



Wes Moore, Governor · Aruna Miller, Lt. Governor · Atif Chaudhry, Secretary

**Intergovernmental Cooperative Purchasing Agreement
Procurement Officer Determination
COMAR 21.05.09.04**

Per COMAR 21.05.09.02, as a Primary Procurement Unit, the Department of General Services Office of State Procurement (DGS OSP) may initially sponsor or participate in, renew, modify, or administer an Intergovernmental Cooperative Purchasing Agreement (ICPA) on its own behalf or on behalf of another agency when a determination is made under SFP §13-110 and COMAR 21.05.09.04.

In accordance with State Procurement Regulations COMAR 21.05.09.04, the DGS OSP Procurement Officer, on behalf of the Department of Information Technology (DoIT) has determined that it is in the State's best interest to award a new contract with Carahsoft to provide services to research, strategize, and design a comprehensive digital experience for the top-level Maryland.gov website utilizing the NASPO ValuePoint Master Agreement No. AR2472.

The Maryland.gov domain serves as the primary access point for state information and services, helping constituents navigate essential resources across Maryland state websites. The current site is outdated, misaligned with user needs, and hosted on a Content Management System (CMS) nearing the end of its service. To modernize the platform, DoIT seeks a partner to provide research, strategy, and design services to create a comprehensive digital experience of the top-level Maryland.gov website, ensuring seamless access to state services and information.

In response to the Governor's initiative to enhance Maryland's executive branch digital services, the Maryland Digital Service (MDDS) is leading this transformation to improve user experience, build trust in government, reduce costs, and support agencies in fulfilling their missions. MDDS requires a partner with proven expertise in digital experience design. Lullabot, a Fulfillment Partner of Carahsoft, has successfully executed similar large-scale website transformations for other states with comparable needs and constraints. Their case studies have been instrumental in shaping MDDS's transformation strategy. Additionally, MDDS communications with other states partnered with Lullabot have resulted in consistent positive feedback.

Discussions with other states regarding similar project scopes provided dramatically higher pricing. Pennsylvania has been working with Pluribus Sapient on its website redesign efforts and has spent over \$37M on contractor fees. A similar scope was explored with Bloom Works following their efforts for the MD Office of the Attorney General, which resulted in an estimate of \$1.3M. MDDS also conversed with Granicus to understand their Citizen Experience offering and approach. While the initial scope was lower at \$300,000, there is less confidence in their solution as they lack similar case studies/efforts and focus on communications and surveys as the primary user research technique. Compared with similar projects for other states, this pricing and approach have been determined to be fair and reasonable.

Based on the analysis provided above, I have determined the price reasonableness of the contract rates. The ICPA procurement will decrease the administrative burdens on the State, as it eliminates the need for a separate competitive procurement process. Additionally, this approach will reduce the time needed to deliver the solution, thereby minimizing administrative workload and enabling quicker access to digital services for Maryland citizens. The use of the ICPA method is not intended to evade the purposes set forth under COMAR 21.01.01.03 or State Finance and Procurement (SFP) § 13-110. Because of the cost benefits and administrative efficiencies gained by use of the cooperative purchasing method, it is my determination that DGS's sponsorship is in the best interests of the State.

Kristina Libby-Hinton

02/04/2025

Kristina Libby-Hinton, Procurement Officer, DGS OSP / Date

Linda Dangerfield
Linda Dangerfield (Feb 5, 2025 13:48 EST)

02/05/2025

Linda Dangerfield, Deputy Chief Procurement Officer, DGS OSP / Date

Atif Chaudhry

02/07/2025

Atif Chaudhry, Secretary, DGS / Date











DGS OSP ICPA POD for DoIT Maryland.gov Site Transformation

Final Audit Report

2025-02-07

Created:	2025-02-04
By:	Corbett Webb (corbett.webb2@maryland.gov)
Status:	Signed
Transaction ID:	CBJCHBCAABAA5_NzbsShXNvwle5DZI941JiQAR_SjkWE

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2025-02-04 - 3:06:36 PM GMT
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2025-02-04 - 3:06:41 PM GMT
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2025-02-04 - 3:48:29 PM GMT
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Signature Date: 2025-02-04 - 3:48:44 PM GMT - Time Source: server
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2025-02-04 - 3:48:45 PM GMT
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2025-02-05 - 6:46:23 PM GMT
-  Document e-signed by Linda Dangerfield (linda.dangerfield@maryland.gov)
Signature Date: 2025-02-05 - 6:48:02 PM GMT - Time Source: server
-  Document emailed to Atif Chaudhry (atif.chaudhry@maryland.gov) for signature
2025-02-05 - 6:48:04 PM GMT
-  Email viewed by Atif Chaudhry (atif.chaudhry@maryland.gov)
2025-02-07 - 3:33:59 PM GMT
-  Document e-signed by Atif Chaudhry (atif.chaudhry@maryland.gov)
Signature Date: 2025-02-07 - 3:34:59 PM GMT - Time Source: server

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2025-02-07 - 3:34:59 PM GMT