navigation Questions



Support & Help Delivery Methods

- **Self-Help**
 - Online Help
 - Application Demos
 - Wizards
- **Assisted**
 - Live Chat
 - Telephone
 - Email
 - In Person



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Support & Help Filters

- On-Going Costs
- Staffing
- Support Delivery Efficiency



Support & Help Filters

Support Needs

Filtered by:

- *On-Going Costs*
- *Staffing*
- *Delivery Efficiency*

Viable Support Strategy





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Recall Significance of Support Strategy

Effective support will maintain and enhance the perceived value of OBG in the eyes of the Taxpayer and Tax Administrator.



Support & Help Discussion Points

- **Have we assessed the Help & Support Situation Correctly?**
- **How do we execute a strategy which unifies the support delivery?**



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Break?



Data File Formats

Goal:

To provide tax and payment data to Municipalities or their Third Party Administrator (TPA) in a timely and accurate manner.

Factors to Consider:

- Formats and Layout
- Delivery Frequency



Data File Formats

Human Readable

- Text Formatted File
- Contents and Format Similar to Existing Paper Forms
- OBG can provide robust content using both user profile data and filing data
- Format ideal for manual data input processes
 - not designed for efficient data importing



Data File Formats

Machine Readable

- Data Delimited (comma is common)
- Variable layouts (flat, hierarchical)
- Facilitates electronic uploading into local tax administration software systems

What are industry standards to consider?



Potential Machine Readable Formats/Layouts

- TPA choices
 - Hierarchical layouts to accommodate data for multiple municipalities
 - Flat format (one record per taxpayer per municipal filing)
 - Municipality IDs flagged on each record
- Non-TPA
 - Flat format (one record per taxpayer per municipal filing)
 - Could use municipality IDs for each record

Separate Requirement Session for TPAs in Mid-September



Data Frequency Options

Data can be delivered to support existing tax administration processes

- Monthly
- Weekly
- Daily



Banking Data

- Outside the scope of the OBG
- Will be provided by the municipalities' banking partners
- Format is part of product offering from banks



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Project Status & Next Steps



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Project Schedule

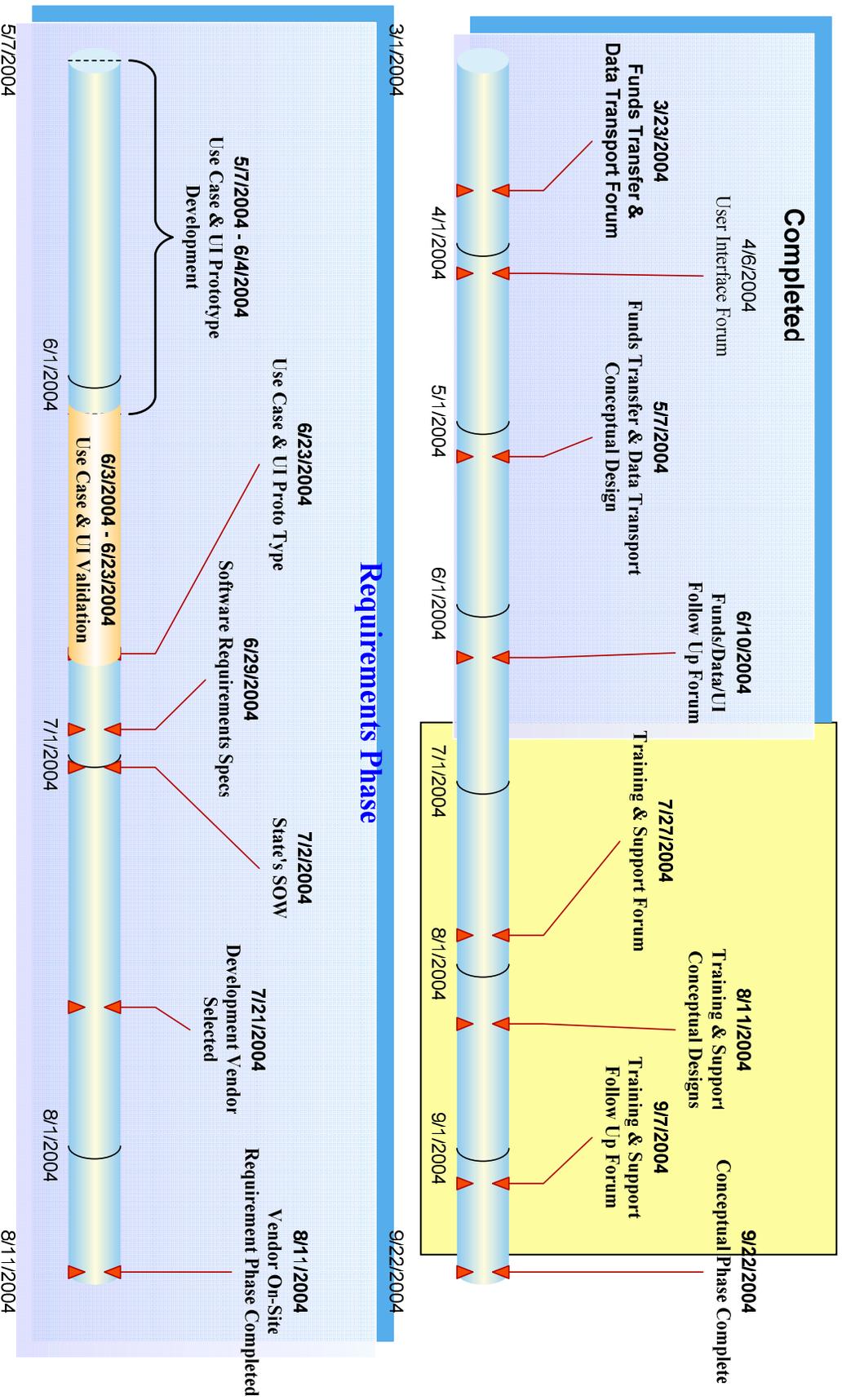
We are here

ID	Task Name	Start	Finish	Duration	Mar 2004			Apr 2004			May 2004			Jun 2004			Jul 2004			Aug 2004			Sep 2004			Oct 2004			Nov 2004			Dec 2004			Jan 2005				
					26	7	14	21	28	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26
1	Concept	3/1/2004	9/17/2004	145d	[Gantt bar: Green from 3/1 to 8/15, Blue from 8/15 to 9/17]																																		
2	Requirements	5/7/2004	8/1/2004	65d	[Gantt bar: Green from 5/7 to 8/1]																																		
3	Design	8/12/2004	9/23/2004	3 d	[Gantt bar: Blue from 8/12 to 9/23]																																		
4	Development & Unit Testing	9/24/2004	10/25/2004	22d	[Gantt bar: Blue from 9/24 to 10/25]																																		
5	System Testing	10/12/2004	12/8/2004	42d	[Gantt bar: Blue from 10/12 to 12/8]																																		
6	Training	8/1/2004	12/17/2004	95d	[Gantt bar: Blue from 8/1 to 12/17]																																		
7	Implementation	12/8/2004	1/21/2005	33d	[Gantt bar: Blue from 12/8 to 1/21]																																		
8	Post Deployment	1/21/2005	2/10/2005	15d	[Gantt bar: Blue from 1/21 to 2/10]																																		

Municipal Tax Project – Phase I

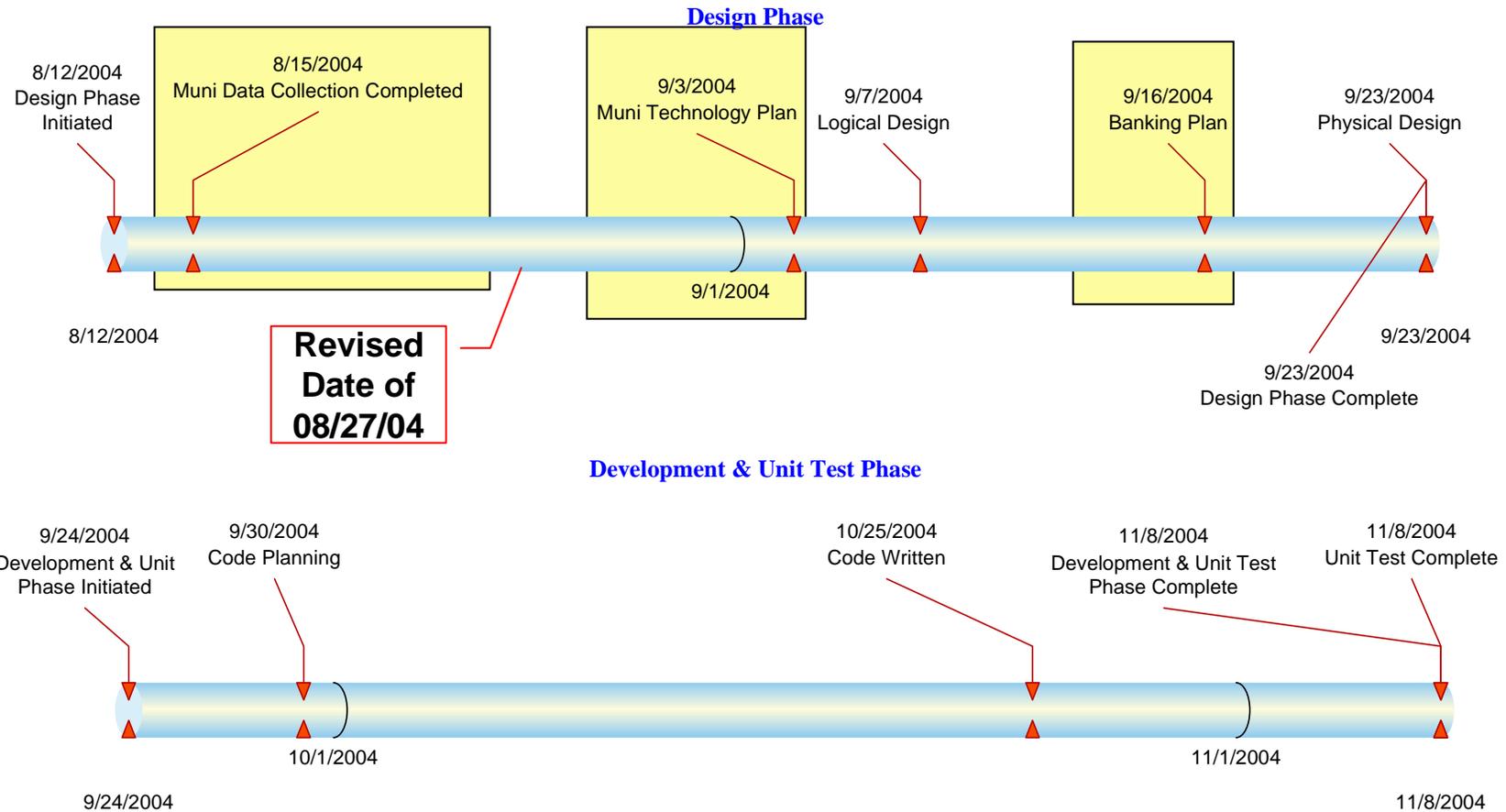
Net Profit Extension Requests and Estimated Payments

Conceptual Phase



Municipal Tax Project – Phase I

Net Profit Extension Requests and Estimated Payments





Next Steps in Funds Transfer for OBG

- Continue to conduct exploratory discussions with sample set of banks (now)
- Verify/collect municipalities' bank profile data (August)
- Group banks (August/September)
 - Qualified to accept data directly from OBG
 - Candidate for use of qualified correspondent bank
- Develop implementation plans (September)



Next Steps in Funds Transfer for Municipalities

- Participate in the bank profile data collection activities (August)
- Review existing ACH agreements or plan to develop new (August/September)



Next Steps in Data Transport for OBG

- Verify/collect the municipalities' profile data (August)
- Design/communicate automated transfer process (Mid September)
- Design/communicate output file formats (September)
- Develop criteria for state equipment (September)
- Develop implementation plans (September)



Next Steps in Data Transport Municipalities

- Participate in profile data collection activities (August)
- If automating tax data retrieval, participate in additional discussions (September)
- Acceptance of equipment (if qualified to receive) (Oct/Nov)



Closing Remarks

- Please provide written comments regarding today's event and the conceptual designs by August 31, 2004
- Forum updates can be viewed on the Municipal Tax Project Website at:

<http://munitax.obg.ohio.gov>



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Final Q/A

Immediate Comments



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Thanks for Attending!