INSIGHTS

MARYLAND EGOV SERVICES REPORT 2014

INSIDE

Maryland eGov Services: No Budget? No Problem.

NIC Maryland designs and maintains electronic government services for the state of Maryland through a self-funded eGovernment services master contract with the Maryland Department of Information Technology (DoIT). For services that have a statutory fee, an additional eGovernment transaction amount is included in each transaction and is paid by the end user. The self-funded model allows NIC Maryland to design, host, maintain, support, and market services at no cost to the state. Services with no statutory fees remain free under this model. The enterprise funding model is used to deliver eGov services for all agencies across state government through a work order process, without the need for state budget allocation.

NIC has a long history of creating innovative eGovernment services under the self-funded

Maryland.gov 2014 Best of Web Winner

In May 2014, the state of Maryland launched an updated design with innovative new features on the award-winning official state website, Maryland.gov (www.maryland.gov). The Maryland.gov website serves as the gateway for 68 million visitors to Maryland state agency websites and eGovernment services each year and features innovative new personalization, social media, and geo-location-driven content with a mobile-first responsive design. Marylanders can easily access more than 200 eGovernment services including car registration renewals, tax payments, new business registration, and hunting and fishing licenses.

BEST OF THE WEB 2014 WINNER

The Maryland.gov website was also recently honored by Government Technology and e.Republic's Center for Digital Government's prestigious Best of the Web Award competition. In this year's competition, the Maryland.gov website was ranked among the top five best state websites in the country. In three categories – state, city, and county – nearly 300 government websites were judged on their

Maryland Vehicle Safety Inspections Go Electronic

In June 2014, the Maryland State Police (MSP) launched the Maryland Safety Inspection System (MSIS) to improve the state's paper-intensive safety inspection process on used vehicles. This online service allows authorized vehicle safety inspection stations to report inspection results to the MSP electronically and eliminates the need to complete the paper certificates for customers.

Maryland State Inspector William Olson at Redds Automotive in Annapolis, Md., performing a vehicle safety inspection.

The MSP uses the system to track all vehicle inspections throughout the state and identify potential fraudulent inspections. The Maryland Motor Vehicle Administration (MVA) also receives inspection data electronically, which eliminates the need for the paper certificate to be provided to the agency by the vehicle owner and reduces foot traffic at MVA branch offices.

Each year, there are more than 600,000 vehicle safety inspections conducted on used vehicles in Maryland. Since the launch of the online system, 200 inspection stations have registered to use the system and have performed more than 30,000 inspections. An Inspection Station Search Tool is also available for the general public to locate stations that offer the electronic inspections.

The inspection stations are required to purchase a triplicate check sheet form for use when performing the paper inspections, which costs the stations approximately $100,000 annually. Additionally, the MSP provides the stations with paper inspections that cost another $30,000 each year. With the new online system, there is no need to purchase these paper forms.

Prior to the system, the MSP Automotive Safety Enforcement Division personnel spent their time visiting stations to deliver paper inspections and manually review and count their paper inspection documents. Now they can spend more time evaluating the station's inspectors and making sure they are following the MSP regulations. The system also provides easy-to-use reports so the MSP personnel can watch for trends that indicate potential fraud and can then conduct an investigation of the station.

The online MSIS was developed and is maintained at no cost to the state of Maryland for the Maryland State Police through the Self-Funded eGovernment Services contract with the Department of Information Technology (DoIT).

Enterprise Payment Processing Services: Maryland GovPay

What began in 2000 as an effort to securely process online credit card transactions for NIC's state government partners has grown into the industry's leading government-focused payment solution, supported by a dedicated team of experienced technology leaders.

Our payment processing services are hosted in a Central Data Center to ensure they are readily available to our partners on a near 24x7 basis. This environment is certified by

NIC Maryland's on-the-go mobile payments solution.

the Payment Card Industry Data Security Standards (PCI-DSS) as a Level 1 Service Provider and is an SSAE 16 Type II certified solution fully compliant with federal, state, local, and industry standards - including Sarbanes-Oxley and the Payment Card Industry's Data Security Standards (PCI DSS) and Payment Application Data Security Standard (PA DSS).

Payment processing capabilities are further extended by NIC's other core payment processing solutions, including Common Checkout Processing (CCP), Over-the-Counter (OTC), Point-of-Sale (POS), and the On-the-Go Mobile Payments (OTG), creating a full suite

Maryland.gov 2014 Best of Web Winner

innovative qualities, usefulness, and efficiency and economy. A panel comprising last year's winners, former government officials, and executives from the Center for Digital Government selected websites that were innovative, while remaining functional.

Maryland continues to lead states in creating a cohesive, cross-agency user experience for visitors regardless of how they choose to interact with government. Agencies utilize enterprise Web templates that inherit key elements from the portal, such as the enterprise Google search, statewide navigation, and a fully responsive, common look and feel design. More than two dozen agencies have already updated their websites to use the new responsive website templates.

The Maryland.gov website was redesigned at no cost to taxpayers through NIC Maryland's partnership with the State Department of Information and Technology via a competitively bid contract which enables the company to provide eGovernment applications and services to state and local government agencies in the state of Maryland.

New Features

- **Instant Search:** Interface enhanced to provide more predictive and contextual search results across all state agency websites.
- **MyMARYLAND Clipboard:** First-of-its-kind user personalization feature provides a unique way for visitors to click and drag important links to save within Maryland.gov without intrusive tracking or the need to register for an account.
- **Visually Engaging Social Media Hub:** Displays real-time feeds from Maryland's robust social media presence of over 200 channels directly on the portal and creates a more visually engaging platform for citizens to interact with government.
- **Enterprise Public Meetings Calendar and News Feeds:** New calendar functionality provides greater transparency to state government operations and delivers the most up-to-date news and public meetings.
- **Explore Maryland Near You:** Near You geolocation functionality now includes Maryland State Jobs in addition to Motor Vehicle office locations with wait times; State Parks; and Government office locations.
- **eGov Services Activity Tracker:** Displays usage statistics for online transactions driving the usage of eGov services.
- **Fluid and Flexible Parallax Design:** Overall site has been visually improved and enhanced with a more streamlined and mobile-friendly design.

Maryland.gov Statistics

32% visits
on mobile devices

68,019,545
total visits

Top Content:
Online Services, Jobs, State Agency Directory

Top Search Terms:
jobs, mva, governor, tickets, taxes

18 national and international awards

Join NIC's Exclusive Online Community – the eGov Network Partner Portal

It takes true partnership to make eGovernment work. At NIC, we would not be successful in developing eGovernment without you – our government partners. We share your dedication to making government better for all – not as vendors, but as true teammates working side by side with you every day to define problems and find solutions.

That's why in late 2014, we launched the eGov Partner Portal - a secure, password-protected site exclusively for all of our NIC government partners. The new site includes several features to inform you about best practices within the industry, as well as a simple way to collaborate with your government peers across the country who are also NIC partners. To participate, contact your NIC Maryland General Manager for login credentials and soon you can begin enjoying:

- **News & Case Studies:** Executive summaries of eGovernment studies, daily industry news and case studies await on the Insights & Presentations section of the portal.
- **Document Library:** Explore even more content, like annual reports published by NIC portal teams, as well as archived webinars, within the portal's Document Library.
- **Services Database:** Have you ever wondered what new services other NIC portals are launching? Or would you like to know if other government partners have launched a service similar to the one you are planning to develop with your NIC portal team? Find out these answers and more by searching the eGovernment Services Database. In addition, each month three new services will be featured on the Partner Portal's home page.
- **Collaboration:** There are several ways you can collaborate with your government peers more effectively through the eGovernment portal. The portal's Directory allows you to quickly search for contact information for NIC staff, as well as your government peers. The Discussion Board provides you with an opportunity to join in conversation about hot topics across the industry, and from time to time the portal's home page will feature a profile of one of your government peers.

We welcome your feedback, and hope you see the value of this new tool and use it as your resource for collaborating with other NIC government partners. We are looking forward to connecting with you and bringing our partnership to the next level.

Maryland eGov Services: No Budget? No Problem.

model to help make government more accessible to everyone through technology. NIC builds and manages eGovernment solutions that help our government partners realize cost savings and greater operational efficiencies. Our customized online government solutions also simplify complex processes and allow the private sector to interact quickly and easily with federal, state, and local government.

In addition to application development and payment processing, there are several other components of the master contract that help our agency partners deliver comprehensive services and support to their constituents, including:

Application Enhancements and Maintenance – An important component of providing eGovernment services is to provide support and enhancements throughout the life of the service, which includes upgrading, preserving, and supporting the environment so that the application continues to provide the best experience for users.

Marketing/Adoption – A well-crafted outreach and marketing program is an essential component of any self-funded eGovernment solution. NIC's marketing efforts for Maryland's eGovernment program are focused on increasing the use, or adoption, of the state's eGovernment service offerings.

Customer Service – NIC Maryland provides 24x7x365 agency and end-user customer Tier 1 and Tier 2 support to all Maryland.gov visitors and eGovernment service users at no cost. Customer support channels include email, Live Help Chat and toll-free phone support. After-hours support is provided by NIC's strategic call center partner.

For more information or to get started working with NIC, please visit www.maryland.gov/egov. ∎

Maryland Self-funded eGovernment

... By the Numbers

$52 Million Total statutory fees collected for agencies

27 National / International Awards

43 eGov Products & Services Launched

BEST OF THE WEB
2014 WINNER

webaward 2014
OUTSTANDING WEBSITE

HORIZON INTERACTIVE AWARDS
GOLD WINNER

IMA WINNER 2014
BEST IN CLASS

2014 Davey AWARDS
SILVER AWARD WINNER

2014 MARCOM GOLD WINNER

The 20th Annual Communicator Awards
Mobile & Apps Distinction

2014 WINNER VEMA AWARD

statescoop 50 AWARDS

2014 W3 AWARDS SILVER WINNER

42,000,800 eGov Transactions

32,247 Business Filings (via CBL)

77,361 User Accounts

36 Press Releases, Articles & Interviews

23 Technology Jobs

30 Agency Partners

70 Service Enhancements

100% Apps using Responsive Design

Maryland Is Open for Business

Maryland's Central Business Licensing and Registration Portal (CBL) is a cross-agency online service that streamlines the regulations and permitting process and allows business owners, through a single website, to complete and submit the forms required to register a new business, create

"We are excited to offer this new business-friendly service as another step toward efficient government operations. By enhancing this already popular service, we are providing businesses with the tools they need to file their personal property returns quickly and more efficiently."
- Michael Griffin, Associate Director
State Department of Assessments and Taxation

a legal business entity, register a new business trade name, register tax accounts with the Comptroller's Office, and learn about state and county licenses. Since its launch in December 2012, the CBL system has processed more than 32,000 business filings and has reduced the time it takes to register a new business in Maryland from an average of 10 weeks to one to two days.

Latest CBL Enhancements:
From the Initial Registration to Managing Your Business

Foreign Business Filings
In July 2014, additional functionality was added that offers businesses the ability to submit foreign LLC and foreign corporation filings through the CBL portal. This additional functionality was regularly requested by customers and has been a popular addition to the system, with nearly 800 filings created to date.

Streamlined Processes and Efficiencies
This new release has reduced the time for businesses to create their filings by 50 percent by improving the workflow and data collection process. The entire business registration process has been further streamlined for businesses and agency personnel, plus safeguards were implemented to assist customers with completing their filings online.

Business Personal Property Return Filings
The latest addition to the CBL portal is the Business Personal Property Return Filing Service. Business owners and tax preparers can submit their business personal property return filings electronically to the Maryland State Department of Assessments and Taxation (SDAT) in three easy steps. Filers register for an account, enter the required information and upload documents, and then submit payment. Registering for an account allows users to save their filing information to reference year after year. Tax preparers can also file multiple returns for different customers under one login.

CBL Portal Highlights
- 32,247 business filings.
- 15 percent of filings conducted on mobile device.
- 60 percent of all sole proprietorship and general partnership business filings done online!

"We are creating and promoting a more business-friendly climate. The addition of the Business Personal Property Return filings to the CBL portal is the latest step to make it easier to conduct business in Maryland, which ultimately attracts more companies to the state. We are committed to delivering eGovernment services that make it easier for the citizens and businesses in Maryland to engage with their government."
– Greg Urban
Maryland's Chief Technology Officer

Enterprise Payment Processing Services: Maryland GovPay

of payment processing options for Maryland agencies and localities. Whether collecting payments online or in the office, NIC Maryland provides savings and security for eGovernment transactions.

Features and Benefits

- **Various Payment Types & Channels** - All major credit cards, debit cards and ACH accepted through Web, over the counter, interactive voice response, mobile and subscription.

- **Secure & Robust** - Payment Card Industry Data Security Standards (PCI-DSS) Level 1 compliant, SSAE 16 Type II certified, fully compliant with federal, state, local and industry standards.

- **No Cost to State** - Agencies can utilize payment processing services for constituents at no charge through the eGov services master contract.

- **Convenient & Reliable** - Available 24x7x365 and hosted in Tier IV Data Center.

- **Easy Integration** - Approved flow of funds and full integration with the Maryland Office of the Treasury.

- **Real-Time Financial Reporting** - Captures and tracks full life cycle of all transactions with automated disbursements.

Enterprise GovPay Payment Processing Services Launched in 2014

- **Child Support Application for Enforcement Services**
  (Department of Human Resources)
  Service allows customers to apply for child support enforcement services and accepts payments for applications that require a fee.

- **Lobbyist Registration** (Ethics Commission)
  Service integrates with the Commission's Electronic Lobbying Reporting System to allow users to pay for their annual lobbyist registration.

- **Teacher Online Course Registration**
  (Department of Education)
  Service integrates with the Teacher Online Course Registration System to accept payments for class enrollments.

- **Auction Payments**
  (Department of General Services)
  Service allows customers with winning bids for state assets made through the third-party service GovDeals to complete their purchase using credit and debit cards.

- **Taxpayer Payment Solutions**
  (Comptroller of Maryland)
  Service allows individuals and businesses to pay the following tax types: estimated personal income, personal income tax, extension income tax, liability/established debt, sales and use tax and/or withholding tax.

- **Probate/Estate Online & Over-the-Counter Payments**
  (Register of Wills - Multiple Counties)
  Service allows customers to pay fees through a payment portal or over the counter as a walk-in customer.

- **International Fuel Tax Administration (IFTA) Payments**
  (Comptroller of Maryland)
  Service integrates with the Online IFTA Filing Service to accept electronic payments for IFTA filings.

Online Environmental Permits Speed Up Processing

The Maryland Department of the Environment (MDE) launched the National Pollutant Discharge Elimination System (NPDES) General Permits to Construct permitting service in February 2014. The service facilitates and expedites several business processes including the submission of permit applications, analysis and approval of the permit applications, payment for the permit, and subsequent monitoring of permit holder compliance with the conditions associated with the permits.

The system also enables authorized users to easily check the status of permit applications and issued permits at any time and includes the capability to produce both pre-defined and user-defined reports. Additional functionality was added in November 2014 to electronically transmit data to the MDE's back-end database and to permit full and partial transfers from one party to another. Since the launch of the service, nearly 2,300 permits have been issued through the system and over $830,000 in agency statutory fees have been collected on behalf of the MDE.

Maryland's Award-Winning Mobile Apps

MVA Practice Driver Test

Free and convenient tool to prepare future drivers for the knowledge test required to obtain a Maryland driver license.

- 643,000 downloads
- Spanish language version
- Social media sharing options

DNR AccessDNR

Provides interactive and dynamic mobile content for use by anglers, hunters, outdoor enthusiasts, and conservationists within the state of Maryland.

- 20,000 downloads
- Geolocation features for state parks, hiking, and water trails
- Mobile harvest reporting for hunter

MEMA MARYLAND Prepares

Mobile emergency preparedness app that helps Maryland families be better prepared for emergencies.

- 9,000 downloads
- Easy access to emergency information
- Create interactive emergency kits and family plans

"The Maryland Practice Driver Test mobile app is a great resource to use when preparing to take the driver's knowledge test. With a focus on behaviors that can affect safe operation of a motor vehicle, it challenges users to test their knowledge of the rules of the road. The new Spanish version will help to increase knowledge of safe and legal driving practices in Maryland. About half of those who take the knowledge test fail it the first time. It is important for every driver to understand the rules of the road because safety is the MVA's No. 1 priority."

- Milton Chaffee,
MVA Administrator

www.maryland.gov/egov
eGov Services Partner of Maryland.gov

MARYLAND.GOV

INSIGHTS