

**NEBRASKA STATE RECORDS BOARD  
MEETING: February 10, 2010**

Executive Building, Lower Level Conference Room  
501 South 14<sup>th</sup> Street  
Lincoln, Nebraska  
February 10, 2010  
9:00 A.M.

## NEBRASKA STATE RECORDS BOARD AGENDA

Executive Building, Lower Level Conference Room

501 South 14<sup>th</sup> Street

Lincoln, Nebraska

February 10, 2010 – 9:00 A.M.

1. CALL TO ORDER, ROLL CALL
2. ANNOUNCEMENT OF NEBRASKA OPEN MEETING ACT  
The Act and reproducible written materials to be discussed at the open meeting are located in the back of the meeting room. A copy of the Open Meetings Act is posted in the back of the meeting room.
3. NOTICE OF HEARING  
Public notice of the meeting was given by posting notice in the Lincoln Journal Star on January 8, 2010 and on the State of Nebraska's online Public Meeting Calendar. A current copy of the agenda is located in the Secretary of State's office, listing the date, time and location of the meeting.
4. ADOPTION OF AGENDA
  - a. **Action Item:** Approval of Agenda
5. APPROVAL OF MINUTES
  - a. **Action Item:** Approval of December 2, 2009 meeting minutes
6. PUBLIC COMMENT
7. CHAIRMAN'S REPORT
  - a. Addenda & Agreements
    1. **Action Item:** Addendum Seven to the Interagency Agreement between the Department of Health and Human Services, Division of Public Health and the Nebraska State Records Board.
    2. **Action Item:** Addendum Three to the Interagency Agreement between the Nebraska Department of Agriculture and the Nebraska State Records Board.
    3. **Action Item:** Addendum Two to the Interagency Agreement between the Nebraska State Electrical Division and the Nebraska State Records Board.
  - b. **Action Item:** Board member visit for verification of Active/Active Datacenters for Nebraska.gov disaster recovery system capable of instant recovery of services.
8. FINANCES REVIEW SUBCOMMITTEE REPORT (Auditor Mike Foley – Chair)
9. COUNSEL'S REPORT
  - a. **Action Item:** Approve Escrow Agreement for Network Manager Contract
  - b. **Source Code**
    1. Report Receipt
    - 2 **Action Item:** Approve the adoption of the Policy on Release, Inspection or Use of Network Software and Source Code; request for Software Release Application; and, Non-Disclosure Agreement.
    3. **Action Item:** Approve release of software to Ms. Brenda Decker, OCIO
  - c. Master Contract Insurance/Bond Certificates.

10. EXECUTIVE DIRECTOR'S REPORT
  - a. Thomas County Grant update
  - b. State/Local Grant Status Report
  - c. **Action item:** NSRB - Cash Fund
  - d. Reinvested Revenue Report
  
11. NEBRASKA.GOV REPORTS
  - a. General Manager's Report
  - b. **Action Item:** Project Priority Report
  - c. **Action Item:** 2010 Business Plan
  - d. State of the Portal
  
12. DATE FOR NEXT MEETING  
May 5, 2010  
9:00 A.M.  
Room 1507, State Capitol, Lincoln, NE
  
13. ADJOURNMENT
  - a. **Action Item:** Move to adjourn

Prepared 02/08/2010



## NEBRASKA STATE RECORDS BOARD

### MINUTES

#### Meeting of December 2, 2009

##### **Agenda Item 1. CALL TO ORDER, ROLL CALL**

The meeting of the Nebraska State Records Board was called to order by Chairman John A. Gale at 9:00 A.M. on December 2, 2009, in Room 1507 of the State Capitol, Lincoln, Nebraska.

A Roll Call was taken. The following Board members were present:

John A. Gale, Secretary of State, State Records Administrator and Chairman;  
Brenda L. Decker, representing the Governor;  
Michael D. Foley, Auditor of Public Accounts  
Alex Kauffman, representing the State Treasurer;  
Carlos Castillo, Jr., Director of Administrative Services;  
Ryne D. Seaman, representing the Banking Industry;  
John P. Curry, representing the Insurance Industry;  
Thomas D. Freimuth, representing the Legal Profession;  
Julie A. Beno, appearing later, representing Libraries;  
Timothy L. Loewenstein, Representing the General Public  
Michael P. Edgcombe, representing the Media

Absent:

Leslie S. Donley, representing the Attorney General

Staff in attendance:

Cathy Danahy, Executive Director;  
Kacey Nelkin-Pedersen, Recording Clerk;  
Ron Moravec, Legal Counsel

Ms. Donley arrived at the meeting at 9:05 A.M.

##### **Agenda Item 2. ANNOUNCEMENT OF NEBRASKA OPEN MEETINGS ACT**

Chairman Gale announced that in accordance with the Nebraska Open Meetings Act, reproducible written materials to be discussed at the open meeting are located in the back of the meeting room. Also, a copy of the Nebraska Open Meetings Act is posted in the back of the meeting room.

##### **Agenda Item 3. NOTICE OF HEARING**

Chairman Gale announced public notice of the meeting was given by posting notice in the Lincoln Journal Star newspaper on November 2, 2009 and on the state's website public meeting calendar. A copy of the Notice and Affidavit of Publication by the printer is included in the Board records.

**Agenda Item 4. ADOPTION OF AGENDA**

A current copy of the agenda has been kept in the Secretary of State's office, located in the State Capitol Building. Ms. Beno moved to adopt the agenda as presented; motion seconded by Mr. Edgecombe. Mr. Foley requested moving agenda item 8. a. NI PricewaterhouseCoopers Annual Audit Report ahead of item 7. a. 2. Network Manager Operations Review Subcommittee. Hearing no objections, a vote was taken.

Voting For:	Beno	Castillo	Curry	Decker	Donley
	Edgecombe	Foley	Freimuth	Gale	Kauffman
	Loewenstein	Seaman			

Voting Against: None

Absent: None

The motion carried.

**Agenda Item 5. APPROVAL OF MINUTES**

Mr. Seaman moved to approve the September 15, 2009 meeting minutes as presented; motion seconded by Ms. Decker.

Voting For:	Castillo	Decker	Donley	Foley	Freimuth
	Gale	Kauffman	Loewenstein	Seaman	

Voting Against: None

Not Voting: Beno Curry Edgecombe

Absent: None

The motion carried.

**Agenda Item 6. PUBLIC COMMENT**

Chairman Gale asked the members of the audience if anyone wished to come forward to provide public comment on any of the agenda items. No audience member indicated a desire to provide public comment.

**Agenda Item 8. FINANCES REVIEW SUBCOMMITTEE****Agenda Item 8. a. NI PricewaterhouseCoopers Annual Audit Report**

Mr. Foley stated the Finances Review Subcommittee met last week. The Subcommittee consisted of Mr. Foley, Mr. Seaman and Mr. Curry. They reviewed the 2008 audited financial statements of Nebraska Interactive. Mr. Foley handed out two charts prepared by his office summarizing some of the highlights of the audit report and indicated some questions were raised by the Subcommittee about the level of administrative expenses in particular. As a result of the Subcommittee discussions, Mr. Foley sent an email to Mr. Brent Hoffman, President, Nebraska Interactive, regarding the administrative fee increase, allocations and the Nebraska State Records Board share. Those questions are currently pending. The Finances Review Subcommittee will review the responses from Mr. Hoffman when they are received. Mr. Hoffman stated he looked forward to working with the Finances Review Subcommittee in clarifying any questions they may have. Mr. Foley moved to acknowledge receipt of the PricewaterhouseCooper audit; seconded by Mr. Curry.

Voting For:	Beno	Castillo	Curry	Decker	Donley
	Edgecombe	Foley	Freimuth	Gale	Kauffman

Loewenstein Seaman

Voting Against: None

Absent: None

The motion carried.

**Agenda Item 7. CHAIRMAN’S REPORT**

**Agenda Item 7. a. 1. Addenda & Agreements**

Addendum Seven to the Interagency Agreement between the Department of Health and Human Services Division of Public Health and the NE State Records Board. *Addendum withdrawn by DHHS and Nebraska.gov.*

**Agenda Item 7. a. 2. Network Manager Operations Review Subcommittee**

Chairman Gale proposed creating a new Network Manager Operations Review Subcommittee to study, research and report back to the Board over the long term in reference to a comparison between in-house networks and independent contractor networks. After discussion, Mr. Seaman moved that the Nebraska State Records Board create a Network Manager Review Subcommittee to, including but not limited to, research, investigate, review and develop options of plans for future website portal development and operation. Ms. Donley expressed the Attorney General’s desire to be on this subcommittee. Mr. Foley expressed concern that without resources available to this subcommittee, it may not produce much. He suggested investing resources by bringing in outside expertise to give the Board a review of the current model for a thorough and unbiased critique. After further discussion, the motion was seconded by Ms. Donley.

Voting For:	Beno	Castillo	Curry	Decker	Donley
	Edgecombe	Foley	Freimuth	Gale	Kauffman
	Loewenstein	Seaman			

Voting Against: None

Absent: None

The motion carried.

Chairman Gale identified the Subcommittee comprising of Ms. Decker, Mr. Foley, Ms. Donley and Chairman Gale as the chair of the Subcommittee.

**Agenda Item 9. COUNSEL’S REPORT**

**9. a. Approve Escrow Agreement for Network Manager Contract**

Mr. Moravec gave an update on the ongoing negotiation with Mr. Hoffman and Counsel for NIC to complete the Escrow Agreement for the Network Manager Contract. He indicated a couple of issues have yet to be resolved. He indicated that a final agreement will be available by the next State Records Board meeting.

**9. b. Action Item: Approval of Supplemental Questionnaire for GIS-Related Grant Applications**

Mr. Moravec introduced the six page Supplemental Questionnaire for GIS-Related Grant Applications developed by Mr. Larry Zink, GIS Coordinator, OCIO, for attachment to grant applications where the entity is seeking grant funds for any GIS-related projects. The Technical advisory committee has

approved the supplemental questionnaire. Ms. Decker explained that government agencies are funding data collection projects in various formats and the intention of the supplemental questionnaire is to require all grant seeking agencies to use the supplemental questionnaire format so the data becomes interoperable, exchangeable, and require data be collected only once. Chairman Gale asked Mr. Dale Hanna, GIS Specialist, GIS Western Resources, to comment on the questionnaire. He said the questions asked are ‘plain language’ and understood by those in the GIS arena and are based on NITC guidelines already established. Mr. Loewenstein moved that the Nebraska State Records Board approve the six-page supplemental questionnaire for state funded entities on land records information and mapping-related Geographic Information System grant applications; seconded by Mr. Freimuth.

Voting For:	Beno	Castillo	Curry	Decker	Donley
	Edgecombe	Foley	Freimuth	Gale	Kauffman
	Loewenstein	Seaman			

Voting Against: None

Absent: None

The motion carried.

**9. c. Approval of changes to Disaster Recovery Proprietary Plan guarantee for Network Manager Contract (Closed Session)**

Ms. Donley moved that the Nebraska State Records Board go into closed session for the purpose of discussing proprietary information relating to the security of the State’s website and for the protection of the public interest; seconded by Ms. Decker.

Voting For:	Beno	Castillo	Curry	Decker	Donley
	Edgecombe	Foley	Freimuth	Gale	Kauffman
	Loewenstein	Seaman			

Voting Against: None

Absent: None

The motion carried.

Noting that the closed meeting motion passed, Chairman Gale read the previous motion of Ms. Donley and moved the Board into closed session at 10:13 A.M.

At 10:47 A.M., outside of the Closed Session, with members of the public present. Ms. Donley moved that the Nebraska State Records Board adjourn from this closed session and return to open session; seconded by Mr. Loewenstein.

Voting For:	Beno	Castillo	Curry	Decker	Donley
	Edgecombe	Foley	Freimuth	Gale	Kauffman
	Loewenstein	Seaman			

Voting Against: None

Absent: None

The motion carried.

Chairman Gale summarized the closed session discussion of the Disaster Recovery Proprietary Plan and two changes that are being proposed for the Board’s consideration and possible approval. Ms. Beno moved that the Nebraska State Records Board approve the amendments to the Disaster Recovery Plan, pages 40 and 45, for the Network Manager contract commencing on February 1, 2010; seconded by Mr. Edgcombe. Ms. Beno amended her motion stating the pages should be 45 and 50; accepted by Mr. Edgcombe.

Voting For:	Beno	Castillo	Curry	Decker	Donley
	Edgcombe	Freimuth	Gale	Kauffman	
	Loewenstein	Seaman			
Voting Against:	Foley				
Absent:	None				

The motion carried.

**Agenda item 10. EXECUTIVE DIRECTOR’S REPORT**

- Agenda Item 10. a. State/Local Grant Status Report**
- Agenda Item 10. b. NSRB - Cash Fund Balance**
- Agenda Item 10. c. Reinvested Revenue Report**
- Agenda Item 10. d. Increase Fiscal Year Grant Limit of \$250,000**

Ms. Danahy presented the financial reports for the 1<sup>st</sup> Quarter FY09 and the grants to be considered for approval at today’s meeting: (a) a report on the current Cash Fund balance, (b) the status of grants awarded in September, 2009, and (c) a Reinvested Revenue Report.

Ms. Danahy recommended the Board consider increasing the fiscal year grant funding allotment from \$250,000 to \$301,487.00 to ensure the grant applications on the agenda today may be reviewed without the possibility of going over the current \$250,000 fiscal year allotment and, in addition, to temporarily suspend the grant funding program until the financial status of the NSRB Cash Fund is reviewed in the beginning months of 2010.

Ms. Danahy reported the Legislature voted during the November, 2009 Special Session to reduce the NSRB Cash Fund by \$71,543.00 for FY 09 and an additional \$118, 154.00 for FY10.

Mr. Curry moved to increase the current grant funding to \$301,487.00 maximum for FY09; seconded by Mr. Gale. After discussion, Mr. Curry amended his motion and moved that the State Records Board increase the current fiscal year state and local grant funding limitation from \$250,000 to \$301,487.00. Further, the Board, pending review of the Board’s financial status, effective this second day of December, 2009, temporarily discontinue the acceptance of future grant funding applications from state agencies or local political subdivisions and that the Board staff are directed to return any funding applications to the submitting agency with such explanation; seconded by Mr. Gale. After discussion, a vote was taken.

Voting For:	Beno	Castillo	Curry	Decker	Donley
	Edgcombe	Gale	Kauffman	Seaman	
Voting Against:	Foley	Freimuth	Loewenstein		
Absent:	None				

The motion carried.

Ms. Beno moved to approve the NSRB Cash Fund Balance report for the 1<sup>st</sup> Quarter Fiscal Year 09; seconded by Mr. Freimuth.

Voting For:	Beno Edgecombe Loewenstein	Castillo Foley Seaman	Curry Freimuth	Decker Gale	Donley Kauffman
Voting Against:	None				
Absent:	None				

The motion carried.

### **Agenda Item 11. GRANT APPLICATION PRESENTATIONS**

#### **Agenda Item 11. 1. – 5.**

The following 5 applications were introduced at the September 15, 2009 State Records Board meeting for consideration. On the following 5 counties, the vote was 5 to 1 to approve. Neb. Rev. Stat. Section 84-1204(4) (2008) of the Records Management Act requires the affirmative vote of six members for any action to be taken by the Board. Consequently, this motion failed for lack of six affirmative votes.

Ms. Danahy introduced Mr. Dale Hanna, GIS Specialist, GIS Western Resources who testified on the following grant applications:

**Agenda Item 11. 1.** Arthur County Assessor – *GIS System* - \$20,612.00 (\$15,612 recommended on 09/15/2009);

**Agenda Item 11.2** Blaine County – *GIS System for Blaine County Assessor's Office*- \$25,000 (\$13,742 recommended on 09/15/2009);

**Agenda Item 11.3** Hooker County Assessor – *GIS System* - \$25,000.00 (\$25,000 recommended on 09/15/2009);

**Agenda Item 11.4** Logan County Assessor – *GIS System for Logan County Assessor's Office* – \$25,000.00 (\$22,896 recommended on 09/15/2009).

**Agenda Item 11.5** McPherson County Assessor's Office (\$25,000.00 recommended on 9/15/2009)

#### **Withdrawn by applicant November, 2009.**

**Agenda Item 11. 6.** Grant County Assessor – *GIS System for Grant County Assessor's Office* – \$20,412.00. Ms. Danahy introduced Ms. Christee Haney, Deputy Clerk and Mr. Dale Hanna, GIS Western Resources who testified and answered questions regarding the grant application.

**Agenda Item 11. 7.** Howard County Assessor – *GIS Implementation* - \$25,000.00. Ms. Danahy introduced Ms. Deloris Heminger, County Assessor and Ms. Michele Woitalewicz who testified and answered questions regarding the grant applications.

Mr. Loewenstein left the meeting at 11:50 A.M.

**Agenda Item 11. 8.** Merrick County Assessor – *GPS and GIS work for the Merrick/Hamilton County Line* – \$22,100.00 (Janet Placke, County Assessor).

**Agenda Item 11. 9.** Merrick County Planning & Zoning - Regulation and Zoning Map updates using GIS - \$25,000.00.

Ms Danahy introduced Ms. Janet Placke, County Assessor and Ms. Jen Meyers, Administrator who testified and answered questions regarding both Merrick County grant applications.

Chairman Gale declared a recess at 12:20 P.M.

Chairman Gale reconvened the meeting at 12:35 P.M.

Mr. Foley did not return to the meeting.

**Agenda item 12. GRANT APPLICATION CONSIDERATIONS**

**Agenda Item 12. 1.** Arthur County Assessor – *GIS System* - \$20,612.00 (\$15,612 recommended on 09/15/2009).

**Agenda Item 12. 2.** Blaine County – *GIS System for Blaine County Assessor’s Office*- \$25,000 (\$13,742 recommended on 09/15/2009).

**Agenda Item 12. 3.** Hooker County Assessor – *GIS System* - \$25,000.00 (\$25,000 recommended on 09/15/2009).

**Agenda Item 12. 4.** Logan County Assessor – *GIS System for Logan County Assessor’s Office* – \$25,000.00 (\$22,896 recommended on 09/15/2009).

Mr. Seaman moved to approve all four grants for GIS systems at the recommended amounts: Arthur County \$15,612; Blaine County \$13,724; Hooker County \$25,000; Logan County \$22,896; seconded by Ms. Donley.

Voting For:	Beno	Castillo	Curry	Decker	Donley
	Edgecombe	Freimuth	Gale	Kauffman	Seaman
Voting Against:	None				
Absent:	Foley	Loewenstein			

The motion carried.

**Agenda Item 12. 7.** Howard County Assessor – *GIS Implementation* - \$25,000.00.

Ms. Beno moved to approve the Howard County Assessor application in the amount of \$25,000.00; seconded by Ms. Donley.

Voting For:	Beno	Curry	Decker	Donley	
	Edgecombe	Freimuth	Gale	Kauffman	Seaman
Voting Against:	Castillo				
Absent:	Foley	Loewenstein			

The motion carried.

**Agenda Item 12. 6.** Grant County Assessor – *GIS System for Grant County Assessor’s Office* – \$20,412.00.

Ms. Donley moved to approve the Grant County Assessor application in the amount of \$20,412.00; seconded by Mr. Friemuth.

Voting For:	Beno	Curry	Decker	Donley	
	Edgecombe	Freimuth	Gale	Kauffman	Seaman
Voting Against:	Castillo				
Absent:	Foley	Loewenstein			

The motion carried.

**Agenda Item 12. 8.** Merrick County Assessor – *GPS and GIS work for the Merrick/Hamilton County Line* – \$22,100.00 (Janet Placke, County Assessor).

**Agenda Item 12. 9.** Merrick County Planning & Zoning - Regulation and Zoning Map updates using GIS - \$25,000.00.

Ms Decker moved to not approve the two Merrick County applications; seconded by Mr. Castillo.

Voting For:	Beno	Castillo	Curry	Decker	Donley
	Edgecombe	Freimuth	Gale	Kauffman	Seaman

Voting Against: None

Absent: Foley Loewenstein

The motion carried.

Mr. Seaman left the meeting at 12:50 P.M.

**Agenda Item 13. NEBRASKA.GOV REPORTS**

**13.a. General Manager's Report.** Mr. Brent Hoffman, General Manager, Nebraska.gov gave the General Manager's Report.

**13.b. Project Priority Report.** Mr. Hoffman gave the Project Priority Report. Ms. Donley moved to approve the Project Priority Report; seconded by Ms. Beno.

Voting For:	Beno	Castillo	Curry	Decker	Donley
	Edgecombe	Freimuth	Gale	Kauffman	

Voting Against: None

Absent: Foley Loewenstein Seaman

The motion carried.

**Agenda Item 14. DATE FOR NEXT MEETING**

Chairman Gale announced the next NE State Records Board meeting will be held on Wednesday, February 10, 2010 at 9:00 A.M in the Lower Level Conference Room, Executive Building, 501 South 14th Street, Lincoln, Nebraska.

**Agenda Item 15. ADJOURNMENT**

Ms. Beno moved to adjourn the meeting. All members present signified by saying "aye". Chairman Gale declared the meeting adjourned at 1:45 P.M.




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John A. Gale  
 Secretary of State  
 State Records Administrator  
 Chairman, State Records Board

2/12/10  
 Date

**Addendum Two  
to the  
Interagency Agreement Between  
Nebraska State Electrical Division  
and  
Nebraska State Records Board**

This Addendum Two to the Interagency Agreement between the Nebraska State Electrical Division and the Nebraska State Records Board sets forth certain services to be provided by Nebraska.gov (operated under the auspices and authority of the Nebraska State Records Board), prices to be charged for such Nebraska.gov services, and terms of payment for such Nebraska.gov services.

**Project: Electrician License Verification and List Ordering Revenue Type: Instant Access  
Implementation: February 2010**

**Price Structure: Electrician License Verification Lists are subject to 10% Portal share**

Record or Service	End user fee	State Electrical Division Fee Share	Nebraska.gov Fee Share	NSRB Margin Share (10% of Nebraska.gov Fee Share)
License Verification List of 0-100 names	\$15	\$10	\$5	\$.50
License Verification List of 101-1000 names	\$25	\$20	\$5	\$.50
License Verification List of 1001+ names	\$35	\$30	\$5	\$.50

**Terms:** Nebraska.gov will process the total of all transactions through the state selected credit card merchant. These funds will be deposited on behalf of the Nebraska State Electrical Division. Nebraska.gov will submit an invoice to the Nebraska State Electrical Division for the total amount of the Nebraska.gov Transaction Fees collected at the close of each month. Terms of payment are net 45 days.

**Security:** A list of Nebraska.gov security provisions maybe found at <http://www.nebraska.gov/securitypolicy.html>

By: Randy Anderson  
Authorized Officer  
Nebraska State Electrical Division

Date: 1-26-10

By: \_\_\_\_\_  
Authorized Officer  
Nebraska State Records Board

Date: \_\_\_\_\_

**Addendum Three  
to the  
Interagency Agreement Between  
Nebraska Department of Agriculture  
and  
Nebraska State Records Board**

This Addendum Three to the Interagency Agreement between the Nebraska Department of Agriculture (NDOA) and the Nebraska State Records Board (NSRB) sets forth certain services to be provided by Nebraska.gov (operated under the auspices and authority of the Nebraska State Records Board), prices to be charged for such Nebraska.gov services, and terms of payment for such Nebraska.gov services. The Nebraska Department of Agriculture has statutory authority to assess and collect the fees described herein.

**Project: Commerical and Private Applicator Permits**  
**Implementation: February 2010**

**Revenue Type: Instant Access**

**Price Structure:**

Record or Service	End user fee	Department of Agriculture Fee Share	Nebraska.gov Fee Share	NSRB Margin Share <i>(10% of Nebraska.gov Fee Share)</i>
Commercial applicator permit	\$90	\$87	\$3	\$.30
Private applicator permit	\$25	\$23	\$2	\$.20

**Terms:** Nebraska.gov will process the total of all transactions through the Nebraska Interactive merchant account. The shared revenue received pursuant to this addendum shall be deposited by Nebraska.gov in the accounts designated by NDOA and the NSRB.

**Security:** A list of Nebraska.gov security provisions maybe found at <http://www.nebraska.gov/securitypolicy.html>

By: Richard E. Reiman  
Authorized Officer  
Nebraska Department of Agriculture

Date: 1/26/10

By: \_\_\_\_\_  
Authorized Officer  
Nebraska State Records Board

Date: \_\_\_\_\_

**Addendum Seven  
to the  
Interagency Agreement Between  
Nebraska Department of Health and Human Services  
Division of Public Health  
and  
Nebraska State Records Board**

This Addendum Seven to the Interagency Agreement between the Nebraska Department of Health and Human Services (DHHS) and the Nebraska State Records Board sets forth certain services to be provided by Nebraska.gov (operated under the auspices and authority of the Nebraska State Records Board), prices to be charged for such Nebraska.gov services, and terms of payment for such Nebraska.gov services.

**Project:** WorkWell Health Survey and Admin  
**Implementation:** February 2010

**Revenue Type:** Subscriber

**Survey Administration Subscription Fees:**

As a Nebraska.gov subscriber a yearly subscription fee for access to the survey will be charged to the Nebraska.gov account holder for each active company participating.

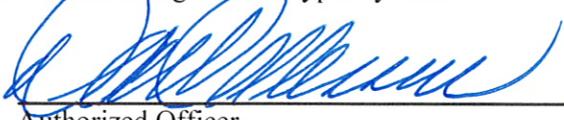
**Wellness Survey Transactional Fee Sharing is subject to 10% Revenue share:**

Record or Service		DHHS received	Nebraska.gov received	NSRB margin share
Company Survey *	Health	55% of transactional revenue generated	45% of transactional revenue generated	10% of Nebraska.gov revenue

*\*Company transactional fee charges will be based on number of employees, and any applicable setup fees as determined by DHHS.*

**Terms:** Nebraska.gov will process the total of all transactions through the Nebraska Interactive merchant account. The shared revenue received pursuant to this addendum shall be deposited by Nebraska.gov in the accounts designated by DHHS and the NSRB.

**Security:** A list of Nebraska.gov security provisions maybe found at <http://www.nebraska.gov/securitypolicy.html>

By:   
Authorized Officer  
Health & Human Services, Department of

Date: 1/26/10

By: \_\_\_\_\_  
Authorized Officer  
Nebraska State Records Board

Date: \_\_\_\_\_

## **Agenda Item 7. b.**

### **Proof of Active/Active Datacenters to be completed by April 1, 2010.**

**OPTION 1:** Mr. Loewenstein could travel to the Allen, TX facility for a demonstration.

**OPTION 2:** The analysis of traffic, configuration of the network and performance logging are primarily done remotely. These activities demonstrate the ability of electronic services to utilize both datacenters, and are the tools which are used daily. Since these tasks are performed remotely, NE.gov has the flexibility to demonstrate the ability from outside of the datacenter. Ne.gov could do a web conference which would engage key CDC staff to demonstrate various functions of the operation, and allow an appropriate representative(s) of the Board to interact directly with the Network engineers to address any questions or requests he/they may have.

**OPTION 3:** Mr. Loewenstein has a business trip scheduled in March, 2010. He can extend this trip to include a visit and live demonstration of the active/active datacenter in Ashburn, Virginia. The airfare would be no cost to the Board.

Either option should be performed before May 5, 2010 (next NSRB meeting) so a report may be delivered at the May 5, 2010 Board meeting.



EFFECTIVE DATE: \_\_\_\_\_

DEPOSIT ACCOUNT NUMBER: \_\_\_\_\_

## **THREE-PARTY ESCROW SERVICE AGREEMENT**

### **1. Introduction.**

This Three Party Escrow Service Agreement (the “**Agreement**”) is entered into by and between Nebraska Interactive, LLC. (the “**Depositor**”), and by the Nebraska State Records Board (the “**Beneficiary**”) and by Iron Mountain Intellectual Property Management, Inc. (“**Iron Mountain**”). Depositor, Beneficiary, and Iron Mountain may be referred to individually as a "Party" or collectively as the "Parties" throughout this Agreement.

(a) The use of the term services in this Agreement shall refer to Iron Mountain services that facilitate the creation, management, and enforcement of software or other technology escrow accounts as described in Exhibit A attached hereto (“**Services**”). A Party shall request Services under this Agreement by submitting a work request for certain Iron Mountain Services (“**Work Request**”) via written instruction or the online portal maintained at the website located at [www.ironmountainconnect.com](http://www.ironmountainconnect.com), or other websites owned or controlled by Iron Mountain that are linked to that website (collectively the “**Iron Mountain Website**”).

(b) This Agreement is required pursuant to a contract entered into by and between Nebraska Interactive, LLC and the Nebraska State Records Board (the "Master Contract").

### **2. Depositor Responsibilities and Representations.**

- (a) Depositor shall make an initial deposit that is complete and functional of all proprietary technology and other materials covered under this Agreement (“**Deposit Material**”) to Iron Mountain within thirty (30) days of the Effective Date. Depositor shall also update Deposit Material from time to time during the Term of this Agreement, provided the most current, complete and functional copy of Deposit Material is deposited with Iron Mountain at all times. At the time of each deposit or update, Depositor will provide an accurate and complete description of all Deposit Material sent to Iron Mountain using the form attached hereto as Exhibit B.
- (b) Depositor represents that it lawfully possesses all Deposit Material provided to Iron Mountain under this Agreement free of any liens or encumbrances as of the date of their deposit. Any Deposit Material liens or encumbrances made after their deposit will not prohibit, limit, or alter the rights and obligations of Iron Mountain under this Agreement. Depositor warrants that with respect to the Deposit Material, Iron Mountain's proper administration of this Agreement will not violate the rights of any third parties.
- (c) Depositor represents that all Deposit Material is readable and useable in its then current form; if any portion of such Deposit Material is encrypted, the necessary decryption tools and keys to read such material are deposited contemporaneously.
- (d) Depositor agrees, upon request by Iron Mountain, in support of Beneficiary's request for verification Services, to promptly complete and return the Escrow Deposit Questionnaire attached hereto as Exhibit Q. Depositor consents to Iron Mountain's performance of any level(s) of verification Services described in Exhibit A attached hereto and Depositor further consents to Iron Mountain's use of a subcontractor to perform verification Services. Any such subcontractor shall be bound by the same confidentiality obligations as Iron Mountain and shall not be a direct competitor to either Depositor or Beneficiary. Iron Mountain shall be responsible for the delivery of Services of any such subcontractor as if Iron Mountain had performed the Services. Depositor represents that all Deposit Material is provided with all rights necessary for Iron Mountain to verify such proprietary technology and materials upon receipt of a Work Request for such Services or agrees to use commercially reasonable efforts to provide Iron Mountain with any necessary use rights or permissions to use materials necessary to perform verification of the Deposit Material. Depositor agrees to reasonably cooperate with Iron Mountain by providing reasonable access to its technical personnel for verification Services whenever reasonably necessary.

### **3. Beneficiary Responsibilities and Representations.**

- (a) Beneficiary acknowledges that, as between Iron Mountain and Beneficiary, Beneficiary assumes all responsibility for the completeness and functionality of all Deposit Material
- (b) Beneficiary may submit a verification Work Request to Iron Mountain for one or more of the Services defined in Exhibit A attached hereto and further consents to Iron Mountain's use of a subcontractor if needed to provide such Services. Beneficiary warrants that Iron Mountain's use of any materials supplied by Beneficiary to perform the verification Services described in Exhibit A is lawful and does not violate the rights of any third parties.

(c) Beneficiary shall not be required to purchase any insurance against loss or damage to any of the property to which this Agreement applies, nor shall the Beneficiary be required to establish a self-insurance fund to protect against any such loss or damage.

#### **4. Iron Mountain Responsibilities and Representations.**

- (a) Iron Mountain agrees to use commercially reasonable efforts to provide the Services requested by Authorized Person(s) (as identified in the "Authorized Person(s)/Notices Table" below) representing the Depositor or Beneficiary in a Work Request. Iron Mountain may reject a Work Request (in whole or in part) that does not contain all required information at any time upon notification to the Party originating the Work Request.
- (b) Iron Mountain will conduct a visual inspection upon receipt of any Deposit Material and associated Exhibit B. If Iron Mountain determines that the Deposit Material does not match the description provided by Depositor represented in Exhibit B attached hereto, Iron Mountain will notify Depositor of such discrepancies and notate such discrepancy on the Exhibit B.
- (c) Iron Mountain will provide notice to the Beneficiary of all Deposit Material that is accepted and deposited into the escrow account under this Agreement.
- (d) Iron Mountain will work with a Party who submits any verification Work Request for Deposit Material covered under this Agreement to either fulfill any standard verification Services Work Request or develop a custom Statement of Work ("SOW"). Iron Mountain and the requesting Party will mutually agree in writing to an SOW on the following terms and conditions that include but are not limited to: description of Deposit Material to be tested; description of Verification testing; requesting Party responsibilities; Iron Mountain responsibilities; Service Fees; invoice payment instructions; designation of the paying Party; designation of authorized SOW representatives for both the requesting Party and Iron Mountain with name and contact information; and description of any final deliverables prior to the start of any fulfillment activity. After the start of fulfillment activity, each SOW may only be amended or modified in writing with the mutual agreement of both Parties, in accordance with the change control procedures set forth therein.
- (e) Iron Mountain will hold and protect Deposit Material in physical or electronic vaults that are either owned or under the control of Iron Mountain, unless otherwise agreed to by the Parties.
- (f) Upon receipt of written instructions by Depositor, Iron Mountain will permit the replacement or removal of previously submitted Deposit Material subject to the provisions of Section 2(a) of this Agreement.
- (g) Iron Mountain shall store the Deposit Material at its Nebraska facility location of 10909 E. Street, Omaha, Nebraska, 68137, telephone number: (402) 306-4053, email address: steve.johnson@ironmountain.com.

#### **5. Payment.**

The Party responsible for payment designated in Exhibit A ("**Paying Party**") shall pay to Iron Mountain all fees as set forth in the Work Request ("**Service Fees**"). Except as set forth below, all Service Fees are due within thirty (30) calendar days from the date of invoice in U.S. currency and are non-refundable. Iron Mountain may update Service Fees with a ninety (90) calendar day written notice to the Paying Party during the term of this Agreement. The Paying Party is liable for any taxes related specifically to Services purchased under this Agreement or shall present to Iron Mountain an exemption certificate acceptable to the taxing authorities. Beneficiary shall not be responsible for, nor indemnify a contractor for, any federal, state or local taxes which may be imposed or levied upon the subject matter of this Agreement and shall present to Iron Mountain an exemption certificate acceptable to the taxing authorities. Applicable taxes shall be billed as a separate item on the invoice. Depositor and Beneficiary agree that if this Agreement terminates during the term for any reason, other than for the fault of Iron Mountain, all prepaid fees shall be non-refundable. Any Service Fees not collected by Iron Mountain when due shall bear interest until paid at a rate of one percent (1%) per month (12% per annum) or the maximum rate permitted by law, whichever is less. Notwithstanding, the non-performance of any obligations of Depositor to deliver Deposit Material under the License Agreement or this Agreement, Iron Mountain is entitled to be paid all Service Fees that accrue during the Term of this Agreement.

#### **6. Term and Termination.**

- (a) The "**Term**" of this Agreement is for a period of one (1) year from the Effective Date ("**Initial Term**") and will automatically renew for additional one (1) year terms ("**Renewal Term**") and continue in full force and effect until one of the following events occur: (i) Depositor and Beneficiary provide Iron Mountain with sixty (60) days' prior written joint notice of their intent to terminate this Agreement; (ii) Beneficiary provides Iron Mountain and Depositor with sixty (60) days' prior written notice of their intent to terminate this Agreement; (iii) the Agreement terminates under another provision of this Agreement; (iv) any time after the Initial Term, Iron Mountain provides a one-hundred-twenty (120) days' prior written notice to the Depositor and Beneficiary of Iron Mountain's intent to terminate this Agreement; or (v) Beneficiary may provide Iron Mountain and Depositor with sixty (60) days' prior written notice of their intent terminate the escrow agreement in the event funding is no longer available. The Beneficiary's obligation to pay amounts due for fiscal years following the current fiscal year is contingent upon legislative appropriation of funds for the contract and escrow agreement. Should such funds not be appropriated, Beneficiary may terminate applicable portions of the Agreement with respect to those payments for the fiscal years for which such funds are not appropriated. In such an instance, Iron Mountain

will return the deposit materials to depositor in accordance with section 6(b) below. If the Effective Date is not specified above, then the last date noted on the signature blocks of this Agreement shall be the Effective Date.

- (b) Unless the express terms of this Agreement provide otherwise, upon termination of this Agreement, Iron Mountain shall return the Deposit Material to the Depositor. If reasonable attempts to return the Deposit Material to Depositor are unsuccessful, Iron Mountain shall destroy the Deposit Material.
- (c) In the event of the nonpayment of undisputed Service Fees owed to Iron Mountain, Iron Mountain shall provide all Parties to this Agreement with written notice of Iron Mountain's intent to terminate this Agreement. Any Party to this Agreement shall have the right to make the payment to Iron Mountain to cure the default. If the past due payment is not received in full by Iron Mountain within thirty (30) calendar days of the date of such written notice, then Iron Mountain shall have the right to terminate this Agreement at any time thereafter by sending written notice to all Parties. Iron Mountain shall have no obligation to perform the Services under this Agreement (except those obligations that survive termination of this Agreement) so long as any undisputed Service Fees due Iron Mountain under this Agreement remain unpaid.

**7. General Indemnity.**

Subject to Sections 10 and 11, each Party, shall defend, indemnify and hold harmless the others, their corporate affiliates and their respective officers, directors, employees, and agents and their respective successors and assigns from and against any and all claims, losses, liabilities, damages, and expenses (including, without limitation, reasonable attorneys' fees), arising under this Agreement from the negligent or intentional acts or omissions of the indemnifying Party or its subcontractors, or the officers, directors, employees, agents, successors and assigns of any of them.

**8. Warranties.**

- (a) IRON MOUNTAIN WARRANTS ANY AND ALL SERVICES PROVIDED HEREUNDER SHALL BE PERFORMED IN A WORKMANLIKE MANNER CONSISTENT WITH THE MEASURES IRON MOUNTAIN TAKES TO PROTECT ITS OWN INFORMATION OF A SIMILAR NATURE, BUT IN NO CASE LESS THAN A REASONABLE LEVEL OF CARE. EXCEPT AS SPECIFIED IN THIS SECTION, ALL CONDITIONS, REPRESENTATIONS, AND WARRANTIES INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTIES OR CONDITIONS OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, SATISFACTORY QUALITY, OR ARISING FROM A COURSE OF DEALING, USAGE, OR TRADE PRACTICE, ARE HEREBY EXCLUDED TO THE EXTENT ALLOWED BY APPLICABLE LAW. AN AGGRIEVED PARTY MUST NOTIFY IRON MOUNTAIN PROMPTLY UPON LEARNING OF ANY CLAIMED BREACH OF ANY WARRANTY AND, TO THE EXTENT ALLOWED BY APPLICABLE LAW, SUCH PARTY'S REMEDY FOR BREACH OF THIS WARRANTY SHALL BE SUBJECT TO THE LIMITATION OF LIABILITY AND CONSEQUENTIAL DAMAGES WAIVER IN THIS AGREEMENT. THIS DISCLAIMER AND EXCLUSION SHALL APPLY EVEN IF THE EXPRESS WARRANTY AND LIMITED REMEDY SET FORTH ABOVE FAILS OF ITS ESSENTIAL PURPOSE.
- (b) Depositor warrants that all Depositor information provided hereunder is accurate and reliable and undertakes to promptly correct and update such Depositor information during the Term of this Agreement.
- (c) Beneficiary warrants that all Beneficiary information provided hereunder is accurate and reliable and undertakes to promptly correct and update such Beneficiary information during the Term of this Agreement.
- (d) Ownership Warranty. Depositor warrants that it is the owner or legal custodian of the Deposit Material and has full authority to store the Deposit Material and direct their disposition in accordance with the terms of this Agreement. Depositor shall reimburse Iron Mountain for any expenses reasonably incurred by Iron Mountain (including reasonable legal fees) by reason of Iron Mountain's compliance with the instructions of Depositor in the event of a dispute concerning the ownership, custody or disposition of Deposit Material stored by Depositor with Iron Mountain.

**9. Confidential Information.**

Iron Mountain shall have the obligation to reasonably protect the confidentiality of the Deposit Material. Except as provided in this Agreement Iron Mountain shall not use or disclose the Deposit Material. Iron Mountain shall not disclose the terms of this Agreement to any third Party. If Iron Mountain receives a subpoena or any other order from a court or other judicial tribunal pertaining to the disclosure or release of the Deposit Material, Iron Mountain will notify the Parties to this Agreement unless prohibited by law. After notifying the Parties, Iron Mountain may comply in good faith with such order. It shall be the responsibility of Depositor or Beneficiary to challenge any such order; provided, however, that Iron Mountain does not waive its rights to present its position with respect to any such order. Iron Mountain will cooperate with the Depositor or Beneficiary,

as applicable, to support efforts to quash or limit any subpoena, at such Party's expense. Any Party requesting additional assistance shall pay Iron Mountain's standard charges or as quoted upon submission of a detailed request.

#### **10. Limitation of Liability.**

NOTWITHSTANDING ANYTHING ELSE IN THIS AGREEMENT, ALL LIABILITY, IF ANY, WHETHER ARISING IN CONTRACT, TORT (INCLUDING NEGLIGENCE) OR OTHERWISE, OF ANY PARTY TO THIS AGREEMENT SHALL BE LIMITED TO THE AMOUNT EQUAL TO ONE YEAR OF FEES PAID OR OWED TO IRON MOUNTAIN UNDER THIS AGREEMENT. IF CLAIM OR LOSS IS MADE IN RELATION TO A SPECIFIC DEPOSIT OR DEPOSITS, SUCH LIABILITY SHALL BE LIMITED TO THE FEES RELATED SPECIFICALLY TO SUCH DEPOSITS. THIS LIMIT SHALL NOT APPLY TO ANY PARTY FOR: (I) ANY CLAIMS OF INFRINGEMENT OF ANY PATENT, COPYRIGHT, OR TRADEMARK; (II) LIABILITY FOR DEATH OR BODILY INJURY; (III) PROVEN THEFT; OR (IV) PROVEN GROSS NEGLIGENCE OR WILLFUL MISCONDUCT.

#### **11. Consequential Damages Waiver.**

IN NO EVENT SHALL ANY PARTY TO THIS AGREEMENT BE LIABLE TO ANOTHER PARTY FOR ANY INCIDENTAL, SPECIAL, PUNITIVE OR CONSEQUENTIAL DAMAGES, LOST PROFITS OR LOST DATA OR INFORMATION, ANY COSTS OR EXPENSES FOR THE PROCUREMENT OF SUBSTITUTE SERVICES, OR ANY OTHER INDIRECT DAMAGES, WHETHER ARISING IN CONTRACT, TORT (INCLUDING NEGLIGENCE) OR OTHERWISE EVEN IF THE POSSIBILITY THEREOF MAY BE KNOWN IN ADVANCE TO ONE OR MORE PARTIES.

#### **12. General.**

- (a) Incorporation of Work Requests. All valid Depositor and Beneficiary Work Requests are incorporated into this Agreement.
- (b) Purchase Orders. In the event that the Paying Party issues a purchase order or other instrument used to pay Service Fees to Iron Mountain, any terms and conditions set forth in the purchase order which constitute terms and conditions which are in addition to those set forth in this Agreement or which establish conflicting terms and conditions to those set forth in this Agreement are expressly rejected by Iron Mountain.
- (c) Right to Make Copies. Iron Mountain shall have the right to make copies of all Deposit Material as reasonably necessary to perform the Services. Iron Mountain shall copy all copyright, nondisclosure, and other proprietary notices and titles contained on Deposit Material onto any copies made by Iron Mountain. Any copying expenses incurred by Iron Mountain as a result of a Work Request to copy will be borne by the Party requesting the copies. Iron Mountain may request Depositor's reasonable cooperation in promptly copying Deposit Material in order for Iron Mountain to perform this Agreement.
- (d) Choice of Law. The validity, interpretation, and performance of this Agreement shall be subject to, governed by, and construed according to the laws of the State of Nebraska. Notwithstanding any language to the contrary, neither beneficiary nor any agency thereof will be required to submit to binding arbitration. Further, the Beneficiary shall not agree to pay attorney fees and late payment charges beyond those available under the Nebraska Prompt Payment Act. The courts of Nebraska shall be the sole and final arbitrator of any type or form of dispute under this attachment.  
The Parties shall comply with all applicable local, State and Federal statutes and regulations regarding civil rights laws, aliens act and equal opportunity employment. The Nebraska Fair Employment Practice Act prohibits Contractors of the State of Nebraska, and their subcontractors, from discriminating against any employee or applicant for employment, with respect to hire, tenure, terms, conditions or privileges of employment because of race, color, religion, sex, disability, or national origin, Neb. Rev. Stat. § 48-1101 et seq.  
Depositor and Iron Mountain shall submit any contract or agreement claim they may have against the Beneficiary by and through the provisions of the State Contract Claims Act, Neb. Rev. Stat. § 81-8,302 et seq.

The Parties shall comply with applicable State and Federal employment regulations.

- (e) Authorized Person(s). Depositor and Beneficiary must each authorize and designate one person whose actions will legally bind such Party ("Authorized Person" who shall be identified in the Authorized Person(s) Notices Table of this Agreement) and who may manage the Iron Mountain escrow account through the Iron Mountain website or written instruction. The Authorized Person for each the Depositor and Beneficiary will maintain the accuracy of their name and contact information provided to Iron Mountain during the Term of this Agreement.
- (f) Right to Rely on Instructions. Iron Mountain may act in reliance upon any instruction, instrument, or signature reasonably believed by Iron Mountain to be genuine and from an Authorized Person(s), officer, or other employee of a Party. Iron Mountain may assume that such representative of a Party to this Agreement who gives any written notice, request, or instruction has the authority to do so. Iron Mountain will not be required to inquire into the truth or evaluate the merit of any statement or representation contained in any notice or document reasonably believed to be from such representative. With respect to Release and Destruction of Deposit Materials, Iron Mountain shall rely on an Authorized Person(s).

- (g) Force Majeure. No Party shall be liable for any delay or failure in performance due to events outside the defaulting Party's reasonable control, including without limitation acts of God, earthquake, labor disputes, shortages of supplies, riots, war, acts of terrorism, fire, epidemics, or delays of common carriers or other circumstances beyond its reasonable control. The obligations and rights of the excused Party shall be extended on a day-to-day basis for the time period equal to the period of the excusable delay.
- (h) Notices. All notices regarding Exhibit C (release) shall be sent by commercial express mail or other commercially appropriate means that provide prompt delivery and require proof of delivery. All other correspondence, including invoices, payments, and other documents and communications, may be sent electronically or via regular mail. The Parties shall have the right to rely on the last known address of the other Parties. Any correctly addressed notice to last known address of the other Parties that is refused, unclaimed, or undeliverable because of an act or omission of the Party to be notified as provided herein shall be deemed effective as of the first date that said notice was refused, unclaimed, or deemed undeliverable by electronic mail, the postal authorities by mail, through messenger or commercial express delivery services.
- (i) No Waiver. No waiver of rights under this Agreement by any Party shall constitute a subsequent waiver of this or any other right under this Agreement.
- (j) Assignment. No assignment of this Agreement by Depositor or Beneficiary or any rights or obligations of Depositor or Beneficiary under this Agreement is permitted without the written consent of Iron Mountain, which shall not be unreasonably withheld or delayed. Iron Mountain shall have no obligation in performing this Agreement to recognize any successor or assign of Depositor or Beneficiary unless Iron Mountain receives clear, authoritative and conclusive written evidence of the change of Parties.
- (k) Severability. In the event any of the terms of this Agreement become or are declared to be illegal or otherwise unenforceable by any court of competent jurisdiction, such term(s) shall be null and void and shall be deemed deleted from this Agreement. All remaining terms of this Agreement shall remain in full force and effect. If this paragraph becomes applicable and, as a result, the value of this Agreement is materially impaired for any Party, as determined by such Party in its sole discretion, then the affected Party may terminate this Agreement by written notice to the others.
- (l) Independent Contractor Relationship. Depositor and Beneficiary understand, acknowledge, and agree that Iron Mountain's relationship with Depositor and Beneficiary will be that of an independent contractor and that nothing in this Agreement is intended to or should be construed to create a partnership, joint venture, or employment relationship.
- (m) Attorneys' Fees. In any suit or proceeding between the Parties relating to this Agreement, the prevailing Party will have the right to recover from the other(s) its costs and reasonable fees and expenses of attorneys, accountants, and other professionals incurred in connection with the suit or proceeding, including costs, fees and expenses upon appeal, separately from and in addition to any other amount included in such judgment. This provision is intended to be severable from the other provisions of this Agreement, and shall survive and not be merged into any such judgment.
- (n) No Agency. No Party has the right or authority to, and shall not, assume or create any obligation of any nature whatsoever on behalf of the other Parties or bind the other Parties in any respect whatsoever.
- (o) Regulations. All Parties are responsible for and warrant, to the extent of their individual actions or omissions, compliance with all applicable laws, rules and regulations, including but not limited to: customs laws; import; export and re-export laws; and government regulations of any country from or to which the Deposit Material may be delivered in accordance with the provisions of this Agreement.
- (p) No Third Party Rights. This Agreement is made solely for the benefit of the Parties to this Agreement and their respective permitted successors and assigns, and no other person or entity shall have or acquire any right by virtue of this Agreement unless otherwise agreed to by all the parties hereto.
- (q) Entire Agreement. The Parties agree that this Agreement, which includes all the Exhibits attached hereto and all valid Work Requests submitted by the Parties, is the complete agreement between the Parties hereto concerning the subject matter of this Agreement and replaces any prior or contemporaneous oral or written communications between the Parties. There are no conditions, understandings, agreements, representations, or warranties, expressed or implied, which are not specified herein. Each of the Parties herein represents and warrants that the execution, delivery, and performance of this Agreement has been duly authorized and signed by a person who meets statutory or other binding approval to sign on behalf of its business organization as named in this Agreement. This Agreement may only be modified by mutual written agreement of the Parties.
- (r) Counterparts. This Agreement may be executed in any number of counterparts, each of which shall be an original, but all of which together shall constitute one instrument.
- (s) Survival. Sections 6 (Term and Termination), 7 (General Indemnity), 8 (Warranties), 9 (Confidential Information), 10 (Limitation of Liability) 11(Consequential Damages Waiver), and 12 (General) of this Agreement shall survive termination of this Agreement or any Exhibit attached hereto.

IN WITNESS WHEREOF, the Parties have duly executed this Agreement as of the Effective Date by their authorized representatives:

**DEPOSITOR**

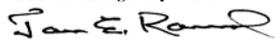
<b>COMPANY NAME:</b>	<b>Nebraska Interactive, LLC.</b>
<b>SIGNATURE:</b>	
<b>PRINT NAME:</b>	<b>Brent A. Hoffman</b>
<b>TITLE:</b>	<b>President</b>
<b>DATE:</b>	
<b>EMAIL ADDRESS</b>	<a href="mailto:bhoffman@nicusa.com">bhoffman@nicusa.com</a>

**BENEFICIARY**

<b>COMPANY NAME:</b>	
<b>SIGNATURE:</b>	
<b>PRINT NAME:</b>	
<b>TITLE:</b>	
<b>DATE:</b>	
<b>EMAIL ADDRESS:</b>	

**IRON MOUNTAIN INTELLECTUAL PROPERTY MANAGEMENT, INC.**

<b>SIGNATURE:</b>	
<b>PRINT NAME:</b>	
<b>TITLE:</b>	
<b>DATE:</b>	
<b>EMAIL ADDRESS:</b>	<a href="mailto:ipmclientservices@ironmountain.com">ipmclientservices@ironmountain.com</a>

Approved as to Form and Content:  
 Iron Mountain Legal Department  
  
 James E. Raymond, Contracts Specialist  
 Date: Feb. 8, 2010

Approved as to Operational Content:  
 Iron Mountain Operations  
  
 Name: Stephanie DuBose  
 Date: February 8, 2010

**NOTE: AUTHORIZED PERSON(S)/NOTICES TABLE, BILLING CONTACT INFORMATION TABLE AND EXHIBITS FOLLOW**

**DEPOSITOR -- AUTHORIZED PERSON(S)/NOTICES TABLE**

Provide the name(s) and contact information of the Authorized Person(s) under this Agreement. All notices will be sent to the person(s) at the address(es) set forth below. This is required information.

<b>COMPANY:</b>	Nebraska Interactive, LLC.
<b>ADMINISTRATIVE CONTACT PRINT NAME:</b>	Brent A. Hoffman
<b>TITLE:</b>	President
<b>EMAIL ADDRESS</b>	<a href="mailto:bhoffman@nicusa.com">bhoffman@nicusa.com</a>
<b>ADDRESS 1</b>	301 S 13 <sup>th</sup> St., Suite 301
<b>CITY/STATE/PROVINCE</b>	Lincoln, NE
<b>POSTAL/ZIP CODE</b>	68516
<b>PHONE NUMBER</b>	402-471-7810
<b>FAX NUMBER</b>	402-471-7817

**BENEFICIARY -- AUTHORIZED PERSON(S)/NOTICES TABLE**

Provide the name(s) and contact information of the Authorized Person(s) under this Agreement. All notices will be sent to the person(s) at the address(es) set forth below. This is required information.

<b>COMPANY:</b>	
<b>ADMINISTRATIVE CONTACT PRINT NAME:</b>	
<b>TITLE:</b>	
<b>EMAIL ADDRESS</b>	
<b>ADDRESS 1</b>	
<b>ADDRESS 2</b>	
<b>CITY/STATE/PROVINCE</b>	
<b>POSTAL/ZIP CODE</b>	
<b>PHONE NUMBER</b>	
<b>FAX NUMBER</b>	

**IRON MOUNTAIN INTELLECTUAL PROPERTY MANAGEMENT, INC.**

All notices should be sent to [ipmclientservices@ironmountain.com](mailto:ipmclientservices@ironmountain.com) OR  
Iron Mountain Intellectual Property Management, Inc., Attn: Client Services  
2100 Norcross Parkway, Suite 150  
Norcross, Georgia, 30071, USA.  
Telephone: 800-875-5669  
Facsimile: 770-239-9201

**BILLING CONTACT INFORMATION TABLE**

**Please provide the name and contact information of the Billing Contact under this Agreement. All Invoices will be sent to this individual at the address set forth below.**

**DEPOSITOR**

<b>PRINT NAME:</b>	
<b>TITLE:</b>	
<b>EMAIL ADDRESS</b>	
<b>STREET ADDRESS</b>	
<b>PROVINCE/CITY/STATE</b>	
<b>POSTAL/ZIP CODE</b>	
<b>PHONE NUMBER</b>	
<b>FAX NUMBER</b>	
<b>PURCHASE ORDER #</b>	

**BENEFICIARY**

<b>PRINT NAME:</b>	
<b>TITLE:</b>	
<b>EMAIL ADDRESS</b>	
<b>STREET ADDRESS</b>	
<b>PROVINCE/CITY/STATE</b>	
<b>POSTAL/ZIP CODE</b>	
<b>PHONE NUMBER</b>	
<b>FAX NUMBER</b>	
<b>PURCHASE ORDER #</b>	

**MUST BE COMPLETED**      **EXHIBIT A - Escrow Service Work Request - Deposit Account Number:** \_\_\_\_\_

SERVICE Check box(es) to order service	SERVICE DESCRIPTION – THREE PARTY ESCROW AGREEMENT All services are listed below. Services in shaded tables are required for every new escrow account set up. Some services may not be available under the Agreement.	ONE- TIME FEES	ANNUAL FEES	PAYING PARTY Check box to identify the Paying Party for each service below.
<input checked="" type="checkbox"/> Setup Fee  <input checked="" type="checkbox"/> Deposit Account Fee- including Escrow Management Center Access  <input checked="" type="checkbox"/> Beneficiary Fee including Escrow Management Center Access	<p>Iron Mountain will setup a new escrow deposit account using a standard escrow agreement. Custom contracts are subject to the Custom Contract Fee noted below.</p> <p>Iron Mountain will set up one deposit account to manage and administrate access to Deposit Material that will be securely stored in controlled media vaults. Furthermore, Iron Mountain will provide account services that include unlimited deposits, electronic vaulting, access to Iron Mountain Connect™ Escrow Management Center for secure online account management, submission of electronic Work Requests, and communication of status. A Client Manager will be assigned to each deposit account and provide training upon request to facilitate secure Internet access to the account and ensure fulfillment of Work Requests. An oversize fee of \$200 USD per 1.2 cubic foot will be charged for deposits that exceed 2.4 cubic feet.</p> <p>Iron Mountain will fulfill a Work Request to add a Beneficiary to an escrow deposit account and manage access rights associated with the account. Beneficiary will have access to Iron Mountain Connect™ Escrow Management Center for secure online account management, submission of electronic Work Requests, and communication of status. A Client Manager will be assigned to each deposit account and provide training upon request to facilitate secure Internet access to the account and ensure fulfillment of Work Requests.</p>	\$1,050	\$950   \$650	<input checked="" type="checkbox"/> Depositor - OR - <input type="checkbox"/> Beneficiary  <input checked="" type="checkbox"/> Depositor - OR - <input type="checkbox"/> Beneficiary  <input checked="" type="checkbox"/> Depositor - OR - <input type="checkbox"/> Beneficiary
<input type="checkbox"/> Add Deposit Tracking Notification	At least semi-annually, Iron Mountain will send an update reminder to Depositor. Thereafter, Beneficiary will be notified of last deposit.	N/A	\$375	<input type="checkbox"/> Depositor - OR - <input type="checkbox"/> Beneficiary
<input type="checkbox"/> Add File List Test	Iron Mountain will fulfill a Work Request to perform a File List Test, which includes analyzing deposit media readability, file listing, creation of file classification table, virus scan, and assurance of completed deposit questionnaire. A final report will be sent to the Paying Party regarding the Deposit Material to ensure consistency between Depositor's representations (i.e., Exhibit B and Supplementary Questionnaire) and stored Deposit Material. Deposit must be provided on CD, DVD-R, or deposited FTP.	\$2,500	N/A	<input type="checkbox"/> Depositor - OR - <input type="checkbox"/> Beneficiary
<input type="checkbox"/> Add Level 1 - Inventory and Analysis Test	Iron Mountain will perform an Inventory Test on the initial deposit, which includes Analyzing deposit media readability, virus scanning, developing file classification tables, identifying the presence/absence of build instructions, and identifying materials required to recreate the Depositor's software development environment. Output includes a report which will include build instructions, file classification tables and listings. In addition, the report will list required software development materials, including, without limitation, required source code languages and compilers, third-party software, libraries, operating systems, and hardware, as well as Iron Mountain's analysis of the deposit.	\$5,000 or based on SOW if custom work required	N/A	<input type="checkbox"/> Depositor - OR - <input type="checkbox"/> Beneficiary
<input type="checkbox"/> Add Level 2 - Compile Test	Iron Mountain will fulfill a Work Request to perform a Deposit Compile Test, which includes the Inventory Test as described above plus recreating the Depositor's software development environment, compiling source files and modules, linking libraries and recreating executable code, pass/fail determination, creation of comprehensive build instructions with a final report sent to the Paying Party regarding the Deposit Material. The Paying Party and Iron Mountain will agree on a custom Statement of Work ("SOW") prior to the start of fulfillment.	Based on SOW	N/A	<input type="checkbox"/> Depositor - OR - <input type="checkbox"/> Beneficiary
<input type="checkbox"/> Add Level 3 - Binary Comparison	Iron Mountain will fulfill a Work Request to perform one Deposit Compile Test Binary Comparison which includes a comparison of the files built from the Deposit Compile Test to the actual licensed technology on the Beneficiary's site to ensure a full match in file size, with a final report sent to the Requesting Party regarding the Deposit Material. The Paying Party and Iron Mountain will agree on a custom Statement of Work ("SOW") prior to the start of fulfillment.	Based on SOW	N/A	<input type="checkbox"/> Depositor - OR - <input type="checkbox"/> Beneficiary
<input type="checkbox"/> Add Level 4 - Full Usability	Iron Mountain will fulfill a Work Request to perform one Deposit Compile Test Full Usability which includes a confirmation that the built applications work properly when installed. A final report will be sent to the Paying Party regarding the Deposit Material. The Paying Party and Iron Mountain will agree on a custom Statement of Work ("SOW") prior to the start of fulfillment.	Based on SOW	N/A	<input type="checkbox"/> Depositor - OR - <input type="checkbox"/> Beneficiary
<input type="checkbox"/> Add Dual/Remote Vaulting	Iron Mountain will fulfill a Work Request to store deposit materials in one additional location as defined within the Service Agreement. Duplicate storage request may be in the form of either physical media or electronic storage.	N/A	\$500	<input type="checkbox"/> Depositor - OR - <input type="checkbox"/> Beneficiary
<input checked="" type="checkbox"/> Release Deposit Material	Iron Mountain will process a Work Request to release Deposit Material by following the specific procedures defined in Exhibit C "Release of Deposit Material" the Escrow Service Agreement.	\$500	N/A	<input checked="" type="checkbox"/> Depositor - OR - <input type="checkbox"/> Beneficiary
<input type="checkbox"/> Add Custom Services	Iron Mountain will provide its Escrow Expert consulting based on a custom SOW mutually agreed to by all Parties.	\$175/hour	N/A	<input type="checkbox"/> Depositor - OR - <input type="checkbox"/> Beneficiary
<input type="checkbox"/> Custom Contract Fee	Custom contracts are subject to the Custom Contract Fee, which covers the review and processing of custom or modified contracts.	\$750	N/A	<input type="checkbox"/> Depositor - OR - <input type="checkbox"/> Beneficiary

Note: Parties may submit Work Requests via written instruction or electronically through the online portal.

**Omaha Vault/Reference # 55235.108406**

**EXHIBIT B**

**DEPOSIT MATERIAL DESCRIPTION**

Deposit Account Number: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

DEPOSIT NAME \_\_\_\_\_ AND DEPOSIT VERSION \_\_\_\_\_ (Deposit Name will appear in account history reports)

DEPOSIT MEDIA (PLEASE LABEL ALL MEDIA WITH THE DEPOSIT NAME PROVIDED ABOVE)

MEDIA TYPE	QUANTITY	MEDIA TYPE	QUANTITY
<input type="checkbox"/> Internet File Transfer	N/A	<input type="checkbox"/> 3.5" Floppy Disk	
<input type="checkbox"/> CD-ROM / DVD		<input type="checkbox"/> Documentation	
<input type="checkbox"/> DLT Tape		<input type="checkbox"/> Hard Drive / CPU	
<input type="checkbox"/> DAT Tape		<input type="checkbox"/> Circuit Board	


DEPOSIT ENCRYPTION (Please check either "Yes" or "No" below and complete as appropriate)

Is the media or are any of the files encrypted?  Yes or  No

If yes, please include any passwords and decryption tools description below. Please also deposit all necessary encryption software with this deposit.

Encryption tool name \_\_\_\_\_ Version \_\_\_\_\_

Hardware required \_\_\_\_\_

Software required \_\_\_\_\_

Other required information \_\_\_\_\_

DEPOSIT CERTIFICATION (Please check the box below to Certify and Provide your Contact Information)

<input type="checkbox"/> I certify for Depositor that the above described Deposit Material has been transmitted electronically or sent via commercial express mail carrier to Iron Mountain at the address below.	<input type="checkbox"/> Iron Mountain has inspected and accepted the above described Deposit Material either electronically or physically. Iron Mountain will notify Depositor of any discrepancies.
NAME:	NAME:
DATE:	DATE:
EMAIL ADDRESS:	
TELEPHONE NUMBER:	
FAX NUMBER:	

**Note: If Depositor is physically sending Deposit Material to Iron Mountain, please label all media and mail all Deposit Material with the appropriate Exhibit B via commercial express carrier to the following address:**

Steve Johnson  
Iron Mountain  
Reference # 55235.108406  
10909 E Street  
Omaha, NE 68137

**Email copy to:**  
IPMVaultAdministrators@ironmountain.com

## EXHIBIT C

### RELEASE OF DEPOSIT MATERIALS Deposit Account Number: \_\_\_\_\_

Iron Mountain will use the following procedures to process any Beneficiary Work Request to release Deposit Material. All notices under this Exhibit C shall be sent pursuant to the terms of Section 12(h) Notices and under page 7 to the parties listed in the Authorized Person(s) /Notices Table.

1. Release Conditions. The Depositor and Beneficiary agree that a Work Request for the release of the Deposit Material shall be based solely on one or more of the following conditions (defined as “**Release Conditions**”):
  - (i) The termination by the Beneficiary of the Master Contract between the Depositor and the Beneficiary (the “Master Contract”) as provided for under the following Sections of the Master Contract: (a) III.Y.1.(a)(ii); III.Y.1(a)(iv); III.Y.1(a)(v); III.Y.1.(a)(vi); and III.Y.2.a (i. through iii); or
  - (ii) Joint written instructions from the Depositor and the Beneficiary upon the natural expiration of the Master Contract; or
  - (iii) Joint written instructions from the Depositor and the Beneficiary.
  
2. Release Work Request.
  - (a) Release Request With the Opportunity to Issue Contrary Instructions.
    - (i) Upon the occurrence of the Release Condition stated in 1(i), the Beneficiary may submit a Work Request to Iron Mountain to release the Deposit Material covered under this Agreement. Iron Mountain will send a written notice of this Beneficiary Work Request within three (3) business days from receipt of such notice to the Depositor's Authorized Person(s).
    - (ii) From the date Iron Mountain mails written notice of the Beneficiary Work Request to release Deposit Material covered under this Agreement, Depositor authorized representative(s) shall have five (5) business days to deliver to Iron Mountain contrary instructions. Contrary instructions shall mean the written representation by Depositor that a Release Condition has not occurred or has been cured (“**Contrary Instructions**”). Contrary Instructions shall be on company letterhead and signed by an authorized Depositor representative. Upon receipt of Contrary Instructions, Iron Mountain shall promptly send a copy to Beneficiary's Authorized Person(s). Additionally, Iron Mountain shall notify both Depositor and Beneficiary Authorized Person(s) that there is a dispute to be resolved pursuant to the Disputes provisions of this Agreement. Iron Mountain will continue to store Deposit Material without release pending (i) joint instructions from Depositor and Beneficiary with instructions to release the Deposit Material; (ii) receipt of an order from a court of competent jurisdiction.
    - (iii) If Iron Mountain does not receive Contrary Instructions from an authorized Depositor representative, Iron Mountain is authorized to release Deposit Material to the Beneficiary. Iron Mountain is entitled to receive any undisputed, unpaid Service Fees due Iron Mountain from the Parties before fulfilling the Work Request to release Deposit Material covered under this Agreement. Any Party may cure a default of payment of Service Fees.
  - (b) Demand Release Request.
    - (i) Upon the occurrence of the Release Condition stated in 1(ii) or 1(iii), the Beneficiary may submit a Work Request to Iron Mountain to release the Deposit Material covered under this Agreement.
    - (ii) Upon receipt of such notice, Iron Mountain is authorized to promptly (and, for further clarity, without waiting for or recognizing any Contrary Instructions from Depositor) release the Deposit Material to Beneficiary. Iron Mountain is entitled to receive any undisputed, unpaid Service Fees due Iron Mountain from the Parties before fulfilling the Work Request to release Deposit Material covered under this Agreement. Any Party may cure a default of payment of Service Fees.
  
4. Termination of Agreement Upon Release. This Agreement will terminate upon the release of Deposit Material held by Iron Mountain.

**EXHIBIT Q**  
**ESCROW DEPOSIT QUESTIONNAIRE**

***Introduction***

From time to time, technology escrow beneficiaries may exercise their right to perform verification services. This is a service that Iron Mountain provides for the purpose of validating relevance, completeness, currency, accuracy and functionality of deposit materials.

***Purpose of Questionnaire***

In order for Iron Mountain to determine the deposit material requirements and to quote fees associated with verification services, a completed deposit questionnaire is requested. It is the responsibility of the escrow depositor to complete the questionnaire.

***Instructions***

Please complete the questionnaire in its entirety by answering every question with accurate data. Upon completion, please return the completed questionnaire to the beneficiary asking for its completion, or e-mail it to Iron Mountain to the attention of [verification@ironmountain.com](mailto:verification@ironmountain.com)

***Escrow Deposit Questionnaire***

**General Description**

1. What is the general function of the software to be placed into escrow?
2. On what media will the source code be delivered?
3. What is the size of the deposit in megabytes?

**Requirements for the Execution of the Software Protected by the Deposit**

1. What are the system hardware requirements to successfully execute the software? (memory, disk space, etc.)
2. How many machines are required to completely set up the software?
3. What are the software and system software requirements, to execute the software and verify correct operation?

**Requirements for the Assembly of the Deposit**

1. Describe the nature of the source code in the deposit. (Does the deposit include interpreted code, compiled source, or a mixture? How do the different parts of the deposit relate to each other?)
2. How many build processes are there?
3. How many unique build environments are required to assemble the material in the escrow deposit into the deliverables?
4. What hardware is required for each build environment to compile the software? (including memory, disk space, etc.)
5. What operating systems (including versions) are used during compilation? Is the software executed on any other operating systems/version?
6. How many separate deliverable components (executables, share libraries, etc.) are built?
7. What compilers/linkers/other tools (brand and version) are necessary to build the application?
8. What, if any, third-party libraries are used to build the software?
9. How long does a complete build of the software take? How much of that time requires some form of human interaction and how much is automated?
10. Do you have a formal build document describing the necessary steps for system configuration and compilation?
11. Do you have an internal QA process? If so, please give a brief description of the testing process.
12. Please list the appropriate technical person(s) Iron Mountain may contact regarding this set of escrow deposit materials.

***Please provide your technical verification contact information below:***

<b>COMPANY:</b>	
<b>SIGNATURE:</b>	
<b>PRINT NAME:</b>	
<b>ADDRESS 1:</b>	
<b>ADDRESS 2:</b>	
<b>CITY, STATE, ZIP</b>	
<b>TELEPHONE:</b>	
<b>EMAIL ADDRESS:</b>	

For additional information about Iron Mountain Technical Verification Services, please contact Manager of Verification Services at **978-667-3601 ext. 100** or by e-mail at [mailto: verification@ironmountain.com](mailto:verification@ironmountain.com)

# RECEIPT

On this 1<sup>st</sup> day of February, 2010, at 8:00 a.m. as the Executive Director of the Nebraska State Records Board I acknowledge receipt of Three (3) DVDs Labeled Nebraska Source Code from the general manager of Nebraska Interactive, LLC [NI].

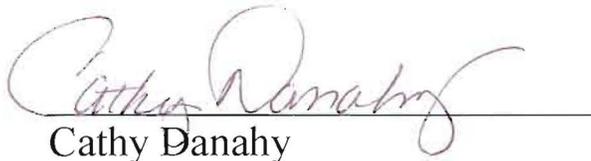
One (1) DVD labeled Documents and Key, containing;

- Information to de-encrypt the DVDs that contain Source code
- A list of NI third-party commercial licenses used in the operation at its depreciated value used for federal income tax purposes
- A list of all hardware owned and used in Nebraska by NI in association with operating the Network and the federal income tax depreciated value of the equipment, and,

Two (2) DVDs Labeled Disk 1 and Disk 2, containing;

- Information to de-encrypt the DVD containing Source code
- All application software, documentation and source code utilized in operating the Network referred to as "The Software".

The contents of the described DVDs are provided by Nebraska Interactive, LLC, portal manager of Nebraska's website, Nebraska.gov, to the Nebraska State Records Board as required by the portal management contract entered into by the parties in January, 2004.



Cathy Danahy  
Executive Director  
Nebraska State Records Board  
February 1, 2010

## Nebraska State Records Board Policy on release, inspection or use of Network Software and Source Code

A January 2004 contract between the Nebraska State Records Board (“NSRB”) and Nebraska Interactive, LLC (“NI”) that terminated on January 31, 2010 provided for the operation of Nebraska’s portal website, and declared that the “NSRB shall be entitled to a perpetual right-to-use license to all application software, documentation and source code utilized in operating the Network which is developed or utilized by NI or developed by NICUSA, Inc., the parent company of NI, or any of its affiliates and utilized pursuant to this contract, hereinafter collectively referred to as “The Software.” Further, the contract provided that a copy of The Software shall be delivered to the NSRB upon termination of the contract.

The 2003 Request For Proposal that became a part of and culminated in the 2004 contract provided, (i) that all materials and information provided by the State or acquired by the contractor on behalf of the State shall be regarded as confidential information, and (ii) claimed proprietary information was to be submitted under a separate and sealed packet, with which NI complied.

On Monday, February 1, 2010 at 8:00 a.m., the General Manager of NI delivered to the Executive Director of the NSRB physical possession of three (3) DVDs containing The Software described above. Physical possession and control of those three (3) DVDs remains with the Executive Director of the NSRB in a locked vault in a secured air conditioned room at the Records Management Division of the Office of the Secretary of State.

To comply with the confidentiality and proprietary provisions of the contract the NSRB adopts the following provisions for release or use of any of The Software:

- 1) A request to release for inspection or to use The Software described above shall be made in writing to the NSRB, in care of the Executive Director, which shall by its vote have sole control over the release, partial release or non-release, inspection or use of any or all of The Software.
- 2) The written release request shall contain all of the following information;
  - a) State the requesting parties name, business/work address (including telephone number and email address), occupation and title.
  - b) Specific reason(s) for the request,
  - c) Specify in detail which part(s) of The Software you are requesting temporary possession of,
  - d) Specify the method or process intended to be utilized to inspect or use The Software,
  - e) Identify by name, title, occupation and employer all persons that will have access to the material while being held by the requesting party, and what part each named person will have in inspecting or using The Software,
  - f) A statement that the requesting party shall not create or allow the creation of a copy of all or a part of The Software, for either retention or distribution,

- g) A statement that the requesting party shall not deliver, transfer or allow viewing in whole or in part of The Software by a person not identified in the written request,
  - h) Specific date that The Software material will be physically transferred back to the NSRB Executive Director,
  - i) A statement that the requesting party, while in possession of The Software, shall store the materials in a secure environment, and,
  - j) Sign the NSRB approved Non-Disclosure Agreement regarding The Software.
- 3) As used in this Policy: (i) inspect or inspection shall mean to view closely by electronic or visual methods The Software in a critical appraisal or analysis; (ii) use shall mean to put into service or apply for a purpose, and (iii) party and person are used interchangeably and refer to a person.
- 4) If the NSRB by vote approves the release of all or some of The Software, the party signing the written request shall be responsible for obtaining The Software from and returning it to the Executive Director of the NSRB.

I move that the Nebraska State Records Board adopt the two page “Nebraska State Records Board Policy on Release, Inspection or Use of Network Software and Source Code”

## NEBRASKA STATE RECORDS BOARD

### Request for SOFTWARE RELEASE

The Nebraska State Records Board entered into a contract with a network manager for the State's website, [www.nebraska.gov](http://www.nebraska.gov), to direct and supervise the day-to-day operations and expansion of the electronic network to make public records available electronically. The network manager contract provided that the Nebraska State Records Board shall be entitled to a non-exclusive perpetual right-to-use-only license to all application software, documentation and source code utilized by the network manager in its performance under the contract, all referred to as "The Software." The Nebraska State Records Board has control and custody of a copy of The Software, which is classified by the network manager as confidential and or proprietary information, subject to protection from unauthorized release or use.

Please use this document to provide the required information.

The following eleven items of information must be provided by the party seeking release of The Software to their temporary possession. Failure to provide complete responses to any of the items will result in denial of the requested release.

- a) State your name, address (including telephone number and email address), and occupation.
- b) Specify in detail the reason(s) you are requesting The Software.
- c) Specify in detail which part(s) of The Software you are requesting temporary possession of.
- d) Identify: (i) by name, title, occupation and employer all persons that will have access to any of The Software while being temporarily held by you, the requesting party, and (ii) what part each named person will have in inspecting or using The Software.
- e) Specify the method or process you intend to utilize in inspecting or using The Software.
- f) Provide a statement that you, the requesting party, shall not create or allow the creation or duplication by other persons of a copy of all or a part of The Software, for either retention or distribution.

I adopt this statement

I do not adopt this statement

- g) Provide a statement that you, the requesting party, shall not deliver to, transfer to or allow viewing, inspection or use in whole or in part The Software by a person not identified in this request.  
     \_\_\_ I adopt this statement  
     \_\_\_ I do not adopt this statement
- h) Provide: (i) a specific date you, the requesting party, personally request physical possession of The Software and (ii) a specific date that you personally will physically transfer back to the Nebraska State Records Board Executive Director The Software previously released to you.  
     Date I request physical possession of The Software is \_\_\_\_\_  
     Date I will return physical possession of The Software to the Executive Director of the Nebraska State Records Board is \_\_\_\_\_
- i) Provide a statement that (i) you, the requesting party, shall, prior to receipt of The Software, or any part thereof, sign the Nebraska State Records Board approved Non-Disclosure Agreement regarding The Software, and, (ii) that by your signature to this Request for Software Release you agree to inform and advise all persons you have identified in this Request about the terms and conditions of the Non-Disclosure Agreement.  
     \_\_\_ I adopt these statements  
     \_\_\_ I do not adopt these statements
- j) Provide a statement that while The Software is in your temporary possession you will store the materials in a secure environment.  
     \_\_\_ I adopt this statement  
     \_\_\_ I do not adopt this statement
- k) Provide a statement that you understand your failure to appear and give testimony at a State Records Board meeting scheduled to review your release request will result in denial of the requested release of any of The Software.  
     \_\_\_ I adopt this statement  
     \_\_\_ I do not adopt this statement

IN WITNESS WHEREOF, I have hereunto set my hand and signature this \_\_\_\_\_ day of \_\_\_\_\_, 2010.

(Printed name) \_\_\_\_\_

(Signature) \_\_\_\_\_

(Agency) \_\_\_\_\_

Executive Director  
 440 South 8<sup>th</sup> St Ste 210  
 Lincoln, NE 68508  
 402-471-2745

Office of  
**Thomas County Clerk**  
Clerk of District Court ~Register of Deeds  
Election Commissioner ~ Assessor  
P.O. Box 226 ~ Thedford, NE 69166  
Phone 308-645-2261 ~ Fax 308-645-2623  
Email ~ [clerk@thomas.nacone.org](mailto:clerk@thomas.nacone.org)

January 21, 2010

NE State Records Board  
Records Management Division  
Secretary of State's Office  
440 South 8<sup>th</sup> Street, Suite 210  
Lincoln, NE 68508

Dear Board Members;

I wanted to let you know the status of our GIS Land Records Management System. Our website is up and running at <http://thomas.assessor.gisworkshp.com>. We only have a handful of parcels that are not identified in the system due to the legal descriptions not agreeing with the map. Once again I would like to thank you for the \$25,000 grant.

Sincerely,

Lorissa Hartman  
Thomas County Assessor

# State/Local Grant Project Status Report - 12/31/2009

Agency Name	Project Description	Date Grant Awarded	Original Grant Amount	Grant Balance Remaining	Balance Status	Stated Completion Date	Date of Last Payment
DAS-CIO	Nebraska Geospatial Data Sharing & Web Services Network	8/1/2007	\$25,000	\$0		August, 2008 7/08 Extended to February, 2009	Completed August, 2009
Supreme Court	Automation for Nebraska State Library	8/1/2007	\$24,475	\$2,911	Not Used	March, 2009	Completed August, 2009
University Of Nebraska Lincoln	NE Public Documents Digitization Project, Phase 2	11/18/2008	\$25,000	\$8,704		December, 2009 12/09 Extended to February, 2010	December, 2009
NE Volunteer Service Commission	Trainer/Trainee Online Database Search	11/18/2008	\$25,000	\$13,979		August, 2009 7/09 Extended to February, 2010	November, 2009
Accountability and Disclosure	Online Campaign Statement Filing II	5/27/2009	\$25,000	\$25,000		January, 2010 12/09 Extended to March, 2010	
Supreme Court	Computerized record keeping for public submission of applications for Mandatory Continuing Legal Education (MCLE) and tracking MCLE credits	5/27/2009	\$25,000	\$0		December, 2009	Completed July, 2009
Douglas County Corrections	Jail Management Web Access Program	5/27/2009	\$25,000	\$25,000		May, 2010	
Board of Barbers Examiners	Enhancement/ Restructuring of Barber Licensing System	9/15/2009	\$5,000	\$5,000		July, 2010	
Treasurer	NebraskaSpending.Com (Phase III)	9/15/2009	\$20,000	\$20,000		June, 2010	
University of Nebraska - Board of Regents	Migrating from Tangible to Online: Digitizing to Microfiche and Print	9/15/2009	\$16,725	\$16,725		June, 2010	



**NSRB - CASH FUND BALANCE**  
**State Records Board - Revenues & Expenditures**  
**FY 09-10**

	<u>Oct, 09</u>	<u>Nov, 09</u>	<u>Dec, 09</u>
<b><u>Revenues:</u></b>			
Sale of Service	\$491,213.49	\$493,360.16	\$446,482.64
General Business Fees	\$808.17	\$97.21	\$149.68
Driver Records	\$1,278.01	\$1,276.00	\$1,461.00
Investment Income	\$2,060.22	\$2,608.66	\$1,886.57
<b>Total</b>	<b>\$495,359.89</b>	<b>\$497,342.03</b>	<b>\$449,979.89</b>
<b><u>Expenditures:</u></b>			
State Agency Payment	\$303,513.34	\$304,913.39	\$281,267.65
NIC/Other Contractual Services	\$149,563.48	\$246,771.38	\$181,355.59
Personal Services	\$1,915.19	\$1,915.17	\$1,795.30
Misc. Expense	\$279.21	\$208.18	\$82.33
<b>Total</b>	<b>\$455,271.22</b>	<b>\$553,808.12</b>	<b>\$464,500.87</b>
<b><u>Profit (Loss)</u></b>	<b>\$40,088.67</b>	<b>(\$56,466.09)</b>	<b>(\$14,520.98)</b>
<b><u>Fund Balance:</u></b>	<b># \$850,288.01</b>	<b>\$793,821.92</b>	<b>\$779,300.94</b>
<b>Transfer to General Fund 1/15/2010 (Note 1)</b>			\$35,771.50
<b>Transfer to General Fund 6/15/2010 (Note 1)</b>			\$35,771.50
<b>Transfer to General Fund during FY2011 (Note 1)</b>			\$118,154.00
<b>Grant Encumbrances</b>			\$324,981.38
<b>Reinvested Revenue</b>			\$0.00
<b>Unencumbered Funds</b>			<b>\$264,622.56</b>

Note 1: Cash Fund Transfers to the General Fund are per LB1, 101st Legislature, First Special Session 2009

## Reinvested Revenue Grant Status Report as of 12/31/2009

<b>Project Description</b>	<b>Date Awarded</b>	<b>Original Amount</b>	<b>Grant Amount Remaining</b>	<b>Date of Last Activity</b>
Google Search Engine II	8/1/2007	\$25,000	\$0	December, 2009
<b>TOTALS</b>		<b>\$25,000</b>	<b>\$0</b>	

# General Manager's Report

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Oct 2009 – Dec 2009

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NEBRASKA . GOV

Brent Hoffman, General Manager  
*Nebraska.gov*  
301 S 13<sup>th</sup> Street, Suite 301  
Phone: 402-471-6582  
FAX: 402-471-7817  
Email: [bhoffman@nicusa.com](mailto:bhoffman@nicusa.com)

**EXECUTIVE SUMMARY ..... 3**

**FINANCIAL REPORTS ..... 4**

    DECEMBER 2009 FINANCIAL REPORT ..... 4

    2009 REVENUE CONTRIBUTION REPORT ..... 4

**AGREEMENT REQUESTS ..... 5**

    NEBRASKA DEPARTMENT OF HEALTH AND HUMAN SERVICES ADDENDUM SEVEN ..... 5

    DEPARTMENT OF AGRICULTURE ADDENDUM THREE ..... 5

    STATE ELECTRICAL DIVISION ADDENDUM THREE ..... 5

**NEBRASKA.GOV'S 2009 OBJECTIVES ..... 5**

    PROGRESS REPORT:..... 6

    ADDITIONAL REVENUE SERVICES:..... 7

    PROGRESS REPORT:..... 8

    PROGRESS REPORT:..... 10

    PROGRESS REPORT:..... 14

**NEBRASKA.GOV PORTAL MANAGEMENT..... 14**

**NEBRASKA.GOV EXPANDING THE NETWORK..... 14**

    NEW SERVICES:..... 14

    PIPELINE SERVICES: ..... 15

**NEBRASKA.GOV'S 2009 MARKETING PLAN ..... 15**

**NETWORK REPORT..... 18**

**TECHNICAL UPDATE ..... 19**

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## Executive Summary

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As 2009 has quickly passed us by, it is exciting to look back, and to report the progress and success Nebraska.gov has accomplished in collaboration with our State Partners. This year has been full of activity. There have been many new services launched, and the foundation has been laid for many of our 2010 projects. Among the new services that we are pleased to have been able to help launch are LLC Biennial Reports, Court ePayments, Effective Financing Statements Original Filings, Personal Driver License Record Search and International Registration Plan (IRP) payments. Taking these services online makes Nebraska government more efficient and provides a greater level of convenience to citizens and businesses when interacting with government.

The year-end financials are a direct reflection of our 2009 achievements.

- January - December 2009, Total application revenues were \$6,234,581. the agency share was \$3,553,607 and the NSRB share was \$173,973.

In the new year, we look forward to continuing the work with our Partners in order to expand the services available through the portal. One of our key applications we will be launching in 2010, is online Driver License Renewal. Currently, this project is in the final planning stages, with technical discussions between the agency and the portal development teams already initiated. Nebraska.gov's relationship with the Department of Motor Vehicles is an important one, as nearly every Nebraska citizen must conduct business with this agency. We are proud to be assisting the DMV in launching yet another successful, broad reaching application, which will join the 'ClickDMV' suite of services.

Another highlight to look for in 2010 is the launch of second set of business filing services for the Secretary of State Corporations Division. Beginning in January, Foreign and Domestic Corporation Tax Reports will be made available online for the first time. The Corporations Division has put in a lot of work with Nebraska.gov in order to get all of their annual/biennial reports online in a very short amount of time. In 2010 the final application, for Non-Profit company reports will be built in preparation for a 2011 release.

These are just a couple of the new opportunities we foresee for 2010. With the current tax revenue shortfalls and the budget difficulties facing government in the coming year, Nebraska.gov sees its role in being able to offer labor and cost saving online services at no up-front cost as a very valuable resource. We will strive as always to make ourselves available to agencies in 2010 as a partner capable of helping them to stretch their funding further, and at the same time helping them to contribute to a more robust portal. In this way we hope to create a prosperous year for our partners, for ourselves and for the Board.

It has always been a pleasure of mine to reflect back on the hard work my staff has put in to making Nebraska.gov an exceptional business over the years. Their commitment to only doing an outstanding job day in and day out, has surpassed my expectations. The success of Nebraska.gov and the relationships we have developed with our Partners has truly been from my staff's on-going efforts and dedication. I have no doubt that 2010 will be even more of an exceptional year.

Sincerely,

Brent Hoffman  
General Manager,  
Nebraska Interactive, LLC

**Financial Reports**

**December 2009 Financial Report**

	<b>Month Ended 12/31/2009</b>	<b>Month Ended 12/31/2008</b>	<b>Year to Date 12/31/2009</b>	<b>Year to Date 12/31/2008</b>
<b>State of Nebraska Gross Revenue</b>	\$511,879	\$541,046	\$6,234,058	\$5,840,580
<b>Revenue Other (Adjustments)</b>	\$75	\$135	\$523	(\$188)
<b>Total Revenue</b>	\$511,954	\$541,181	\$6,234,581	\$5,840,392
<b>10% NSRB Partner Share</b>	\$15,537	\$12,846	\$173,973	\$147,825
<b>Agency Share</b>	\$289,626	\$289,930	\$3,553,607	\$3,348,219
<b>COR Other (Communication Costs)</b>	\$20,179	\$7,826	\$148,685	\$63,077
<b>Total Cost of Revenue</b>	\$325,342	\$310,602	\$3,876,265	\$3,559,121
<b>Nebraska Interactive Gross Revenue</b>	\$186,612	\$230,579	\$2,358,316	\$2,281,271
<b>Nebraska Interactive Operating Expenses</b>	\$174,165	\$151,302	\$2,083,722	\$1,890,970
<b>Nebraska Interactive Operating Income</b>	\$12,446	\$79,277	\$274,594	\$390,301
<b>Nebraska Interactive Other Income</b>	\$0	\$942	\$1,170	\$16,165
<b>Nebraska Interactive Net Pre-Tax Income</b>	\$12,446	\$80,220	\$275,764	\$406,466
<b>Nebraska Interactive Provision for Income Tax</b>	\$5,136	\$29,554	\$110,632	\$160,313
<b>Nebraska Interactive Net After-Tax Income</b>	\$7,310	\$50,666	\$165,132	\$246,153

**2009 Revenue Contribution Report**

<b>Revenue Contribution</b>	<b>2009</b>	<b>2008</b>
<b>Dept. of Motor Vehicles (Drivers Records)</b>	42%	45%
<b>Interactive &amp; Other Services</b>	42%	38%
<b>Secretary of State Services (Interactive/Batch)</b>	12%	11%
<b>Other (Subscriptions, Special Projects, etc.)</b>	4%	5%

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## Agreement Requests

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### Nebraska Department of Health and Human Services Addendum Seven

**Project:** Health Appraisal Survey and Administration

Nebraska.gov respectfully submits this addendum to the original interagency agreement between the Department of Health and Human Services and the Nebraska State Records Board. This addendum outlines specialized subscription fees to be charged for administration of an online employee health appraisal.

### Department of Agriculture Addendum Three

**Project:** Commercial and Private Pesticide Applicator Permits

Nebraska.gov respectfully submits this addendum to the original interagency agreement between the Department of Agriculture and the Nebraska State Records Board. This addendum outlines online fees to be charged for commercial and private pesticide applicator permits in the State of Nebraska.

### State Electrical Division Addendum Three

**Project:** Electrician License Verification and List Ordering

Nebraska.gov respectfully submits this addendum to the original interagency agreement between the State Electrical Division and the Nebraska State Records Board. This addendum outlines online fees to be charged for Electrician License Verification and List Ordering in the State of Nebraska.

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## Nebraska.gov's 2009 Objectives

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In planning for our 2009 business year, Nebraska.gov has identified four major objectives. Tracking existing services on a monthly basis and continuing research on market potential for new applications is our business and we continue to grow upon our past successes.

### **Objective #1**

Secure and increase current NSRB revenue streams by creating new fee sharing applications with an initial goal of 30% adoption for each service.

**Continuing to launch innovating and exciting applications in 2009 is at the top of our list of priorities. Working closely with key partners to ensure their needs and that of their constituents are taken care of remain is our daily business.**

1. Drivers License Renewals and Duplicates- This new online service has a market potential of approximately 12,000 renewals and duplicates a month. Nebraska.gov will work closely with the DMV to determine a pricing model that will maximize adoption.
2. EFS Original Filings – This will be the newest in the online suite of services provided by the Secretary of State’s UCC Division.
3. International Registration Plan (IRP) – This application will allow motor carriers from all over the US to register with the Nebraska DMV.
4. Limited Criminal History Searches – Nebraska.gov will work with the Nebraska State Patrol to allow constituents to submit requests for criminal history reports.
5. LLC/LLP Reports – These are the first online corporation filings for the Secretary of State Business division launching in January 2009. The market potential for this application is approximately 30,000 per year.

## **Progress Report:**

### **1. Department of Motor Vehicles – Driver’s License Renewals**

- *Functional Specifications complete and signed*
- *Technical Discussion has started.*
- *Anticipated launch date: June 2010*

### **2. Secretary of State– EFS Original Filings**

Launch date: 10/26/2009

Link to this service can be found at:

<https://www.nebraska.gov/sos/ucc/index.html>

### **3. Department of Motor Vehicles- International Registration Plan (IRP)**

Launch date: 05/18/2009

The web address for this application is:

<https://mcsdmv.ne.gov/WEB2E>

### **4. State Patrol – Limited Criminal History Searches**

- *Preliminary discussions have been held*

- *Technical barriers exist at the agency level- indefinitely postponed*

**5. Secretary of State – LLC Biennial Reports and LLP Annual Reports**

Launch date: 01/05/2009

The web address for this application is:

[https://www.nebraska.gov/corp\\_filing/](https://www.nebraska.gov/corp_filing/)

**Additional Revenue Services:**

***Department of Health and Human Services – Health Professional License Monitoring***

Launch date: 07/01/2009

The web address for this application is:

<https://www.nebraska.gov/hlm/>

***Administrative Office of the Courts – Bulk eFiling***

Launch date: 10/01/2009

This is an internal service which does not have a Web address.

***Department of Motor Vehicles – Individual Driving Record Search***

Launch date: 12/16/2009

The web address for this application is:

<https://www.nebraska.gov/dmv/dlrcc/>

***Secretary of State – LLC Change of Agent***

- *Application in development*
- *Project planning phase extended to allow the work group to investigate data validation issues related to proper processing of change of agent*

***NE Liquor Control Commission- Shipper Tax Payment***

- *Application is on hold due to Agency Request*
- *Anticipated launch date: December 2009. A new launch date will need to be determined.*

***Secretary of State – Foreign and Domestic Corporation Tax Reports***

- *Application in development*
- *Anticipated launch date – January 2010*

**The Nebraska Board of Engineers & Architects- License Applications**

- *Application in planning phase, pending on the Agency. New launch date will need to be decided on.*
- *Anticipated launch date: March 2010*

**The Cornhusker State Industries – Payment Application**

- *Application is in Planning phase*
- *Anticipated launch date: August 2010*

**Objective #2**

Focus on push technologies and opportunities to leverage Web 2.0

**Citizens and business owners are becoming more sophisticated all the time in their understanding of and implementation of technology in their day-to-day lives. Expectations have now been raised to the level that just having something online is not enough. Users no longer want to have to go after information; they prefer that it be delivered to them, in a format that they specify.**

1. Health Profession License Monitoring – A new subscription service will allow health facilities to sign up to be notified of any changes in the status of their employees' licenses.
2. Payment engine reports delivered – One of the upgrades to the Nebraska.gov payment engine (TPE) will mean that agency representatives responsible for reconciling online payments can choose to have their reports emailed to them daily, weekly, or monthly rather than having to access TPE and compile them manually.

**Progress Report:**

**Department of Health and Human Services – Health Professional License Monitoring**

- *Launched July 2009*

- *Marketing Team contacting health facilities and associations to raise awareness*
- *Nebraska.gov marketed this service at the annual Hospital Association conference*
- *Brochures were created to market the service*
- *The brochures were placed in every packet given to attendees of the Nebraska Hospital Association Conference*
- *Mention of the service was given during one of the breakout sessions*
- *Nebraska.gov staff member attended that session and provided information about the service*
- *Follow-up continues from interest created during conference*
- *Brochures also distributed at exhibit booth Nebraska State Bar Association*

**TPE 2.0**

- *All 93 counties are processing License plate renewals using TPE 2.0*
- *Over 100 courts are processing eFiling and/or ePayments on TPE 2.0*
- *All legacy applications have been migrated with the exception of services for final three agencies.*

**Objective #3**

Increase user adoption for newly launched applications by 30%

**When new applications become more tenured, tracking monthly productivity and transaction history vs. market potential shows where opportunity still lies within these services. Nebraska.gov consistently reviews our applications to make sure we are reaching our full potential of citizen awareness.**

1. EFS Continuations and Terminations – Nebraska.gov and the office of the Secretary of State have identified a market potential of approximately 3700. Marketing strategies will be on-going.
2. International Fuel Tax Agreement (IFTA) Quarterly payments are paid by Motor Carriers who transport cargo across the State of Nebraska. Market potential show approximately 6,800 per year
3. Drivers License Reinstatements – Market Potential is about 30,000 per year. Nebraska.gov will work closely with the DMV to evaluate monthly adoption to ensure maximum revenue potential.

4. DMV Online Message Plates – The market shows a potential of about 7500 plates per year. Nebraska.gov will work closely with the DMV to accomplish 2009 goals.

### Progress Report:

#### \*\*Notes on original marketing plan goals:

1. Adoption of EFS Continuations and Terminations online has increased to nearly 90% - Marketing focus was shifted to LLC/LLP reports
2. IFTA and IRP marketing plan being developed with the DMV

#### IFTA

August 2009 – 43 online transactions  
 September 2009 – 14 online transactions  
 October 2009 – 99 online transactions (as of 10/26 at 12pm)

November 2009 – 272 online transactions  
 December 2009 – 205 online transactions, as of 12/23 at 11:15am

#### IRP

August 2009 – 77 online transactions  
 September 2009 – 97 online transactions  
 October 2009 – 112 (as of 10/26 at 12pm)

November 2009 – 85 online transactions  
 December 2009 – 132 online transactions, as of 12/23 at 11:15am

3. Adoption of Drivers License Reinstatements has increased to nearly 70% - Marketing focus was shifted to Motor Vehicle Renewals. Fliers were available and distributed at the exhibit booth during the Nebraska State Bar Association Conference.

August 2009 – 1,548 online transactions  
 September 2009 – 1,583 online transactions  
 October 2009 – 1,194 (as of 10/26 at 12pm)

November 2009 – 1,469 online transactions  
 December 2009 - 1,097 online transactions, as of 12/23 at 11:15am

4. DMV Message Plates being featured on State of Nebraska Facebook and Twitter pages, but concentrated marketing has not begun.

August 2009 – 454 online transactions  
 September 2009 – 382 online transactions  
 October 2009 – 275 (as of 10/26 at 12pm)

November 2009 – 323 online transactions

December 2009 – 246 online transactions, as of 12/23 at 11:15am

**\*\*Additional adoption efforts on applications not listed in original marketing plan goals:**

***LLC/LLP reporting***

Just before the April 1<sup>st</sup> deadline for the Limited Liability Company and Limited Liability Partnership reports due to the Office of the Secretary of State, Nebraska.gov ran an advertisement in the Daily Record, a local Omaha publication targeting businesses and business professionals. During the period that the notice was running in the paper, online filings increased by 300%, saving over 40 personnel hours, and ensuring that over 700 additional entities got their reports in under the deadline.

Another ad was run at the end of April; however response was not as good.

RESULTS: First year online adoption for the filing period was approximately 20%

FUTURE FOCUS: Nebraska.gov will work with the SOS Corporations Division to increase adoption next filing period through suggested methods such as email or postcard reminders instead of paper form mailings.

***E-Filing***

In October, there were two more significant milestones in the drive for adoption of eFiling. Bulk eFiling became a reality, with one large firm, Credit Management, subscribed. Bulk eFiling allows for FTP transfer of raw data extracted from a case management system, and allows for automatic filing of new cases in multiple courts. At least 2 other large firms have expressed interest in bulk filing.

Also in October, representatives from Nebraska.gov attended the Nebraska State Bar Association conference in Omaha from the 14<sup>th</sup> through the 16<sup>th</sup> of the month. In addition to providing a booth where attorneys could learn more about eFiling, and obtain sign-up forms, Nebraska.gov co-presented with a JUSTICE business analyst at a one hour educational session attended by over 250 attorneys.

RESULTS:

- Over 85 firms subscribed to efile
- Approximately 1000 attorneys registered, including county attorneys, public defenders, and private legal counsel
- 65 courts live
- Over 40,000 filings processed since launch

FUTURE FOCUS: Nebraska.gov will continue work with the Administrative Office of the Courts to train clerks and raise awareness in the legal community. Currently in testing is a process for Bulk electronic filing. There

are 4-5 large firms in Nebraska who are interested in taking advantage of this service. When bulk filing is available, adoption for eFiling is expected to jump to 30% or higher.

### ***License Plate Renewals***

The Department of Motor Vehicles is responsible for providing renewal notice postcards to all of the counties. Nebraska.gov met with those people responsible to discuss ways to increase the notification of the online option on the actual postcard.

There are statute requirements as well as postal regulations that do not leave many options for change on the postcard. The URL for the online renewal service has increased in font size, along with being highlighted. On the back of the postcard, the online option has been added to the mail-in and in-person options.

The new postcards will begin to be used as the counties run out of the currently used postcards.

Nebraska.gov worked with selected counties to place stickers on the renewal notice postcards that draw attention to the online option for renewal. October renewals were the first ones to receive the sticker.

Lancaster and Sarpy Counties are the largest counties involved and have seen the greatest impact.

From September 1 to 22, Lancaster County had 345 online renewals. From October 1 to 22, there was an increase to 817 online renewals.

Sarpy County has seen the most dramatic increase in online renewals. From September 1 to 22, there were 84 online renewals. From October 1 to 22, there were 844 online renewals.

The stickers will continue to be placed on the postcards for the remainder of 2009.

Nebraska.gov had an exhibit booth at the Nebraska Association of County Officials annual conference. The booth gave exposure to the services that are available, especially the online license plate renewal program.

The treasurers had a meeting with Department of Motor Vehicles officials to receive updates. During the meeting, the online license plate renewal program was discussed. Many treasurers were given stickers to be placed on the renewal notice postcards. Tear pads were also distributed during the conference. It was a wonderful opportunity to work with treasurers on direct marketing.

RESULTS: The County Treasurers and State DMV officials will continue to be contacted as results are monitored and new methods are discussed and implemented.

August 2009 – 3,747 online transactions

September 2009 – 3,117 online transactions

October 2009 – 3,638 online transactions

November 2009 – 4,231 online transactions

December 2009 – 3,557 online transactions (as of 12/23 at 11am)

FUTURE FOCUS: Each month, Nebraska.gov will be measuring marketing metrics and implement new strategies if needed.

### **Health License Monitoring**

The Nebraska Hospital Association recently held their annual convention. Nebraska.gov placed fliers in every packet received by those attending the convention. The flier featured the newly launched Health License Monitoring system.

Helen Meeks, with the Department of Health and Human Services, gave a presentation on credentialing. Nebraska.gov contacted her prior to the presentation and asked her to mention the new service. She graciously talked about the service during her presentation. A staff member attended the presentation to talk about the service and answer questions.

Nebraska.gov has given presentations to demonstrate the system to potential users. We will continue to offer this option as we increase awareness of the new application.

### **Criminal, Civil, and Traffic Court Case Payments**

During the last few months, Nebraska.gov's focus has been on expanding the number of courts offering online court case payments.

RESULTS: There are now over 100 courts live for ePayments. Over \$150,000 dollars in court fines/fees collected since the launch of the new service.

FUTURE FOCUS: Nebraska.gov has set a goal to have 100% of courts in Nebraska online by the end of the year.

## **Objective #4**

Leverage new Customer Service Support position to increase efficiencies in billing, services and operations.

**Because Nebraska.gov has added a full time customer service position in the latter part of 2008, we are now able to review and analyze incoming calls, emails and day to day questions/issues with online services to increase efficiencies.**

Customer Service Support Goals

- Track Bugs in applications to help find efficient solutions
- Track billing Issues and propose solutions
- Track general questions and provide updated FAQs
- Help create efficiencies in internal operations

## **Progress Report:**

Nebraska.gov is leveraging Microsoft SharePoint as internal system designed to track bugs, and issues, questions in order to identify areas where efficiencies can be created.

Both Nebraska.gov and in Office of the Secretary of State documented calls from users of the interactive corporate document credit card purchase service. Several issues were identified as the cause of the majority of the calls: confusion over a quantity box that was only necessary for certain kinds of orders, the ability to attempt to check out with an empty shopping cart, and a problem caused by Google searches which resulted in users placing orders for the wrong corporate documents. In February, based on the documentation of issues, programming fixes were implemented, tested and rolled out. Since then, the only user calls related to this service that Nebraska.gov has documented are from users who require assistance getting through the application. No further issues have been reported.

Logging of issues through the Sharepoint system identified reoccurring reports of an incorrect URL for a service being printed in materials being distributed by the sponsoring agency. Nebraska.gov was able to implement a redirect in order that those individuals could access the service without encountering an error message and having to call in.

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## *Nebraska.gov* **Portal Management**

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### **Application Enhancements:**

(November)

1. **Board of Public Accountancy – Change of Address Form**

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## *Nebraska.gov* **Expanding the Network**

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### **New Services:**

***Board of Public Accountancy - CPE Continuing Education Reporting***

**Launch date: 12/16/2009**

**Pipeline Services:**

**ServeNebraska – Volunteer Registry Search**

*-Anticipated launch date: November 2009*

**Nebraska Accountability and Disclosure - Commission Campaign Statements**

*- Anticipated launch date- April 2010 – project was previously pending while Agency was held up with Budget Session. New launch date has been decided.*

**Nebraska Commission for the Blind and Visually Impaired- Internship Application**

*- Anticipate launch date- February 2010 – The project is currently in Testing. A new launch date has been decided.*

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**Nebraska.gov's 2009 Marketing Plan**

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**Connecting with our Partners**

**2010 Partner Event**

Preparations continue for the 2010 Partner Event. It will be held the morning of April 21, at the Cornhusker Hotel. The process of determining and arranging for speakers is well underway.

**2010 Nebraska Spirit Art Contest**

Natalie Bacon met with Sharon Hambeck, with the Secretary of State's Office, to begin the planning process. The dates are as follows:

March 1 – Contest begins, submissions will be accepted

April 26 – End of submissions

May 12-21 – Online Voting

May 17-21 – Artwork will be displayed in the Capitol

June 4 – Award Day, with Ceremony

**Nebraska.gov Monthly Newsletters**

Every month, Nebraska.gov issues a newsletter featuring such items as recently launched applications, adoption rates for existing programs, and future projects.

The newsletter is available each month at the partner portal at <http://www.nebraska.gov/partner/docs/newsletters.htm>

**Go Green!**

A new application can now be found on the homepage of the Nebraska.gov website. The Go Green! Application is a new tool that gives people a way to determine how much money can be saved by using online services, instead of going to the physical office. The user enters in the distance, miles per gallon for their vehicle, the fuel type used, any parking fees, and the value of their time per hour. The system will display how much money was saved, along with the carbon footprint savings.

This tool can be found at [www.nebraska.gov](http://www.nebraska.gov). Click on the icon of the green leaf, found underneath the Recovery.Nebraska.gov banner on the right side of the page.

## **New Applications and Connecting with Local Government**

### ***Administrative Office of the Courts- Criminal, Traffic, and Civil Court Case Payments***

Based upon the success of both the eFiling application and the Waiverable Citation payments application created by Nebraska.gov, the Courts requested another online service that would interact directly with each individual County or District Court. The application allows users to make payments on judgments, alimony, probation fees etc. online and have them applied directly to their case, saving them a trip to the court clerk's office, and saving the clerk's time for payment processing and data entry.

- *Launched July 2009*
- *Now available in over 170 of 186 total Nebraska Courts.*

### ***Nebraska.gov – NebP.A.Y.S. Payments At Your Service***

Nebraska.gov believes there to be a demand at the local level to an easy to use over-the-counter application that would allow offices to take credit card and electronic check payments in the office. Using the newly created payment portal (NebPay) Nebraska.gov is developing a front end that can allow agencies to specify what they would like to accept payments for, and that could be set up for them in a very short amount of time.

- *Nebraska.gov opted to go with a centralized solution offered by NIC as a way to save resources.*
- *The over-the-counter payment systems is currently being piloted in Kansas. Plans for the Nebraska instance to be made available as soon as possible in 2010 are underway.*

## User Outreach and Connecting with the Community

**Nebraska.gov Facebook and Twitter presence** – Nebraska.gov has been working with the Office of the CIO to create Facebook and Twitter presence to stay in front of the social media trends involving government. Nebraska.gov currently has approximately 1,250 “fans” on its Nebraska.gov Facebook page and its Twitter news is available via attaching the current Nebraska.gov RSS feed to Twitter.

### Lobbying update

*Frank Daley, Executive Director for the Nebraska Accountability and Disclosure Commission gave a seminar to lobbyists. Nebraska.gov worked with Mr. Daley to prepare a flier to distribute at the seminar. Everyone attending the event was given information about the online options for filing reports with the Accountability and Disclosure Commission. Mr. Daley took time out of his presentation to discuss online options and availability to lobbyists. Natalie Bacon was at the meeting, to be available to answer questions.*

### Conventions/Conferences

#### *Nebraska Society of Certified Public Accountants*

The Board of Public Accountancy invited Nebraska.gov to assist them with the exhibit booth at the Fall Conference for Certified Public Accountants. The conference provided an opportunity to demonstrate the updated application for CPAs to report their Continuing Professional Education (CPE) hours. The license renewal program was also discussed with people as they stopped by the booth.

The conference also gave Nebraska.gov staff the chance to cross promote other online services, such as license plate renewals.

A flier was created specifically for the Board of Public Accountancy for distribution at the convention, as well as to be included in any mailings that are sent by the office.

In early December, the flier was included in the mailings that are sent to CPAs reminding them to report their Continuing Professional Education hours. This year, instead of mailing out the forms, a letter was sent with the flier, to let people know that they can file hours online.

#### *Nebraska Association of County Officials*

The Nebraska Association of County Officials (NACO) held their annual conference on December 9 to 11, at the Cornhusker Hotel. Nebraska.gov had an exhibit booth to increase awareness of online services and look for opportunities for new applications.

Natalie Bacon attended the meeting for Treasurers that was given by the Department of Motor Vehicles. The treasurers were told about the effectiveness of different marketing opportunities. Stickers and tear pads

were handed out at the meeting, to be used on future renewal notice mailings.

Jennifer Rasmussen was given the opportunity to distribute posters and speak to the district clerks to promote the new court e-payment system.

***Lincoln American Marketing Association***

The Business Development Manager is a member of the Lincoln chapter of the American Marketing Association. It has been helpful to be a member of this organization to gain insight and become aware of new trends. Monthly luncheons are held with national speakers. There are separately held breakfasts and lunches that offer small group settings to learn more about specific areas.

***Lincoln Chamber of Commerce***

The Lincoln Chamber of Commerce holds numerous events that provide networking opportunities and updates on community events.

The Chamber holds luncheons once a month to give an opportunity for community leaders to give updates to the Chamber members. In October, Dan Marvin presented information about the proposed West Haymarket Arena and development of the area. For December's lunch, Harvey Perlman from the University of Nebraska gave a presentation regarding the plans for Nebraska Innovation Campus.

We continue to attend other Chamber events, such as the Business and Elected Leaders Roundtable, Transportation and Public Works Forum, and Business after Hours. These events provide opportunities to increase name recognition and build awareness for Nebraska.gov.

We will continue to attend meetings and events as schedules permit.

For further details or additional information, please contact:

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Nebraska.gov  
402.471.2154  
[carmen@nicusa.com](mailto:carmen@nicusa.com)

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**Network Report**

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**NETWORK**

**Downtime Report for Nebraska.gov servers:**

**October:**

Uptime: 99.744%  
Avg. response time: .599s

**November:**

Uptime: 99.755%  
Avg. response time: .513s

**December:**

Uptime: 99.937%  
Avg. response time: .533s

**Network Issues Detail Report**

- November 29, 2009 – Storage array issues for our CDB and TPE servers.  
Impact: Unable to process financial transactions.  
Period: From 11/29/09 at 1:45 am until 11/30/09 at 2:30 am.
- December 2, 2009 – Database lock error  
Impact: Unable to process Credit Card transactions.  
Period: From 12/02/09 at 1:53 pm until 12/03/09 at 12:37 pm.

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**Technical Update**

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- Continuing to work on the virtual server migration. This has been ongoing throughout 2009 and is nearing completion.
- Upgrading our Mysql database to the latest 5.x version of the database. Currently we have the instance set up and are in the process of testing it out for compatibility.

For further details or additional information, please contact:

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Title	Project Start Date	Target Launch Date	Partner	Project Phase	Owner	Revenue Type	Work scope	Comments
Tax Equalization and Review Committe Web site redesign	1/11/2010	3/31/2010	Tax Equalization & Review Commission	Concept	Rasmussen, Jennifer	Free	N/A	On target.
Emergency Management Director Search	1/13/2010	6/1/2010	Nebraska Emergency Management Agency	Concept	Rasmussen, Jennifer	Free	New Application	On target.
Eng & Arch Application for Exam FE/PE	4/29/2009	1/1/2010	Engineers and Architects, Board of	Concept	Rasmussen, Jennifer	Transaction	New Application	Board of Engineers & Architects decided to proceed with Reciprocal license project first. Postponed.
Motor Registration-New Plate Year	1/1/2009	12/31/2010	Nebraska.Gov Internal	Planning	Zywiec, Jessica	Transaction	Application Enhancement	On hold-per DMV request.
NLCC Spirits and Wine Enhancement	1/6/2010	3/29/2010	Liquor Control Commission	Planning	Zywiec, Jessica	Transaction	Application Enhancement	A Change Request was sent to Agency for approval. On Target.
Real Estate Commission Web site redesign	10/30/2009	6/1/2010	Real Estate Commission	Planning	Rasmussen, Jennifer	Free	N/A	On target.
NADC- B-1 Campaign Statement	2/2/2009	4/26/2010	Accountablty and Disclosure Commission	Planning	Zywiec, Jessica	Grant/Time and Materials	New Application	On Target.
Engineers & Architects- Applications for Licenses	6/24/2009	3/1/2010	Engineers and Architects, Board of	Planning	Zywiec, Jessica	Transaction	New Application	New target date will need to be decided on. Project was on hold-per Agency's request.
NLCC S-1 Tax Payment	8/12/2009	12/31/2009	Liquor Control Commission	Planning	Zywiec, Jessica	Transaction	New Application	Per Agency Request, this project is not priority and will not be completed this year.
Cornhusker State Industries (CSI)- Redesign and Admin	8/24/2009	3/29/2010	Correctional Services, Department of	Planning	Zywiec, Jessica	Transaction	New Application	On target.
Corrections- Website Redesign	8/21/2009	2/26/2010	Correctional Services, Department of	Planning	Zywiec, Jessica	Free	New Application	On target.
Mediator Continuing Education Reporting	9/23/2009	5/1/2010	Court Administrator, State	Planning	Rasmussen, Jennifer	Free	New Application	On target.
Electrician License Verification and List Ordering	10/9/2009	2/1/2010	Electrical Division, State	Planning	Rasmussen, Jennifer	Transaction	New Application	Planning phase still in progress. New target launch date March 2010.

Green = Launch on target

White = Launched

Red = Launch may be delayed

Title	Project Start Date	Target Launch Date	Partner	Project Phase	Owner	Revenue Type	Work scope	Comments
BPA- License Renewals 2010	8/3/2009	4/1/2010	Public Accountancy, Board of	Planning	Zywiec, Jessica	Transaction	New Application	On target.
Post Secondary Education Website Redesign	1/14/2010	5/3/2010	Postsecondary Education, Nebraska Coordinating Commission for Power Review Board	Planning	Zywiec, Jessica	Free	New Application	On target.
WorkWell Health Survey and Admin	8/1/2008	11/30/2009	Health & Human Services, Department of	Development	Rasmussen, Jennifer	Transaction	New Application	Agency is still working on bringing together all the technical documentation necessary to finalize the functional requirements. New target launch - March 2010.
Driver's License Renewal	11/13/2008	8/3/2009	Motor Vehicles, Department of	Development	Zywiec, Jessica	Transaction	New Application	New Target Date is May 2010.
LLC Change of Registered Agent or Office	3/9/2009	9/1/2009	Secretary of State	Development	Rasmussen, Jennifer	Transaction	New Application	Project is pending database work by Northrop Grumman.
Commerical and Private Applicator Permits	12/18/2009	2/28/2010	Agriculture, Department of	Development	Rasmussen, Jennifer	Transaction	New Application	On target.
DNR- Water Well Registration Enhancement	10/19/2009	3/1/2010	Natural Resources, Department of	Testing	Zywiec, Jessica	Transaction	Application Enhancement	Agency is Testing. On target.
eFiling enhancements for update judgment	11/9/2009	12/14/2009	Court Administrator, State	Testing	Rasmussen, Jennifer	Transaction	Application Enhancement	Agency expected to sign-off on testing January 22nd. Rollout scheduled for February 2, 2010.
Internship Application	2/4/2009	3/15/2010	Blind and Visually Impaired	Testing	Zywiec, Jessica	Free	New Application	On target.
Over the Counter payments	7/1/2009	9/18/2009	County Government	Testing	Rasmussen, Jennifer	Transaction	New Application	Pending agreement for fees. New target launch - February 2010.
Payment Processing for SFM Blueprint application	11/1/2008	3/16/2009	Fire Marshal, State	Testing	Rasmussen, Jennifer	Transaction	New Application	Payment Engine API delivered to Standard Digital Imaging for testing. Waiting for testing to begin.
TPE 2.0 migration	39814	40178	Nebraska.Gov Internal	Rollout	Rasmussen, Jennifer	Free	Application Enhancement	Last agency to be moved is Real Estate Commission. Scheduled for 02-01-2010.
Foreign and Domestic Corporation Biennial Reports	6/24/2009	1/4/2010	Secretary of State	Maintenance	Rasmussen, Jennifer	Transaction	New Application	Launched January 4th, 2010.

Green = Launch on target

White = Launched

Red = Launch may be delayed

Title	Project Start Date	Target Launch Date	Partner	Project Phase	Owner	Revenue Type	Work scope	Comments
Efiling enhancements for summons and hearing	1/1/2009	6/1/2009	Court Administrator, State	Maintenance	Rasmussen, Jennifer	Transaction	Application Enhancement	Launched 07/22/2009.
Governor's Wellness Award Enhancements	12/8/2008	3/31/2009	Health & Human Services, Department of	Maintenance	Rasmussen, Jennifer	Free	Application Enhancement	Launched 05/01/09
Budget/Audit Database Search updates	12/8/2008	1/6/2009	Auditor of Public Accounts	Maintenance	Rasmussen, Jennifer	Free	Application Enhancement	Launched 01/06/09
Education Portal	12/1/2008	5/31/2009	Nebraska.Gov Internal	Maintenance	Zywiec, Jessica	Free	Application Enhancement	Launched June 1st, 2009.
Specialty Plates	12/1/2008	7/1/2009	Motor Vehicles, Department of	Maintenance	Zywiec, Jessica	Transaction	Application Enhancement	Launched on 7/1/09.
License Search	12/15/2008	2/17/2009	Public Accountancy, Board of	Maintenance	Zywiec, Jessica	Free	Application Enhancement	Launched 02/17/09
Disciplinary Search	12/15/2008	3/2/2009	Public Accountancy, Board of	Maintenance	Zywiec, Jessica	Free	Application Enhancement	Launched 03/02/09
NLCC License Search Enhancements	9/30/2008	7/29/2009	Liquor Control Commission	Maintenance	Zywiec, Jessica	Free	Application Enhancement	Launched July 29th, 2009.
BPA Rewrite	4/9/2009	12/14/2009	Public Accountancy, Board of	Maintenance	Zywiec, Jessica	Transaction	Application Enhancement	On target.
BPA- 2009 Renewals	4/1/2009	5/5/2009	Public Accountancy, Board of	Maintenance	Zywiec, Jessica	Transaction	Application Enhancement	Launched 05/05/09
Birth Certificate Administration enhancements	5/1/2009	7/13/2009	Health & Human Services, Department of	Maintenance	Rasmussen, Jennifer	Free	Application Enhancement	Launched 07/21/2009.
Accounting enhancement for eFiling	6/19/2009	8/3/2009	Court Administrator, State	Maintenance	Rasmussen, Jennifer	Transaction	Application Enhancement	Launched 8/4/2009
Real Estate Sales license renewal enhancements	8/5/2009	8/31/2009	Real Estate Commission	Maintenance	Rasmussen, Jennifer	Transaction	Application Enhancement	Launched 09/03/2009.
Real Estate Broker license renewal enhancements	8/5/2009	8/31/2009	Real Estate Commission	Maintenance	Rasmussen, Jennifer	Transaction	Application Enhancement	Launched 09/03/2009.
Real Estate Associate Broker renewal enhancements	8/5/2009	8/31/2009	Real Estate Commission	Maintenance	Rasmussen, Jennifer	Transaction	Application Enhancement	Launched 09/03/2009.

Green = Launch on target

White = Launched

Red = Launch may be delayed

Title	Project Start Date	Target Launch Date	Partner	Project Phase	Owner	Revenue Type	Work scope	Comments
Real Estate Branch Office Renewal enhancements	8/5/2009	8/31/2009	Real Estate Commission	Maintenance	Rasmussen, Jennifer	Transaction	Application Enhancement	Launched 09/03/2009.
Add County to Engineers and Architects License Search	9/30/2009	10/26/2009	Engineers and Architects, Board of	Maintenance	Rasmussen, Jennifer	Free	Application Enhancement	Launched 10/26/2009.
Agri-Eco Tourism registration enhancements	11/2/2009	12/18/2009	Economic Development, Department of	Maintenance	Rasmussen, Jennifer	Free	Application Enhancement	Launched December 14, 2009.
BPA Rewrite	4/9/2009	12/9/2009	Public Accountancy, Board of	Maintenance	Zywiec, Jessica	Free	Application Enhancement	Launched 12/9/09
Dept of Labor Website Redesign	1/28/2009	4/13/2009	Labor, Department of	Maintenance	Zywiec, Jessica	Free	N/A	Templates have been delivered to the agency for content migration.
Banking and Finance Web Site Redesign	3/30/2009	9/1/2009	Banking & Finance	Maintenance	Rasmussen, Jennifer	Free	N/A	New web site templates delivered to agency. Content migration timeline and target launch date to be determined internally.
Engineers & Architects Web site redesign	4/1/2009	8/31/2009	Engineers and Architects, Board of	Maintenance	Rasmussen, Jennifer	Free	N/A	New web site templates delivered to agency. Content migration timeline and target launch date to be determined internally.
Re-design for State Personnel	4/29/2009	9/30/2009	Administrative Services	Maintenance	Zywiec, Jessica	Free	N/A	Launched 09/09/2009
Dept of Labor-LMI Redesign	4/13/2009	6/19/2009	Labor, Department of	Maintenance	Zywiec, Jessica	Free	N/A	Delivered to the Agency on a CD June 17th, 2009.
Department of Insurance Website Redesign	6/17/2009	9/21/2009	Insurance, Department of	Maintenance	Zywiec, Jessica	Free	N/A	Templates were delivered to Agency.
SED Web site redesign	9/29/2009	1/15/2010	Electrical Division, State	Maintenance	Rasmussen, Jennifer	Free	N/A	Launched December 22, 2009.
Judge Review	9/1/2008	5/1/2009	Court Administrator, State	Maintenance	Rasmussen, Jennifer	Free	New Application	Launched 10/14/2009.
ServeNebraska Trainer/Trainee Search and Data management	8/1/2008	8/1/2009	Volunteer Service Commission (ServeNebraska)	Maintenance	Rasmussen, Jennifer	Grant/Time and Materials	New Application	Launched 01-26-2010.
EFS Original Filings	1/1/2009	7/1/2009	Secretary of State	Maintenance	Rasmussen, Jennifer	Transaction	New Application	Launched 10/26/2009.
Health Professional License Monitoring Service	9/15/2008	6/1/2009	Health & Human Services, Department of	Maintenance	Rasmussen, Jennifer	Transaction	New Application	Launched 07/01/2009.

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Title	Project Start Date	Target Launch Date	Partner	Project Phase	Owner	Revenue Type	Work scope	Comments
District/County Court Payments	11/14/2008	6/30/2009	Court Administrator, State	Maintenance	Rasmussen, Jennifer	Transaction	New Application	Launched 07/22/2009
Mediator Application and Administrative Interface	8/1/2008	4/1/2009	Court Administrator, State	Maintenance	Rasmussen, Jennifer	Free	New Application	Launched 4/1/2009
LLC and LLP Reporting	4/1/2008	1/5/2009	Secretary of State	Maintenance	Rasmussen, Jennifer	Transaction	New Application	Launched 01/05/09
International Registration Plan (IRP)	10/1/2008	5/18/2009	Motor Vehicles, Department of	Maintenance	Zywiec, Jessica	Transaction	New Application	Launched May 18th, 2009.
NCBVI Staff Survey	2/12/2009	3/30/2009	Blind and Visually Impaired	Maintenance	Zywiec, Jessica	Free	New Application	Complete.
Conference Registration	2/23/2009	3/10/2009	Travel & Tourism, Division of	Maintenance	Zywiec, Jessica	Free	New Application	Launched 03/10/09
Tiny URL	1/1/2009	3/31/2009	Nebraska.Gov Internal	Maintenance	Zywiec, Jessica	Free	New Application	
Mandatory Continuing Legal Education Mail form	5/5/2009	5/18/2009	Court Administrator, State	Maintenance	Rasmussen, Jennifer	Free	New Application	Launched 05/11/2009.
License Plate Voting Contest	4/20/2009	5/4/2009	Motor Vehicles, Department of	Maintenance	Zywiec, Jessica	Free	New Application	Ne.gov assisted DMV in creating an online survey for citizens to vote for one of the NE 4 plate designs.
Engineers and Architects Seminar signup	6/1/2009	8/3/2009	Engineers and Architects, Board of	Maintenance	Rasmussen, Jennifer	Free	New Application	Launched 08/25/2009.
Travel and Tourism Conference Registration	7/31/2009	8/24/2009	Travel & Tourism, Division of	Maintenance	Zywiec, Jessica	Free	New Application	On Target.
IFTA Credential e-Payment enhancement.	7/8/2009	10/14/2009	Motor Vehicles, Department of	Maintenance	Zywiec, Jessica	Transaction	Application Enhancement	Launched 10/14/2009.
DMV- One time Drivers Record Search	6/25/2009	12/9/2009	Motor Vehicles, Department of	Maintenance	Zywiec, Jessica	Transaction	New Application	Launched 12/9/09.
NE Environmental Trust (Website Redesign)	7/29/2009	12/10/2009	Environmental Trust, NE	Maintenance	Zywiec, Jessica	Free	New Application	CD was delivered to Agency on December 10th, 2009.

Green = Launch on target

White = Launched

Red = Launch may be delayed



## **2010 BUSINESS PLAN**

**Submitted to the Nebraska State Records Board**

**Presented by:**

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**NEBRASKA.GOV EXECUTIVE SUMMARY .....3**

    THE NEBRASKA.GOV *VISION* .....5

    VISION FOR A CITIZEN PORTAL .....5

**NEBRASKA.GOV 2010 GOALS .....6**

*Goal: Launch at least 10 new services with our State partners*.....6

*Goal: Drive organic growth through higher adoption of existing revenue generating services*.....7

*Goal: Leverage NIC states to find application opportunities not currently being offered in Nebraska*.....7

*Goal: Identify new opportunities at the city and county levels of government* .....8

*Goal: Implement latest Web technologies and Web 2.0 solutions with partners* .....8

*Staffing Profile* .....9

**THE NEBRASKA.GOV 2010 TECHNICAL ARCHITECTURE .....10**

    INTRODUCTION .....10

    HOSTING SERVICES .....10

    TECHNICAL TEAM .....10

    NIC CENTRAL DATA CENTER OFFERINGS .....10

    ADDITIONAL .....11

**THE NEBRASKA.GOV 2010 TECHNICAL PLAN .....12**

*Goal: Implement Active-Active solution for Electronic Services* .....12

*Goal: Broaden the Development skill set of our development team* .....12

*Goal: Use more common/standard development methodology* .....12

*Goal: Evaluate and Leverage emerging technologies*.....13

**NEBRASKA.GOV SERVICES .....14**

**NEBRASKA.GOV 2010 MARKETING PLAN .....15**

**NEBRASKA.GOV 2010 MARKETING GOALS .....17**

*Goal: 30% adoption rate for new services* .....17

*Goal: Increase awareness of Nebraska.gov services* .....17

*Goal: Expand a presence in the community*.....18

**NEBRASKA.GOV 2010 DETAILED MARKETING PLAN .....19**

**2010 NEBRASKA.GOV MARKETING SCHEDULE .....23**

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## **NEBRASKA.GOV *Executive Summary***

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Our product is simple: quality online services at no cost to the State. This product also includes additional benefits such as marketing and customer service. We serve the State and their audience of citizens and businesses. Where there is opportunity, we work with agencies to determine strategies to obtain the best return on investment. Future business is only limited by our imagination and determination, something we do not lack. We have a strong foundation in Nebraska. We are confident we can take Nebraska.gov to new levels of revenue growth.

Without a doubt, our strength and core competencies come directly from our staff. They continue delivering high quality services, meeting and often exceeding partner expectations. Because of their dedicated work ethic and their beliefs in making a difference, they have laid down a solid partnership foundation...our partners WANT to work with Nebraska.gov. Our expertise and strengths lie in the following:

- Responsive, results-oriented solutions for state agencies
- Proven marketing and outreach to drive usage
- State-friendly technology approach
- Tenured, Lincoln-based team
- Flexible and responsive financial models
- Mastery of all dimensions of e-government delivery

Nebraska Interactive has been the State of Nebraska's partner for the past 14 years and we have accomplished great undertakings in our partnership with the State. My vision for the future of the portal is to take Nebraska.gov to a new level; through the delivery of common sense services to achieve a growth in revenues to increase staff and resources. My plan includes detailed business strategies from the GM and management roles. I am confident the hard work it will take will increase the revenues and services of the state portal.

Our non-DMV growth initiatives the portal is targeting are large consumer groups who interact with government on a regular basis. Nebraska is a largely rural state, with the centers of government mainly located in the far eastern portion. Web-based services bridge the gap between the capital and the panhandle of Nebraska. The portal will be looking at delivering services to the user instead of being a place for the user to go for services. Utilizing Web 2.0 concepts and research to reach users on technologies of choice such as Facebook and Twitter will be a key to achieving this goal.

Finally, implementation of marketing plans will play a key role in achieving Nebraska.gov revenue goals. In 2010, we will continue to implement aggressive marketing tactics that help our partners achieve optimal efficiencies in their office.

In summary, we look forward to the challenges of 2010 and are very confident about the impact we can continue to make to our partners and the State of Nebraska.

<b>2008-2009 Portal Metric in Review</b>			
<b>Metric</b>	<b>2009</b>	<b>2008</b>	<b>% Change</b>
<b>Hits/Site Accesses</b>	49,517,587	66,372,513	-25%
<b>Unique hosts served</b>	4,185,486	4,845,484	-14%
<b># of subscribers</b>	2,940	3,585	-18%
<b># of content pages supported through the portal</b>	85,520	55,511	54%
<b># of transactions (including DMV batch and free)</b>	11,100,703	9,882,735	12%
<b># revenue-generating applications</b>	70	61	15%
<b># non-revenue-generating applications</b>	150	123	22%
<b># new services launched</b>	16	16	0%
<b>Total # applications supported by the portal</b>	220	184	20%

## **The Nebraska.gov Vision**

Nebraska.gov's vision for the portal is to deliver solutions that continue to provide exceptional value to the State and its constituents. In the process of doing so, we will position the portal as the undisputed leader in state e-government service delivery by providing the best-in-class portal services to which the State and Nebraska's constituents have become accustomed, as well as further innovative portal enhancements. We are committed to delivering the following to support the future growth of Nebraska.gov and the State's e-government platform:

- Value-Added Enterprise Portal Management Components
  - Cross-Boundary Services
  - Enhanced Security & Business Continuity Services
  - E-government Research
- Enhanced Portal Services
  - Citizen-Centric Portal
  - Leveraging NIC's Expansive Knowledge Library
  - Enhanced Services Through NIC's Corporate Sponsorships
  - Online Solutions to Support Nebraska's Economic Development

## **Vision For A Citizen Portal**

Citizens and businesses alike have turned to Nebraska.gov for reliable and accurate information. Whether renewing a professional license, conducting other business or remaining current with the latest news concerning Nebraska government, Nebraska.gov has become an indispensable resource for interacting with government in the State. In order for the portal to evolve and continue as a leader in these pursuits, we envision Nebraska.gov will be capable of embracing new technologies, adapting to business rule changes and finding ways to deliver more services in an increasingly challenging budget environment. Delivering the same quality directly to the user on a growing number of technology platforms and mobile devices is a critical component of the required skill set. Every day, citizens need to use information to identify themselves online, from renewing their professional licenses to biannual business filings and motor vehicle registrations. In order to provide a more efficient process to address these recurring actions, Nebraska.gov proposes a citizen-centric portal that provides opt-in personalization and is authenticated via a federated ID program that serves all of the State's technical and data assets. Bridging this gap would also allow citizens to choose to be notified – via email, SMS messaging or other means of the citizens' choosing – when their motor vehicle registration is about to expire, when their driver's license will need to be renewed, when the processing of a bi-annual corporate filing is required or any number of vital government interactions. This approach would result in a considerable decrease in the costs associated with printing, mailing and postage to the State of Nebraska, not to mention the reduction in manual labor.

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## Nebraska.gov 2010 Goals

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In planning for our 2010 business year, Nebraska.gov has identified four major objectives. Tracking existing services on a monthly basis and continuing research on market potential for new applications is our business and we continue to grow upon our past successes.

### **Goal: Launch at least 10 new services with our State partners**

**Working with our partners to launch innovating and exciting applications in 2010 is at the top of our priorities. Applications targeted to launch in 2010 are:**

**The applications listed have a market potential of 432,810 of new transactions.**

1. Secretary of State Corporation Tax Reporting  
Market Potential: 57,000
2. Nebraska eGov Payments  
Market Potential: 10,000
3. Department of Motor Vehicles Drivers License Renewals and Duplicates  
Market Potential: 318,000
4. Department of Corrections CSI online ordering  
Market Potential: 780
5. Department of Health and Human Services Wellness Survey  
Market Potential: 400
6. Secretary of State LLC Change of Registered Agent  
Market Potential: 1,000
7. Department of Agriculture Pesticide Applicator Permits  
Market Potential: 28,200
8. State electrical Division Inspection Requests  
Market Potential: 5,000
9. Engineers and Architects Licensure  
Market Potential: 430
10. Electronic Lien Search  
Market Potential: 12,000

**Goal: Drive organic growth through higher adoption of existing revenue generating services**

**Driving organic growth through increasing adoption of existing revenue generating applications makes us less dependent on driver's license record revenue. By diversifying and growing organically, we have a stronger foundation. Efforts to drive organic growth will come from:**

1. Reviewing market potential of underperforming revenue generating applications and where appropriate, develop a marketing strategy and plan of each identified application that has potential revenue opportunity.
2. Leverage business development position to analyze contracts older than 5-10 years, to look for applications where enhancements will improve adoption and a portal fee increase is appropriate.
3. Working with corporate marketing resources to increase adoption of existing applications with large market potential.
4. Tracking adoption of revenue generating applications on a monthly, on-going basis and comparing it to the marketing potential, subsequently working with the agencies to find ways to increase adoption. Report results to partners/staff.
5. Cross promote supplemental online services by utilizing current agency mailing of notices.

**Goal: Leverage NIC states to find application opportunities not currently being offered in Nebraska**

**A great benefit Nebraska.gov has at its disposal is our relationship with other NIC states and their ever extending services database. Nebraska.gov will work with the other NIC states to see what valuable services are being deployed and see if they fit into the scope of our partner's online objectives.**

Quarterly objectives:

- Point of sale service is a growing trend across the States. The benefits to counties and agencies are reduced PCI/DSS compliance for the agency, and consolidated financial reporting with their online services.
- Department of Corrections has a solid foundation across the states providing a complex series of financial transactions. Inmate Banking has become a proven partner solution across several NIC states.
- Department of Labor has several areas of interest across other states, with workers compensation, construction registry and work centers.

- Local Government solutions can assist the State with accomplishing their technology strategies. Services like Motor Vehicle Renewals, Point of Sale and Property taxes have the ability to gather county information.

**Goal: Identify new opportunities at the city and county levels of government**

**In 2010, Nebraska.gov will be looking into new territories for online application opportunities.**

Quarterly objectives:

- Utility and Power payments have been identified as a service we could provide for Public Power districts. This service would help manage utility costs without increasing costs.
- Over the counter/ Point of Sale is a solution that would be a great asset for the counties. It reduces security concerns for the counties and consolidates financial reporting with their online services.
- Licensing and Permits for local governments have become a topic of interest in these economic times.
- Property Tax Portfolio will allow batch payments for property taxes to local county treasurers.

**Goal: Implement latest Web technologies and Web 2.0 solutions with partners**

**Nebraska.gov prides itself in being a leader when it comes to cutting edge advancement around the delivery of eGovernment services. Below are our strategies to implement:**

- To transition into offering usable public data, we will collect and drive awareness of public data already in simple formats. Open-source developers and web-savvy citizens can create applications that are useful to the Nebraska citizen, and making it available in a memorable place on the portal almost markets itself.
- Nebraska.gov is in the planning phase of developing an agency-only RSS Creator to easily broadcast news in .xml format and integrate the state URL-shortened, ne.gov/go. To enhance the effectiveness of this innovation, we will offer metrics regarding traffic driven by ne.gov/go addresses for an accurate picture of each agency's return on investment in social marketing.
- We will proactively feature agency projects using 2.0 technologies on the portal. This opens talks with agencies to partner with the Nebraska.gov marketing team to target their audiences with continued marketing of their services, and it also

helps us partner with the CIO and Board to find policies that protect everyone's interests and privacy in using these third-party applications.

## **Nebraska.gov Portal Manager – Nebraska Interactive, LLC**

Nebraska Interactive, LLC (NI) is a wholly owned subsidiary of NIC Inc.

### **Staffing Profile**

Nebraska Interactive provides dedicated staff with expertise in infrastructure services, in a host of platforms, consulting and application configuration services in a multitude of development architectures.

To support *Nebraska.gov*, Nebraska Interactive is staffed at the management level with a General Manager, Director of Marketing and Portal Operations and Director of Development. As the work effort matures and grows with *Nebraska.gov*, Nebraska Interactive will work with the State to determine staffing levels for support positions, including additional Developers, Project Managers and others.

Currently the Nebraska Interactive staff includes one (1) lead software and application developer, one (1) senior software and application developer, three (3) software and application developers, two (2) creative design web developer, two (2) project managers, one (1) business development manager, one (1) customer support representative and one (1) administrative assistant/customer support.

Descriptions of the key personal positions are found below:

### **General Manager**

The General Manager has the responsibility to provide strategic leadership and direction for all operations related to the e-Government projects. The General Manager acts as a liaison to the State for NI and oversees the overall progress and implementation of the projects. The General Manager interfaces directly with the Nebraska State Records Board.

### **Director of Marketing and Portal Operations**

The Director of Marketing and Portal Operations, who reports to the General Manager, is responsible for recommending and executing the market development strategies for specific applications and the overall usability design of the Web site. In conjunction with the General Manager, this individual is responsible for all fiscal operations associated with the applications and for the day-to-day activities. The Director of Marketing and Portal Operations is also responsible for customer service, project management and customer relationship management.

### **Director of Development**

The Director of Development, who reports to the General Manager, is responsible for leading and assisting the Design and Technical Teams in the execution of individual projects. The primary responsibilities of the Director of Development include providing end to end product management of all eGovernment services, developing application and product specifications with state agencies and other customers, leading of designing, coding, and testing of software and network system and supervising, directing and leading of additional software developers.

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## **The Nebraska.gov 2010 Technical Architecture**

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### **Introduction**

Nebraska.gov utilizes Enterprise hosting services provided by the NIC Central Data Center which offers Nebraska State and local governments a state of the art, high performing, fully secure hosting operation responsible for processing billions of dollars. What's more, the team of technicians support this environment, has more than 20 decades of combined IT experience.

### **Hosting Services**

- Hardened Tier-4 facility protected by multiple security measures
- Network architecture is built for reliability and flexibility , with:
  - Redundant dual OC48 uplinks directly connected to AT&T global IP Backbone-Burstable to 100Mbps
  - Designed for flexibility to meet network requirements
  - Minimum N+1 redundancy factor on all critical infrastructure systems
  - Internet connectivity to Nebraska cage or rack via Ethernet handoff
- Best-in-Class fire suppression features – VESDA
- Extensive power-supply management and planning to ensure continuity with redundant geographic power grids
- Flexibility to accommodate new technologies as they are introduced

### **Technical Team**

- Committed to building and supporting a centralized, technical center of excellence
- Utilize ITIL (Information Technology Infrastructure Library) methodology to manage operations
- Focused on continuous improvement
- Diverse skill-sets, including;
  - Networking and security
  - Systems and networking architecture
- Application development
- Project management
- Database design and administration
- Internal and external network monitoring

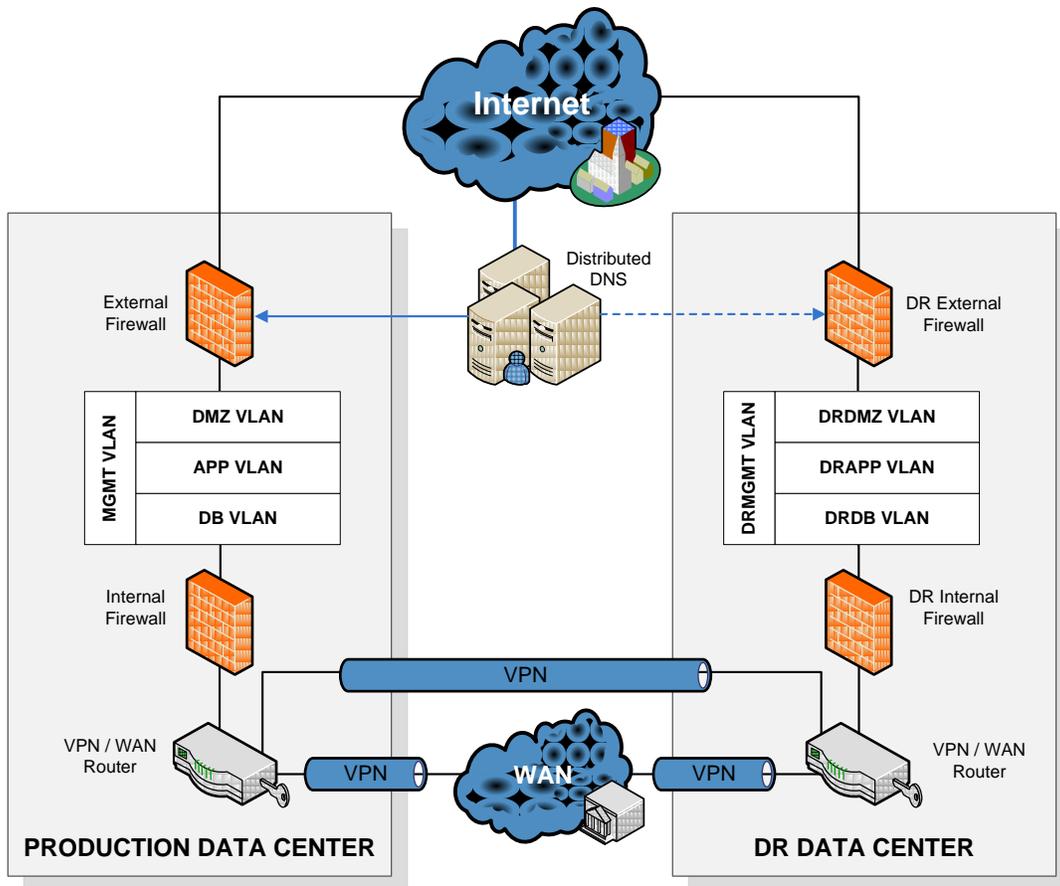
### **NIC Central Data Center Offerings**

- Secure billing and payment processing
- Virtualized architecture leveraged for redundancy, security, segmentation and scalability
- Provide both Unix/Linux and Microsoft hosting environments
- Software as a service and cloud computing capabilities
  - Complete hosting environments

- Customer Relationship and Content Management Systems
- Email/calendaring solutions
- Unified Communications

## **Additional**

- Dual AT&T data-centers
- Microsoft Certified Partner
- PCI DSS Level 1 Service Provider Certification
- CyberTrust/Verizon Business Certification
- Cisco, F5, Dell, Sun and EMC enterprise technologies
- Enterprise Oracle, Microsoft and MySQL processing



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## The Nebraska.gov 2010 Technical Plan

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For 2010, Nebraska.gov has defined the following technical goals towards leveraging the whole host of services available to the portal. The local technical staff have identified these goals as important and valuable to the Nebraska portal and its agencies and users.

### **Goal: Implement Active-Active solution for Electronic Services**

This will allow Nebraska.gov increased visibility and reliability by increasing redundancy at the facility level. This is the first steps of a long term goal, requiring coordination with the CDC and the State of Nebraska.

#### **Strategies:**

- Migrate Application and Web tiers over clustered environment.
- Update VPN connections to with the State of Nebraska, Point To Point DMV customers, and other partners for business continuity.
- Implement clustered firewall configuration to direct traffic.
- Configure slave DNS and establish Akamai technology

### **Goal: Broaden the Development skill set of our development team**

We will expand our Java development to include other robust enterprise frameworks such as Apache Struts, by leveraging Java and the tools that have been built around it, everything from libraries, frameworks, debuggers, and IDEs. These changes will have many benefits such as faster development time, more secure code, less bugs on initial launch, and lower training time for new developers already familiar with these technologies.

#### **Strategies:**

- Technical literature, cross portal expertise and training to educate our developers.
- Develop internal tools and libraries to help facilitate the use of java within our own environment.
- Research and try out IDE tools such as Net Beans and Eclipse.

### **Goal: Use more common/standard development methodology**

Developing applications to take advantage of AJAX style development to assist in making applications to create a more user friendly interface. This will help draw more repeat customers. As always, we will continue to evaluate and leverage emerging technologies to best fit the needs of Nebraska.

**Strategies:**

- Identify services that can be opened up to allow external API access. Develop web services for these for better integration.
- Design new application for instant dynamic interaction using AJAX development techniques.

**Goal: Evaluate and Leverage emerging technologies**

Implement an alternate environment which utilizes .NET tools and server technologies. Having the ability to provide this environment will provide scalability and depth for Nebraska.gov and State and local agencies.

**Strategies:**

- Evaluation of Internet Information Server (IIS). IIS as deployed on the application servers provides a standards-based web service container for hosting web services
- Content Management Servers - This template based content management system provides robust remote authoring capabilities and team workflow management
- SQL Servers a high performance relational database management system (RDBMS)

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## **Nebraska.gov Services**

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### **Expertise in eGovernment**

Nebraska.gov offers state and local government entities the expertise to automate routine, time-consuming tasks into interactive web-enabled applications. The applications are intended for use by citizens and businesses, to save taxpayer dollars as well as streamlining government processes.

Services provided through the Network Manager include:

### **Project Management**

Nebraska.gov works in cooperation with state and local governments to identify services that, when Web-enabled, can provide maximum benefit to agencies and their constituents. Project opportunities may be initiated by agency request, by customer demand or by inspiration from a successful service being provided by other eGovernment portals including, but not limited to the 20 other NIC managed sister state portals. Opportunities are analyzed to determine potential benefits to the agency and its customers as well as technical feasibility. Once identified, services are prioritized and added to the development queue. Generally, there are at least twelve new Web services in various stages of development. Effective project management ensures that all phases of the application development life cycle – project definition, project planning, project execution and project closeout – are performed successfully and on schedule.

### **Web Application Development**

Nebraska.gov has a team of local dedicated, talented Web application developers experienced in eGovernment. Rapid, effective development and deployment is critical to the partnership's operations and financial model. Resource and cost overruns are not covered by the taxpayer and the Network Manager earns nothing until taxpayers derive real benefit from a working application. This provides stable ground for a partnership whose highest priority is being responsive to agency needs while maximally pleasing citizens and businesses.

### **Web Site and Application Maintenance**

A significant portion of the Nebraska.gov technical team's effort is devoted to ongoing maintenance of the portal Web site, state agency Web sites and individual applications. This includes modifications to existing services at an agency's request or made necessary by changes in back-end systems; upgrades of applications to improve performance; and updates to the Web site.

### **Web Site and Application Hosting**

Nebraska.gov has invested in an infrastructure that provides maximum "up-time" for State services. Dedicated servers host state Web applications that interface with back-end systems. A secure socket layer (SSL) server is also utilized to encrypt private information such as customer credit card transactions. Nebraska.gov, in cooperation with the NIC Technical Solutions team, continues to actively seek ways to improve overall reliability and operability to support the growing needs of the State of Nebraska.

### **Marketing**

Even the best Web applications are useless if no one knows about them, which is why marketing is a key component to the success of each of Nebraska.gov's online services.

Nebraska.gov utilizes a variety of marketing strategies to drive adoption of Web services. Most marketing efforts are geared to business users, who realize significant savings in time and money by conducting state business via the Web. The Network Manager delivers the Nebraska.gov message to businesses through trade shows, direct mailings and some trade publication advertising. In addition, Nebraska.gov consults with state agencies to provide promotional materials, branding and information to help agency staff promote their own Web services.

### **Training**

Training is also an effective marketing tool that is utilized by portal staff for agencies to become more familiar with Nebraska.gov services. This occurs not only during Web application development, but is an ongoing effort as agency staff turnover and Nebraska.gov services evolve. Customer training, through trade group and agency-sponsored seminars, is also conducted to help users gain a comfort level with "self-service" via the Web.

### **Customer Service**

An effective Help Desk is vital to the operation of the state portal. When a customer encounters a question while using a state service, assistance is only a phone call, email or online chat away. Nebraska.gov's customer service representatives are well versed in all portal services and are able to assist customers knowledgeably and quickly. When necessary, customers may be referred to an application developer or Project Manager to resolve more complex questions.

### **Account Management**

Because Nebraska.gov is a self-funded portal, several of its services involve the collection of money from customers. Money collected is a combination of agency statutory fees and enhanced access fees. Statutory fees collected through Nebraska.gov subscriber accounts are remitted to the NSRB on a monthly basis, along with a report detailing transaction activity. Accounts are billed by Nebraska.gov monthly for any services used and Nebraska.gov assumes the burden of collection. Regardless of customer collection status, state funds are always remitted to the NSRB as scheduled. To enable credit card transactions, Nebraska.gov utilizes authentication and fund-capturing services, maintains a merchant account with the state credit card vendor and covers all banking fees. Statutory fees collected via credit card transactions are remitted immediately to the agency.

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## **Nebraska.gov 2010 Marketing Plan**

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An e-government portal is only as effective as the marketing effort to drive traffic to it. Nebraska.gov has worked closely with Nebraska government to design and implement portal-wide and application-specific deployment plans and marketing campaigns.

Nebraska.gov has developed a plan to effectively market services to the State, as well as the citizens and businesses that directly benefit from the convenience of being able to conduct their business online. This includes the following:

- Enhance understanding of Nebraska.gov within Nebraska government and generate new service/partnership opportunities with state and municipal agencies.

- Drive adoption of Nebraska.gov online services through targeted marketing and outreach to customers in partnership with the sponsoring government agencies.
- Generate increased awareness of the Nebraska.gov brand among businesses and citizens with the underlying objective of building advocacy of the portal that generates higher traffic and usage of online services.
- Leverage diverse communication channels to reach agency, business and citizen end users – including media relations, print & online advertising, direct mail & e-mail, public service announcements, radio actualities, event appearances, continuing education training and industry outreach.

Nebraska.gov's objective is to remain behind the scenes and instead focus on generating support, awareness and recognition for our government partners. To that end, we work hand-in-hand with State staff to co-author news releases and develop direct mail, advertising and merchandising campaigns to promote new services and portal successes.

We also leverage our corporate relationship with NIC's national marketing team to elevate Nebraska.gov's profile across the country. In the past, Nebraska's services have been featured in print advertisements, news stories and press releases that have been distributed to key national, industry, trade and research audiences. Nebraska.gov is eager to further leverage NIC's corporate marketing and communications resources to position Nebraska.gov as a national leader. To date, our overall marketing efforts have delivered measurable results, including:

- Appreciable gains in adoption rates for professional licensing applications – a focused marketing effort has been proven effective by increasing online adoption from 30% to 90% from one renewal period to the next.
- Marketing that included national press releases for 17 noteworthy State accomplishments produced over 2,400 views by media outlets and 500 direct clicks to the Nebraska.gov portal.
- Print advertising for an online business service increased online usage by 300% during the advertising period.

These are just a few of the metrics that demonstrate the success of our collaborative effort with agencies to increase adoption and awareness of Nebraska.gov and its services.

Attending conventions and conferences has proven to be great networking and marketing opportunities. We have identified some key conventions and conferences in which we will be participating in 2010. We will have exhibit booths and look for speaking opportunities. This is a great way to reach the target market for specific services.

There is an increased awareness these days in cutting costs and saving the environment. We have a solution that can do both. We will work with agencies to no longer mail out paper forms, when the service is provided online. This will save the time and costs of printing, as well as the postage to mail the envelopes.

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## Nebraska.gov 2010 Marketing Goals

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### **Goal: 30% adoption rate for new services**

New services are launched through the year. There are many ways to alert people to the new opportunities to conduct business online. Marketing plans have been created, highlights are listed below, that outline our plans to gain adoption.

1. Secretary of State Corporation Tax Reporting
2. Nebraska eGov Payments
3. Department of Motor Vehicles Drivers License Renewals and Duplicates
4. Department of Corrections CSI online ordering
5. Department of Health and Human Services Wellness Survey
6. Secretary of State LLC Change of Registered Agent
7. Department of Agriculture Pesticide Applicator Permits
8. State electrical Division Inspection Requests
9. Engineers and Architects Licensure
10. Electronic Lien Search

### **Goal: Increase awareness of Nebraska.gov services**

There are numerous opportunities to reach citizens, businesses, and agencies to increase awareness of Nebraska.gov and the services that are provided. In the text below, there are specific marketing plans to identify ways to reach this goal.

1. The Partner Event will be held on April 21<sup>st</sup>, 2010 at the Cornhusker hotel. This is an opportunity to gain awareness of Nebraska.gov and the services provided.
2. Nebraska.gov presents a Nebraska Spirit Art Contest with the Secretary of State's Office. This event is open to children in kindergarten through fifth grades. This opportunity builds statewide awareness and goodwill.
3. Leveraging our relationship with NIC providing press releases through national providers. Services today, such as Foreign Corporation Tax reporting has a global audience which affects Nebraska.

**Goal: Expand a presence in the community**

Nebraska.gov is working to build relationships with members of the community, not only locally, but statewide and nationally.

1. Staff from Nebraska.gov participates in the Lincoln Chamber of Commerce Meetings and events. A staff member belongs to the American Marketing Association, which has been a wonderful resource.
2. We look to participate at conferences/conventions for the Nebraska Hospital Association, Nebraska State Bar Association, Nebraska Society of Certified Public Accountants, and the Nebraska Association of County Officials. As we become aware of more opportunities, we will take advantage of them.
3. When mailings must be sent, we want to include an insert that will raise awareness to the online options available. The services that we will focus on for 2010 include the following:
  - SOS LLC/LLP
  - License Plate Renewals
  - Driver License Renewals
  - Board of Public Accountancy – License Renewals and Reporting of Continuing Education
  - Nebraska Real Estate Commission – Renewals and other applications
  - Over-the-Counter payment system
  - One time driver Record Search
  - Court EPayments

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**Nebraska.gov 2010 Detailed Marketing Plan**

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<b>Marketing Plan for Secretary of State Services</b>				
<b>Application Name</b>	<b>Tactic</b>	<b>Date</b>	<b>Benefit</b>	<b>Repeat/Timing</b>
LLP	Advertising in Daily Record	January	Reach target market	Will repeat ads as long as we see results
LLP & LLC	Flier	December	reach target market	insert flier into envelopes when mailing materials
All applications	Go Green! - work with agency to eliminate mailing of forms that can be completed online	All Year	Eliminate costs in printing and postage. Increase awareness of online services	This method is designed to change years of habits. It should be continued for years to come.
LLP & LLC	Press Release	Jan & April	remind people of service	will issue at start and towards the end of renewal period
All applications	Utilize Social Networking - Facebook, Twitter, RSS Feeds	All Year	reach audience through different mediums	Start early January and end by April
Art Contest	Press Release, zoo tickets, food	June	Reach students and their parents, across Nebraska	Once a year event

## Marketing Plan for Department of Motor Vehicle Services

Application Name	Tactic	Date	Benefit	Repeat/Timing
License Plate Renewals	Douglas County Inserts for renewal notice mailings	All Year	successful target marketing	mail monthly with Douglas County renewal notices
License Plate Renewals & Driver License Renewals	Tear pads	All Year	multi-use marketing	tear pads used at County Treasurer offices
All DMV applications	Inserts for State DMV mailings	All Year	mailings already being sent, inexpensive way to reach more people	include inserts every time a mailing is sent from the DMV
License Plate Renewals & Driver License Renewals	Work with individual counties for inserts in mailings	All Year	Counties have other mailings during the year. Postage is already paid	once a year, possibly more, depending on the county
All DMV applications	Utilize Social Networking - Facebook, Twitter, RSS Feeds	All Year	reach audience through different mediums	Remind people at beginning and towards end of the month
Driver License Renewal	Press Conference	Estimated June	free statewide recognition	have press conference with the Governor to discuss new online service
Driver License Renewal	Press Release	After press conference	free coverage	Issue to discuss new service, wait a few months to discuss adoption

<b>Marketing Plan for Court Services</b>			
<b>Application Name</b>	<b>Tactic</b>	<b>Date</b>	<b>Benefit</b>
All Court Applications	Convention	October	Reach target market
All Court Applications	Materials to be distributed at convention	October	Reach target market
Court ePayments	Press Release	January	free coverage
All Court Applications	Utilize Social Networking - Facebook, Twitter, RSS Feeds	All year	reach audience through different mediums

<b>Marketing Plan for License Renewals for Multiple Agencies</b>			
<b>Tactic</b>	<b>Date</b>	<b>Benefit</b>	
Conventions	Nov	reach target market	
Flier	varies	reach target market	
Go Green! - work with agencies to eliminate mailing of forms that can be completed online	varies	Eliminate costs in printing and postage. Increase awareness of online services	
Press Release	varies	Promote online options	
Utilize Social Networking - Facebook, Twitter, RSS Feeds	varies	reach audience through different mediums	
<b>Marketing Plan for Workwell Survey</b>			
<b>Tactic</b>	<b>Date</b>	<b>Benefit</b>	<b>Repeat/Timing</b>
Marketing to Workwell Agencies	Starting March	increase awareness and adoption	As needed

Marketing to Companies to use the Survey	Starting March	increase awareness and adoption	As needed
Have NIC marketing team involved to help with National Plan	January	increase awareness and adoption	As needed

<b>Marketing Plan for Over the Counter Payments</b>			
<b>Tactic</b>	<b>Date</b>	<b>Benefit</b>	<b>Repeat/Timing</b>
Marketing materials for agencies	May until end of year	Alert people to new service	As new agencies are added, will send new materials
Press Release	All year	Alert people to new service	A press release will be issued when a new service goes live

## 2010 Nebraska.gov Marketing Schedule

The 2010 Marketing Schedule is a reference for future marketing activities. It will be a guide, as new opportunities may be presented during the year. The proposed schedule will help reach the goals stated in the plan. Nebraska.gov not only wants to launch more services in the coming year, those new services should be promoted for people to be made aware of and use.

Marketing Effort	Key Marketing Tasks
<b>January</b>	
DMV Insert	Working with DMV to create insert for all mailings sent
Court ePayments	Issue a press release to increase awareness of service
Bill Tracker	When the new session begins, issue a press release reminding people of the service available
LLP reports	Promote and raise awareness for service
New Services	New services launched this month will have a press release issued and any necessary marketing efforts
2010 Nebraska Spirit Art Contest	This event is sponsored by the Secretary of State and Nebraska.gov. Make people aware of the upcoming contest
2010 Partner Event	Organize and prepare for upcoming Partner Event
NSRB Newsletter	New services are highlighted. Updated monthly statistics, adoption rates, as well as other information is provided.
Social Networking	Use social networking tools, such as Facebook, twitter, and rss feeds to increase awareness of services and events.
Portal Updates	The portal is updated to feature different services and agencies every month
Lincoln Chamber of Commerce	Attend events sponsored by the Lincoln Chamber of Commerce
Lincoln Marketing Association	Meet with other marketers to discuss and learn new marketing techniques.
<b>February</b>	
E-Gov Awards	Submit Award nominations
2010 Legislative Caucus	The Nebraska Chamber of Commerce & Industry is having its annual Legislative Caucus.
New Services	New services launched this month will have a press release issued and any necessary marketing efforts
2010 Nebraska Spirit Art Contest	Work with Secretary of State's office to raise awareness and gain interest in the art contest
2010 Partner Event	Organize and prepare for upcoming Partner Event
NSRB Newsletter	New services are highlighted. Updated monthly statistics, adoption rates, as well as other information is provided.
Social Networking	Use social networking tools, such as Facebook, twitter, and RSS feeds to increase awareness of services and events.
Portal Updates	The portal is updated to feature different services and agencies every month
Lincoln Chamber of Commerce	Attend events sponsored by the Lincoln Chamber of Commerce
Lincoln Marketing	Meet with other marketers to discuss and learn new marketing

Association	techniques.
<b>March</b>	
E-Gov Awards	Submit Award nominations
New Services	New services launched this month will have a press release issued and any necessary marketing efforts
2010 Nebraska Spirit Art Contest	Submissions will be accepted, starting March 1.
2010 Partner Event	Continue preparations for upcoming Partner Event
NSRB Newsletter	New services are highlighted. Updated monthly statistics, adoption rates, as well as other information is provided.
Social Networking	Use social networking tools, such as Facebook, twitter, and RSS feeds to increase awareness of services and events.
Portal Updates	The portal is updated to feature different services and agencies every month
Lincoln Chamber of Commerce	Attend events sponsored by the Lincoln Chamber of Commerce
Lincoln Marketing Association	Meet with other marketers to discuss and learn new marketing techniques.
<b>April</b>	
NASCIO Awards	Submit Award nominations
New Services	New services launched this month will have a press release issued and any necessary marketing efforts
2010 Nebraska Spirit Art Contest	The submissions are due by April 26. The finalists will be selected.
2010 Partner Event	The Partner Event will be held on April 21, at the Cornhusker Hotel
NSRB Newsletter	New services are highlighted. Updated monthly statistics, adoption rates, as well as other information is provided.
Social Networking	Use social networking tools, such as Facebook, twitter, and RSS feeds to increase awareness of services and events.
Portal Updates	The portal is updated to feature different services and agencies every month
Lincoln Chamber of Commerce	Attend events sponsored by the Lincoln Chamber of Commerce
Lincoln Marketing Association	Meet with other marketers to discuss and learn new marketing techniques.
<b>May</b>	
E-Gov Awards	Submit Award nominations
New Services	New services launched this month will have a press release issued and any necessary marketing efforts
2010 Nebraska Spirit Art Contest	The finalists will be notified. A press release will be issued to alert people to the online voting. The artwork of the finalists' will be displayed in the Capitol.
NSRB Newsletter	New services are highlighted. Updated monthly statistics, adoption rates, as well as other information is provided.
Social Networking	Use social networking tools, such as Facebook, twitter, and RSS feeds to increase awareness of services and events.
Portal Updates	The portal is updated to feature different services and agencies every month
Lincoln Chamber of	Attend events sponsored by the Lincoln Chamber of Commerce

Commerce	
Lincoln Marketing Association	Meet with other marketers to discuss and learn new marketing techniques.
<b>June</b>	
Best of the Web	Submit Award nominations
DMV Driver License Renewal	A press conference will be held with the Governor to promote the new service. Other marketing methods will also be used to gain awareness of the program.
New Services	New services launched this month will have a press release issued and any necessary marketing efforts
2010 Nebraska Spirit Art Contest	Award Ceremony will be held on June 4, at the Capitol. Lunch for the winners and their families will be served at the Governor's Mansion.
NSRB Newsletter	New services are highlighted. Updated monthly statistics, adoption rates, as well as other information is provided.
Social Networking	Use social networking tools, such as Facebook, twitter, and RSS feeds to increase awareness of services and events.
Portal Updates	The portal is updated to feature different services and agencies every month
Lincoln Chamber of Commerce	Attend events sponsored by the Lincoln Chamber of Commerce
Lincoln Marketing Association	Meet with other marketers to discuss and learn new marketing techniques.
<b>July</b>	
E-Gov Awards	Submit Award nominations
New Services	New services launched this month will have a press release issued and any necessary marketing efforts
NSRB Newsletter	New services are highlighted. Updated monthly statistics, adoption rates, as well as other information is provided.
Social Networking	Use social networking tools, such as Facebook, twitter, and RSS feeds to increase awareness of services and events.
Portal Updates	The portal is updated to feature different services and agencies every month
Lincoln Chamber of Commerce	Attend events sponsored by the Lincoln Chamber of Commerce
Lincoln Marketing Association	Meet with other marketers to discuss and learn new marketing techniques.
<b>August</b>	
E-Gov Awards	Submit Award nominations
New Services	New services launched this month will have a press release issued and any necessary marketing efforts
NSRB Newsletter	New services are highlighted. Updated monthly statistics, adoption rates, as well as other information is provided.
Social Networking	Use social networking tools, such as Facebook, twitter, and RSS feeds to increase awareness of services and events.
Portal Updates	The portal is updated to feature different services and agencies every month
Lincoln Chamber of Commerce	Attend events sponsored by the Lincoln Chamber of Commerce
Lincoln Marketing	Meet with other marketers to discuss and learn new marketing

Association	techniques.
<b>September</b>	
E-Gov Awards	Submit Award nominations
New Services	New services launched this month will have a press release issued and any necessary marketing efforts
NSRB Newsletter	New services are highlighted. Updated monthly statistics, adoption rates, as well as other information is provided.
Social Networking	Use social networking tools, such as Facebook, twitter, and RSS feeds to increase awareness of services and events.
Portal Updates	The portal is updated to feature different services and agencies every month
Lincoln Chamber of Commerce	Attend events sponsored by the Lincoln Chamber of Commerce
Lincoln Marketing Association	Meet with other marketers to discuss and learn new marketing techniques.
<b>October</b>	
E-Gov Awards	Submit Award nominations
Nebraska Bar Association Convention	Nebraska.gov will have an exhibit booth at the convention. This is an opportunity to highlight services and increase awareness
New Services	New services launched this month will have a press release issued and any necessary marketing efforts
NSRB Newsletter	New services are highlighted. Updated monthly statistics, adoption rates, as well as other information is provided.
Social Networking	Use social networking tools, such as Facebook, twitter, and RSS feeds to increase awareness of services and events.
Portal Updates	The portal is updated to feature different services and agencies every month
Lincoln Chamber of Commerce	Attend events sponsored by the Lincoln Chamber of Commerce
Lincoln Marketing Association	Meet with other marketers to discuss and learn new marketing techniques.
<b>November</b>	
E-Gov Awards	Submit Award nominations
Nebraska CPA Conference	Work with the Board of Public Accountancy to have a booth at the CPA conference.
New Services	New services launched this month will have a press release issued and any necessary marketing efforts
NSRB Newsletter	New services are highlighted. Updated monthly statistics, adoption rates, as well as other information is provided.
Social Networking	Use social networking tools, such as Facebook, twitter, and RSS feeds to increase awareness of services and events.
Portal Updates	The portal is updated to feature different services and agencies every month
Lincoln Chamber of Commerce	Attend events sponsored by the Lincoln Chamber of Commerce
Lincoln Marketing Association	Meet with other marketers to discuss and learn new marketing techniques.

<b>December</b>	
E-Gov Awards	Submit Award nominations
NACO Conference	The Nebraska Association of County Officials has an annual convention. This provides an opportunity to meet with officials and increase awareness of company and services provided.
New Services	New services launched this month will have a press release issued and any necessary marketing efforts
2011 Nebraska Spirit Art Contest	Begin preparations for the 2011 Nebraska Spirit Art Contest
2011 Partner Event	Meet to determine agenda for Partner Event
NSRB Newsletter	New services are highlighted. Updated monthly statistics, adoption rates, as well as other information is provided.
Social Networking	Use social networking tools, such as Facebook, twitter, and RSS feeds to increase awareness of services and events.
Portal Updates	The portal is updated to feature different services and agencies every month
Lincoln Chamber of Commerce	Attend events sponsored by the Lincoln Chamber of Commerce
Lincoln Marketing Association	Meet with other marketers to discuss and learn new marketing techniques.

### **Promotional Strategies**

In preparing marketing campaigns, various concepts are available to promote the services. The best methods are discussed and narrowed down to the ones that best fit each campaign. The following is a list of some methods considered when creating a marketing plan.

- Press releases
- Inserts for mailings
- Organized Association relationships
- Tear pads
- Convention/conference exhibit booths
- Promotional items; pens, post its
- Web site links on association sites
- Speaking engagements
- Newspaper advertisements
- Fliers
- Posters
- Radio Advertising
- Association newsletters
- Portal homepage presence
- Billboards
- Public service announcements

NEBRASKA . GOV

# 2009 STATE OF THE PORTAL

Presented by

**Brent Hoffman**  
General Manager

# Agenda

- Portal Facts
- Current Staff
- Current Services Provided
- The Daily Business
- Customer Service
- Items for Future Review

# Portal Facts

	2009	2008
<u>Total number of active applications:</u>	<u>220</u>	184
○ New applications:	16	16
○ Number of fee-generating applications:	70	61
○ Number of free applications:	150	123
<u>Total number of Web sites hosted:</u>	<u>161</u>	172
○ New in 2009:	7	5
<u>Total number of active subscriber accounts:</u>	<u>3,056</u>	2,978
○ New in 2009:	78	80

# Nebraska.gov Staff

Current staff: **14**

◎ **Marketing & Operations:**

- 1 General Manager
- 1 Director of Marketing & Portal Operations
- 1 Business Development Analyst
- 2 Project Managers
- 1 Customer Support
- 1 Office Administrator

◎ **Creative Services:**

- 2 Creative Services

◎ **Development:**

- 1 Director of Development
- 1 Lead Software Developer
- 3 Software Developer

# Current Services offered by Nebraska.gov

## ◎ **Project management**

- establish & maintain partner relationships
- management of projects
- artifact gathering
- maintain communication
- establish meeting schedules for projects
- create partner contracts, participate in audits
- State committee participation
- application testing

## ◎ **Business development**

- create marketing materials & news releases
- media & PIO relations
- attend conferences, meetings, & summits promoting services
- track adoption
- prepare award submittals
- conduct focus groups
- editing of portal and portal services content
- create & monitor surveys
- State committee participation
- application testing

# Current Services offered by Nebraska.gov

## ◎ **Development & System administration**

- design and develop Web-based applications
- provide ongoing technical support & maintenance to Nebraska.gov-created applications
- change management
- host Web sites
- ensure security policies are adhered to
- create, maintain, & test disaster recovery processes
- process billing
- participate in financial and security audits
- State committee participation
- application testing

# Current Services offered by Nebraska.gov

## ◎ Creative services

- design Web sites
- create site and application architecture
- ensure usability and accessibility standards implemented
- design prototype and demo of applications
- conduct user testing & focus groups
- maintenance of service demos, portal, and portal enhancements
- Web site maintenance training
- site advising
- State committee participation
- application testing

# Current Services offered by Nebraska.gov

## ◎ Account management

- create accounts
- provide account management
- provide customer support
- process billing, chargebacks and refunds
- participate in audits
- manage contracts

## ◎ Customer Service

- respond to phone, e-mail, & LiveChat requests
- establish & manage e-mail distribution lists
- provide technical & user support for Nebraska.gov-developed applications
- account & billing support
- application testing

# Resource Allocation

2/10/2010

# Audits

Each year the Nebraska.gov portal participates in audits that ensure the various requirements of the portal are being met. Such audits include:

- NSRB contractual audit
- NIC Contract audit
- CyberTrust quarterly audit
- NIC security quarterly audit
- Price Waterhouse Cooper Sarbanes Oxley audit
- Monthly PCI/DSS security scans
- Quarterly PCI/DSS security scans

# Maintenance

Each area of the staff, i.e., customer support, project management, creative services, and development play a role in maintenance. Tasks associated with maintenance include:

- Issues
- Project Change Requests
  - Application changes
  - Database changes
  - System changes
  - Network changes
  - Security changes
- Rewrites
- Software upgrades and updates
- Hardware upgrades and updates
- Database updates
- Security scans and patches
- Help Center training

# Issues

Issues or 'Bugs' are entered into our incident tracking tool. These require attention by a developer or creative designer. These are a 'fix' to a problem, not a major change or enhancement.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2006	64	146	144	145	129	82	68	60	29	37	49	23
2007	36	45	46	36	46	35	33	32	37	49	48	22
2008	47	36	22	10	19	21	21	18	92*	130*	75*	25*
2009	7	179	131	49	69	31	130	295	18	21	168	284

\*The increase in September 2008 is due to our increase in staff logging all calls.

# Changes

- Changes occur when the production environment must be changed. This includes but is not limited to; applications, databases, network and security

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
2006	37	87	143	109	94	64	58	65	37	37	22	26	779
2007	35	31	23	25	24	13	18	20	16	26	16	8	255
2008	14	20	28	29	19	27	15	8	33	17	7	12	229
2009	18	24	27	18	27	30	28	28	34	32	12	42	320

# Maintenance Activity

The following compilation of maintenance does not include customer support, security scans, and meetings that are required as part of the maintenance with each project.

Type of Maintenance	2009	2008
Issue Tracking	1381	530
Application Changes	297	212
System Changes	6	11
Network changes	4	1
Security Changes	2	0
Database Changes	11	5
Total	1701	759

# Partners & Services

Partners with the greatest number of services and correlating non-DMV revenue

\* After State Revenues and NSRB share

<b>Partner</b>	<b>Total Services</b>	<b>Fee</b>	<b>Free</b>	<b>Net Revenue</b>
Secretary of State	38	31	7	\$328,991
Real Estate Commission	30	16	14	\$2,518
Department of Motor Vehicles	20	15	5	\$199,004
Department of Revenue	14	9	5	\$18,484
Courts	14	7	7	\$481,116

# Maintenance Statistics

Partners having the greatest number of Help Desk calls

	2009
(SOS) Secretary of State	348
Courts	288
(DMV) Motor Vehicles	211
(DHHS) Health & Human Services	25
(SFM) State Fire Marshal	23

Applications having the greatest number of Help Desk calls

	2009
(SOS) Corporation Searches	196
(Courts) Justice	168
(Courts) E-Filing	61
(DMV) Reinstatements	44
(SOS) Limited Liability Company Biennial Filings	26

# Project Resource Allocation

	Hours	Cost Avoidance
(SOS) Secretary of State	728	\$54,600
Courts	647	\$48,525
(DHHS) Department of Health and Human Services	599	\$44,925
(NBPA) Board of Public Accountancy	554	\$41,550
(DMV) Department of Motor Vehicles	479	\$35,925
<b>Total cost avoided for 2009</b>		<b>\$225,525</b>

Partners receiving the greatest resources for new projects & current application enhancements

	Hours	Cost Avoidance
(BPA) Accountat License Renewals	519	\$38,925
(DHHS) WorkWell Health Appraisal	360	\$27,000
(SOS) EFS Originals	320	\$24,000
(SOS) Corporation Tax Reports	275	\$20,625
(AOC) Court case ePayments	219	\$16,425
<b>Total cost Avoidance for 2009</b>		<b>\$126,975</b>

New projects receiving the greatest resources

\*Hourly rate is based on \$75.00

# Services

## Top Five Non-DMV Revenue-Generating Services

*\* After State revenues and NSRB share*

<b>Application</b>	<b>Net Revenue</b>	
Court Records Searches	2009	\$481,116
	2008	\$483,647
DMV - License Plate Renewals <i>(new service as of 12/2009)</i>	2009	\$ 3,234
	2008	\$145,984
UCC Requests	2009	\$ 82,660
	2008	\$ 83,136
UCC Electronic Filings	2009	\$ 54,199
	2008	\$ 58,630
DMV Reinstatements	2009	\$ 48,681
	2008	\$ 39,625