

National Association of County Officials and Visa Inc.

Digital Payments Pilot



Overview of How the Pilot Started

- ❖ Spring of 2018, took a NACo survey regarding digital payment solutions
- ❖ Summer of 2018, interviewed by NACo and Visa and an analysis was completed of Lancaster demographics and preliminary data of tax collections
- ❖ Late Summer of 2018, Lancaster was selected out of 700 counties to participate in the pilot
- ❖ Fall of 2018, NACo Futures Lab and Visa visited departments for two days to explore digital opportunities and NACo Futures Lab began analyzing base line statistics of payment types of county collections and expenditures

Digital Payment Pilot Prospectus

- ❖ Help achieve financial objectives by providing residents with efficient and affordable digital payment options with quicker deposits and more accurate accounting for the county.
- ❖ Provide a blueprint for other counties to replicate the program
- ❖ Measure the net impact for the county when transitioning to greater acceptance, procurement and disbursement through digital means
- ❖ County will be assessed on cost savings, efficiencies, increased revenues, constituent satisfaction

Hit the Ground Running Winter 2018

- ❖ Began, reducing internal check writing and replace with JE or converting to ACH
- ❖ Worked with Visa on the marketing materials that were included with the tax statements
- ❖ Lincoln Journal Star article about the pilot
- ❖ Created a Digital Payment Survey, nearly 1,000 submissions have been analyzed by NACo
- ❖ Began working with departments to convert incoming checks to ACH
- ❖ Started Purchase Card analysis
- ❖ Treasurer's Email database reached 2,000, utilized the emails to assist in the marketing of digital payments

In the Works January-March 2019

- ❖ Visa presented the \$5.00 Visa Debit Flat Fee online concept and was implemented in time for tax season-LJS published an article about the fee
- ❖ Visa is analyzing a prepaid debit card option for the 12,000 checks written annually for motor vehicle refunds, witness and jury fees.
- ❖ Visa is supporting and providing materials to assist the county with financial literacy program
- ❖ Visa is marketing Lancaster County digital payment option through financial institutions emails, and mailing inserts
- ❖ Visa is assisting Lancaster County update the Point of Sale credit card marketing.
- ❖ Visa is analyzing a product that will assist with Government to Business transactions for fast and efficient payment to business to potentially add a component to boost competition in future procurement contracts and assist with the gap between check writing and purchase card.
- ❖ Visa suggested the county utilize a centralized digital repository on a county webpage for constituents to easily access online.
- ❖ NACo Futures Lab is analyzing payment trends for the July 18 to Mar 19 collections for Real Estate and Motor Vehicles as well as Purchase Card data

What's next for the Pilot-Methodology

- ❖ Employee Surveys and Interviews
- ❖ Review potential digital products introduced by Visa
- ❖ Continue to work with departments to improve internal transfer of funds, and convert incoming checks to ACH
- ❖ Continue to track metrics
- ❖ Cost and Benefit Analysis
- ❖ Deeper Dive into Time Cost
- ❖ On track to publicize results at 2020 NACo conference