

Team Information

Project Name

AgStop

Team Members

(3-10 Total)

	Name	Department/Division
1	Jenny Janssen	Ag Business Development Division
2	Kelly Lane	Weights, Measures and Consumer Protection Division
3	Maddy Berwanger	Missouri Ag and Small Business Development Authority
4	Kristina Stafford	Animal Health Division
5	Reagan Wempe	Missouri Grown Program
6	Janice Libbert	Director's Office
7	Sarah Goellner	Director's Office
8	Justin Smith	Attorney General's Office
9	Sami Jo Freeman	Director's Office
10	Eric Pahl	Office of Administration ITSD

Your Pitch

What problem are you addressing? (No more than 200 words)

Government is massive - that is something we can all agree on. Currently, the burden is on Missouri citizens to know of and understand regulations. That is a difficult task. However, regulations and statute better serve citizens when they are regularly revised to fit ever-changing citizen and business needs. So, how can we simultaneously streamline internal processes and better serve our citizens? AgStop is here to help.

What is your proposed solution? (No more than 200 words)

TurboTax revolutionized citizen engagement with government. Today, 92% of citizens file their taxes online. By applying that interface to the Department of Agriculture, we propose that AgStop can both improve our internal processes and citizen experience simultaneously. AgStop will start as a web application hosted at Agriculture.Mo.Gov with the long-term plan to build it's interface into a smartphone application for both iOS and Android. The purpose of our new application will be to allow citizens to page through a short list of prompts that will identify every form that they need to do business with our agency. In that same experience, our application will auto-populate the citizen's information and allow them to submit all forms at the same time. This application will completely reset the expectations our citizens have when they interact with state government, and develop an application that may be scaled across state government.

Which area of impact is your primary focus? Choose 1 from menu below.

Improvement to citizen experience

What is your estimated impact or return-on-investment? (No more than 100 words)

Citizens across the U.S. spend an estimated 11 billion hours filling out government forms, costing them \$117 billion annually, according to the U.S. Office of Information and Regulatory Affairs. That is an incredible burden. In Missouri, we estimate that our citizens spend more than 3,500 hours, valued at more than \$81,000, on forms in our Animal Health Division alone. By focusing on the direct benefits to our citizens as taxpayers of this Department, we estimate that this application would pay itself off in 3-5 years. Please see our attached documentation to find an in-depth ROI analysis.

Key Activities and Milestones

What are the major activities and milestones to deliver your solution? (Additional steps may be added)

Activity	Milestone	Timing
1 Recreate internal processes to eliminate extra steps	Create new SOPs for each division	April 30, 2019
2 Create decision tree for all forms & licenses	Test within each program	May 30, 2019
3 Implement on Agriculture.Mo.Gov	Rollout	December 30, 2019
4 Contract with a selected mobile app developer	Agree on scope of work and sign contract	January 31, 2020
5 Finalize citizen workflow and UI/UX design	Developer starts coding the app	February 15, 2020
6 Internally test the app	Beta testing	April 15, 2020
7 Revise the app utilizing feedback from test group	Prioritize and resolve bugs	April 30, 2020
8 Finalize the smartphone application	Rollout	May 30, 2020

Results

How can you measure the impact and success of this initiative?

Priority measure(s)*	Current status	Target
Forms submitted online	7,543	10,000
Payments processed by check in animal health	83%	50%

* Measures should follow SMART principle: Specific-Measurable-Actionable-Relevant-Timebound.

[OA's guidance on performance metrics](#)

Resource requirements

What is your estimate of the costs (human, financial, technical) to implement your proposal? (No more than 100 words)

AgStop will need the support of one web developer in the short-term and one mobile applicaton developer in the long-term. ITSD estimates that \$20,000 will get a baseline smartphone application developed with our decision tree with additional costs for advanced features. Connection back to the Department's forms & databases is a cost that will be determined as soon as possible.