

1. Executive summary

The challenge: Create a roadmap of recommendations and best practices for technology, business process and communication strategies that positions Sekondi-Takoradi Metropolitan Assembly (STMA) for future success.

Context

- STMA has a broad objective to improve living conditions for citizens
- STMA faces a technology challenge as it transitions from paper-based to digital business processes
- The Internally Generated Fund (IGF), which underpins decisions about which projects and programs receive money, requires a better automated database
- The poor performance of STMA's current database makes the fight against underdevelopment and the goal of improving lives harder

Findings

- In order to improve citizens' lives, STMA must find ways to expand revenue and ensure sustainable growth
- STMA has a lot of paper-based data that, once moved to a database, could help management make better decisions
- STMA could build trust and increase payment of taxes and fees by improving its engagement with the public through social and web channels

Summary of recommendations



Develop mobile applications



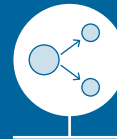
Identify suitable partners with whom to implement new capabilities



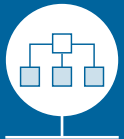
Make training part of STMA culture



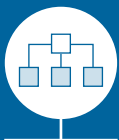
Form a data governance policy



Build a business-driven data model



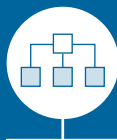
Get network connectivity



Improve data management procedures



Introduce a screen saver or lock



Implement interdepartmental data access policies



Develop a disaster recovery plan



Introduce a mobile payment channel



Implement multichannel payment options



Enforce penalties for nonpayment of fees and taxes



Create a revenue collector deployment model



Unify and streamline all STMA communications



Create a digital "face" through the website and social media



Work out loud



Lead out loud

Vision

The recommendations in this report will enable STMA to communicate at a higher strategic level, operate more efficiently, make better decisions and widen the possibilities for larger grants and donations. By following through on the huge potential before it, STMA can be a leader among cities and districts in Ghana.