PayPal

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>
> *– Nancy Nuckolls, community services business manager, Menlo Park, California*

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Partner Case Study | E-Gov Link

Helping local governments serve citizens online

Now that many people are using the web to shop, pay bills, and stay in touch, local governments are looking for ways to provide more services online. Government agencies typically want solutions that feature reasonable startup costs and can deliver a payback over time.

E-Gov Link meets these requirements by delivering flexible, scalable e-government solutions. More than 100 local governments use E-Gov Link solutions, integrated with PayPal, to manage recreation programs, building permits, and citizen correspondence more efficiently. The company offers a suite of services to help governments present a modern, user-friendly face to their constituents.

E-Gov Link can implement its solutions in a matter of weeks, integrating them with existing applications and customizing them to meet each government's reporting requirements. Cities across the U.S. are using E-Gov Link solutions to enhance service to citizens, reduce costs, and increase revenues. The city of Menlo Park, California, offers a good example.

City of Menlo Park, California

Challenge: Let residents register and pay for recreation programs online
The city of Menlo Park, California, wanted to reduce the long lines in its offices and make it easier for people to sign up for recreation programs. Menlo Park began to look for a recreation management solution that would consolidate credit card fees without charging a markup.

Solution: Implement the hosted E-Gov ParksLink recreation management system
Menlo Park now uses the hosted E-Gov ParksLink recreation management system to give local residents online access to its thriving recreation program. "ParksLink lets our citizens register for courses and pay for them immediately, so there's no longer any delay in finding out whether they got in," says Nancy Nuckolls, community services business manager for the city of Menlo Park. "And since it's a hosted solution, it didn't put any extra burden on our IT staff."

Results: Processing 40% of class registrations online
After just one year of using ParksLink, Menlo Park already processes 40% of its registrations online. During the first two weeks of a new quarter, Menlo Park's offices used to have registration lines of up to three hours, and the entire office staff had to help people register for classes and programs. "After we went live with ParksLink, we were wondering, 'How come our lines are so short?'" recalls Nuckolls. "Then we realized that our website was busier than our office."

The solution is helping Menlo Park not only enhance its service to citizens, but also keep pace with nearby cities. "We were one of the few cities in the Silicon Valley that wasn't using an online system for our recreation program," says Nuckolls. "With E-Gov Link and PayPal, we've modernized our services while also taking much of the burden off our front desk."

Making the payment process easier

To process payments, ParksLink integrates with PayPal solutions. E-Gov Link typically installs PayPal Payflow Pro or Payflow Link, using PayPal Payments Standard or PayPal Payments Pro as the payment processor. "The cities we work with enjoy having just one payment vendor and one bill to pay for their payment processing and gateway," says Peter Selden, vice president of sales for E-Gov Link. "That's one of the advantages of working with PayPal."

As E-Gov Link meets the growing demands of cities like Menlo Park, the company is finding that working with PayPal lends credibility to its solutions. "Everybody knows what PayPal is," Selden says. "We don't have to convince city governments to trust PayPal with their payments. And citizens get to use an easy, familiar interface as they pay their bills."