



ACHIEVEMENT AWARDS



APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 1, 2016.** Please include this application form with electronic entry.

PROGRAM INFORMATION

County: Stafford

Program Title: myStafford Customer Portal

Program Category: Information Technology

CONTACT INFORMATION

Name: Laura Rudy

Title: Stafford County Treasurer

Department: Treasurer's Office

Complete Mailing Address: P.O. Box 68, Stafford, VA 22555

Telephone: 540-658-8704 Website: www.staffordcountyva.gov

Email: lrudy@staffordcountyva.gov

SIGNATURE OF COUNTY ADMINISTRATOR OR CHIEF ADMINISTRATIVE OFFICER

Name: Anthony Romanello

Title: County Administrator

Signature: 

2016 VACo Achievement Awards Entry

County: Stafford County, Virginia

Program Title: myStafford Customer Portal

Program Category: Information Technology

Contacts: Laura Rudy, Treasurer; Scott Mayausky, Commissioner of the Revenue

The myStafford Customer Portal is a forward-thinking mobile friendly e-billing, business e-filing, and payment solution for the citizens and businesses of Stafford County. It simplifies the user experience, offering online management of various accounts, bill tracking, and payment from a single convenient website, regardless of the originating office or department.



Stafford County – myStafford Customer Portal

Overview

The myStafford Customer Portal is a forward-thinking mobile friendly e-billing, business e-filing, and payment solution for the citizens and businesses of Stafford County. The Portal simplifies the user experience, offering online management of various accounts, bill tracking, and payment from a single convenient website regardless of the originating office or department. Payables include utility bills, Real Estate Tax bills, Personal Property Tax bills and the newly integrated E-Filing section allows businesses operating within Stafford County to file and pay business fiduciary taxes online. Other features include:

- E-billing - Electronic billing and payment reminders
- Change requests - Request billing address, phone number changes and service terminations
- Scheduled Payments – Set payments to be made in the future or schedule recurring payments
- Shopping Cart – multiple bills from multiple departments can be paid with a single transaction
- One-time Payments – for those who choose not to establish a myStafford user account
- User Account Management – business filers can manage multiple secondary user accounts
- Payment Histories - billing and payment histories conveniently available with option to print
- Administrative Site – includes user management, transaction and account lookup, approval work flows, reporting, and messaging tools for the County

Launched by the Stafford County Treasurer’s Office, in partnership with the Department of Utilities, and the Commissioner of the Revenue with assistance from the Department of Information Technology, the myStafford Customer Portal has been providing convenience to the citizens and businesses of Stafford County since 2013 and continues to be a defining element of Stafford County eGovernment. Now serving over 15,000 registered customers, including more than 6,000 enrolled for e-billing making 9,000 plus payments per month, the portal has helped reduce customer service calls by 30% and has created over \$177,000 in annual cost savings for the County. Scalable, flexible, and implemented with no upfront costs to the County, the myStafford Customer Portal is a model solution for other local governments delivering citizen-centric service at its best.

The Challenge

Stafford County was an early adopter of online billing services and payments. However, individual payment services were custom designed and implemented for each department and payment type. These separate services required users to conduct multiple account lookups and redundant data entry for each payment, typically after receiving printed bills in the mail. The process was cumbersome for both citizens and the County. As a result, citizens and businesses asked for an easier way to view and pay their bills online from the convenience of their home or on-the-go via mobile device.

Furthermore, the costs and drain on County resources required for manually processing bills and payments was becoming increasingly cost prohibitive.

- Prior to the launch of the myStafford Customer Portal, the Department of Utilities printed and mailed water and sewer bills to approximately 2,000 customers per day, totaling over 400,000 per year.
- The Stafford County Treasurer's Office manually processed extremely large payment transaction volumes daily including utility payments, business tax payments, Personal Property Tax payments, Real Estate Tax payments and Dog License fees.
- The Commissioner of the Revenue managed fiduciary remittances for meals tax, transient occupancy tax, consumption and utility taxes, and quarterly fiduciary remittances for short term rental tax through a mostly manual process.

The hard and soft costs for creating, updating and processing bills, and collecting payments demonstrated the need for an automated, web-based solution to streamline the existing manual processes. Departmental collaboration and strategic partnerships spurred the implementation of a bill presentment and payment portal, where customers could interact conveniently and securely to view and pay their various bills online with a single login. The convenience and ease to the customer and significant efficiency gains to Stafford County were the primary goals.

The Solution

Objectives

Speed to market and low development costs were key program requirements. This was accomplished with a fluid design and iterative development process. Staged application development and phased implementation enabled an expedited start date while still allowing ongoing application refinements and feature releases.

Due to the importance of payment security and increasing costs of Plastic Credit Card Industry (PCI) compliance, an ongoing objective of the program is to help reduce the burden on the County to meet PCI compliance standards. The more payment services and transactions that can be processed through the PCI compliant solution, the greater the benefit to the County.

Collaboration

The myStafford Customer Portal is the result of collaboration between the Stafford County Treasurer's Office, the Department of Utilities, and the Commissioner of the Revenue, with assistance from the Department of Information Technology. While the concept was initiated by the Treasurer's Office, expanding the project enterprise-wide benefited many different departments. As a result, the County created cross-functional project teams to direct and implement the new Portal. In addition to project governance, the County's primary role in developing the solution was to format and provide billing and account data for each payable type to be consumed and updated by the Customer Portal application. Each office or department remains the owner of its respective confidential information, property, and records of the County.

Stafford County – myStafford Customer Portal

Approach to Implementation

Using a phased approach, beginning with the highest impact service first, utility payments were deployed in the initial implementation of the Portal. Soft launched in August 2013, the time frame from concept to deployment was less than five months. Additional payment types and functional enhancements were prioritized and introduced at various times thereafter, each based on factors including impact, availability of backend systems and county resources, and seasonality of the billing periods. Utility billing and payment was followed by Real Estate Taxes in 2015 and Personal Property Taxes early in 2016. Also introduced in 2016 was the addition of an integrated E-Filing application for businesses operating within Stafford County to file and pay business fiduciary taxes online. Planned enhancements slated for later in 2016 include a new feature for scheduling payments, dog license payments, and multiple E-filing enhancements, New Business Registration, and Business Closure Reporting.

Costs and Funding

The County engaged digital government services provider Virginia Interactive (VI), to implement the portal solution and provide PCI compliant payment processing services using a self-funding transactional business model. Given tight budgets and timelines, VI's unique funding model and accommodating implementation schedule greatly assisted the County in moving forward with the project. The initial implementation was launched in less than five months with zero upfront costs to the County. Ongoing hosting, maintenance, and additional payment integrations are all funded through the transactional model with little or no additional costs to the County.

Results

Soft launched in August 2013, over 4,000 users registered their Utilities accounts online in the first three months with 1,500 signing up to receive e-billing notifications and over 15,000 bills paid. Since then adoption has increased significantly with over 300% growth for registered users and a surprising 400% increase in e-billing enrollment. The Portal now serves more than 15,000 customers per month, with over 6,000 enrolled with e-billing making 9,000 plus payments a month. Usage of the Portal continues to increase with growth trending steadily in 2016.

Individually, the Department of Utilities issues over 418,000 bills annually. Initial expectations for online adoption of utility payments was targeted at 1% for the last quarter of the first year with 3%-5% organic growth anticipated annually over the next five years. Quickly exceeding expectations, over 22% of utility payments were made through the Portal by 2015.

Incremental spikes in portal adoption were also anticipated with the addition of Real Estate, Personal Property, and Business Taxes though due to the nature of these tax types, the impact to overall adoption was expected to be minimal. Nonetheless, with Portal activity on track to surpass 12,500 online payments per month by year end, overall adoption is on track to exceed 23% of all payments made to the County in the first three years of service.

After integrating the E-Filing for businesses in February 2016, the initial response from business users was excellent. Before this implementation, businesses and/or their accountants had to manually complete and mail printed filing forms along with supporting documentation and checks for payment. Payments had to be calculated by the customer, often inaccurately, resulting in incorrect payments that required lengthy follow-up by the County. Staff also had to manually input data into their backend systems introducing numerous additional opportunities for error. With onscreen validations and automatic calculations, the self-service E-Filing site is proving to be extremely valuable for increasing data quality and reducing error.

Stafford County – myStafford Customer Portal

Benefits (Government)

In today's economy, customers are looking to maximize value and are often not willing to pay an additional cost for that value. Stafford County needed a robust application to serve the growing needs of their citizens and businesses, but due to budget constraints, it also had to be fiscally responsible. The myStafford self-funded model allowed the County to attain substantial savings and efficiencies that were then able to be passed on to the customer through a fee-free eCheck payment option. For the first time ever, the County was able to offer a free payment option online, which in turn helped to increase adoption of the myStafford Portal creating even further gains for the County. Direct cost savings from e-billing and the indirect savings from the efficiency gains in processing payments created a superb return on investment for the County.

Benefits to the Department of Utilities include the costs savings of e-billing as opposed to mailing bills, as well as quicker notification of submitted payments. This is particularly helpful in the management of delinquent accounts. The Department of Utilities is instantaneously notified of any online payment toward accounts that are in jeopardy of having their water service disconnected, reducing citizen frustration and providing the Department of Utilities a more efficient use of their resources. Additional benefits include:

- High Adoption - Launched with minimal fanfare in August 2013, over 4,000 users registered in the first three months. The Portal now serves more than 15,000 customers per month, with over 6,000 enrolled with e-billing making 9,000 plus payments a month. Usage of the Portal continues to increase steadily.
- Immediate Cost Savings - The Department of Utilities spends roughly \$0.64 to print and mail each utility bill. On average, the Treasurer's Office saves \$1.00 in manual processing costs per online transaction. At the current adoption, the portal has created over \$177,000 in annual cost savings for the County.

Stafford County – myStafford Customer Portal

- **Increasing Future Cost Savings** - As more users adopt e-billing, the Department of Utilities will see a decrease in the costs associated with the production and mailing of paper utilities bills. The Commissioner of the Revenue's usage of the new automated process will also save on printing and mailing services. Conjointly, as more customers pay online, the Treasurer's Office will realize reduced manual payment processing costs. All County departments will save valuable time and resources.
- **Reduced Customer Service Calls** - Prior to the myStafford implementation, the Treasurer's Office answered over 49,000 customer service calls annually. Since 2013, incoming calls have decreased by 30%, nearly 15,000 calls yearly.

Benefits (Citizens and Business)

The myStafford Customer Portal is one of the first impressions citizens and businesses have of interacting with Stafford County. With an intuitive user interface and best-in-class enterprise features that uniquely reflect the County's personality, the portal has become a defining element of the County's commitment to citizen-centric service delivery and convenience. Citizens are given an online experience with the portal equal to the highest quality service they would expect to receive in person. Users have access to their Utilities, Real Estate, Personal Property tax and Business Filing accounts 24 hours a day and seven days a week to view bills and balances due, make payments, and maintain basic changes at their convenience.

“Just wanted to say thanks for the new online water payment option! Nice to save a buck, and be able to set up an account for easier sign in. I really appreciate it.”

– *Sam Houchins, myStafford user*

“The new system is great! I don't have to remember my account number every time I want to make a payment online. Plus, now it's fee free for e-check payments!”

– *Diane Pape, myStafford user*

Stafford County – myStafford Customer Portal

The myStafford Customer Portal has risen to the challenge of bringing new innovative features to citizens of the County, yet on a broader spectrum, the platform provides features and services common to all local governments. The Portal has gained the attention of many localities throughout the Commonwealth and the nation. Currently, several other Virginia localities have implemented or are planning their own version of the application.

Marketing Summary:

The myStafford Customer Portal is a forward-thinking mobile friendly e-billing, business e-filing, and PCI compliant payment solution for the citizens and businesses of Stafford County. It simplifies the user experience, offering online management of various accounts, bill tracking, and payment from a single convenient website, regardless of the originating office or department. Payables include Utility bills, Real Estate Tax bills, Personal Property Tax bills and the newly integrated E-Filing section allows businesses operating within Stafford County to file and pay business fiduciary taxes online.

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Supplemental Information

MySTAFFORD Customer Portal Landing Page



mySTAFFORD Payments Home

Account Information

Use your mySTAFFORD online account to:

- Register your Personal Property/Business Property, Real Estate Taxes and Utility Accounts
- Enroll in electronic notifications
- View your bill online
- Change your billing address or phone number
- E-File and Pay your Meals, Transient Occupancy and other Business Fiduciary Taxes

User name

Password

[Log On](#) [Enroll Here](#)

- [Forgot Password](#)
- [Forgot Username](#)

One Time Search/Bill Payment

If you don't have time to register for an account right now, [search/pay without logging in](#).



Where history meets the promise of tomorrow.

[Stafford County Home](#) | [Stafford County Utilities](#) | [Stafford County Treasurer](#) | [Stafford County Commissioner of the Revenue](#)

COUNTY OF STAFFORD, VIRGINIA: 1300 Courthouse Road, Stafford, VA 22554

My Stafford Customer Accounts Dashboard Illustrating Multiple Accounts & E-Billing

Account Management Dashboard
David Banner (User Settings) | [Log Off](#)

[myStafford Home](#)

Accounts Due

Accounts with payments due are listed here. Easily pay on one or more accounts by entering your payment amounts and selecting 'Make Payment'. Select individual accounts to view more details.

Account	Date Due	Amount Due	Payment
<i>Utility Accounts:</i>			
Utility - 000020101-000007100	5/30/2015	-\$47.69	<input type="text" value="-"/> <input checked="" type="checkbox"/>
<i>Real Estate Accounts:</i>			
Real Estate - 090736-09540		\$0.00	<input type="text" value="-"/>
<i>Personal Property/Business Property Accounts:</i>			
Personal Property/Business Property - 207092		\$0.00	<input type="text" value="-"/>

A green checkmark means that a recent or pending payment was made through this website which covers the amount due for a particular bill.

[View Scheduled Payments](#)
[Make Payment](#)

Your Accounts

View or manage all accounts associated with your online user account.

Account	
Utility - 000020101-000007100	Change Request Account Settings View
Real Estate - 090736-09540	Change Request Account Settings View
Personal Property/Business Property - 207092	Change Request Account Settings View

[Add new account](#)

Account Management - Account Settings
David Banner (User Settings) | [Log Off](#)

[myStafford Home](#) > [Utility](#) > [Account Settings](#)

Account Settings

Edit your personal settings related to this Stafford Account. This information is only specific to your online user account.

Utility: 000020101-000007100

Account Nickname

Account Specific Notifications

Select the notifications which you would like to receive for this account.

- A new bill is available
An email will be sent to you when a new bill is available.
SELECTING THIS OPTION WILL SUPPRESS PAPER BILLING FOR THIS UTILITY ACCOUNT.
- A bill is near due
An email will be sent to you when a bill is within 5 days of being due.
- A bill is past due
An email will be sent to you when a bill is past due.

[Remove Account](#)
[Cancel](#) [Save Changes](#)

Stafford County – myStafford Customer Portal

Example of MyStafford Account Overview Page and Printable Bill

Account Management - Overview

myStafford Home > Utility - 000020101-000007100

David Banner ([User Settings](#)) | [Log Off](#)

Account Overview - Utility - 000020101-000007100

Note: A payment is pending which covers the amount due for this account.

JOSEPH N, DAVID
922 VIEW DR
FREDERICKSBURG, VA 22405

Balance
\$37.95

Pending Payments
\$56.15

Total Amount Due
-\$18.20

Date Due
5/30/2015

Pay Total Amount Due
 Pay Another Amount

Amount Paying
\$ 0.00

Cancel
Make Payment

Bill History

Bill Date	
May 05, 2015	Download PDF
April 02, 2015	Download PDF
March 04, 2015	Download PDF
February 04, 2015	Download PDF

Payment History

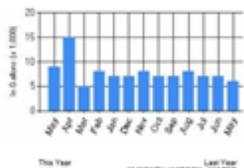
Payment Date	Amount Paid
April 21, 2015	\$200.00
April 06, 2015	\$69.00
March 09, 2015	\$60.00
February 10, 2015	\$60.00



County of Stafford
Utility Payments
P.O. Box 1195
Stafford, VA 22555-1195

BALDWIN SEPH
922 EASTERN VIEW DR
FREDERICKSBURG VA 22405-1711

Stafford County Utility Bill



This Year Last Year
13 MONTH HISTORY - WATER

ACCOUNT INFORMATION

ACCOUNT: 000000101-000007100
SERVICE ADDRESS: 922 EASTERN VIEW DR
CYCLE/ROUTE: 36-07
SERVICE PERIOD: 5/30/2015 to 4/30/2016
DAYS: 31
BILLING DATE: 04/20/15
PRIOR BILLING DATE: 03/20/15
BILL TYPE: REGULAR BILL

CURRENT METER INFORMATION

METER	REGULATED	CURRENT	STANDARD	UNSATURATED	LAST
0274103	WA	122	110	0	0

ACCOUNT ACTIVITY

LAST PAYMENT DATE AND AMOUNT: 4/21/2015 \$200.00
BALANCE FORWARD: -\$138.34

NEW CHARGES

WATER	\$41.18
SEWER	\$35.02
TOTAL NEW CHARGES:	\$76.20

ACCOUNT BALANCE

NEW CHARGES: \$76.20
To avoid late penalty, payment must be received by 12:00 noon on 5/30/2015
TOTAL CREDIT BALANCE: \$42.49

If you have any questions, please call: (540) 658-8615 (Mon-Fri, 8:00-4:30)
After hours Emergency ONLY, call (540) 658-4257

----- PLEASE FOLD ON PERFORATION BEFORE TEARING. RETURN TO YOUR PORTION WITH YOUR PAYMENT -----

Payment

Coupon

ACCOUNT INFORMATION

ACCOUNT: 000000101-000007100
SERVICE ADDRESS: 922 EASTERN VIEW DR
CYCLE/ROUTE: 36-07
BILL TYPE: REGULAR BILL
DUE DATE: 5/30/2015

DAVID JOSEPH BALDWIN
922 EASTERN VIEW DR
FREDERICKSBURG VA 22405-1711

0000001010000007100

AMOUNT DUE

NEW CHARGES: \$76.20
TOTAL CREDIT BALANCE: \$42.49

AMOUNT ENCLOSED (MAKE CHECKS PAYABLE TO COUNTY OF STAFFORD)

CREDIT BALANCE-DO NOT PAY

REMIT PAYMENT TO:

STAFFORD COUNTY - UTILITIES
PO BOX 1195
STAFFORD VA 22555-1195

Stafford County, VA

12

Stafford County – myStafford Customer Portal

myStafford E-Filing Account Page For Business Users



E-FILING

myStafford Home • Business E-Filing Home

[Doc Holiday \(User Settings\)](#) | [Manage Users](#) | [Log Off](#)

Your Business Accounts

[Help](#)

Type	Account Number	Account Name / License Number	
Meals Tax	██████	7 - ELEVEN 21272 B / ██████	View Account
Meals Tax	██████	7-Eleven 346498 / ██████	View Account
Meals Tax	██████	7-ELEVEN INC -17219 / ██████	View Account

[Add Account](#)

Recent Online Payments

Payment Date	Payment #	Account Number		Payment	Service Fee	Total
2016-03-03 11:36	16105052	██████	7-ELEVEN INC - ██████	\$41.50	\$1.83	\$43.33
2016-03-03 13:11	16106014	██████	7-Eleven ██████	\$593.42	\$12.87	\$606.29

[View Older Online Payments](#)



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[Stafford County Home](#) | [Commissioner of the Revenue](#) | [Stafford County Treasurer](#)

COUNTY OF STAFFORD, VIRGINIA | 1300 Courthouse Road, Stafford, VA 22554

Stafford County – myStafford Customer Portal

Administration Dashboard for County Staff

Administration Dashboard - Change Request

myStafford Home Kirk Whiting (User Settings) | Log Off

[Home](#) [Change Requests](#) [Payment Report](#) [Account Search](#) [User Accounts](#) [Bill Messages](#) [Bill Inserts](#) [FTP Access](#) [Statistics](#)

Newly Submitted Change Requests

Request Number	Account	Request Type	Date Created	Status	
001-000104	Home Account (Utility - [REDACTED])	Request Billing Address Change	4/14/2014	Submitted	Edit
004-000111	Land Sale (Real Estate - [REDACTED])	Remove Mortgage Company Code	4/15/2015	Submitted	Edit
017-000283	Personal Property/Business Property - [REDACTED]	Change Military Status	12/15/2015	Submitted	Edit
017-000284	Personal Property/Business Property - [REDACTED]	Request Billing Address Change	12/15/2015	Submitted	Edit
017-000285	Personal Property/Business Property - [REDACTED]	Add or remove a vehicle	12/15/2015	Submitted	Edit
004-000286	Margie Hayes (Real Estate - [REDACTED])	Remove Mortgage Company Code	1/19/2016	Submitted	Edit
017-000289	randy (Personal Property/Business Property - [REDACTED])	Request Billing Address Change	2/13/2016	Submitted	Edit
017-000290	Personal Property/Business Property - [REDACTED]	Request Billing Address Change	2/13/2016	Submitted	Edit
017-000291	Personal Property/Business Property - [REDACTED]	Request Billing Address Change	2/13/2016	Submitted	Edit

Account Search

Type: Account Number: Or, Customer Name: e-Bill:

Stafford County – myStafford Customer Portal

myStafford Customer Portal Project Team

Pictured left to right: Kathy Johnson, Utilities Customer Service Manager, Jeanine Denno, Utilities Customer Service, Laura Rudy, Treasurer; Erin Brooks, Deputy Treasurer; Kathy Cox, Chief Deputy Treasurer



myStafford Business E-Filing Project Team

Pictured Left to Right: Mike Seinkowski, Deputy Commissioner of the Revenue; Mike Keyes, Chief Deputy Commissioner; Scott Mayausky, Commissioner of the Revenue

