Electronic Value Transfer
Procedures & Instructions for Completing
Form, EVTA – 1 Program Plan Application

Program Plan Application - Line-by-Line Instructions

Program Description

<u>Part 1, A - Contact Information</u>

Please provide the requested agency information. The contact name should be the individual responsible for the program described in the document. If you are using the Excel version, the agency and payment program name header information will automatically be carried over onto all other pages.

<u>Part 1, B - Description of Existing Payment Program</u>

1. Provide a description of the existing payment program.
2. Check the appropriate box (es) to identify the types of customers served (or identify the types of customers served using the *Other* checkbox and the description field below).
3. Check the appropriate box(es) for the type of payments accepted.
4. Check the appropriate box indicating the frequency of customer payments.
5. Check the appropriate box to describe how payments are received. For example, if customers remit their payments and a form always accompanies the payments, then check the “Along with Statement” checkbox.
6. Check the appropriate box(es) to indicate where payments are received. Include the number of locations if payments are received in multiple locations.
7. If this Program is currently being offered as an EVT program, identify the prime contractor, subcontractors or other vendors that are providing electronic payment processing services and provide a description of these services.

<u>Part 1, C - Description of Desired EVT Program</u>

1. Provide the desired implementation date for this electronic value transfer program. Consideration should be given not only to services that will be provided by the EVT Contractors, but also modifications that will be required within the agency to implement this program.
2. Provide a detailed description of the desired EVT payment program.
3. Check the appropriate box(es) identifying how you will be offering EVT transactions (i.e., identify the environment(s) that are planned).
4. Check the appropriate box(es) indicating which contractor services you plan to use to develop and implement this program. Provide a description of the services you intend to procure if you checked the “other” box.
5. If you plan to offer an Internet and/or IVR application that will include an EVT component, describe how you plan to procure these services (include a discussion of your plans to procure services for development, hosting, etc.).
6. Check the appropriate box to indicate if you plan to absorb any merchant fees within your budget or if you plan to pass the merchant fees on to your customers in the form of a convenience fee. If these fees will be passed on to the customer, describe the method for calculating and informing the customer of the convenience fee.
7. Check the appropriate box to indicate if you plan to pass a convenience fee on to your customer for use of Internet and/or IVR services. If the customer is to be charged a convenience fee, describe the method for calculating and the procedure for informing the customer of this fee.

<u>Part 1, D - Description of Program Attributes and Procedures</u>

This section contains a series of questions designed to elicit information on the agency’s planned electronic value transfer program. This information should illustrate the program’s anticipated benefits (tangible and intangible) to the customer and to your agency. In addition, you are also requested to summarize your procedures for supporting the electronic value transfer payment program.

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<u>Part 1, E - Transaction and Collection Information</u>

Note: If your Program includes revenues generated from average tickets that are widely diverse (e.g., $25 average vs. $500 average), consider projecting costs separately for each average. To do so in Excel, use the following commands: Select "Edit", then "Move or Copy Sheet", then select "Part 1 E-G" spreadsheet from the dropdown menu, check the "Create a Copy" box and press "OK". This will provide you with a copy of the "Part 1 E-G" spreadsheet, which you can use to calculate your costs by average ticket. The spreadsheets will generate costs, which will aid you in deciding the best payment method for each average ticket within an EVT Program.

1. Provide the number of transactions for this payment application (including all transaction types such as cash and check payments) for fiscal years 2010-11 and 2011-12 and the projected number of transactions for fiscal years 2012-13 through 2014-15. If complete information is not available for any fiscal year, provide an annualized estimate.
2. Provide the value of the transactions for this application for fiscal years 2010-11 and 2011-12 and the projected values for fiscal years 2012-13 through 2014-15. If complete information is not available for any fiscal year, provide an annualized estimate.
3. The average transaction value will be automatically computed on the Excel version of the template. For the PDF version, calculate the average value by dividing the value (line 2 of Part 1, E.) by the number of transactions (line 1 of Part 1, E.).

<u>Part 1, F - Planned EVT Transaction Environments</u>

a. Face-to-Face Transactions

1. Check the appropriate box(es) to identify the transaction devices that will be utilized.
2. Check the appropriate box(es) for the payment devices that will be offered.
3. Provide estimated usage percent (i.e., percent of total transactions to be received through face-to-face electronic payment transactions) for each fiscal year.
4. If you are using the Excel template, the projected number of EVT Transactions will be automatically calculated based on the projected usage percent and the projected number of transactions entered on line 1 of Part 1, E. If you are using the PDF version, calculate the projected number of EVT Transactions by multiplying the projected usage percent (line 3 of Part 1, F.) by the number of transactions (line 1 of Part 1, E.).
5. If you are using the Excel template, the projected value of EVT Transactions will be automatically calculated based on the projected usage percent and the projected value of transactions entered on line 2 of Part 1, E. If you are using the PDF version, calculate the projected value of EVT Transactions by multiplying the projected usage percent expressed as a percent (line 3 of Part 1, F.) by the value of transactions (line 2 of Part 1, E).

b. Batch Processing, Mail/Telephone Order Transactions

6. Check the appropriate box(es) to identify the transaction devices that will be utilized.
7. Check the appropriate box(es) for the payment devices that will be offered.
8. Provide estimated usage percent (i.e., percent of total transactions received through batch processing and mail/telephone order electronic payment transactions) for each fiscal year.
9. If you are using the Excel template, the projected number of EVT Transactions will be automatically calculated based on the projected usage percent and the projected number of transactions entered on line 1 of Part 1, E. If you are using the PDF version, calculate the projected number of EVT Transactions by multiplying the projected usage percent (line 8 of Part 1, F.) by the number of transactions (line 1 of Part 1, E.).
10. If you are using the Excel template, the projected value of EVT Transactions will be automatically calculated based on the projected usage percent and the projected value of transactions entered on line 2 of Part 1, E. If you are using the PDF version, calculate the projected value of EVT Transactions by multiplying the projected usage percent expressed as a percent (line 8 of Part 1, F.) by the value of transactions (line 2 of Part 1, E.).

c. Internet Transactions

11. Check the box if you will be offering electronic payment solutions using an Internet application.
12. Check the appropriate box(es) for the payment devices that will be offered.
13. Check the appropriate box to indicate if surcharge fees and/or convenience fees are passed on to the customer.

14. Provide estimated usage percent (i.e., percent of total transactions received through Internet electronic payment transactions) for each fiscal year.
15. If you are using the Excel template, the projected number of EVT Transactions will be automatically calculated based on the projected usage percent and the projected number of transactions entered on line 1 of Part 1, E. If you are using the PDF version, calculate the projected number of EVT Transactions by multiplying the projected usage percent (line 14 of Part 1, F.) by the number of transactions (line 1 of Part 1, E.).
16. If you are using the Excel template, the projected value of EVT Transactions will be automatically calculated based on the projected usage percent and the projected value of transactions entered on line 2 of Part 1, E. If you are using the PDF version, calculate the projected value of EVT Transactions by multiplying the projected usage percent expressed as a percent (line 14 of Part 1, F.) by the value of transactions (line 2 of Part 1, E.).

d. Interactive Voice Response Transactions

17. Check the box if you will be offering electronic payment solutions using an Interactive Voice Response application.
18. Check the appropriate box(es) for the payment devices that will be offered.
19. Check the appropriate box to indicate if convenience fees are passed on to the customer.
20. Provide estimated usage percent (i.e., percent of total transactions received through Interactive Voice Response electronic payment transactions) for each fiscal year.
21. If you are using the Excel template, the projected number of EVT Transactions will be automatically calculated based on the projected usage percent and the projected number of transactions entered on line 1 of Part 1, E. If you are using the PDF version, calculate the projected number of EVT Transactions by multiplying the projected usage percent (line 20 of Part 1, F.) by the number of transactions (line 1 of Part 1, E.).
22. If you are using the Excel template, the projected value of EVT Transactions will be automatically calculated based on the projected usage percent and the projected value of transactions entered on line 2 of Part 1, E. If you are using the PDF version, calculate the projected value of EVT Transactions by multiplying the projected usage percent expressed as a percent (line 20 of Part 1, F.) by the value of transactions (line 2 of Part 1, E.).

e. Other Types of Transactions

23. Identify the transaction device(s) that will be utilized.
24. Check the appropriate box(es) for the payment devices that will be offered.
25. Check the appropriate box to indicate if convenience fees are passed on to the customer.
26. Provide estimated usage percent (i.e., percent of total transactions received though all transaction devices as electronic payment transactions) for each fiscal year.
27. If you are using the Excel template, the projected number of EVT Transactions will be automatically calculated based on the projected usage percent and the projected number of transactions entered on line 1 of Part 1, E. If you are using the PDF version, calculate the projected number of EVT Transactions by multiplying the projected usage percent (line 26 of Part 1, F.) by the number of transactions (line 1 of Part 1, E.).
28. If you are using the Excel template, the projected value of EVT Transactions will be automatically calculated based on the projected usage percent and the projected value of transactions entered on line 2 of Part 1, E. If you are using the PDF version, calculate the projected value of EVT Transactions by multiplying the projected usage percent expressed as a percent (line 26 of Part 1, F.) by the value of transactions (line 2 of Part 1, E.).

Part 1, G - Total Projected Number of Transactions

1. If you are using the Excel template, the Total Projected Usage Percent will be computed based on the information entered in Part 1, F. Planned EVT Transaction Environment. If you are using the PDF version, calculate as the sum of lines 3, 8, 14, 20 and 26 of Part 1, F.
2. If you are using the Excel template, the Total Projected Number of EVT Transactions will be computed based on the information entered in Part 1, F. Planned EVT Transaction Environment. If you are using the PDF version, calculate as the sum of lines 4, 9, 15, 21 and 27 of Part 1, F.
3. If you are using the Excel template, the Total Projected Value of EVT Transactions will be computed based on the information entered in Part 1, F. Planned EVT Transaction Environment. If you are using the PDF version, calculate as the sum of lines 5, 10, 16, 22 and 28 of Part 1, F.

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Cost/Benefit

Agencies are required to conduct a cost/benefit analysis in order to analyze the impact of implementing electronic value transfer programs. When preparing the cost/benefit analysis, consider only the costs associated with using electronic payment vendor services and the benefits that will be realized as a result of replacing paper-based payment programs with electronic payments. The development costs and associated benefits realized with the implementation of an Internet and/or IVR program should not be considered in the EVT Cost/Benefit analysis. If your agency will be implementing an Internet and/or IVR application you should summarize the benefits and identify the manner in which electronic payments are necessary to support this program in Part 1, D. *Program Attributes and Procedures*.

Part 2, A EVT Contractor Services – Projected Costs

Enter the projected costs that are associated with each fiscal year. If you plan on developing a program over a two-year period, you should enter the estimated costs associated with each fiscal year.

i. Recurring Costs

a. Gross Transaction Fees:

For Credit Cards: You may use the following rates to *estimate* your transaction costs for Face-to-Face and Non-Face-to Face transactions. Transaction Rates:
For Face-to-Face transactions under $100, 1.9%;
For Face-to-Face transactions over $100, 1.7%;
For Non-Face-to-Face transactions under $100, 2.2%; and
For Non-Face-to-Face transactions over $100, 1.9%.
Add 10% to the result to account for miscellaneous costs.
To illustrate an example - - - (using 10,000 transactions)
10,000 Transactions * $40 Average Transaction = $ 400,000 * 1.9% = $ 7,600 * 1.1 = $ 8,360.

For On-line Debit Cards: You may use $ .17 per transaction plus .45% of the value of the transactions. Add 10% to the result to account for miscellaneous costs.
To illustrate an example - - - (using 10,000 transactions)
10,000 Transactions * $ .17 per transaction = $ 1,700;
10,000 Transactions * $40 Average Transaction = $ 400,000 * .45% = $ 1,800;
Total Cost = $3,500 * 1.1 = $ 3,850.

For ACH Debits/Credits: You may use $ .422 per ACH debit transaction and $ .072 for ACH credit transactions. Add 10% to the result to account for miscellaneous costs.
To illustrate an example - - - (using 10,000 transactions, month)
120,000 Transactions * $.422 ACH debit transaction cost = $ 50,640 * 1.1 = $ 55,704.

For FedWire, CHIPS or SWIFT transactions: You may use $ 8.75, $ 8.00 or $ 8.00, respectively, per transaction. Add 10% to the result to account for miscellaneous costs.

b. Equipment Lease Fees:

You may use $ 440 as the average cost per unit per year if you're leasing up to 10 units ($ 405 per unit per year if you're leasing up to 49 units). If more precise calculations are required, you may use the *EVT Contract Rate Schedules* available on the EVTA website. Use Table 15 to estimate lease fees for equipment.

c. Equipment Rental Fees:

You may use $ 96 as the average cost per Type-1 device unit per year, $180 as the average cost per Type-2 device unit per year and $276 as the average cost per Type-3 device unit per year. See Appendix D for device details.

d. Other Recurring Costs:

Software fees – estimate $ 300 for each year.

e. Other Agency Recurring Costs:

Provide in the white space below the heading (or on an attachment) a description of any recurring Agency Costs and identify the total of these costs associated with operating an electronic payment program.

ii. Non-Recurring Costs

a. Equipment Purchases:

You may use $400 as the average cost per unit if you're purchasing a Type-1 device, $600 as the average cost per unit if you're purchasing a Type-2 device and $800 as the average cost per unit if you're purchasing a Type-3 device. Type-3 devices also incur a $19 per month wireless fee. See Appendix D for device details.

b. Other Non-Recurring Costs:

You may use the following estimates to compute the non-recurring costs noted:
Use $ 500 for training;
Use $ 650 as set-up costs for Software; and
Use $ 150 as a set-up fee for the Internet Payment Gateway, if credit card transactions are taken over the Internet.

c. Agency Development Costs:

Provide in the white space below the heading (or on an attachment) a description of any Agency Development Costs and identify the total of these costs associated with implementing an electronic payment program. You should consider any costs associated with facilitating electronic payments such as costs associated with developing methods for retaining customer signatures, associating e-payments to transactions, reconciliation, providing appropriate security, etc. Do not include any costs associated with the implementation of Internet and/or IVR applications unless the application is solely used to support electronic payments.

iii. Total EVT Costs

If you are using the Excel template, the total costs will be automatically calculated based on your entries in lines i.a. through ii.c. of Part 2, A. *EVT Contractor Services – Projected Costs* for each of the fiscal years. If you are using the PDF version, calculate the sum of all recurring and non-recurring development costs (lines i.a. through ii.c. of Part 2, A.).

Part 2. B - EVT Benefits

i. Cost Savings

a. Enter the projected cost savings that will be realized by eliminating the costs associated with processing cash and check payments (i.e., include deposit fees and any costs associated with the manual processing of cash and check payments).

b. Calculate the net impact of eliminating the delays associated with receiving payments through the mail. For example, if your customers normally submit their payments using checks through the mail, you will likely realize a benefit from receiving deposits faster. If you expect to receive $10,000,000 via electronic payments and you assume that you will receive your deposits on an average of 3 days faster, you can use the following formula for calculating the net benefit:

Benefit = Collections x Days/365 * STIP Interest Rate or $10,000,000 x 3/365 x 5% = $4,110

c. Enter the projected benefit from reducing the number of dishonored checks. For example, by offering electronic payment alternatives such as credit cards, you should expect that the total number of dishonored checks to be reduced since your customers will now be able to pay by credit card and their payments would be authorized immediately.

d. Enter the projected benefit that will be realized by offering electronic payment alternatives to your customers. For example, individuals that do not presently have cash available in their checking account will be able to use their credit card to pay for services or settle outstanding liabilities, thus increasing collections.

e. Provide in the white space below the heading (or on an attachment) a description of any Other Cost Savings and identify the total of these cost savings associated with operating an electronic payment program.

f. Provide in the white space below the heading (or on an attachment) a description of any Other Cost Savings and identify the total of these cost savings associated with operating an electronic payment program.

g. Provide in the white space below the heading (or on an attachment) a description of any Other Cost Savings and identify the total of these cost savings associated with operating an electronic payment program.

ii. Total EVT Cost Savings

If you are using the Excel template, Total EVT Cost Savings will be automatically calculated based on your entries on lines ia – ig of Part 2, B. EVT Benefits each of the fiscal years. If you are using the PDF version, calculate as the sum of all cost savings (lines ia – ig of Part 2,B.).

<u>Part 2, C - Net Impact of Offering EVT Services</u>

i. Net Impact

If you are using the Excel template, the Net Impact will be automatically calculated as the difference between the Total EVT Cost Savings and the Total EVT Costs. If you are using the PDF version, calculate as the difference between Total EVT Costs (line iii of Part 2, A.) and Total EVT Cost Savings (line ii of Part 2, B.).

a. If the Net Impact results in an additional cost to your agency, you should indicate how you expect to cover the cost of these services.