MUNICIPAL E-COMMERCE:

THE PRESENT AND THE FUTURE

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- **What is E-Commerce?**

- **How common is municipal e-commerce?**

- **What municipal services are e-commerce targets?**

- **What are the issues surrounding municipal e-commerce?**

- **What New Jersey municipalities use e-commerce?**

- **Who are some of the municipal e-commerce vendors?**

- **What is in it for residents of a municipality?**

- **The Future**

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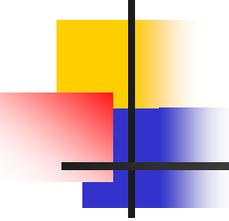
What is e-commerce?

- Municipal e-commerce is any activity conducted over the Internet that involves an exchange of money or product between the municipality and the resident or vendor.

- Municipal e-commerce can also occur over private network connections (usually with other government entities; state or county)

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What is e-commerce? Types of Transactions.

- Credit cards: requires a "convenience fee" from residents. Cash advance or credit transaction?
- Electronic check: withdraw from checking or savings account.
- Municipality maintains a credit account for resident

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How common is municipal e-commerce?

- Gross estimates for 2001

  1.4% of New Jersey Municipalities

  3% Nationally (estimate)

- Private industry – 30%

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What municipal services are targets?

- Property Taxes
- Water & Sewer Bills
- Public Auctions
- Bond Sales
- Courts
- Tax Liens

- Public Bids
- Registrar Records
- Recreation
- Permits
- Licenses
- Beach Badges

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Municipal e-commerce issues.

- Security and Privacy
- Who owns the web site? Volunteers?
- Build in-house or outsource?
- Integrating with existing systems.
- Return on Investment
- Vendor stability?

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New Jersey Municipalities.

Municipality	Property Tax	Water	Sewer	Recreation
Ewing	X		X	
Carteret	X		X	
Cresskill	X			X
Hazlet	X			
Downe	X			
Mantua		X	X	
Bernards	X			
Deal	X		X	

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Who are the vendors?

- Official Payments Corp   www.officialpayments.com
- EZ Gov   www.ezgov.com
- GovOne Solutions www.goveonesolutions.com
- MuniMart www.munimart.com
- GovDeals www.govdeals.com
- Bid4Assets www.bid4assets.com

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Why do residents want e-commerce?

- Convenience
- Convenience
- Convenience

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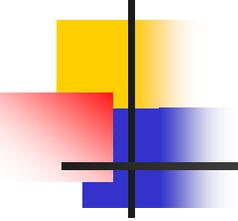
The Future

- Municipal e-commerce 5-10% of revenue. There are no reliable future estimates.

- Focus on the 80-20 rule to improve cash flow. Target large payors

- Focus on 80-20 rule for transactions to improve productivity.