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Maryland Information Division
A member of the NIC family of companies

INSIGHTS

MARYLAND eGOV SERVICES REPORT 2013

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Maryland Self-Funded eGov Services

Self-funded eGovernment infrastructure, Web application development, support, and marketing are provided at no cost to the state agencies through the Department of Information Technology's (DoIT) Master Contract with NIC. NIC operations are funded through modest convenience fees on revenue-generating services in support of the enterprise self-funded eGovernment services contract. Services with no statutory fees remain free under this model. This program helps agencies develop constituent-serving applications without requiring additional general funds.

Visit http://doit.maryland.gov/contracts/Pages/eGovServices.aspx for more information on the work order process.

Maryland.gov Gets a New Look in 2013

In March 2013, Governor Martin O'Malley unveiled the award-winning Maryland.gov eGovernment services portal redesign, introducing the most user-friendly and engaging portal yet. The design is based on industry best practices, the latest Web and mobile technologies, and user insights from statewide focus groups, and incorporates the preferences and expectations Marylanders have for their state government website. Whether it's identifying one of more than 200 online services, engaging in social media, exploring maps, or tuning in to alerts, Maryland.gov has been re-engineered to make state government more available, more helpful, and more convenient.

The site's development was led by Maryland's Department of Information Technology (DoIT) with its self-funded eGov partner, NIC Inc., and was developed at no cost to the state. Intensive collaboration between state agency Web, GIS, and public information stakeholders was integral to the site's

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Online Filing Service Promotes Renewable Energy

Every year more than 1,000 Maryland homeowners participate in the Clean Energy Grant Program offered by the Maryland Energy Administration (MEA). The grant provides an incentive for Maryland homeowners to invest in clean energy utilities such as solar photovoltaic systems, solar water heating, geothermal heating and cooling, and wind turbine systems.

In July 2013, the Maryland Energy Administration launched the Clean Energy Applications service, an electronic grant submission form that allows contractors and homeowners to get reimbursed for their investment in renewable energy much faster. This service supports one of the state's key policy goals to increase the amount of renewable energy used in Maryland.

Prior to this online service, the grant application process was heavily paper-driven, with an average of 15 pages per application, and took approximately six to eight weeks to process an application. Since the service launch, homeowners have been reimbursed faster for their investment in renewable energy.

NIC Maryland developed this application under the eGovernment self-funded contract with the Department of Information Technology (DoIT) at no cost to the agency. This free service provides an estimated $101,762 in cost savings to MEA. ■

Electronic Eye Exam Results Help Citizens Skip the Trip to the MVA

In an effort to provide better customer service and reduce foot traffic in branch offices, the Maryland Motor Vehicle Administration (MVA) partnered with NIC and launched the Online Vision Certification Service in March 2013. This innovative online service allows authorized vision providers to submit eye exam results electronically to the MVA. Prior to the service, customers were required to take the vision exam at the MVA or have the doctor complete a section on the renewal form before they could renew their driver's license. Now drivers can have their vision provider submit the results electronically to the MVA and can renew their driver's license through MVA's website or a self-service kiosk the next business day.

"No one likes waiting in line at the MVA, so now we're making it easier to skip the trip altogether and renew your license online with a brand new service that allows your eye doctor to electronically transfer your vision screening report directly to the MVA. If you're interested, you can visit www.mva.maryland.gov and click on the online vision certifications service link."

- Martin O'Malley, Governor of Maryland

The service has been well-received by the vision providers and Maryland driver's license holders. To date, 428 vision providers have enrolled to use the service and have submitted more than 4,500 vision certifications through the new system. Authorized vision providers are issued a decal for display in their office after successfully enrolling in the service and a list of the participating providers can be found on the MVA's website.

"Like other state agencies, the MVA has been challenged to do more with less," said John Kuo, MVA Administrator. "Fortunately, MVA has been successful at implementing alternative service delivery strategies like the Online Vision Certification service, which allows MVA to minimize the in-branch transactions requiring a customer agent."

The Online Vision Certification service, valued at more than $113,380, was developed at no charge for the Maryland Motor Vehicle Administration by NIC Inc., through the self-funded eGovernment services contract with the State Department of Information Technology (DoIT). ■

Maryland.gov Gets a New Look in 2013

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development, and redefines how government services and information are delivered to citizens and businesses throughout the state. The portal is hosted by NIC and includes all hardware, software, and customer support as well as the design, development, and ongoing enhancements, valued at more than $522,000.

"Whether on a smartphone, tablet, or laptop, the new Maryland.gov is easy to navigate and easy to access and makes it easier to share information. In an ever-changing 21st-century world, government must continuously evolve and adapt to meet the needs of the citizens we serve."
- Martin O'Malley, Governor of Maryland

Since the launch of the portal in March 2013, Maryland.gov has been recognized with nine national and international awards for its creativity and innovation.

- 2013 MobileWebAward for Outstanding Mobile Website
- 2013 Gold MarCom Award for the Design (Web)/ Website Redesign
- 2013 Gold MarCom Award for the Government Website
- 2013 Gold MarCom Award for the Mobile Website
- 2013 Silver Award winner for its creative and engaging design
- 2013 W3 Gold Award that honors creative excellence on the Web
- 2013 Best in Class Interactive Media Award
- 2013 Visual Excellence in the Multimedia Arts (VEMA) Award for its visual creativity and Web innovation
- 2013 Summit Emerging Media Award for its creativity, innovation and pushing the bounds of creative excellence

New Features

Mobile-First Approach – Uses responsive design techniques to automatically conform to the size of the user's screen, creating the best user experience possible for visitors on the go or at home

Research-Driven Design – Based on industry best practices, latest Web and mobile technologies, and consumer focus group feedback

Prominent Intuitive Search – Delivers targeted results across the enterprise and includes relevant online services, maps, and publications

Designed for Citizen Engagement – Robustly integrated social media presence, geolocation services, top news streams, and online services to help visitors engage with their government

- What's New: Highlights top news stories, time-relevant agency information, and online services
- Near You: Find government offices, MVA wait times, and state parks near you
- Connect: Maryland's extensive social media channels are heavily integrated throughout the portal
- Maryland Experience: Explore Maryland through local photography, curated experiences, stories, and events
- Live Chat: Allows citizens to have real-time online chat when they need assistance

Maryland.gov – 2013 Statistics

- 63 million visits
- 200+ online services
- 25 percent of visitors using mobile phone or tablet device
- Top Content: Online Services, Jobs, Agency Directory

Mobile App Helps Maryland Families Prepare for Emergencies

In October 2013, The Maryland Emergency Management Agency (MEMA) released MARYLAND Prepares, Maryland's official emergency management mobile app, to help Maryland families better prepare for emergencies. The MARYLAND Prepares app is available for download in the app stores for Apple and Android devices and can also be accessed through the state's official website, Maryland.gov, or MEMA's website, mema.maryland.gov.

The MARYLAND Prepares app allows Maryland residents to access emergency information and alerts on the go in the event of an emergency. Marylanders can create interactive emergency kits, create customized family communications plans, and view preparation guides so they are more informed on what to do before, during, or after an emergency.

The MARYLAND Prepares app integrates with the phone's text message, email, and social networking features to allow residents to let family members know they are safe. Real-time notifications are sent directly to the device from MEMA, providing the most up-to-the-minute information for residents.

The MARYLAND Prepares app for Apple and Android devices was developed in partnership with MEMA by NIC Inc. at no cost to the state of Maryland through a self-funded eGovernment services contract with the State Department of Information Technology (DoIT). The two mobile apps have an estimated value of $191,190.

"MEMA is excited about the opportunities this new app affords Maryland families for emergency preparedness. Incorporation of this new technology adds another dimension to the State's ability to help Marylanders stay and be prepared for emergency situations."

- Ken Mallette, MEMA Executive Director

Features Include:

- Prepare Emergency Kits through interactive checklists
- View Emergency Preparation Guides for different types of emergencies
- Create customized Family Communications Plans
- Send an "I'm Safe" message via email, text, and social networks
- View real-time alerts for emergencies, weather, and traffic
- Monitor current cyber threats and suspicious activity
- Access Maryland Emergency Management Agency news and events
- View current and extended national weather forecasts based on current location; save multiple locations
- Locate Maryland Emergency Management Contacts and other useful emergency resources
- Customizable application settings and privacy controls

Positive Government Experiences

Working Toward a Common Goal

At NIC, we are passionate about making government more accessible to everyone. It is our sole focus, our purpose, and the simple reason for our existence. We share that common goal with you – our partners – and we are deeply invested in working with you to make each and every eGovernment interaction a positive one.

Whether it is renewing a license, applying for a permit, filing court documents, finding important emergency information, or any other application taken from our robust library of 9,700 online services and 150+ mobile applications, you can trust us to bridge the gap between your needs and the needs of the citizens and businesses you serve.

One Community

More than two decades ago, NIC pioneered the eGovernment industry by revolutionizing the way people do business with all levels of government. The paper-intensive, wait-in-line ways of the past evolved into secure, click-of-a-button, swipe-of-a-screen interactions. Today, NIC works with more than 3,500 federal, state, and local government partners, giving you access to share ideas across the NIC family, learn best practices, and deploy new services quickly by starting with foundational code deployed elsewhere by NIC partners.

United Shield Against Cybersecurity Attacks

When it comes to security, the job of protecting sensitive information is in the hands of our partnership. We are both only successful when citizens and businesses feel secure about sharing information. Together, we form the shield to help do all that we can to protect against cybersecurity breaches that can damage credibility, reputation, and consumer confidence for everyone involved.

Your Responsive Partner

We hear you. In this day and age, it is extremely important for government to be engaged with the people they serve, and use technology to facilitate efficient and secure interactions. Being a part of the NIC community allows us to serve as your research and development shop as we continue to adapt the latest technology and create new solutions to improve government interactions. As technology evolves, our focus will remain on delivering you the latest innovation.

There is the saying, "It takes a village." At NIC we believe the very best in eGovernment services require a community. Working together is key when it comes to staying true to our shared passion of making government more accessible to citizens and businesses. Count on NIC to bring convenience, efficiency, security, and innovation to you and your constituents in every single service we bring online. Then people can focus on what they love to do and follow their own passion in life, whether it is growing their business, or simply spending time with their families. Together, we make it happen.

NIC Maryland: Invested in Our Community

The NIC Maryland team understands the importance of investing in and improving the communities where we work and live. Our work – bringing eGovernment solutions to businesses and citizens – is just the beginning. We are also active within our community organizations and initiatives.

Harry Herington, NIC CEO, with Sue Nickerson, Maryland COPS Chapter President

Members of NIC Maryland contributed to several community service activities in 2013. We were proud to work with the Maryland chapter of the Concerns of Police Survivors (C.O.P.S.) in support of their Annual COPS Ride to honor Maryland officers killed in the line of duty. Motorcyclists, including Harry Herington, the CEO of our parent company NIC Inc., participated in the memorial ride.

Several NIC Maryland team members participated in road races and walks benefiting local charitable organizations, including the Save the Bay Foundation; America's VetDogs, which serves the needs of disabled veterans; and the Ripley Race to help raise awareness, money and support for America's military veterans.

The team also purchased and donated toys to the local Toys for Tots drive sponsored by the U.S. Marine Corps Reserve.

Community service is at the heart of our culture here at NIC Maryland, and our team remains motivated and committed to making a difference and helping our communities. ■

Maryland Self-funded eGovernment Contract Statistics ... by the Numbers

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eGov Products & Services Launched

22 Technology Jobs

15 Agency Partners

19 Queued Work Orders

25 Application Enhancements

12 Re-used Services

19 Mobile-Ready Apps

$34,064,292.43

Total statutory fees collected for agencies

19,828,733

eGov Transactions

34,361

User Accounts

18,504

Business Filings (viaCBL)

1,275

Hours promoting eGov service adoption

9 National / International Awards

Central Business Licensing and Registration System Demystifies Startup Process

The Central Business Licensing and Registration Portal (CBL) has transformed a traditional 10-week process for creating a new business entity and establishing tax accounts in Maryland to two business days or fewer by providing a simplified online filing process 24 hours a day, seven days a week.

In 2013, CBL Portal was enhanced with new features, improving the user experience, and administrative functions for reviewing and managing filings by the agencies.

Since inception, 14,664 business filings have been approved and 20 percent of all new business entities formed in Maryland went through the CBL Portal.

In November 2013, customer feedback was solicited from the businesses created using the CBL Portal. The customer feedback has been very enthusiastic, with almost 80 percent of the respondents saying they found the process easy to use. A sampling of comments from users of the service includes:

"One of the most streamlined and efficient processes I have encountered. We have rapidly gained new customers and clients, thanks to the time we saved from the business registration process."
– Thierry Peters, IMEX Trade, LLC

"I am very pleased with the simplicity, ease, and streamlined process of the online business registration site. Being able to complete all steps in one session with various departments was outstanding and highly efficient."
– Monique Lindsay, It Takes A Village Enterprises LLC

"As a new business owner in the state of Maryland, I found this process to be very efficient and seamless. Extremely happy with this resource! The Central Licensing registration portal demystified the business startup process."
– Kenneth Parker, Change Agentz, LLC

"The fact that I could use your system speaks volumes. I turned my eBay hobby into a way to help in the community. Thank you for helping me do just that."
– Kimberly Bray-Klacik, Potential Me

"It was very easy, very well laid out, and the results were extremely quick. This site has taken the headache out of the registration process."
– Kyung Endres, True Panacea

NIC Is Driving the Usage of eGovernment Services

NIC has spent more than 20 years helping states raise customer awareness and increase the adoption of their digital government solutions. We understand that building a new solution is great but unless people know about the service, it is unlikely to be used and will fail to provide value to the state. Furthermore, NIC maintains a vested interest in driving people to the Maryland.gov portal since the Self-Funded eGovernment Services contract with the Department of Information Technology (DoIT) is funded through the use of online services.

Adoption of eGovernment services starts with a positive online user experience. Our marketing team works closely with the application development team to ensure all online services are designed and developed with the end user in mind. Extensive market research is also conducted to make sure a service is priced correctly for the added

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Love Maryland Outdoors — There's an App for That

The Department of Natural Resources (DNR) published its first iPhone application in December 2013. The iPhone application, AccessDNR, provides all outdoor enthusiasts with an end-to-end interactive mobile experience of top consumer information for use by anglers, hunters, outdoor enthusiasts, and conservationists.

Additional content includes a Near Me mapping function that will display parks and waterways within a 10-, 25-, or 50-mile radius of the user and includes detailed driving directions.

The AccessDNR app is available for free download in the Apple iTunes and the Android Google Play app stores. These mobile apps, valued at more than $175,000, were developed at no charge for the Maryland Department of Natural Resources by NIC Inc. through the self-funded eGovernment services contract with the State Department of Information Technology (DoIT). ■

"From identifying an unknown fish, to finding a nearby swimming hole, to locating a dog-friendly state park, the AccessDNR app provides information and services for the Maryland outdoor enthusiast on the go."
- DNR Secretary Joseph Gill

The AccessDNR app provides mobile access to information and services including state park locations, activities and amenities, reservations, trails, boat launch sites, real-time game harvest reporting and trophy case, and mobile licensing and renewals.

NIC is Driving the Usage of eGovernment Services

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convenience of conducting a transaction online with government.

As new services are introduced, NIC's marketing team works with agencies to develop and implement targeted outreach plans to engage the key user groups for each service. Over the past 20 years, NIC has successfully utilized low- or no-cost marketing strategies and tactics to market eGovernment services to citizens and businesses for their partners.

Once a service is launched, NIC believes it is important to constantly monitor the application and measure the results of marketing efforts. Customer surveys are conducted to gather user feedback and customer support channels are monitored frequently to ensure users continue to have a positive online experience. The adoption of the application can be measured through the number of application visitors, registered users, and online payment transactions. NIC also strives to obtain local and national recognition for the state and its eGovernment services through the use of national press releases and award submissions. ■

INSIGHTS

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