

Web Leads monthly meeting

May 14, 2025

Welcome and kickoff

Marcy Jacobs - marcy.jacobs@maryland.gov

Agenda

- Welcome and kickoff
- Feedback pilot: leveraging your dashboard
- Usability Testing
- Spotlights:
 - LABOR UI
 - DHCD website improvements
- DNS migration update
- Maryland CMS update

MDDS / DoIT Presenters

Marcy Jacobs: DoIT Dep. Sec., CDXO

Amy Behrens: IA, Content Strategist

Andrew White: Information Architect

Carrie Hane: MDDS CMS Adviser

Chad Smith: Service Designer

David Holmes: Sr. Dir., Engineering

Emily Ianacone: UX Research, Content Strategist

Jeffrey Pass: Sr. Dir., Web Experience

Lilly Madigan: Sr. Dir., UX, Service Design

Nathan Miller: Communications Specialist

Guest Presenters

DHCD: Priya Rebello, Dir. Web & UX, Digital Accessibility Officer

Qualtrics: Hailey Smith, and Maddie Rosenberg

Walker: Hannah Warren, Courtney Adkins, Troy Powell

Feedback pilot: leveraging your agency dashboard

Qualtrics

Hailey Smith

Maddie Rosenberg

Walker

Hannah Warren

Courtney Adkins

Troy Powell

Accessing your site's dashboard

- Dashboard access will require Qualtrics credentials
- Scan this QR code to request access to your agency dashboard →
- Walker will create an account on your behalf; you will finalize the process by creating a password



Link: https://marylandcx.qualtrics.com/jfe/form/SV_6S6M8ITIGZSUET4

Usability Testing

Lilly Madigan lilly.madigan@maryland.gov

Chad Smith chad.smith1@maryland.gov

Nathan Miller nathan.miller1@maryland.gov

What is usability testing?

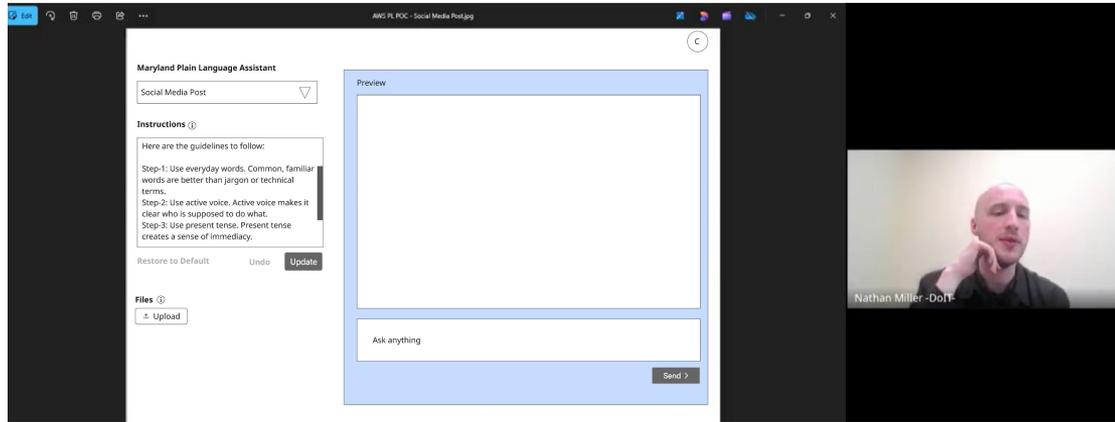
What is usability testing?

- A common research approach to assess how well potential end-users can understand what is being shown to them

How can usability testing help when making product decision?

- This technique can help to identify what is unclear and provide ideas on how to remove confusion

Plain Language AI Proof of Concept



Interview dates: 5/7 - 5/9
Number of sessions: 9

Session duration: 30 mins

Logistics:

- Google appointment scheduler
- Google Hangout

Outcomes

What did we learn?

- Participants wanted clearer guidance on how certain sections were intended to be used
- Priorities for what was critical for the first release verses future releases were clarified

How did the information change the design?

- Created language for tooltips and placeholder text
- Began shifting the design to help users become better plain language writers, not just rewrite their content

How did the information change the development?

- Critical features for the first release were identified, helping limit scope

Spotlight: LABOR UI

Emily Ianacone - emily.ianacone@maryland.gov

Amy Behrens - amy.behrens@maryland.gov

Labor Unemployment (LABOR UI)

The problem we're solving for

- Overgrown IA & outdated content
- Unclear answers for common questions
- No consistency across three websites (Labor UI site, BEACON portal, Maryland Workforce Exchange)

What we've done so far

- Completed sprint 1: Discovery and user research
- Completed sprint 2: Sitemap and key wireframes

Where we're headed

- Addressing "quick wins" now
- Content writing and design
- Unemployment insurance style guide for use online and by claims agents

Current Landing Page

The screenshot shows the current website layout. At the top is a navigation bar with links for Unemployment, Learning, Jobs, Labor, Financial, Racing, and About. Below the navigation is a hero section with a group photo and the text 'Maryland Department of Labor'. The main content area is titled 'Division of Unemployment Insurance' and features a large 'FAQ' graphic. Below this is a section for 'File Weekly Claim Certifications' with a sub-section for 'Unemployment Insurance For Former Federal Employees' and another for 'Unemployment Insurance For Other Workers Impacted By Federal Actions'. A sidebar on the left contains a 'BEACON Online UI System' menu with various options like 'System Overview', 'Claimant Login', and 'Employer Login'.

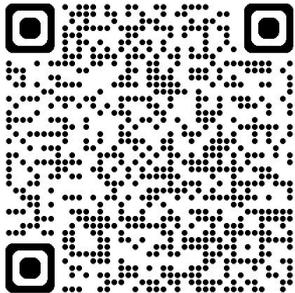
Wireframe Landing Page

The wireframe shows a proposed new layout. It features a clean, modern design with a blue header and a white main content area. The main heading is 'Maryland Unemployment Insurance Benefits'. Below this is a section titled 'Understanding Your Unemployment Insurance Benefits' which includes a 'Learn about the process with your claimant readiness' sub-section. The wireframe includes several callout boxes and icons representing different steps in the process, such as 'File a claim online or by phone', 'Get your first information package', and 'Receive your weekly job search'. A sidebar on the left contains navigation links for 'Claims', 'Employers', and 'Federal Employees'. The footer includes contact information and a 'Federal Employees' section.

Help support LABOR UI usability testing

We're looking for feedback on the new unemployment insurance website design and content.

If you or someone you know has previous experience applying for unemployment insurance in Maryland and want to participate in a **30-minute usability test**, sign up using the QR code below or use [this Google forms link](https://forms.gle/XUAihEqt8NzrTBHr6) (<https://forms.gle/XUAihEqt8NzrTBHr6>).



Spotlight: DHCD website improvements

Priya Rebello - priyarosita.rebello@maryland.gov

Progress and best practices

With support from DoIT, we're updating our [agency website](#) to make it easier for everyone to use.

We're excited to switch to the Drupal CMS. As we prepare for this change, we're focusing on:

- Accessibility compliance
- ROT analysis
- Navigation improvements
- Consistency and standardization
- Plain language implementation
- Data-driven design

Accessibility compliance

Working with the Office of Accessibility and MDOD to make sure our content is accessible to everyone.

Main Street Site Accessibility Review [Total of Pages: 52](#)
[Total of Issues: 175](#)

Issues  

Common Issue	Urgency	Description	Guidelines	Suggested Remediation
Website not fully responsive	Critical	The layout of the website remains the same but the text is too small to read.	Responsive design should adjust its layout and content based on screen size.	Optimize website for smaller screens by updating CSS to change page layout to single column layout on mobile devices to allow content to scales properly.
Slideshow not accessible	Critical	Text not focusable	Images in a slideshow need to be focusable so users who rely on keyboard navigation or screen readers can interact and understand the content.	Ensure images are focusable and provide alt text
Accessibility issues with search bar	Required	Unlabeled form control and empty button. This affect all pages	Label form controls and buttons to ensure screen reader users can identify the purpose of the button and locate the input field.	Add <label> and value=""
Broken links	Critical	Several broken links	Broken links negatively impact visitor experience and SEO	Update URL address
Low Color Contrast	Required	White text on yellow background on slide show and event dates on main page and news page	Poor color contrast and certain color combinations can impact readability for people who have color blindness or low vision, making it difficult to distinguish text from its background.	Change text and arrow color
Skipped heading levels	Required	Two levels (H2, H3) skipped on right sidebar on most pages	Skipped heading levels can create a confusing and bad experience for screen reader users who depend on heading structured to navigate content.	Use Heading 2 for right sidebar main header and Heading 3 for news post
Missing alternative text	Required	Most linked images open up to a higher resolution version and some to identical image.	Linked images should include alt text to let screen reader know the destination.	For decorative images, remove link and add alt text
Inconsistent link text for identical destinations	Required	Links on footer do not match link text on other sections such as sidebar, main menu, and logo. Also, event adjacent links: heading, image, and "continue reading" same destination.	Links with same destination must use same link text in order to avoid confusion and affecting user experience	Update link text
Page banners alternative text create redundancy	Concern	Some page banners alternative text duplicate the main heading (Heading 1) creating redundancy for screen readers and affecting user experience.	Alt text should describe the image content or purpose	If decorative image, leave empty alt=""

ROT analysis

- Review content to find and remove anything that's no longer useful.
- Refresh and update outdated material.
- Consolidate similar information.
- Use the Content Workbooks to guide our review.

DHCD website content report

DHCD Website Report

Updated March 13, 2025

Filtering Options

Page Status Active (*do not leave blank)

Features Program Page Layout (*leave empty to show all)

Page Layout Program Page Layout (*leave empty to show all)

Upsate Status (*leave empty to show all)

For changes, please submit a request. Do not edit directly.

Submit Request

Page Status	Total	Update Status	Total
Active Pages	276	Up-to-date	151
Deleted Pages	174	Under Review	106
Unpublished Pages	10	Schedule for update	11
Test Pages	4	Waiting for approval	4
		Schedule to be deleted	4

Page Status

Unpublished Pages	2.2%
Deleted Pages	37.5%
Active Pages	59.5%

Update Status

Schedule for update	4.0%
Under Review	36.4%
Up-to-date	54.7%

Web Page Status	Page Heading or Name	URL	Description	Page Layout	Features Implemented	Contact/Owner	Concerns / Suggestions	Update Status	Final notes
Active	Main Street Improvement Program Grant	https://dhcd.maryland.gov/Communities/Pages/MIP.aspx	New page 2024 - MIP was removed from the TAG page (previously Operating Assistance Grant page)	Program Page Layout	RSS feed, Subscribe, Button	NR / Christine McPherson		Up-to-date	
Active	Baltimore Regional Neighborhood Initiative	https://dhcd.maryland.gov/Communities/Pages/programs/BRNI.aspx	(map image)	Program Page Layout	Map, RSS feed, Subscribe, Button	NR / SRP / Olivia Ceccarelli		Up-to-date	
Active	Community Investment Tax Credits Program	https://dhcd.maryland.gov/Communities/Pages/programs/CITC.aspx	(details tag)	Program Page Layout	RSS feed, Subscribe, Button	NR / CITC / Barbara Kearney		Up-to-date	
Active	Community Legacy Program	https://dhcd.maryland.gov/Communities/Pages/programs/CL.aspx		Program Page Layout		NR / SRP / Olivia Ceccarelli		Up-to-date	
Active	Strategic Demolition Fund	https://dhcd.maryland.gov/Communities/Pages/programs/SDF.aspx		Program Page Layout		NR / SRP / Olivia Ceccarelli		Up-to-date	
Active	State Revitalization Programs	https://dhcd.maryland.gov/Communities/Pages/StateRevitalizationPrograms/default.aspx	(details tag, red notice)	Program Page Layout	Expand sections (details tag), Red notice	NR / SRP / Olivia Ceccarelli		Up-to-date	
Active	National Capital Strategic Economic Development Fund	https://dhcd.maryland.gov/Communities/Pages/StateRevitalizationPrograms/NationalCapitalStrategicEconomicDevelopmentFund.aspx	(map image)	Program Page Layout	Map, RSS feed, Subscribe, Button	NR / SRP / Olivia Ceccarelli		Up-to-date	

Detailed DHCD website page inventory

A	B	C	D	E	F	G	H	I	J	K
Site/F	Web Page Status	Page Heading or Name	URL	Description	Page Layout	Features Implemented	Contact/Owner	Concerns / Suggestions	Update Status	Final notes
DHCD Website										
	Active	HB 90 - AFFH Compliance Form	https://dhcd.maryland.gov/Pages/AFFH-Compliance-Form.aspx	Active Wufoo form	Inner page	Form	Research / Bernice Mensah	New page (2023)	Up-to-date	
	Active	NOTICE OF FUNDING AVAILABILITY: Assisted Housing Relief Program	https://dhcd.maryland.gov/Pages/AHRP-NOFA.aspx	NOFA	NOFA page		OPA?	Orphan page. Application period is CLOSED	Under review	
	Active	Rental Security Deposit Calculator information	https://dhcd.maryland.gov/Pages/CalculatorInfo.aspx		Inner page		OPA	Delete? Orphan and empty page	Under review	
	Active	Consolidated Plan	https://dhcd.maryland.gov/Pages/ConsolidatedPlan.aspx	Details tag - Use to create expand/collapse section to shorten page length	Inner page	Expand sections (details t...	Research / Bernice Mensah	Bernice wanted old documents to be added to zip folder.	Up-to-date	Had meeting with Bernice 10/11/21 show how created zip folders and documents.
	Active	Contact Us	https://dhcd.maryland.gov/Pages/Contact-Us.aspx	Wufoo form Embedded	Inner page	Form	OPA	Web part has extra padding	Up-to-date	
	Active	Homepage	https://dhcd.maryland.gov/Pages/default.aspx	DHCD homepage	Homepage	Button RSS feed images	OPA		Up-to-date	
	Active	DHCD Sponsorship Request Form	https://dhcd.maryland.gov/Pages/DHCD-Sponsorship-Request-Form.aspx	Embedded Wufoo form	Inner page	Form	Community Engagement		Up-to-date	
	Active	Event Request Form: DHCD Community Engagement	https://dhcd.maryland.gov/Pages/EventRequestForm.aspx	Embedded Wufoo form	Inner page	Form	Community Engagement		Up-to-date	
	Active	google225b516ba9d4d7af.html	https://dhcd.maryland.gov/Pages/google225b516ba9d4d7af.html				OPA	Not a page - Html file. Should it be moved out of the "page" folder?	Under review	
	Active	(GovDelivery Subscription Snippet)	https://dhcd.maryland.gov/Pages/GovDeliverySubscriptionSnippet.aspx	Used by Subscribe page		External app	OPA / Priya		Under review	
	Active	Green and Healthy Task Force	https://dhcd.maryland.gov/Pages/GreenHealthyTaskForce.aspx	Table	Task Force	Table	OS / Robyne Chaconas		Up-to-date	
	Active	How Can We Help You?	https://dhcd.maryland.gov/Pages/Help.aspx	(details tag replaced DoIT's accordion) - yellow banner - button	Contact page	Expand sections (details t... Gold banner	OPA		Up-to-date	
	Active	Información en Español	https://dhcd.maryland.gov/Pages/informacionenespanol.aspx	Active Wufoo form	Inner page	Form	OPA	SPANISH orphan page (only linked to landing pages through hidden section) - don't know how users navigate to this page - appears in search results - 183 views in the las 12 months	Under review	
	Active	Community Engagement Mailing Request Form	https://dhcd.maryland.gov/Pages/MailingRequestForm.aspx	Embedded Wufoo form	Inner page	Form	Community Engagement		Up-to-date	

Navigation improvements

- Made menus easier to understand and use.
- Added a sticky menu on the left for related content and in-page navigation on the right to help users move around the page more easily.

Reinvest Baltimore

Baltimore Vacants
Reinvestment Council

Baltimore Vacants
Reinvestment Initiative

Baltimore Vacants Reinvestment Initiative

The Baltimore Vacants Reinvestment Initiative (BVRi) program provides capital to Baltimore City's community-based development organizations to successfully redevelop as many properties with Vacant Building Notices (VBNs) as they can. Based on community-driven vacancy reduction plans, organizations will be funded for a range of strategies, such as property acquisition, stabilization, renovation, and demolition. The Department's investments are targeted to build from the strength of community assets to achieve whole block outcomes.

Baltimore Vacants Reinvestment Initiative is part of [Reinvest Baltimore](#), which is guided by the [Baltimore Vacants Reinvestment Council](#).

Maryland DHCD and its partners have a strong sense of urgency to replace vacant properties with investments that propel the health of Baltimore City neighborhoods. Organizations are expected to be nimble, efficient, and fast.

Eligible Activities

Grants and loans to finance:

- Acquisition, stabilization, and renovation of vacant buildings.
- Acquisition and aggregation of vacant lots for the purpose of new infill housing construction and/or community open space.
- Urgent demolition of properties.
- Other predevelopment activities for renovation and new construction projects.

Awarded funds support activities that accelerate the remediation of vacant properties, particularly those with VBNS.

Eligible Applicants

On this page

[Eligible Activities](#)

[Eligible Applicants](#)

[Eligible Project Locations](#)

[Resources](#)

[Application](#)

[Training](#)

[Contact Information](#)

[Reinvest Baltimore News](#)

[Data Dashboard](#)

Consistency and standardization

We are working on templates to keep design and content consistent across our pages. Each template will match a specific page or content type.

- Homepage
- Division-level page
- Sub-division page
- Program page
- Campaign page
- Contact page
- Resource page
- Team page

Program page template

Restoration

Community Investment Tax Credit Program

Main Street Improvement Program Case

Technical Assistance Grant

State Revitalization Program

Main Street Maryland Program



About Main Street Maryland

The Main Street Maryland Program began in 1996 and serves as the state coordinating program for the National Main Street Center, a subsidiary of the National Trust for Historic Preservation. The program began with 10 pilot communities and has grown to include 40 communities statewide. Main Street Maryland continues to expand across the state as it works to improve the quality of life in the state. The program is a partnership between the Maryland Department of Housing and Community Development, Main Street is a program to promote economic development and revitalization in neighborhood business districts.

The program strengthens the economic vitality of Maryland's traditional main streets and neighborhoods, designated Main Street Maryland communities through a variety of economic, appearance and program or traditional downtown business districts.

Main Street Maryland Conference

The Main Street Maryland Program hosts an annual family conference each year that brings together economic development professionals, community leaders, and local government leaders from across Maryland to share knowledge, best practices, and ongoing news.

The goals of the conference are to:

- Inspire** the passion and creativity among attendees through keynote speeches, a mix of private and public presentations, and breakout sessions.
- Exchange** Florida conversations and practical tools to help attendees strengthen their Main Street programs.
- Network** Provide convenient business opportunities for attendees to meet, collaborate and partner with.

For more information about the conference or register to attend, go to the [conference website](#) hosted by our partners at Maryland Economic Development Association (MEDA).

The Main Street Approach

The Main Street Approach is a commitment to broad-based community engagement, a holistic understanding of the factors that impact the quality of life in a community, and strategic focus on the core priorities of development and neighborhood revitalization: Economic Vitality, Quality Design, Historic Preservation, and Sustainable Organization.

- Economic Vitality:** The focus is on economic vitality, and other economic and historic tools to assist in and existing businesses, create property ownership, and create a supportive environment for entrepreneurs and innovation that build local economies.
- Quality Design:** Supports community leadership to enhance the physical and social aspects that define the community's identity and character.
- Historic Preservation:** Supports the identification of potential historic sites and the preservation of historic resources, while creating a vibrant and sustainable community with a rich character.
- Community Leadership:** Focuses on creating a vibrant and sustainable neighborhood effort, including cultivating partnerships, promoting leadership, and resources for the district.

Main Street Maryland has been recognized for its success in including "Design, Safety, and Open" emphasizing the focus on sustainable practices, their inclusion, and the impact of their work on the active spirit of the community.

- CLAN, SAFE, and OPEN:** Enhancing the preparation of a neighborhood through the process of Smart Growth and sustainability.

Main Street Maryland Communities

Main Street Maryland Program offers a broad approach to support local revitalization efforts, tailored to communities at different stages of progress and capacity for engaging in the Main Street Approach. The focus on Designated, Active, and Connected, each is described further below.

- Designated Main Street:** Communities that have been designated as such by the Main Street Approach. The designated program is the National Main Street Center. These communities demonstrate a commitment to forming a partnership, developing a program plan, and a local leadership organization to support and coordinate partnership and program plan and to receive support from the state government and other partners.
- Active Main Street:** Communities that have been designated as such by the Main Street Approach. These communities are interested in addressing community economic development opportunities through the application of or more aspects of the Main Street Approach.
- Connected Main Street:** Communities that have been designated as such by the Main Street Approach. These communities are interested in addressing community economic development opportunities through the application of or more aspects of the Main Street Approach.

Active Main Street: Has established interest in and is ready to learn more about how to become a designated Main Street. Adding communities continues to expand through ongoing efforts. Main Street Maryland is building ongoing relationships with local government leaders with the National Main Street Center.

To learn more about Main Street Maryland communities, visit the [Main Street Maryland website](#).

How to Become a Main Street Maryland Community

Becoming a Main Street Maryland community includes an application for all tasks and assistance by the Main Street Maryland program. It is expected that the application process will be open in the 2025.

The information required in applying to Main Street Maryland, we recommend spending time assessing readiness and determining the Main Street Approach, gathering stakeholders including local government leaders, using established Main Streets, and partnering with partners for the program. After you are considered, Main Street Maryland would be happy to help you get started on your journey.

Contact Information

Be sure to review the program's [Priority Based Questions \(PBQ\)](#) for answers to commonly asked questions about the program.

Designated Contact: Janet Steiner, Project Manager
Division of Neighborhood Revitalization
Email: janet.steiner@mdhdc.org
Phone: 410-334-3347



- On this page
- About Main Street Maryland
 - Conference
 - Approach
 - Communities
 - Application Process
 - Contact Information
 - Main Street News
 - Mapper



Whole Home Energy and Repairs



Get Started with the Interest Form

See how you qualify for the program.

[View Eligibility](#)

Making homes safer and more energy efficient

The Main Street Maryland program offers a variety of energy efficiency programs to help you save money on your energy bills and improve the safety of your home. Eligible households may qualify for the program. For more information, visit the [Main Street Maryland website](#).



- Energy Efficient Program**
Provide energy efficiency upgrades to improve performance and energy savings.
- Smartest Energy Loan**
Provide low-cost loans to help you pay for energy efficiency upgrades.
- Net Zero Energy Program**
Provide energy efficiency upgrades to help you reach net zero energy status.
- Alternative Repair Loans**
Provide low-cost loans to help you pay for energy efficiency upgrades.

Ready to Start Application?

Main Street Maryland program offers a variety of energy efficiency programs and essential home repairs. Maryland 100 offers no-cost energy and low interest loans to eligible households. Our application centers you in all available programs, making it easier to improve your home's safety, comfort, and energy savings.

[Apply Now](#)

Input Form

Meet Our Team

Task Form

Energy Efficiency Program News



How Our Design Support for Main Street Maryland Affiliated Housing Providers

[View More](#)

Stay Informed and Subscribe for Updates

Enter your email address:

[Sign Up](#)

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Main Street Maryland News

Neighborhood Revitalization Mapper



MD 1000 Survey Day Announces Major Roadwork Construction Milestones During Labor County 'No-Tag' Day
Published: 4/22/2025

Maryland Department of Housing and Community Development Announces 2025 Main Street Maryland Conference Location, Theme and Dates
Published: 4/22/2025

[View All News](#)

Stay Informed and Subscribe for Updates

To stay up-to-date on all the latest news and information, please enter your contact information below.

Email Address:

Real-time updates

- An integrated dynamic news feed directly into multiple program pages. This integration keeps content fresh and enables news cross-pollination across the site.
- Previously, public information was siloed. Now, it appears instantly on the page when a press release is published; no manual updates needed.
- It also supports better communication and engagement by allowing news to be shared more widely.

Reinvest Baltimore News



[Baltimore Vacants Reinvestment Council Meeting Agenda and Virtual Meeting Link Available; Notice of Closed Session](#)

Published: 5/5/2025



[Reinvest Baltimore: "We have to have a sense of urgency."](#)

Published: 4/25/2025

[View All News](#)

Subscribe by topic

Let users sign up for email updates about the program.

- This helps increase sign-ups and keeps people interested and engaged.
- Give users another chance and an easy way to subscribe.

Stay Informed and Subscribe for Updates

To sign up for updates or to access your subscriber preferences, please enter your contact information below.

Email Address *

Submit

Subscription confirmation message



Welcome [prireb@yahoo.com](#) ([Sign Out](#))

Success

[prireb@yahoo.com](#) has been successfully subscribed to Reinvest Baltimore for Maryland Department of Housing and Community Development.

[Subscriber Preferences](#)

Finish

Close

Your contact information is used to deliver requested updates or to access your subscriber preferences.

Plain language implementation

Rewriting content to make it easier to understand by following the Maryland Plain Language Standards.

Sustainable Communities page prior to implementing the Plain Language Standards:

Sustainable Communities: Enhancing Maryland Communities by Prioritizing Investment

The Maryland Department of Housing and Community Development's Sustainable Communities Program is a place-based designation offering a comprehensive package of resources that support holistic strategies for community development, revitalization and sustainability. Led by the Department, Sustainable Communities has provided local governments with a framework for promoting environmentally, economically and socially responsible growth and development in existing older communities.

[List of Approved Sustainable Communities](#)

Sustainable Communities Act of 2010

The Sustainable Communities Act of 2010 established a shared geographic designation to promote efficient use of scarce State resources based on local sustainability and revitalization strategies. The Sustainable Communities program consolidated geographically targeted resources for historic preservation, housing and economic development under a single designation. The designation places special emphasis on infrastructure improvements, multimodal transportation and development that strengthens existing communities. The legislation designated the [Governor's Smart Growth Subcabinet](#) as the body charged with final approval of Sustainable Communities designations.

What are Sustainable Communities?

The 2010 Sustainable Communities Act defines Sustainable Community Areas as places where public and private investments and partnerships achieve:

- Development of a healthy local economy;
- Protection and appreciation of historical and cultural resources;
- A mix of land uses;
- Affordable and sustainable housing, and employment options;
- Growth and development practices that protect the environment and conserve air, water and energy resources, encourage walkability and recreational opportunities, and where available, create access to transit.

Plain language implementation

Sustainable Communities page after the Plain Language revisions:

Sustainable Communities

Program Overview

Sustainable Communities: Enhancing Maryland Communities by Prioritizing Investment

The Maryland Department of Housing and Community Development's Sustainable Communities Program provides a specific designation for local areas.

The program supports community development, revitalization, and sustainability through coordinated strategies. It gives local governments resources to improve older communities and promote growth that is environmentally, economically and socially responsible.

Sustainable Communities Act of 2010

The Sustainable Communities Act of 2010 created a shared geographic designation to promote the efficient use of State resources. This designation uses local sustainability and revitalization strategies.

The Sustainable Communities program combines resources for:

- Historic preservation
- Housing and economic development under a single designation

The program focuses on:

- Infrastructure improvements
- Multimodal transportation
- Development that strengthens existing communities

The legislation gives the [Governor's Smart Growth Subcabinet](#) final approval over Sustainable Communities designations.

What are Sustainable Communities?

The 2010 Sustainable Communities Act defines Sustainable Community areas as places where public and private investments work together to achieve:

- Development of a healthy local economy
- Protection and appreciation of historical and cultural resources
- A mix of land uses
- Affordable and sustainable housing, and employment options
- Growth and development practices that:
 - Protect the environment
 - Conserve air, water and energy resources
 - Encourage walkability and recreational opportunities
 - Create access to transit where available

Data-driven design

- Using data from Google Analytics and the Qualtrics dashboard to make better design choices.
- The following is an example of Google Analytics data from the past ten months, showing user interactions with the 'Energy' menu item across three sections of our website's mega menu.

Data-driven design

Analytics dhcd.maryland.gov - GA4 dhcd.maryland.gov - GA4 Try searching "path analysis"

Variables

EXPLORATION NAME: Mega Menu ENERGY Hom...

Custom: Jul 14, 2024 - May 11, 2025

SEGMENTS

- Clicked on ENERGY under HOMEOWNERS
- Clicked on ENERGY under DEVELOPERS
- Clicked on ENERGY under RENTERS

DIMENSIONS

- Event name
- Text Clicks

METRICS

- Event count
- Total users

Settings

TECHNIQUE: Segment overlap

SEGMENT COMPARISONS

- Clicked on ENERGY under HOMEOWNERS
- Clicked on ENERGY under RENTERS
- Clicked on ENERGY under DEVELOPERS

BREAKDOWNS: Drop or select dimension

START ROW: 1

SHOW ROWS: 10

VALUES: Active users, Total users

Drop or select metric

FILTERS

Segment over...

Active users overlap

- Clicked on ENERGY under HOMEOWNERS
- Clicked on ENERGY under RENTERS
- Clicked on ENERGY under DEVELOPERS

Segment set	Active users	Total users
Clicked on ENERGY under HOMEOWNERS	231	231
Clicked on ENERGY under RENTERS	133	133
Clicked on ENERGY under DEVELOPERS	112	112
Clicked on ENERGY under HOMEOWNERS + Clicked on ENERGY under RENTERS	93	93
Clicked on ENERGY under DEVELOPERS	81	81
Clicked on ENERGY under HOMEOWNERS + Clicked on ENERGY under DEVELOPERS	68	68
Clicked on ENERGY under RENTERS + Clicked on ENERGY under DEVELOPERS	43	43
Clicked on ENERGY under HOMEOWNERS + Clicked on ENERGY under RENTERS + Clicked on ENERGY under DEVELOPERS	42	42
Clicked on ENERGY under RENTERS ONLY	39	39

DNS migration effort

David Holmes - david.holmes@maryland.gov

Our Current DNS environment

- 14,077 DNS records across 254 zones
- Aging and Outdated Infrastructure
- No Disaster Recovery Plan
- Security risks from unmanaged DNS records
 - mappingmaryland.com, .net, .org
 - 2019health.maryland.gov
 - <https://vendorpayment.maryland.gov/>

Examples



There's nothing here, yet.

Build something amazing



Your connection is not private

Attackers might be trying to steal your information from www.govpics.maryland.gov (for example, passwords, messages, or credit cards). [Learn more about this warning](#)

NET::ERR_CERT_COMMON_NAME_INVALID

 [Turn on enhanced protection](#) to get Chrome's highest level of security

Advanced

Back to safety

New DNS Provider

Cloudflare

- Cloud Based
- Web Application Firewall
- SSL Certificate Management
- Content Delivery Network / Caching
- Analytics

Timeline for the new DNS Migration

**DNS Zone
Migrations**

CDN/WAF Go Live

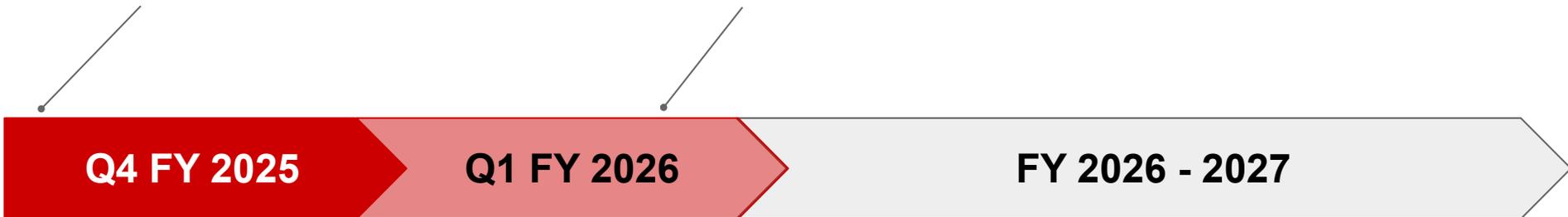
Q4 FY 2025

Q1 FY 2026

FY 2026 - 2027

**25 zones
successfully
migrated**

**Long-Term DNS Cleanup
Efforts**



What do agencies need to do?

- Most agencies don't need to take any action
- OSM will reach out to agency that do need to make updates

Questions on DNS?

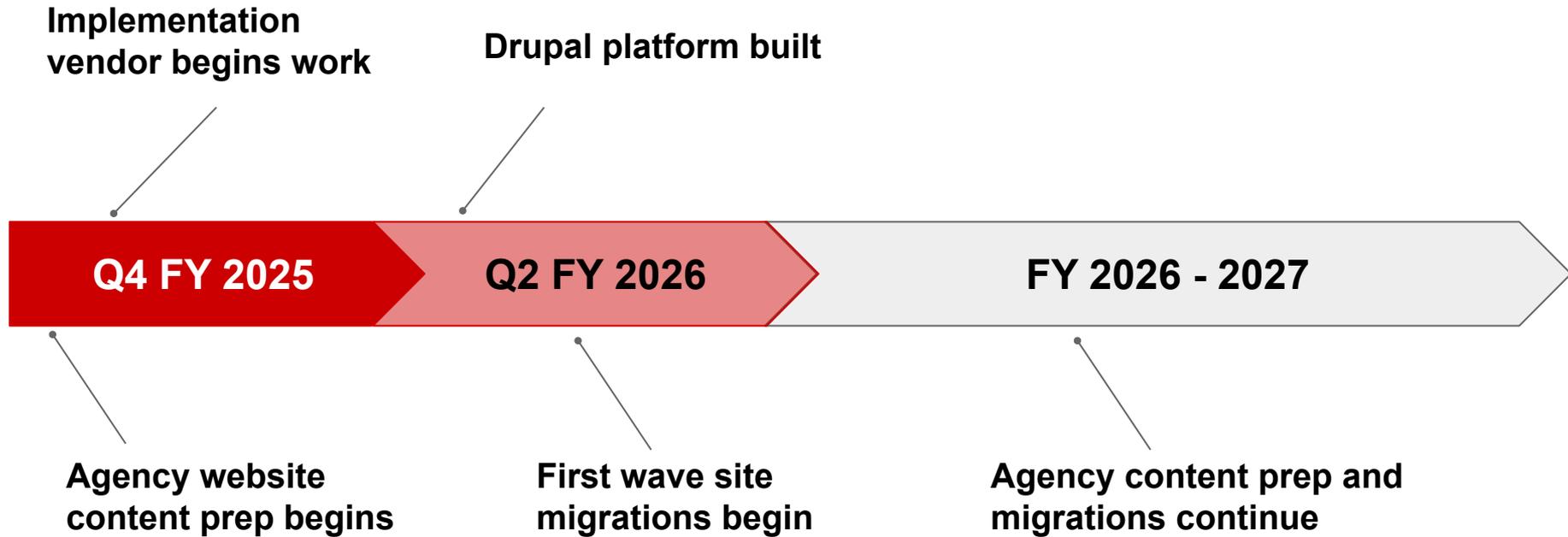
Maryland CMS update

Carrie Hane - carrie.hane@maryland.gov

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Andrew White - andrew.white1@maryland.gov

Timeline for the new CMS



Migration Roadmap

We are planning the migration of the ~100 DoIT-hosted sites, using **both qualitative and quantitative data**, including traffic volume, site complexity, an agency's self-sufficiency, and more.

MDDS will reach out in the coming weeks and months to discuss immediate next steps.

Your migration could look like:

Small Sites, In-progress Redesigns

Supported by MDDS

Medium-Large Sites

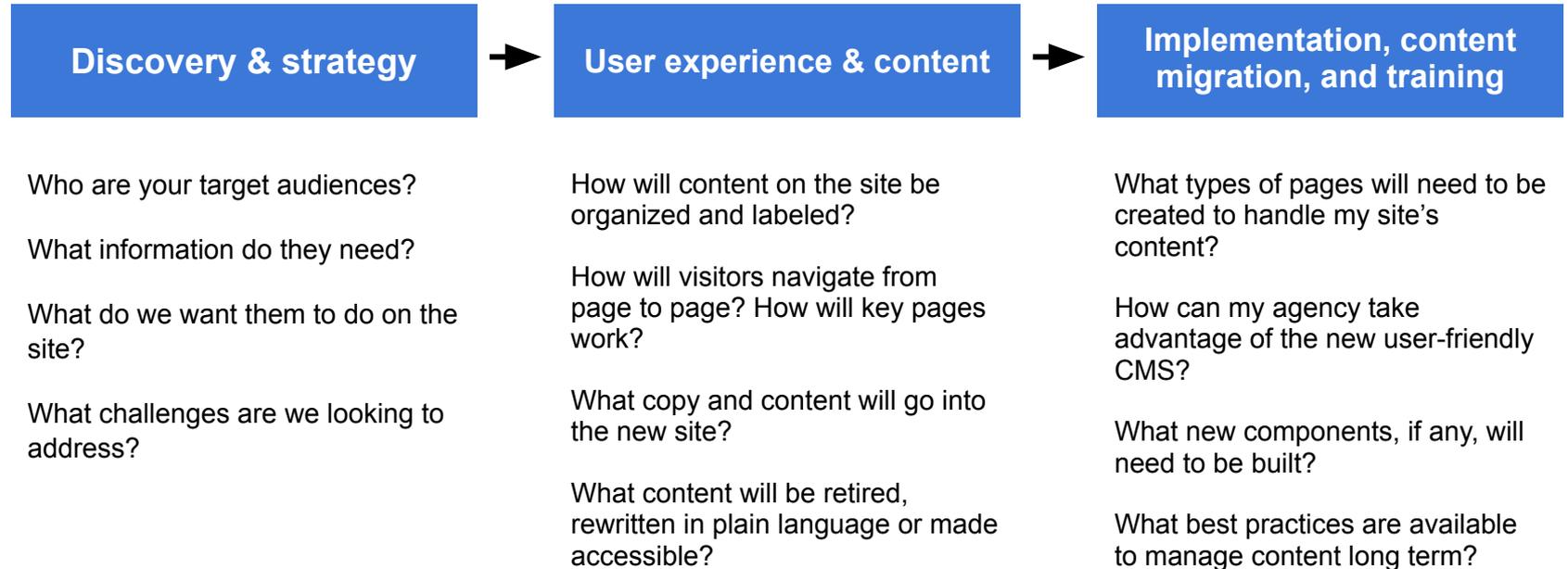
Supported by MDDS, vendor partner, or combo

Very Large Sites

Taken on a case-by-case basis

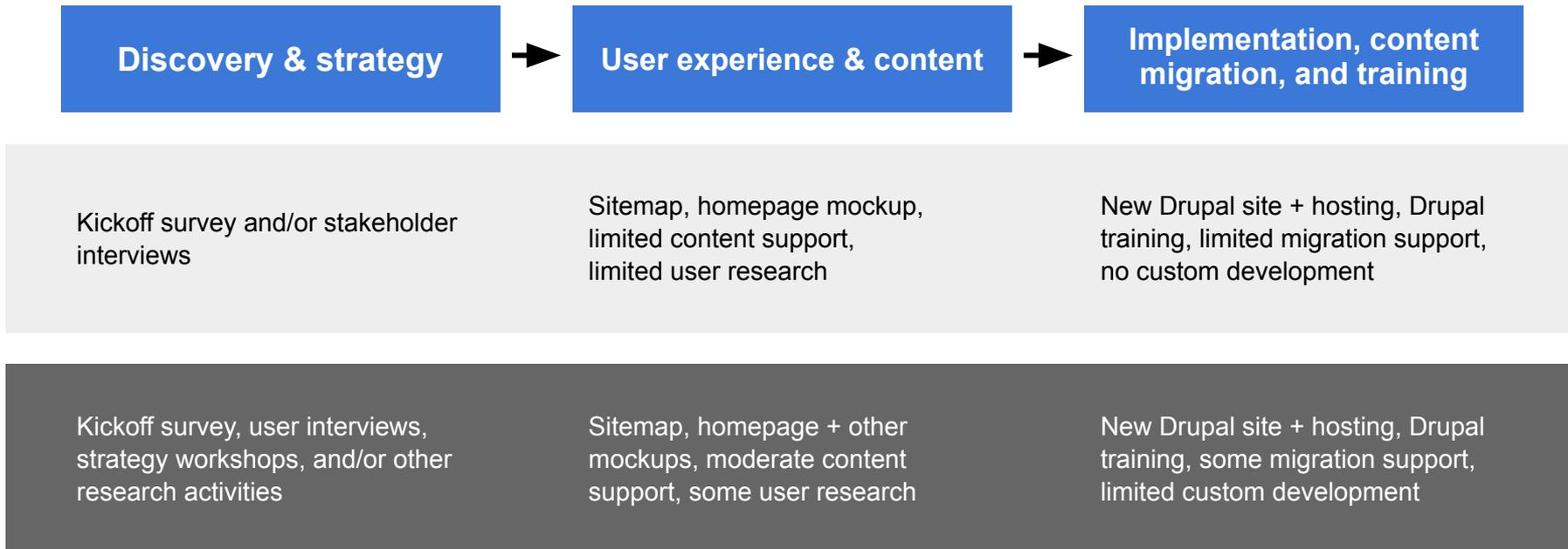
What does a website redesign look like?

All projects will follow a similar process that scales to site's size and complexity.



How might the process change?

Sample process



A quick note on PDFs and files

All PDFs and files must be made accessible prior to moving to Drupal, unless an exemption has been issued.

MDDS will provide guidelines to create accessible PDFs, but the responsibility of auditing and remediating digital files will fall to your agency.

***Design for everyone.
Accessible design is
good design.***

—MDDS Design Principles

What can my agency do now?

-  **Review your team's workload.** Reworking content can be time consuming, so begin planning who can help in your redesign.
-  **Request a Content Workbook from MDDS.** Keep in mind this is a snapshot in time.
-  **Identify any content to archive, delete, or must be kept by legislative mandate.**
-  **Keep track of all new content added following your audit.**

Anything else I need to know?

Get Excited!

- Modernized site builder capabilities
- Accessibility improvements
- Consistent, streamlined templates
- An easy-to-use experience to make site edits yourself

We're partners in this journey.

Your success is our success.

Q&A and discussion

Future meeting schedule (subject to change, bold indicates in person)

Web Leads Meeting

June 10th, 12:30-2 (in person, Crownsville)

July 9th, 2-3:30 (virtual)

August 12th, 12:30-2 (in person, Crownsville)

September 17th, 12-1:30 (virtual)

October 14th, 12:30-2 (in person, Crownsville)

November 19th, 12:30-2 (virtual)

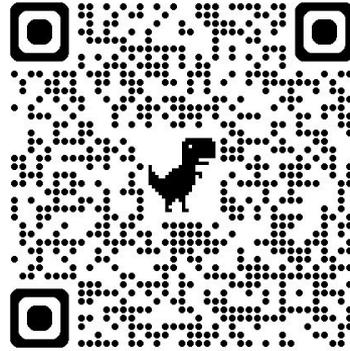
December 9th, 12:30-2 (in person, Crownsville)

MDDS/Web Leads Open Office Hours

May 27th, 9-10 AM (virtual)

Thank you
See you in person in Crownsville on June 10th

[Feedback Survey](#)



Survey link <https://forms.gle/gn6WvfitXAMVKMpu9>