



Municipal Tax Project - Forum 6
December 16, 2004

Municipal Tax Project Forum 6



Agenda

- **Welcome and Opening Remarks**
- **Demonstration of the Muni Tax application**
- **Application Documentation and Resources**
- **Update on Help and Support Processes**
- **Update on Funds Transfer Implementation**
- **Steps to Overall Implementation**
- **Outreach and Marketing Plans**
- **Project Status Updates & Next Steps**
- **Closing Remarks**
- **Final Q/A and Immediate Comments**



Municipal Tax Project - Forum 6
December 16, 2004

Opening Remarks

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



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.



Municipal Tax Project - Forum 6
December 16, 2004

Municipal Tax Application Demonstration



On-line Filing Demo

- New user registration
- One taxpayer filing with three municipalities
 - Estimated payment to 2 municipalities A & B (guided and express user)
 - Extension request to 2 municipalities A & C
- Payment Process



Municipal Tax Project - Forum 6
December 16, 2004

Data File Retrieval Demo

- Logging on to electronic mailbox
- Retrieving Activity Report
- Reviewing data in activity report



Municipal Tax Project - Forum 6
December 16, 2004

Documentation & Resources

- Application User Guide
- Guide to Downloading Activity Reports
- Sample Activity Report
- FAQs
- Terms of Service



Municipal Tax Project - Forum 6
December 16, 2004

Update on Support & Help



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December 16, 2004**

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.



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



Support & Help Implementation Strategy

- Adding option to existing OBG help line
- Additional Customer Service through Tax Administrators
- Embedded Help in Application
- Online access to documentation and other resources (e.g. FAQs) at OBG web site



Municipal Tax Project - Forum 6
December 16, 2004

Funds Transfer Update



Funds Transfer Implementation Approach

1. Banks with greatest numbers of municipality relationships
 - 20 banks (with 14 affiliates) account for >80% of municipalities
 - NACHA file format verified with 30 of 34 banks (90%)
 - 9 banks are candidates for offering direct NACHA file transfer service; communications testing has begun with 7, while 1 has opted out

2. Banks servicing municipalities with greatest tax revenues
 - 16 banks have relationships with munis where aggregate tax revenue >\$60M
 - NACHA file format verified with 6 banks, underway with 4 others
 - In early stage discussions with 6 banks
 - One bank cannot originate ACH debit transactions

3. Address remaining 53 financial institutions
 - Represents remaining ~10% of total number of municipalities



Funds Transfer Notables

- Vast majority of banks servicing munis can originate ACH debit transactions
- Most banks follow a standard NACHA file format
- Once OBG completes NACHA file activities with a bank, the process of enabling municipalities is primarily limited by the time required for the bank to update its customer relationship with the municipality
- Synergies have been emerging with outside organizations like Magic-Wrighter, CMI, and BiSYS



Funds Transfer

Update on Implementation Schedule
NACHA File Creation Activities

(OBG does not know precise status of all
municipality banking relationships.)



Municipal Tax Project - Forum 6
December 16, 2004

Outreach and Marketing



Outreach and Marketing Plans

- Messages on tax forms and web sites in partnership with municipalities
- Presentations and/or Communications
 - Professional organizations (tax admin, tax practitioner)
 - Business organizations
- Media releases



Outreach and Marketing Plans

- Some events already scheduled
 - Southwest Ohio GFOA (12/21)
 - OATA Workshop (1/7)
 - CATA Workshop (1/19)
 - Ohio Tax Conference (1/27-28)
- What are other events and opportunities?



Municipal Tax Project - Forum 6
December 16, 2004

Project Status & Next Steps



Municipal Tax Project - Forum 6 December 16, 2004

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																			
1	Concept	3/1/2004	9/17/2004	145d	[Green bar from 3/1 to 8/14]																																																			
2	Requirements	5/7/2004	8/1/2004	65d																																																				
3	Design	8/12/2004	9/23/2004	32d																																																				
4	Development & Unit Testing	9/24/2004	10/25/2004	22d																																																				
5	System Testing	10/12/2004	12/8/2004	42d																																																				
6	Training	8/1/2004	12/17/2004	95d																																																				
7	Implementation	12/8/2004	1/21/2005	33d																																																				
8	Post Deployment	1/21/2005	2/10/2005	15d																																																				



Current Team Efforts

- Complete internal testing
- Conduct post-forum testing with stakeholders
- Implement embedded application help
- Initiate outreach activities



Implementation “Handshake” with Municipalities

- OBG sends “start-up” package
- Munis return data certification
- PC/equipment needs are identified and addressed (as applicable)
- OBG sends confirmation and mailbox password



Rough Timeline toward Implementation

- “Start-up” packages sent week of December 27
- OBG Muni Tax Application deployed to production January 8/9
- Confirmations sent within 1 week of receipt (subject to banking status)



Closing Remarks

- Please provide written comments regarding today's event by December 23, 2004
- Forum materials can be viewed on the Municipal Tax Project Website at:

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



Municipal Tax Project - Forum 6
December 16, 2004

Final Q/A

Immediate Comments



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December 16, 2004**

Contact Information

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Municipal Tax Project - Forum 6
December 16, 2004

Thanks for Attending!