

**“Maryland OneStop” Statewide License Portal**  
<http://onestop.md.gov/>

**State of Maryland – Department of Information Technology**

Category: Digital Government: Government to Business

Contact: Michael G. Leahy  
Secretary / State Chief Information Officer  
Michael.Leahy@maryland.gov  
(410) 697-9406

Project Initiation-End 2017-2018

## *The Maryland OneStop License Portal (<http://onestop.md.gov/>) Provides Citizens and Businesses Direct Access to Hundreds of Licenses Across State Government*

### Executive Summary

Following through on Governor Larry Hogan's promise that Maryland will once again be "Open for Business", the Maryland Department of Information Technology (DoIT) released a new statewide licensing portal. Known as Maryland OneStop and available at [onestop.md.gov](http://onestop.md.gov/), the portal provides a single point of entry for citizens and businesses to access all offices of state government that issue licenses or permits, from plumbing permits and refuse disposal permits to drivers' licenses and air quality permits.

Maryland OneStop's modern, intuitive search engine and browsing options quickly and accurately assess a customer's needs to connect them with the right resources in the shortest amount of time. The portal's customer-friendly search results format allows users to quickly view Approval Time, Validation Period, Application Cost, and Average Completion Time in a single snapshot for each license or permit.

The portal's citizen-centric design provides various options for completing an application for a license or permit, depending on the source. These may include:

- Complete an application online
- Submit an application via smartphone
- Download an application to fill out and send via mail

Additionally, users are provided with a "Documentation Checklist" and an "Action Items" function for maintaining their license or permit to include renewal reminders. What was once a painstaking process for many citizens and business owners is now easily managed due to the checklists provided by the portal.

As DoIT continues to update and improve the site, all licenses and permit applications will be available in mobile form. Providing citizens and businesses with access via their personal mobile devices further improves the efficiency of the licensing process, and provides Marylanders with direct access to the services they need in the shortest amount of time. Users will be able to easily provide feedback during the beta testing process by clicking on the "Tell us what you think?" button on [onestop.md.gov](http://onestop.md.gov/).

A video demonstration of the Maryland OneStop License portal is available at <https://www.youtube.com/watch?v=2DuSoluY2Lw>

## Maryland as an Innovator

Governor Hogan campaigned to Change Maryland for the Better. Among the Hogan administration's top priorities are Fiscal Responsibility and Government Reform. During his administration, Governor Hogan has delivered annual balanced budgets (first administration to do so in 40 years), eliminated hundreds of fees, and has cut taxes each year, putting \$4.2B back in Marylanders' pockets. This is enabled through IT strategies that transform bring improved, consistent value to state operations.

Maryland is an innovator, as demonstrated through the state's forward thinking approach to addressing the challenges facing state government. Maryland also supports innovation in the community, and continues to rank among the top states for technology and research and development. In addition to being home to 74 federal laboratories, more than twice as many as any other state, Maryland ranks first in National Institutes of Health research and development contract awards with \$611 million and third in federal government R&D spending at universities and colleges with \$2.96 billion. In addition, Maryland is among the top ten "Innovation Champions," according to the Consumer Technology Association's 2017 Innovation Scorecard. The ranking is based on criteria that include sensible tax structures and policies allowing cutting-edge technologies and new business models to flourish, all of which creates high-quality jobs and healthy economic growth. The Maryland OneStop portal helps to encourage economic growth by easing the sometimes burdensome process of dealing with state government for licences and permits.

## Business Challenge & DoIT's Application Modernization Office (AMO)

The State currently has thousands of forms for permits, licenses, and other various forms and processes requiring data collection, approval, and tracking. Many of these forms are submitted and processed manually, are scattered throughout many State agency websites which makes it challenging for the public to locate them, and are often only available for download and completion by hand instead of by online submission.

State agencies are required to deliver improvements and value for the State. Consequently, DoIT established an Application Modernization Office (AMO) that focuses on transforming many of the State's paper-based licenses, permits, and other public-facing and internal forms to more effectively and efficiently support the residents of the State.

The role of the AMO is as follows:

**A. The development and launch of Maryland's OneStop License Portal, a central one-stop online licensing portal.** The AMO collects data from over 35 State agencies on their licenses and permits and any other forms the public must complete. The AMO directs the development of the OneStop License Portal to present information and forms to the public in a clear, concise, and easy-to-find format. Initial delivery of the OneStop Portal focuses on centralization to locate existing forms and standardization of basic details for obtaining and maintaining licenses and permits.

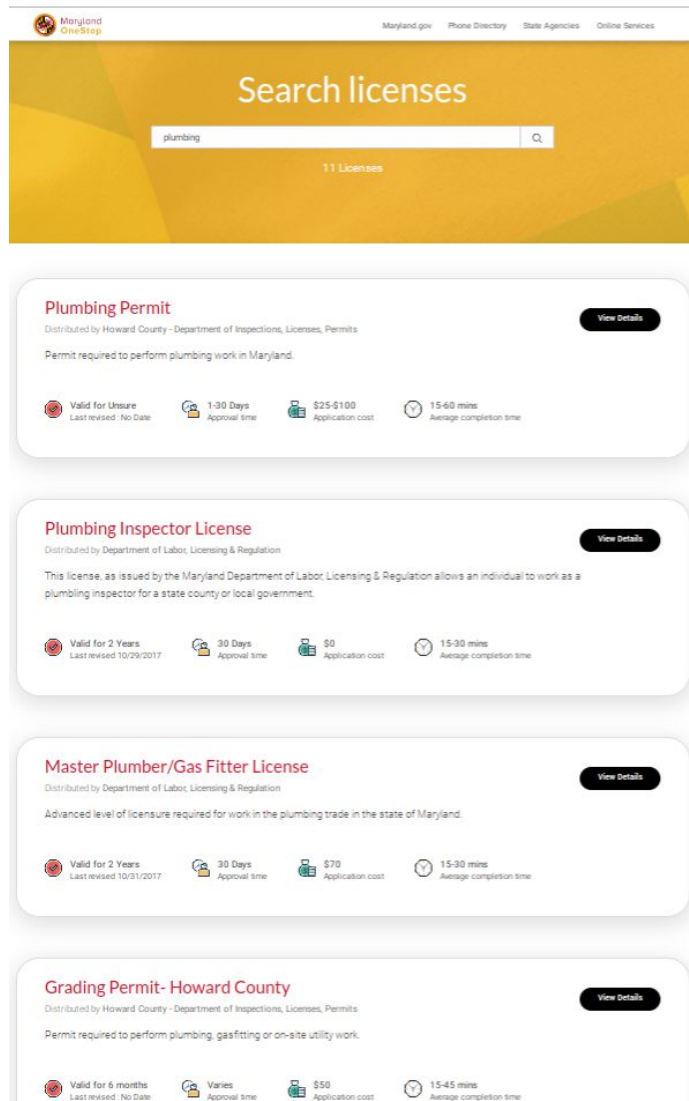
**B. The conversion of paper-based processes to online forms.** The AMO is responsible for identifying commonly-used State forms that are still using paper-based processes and converting them to online

fillable forms with online workflow processing. The forms should be available online via the ONEOneStop Portal and will be delivered to the respective agency responsible for managing the form’s processing.

**C. The modernization and re-platforming of legacy State applications.** Many State applications currently used to manage the aforementioned licenses, permits, and other forms are outdated legacy systems. The AMO will be responsible for identifying key applications that are outdated, are substantially inefficient, or present high security risks. At the State’s discretion, the AMO may: run a legacy modernization initiative with the TO Contractor’s aid; may assign the TO Contractor to perform legacy modernization directly with the receiving agency and at the receiving agency’s direction; or may recommend a third-party provider to perform the modernization.

## The Solution – Maryland’s OneStop License Portal

The OneStop Portal project’s \$2M in initial funding was the Hogan administration’s first year’s installment over a three year period toward addressing Maryland’s fragmented license and permit landscape. On December 15, 2017, the AMO delivered its first version of the Maryland OneStop License Portal that presented a “landing page” for each license and permit identified by the State with a link to either a downloadable form or an online form process. Each landing page established a consistent experience for every license/permit seeker, and contained standardized information populated from a noSQL database created earlier by DoIT (e.g. what is the license used for, how to obtain the license, how long is the license valid). The portal presented a scalable, responsive web design following the State’s branding. The AMO developed the OneStop Portal in a non-proprietary, scalable fashion using modern technology so that Maryland is not dependent upon a single contractor for ongoing development and growth.



User experience was a top factor in development. The OneStop Portal was developed with a superior navigation scheme where the quality of navigation is gauged by user story development and acceptance. The AMO implemented search capability using Elasticsearch so that visitors may search for licenses

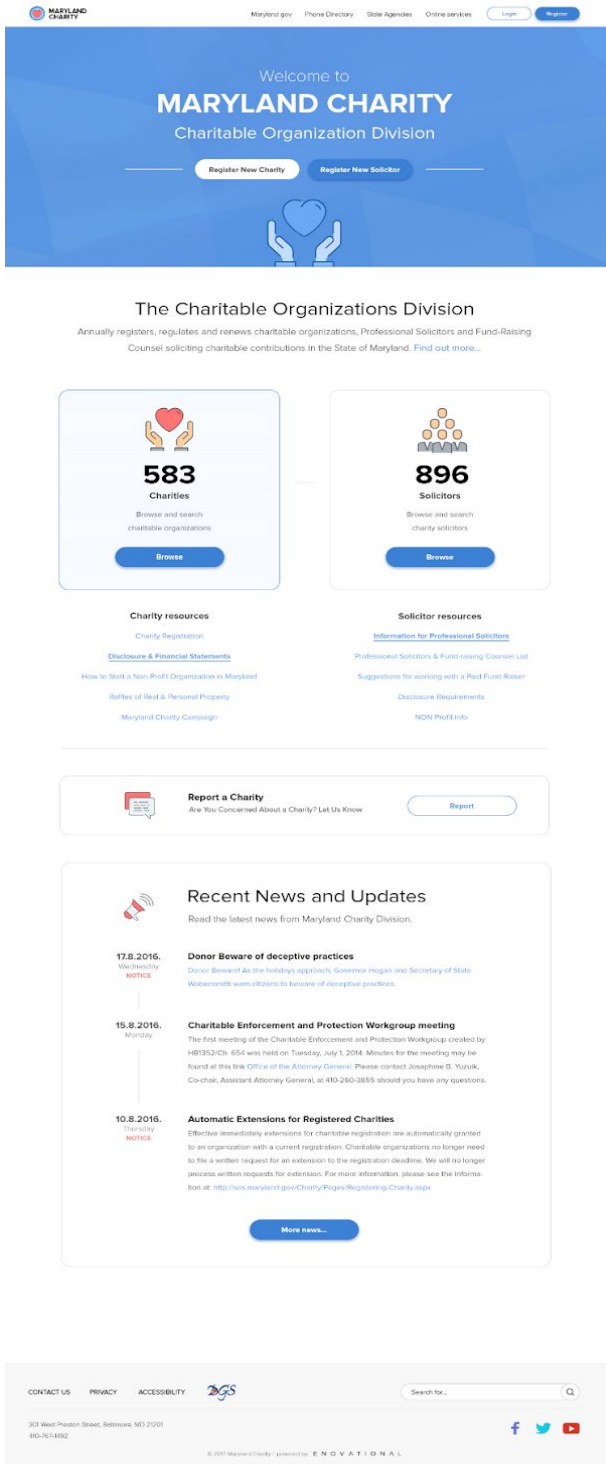
using plain English text queries. Back end case management is supported by open source technology and integrations with back end databases housed in Maryland government data centers and customer relationship management tools like Salesforce.com.

The AMO interviewed agencies, compiled requirements, and performed preliminary work prior to the December 15, 2017 go-live date. Since deployment, all Maryland licenses are cataloged and presented on the OneStop Portal with instructions and links to the current manual or online application processes. Ten discrete tasks have been successfully engaged to integrate license processes into the OneStop License Portal effort.

## Case Study – Maryland Charities Registration System

Maryland’s Secretary of State (SoS) Charity Division is responsible for statewide registration of all charities that wish to solicit in the state of Maryland as well as professional solicitors, fund-raising councils, and public safety solicitors. SoS also administers the Maryland Charity Campaign, a state employee workplace giving campaign. In the past, all registrations have been completed on paper via downloadable PDFs available on the SoS website and then mailed to the SoS office for processing. SoS employees manually entered the registration information into a legacy Microsoft Access database front end application and the data was saved to a Microsoft SQL server.

The SOS’ Charity Division partnered with DoIT’s AMO to integrate the previously manual processes into a streamlined intake, tracking, and processing suite on Maryland’s new OneStop License Portal. The new charity registration process on the OneStop Portal allows charities, professional solicitors, fund-raising councils, and public safety solicitors to register, renew, and manage their applications online. Also included is





publicly searchable information on charities and solicitors currently operating in the State of Maryland. This information meets statutory and regulatory requirements for making data publicly available, including details on fund-raising agreements in place between charities and solicitors, accounting reports, and amounts of contributions. SoS employees have access to a back end that enables efficient management and processing of charity and solicitor registrations and renewals. SoS employees are also able to automate the advertisement of charities eligible for participation in the Maryland Charity Campaign program. The Maryland Charities Registration System, one of ten OneStop Portal projects currently underway, is presently undergoing beta testing and is expected to go live in the next sixty days.

A video demo of the Maryland Charities Registration System is available at <https://youtu.be/UEv0CJvNYHI>

## Maryland OneStop Portal Full Project Integration List

The AMO has engaged the projects listed below. These projects contain elements that pertain to the Maryland OneStop License Portal platform.

- ✓ Department of Agriculture Veterinary Medical Examiners Registration System
- ✓ Department of Health Court Order Placement System
- ✓ Department of Health Youth Camp Registration System
- ✓ Department of Health Vital Records Case Management and Workflow System
- ✓ Department of Health Behavioral Health Service Provider Licensing System
- ✓ Department of Information Technology Project Management System
- ✓ Department of Transportation Electronic Forms Suite (multiple forms, licenses, and permit usages)
- ✓ Energy Administration Grants Management System
- ✓ Secretary of State Charity Registration System

## Covid -19 Implementations

During the COVID- 19 pandemic The OneStop portal showed how truly valuable it is as a platform. DoIT and The Department of Commerce were able to stand up 3 crucial projects using the already set up platform. DoIT Developed and launched the following applications on the OneStop Portal:

- Maryland Small Business COVID-19 Emergency Relief Loan Fund
- Maryland Small Business COVID-19 Emergency Relief Grant Fund
- Manufacturing Innovation Grant Application

Implemented approval workflows for the Department of Commerce to process these applications as well as customized notifications to the applicants for when their applications are approved, denied, or missing documentation. Over 40,000 users are engaged with the new system in the first month. DoIT was able to integrate these applications into the OneStop Portal in days, therefore saving Commerce millions of dollars and months of time instead of building a new system.

## Key Outcomes

The private sector has moved the vast majority of its customer transactions to customer-facing digital platforms. Many State government agencies still employ more time-consuming, inefficient traditional channels such as face-to-face/over-the-counter service provision, telephone use, and mail interaction. These legacy channels require significantly more time and resources to process and complete than the proposed digital alternatives offered by the Maryland OneStop Portal. They involve interacting with a counter agent, back office staff sorting through mailed-in forms (which can be lost or misplaced), or incomplete paper forms that lack required information or data validation. Digital channel processing, such as employing an online form, are much quicker and easier to use and there is room for significant time and cost savings for both the citizens and government. Increased trust, satisfaction, transparency, citizen engagement and collaboration are the end results.

In the state of Maryland alone, studies have shown that the average transaction cost to process a mailed-in form ranges between \$9 and \$10, compared to \$0.70 of an online form. Conservatively using \$8 as the amount that is saved when a form with backend workflow is converted from a paper process to an electronic process, below are just three examples that show the ROI for the entire program will be 100% in less than 2 years. As discussed earlier, DoITAMO plans to modernize at least 10 systems that have complex back end processes in the first year.

Program	#of Applications	# of forms with backend process	Savings per interaction	Amount Saved
MDE	100,000	3	\$8	\$2,400,000
Charities	25,000	3	\$8	\$600,000
Higher Education	60,000	1	\$8	\$480,000
<b>TOTAL ANNUAL SAVINGS (3 of the 10 planned modernizations)</b>				<b>\$3,480,000</b>

This is just the tip of the iceberg. The electronic process will bring unrealized revenue with more accurate processing, increased capacity, more focus on mission, and enhanced enforcement. This will also make citizen engagement more pleasurable and expeditious.

DoIT and AMO are currently assessing the impact of the OneStop Portal on the remaining statewide portfolio of licenses. Our modernization effort is expected to reach two million Marylanders within the first year, reducing license processing costs to \$0.08 per transaction, a 100-fold reduction in the present cost per license.