

SERVICE AGREEMENT

between

The Maryland Department of Information Technology and

The Customer

for

Website Design/Redesign/Development

This Service Agreement forms a part of the Memorandum of Understanding between the Maryland Department of Information Technology (“DoIT”) and the Serviced Customer. The parties agree as follows:

I. Service Description

The Maryland Digital Service in DoIT can help design a new website or redesign your current DoIT hosted website to improve usability and effectiveness. This involves working with agencies to understand website goals and current pain points. DoIT will evaluate performance of the current site (through interviews with stakeholders, call analysis and other outreach channels) and review available Google Analytics (GA4) and other data.

A. Standard Service:

The following components are included with the standard service:

Discovery efforts to include:

- Stakeholder interviews
- User research with constituents
- Site analytics to include search and usage data
- Call center/help line analysis (both agency specific and through constituent services/customer service feedback form)
- Content audit (contractor to recommend content prioritization)

Design efforts to include:

- Site architecture for Agency focused content and for constituent driven / task based content based on discovery findings
- User tested navigation structure and taxonomy

- Wireframes for homepage and land pages
- Content recommendations including content to keep, remove, rewrite, archive, and develop new, as well as content governance recommendations for review cycles

Enhancements efforts to include:

- Able to filter the data using search keywords
- Display data in a collapsible tree structure based on configurable categories
- Functionality like export the data to excel/pdf
- Configuring the approval workflows to streamline the content publishing process
- New plug-ins/themes installation

B. Service Exclusions:

The following elements are excluded from the standard service offering:

1. Designing new Sharepoint templates

C. Optional Services

Additional services may be available upon request from the Customer for an added cost. These costs are not included in the budgeted services that DoIT provides and shall be the responsibility of the requesting agency. For any work requested in this area, DoIT will not be able to proceed until fully funded by the requester through a funds certification document.

The following services are add-ons that may be requested. Costs for these items are variable and will be clearly defined and agreed to before moving forward with the request.

1. Content authoring for home page and top level landing pages
2. Develop monthly analytics report
3. Enhanced GA4 implementation for additional data/ insights
4. Developing fillable pdfs
5. Developing custom web functionality

II. Service Dependencies

To ensure the service described herein is delivered consistently and in accordance with state standards, the customer must meet the following requirements:

DoIT Services:	<ul style="list-style-type: none"> • Subscribe to DoIT website hosting
Technical:	<ul style="list-style-type: none"> • Access to current site (if applicable) server
Non-Technical:	<ul style="list-style-type: none"> • Provide three 24 x 7 x 365 points of contact for coordinating outages, emergency maintenance/restoration, and change management • Agency identified content SMEs, involved in content updates • Access to agency leadership/executive sponsor for redesign effort

III. Responsibility Model

The following contains a non-exhaustive list that describes the responsibilities for both DoIT and the customer and may be updated periodically. Updates will be considered effective 14 calendar days from the posting date of the new service agreement.

A. DoIT Responsibilities for the Customer

DoIT shall be responsible for the following activities in coordination with the Customer:

Discovery efforts:

- Stakeholder interviews
- User research with constituents
- Site analytics to include search and usage data
- Call center/help line analysis (both agency specific and through constituent services/customer service feedback form)
- Content audit (contractor to recommend content prioritization)

Design efforts:

- Site architecture for Agency focused content and for constituent driven/task based content based on discovery findings
- User tested navigation structure and taxonomy
- Wireframes for homepage and land pages
- Content recommendations including content to keep, remove, rewrite, archive, and develop new, as well as content governance recommendations for review cycles

Enhancements efforts to include:

- Custom list view web parts development on the pages
- Creating approval workflows

B. The Customer Responsibilities

The Customer shall be responsible for the following activities:

1. Identify point of contact to work closely with DoIT team until the website is live
2. Identify participants for user interviews and coordinate meetings with them when needed

IV. Service Level Agreements (SLA's)

A. Availability

This section is not applicable to this Service Offering.

B. Maintenance

This section is not applicable to this Service Offering.

C. Service Delivery

DoIT will deliver the requested services to the customer in a timely manner according to the following standards.

Category	Measure
Initial Ticket Response and Customer Contact	Within 10 business days after assignment of ticket to the Service Assignment group in ServiceNow.

V. Support and Service Management

A. Support

DoIT will provide support via telephone, email, or virtually according to the SLA's outlined above.

B. Incident Management

This section is not applicable to this Service Offering.

C. Request Management

Requests to move, add, or change service shall be handled as follows:

1. New Service(s)
Entities seeking to use the service or deploy optional services outlined herein must:

- a) Submit a request via email to doit.intake@maryland.gov explaining the business needs or challenges.
 - o DoIT will evaluate the request to ensure that the service meets the customer's business needs.

2. Service Modifications

To increase, decrease, or alter existing service, the Customer must:

- a) Submit a request via email to doit.intake@maryland.gov
 - o Service modifications include change(s) in the initial agreed upon scope of engagement.
 - o DoIT will log the request and assign it to the appropriate team for fulfillment.
 - o Requests that involve increases in costs and schedule will result in billing changes to the agencies which will require a Statement of Work and fund certification to make the change.

D. Outages

This section is not applicable to this Service Offering.

E. Support and Service Management Exclusions:

- 1. Refer Section 1 for Service Exclusions.

VI. Costs for Service

- A. If DoIT has available resources to support the scope of the design/redesign/enhancement work, this service will be provided at no additional cost to the agency. If DoIT does not have available resources, or if the agency needs to expedite the effort, the agency may be subject to the cost of bringing on support resources. Any costs will be agreed upon through a signed statement of work with the agency.

VII. Termination of Service

- A. This service will automatically terminate upon completion of the design work

VIII. Warranty, Limitations, and Exclusions

- A. This section is not applicable to this Service Offering.