Form 1–RFQ Response Form

I. Statement of Interest and Contact Information

Company name and address

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Bidder Contact(s)

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II. References

Commonwealth of Pennsylvania

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The Commonwealth of Pennsylvania's Generative AI pilot with ChatGPT Enterprise was a yearlong initiative (March 2024 – March 2025) that equipped 175 state employees across 14 agencies to explore how AI could improve daily operations. Over 85% of participants reported a positive experience, with average time savings of 95 minutes per day and marked reductions in task complexity. The most common use cases—brainstorming, summarizing complex policies, drafting communications, and accelerating document workflows—directly addressed core public sector challenges.

Employees used ChatGPT as "innovation engines," "bureaucracy hackers," and "strategic communicators," driving faster and clearer internal work and improved service delivery. The program demonstrated how secure, enterprise AI can support workforce enablement at scale while preserving human oversight and judgment. These outcomes align closely with Massachusetts' RFQ 26-04261 goals to embed trusted AI tools, expand employee capacity, streamline operations, and build a modern digital government that enhances constituent services.

State of North Carolina, Office of the State Treasurer
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The North Carolina Department of State Treasurer conducted a three-month generative AI pilot (March–June 2025) using ChatGPT Enterprise to evaluate how AI could streamline internal operations and enhance public service delivery. Thirty-six employees across three divisions participated, with 85% reporting a positive experience and average time savings of 30–60 minutes per day.

Participants used ChatGPT for research, drafting communications, summarizing complex reports, and comparing lengthy audits—reducing review times from hours to minutes. They described the tool as a "tremendous time management asset," while emphasizing that human oversight remained critical for accuracy and tone.

The pilot, supported by North Carolina Central University's Institute for AI and Emerging Research, demonstrated measurable gains in efficiency, clarity, and documentation rigor. Its findings mirror the Commonwealth of Massachusetts' RFQ 26-04261 objectives: deploying secure, enterprise-grade AI to empower employees, streamline government processes, and deliver faster, clearer, and more accessible services to constituents.

Please visit https://www.nctreasurer.gov/nccunc-treasurer-ai-survey-report/open to view results of the pilot generated by an independent third party.

U.S. Department of Health and Human Services
Kevin Duvall
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OpenAI is working with the U.S. Department of Health and Human Services (HHS) to deploy ChatGPT Enterprise across HHS agencies. Under this initiative, hundreds of thousands of HHS employees now have access to the platform to support internal operations, communications, policy analysis, and program execution. This deployment leverages OpenAI's enterprise-grade AI, aligned with public-sector security and compliance expectations.

To protect sensitive health-related information, the implementation includes strong safeguards: data inputs and outputs are never used to train OpenAI's underlying models; logical segmentation isolates each HHS unit's data; and encryption is applied both during transmission and at rest. The system is integrated with HHS's existing identity and access management infrastructure to ensure secure, seamless user onboarding and oversight.

The partnership reflects HHS's commitment to accelerating modernization across its functions while maintaining trust and regulatory alignment. By tapping into ChatGPT Enterprise, HHS is positioned to improve staff productivity, reduce repetitive workloads, and enhance cross-department collaboration, all while preserving strong guardrails around data integrity and governance.

III. Data Classification

Bidder must describe its information security practices and policies with respect to the Data Types identified in Section V (Data Classification) of the RFQ. Additional documentation may be attached to this Response form

OpenAI's ChatGPT platform has a strong track record of supporting sensitive data types. The Trust Portal at trust.openai.com is the central place for evidence and control mappings, and includes independent attestation artifacts like OpenAI's SOC 2 Type II report, ISO certificates, penetration test findings, and more.

To support more sensitive data types, OpenAI has launched a "Regulated Workspace" concept. This Regulated Workspace is agency specific and automatically gates features that are out of compliance with a particular data type. For example, OpenAI has used the Regulated Workspace concept in support of healthcare customers that needed to automatically gate features that did not meet HIPAA compliance, while still maintaining access to compliant capabilities. All typical Enterprise security controls, including RBAC, encryption, etc. are still implemented in this workspace.

In tandem with Regulated Workspaces, OpenAI is also pursuing FedRAMP authorization for the ChatGPT Enterprise and API products. ChatGPT Enterprise is currently enrolled in the FedRAMP 20X program (and is listed at https://www.fedramp.gov/ai/ as the only current AI priority for the FedRAMP team), with a rough estimation of FedRAMP Low by December 2025 and FedRAMP Moderate in early 2026. OpenAI's FedRAMP-focused engineering workstreams explicitly anticipate dedicated or isolated infrastructure, change management controls, and the continuous monitoring artifacts reviewers expect, and updates will continue to be provided to Commonwealth staff throughout the period of performance.

IV. Business and Technical Response

A. Description of the specific products/service offered

Empowering the Commonwealth

"We are going to be the state where AI solves problems large and small; grows our economy; creates new jobs, careers and business opportunities for people; and we will do it the right way." –Governor Maura Healey

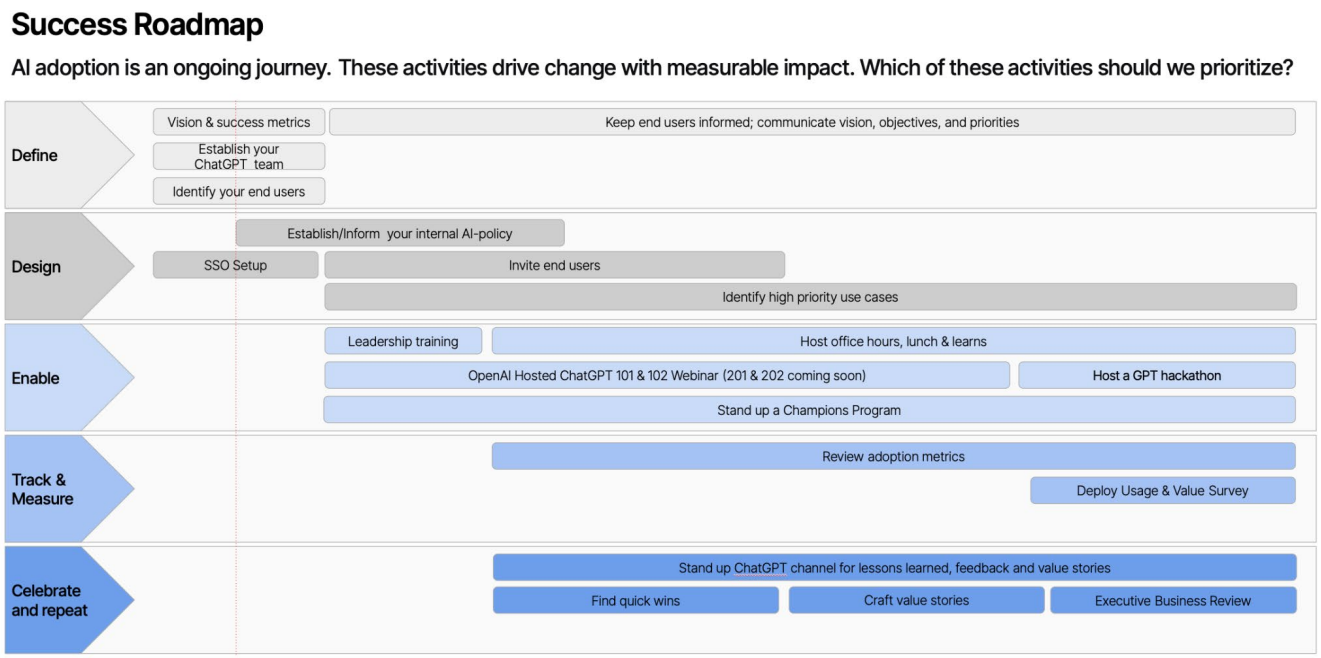
Governor Healey is pioneering state government deployment of AI by investing in infrastructure, talent pipelines, and applied AI solutions—positioning the Commonwealth of Massachusetts (MA) as a national leader in generative AI innovation across government and industry. Her strategy to harness AI as a force multiplier for government, embedding AI capabilities across agencies to make operations smarter, more efficient, and more adaptive to constituent needs exemplifies strong, innovative leadership. OpenAI will support the Governor and her team by delivering safe, secure, government-grade generative AI (ChatGPT Enterprise Core) alongside a robust workforce enablement program that includes executive education, change management coaching, technical training, and custom mission and role based training and online resources to help the Commonwealth's 45k personnel achieve their strategic objectives with this transformative technology. In doing so, this effort supports the vision of the Governor's AI Hub initiative, helping Commonwealth departments translate statewide priorities into tangible, operational outcomes.

We know that every organization is unique, and so are its people. Our technology is not only about transforming organizations but also about transforming people. We want every member of the Commonwealth workforce to

maximize their full potential, and to see a bright vision for the Commonwealth and themselves in an AI-enabled age. Our enablement, empowerment and AI adoption process embraces the idea that every person is unique and on a unique journey. We are intimately aware of how to enable human-machine augmentation with 800 million weekly active users, and know how to transform people from skeptics to power-users.

In an environment with strong competitors, people choose OpenAI because we focus first and foremost on making them successful, making the technology intuitive, to where a user needs less training to successfully use our tools than competitors. The AI age has created a shift in expectations of government employees to have the same amazing technology they have in their personal lives, in their professional lives. This is why ChatGPT processes 2.5 billion prompts a day, an estimated four to five times more than our closest competitor. It's because we focus on human-first user experiences.

Because adoption is not just about using the tool and its capabilities today, but also being poised to take advantage of every new capability that is added (OpenAI added 5 major features just last week). We focus on enabling users to not just adopt the technology, but to adopt an "adaptive and curious mindset" We judge use not only on the number of users, but on what they are using and how we can ensure we are always empowering them to get more out of an every-changing technology. Our success roadmap is not "One size fits all", it is developed in partnership with our customers to address their unique culture, AI maturity adoption level, and mission.



OpenAI is uniquely positioned to power this transformation. As the global leader in frontier AI systems, and the creator of ChatGPT, OpenAI has enabled thousands of governments, research institutions, and private sector organizations to deploy generative AI responsibly, securely, and effectively. ChatGPT Enterprise is OpenAI's secure, enterprise-grade generative AI platform designed to help organizations harness the power of conversational AI safely and at scale. It provides employees with a trusted, cloud-hosted environment to draft, summarize, translate, and analyze information with human-level fluency and accuracy—improving productivity across a wide range of business and government functions.

At its core, ChatGPT Enterprise leverages advanced large language models capable of natural language understanding and generation. Users can engage the model conversationally to draft communications, summarize lengthy documents, generate policy or training materials, translate text across languages, or analyze complex data and narratives. These capabilities are accessible through an intuitive chat interface and can be extended via APIs and connectors that integrate seamlessly with existing workflows. ChatGPT helps your workforce transition to be AI Native and unlock and super-charge their potential and their work. When AI becomes a teammate, every employee can work at their highest level of impact. Every manager can focus on strategy, not mundane tasks. Every analyst can inform leadership with speed and clarity. Every caseworker can deliver faster, more compassionate support.

Massachusetts has a long history of leading innovation—from the first public school to the birth of the modern biotech economy. Through this partnership, Massachusetts and OpenAI can empower the Commonwealth's workforce to harness human–machine collaboration to address the state's most pressing operational challenges and deliver high-impact services to the residents who need them most.

ChatGPT Enterprise

ChatGPT Enterprise is OpenAI's secure, enterprise-grade AI assistant designed to accelerate knowledge work, decision-making, and software tasks across the organization. It delivers access to OpenAI's most advanced capabilities with higher performance ceilings and enterprise features, enabling teams to analyze data, draft and review content, generate code, and integrate organizational knowledge while maintaining centralized governance. Representative customers span highly regulated private and public sector partners, including the U.S. General Services Administration, J.P. Morgan Chase, Apple, T-Mobile, Lowe's, and John Deere.

What distinguishes ChatGPT Enterprise in the market is its market-leading capabilities, intuitive user experience, reliability, and pace of innovation. ChatGPT now serves more than 800 million weekly active users, making it the most widely adopted and proven AI assistant in the world. OpenAI works with more than five million business customers worldwide who depend on our platform to meet strict security, privacy, and compliance requirements. This depth of usage has driven significant UX and performance leadership, which public sector partners can leverage immediately without requiring complex custom builds or additional costs. In the state government market, we are proud to be trusted partners to Tennessee, Pennsylvania, North Carolina, Delaware, Wisconsin, Maine, Ohio, New Jersey, Maryland, Arkansas, Michigan, Texas, Colorado, Florida, and Washington—supporting both statewide licenses, and paid pilots at the department level. These states don't choose to partner with us simply because of our superior technology. They choose us because we have demonstrated meaningful outcomes for their peers and the workforces they empower.

ChatGPT Enterprise Core features provide the foundational capabilities—high-quality natural language understanding and generation, multi-turn conversational context, content-safety guardrails, accessible APIs, and granular admin controls (SSO, audit logs, user/role management). This includes:

- Access to our latest frontier models across all core features—including real-time web search for up-to-date information, document and data analysis for deep insight generation, Canvas for interactive writing, collaboration, and coding, and Projects for organizing workspaces and securely managing shared knowledge across teams.

- Seamless organizational knowledge integration via secure connectors and APIs that allow agencies to integrate their own systems, policies, and data sources directly into ChatGPT, creating an assistant that reflects their operational reality
- Custom ChatGPT Agents—purpose-built assistants that can be configured to specific workflows, departments, or mission areas—supporting use cases ranging from drafting policy memos and summarizing legislation to processing structured datasets, answering resident inquiries, and supporting IT and cybersecurity operations.

Commonwealth departments may elect to purchase our Advanced Model features for some employees. These optional capabilities extend the platform with powerful, mission-critical functionality including:

- Robust coding and data analysis tools that allow staff to automate complex workflows, analyze large datasets, and integrate structured and unstructured information without leaving the secure environment
- Deep research functionality and best-in-class reasoning capabilities that enable employees to surface insights, summarize complex materials, and generate accurate, high-quality outputs at scale.
- Multimodal capabilities to analyze documents, images, audio, and video for real-time translation, transcription, and diagnosing issues in the physical world

This approach lets every employee start their AI journey, while only those who need advanced tools get them—so the Commonwealth pays only for what's truly needed, not extra features no one uses. This modular, enterprise-grade functionality ensures that Massachusetts can securely embed generative AI into everyday government work while maintaining centralized governance, auditability, and compliance with data management standards. Our enterprise platform also benefits from OpenAI's rapid innovation cycle, exemplified by recent enhancements such as the Global Admin Center, which provides granular governance, role-based access controls, and expanded compliance tooling. Independent benchmark evaluations consistently demonstrate superior model performance, ensuring state agencies have access to the most capable AI models available.

Security and privacy are foundational. Simply put, we do not train our models on your data. Customer inputs and outputs are not used to train OpenAI models by default; data is encrypted in transit and at rest; and ChatGPT business products have been evaluated against SOC 2 Type 2 Security, Availability, Confidentiality, and Privacy criteria. Enterprise customers can also control data retention periods to meet internal and regulatory requirements. Documentation describing these commitments is publicly available from OpenAI. Administration and compliance at scale are supported through a dedicated admin console featuring domain verification, SAML-based SSO, SCIM user provisioning, role-based access controls, and real-time usage analytics—allowing granular control over access to tools (e.g., connectors, shared projects, GPTs, and web search) and safe rollout across business units. OpenAI continues to expand compliance and administrative tooling for enterprise deployments.

Project setup and administration

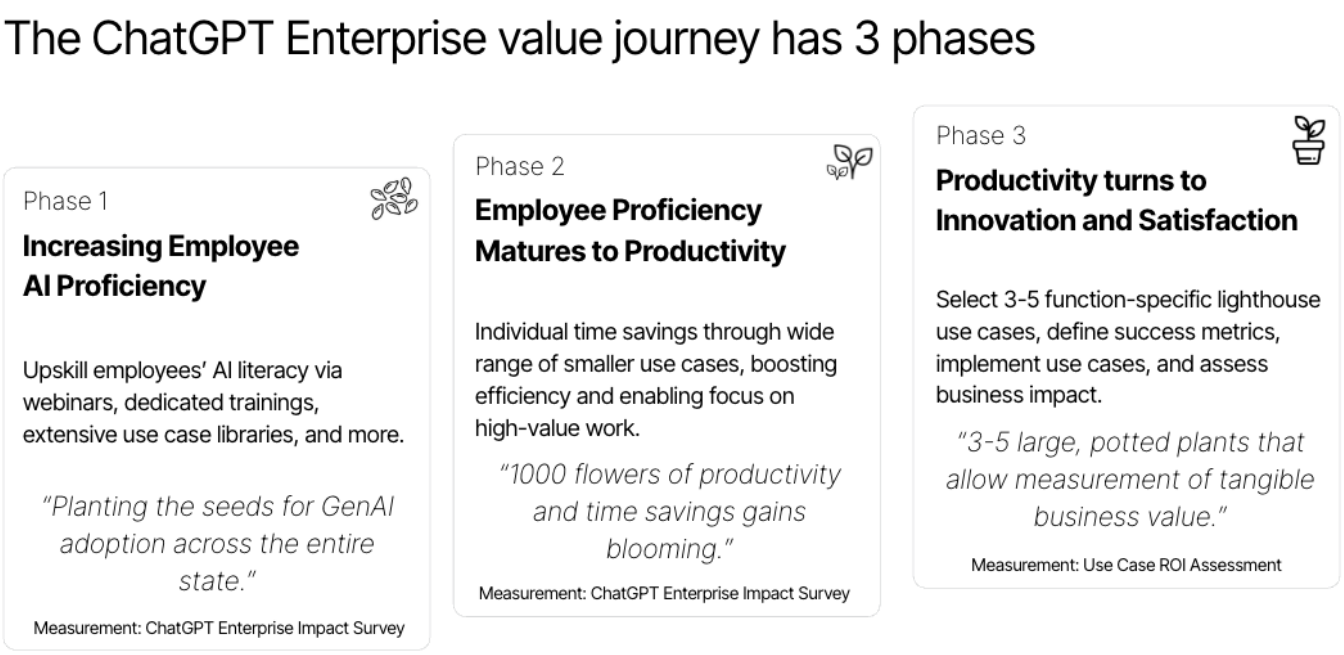
Once a workspace is provisioned for the Commonwealth of Massachusetts, OpenAI's enablement team will partner with Commonwealth administrators to execute a short, structured launch sequence that readies the environment for production. Together, we will designate Super-Admins (owners), complete identity integration (SAML/SSO and SCIM), verify Commonwealth domains, and enforce MFA and conditional access controls; we will co-manage these configurations and coordinate with Commonwealth IT and security staff. We will help establish Commonwealth-level security and compliance controls — data-retention and deletion policies, sharing restrictions, logging/audit retention, and any BAA/GovCloud or key-management requirements — and assist with assigning role-based permissions and allocating licenses. We will also advise Commonwealth IT staff on connecting and testing enterprise data sources and connectors, define AMU/advanced-model quotas or not-to-exceed limits, and

validate audit logs and Global Admin Center reports. Lastly, we will run and support a controlled pilot, deliver-role based training and admin playbooks, brief Commonwealth stakeholders on billing/true-up terms and operational workflows, and provide Trust Portal/compliance artifacts and customer-success support ahead of a statewide rollout.

AI Adoption & Enablement services

To fully empower the Commonwealth workforce, we will equip everyone with the knowledge, skills, and confidence to fully integrate these tools into their daily workflows and mission execution. The Commonwealth is uniquely positioned to harness AI to accelerate decision cycles, modernize operational workflows, and enhance strategic readiness. But without structured skill development, the full potential of these tools will remain underutilized.

OpenAI, with more than 800 million weekly active users worldwide, is the global leader in AI adoption. Our unmatched user base provides valuable, differentiated insights into patterns of successful adoption across government agencies. We will provide 90 days of enablement designed to help the Commonwealth build an AI-native workforce. This work will happen over three phases to build employee skillsets, create value, and ultimately transform how the Commonwealth operates:



After the initial rollout, our team will remain engaged to support continued deployment and deepen workforce adoption as we shift to a mentor model. As mentors, we'll work with your Champions and Trainers to establish a sustainable, repeatable process for expanding ChatGPT use across the Commonwealth. We will help teams explore practical use cases, deliver role-based training, and build feature-focused knowledge. Because ChatGPT is regularly updated with new capabilities at no additional charge, we will introduce those features to users in a clear, user-friendly way. From the first day we begin enablement, the tool will continue to improve and grow more useful. We also view this as a partnership: feedback from Commonwealth public servants will help OpenAI improve the product for government users everywhere. With ChatGPT Enterprise, the Commonwealth's workforce will be able to work in new, more effective ways that benefit residents, employees, and the broader economy. (see Table X).

Commonwealth Workforce Enablement Matrix with ChatGPT

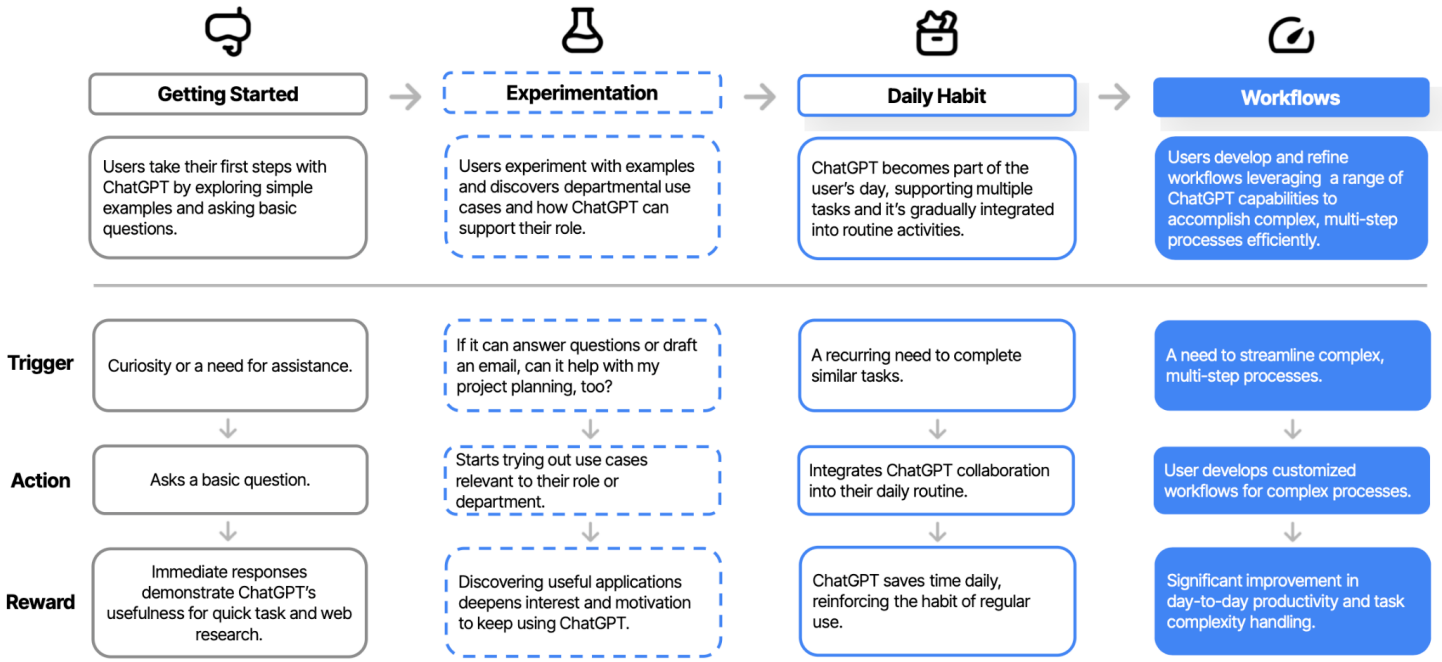
This table offers an illustrative snapshot of ChatGPT capabilities, linking features to what teams can do, how they work, and real-world examples across Commonwealth departments

What your team can now do	ChatGPT Feature	How it works	Illustrative examples
1. Keep complex work organized and reusable	Projects (persistent context)	Keeps chats, files, and context linked together so work doesn't reset every time.	• **DPH**: Maintain overdose trend tracking briefs • **MassDOT**: Update corridor study documentation • **DESE** Track and refine curriculum pilot plans
2. Co-write and iterate faster	Canvas (collaborative editing)	Real-time co-drafting, rewriting, restructuring without switching apps.	• **EOPSS** Rewrite safety grant narratives • **EOHHS**: Translate statutes into plain-language guidance • **Governor's Comms** : Draft and refine multilingual messaging
3. Automate routine computer tasks	Agentic computer use	ChatGPT can browse, click, and operate apps under oversight.	• **ANF**: Compile and format budget variance reports • **MassIT**: File and track IT service tickets • **DEP**: Check and log permit statuses
4. Receive proactive intelligence, not just answers	Pulse (personalized digests)	Push updates, alerts, and cards based on your topics.	• **DPH**: Monitor respiratory virus and outbreak alerts • **DOR**: Track IRS conformity and regulatory changes • **EOPSS** Surface grant and safety funding updates
5. Schedule AI support like a colleague	Scheduled Tasks	Automate daily/weekly reporting and updates.	• **MassDOT**: Generate daily construction closure reports • **EOHHS**: Deliver monthly substance use briefs • **ANF**: Monitor and flag procurement expirations
6. Manage features & compliance centrally	Enterprise Admin Controls	IT can toggle features, enforce policy, and manage integrations securely.	• **MassIT**: Enforce SSO and deploy SharePoint connectors • **EOPSS** Restrict external sharing for sensitive data • **ANF**: Track usage dashboards and compliance
7. Work directly in secure state file systems	SharePoint / OneDrive Sync	Access, analyze, and summarize files where they live.	• **DEP**: Review and summarize permit PDFs • **DESE** Compare and analyze program evaluation summaries • **EOHHS**: Search and compile comms archives
8. Run multimodal reasoning (text, image, charts)	GPT- 5 multimodal analysis	Understand text, tables, charts, screenshots, and diagrams together.	• **DPH**: Extract trends from surveillance charts • **MassDOT**: Overlay and interpret traffic maps • **DOR**: Read and summarize tax form imagery
9. Translate policy into resident -ready language	Advanced reasoning + translation	Convert complex legal/policy docs into plain, multilingual, accessible outputs.	• **EOHHS**: Draft resident FAQs from regulations • **DESE** Generate accessible, plain-language guidance • **Governor's Comms** : Translate and distribute emergency notices

10. Create department-specific GPTs without coding	Custom GPT Builder (no code)	Tailor ChatGPT for role or department-specific tasks.	• **DPH**: Design a grant-writing GPT • **DESE**: Configure a curriculum brief GPT • **MassDOT**: Deploy a corridor dashboard GPT

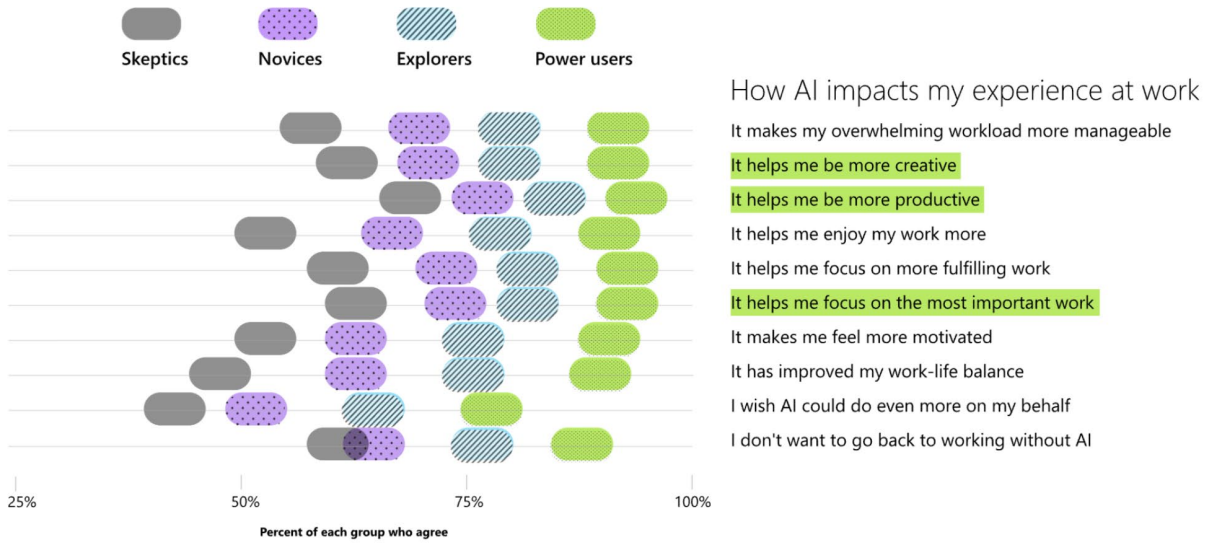
OpenAI's training is designed to help every employee build confidence and capability with AI, no matter their starting point. We understand that teams will include enthusiastic early adopters as well as those who are more cautious, and our programs are built to support both groups in ways that feel practical and approachable. Rather than expecting people to conform to a rigid learning path, ChatGPT flexes to meet each individual where they are, creating a more personal and empowering learning experience. Figure X outlines a typical user learning journey.

A Successful User's Enablement Journey



OpenAI's Training method is geared to fundamentally and positively change the users experience of work, we understand that the Commonwealth will have users all along the adoption curve. We love catalyzing power users and embracing and enabling skeptics, we meet people where they are. Because ChatGPT is the first totally intimate technology, it more easily adapts to where the user is starting, instead of making the user adapt to it.

AI Winners at Work



Training Program

OpenAI will deliver a customized training program designed to help the Commonwealth build an AI-native workforce at scale. Over 90 initial launch days, we will train the first 20,000 employees, establishing a repeatable model that empowers executives, Champions, and Trainers to extend training to the next 25,000 employees. Once those programs are in place and we have helped you build a well-skilled AI adoption culture, we will focus on driving unique value and impact goals. The program focuses on building practical skills and mission-specific applications of AI, ensuring employees can quickly apply what they learn to real work.

Training will combine live sessions, virtual workshops, playbooks, prompt guides, and on-demand resources, ensuring broad reach and practical, role-based learning. OpenAI will also develop custom virtual and video training hosted on OpenAI Academy, including up to three role-based sessions, feature deep dives, and Office Hours with technical experts for hands-on support. OpenAI is proud to bring a world class Government AI Adoption Team, most of which have been public servants themselves and who have a deep empathy and respect for public service.

As new capabilities launch, we will provide timely overviews to keep the workforce current and increase “minutes on mission.” Unlike traditional IT training, this program focuses on transformation, embedding real-world use cases and scalable support through Champions and Trainers. The table below outlines the core training components, which can be tailored and augmented as we learn more about the Commonwealth’s mission, culture, programs, and goals.

Components of the Training Program

Training component	What’s included	Target audience
Executive Enablement Sessions	● Strategy sessions to align on AI vision, statewide priorities, and governance. ● Scenario planning and use case prioritization tied to measurable impact. Emphasis on leadership adoption, risk management, and scaling strategy in alignment with EOTSS oversight. ● Trainings:	Executive Branch leaders and senior decision-makers

	○ Why AI, Why Now Session ○ Leading AI Empowered Organizations ○ AI for Executives	
General AI Fluency Training	• AI 101: Introduces AI capabilities, risks, and best practices for government use. • AI 102: Covers intermediate techniques: prompt engineering, workflow integration, and safe operational use. Deep-feature coverage includes deep research, Codex, data &analytics, Canvas, Projects, and more. • Impact Measurement – The Math on AI ROI • OpenAI Academy: Self-paced, online learning platform providing structured modules, feature deep dives, and ongoing upskilling resources. Complements live training and supports long-term sustainment.	All Executive Branch employees
Role-Based Training	• Tailored modules mapped to mission functions and real workflows. Hands-on exercises and case studies for day-to-day tasks. Feature deep dives aligned to role needs. Real-world scenarios, exercises, and case studies aligned to operational contexts.	Action the top 3 priority roles and enable key Commonwealth staff to repeat the model (e.g., Program / Project Manager, Procurement, Communications / Public Information Officers)
Hackathons	• One- to two-day build events to prototype solutions to real Commonwealth problems. Rapid prototyping of use cases such as automation, reporting pipelines, and custom GPT development. Demos, selection of pilots, and scale plan.	Cross-functional department teams and early adopters
Train-the-Trainer Program	• Advanced facilitation skills, co-delivery techniques, office hours, and enablement of agency trainers to scale training.	Enablement leads and trainers across departments
Champions Network	• Identification, onboarding, and support for AI Champions to drive peer learning, community-building, and sustainment. Includes co-teaching, community of practice, and connection to OpenAI's broader Champion Network.	Departmental champions and early adopters
Prompt Libraries & Playbooks	• Pre-built, validated prompts and workflows for common mission sets. Sector- and role-specific libraries for fast adoption. Scalable custom GPTs to standardize and share best practices. Playbooks provide step-by-step guidance on integrating AI into key operational workflows.	All Executive Branch employees

**Note: OpenAI is planning to launch a certification program in Q2 2026. The OpenAI team will keep the Commonwealth informed of progress and, once available, will revisit opportunities for Commonwealth staff covered under this agreement to participate in the certification program.*

While all Commonwealth personnel will benefit from baseline AI fluency, specific roles are poised to see outsized impact from tailored training. Thus, a feature of the training program would be tailored role-based learning for 3 priority roles. These would be developed and sequenced to align with the release of OpenAI's current models as well as feature releases that are added during the rollout. Role-based training will be prioritized and designed with Commonwealth leadership upon kick off. The table below outlines illustrative roles to be refined with the State.

Illustrative Roles for Role-Based Enablement with GPT-5

These examples show how role-based training can deepen AI adoption. The Commonwealth may select three priority roles for OpenAI to enable, bringing AI tools closer to mission-critical work. Champions and Trainers will observe and replicate the model across roles, supported by custom GPTs, prompt packs, and other adoption accelerators.

Role	Example AI training focus areas	Examples of what they could do with GPT -5
Program / Project Manager (MassDOT, EOHHS, DPH, ANF)	● Project planning and execution support ● Stakeholder communication and workflow orchestration ● Scenario planning and risk monitoring ● Automated update generation and briefing creation	● Spin up polished, multi-stakeholder briefs in minutes instead of weeks ● Keep complex projects organized across multiple teams without losing threads ● Schedule weekly update summaries that practically write themselves ● Translate technical updates into plain language for non-technical audiences ● Identify emerging risks earlier with AI-assisted trend analysis ● Automate deliverable and milestone tracking for grant and program workflows
Policy Analyst / Strategist (EOHHS, DESE, DEP, DOR)	● Evidence synthesis and legal text translation ● Policy tracking and comparative analysis ● Message development and communication ● Use of Pulse for real-time monitoring	● Pull together evidence, summarize research, and draft policy briefs in a day ● Translate dense legal text into clear, actionable guidance ● Surface relevant updates automatically (Pulse) instead of manual searching ● Build FAQs and resident explainers for complex policy areas ● Collaborate seamlessly with colleagues in Canvas without version chaos ● Rapidly draft speeches, testimony, and talking points to support legislative engag
Communications / Public Information Officer (Governor's Office, EOPSS, DPH)	● Rapid multichannel content generation ● Message translation and digest scheduling ● Crisis communication and narrative consistency	● Turn one set of talking points into plain language, social posts, and press copy in ● Auto-translate messages for multiple communities ● Pre-schedule AI digests to prep daily media briefings ● Rapidly adapt messaging during emergencies or events ● Keep message discipline with historical content and institutional knowledge at the fingertips
Procurement & Acquisition Specialist (OSD, ANF, MassDOT)	● RFP drafting and proposal evaluation ● Contract milestone tracking and compliance ● Automated procurement workflows	● Draft RFPs and contract summaries with reusable templates ● Compare vendor submissions and flag outliers automatically ● Maintain clear project histories without rework ● Get proactive alerts about expiring contracts or new opportunities ● Collaborate with legal and program teams in a shared workspace
Legal & Compliance Staff (DOR, DEP, EOHHS)	● Regulatory mapping and legal memo drafting ● Plain language summarization ● Real-time compliance tracking	● Summarize new regulations and map them to existing policies in hours ● Draft legal memos, guidance, and checklists collaboratively ● Monitor Pulse for real-time rule changes ● Produce plain-language explainers for non-lawyers ● Instantly archive and search prior decisions to maintain continuity
Cyber / IT / Security & Operations Teams (EOTSS, EOPSS, MassIT)	● Governance and security controls ● Automated reporting and alerting ● Workflow integration with enterprise systems ● Incident response and threat simulation	● Centrally manage feature access and data permissions ● Generate daily cybersecurity summaries and patch reports automatically ● Build internal GPTs for help desk and security workflows ● Sync directly with SharePoint, ServiceNow, and other tools ● Ensure compliance with one-click governance controls ● Create realistic tabletop drills and draft incident reports in minutes

HR / People Managers & Talent Leads (HRD, DESE, ANF)	● Job description drafting and performance management ● Reporting automation and training personalization	● Draft and post consistent job descriptions across platforms in minutes ● Translate performance goals into clear language and checklists ● Automate recurring reports and workforce summaries ● Personalize training plans with custom GPTs ● Simplify and standardize internal communications
Frontline Operations, Transportation & Public Works Personnel (DEP inspectors, MassDOT field crews, DPH responders, DCR, fleet ops)	● Real-time reporting and summarization ● Resident communication ● Compliance with procedures ● Predictive maintenance and workflow automation ● Operational briefing generation ● Resource planning	● Turn inspection notes into polished reports in real time ● Translate field logs into resident-facing notices ● Get safety checklists from complex manuals instantly ● Summarize trends and issues from multiple sites ● Share clear findings with leadership without waiting for analysts ● Rapidly generate road maintenance schedules and summaries ● Draft daily operational briefings from ticketing systems ● Build fleet utilization plans and anticipate resource needs
Educators & Program Leaders (DESE, MassEd, Workforce Development)	● Curriculum translation and adaptation ● Prompt-based adaptive learning design ● Grant and policy monitoring	● Convert long curriculum docs into digestible guides for teachers ● Auto-translate learning materials for students and families ● Create adaptive learning prompts for different learning levels ● Get updates on grants or policy changes pushed directly to them ● Build reusable lesson GPTs to share across schools and districts
Emergency / Crisis Response Leaders (MEMA, EOPSS, Governor's Office)	● Scenario planning and situational synthesis ● Cross-department coordination ● Real-time briefing creation	● Generate instant briefings from multiple data feeds ● Push alerts in multiple formats and languages ● Coordinate multi-department actions with persistent context ● Run scenario planning and red-teaming exercises ● Provide leadership with clear, timely intelligence

Hackathons

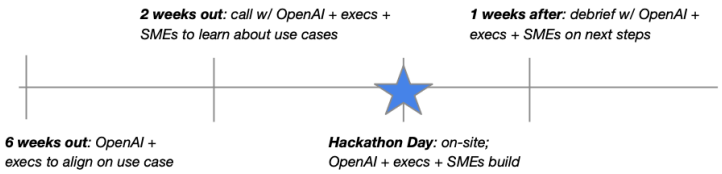
We love to find solutions that drive curiosity, discovery and purpose that deliver both for breadth of impact and depth of impact. We have both "Top-Down" and "Use-Case" Hackathons approaches to drive the impact of ChatGPT on your work and your organization. As well as "Grand Challenge Hackathons: where we try to collectively push the AI capabilities now WHILE imagining what AI could do in the future, resulting in clarity in how a mission can transform and what kind of capability upgrades OpenAI would need to do, to meet that Challenge.

Hackathons

Overview

- OpenAI's typical **Use Case Hackathons** focus on bottoms-up use cases: democratizing our technology to empower as many people as possible in your organization in a half- to full-day session.
  - This often results in "Hero" GPT's or other "**ChatHacks**" that many people, teams, and organizations use.
- Alternatively, OpenAI's **Top-Down Hackathon** focus on depth rather than breadth.
  - Executives pick 1-2 use cases and we spend a half- to full-day session with OpenAI, and subject matter experts that create a prototype to solve your organization's challenges.
- Finally, in our **Grand Challenge Hackathon** we bring together Sr. Leaders, OpenAI experts and Subject matter experts to tackle a big sticky problem/opportunity that our technology might assist, we identify what IS solvable NOW, and what MIGHT be solvable as the technology advances.

Timeline



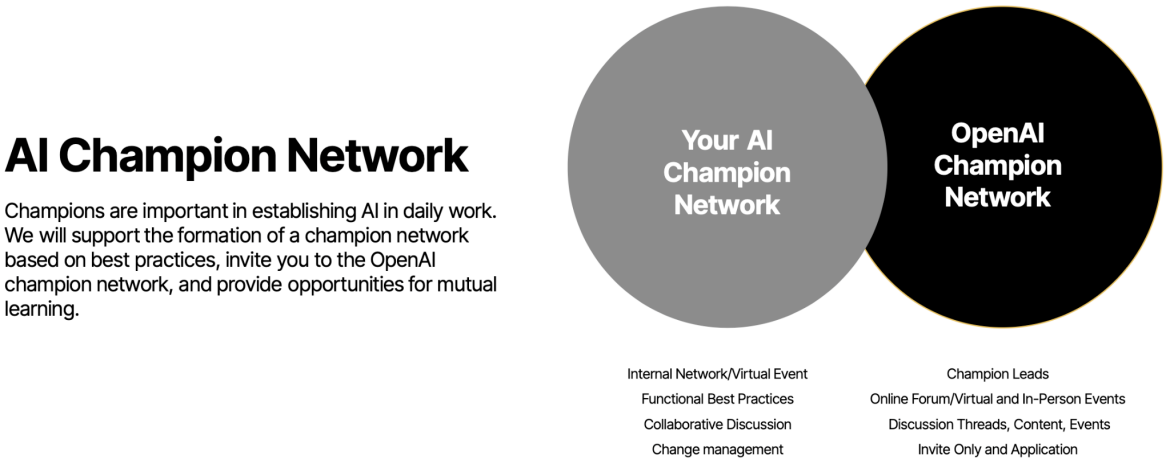
Example Use Cases

- Improve workflow for constituents to receive care
- Optimize grant funding process
- Scenario plan for emergency response
- Shorten time from research to breakthroughs

AI Champions

Establishing a robust community of AI champions is another important focus of the training program. Champions make all the difference– they set the "vibe and tribe" around AI. OpenAI will help the Commonwealth establish an internal Champions Network, and connect Champions with OpenAI's Champion Network for further enablement (see Figure below).

Establishing an AI Champion Network across the Commonwealth Executive Branch workforce



Integrated Training Plan

Training will be delivered in three phases across the 90 day launch enablement period, with impact measurement to help show progress. Enablement for the first 20,000 users is included within the current costing structure, with the assumption that the Commonwealth champions and trainers that were trained in the first cohort would then train the second and following cohorts. Additionally, users in the first and second cohort could also join the open trainings for Gov that OpenAI would do regularly for all Public Servants (Not specific to the Commonwealth).

OpenAI would also provide an AI Adoption Manager who will help craft the journey and ensure success, they will make sure that we reinforce areas/features that are new or where the workforce is still under-optimised in leveraging the tool, through the first year.

OpenAI sees that different government roles and initiatives are uniquely impacted by AI. After initial enablement and select role-based trainings, many units want deeper, tailored support—such as advanced training or agentic exploration. Since agencies often have their own training budgets and goals, OpenAI uses a simple "all-in" cost model to keep adoption enablement and our license costs affordable. Later, specialized teams in the Commonwealth like procurement or legislative affairs professionals/teams can choose to extend training with OpenAI or partners like BCG to further accelerate their specific roles/missions. This approach can help distribute future or specific costs across multiple budgets rather than relying solely on EOTSS. Ultimately, OpenAI aims to help governments invest not just in technology, but in the future of their workforce.

Here is an illustrative example of how the 3 Phases of our training might look. An actual plan specific to the Commonwealth would be designed in kick-off.

Phase 1 Foundation (Days 0-30) *(Increasing Employee AI Proficiency & Confidence)*

- Conduct discovery workshops with executives &department leaders to align on training goals and rollout sequencing, determine the 3 role-based training priorities
- Identify high-impact training priorities linked to mission-critical use cases for the AI Assistant Platform
- Executive Education: "Why AI, Why Now", "Leading AI Enabled Organizations", "AI for Executives" (Ideally this is done as a one-day work-shop for all executives, supervisors and managers)
- Define joint success metrics, finalize any governance or policy issues
- Train IT Admin, support, and technical teams
- Establish training governance and feedback loops and initial champion cohort
- Identify "Train the Trainer" candidates, start training them and start rolling out 101/102's.
- Support proven communications campaigns and tactics to help Commonwealth leaders set an effective tone
- Survey and baseline current maturity to track impact and ROI

Markers of success:

- Defined training plan by department and role
- Prioritized use case backlog tied to training paths
- Initial governance structure for training
- Baseline learning metrics
- Executive Enablement Sessions: Why AI, Why Now? Leading AI Organizations complete
- Train the Trainers on ChatGPT 101, 102

Phase 2: Launch (Days 31-60) *(Employee Proficiency Matures to Productivity)*

- Deliver ChatGPT 101 and 102 training to build broad AI fluency and responsible use
- Conduct executive enablement sessions to align leadership around training objectives and governance
- Begin champion onboarding to support training delivery and peer learning
- Socialize early, high-impact use cases to create training relevance and momentum
- Create a robust Champions network

- Complete first wave of role-based training to build on the foundation of AI 101/102 and begin linking training to pilot activity
- Explore where 201/202 level training might make sense as OpenAI becomes familiar with the users.
- Scale hands-on, scenario-based role-based training for all prioritized roles (e.g., policy, comms, procurement, legal, IT, frontline)
- Expand training content with reusable workflows, prompt libraries, and role-specific guidance

Markers of success:

- Workforce trained on core AI fluency and responsible use
- Executive leadership aligned on training objectives
- Activated champions supporting training delivery
- Role-based training in progress, with direct ties to use cases

Phase 3: Scale & Sustain (Days 61-90) *(Productivity turns to Innovation and Satisfaction)*

- Run hackathons to deepen learning through applied practice and real mission scenarios
- Champions lead peer learning sessions, host office hours, and reinforce training across departments
- Check usage logs and make "here-moments" for active users and target areas, teams, or groups with slow adoption
- Expand champion-led enablement as the primary mechanism for ongoing peer training
- Establish a cadence for training refresh, ensuring skills remain current as use cases evolve
- Build processes for continuous use case prioritization and integration into training programs
- Formalize training governance structures, reporting, and feedback loops

Markers of success:

- Broad, role-specific enablement across departments, with robust content that links to reusable workflows, prompt libraries, and ongoing use case enablement
- Additional quick win and use case opportunities identified via hackathons
- Active Champions-led peer-learning networks supporting continued practice
- Regular refresh cycles to keep learning relevant and current
- Strong new feature adoption
- Training fully aligned with operational governance and delivery
- Usage of ChatGPT On-Demand Learning
- Potential appetite for additional, follow-on training or roles and use case support not covered in the initial roll-out.

Continuous measurement and impact tracking will be embedded throughout all phases of the program. Training engagement, skill adoption, and use case impact will be monitored in real time to provide leadership with clear insights into progress. This feedback-loop will inform curriculum updates, identify emerging opportunities, and ensure training remains aligned with mission outcomes. The sample Burn Down List below shows an illustrative flow.

Burn Down List

90 DAYS

	Activity	Description	Next Steps	Status
Phase 0 STRATEGIC PLANNING (Before Start Date)	Schedule weekly meetings	Organize regular touchpoints to monitor project progress, address issues, and synchronize team efforts.		Not Started
	Establish success criteria	Define specific metrics and goals to measure the effectiveness of the ChatGPT implementation.		Not Started
	Complete rollout plan	Create a tactical plan to coordinate the rollout of ChatGPT licenses among teams.		Not Started
	Identify champions	Key individuals across departments who can identify and expand on use cases and encourage adoption.		Not Started
	Engage learning and development team	Collaborate with L&D to tailor a support and training program that empowers users to leverage ChatGPT effectively.		Not Started
Phase 1 FOUNDATION BUILDING AI Proficiency	Executive communication	Demonstrate excitement for rollout via announcement from company leader(s).		Not Started
	Compile use case library	Begin collection and documentation of potential ChatGPT applications to inspire and guide users		Not Started
	Set up internal collaboration channel	Establish a dedicated channel for real-time knowledge exchange, support, and collaboration among ChatGPT users.		Not Started
	Launch resource repository	Provide a centralized hub for access to ChatGPT-related materials, tools, and best practices.		Not Started
Phase 2 SKILL ENABLEMENT AI Productivity	OpenAI-hosted 101/ 102 training webinar	User training covering prompt engineering, advanced data analysis, ChatGPT Enterprise UI, and basic GPTs.		Not Started
	Host a GPT workshop	Cross-functional workshop with all users to learn/build GPTs.		Not Started
	Host Office Hours	Set times for users to receive hands on support on ChatGPT.		Not Started
Phase 3 IMPACT & FEEDBACK & Scale to Use Cases	Conduct impact survey	Survey to all ChatGPT users to understand productivity and other gains.		Not Started
	Collect feedback from GPT builders	Gather insights and experiences from those who have actively built and integrated GPTs into their workflows.		Not Started
	Executive Business Review	First EBR ~3 months after launch to share results, key learnings, and actionable insights to guide future strategy and implementation phases.		Not Started

Key Benefits for the Commonwealth of Massachusetts:

- A workforce that can use AI to deliver more impact: Massachusetts employees gain lasting, practical skills, not just awareness, enabling them to integrate AI into daily mission work and drive real results.
- A self-sustaining learning network: By activating champions early, the Commonwealth builds internal capacity to scale training and sustain momentum over time, without relying solely on external support.
- Faster progress on real mission challenges: Hackathons and solution sprints turn training into tangible outcomes, accelerating progress on high-priority use cases across departments.
- Clear visibility into impact and outcomes: Continuous measurement provides leaders with actionable data on adoption, efficiency gains, and areas for targeted investment.
- A scalable, durable training model: The program creates a structure that can grow with the Commonwealth — supporting new roles, evolving use cases, and long-term transformation.

Why OpenAI

- Data-powered enablement at scale: Drawing on insights from 800M+ weekly users, we design training that scales and sustains adoption.
- Training grounded in actual department roles and workflows: We map learning to real use cases, constraints, and operating environments across Commonwealth departments not abstract or off-the-shelf content.
- Avoiding one-size-fits-all failure: Seventy-four percent of AI rollouts fail when they don't differentiate. OpenAI prevents this by helping each person become a critical and entrepreneurial driver of transformation for their work, team, and organization.
- Sustainment built in from day one: Champions, hands-on learning, continuous measurement, and governance are embedded from the start to embed lasting adoption and avoid common AI failures.

Collaboration with EOTSS and Commonwealth Departments

1. Governance Structure

With EOTSS in the lead, OpenAI will provide AI governance best practices and guidance that ensure strategic alignment, operational agility, and robust accountability across the executive branch. The governance model has three components:

A. Strategic Oversight – AI Council

A joint EOTSS-OpenAI Council will guide and align the operational rollout of ChatGPT Enterprise across the Commonwealth. The Council can be formed as a new operational governance forum within EOTSS or folded into an existing body—such as the EOTSS AI leadership council or the Massachusetts AI Strategic Task Force—depending on which forum best fits the scope and meeting cadence. Our goal is to meet you where you are: we will not create redundant or "shadow" governance groups. Instead, we will integrate with the Commonwealth's existing structures, fill any gaps, and share practical, proven best practices from our work with thousands of customers. Membership could include EOTSS leadership, department CIOs/CTOs from MassDOT, EOHHS, MEMA, DOR, and other executive departments, along with OpenAI's Government Program Director, Customer Success Lead, and Security/Compliance advisors.

- **Focus areas:** Security and compliance guardrails, statewide adoption strategy, AI ethics and governance, and prioritization of major strategic initiatives.
- **Cadence:** Monthly strategy syncs and quarterly executive reviews.
- **Outputs:** Policy alignment, use-case prioritization, risk assessments, ROI tracking, and strategic roadmap decisions.

This Council sets direction and agrees on priorities – it does not manage day-to-day execution.

B. Use Case Acceleration – AI Hub Center of Excellence (AI CoE)

The already established AI Hub will serve as the central engine for statewide enablement, innovation, and governance, led by Massachusetts employees and supported by OpenAI as strategic advisors.

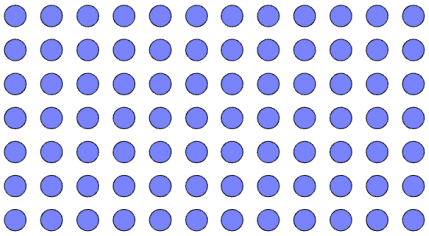
- **Focus areas:**
  - Identifying, scoping, and prioritizing high-impact use cases across departments
  - Establishing and maintaining technical and ethical AI guardrails
  - Enabling consistent frameworks for risk, compliance, and performance
  - Driving enablement through training, best practice curation, and a shared prompt library
  - Defining evaluation and scaling processes for pilots
- **Cadence:** Weekly CoE standups; cross-functional syncs with department innovation leads every two weeks; Quarterly Business Reviews (QBRs) with executive sponsors.
- **Outputs:** Standardized intake and prioritization frameworks, statewide AI guidelines, reusable technical capabilities, curated prompt and solution libraries, and use case performance scorecards.

The CoE bridges strategy and execution, ensuring statewide consistency, accelerating use cases, and managing responsible AI adoption at scale.

An OpenAI partnership uses proven methods to help the Commonwealth identify and achieve both obvious and non-obvious types of impact. Obvious might be saving resources and time, a non-obvious might be driving retention and retention of your best staff. We approach use cases and focus on both the obvious and non-obvious impact.

Democratized access to ChatGPT is key, we often see incredible impact from both an individual "innovative intrapreneur" who might create a GPT for themselves that spreads like wildfire across the organization as well as critical Executive identified "Lighthouse" use cases. Both approaches are empowered in OpenAI trainings. Innovative solutions will flourish as incentives and recognition from Commonwealth leadership drive a culture where it is safe to learn, solve, and explore formally and informally.

Drive AI impact through democratized access and lighthouse use cases



Breadth (Democratized Access)

- **Empower everyone:** Equip all employees with AI tools and training.
- **Foster innovation:** Encourage experimentation to uncover new use cases.
- **Enable personal AI assistants:** Help users integrate AI into daily workflows.
- **Scalable impact:** Drive widespread experimentation, productivity and innovation.
- **Capture value:** Measure time saved and time spent on higher value activities.

Depth (Lighthouse Use Cases)

- **Prioritize high-impact cases:** Focus on 3-5 key use cases for the duration of the pilot.
- **Integrate deeply:** Deep dive into existing and future workflows.
- **Hands-on support:** Provide direct assistance for effective adoption.
- **Tie impact to business goals:** Ensure measurable results tied to KPIs.

C. Operational Execution – Cross-Department Working Group

The Working Group is the delivery arm, focused on implementation within state departments. It includes operational leads from EOTSS, department IT teams, designated department champions, and OpenAI enablement staff.

- **Focus areas:** Seat activation, department-level training, prompt library use and feedback, operational troubleshooting, and surfacing use case opportunities to the CoE.
- **Cadence:** Operational sprint syncs with additional ad hoc sessions as needed.
- **Outputs:** Deployment dashboards, department-specific adoption playbooks, success story capture, light-house use case impact highlights, and operational feedback loops.

This group executes within State departments using frameworks and guardrails established by the CoE and direction from the Council.

Role of OpenAI

OpenAI will serve as strategic and technical partners to the Commonwealth throughout this process by:

- Advising on enhancements to the existing CoE structure and charter including refinement of intake processes, risk frameworks, and dashboards to support statewide scaling and consistency
- Supporting training programs and enablement and setting the Commonwealth up to repeat the 90-day enablement to the next 25k employees and maintain skill levels of time, as well as adapt to the unique culture, challenges and opportunities of the Commonwealth.
- Sharing best practices and learnings from other large-scale government and enterprise deployments

- Providing technical, security, and Engagement/Customer Success expertise to guide adoption and support department teams across governance forums and enablement activities
- Supporting CoE QBRs and AI Council strategy sessions
- Helping identify and drive mission impact and value that fundamentally changes how the Commonwealth operates in an AI-enabled age.

2. Stakeholder Communication Cadence

To maintain clear and consistent communication across EOTSS and its partner agencies, OpenAI will implement a structured communication cadence with clear audiences and deliverables:

Audience	Cadence Recommendations	Channel	Content Focus
AI Council	Monthly (launch) + Quarterly (steady state)	Virtual meetings + reports	Strategic KPIs, adoption trends, security and risk management, issue resolution (escalated needs), roadmap updates
AI CoE (Core Members)	Ramped roll-out to regular cross-functional syncs + Quarterly Business Reviews (QBRs)	Virtual meetings + shared reports	Use case intake & prioritization, enablement progress, escalations, KPI tracking, training and scaling plans
Cross-Department Working Group *(Prioritized Department representation)*	As needed	Virtual meetings + Teams/Slack + shared docs	Deployment & seat activation status, issue resolution, department-specific enablement plans
Department Champions	As needed	Virtual meetings + Champion community hub + office hours	Training enablement, prompt library refresh, best practices, peer showcases, user feedback loops
End Users	Weekly (launch), Monthly (steady state)	Email, OpenAI Academy, intranet hub	“First 10 Tasks,” feature tips, live training invitations
Cross-Sector Partners	As needed	Innovation Forums (hybrid)	Use case demos, collaboration updates, research and innovation showcases
Platform Administrators	Real time + As needed	Virtual meetings + Admin Portal + ChatGPT usage dashboard	Usage metrics (users, prompts, credit consumption), workspace configuration updates, incident alerts, admin tips

EOTSS and department leadership will have access to adoption reports that show seat activation, WAU trends, and training engagement across departments to inform decision-making.

NOTE: We know that cadences can be impacted by shifting government priorities and bandwidth, it is critical for clear roles that cadences are dependable, predictable and scheduled to optimize the experts from OAI and partners. Activation, Weekly Active Use, and AI enablement suffer when enthusiasm and consistency is not applied.

What you say matters (as well as who says it)

Executive Communication is key to AI Adoption. OpenAI has a treasure trove of incredible communications and messages that our top customers have used to really drive excitement and momentum for AI adoption.

Phase 1: Foundation Building

Lay the groundwork for effective communication and collaboration.

Executive Communications

Dear Commonwealth Team,

I am thrilled to announce that the Commonwealth will be launching a large rollout of ChatGPT Enterprise, beginning next week. This is an incredible opportunity for us to enhance our operations, customer experience, and overall efficiency with advanced AI. ChatGPT Enterprise can assist with tasks ranging from coding to drafting content to data analysis, empowering us to deliver an even better experience for our community.

Our initial use of ChatGPT Enterprise has shown significant positive impacts, leading us to expand this investment.

Your participation is crucial. Here's how you can get involved:

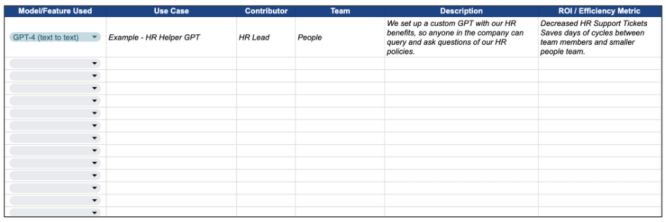
- **Experiment**: Use ChatGPT in your daily tasks.
- **Provide Feedback**: Share your experiences and suggestions via [insert feedback channel here].
- **Collaborate**: Work with your teams to find innovative ways to leverage this technology.

We will provide training sessions and resources to help you get started. Look out for more information from the IT and Training teams.

Thank you for your enthusiasm and cooperation. Together, we can make MA a leader in innovation.

Establish Internal Collaboration

1. Use Case Library
2. ChatGPT Knowledge Repository
3. Communication/Collaboration Space e.g., Teams/Slack

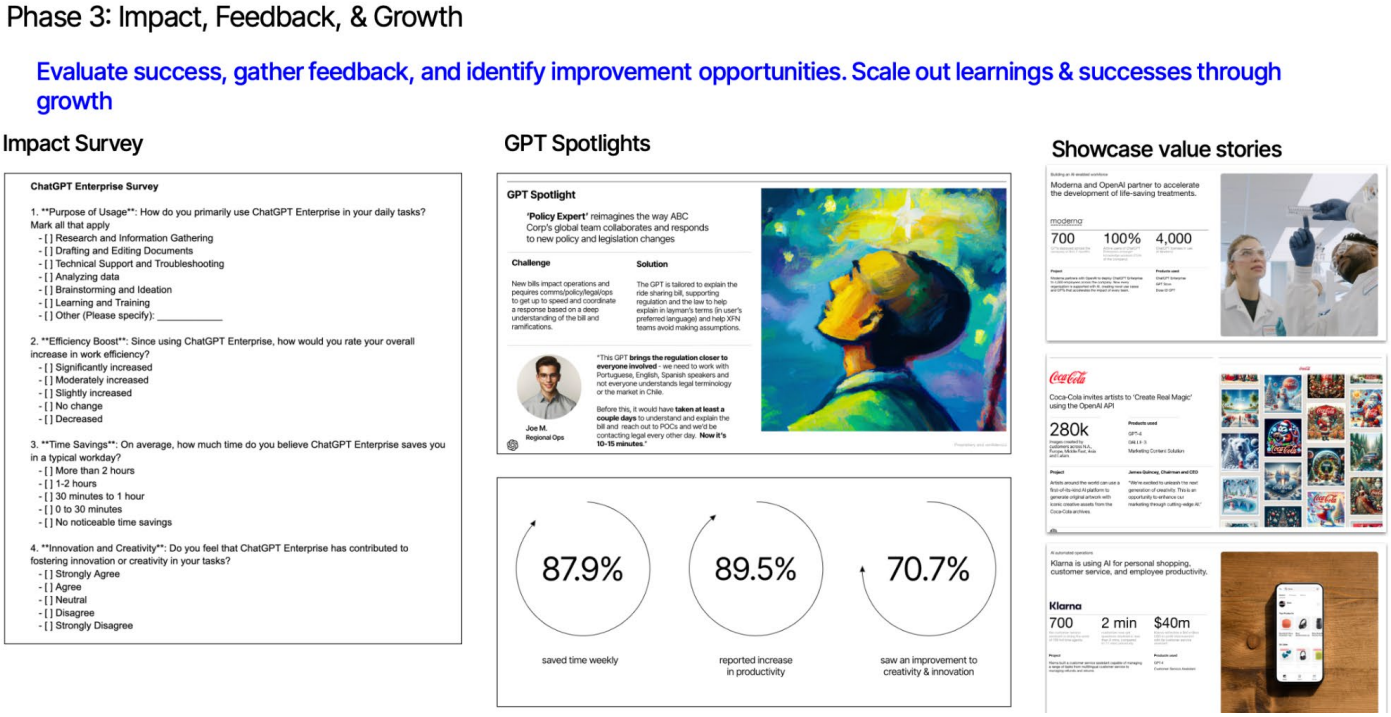


Model/Feature Used	Use Case	Contributor	Team	Description	ROI / Efficiency Metric
GPT-4 (text to text)	*Example - HR Helper GPT*	*HR Lead*	*People*	*We set up a custom GPT with our HR benefits, so anyone in the company can query and ask questions of our HR policies.*	*Decreased HR Support Tickets Saves days of cycles between team members and smaller people team.*

Phase 2: Skill Enablement

Equip the team with the skills and confidence needed through training and support.

Enablement Type	Description	Great For:
Weekly Webinars	Weekly 101 and 102 (open to all ChatGPT Enterprise users).	Any user who need a refresher or want to learn more about new features.
Bespoke Live Training	Training offered to all users to cover the basics, prompt engineering, data analysis, and GPTs. Can also do a Prompt Engineering Training	Kicking off a deployment with momentum, opportunity to have a leader introduce the call.
Advanced GPT Workshop	Hands-on workshop with an OAI solutions engineer to workshop / build specific integrations with GPT actions.	More technical users who want to establish connections into other business systems.
Champion Workshop	Workshop with champions to discuss strategies for identifying use cases, answer questions, and generate excitement.	Cultivating a relationship directly with champions.
Office Hours	Department, or team-specific office hours with OAI team / champions to discuss relevant use cases and answer questions.	Identifying use cases, helping troubleshoot, encouraging collaboration.
Hackathon	Fun event where teams get together to develop GPTs and build on use cases, culminating in a showcase	Generating excitement and unblocking users who had not used the tool yet.



3. Integration with Academic and Private Sector Partners

OpenAI is excited for the potential to expand its existing academic and private sector partnerships with the Commonwealth of Massachusetts.

Academic Partnerships

As part of OpenAI's $50M NextGenAI initiative, Harvard University, MIT, Boston Public Library, and Boston Children's library are "Founding Partners" in using AI to accelerate research breakthroughs and transform education. For example, Harvard University and Boston Children's Hospital researchers are using OpenAI tools and NextGenAI funding to reduce the time it takes patients to find the right diagnosis, especially for rare orphan diseases, and improve AI alignment with human values in medical decision-making. Learn more at https://openai.com/index/introducing-nextgenai/.

OpenAI has also partnered with academic institutions to conduct economic impact analysis. For example, OpenAI's Economic Research team worked with David Deming, an economist at Harvard University, to publish a landmark study in September 2025 about consumer adoption of AI and how it has shifted since the original release of the technology. This paper is now in process of publication by the National Bureau of Economic Research. OpenAI is interested in partnering with additional academic institutions for further study of economic and productivity impacts of ChatGPT on public sector use cases.

OpenAI Academy is our global enablement platform that helps organizations adopt AI responsibly and at scale through role-based training, hands-on labs, and (in 2026) certification. OpenAI staff work with partners to develop content tailored to different communities, including non-profits, government agencies, and small businesses. Partnerships here are key to designing localized and tailored content, as well as sharing domain-specific use cases and highlighting win stories that show how AI delivered value of a given use case. OpenAI welcomes the possibility of working with the Commonwealth to design training courses that can be distributed not only to Massachusetts state employees, but state employees across the nation. Learn more at academy.openai.com

Private Sector Collaboration

OpenAI has a strong track record of collaboration with Massachusetts-based private sector organizations. For example, OpenAI has partnered with Moderna since 2023 to accelerate the development of life-saving treatments through the deployment of ChatGPT Enterprise to thousands of employees across the company. (Learn more at https://openai.com/index/moderna/). Thanks to strong endorsement by the leadership team (up to the CEO, Stephane Bancel) use cases across legal, research, manufacturing and commercial are being redesigned using AIOpenAI is working with Boston Consulting Group (BCG) as the key enablement partner as part of this engagement. Given the strong technical footprint of the private sector in Massachusetts, from biotechnology to autonomy to artificial intelligence, OpenAI welcomes the possibility of continued technical exchange to advance mutual research and product agendas and deploy meaningful technology in support of the Commonwealth's population.

Measuring Success and Public Value

Use Case Identification & Prioritization

To ensure that the Commonwealth's AI deployment delivers measurable value from the outset, OpenAI will work with EOTSS and lead departments (TBD by the Commonwealth—e.g., MassDOT, EOHHS, MEMA, DOR) to identify and prioritize high-impact, mission-critical use cases. This structured approach grounds the program in outcomes that matter most to residents, employees, and the Commonwealth's strategic goals.

The process includes:

- Discovery workshop(s) with EOTSS and department operational leaders to identify workflows where generative AI can unlock measurable value (e.g., call center support, policy drafting, emergency response coordination).
- Value-driver analysis for each candidate use case considering time savings, improved service quality, equity impacts, and cost avoidance.
- Prioritization matrix (see Figure below) evaluating:
    - Potential impact:
        - Strategic alignment with Commonwealth goals
        - Improvement in operational efficiency, service delivery, and resident outcomes enabled
        - Ability be reused / scaled across multiple Commonwealth departments
    - Feasibility and security readiness
- Pilot & Scale Methodology: Start with high-impact pilots across departments, evaluate performance, then scale successful use cases. Enable early wins to generate momentum and excitement.

This structured approach mirrors the model used in other state deployments and internal OpenAI Tier 0 launches.

Example Use Case Prioritization Framework

Decide what use cases are most relevant. Start with Quick Wins and add complexity over time.

OpenAI can start matching your priority use cases even before your workforce has access to the tool. We want to stimulate your leaders and workforce to think about all the different ways ChatGPT could help! Once priority use cases are identified with rapid sizing and the prioritization framework, we apply a structured measurement approach to quantify use case value more precisely:

Approach to measuring AI use case value

Step 3: Quantify potential for AI to improve the addressable baseline

	Approach	Example
Rule of Thumb	Estimate potential for improvement on baseline by **qualitatively assessing current practices** and applying improvement ranges	*"Assume an improvement of >20% given current approach is manual, not formalized, and does not make use of AI or Analytics"*
Benchmarks & Case Studies	Estimate potential for improvement on baseline by **benchmarking** against best practice performance and **external case studies**	*"A BCG case study estimated that a GenAI conversational platform was able to increase productivity of frontline technicians in the energy industry by 7%"*
User Impact Surveys	**Survey users** to qualitatively estimate the impact of use case on outcomes	*"On average, how many hours per week would you estimate you save by utilizing ChatGPT to complete this task?"*
Pilot Outcomes or A/B Test	Perform a controlled experiment by comparing outcomes for a **pilot vs control group**	*"Employees using the GenAI RFP GPT were able to complete RFPs in 50% less time versus the control group"*
Occurrence & KPI Tracking	**Compare performance** when GenAI use case is used vs priors	*"Analysis of transaction logs showed a 25% increase in upsell conversions during checkout processes post adoption of GenAI offers"*

Value measurement happens throughout the lifecycle of use cases (see Figure below) — from initial pilot through scale. OpenAI will empower the Commonwealth to measure value via prioritized use case pilots, then the state can continue this methodology as the portfolio of use cases and corresponding value grows with time.

Measure the value of use cases along their lifecycle

	Pre-deployment		Post-deployment	
	Initial Value Hypothesis	**Pilot Business Case**	**Pilot Results & Scaling**	**Ongoing Value Realization**
Scenario	***Explore the potential benefits of a new use case without delving into details***	***Build more concrete value estimates to secure pilot funding and support***	***Measure realized pilot results and estimate value of scaling***	***Measure actual performance and find optimization opportunities***
Focus	• Identifying high-level use case **value drivers** • Build **rough estimates** of impact on business KPIs	• Align on **value drivers** • Define pilot **success metrics** and estimate **expected uplift on baseline**	• Measure **realized value** once deployed to prove pilot outcomes • Create a business case for **scaling up**	• Measuring **actual KPIs** for each value driver against projections • Finding **opportunities** to maximize ROI
Example *RFP GPT*	*"External case studies show an RFP GPT could accelerate RFP responses by 20-30% and improve win rates by 10-20%, boosting productivity and revenue."*	*"Anticipating 30% workload reduction and 15% better RFP win rates, potentially leading to $0.5M in productivity and $1.8M in new business given current baselines."*	*"Pilot achieved 35% time reduction and 18% increase in win rates; scaling globally could result in $0.7M in productivity savings and $2M in additional revenue annually"*	*"Achieved 33% faster RFP completion and 17% higher win rates at scale, yielding $1.2M productivity gains and $4M revenue; aiming for an additional 5% efficiency by training team in prompting"*

2. Metrics for Efficiency, Service Delivery, and Resident Outcomes

Knowing how it's going is about knowing where you are starting. The ChatGPT Enterprise Impact Survey will empower OpenAI and the Commonwealth to understand where your workforce is starting, where they are going, and the impact that AI is having on their work:

Phase 1 & 2: ChatGPT Enterprise Impact Survey

Value along phase 1 and 2 of the value journey can be measured through the **ChatGPT Impact Survey**

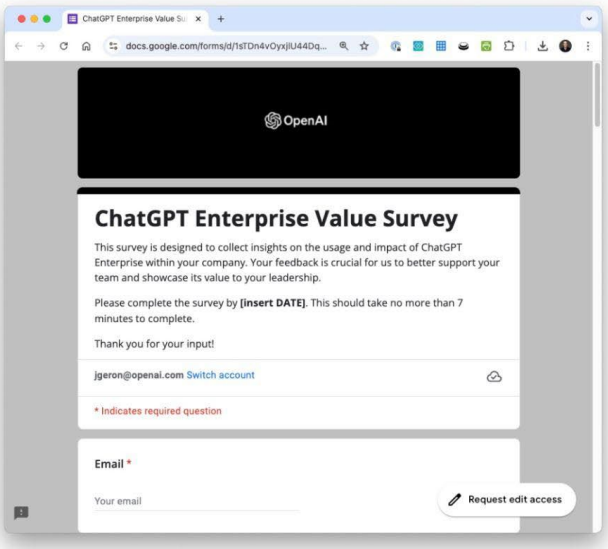
ChatGPT Enterprise Impact Survey

What is the Impact Survey?

- ➔ Quick 7-minute questionnaire designed to capture how ChatGPT Enterprise is influencing AI proficiency, productivity, innovation and processes
- ➔ The survey helps measure the value that ChatGPT broadly brings to organizations - aligning to phase 1 and 2 of the value journey

Focus areas:

1. Impact on **AI proficiency**; i.e. employee comfort and skill levels in using AI tools
2. Impact on **employee productivity** / time savings
3. Impact on **employee innovation and creativity**
4. Impact on **key business metrics** like revenue growth, cost savings, and customer satisfaction
5. Impact on day-to-day **job satisfaction**



We will jointly define Key Performance Indicators (KPIs) that directly align with the Commonwealth's three stated impact categories: resident, workforce, and economic*(Below KPIs are illustrative only, to be developed with the Commonwealth and reflect the priorities of Commonwealth leadership, and where data can be accessed and updated to provide strong measurement, baselines, and impact)*

A. Resident Impact

- Service Responsiveness: Reduction in average response and resolution time for residents (e.g., DOR and MassDOT chatbot-assisted interactions vs. human-only workflows).
- Access & Inclusion: Metrics on multilingual and ADA-compliant service delivery, including increased reach to underserved populations.
- Service Equity & Satisfaction: Uptake and satisfaction rates across languages, geographies, and demographics, measured through embedded CSAT surveys and service utilization data.

B. Workforce Impact

- "Minutes on Mission" Saved: Average minutes saved per employee per week, that can be redirected to more purposeful work. (benchmark: 95 minutes/day in Pennsylvania pilot).
- Task Throughput/Toil Reduction: Time reduction for common workflows (e.g., policy drafting, procurement summaries, service ticket processing).
- Employee Enablement: Number of employees actively leveraging AI tools in daily work, measured through usage analytics and adoption rates.

C. Economic Impact

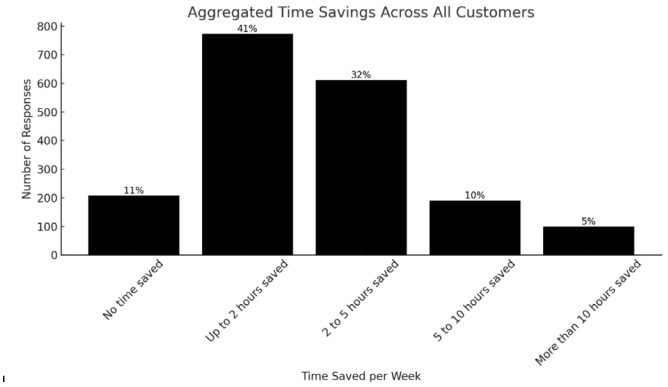
- Cost Avoidance: Estimated FTE hours saved and associated budget relief through AI-enabled productivity gains.
- Service Reach Expansion: 24/7 availability and increased capacity to serve more residents without increasing headcount.
- Operational Efficiency ROI: Correlating reduced operational costs with improved service delivery outcomes at scale.

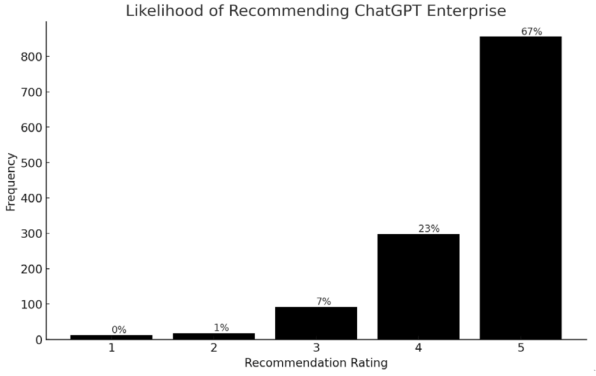
These illustrative KPIs reflect leading practices from state government AI deployments nationwide and are designed to give the Commonwealth actionable insights into service quality, workforce productivity, and economic value creation.

Complementing these KPIs, we will track operational program metrics, including:

- Seat activation and Weekly Active Users (WAU)/Monthly Active Users (MAU) by department
- Training progress of end users (e.g., % trained, # of champions, confidence levels, volume of shared prompts and GPTs)
- Use case delivery status
- Security and risk status
- Time saved (Figure below shows aggregated time saved averages across all ChatGPT customers)
- Satisfaction (Figure shows the likelihood of recommending ChatGPT enterprise of trained users)

Aggregate Time Saved and ChatGPT Satisfaction & Recommendation





More broadly than these KPIs and operational metrics, we would work with Commonwealth leaders to define 2026 goals that shape the overall direction of the program. Figure below outlines key illustrative questions to jointly set goals, while the Example Outcome Figure illustrates what outcomes from this goal setting could look like.

Setting Goals for 2026 for ChatGPT Across the Massachusetts Executive Branch

For discussion- what does good look like for 2026? *(Illustrative starting point for Discussion)*

		Guiding Principles	Illustrative options/design choices to consider
Ambition & North Star	Q1: How should we set a **overarching AI impact target**?	• Account for uncertainty around future tech • Derived from measurable metrics from systems • Direct ties to Business, Mission & AI Strategy	1. Set a **long-term top-down North Star**; align entire program to target 2. Establish **bottom-up** leading indicators tied to use cases 3. Rely on **qualitative** "hero story" milestones
	Q2: What **impact dimensions** (productivity, innovation/speed, quality) should we anchor on?	• Define a few critical dimensions; avoid optimizing just one area (e.g., speed) at the expense of others (e.g., reliability)	1. Select **one overarching KPI** 2. Use a **balanced scorecard** of 2-3 high-level measures (e.g. time-to-market, cost, innovation, quality)
	Q3: How should we set **near-term targets** when full AI-driven Engineering may be >2-5 years away?	• Focus on concrete 6-12 month targets over vague 24+ month targets given uncertainty • Break the journey into short-term, high-impact milestones to show progress and learn quickly	1. Set & **adjust goals on a quarterly basis** to remain responsive to tech changes and learnings 2. Set **top-down goals** by year tied to long-term targets
Measuring ROI	Q4: Should we measure **leading indicators or lagging outcomes**?	• Track both early signals (leading metrics) that show progress and ultimate business & mission impact (lagging metrics)	1. Use **leading indicators** (e.g. # of AI-driven work, test coverage) that demonstrate momentum early 2. Use **lagging outcomes** (fewer bugs, launch speed) that tie to ROI but are hard to verify
	Q5: Should we measure **absolute outcomes or proportional metrics**?	• Ensure inclusion of proportional metrics that are more comparable year-over-year	1. Measure **relative uplifts;** e.g. "AI assists in 50%+ of new code commits" 2. Rely on **absolute metrics** such as cost/time saved
Cascading to Departments	Q6: How should impact measurement cascade to/from **Departments/Units**?	• Mandate a common measurement taxonomy (e.g. same definition of "AI-assisted commit") to allow for aggregation and comparison across departments/units	1. Set **top-down goals** for each department/unit cascading from the North Star targets using a common taxonomy 2. Each unit sets **independent AI targets** but aligns to a common taxonomy

Goal and metric setting can seem simple and obvious but in OpenAI's experience this is a critical opportunity to really define what success is. We can use different tools and approaches to ensure that not only are all stakeholders aligned, but also that we understand what success isn't. This can drive a lot of the communications about the AI journey of the Commonwealth as well as help inform critical incentive structures and messaging to really ensure workers understand not only the "What" but also the "Why" and the "How" driving better buy-in, more enthusiasm and better outcomes and impact.

Example Outcome of Goal Setting Exercise

Illustrative starting point for discussion

	Objectives	Key Results
Working With ChatGPT	**Embed role-specific AI expertise**, enabling targeted ChatGPT application across MA **Accelerate broad adoption** through targeted capability building, empowering teams to leverage ChatGPT tools in daily workflows. **Measure and communicate impact** clearly through structured reporting.	1. **≥90% license activation, >80% sustained weekly usage**, demonstrating consistent, meaningful engagement. 2. Established AI governance, completion of tailored, function-specific enablement sessions, & active AI Activators program. 3. Structured quantitative & qualitative feedback platforms (e.g., reports, impact surveys)
Building With High Impact Use Cases	**Show early impact and validate potential for AI** to meaningfully accelerate MA workflows through successful pilots across use cases **Increase maturity of MA** in digital transformation and AI native behaviors, driving significant efficiencies and impact via key use cases like acquisition, grant management, emergency management, administration, management and more.	1. **X lighthouse use cases** in limited production with active usage by pilot population and validated ROI a. Meet or exceed target success metric/KPIs for each use case pilot 2. Y lighthouse use cases in **scaled production** 3. X% impact against overarching North Star (to be defined)

3. Reporting Cadence & Dashboards

OpenAI will provide visibility into the Commonwealth's progress through structured reporting and review cycles that cover both operational metrics and KPIs, as shown by the spectrum in Figure. Our analytics platform will allow the Commonwealth to track operational metrics. These views will be accessible by Commonwealth administrators on a "real-time" basis, and we can help create trend and deeper analyses of operational metrics on an ad hoc basis (e.g., in preparation for executive reviews). OpenAI will provide frameworks and serve as a thought partner as the Commonwealth builds or strengthens capabilities to measure and report KPIs on an ongoing basis. We will focus primarily on measuring KPIs and ROI in the context of use case pilots, then the Commonwealth can extend this as more AI capabilities are developed over time.

Visualizing the Spectrum of Baseline to Advanced Reporting (Illustrative)

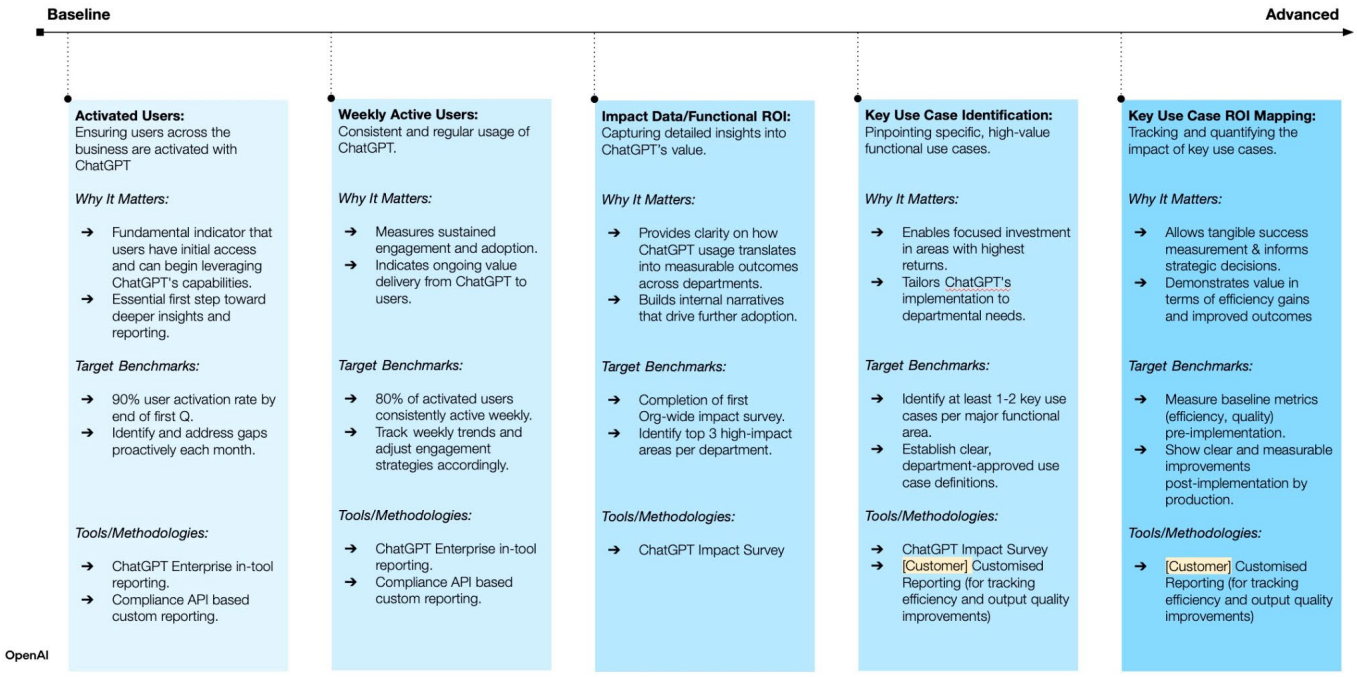
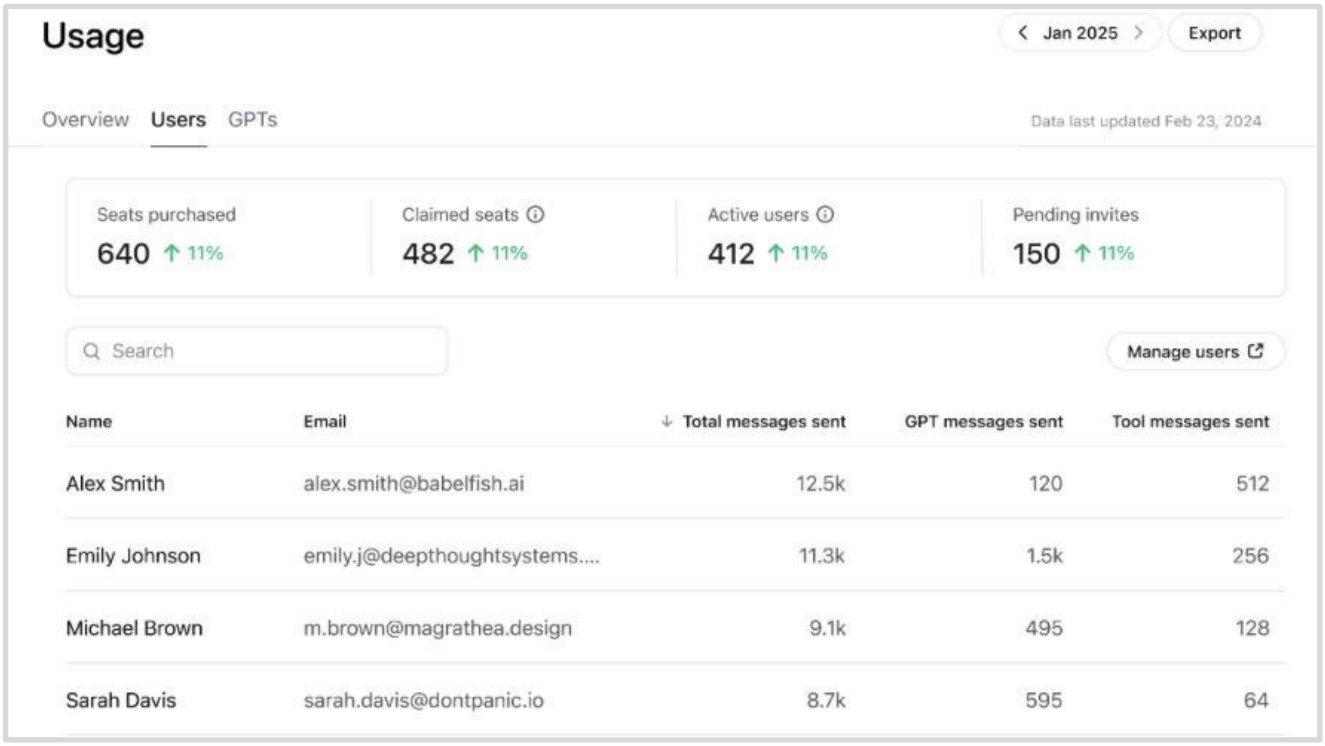


Figure below illustrates a sample of platform usage statistics that Department Leads and Platform Administrators could review on a regular basis. Data like these would form elements of the Usage Dashboard.

Example Usage Dashboard View for Commonwealth Administrators and Department Leads

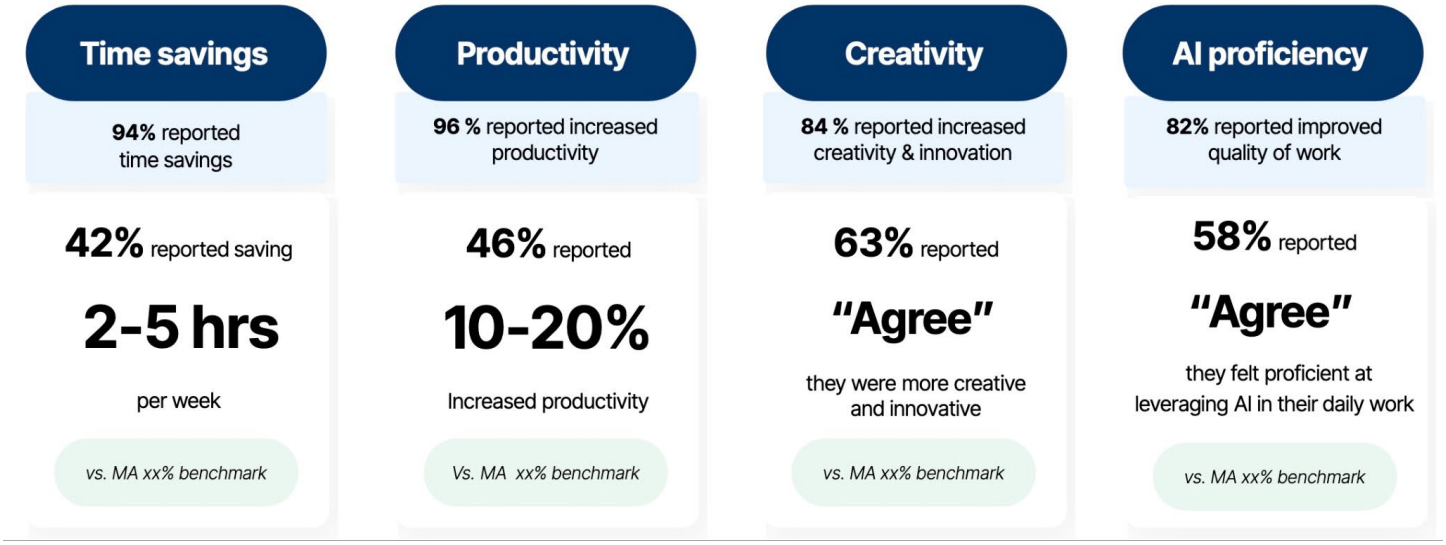


Impact measurement will be a core pillar of reporting and accountability for multiple audiences across the Commonwealth. To ground the AI Assistant Platform (ChatGPT Enterprise) in measurable outcomes, OpenAI can bring in its dedicated Economics Research team to partner with the Commonwealth, or other Academic Partners on ROI modeling and impact measurement. This team has supported other impact studies (NC, PA, economics team) to quantify workforce productivity gains, efficiency improvements, and cost avoidance – ensuring that impact is both rigorous and reportable.

OpenAI will collaborate closely with Massachusetts leadership to define a tailored value framework aligned with the state's resident, workforce, and economic impact priorities. Drawing on results from similar statewide transformations, our research indicates a minimum productivity gain equivalent to one hour saved per employee per week, with many roles realizing substantially higher time savings depending on workflow intensity and AI integration. Figure X below illustrates potential workforce impact metrics that the Commonwealth could measure and communicate over time.

By grounding measurement in real operational outcomes, the Commonwealth will be able to demonstrate clear value to residents, empower its workforce, and drive measurable economic impact. Figure X provides an outside-in, illustrative calculation of potential workforce benefits for the Commonwealth.

Illustrative Workforce Impacts that Could Be Measured and Communicated



Illustrative calculation of value from the AI Assistant Platform

This example uses sample figures and representative workforce composition percentages for the public sector, based on an assumed 45,000 total seats. Financial benefit based on an average hourly wage of $35/hour. The bottom total, is an independent number, that assumes all workers will benefit from at least 1 hour saved.

Net annual benefit of ChatGPT is equivalent to $70.8 million

(Assuming 1 hour per employee saved per week, at $35 average per hour cost)

**NOTE: for Illustrative purposes only, at kick-off the project team would provide estimates based on MA specific numbers not government sector industry averages.*

	# Employees	Weekly Time savings	Annual Time Savings	Total Annual Benefit $
Management	2300	3 hrs	303,600 hrs	**$10.6M**
Administrative/ Business Services	7500	3 hrs	990,000 hrs	**$34M**
Legal	600	2 hrs	60.720 hrs	**$2M**
Project Management	2000	2.3 hrs	202,400 hrs	**$7M**
IT	1380	2 hrs	121,440 hrs	**$4.2M**
Total	45,000	1 hrs	202,400 hrs	**$70,840,000**

Total Potential* Annual Benefit $

202k
Annual Hours Saved

$70.8 m
Total Annualised Benefit

5,750
Equivalent to additional Employees

A potential landmark impact study with academic institutions like MIT, Harvard, and/or UMass could complement these ROI dashboards, providing an independent, high-credibility benchmark for statewide outcomes and reinforcing the Commonwealth's leadership through the Governor's AI Hub initiative.

Additional enablement support

To complement this proposal and enable deeper, outcome-focused transformation beyond its scope, OpenAI has established Boston Consulting Group (BCG) as a preferred enablement partner. While BCG will not be directly supporting this engagement, the partnership reflects a shared commitment to helping governments realize the full

potential of generative AI. BCG brings a proven record of transforming ways of working across the U.S. public sector – having executed 2,700+ programs in the past five years, including 80+ large-scale transformations. BCG has also worked extensively with Commonwealth agencies across the economic development, labor, health, and education secretariats, and with quasi-public agencies including MassPort and MassCEC. Over the last year, BCG has supported the Mass High Tech Council to develop strategies for MA to become a leader in AI, and MassTech to stand up the AI Hub's working groups. Together, OpenAI and BCG stand ready to help the Commonwealth extend its AI journey and value delivery.

Risk Management and Resilience

ChatGPT Enterprise is covered by an enterprise-grade audit program anchored by a SOC 2 Type II attestation (Security, Availability, Confidentiality, and Privacy) and an externally audited vulnerability program. The SOC 2 report documents design and operating effectiveness of controls across vulnerability management and change control, among other areas, and OpenAI conducts independent third-party penetration tests (annual and on material change) by accredited third-party firms alongside continuous agent-based scanning, static and dynamic code analysis, dependency scanning and peer-reviewed code merges. Vulnerabilities are triaged against documented SLAs (e.g., Critical/High remediation timelines), tracked to closure, and surfaced into formal remediation SLAs; this work is complemented by a public bug-bounty program and daily automated scanning and monitoring. OpenAI maintains additional compliance documentation as well, including ISO 27001 and others, and is In Process for FedRAMP 20X authorization.

Availability controls include tested restore capabilities, fault monitoring, and comprehensive anti-malware/IDS measures; data is encrypted in transit and at rest, and customer data can be deleted on request. For ChatGPT Enterprise, workspace admins control retention and deleted conversations are removed within 30 days unless a legal obligation requires retention. The Data Privacy Addendum (DPA) further clarifies that Enterprise customer data is retained during the agreement term (API inputs/outputs up to 30 days) and that any copies kept to comply with law are isolated from further processing—i.e., only limited, legally required "permitted copies" such as backups or legal-hold artifacts are maintained.

OpenAI maintains a formal Business Continuity and Disaster Recovery (BC/DR) program and Business Continuity Plan that defines roles and responsibilities (executive, security, primary responder, and departmental leads), continuity strategies for physical and virtual disruptions, and explicit backup/restore requirements; DR procedures must be tested at least annually and recovery activities are documented through formal incident channels. The program requires that restored systems meet security baselines before re-entry to production. Our full suite of security documentation, reporting, and evidence is available at trust.openai.com.

Accessibility and Digital Equity

OpenAI is committed to building products that are accessible and usable by as many people as possible, including individuals with disabilities. While ChatGPT Enterprise is not yet fully WCAG 2.1 AA compliant, it is designed and developed with accessibility best practices in mind and is generally aligned with the WCAG 2.1 Level AA principles of Perceivable, Operable, Understandable, and Robust (POUR).

ChatGPT Enterprise incorporates a range of features and design considerations to improve accessibility for users with different needs:

- **Keyboard Accessibility:** Interactive elements can be navigated and operated via keyboard with logical focus order and visible focus states.
- **Color Contrast and Text Resizing:** The interface meets minimum contrast ratios of 4.5:1 and supports text resizing and zoom up to 200% without loss of content or functionality.
- **Assistive Technology Compatibility:** Core UI components are built using semantic HTML and ARIA attributes to improve compatibility with screen readers and other assistive technologies.
- **Reflow and Responsive Design:** Pages reflow at 320 CSS pixels and support text-spacing adjustments without disrupting layout or readability.
- **Error Identification and Navigation:** Forms and controls include programmatic labels, instructions, and accessible error messages.

To support alignment with accessibility standards, OpenAI uses a multi-layered accessibility testing program:

- **Automated Testing:** Continuous use of accessibility testing tools (e.g., axe-core, Lighthouse) to identify common issues early in development.
- **Manual Expert Testing:** Accessibility specialists conduct hands-on testing, including keyboard-only navigation and screen reader use (NVDA, JAWS, VoiceOver).
- **Assistive Technology Validation:** UI components are checked to ensure they expose correct names, roles, and states through accessibility APIs.
- **User Testing with People with Disabilities:** Task-based usability testing helps identify real-world accessibility barriers.
- **Governance and Documentation:** Accessibility issues are tracked, prioritized, and remediated as part of our development lifecycle.

Formal accessibility documentation—including the most recent Accessibility Conformance Report (ACR) based on the ITI VPAT template—is available through the OpenAI Trust Portal upon request. This report provides a criterion-by-criterion assessment of ChatGPT Enterprise's alignment with WCAG 2.1 AA and Section 508 standards. OpenAI is actively working toward greater conformance with WCAG 2.1 AA and is committed to ongoing accessibility improvements as the product evolves.

Use of Generative AI Compliance

OpenAI discusses in separate sections its commitment to enterprise privacy and preserving confidentiality, integrity, and privacy of customer data. Complementary to this, OpenAI publishes two key artifacts for public consumption: the Model Spec and the System Card.

The Model Spec is a document that outlines the intended behavior for the models that power ChatGPT. The document outlines the goals, tradeoffs, and governance approach that guide model behavior (e.g., commitments to safeguarding individuals' privacy in their interactions with AI, or easy access to trustworthy safety-critical information.) Direct requirement in the Generative AI Policy, e.g., refusal handling, uncertainty disclosure, privacy preserving behaviors, auditable and transparent system prompting, etc. This Model Spec is dedicated to the public domain and marked with Creative Commons CC0 1.0 deed. See more at https://model-spec.openai.com/2025-09-12.html&sa=D&source=docs&ust=1760386819024621&usg=AOvVaw2R8ktY8c7qapMu0fXourZ8

With each model release, OpenAI releases a System Card that outlines model risks and mitigations. This document covers evaluation coverage and model-level red-team findings to document reliability, safety, and resilience. These evaluations span everything from hallucination rate on standard benchmarks to fairness and bias assessments for sensitive attributes, and include guidance on fact-checking and human review protocols.

Warranties and Compliance

Warranty Statements

Conformance to Specifications

OpenAI warrants that, during the term of the Agreement, when used in accordance with the Agreement and applicable documentation, the Services will conform in all material respects to the Documentation OpenAI provides or makes publicly available and to the terms of this Agreement.

Non-Infringement and IP Ownership (Work-for-Hire)

OpenAI warrants that it has all necessary rights, title, and interest in and to the Services and related deliverables to grant Customer the rights set forth in the Agreement, and that the Services do not knowingly infringe the intellectual property rights of any third party. With regard to any professional or enablement services, Customer will own, and OpenAI will assign to Customer, the IP rights in any work product created specifically for Customer in the course of providing professional or enablement services. Notwithstanding the foregoing, OpenAI retains ownership of its background technology (including pre-existing technology, models, tools, software, documentation, know-how, and enhancements thereto), and the foregoing assignment does not apply to any background technology.

No Pending Litigation

Operating in the fast-paced AI sector, OpenAI is and may continue to be subject to litigation and other legal proceedings. To the best of OpenAI's knowledge, there is no pending litigation or claim that would materially affect OpenAI's ability to perform its obligations under this Agreement. OpenAI provides intellectual property indemnification in accordance with the terms of its standard enterprise agreement.

Virus and Malware-Free Certification

OpenAI conducts industry-standard virus scans and employs robust security practices intended to protect the Services from the introduction of viruses, malware, or malicious code. OpenAI warrants that it will use industry best practices to screen for and eliminate viruses and malicious code within its control.

B. Description of warranty, maintenance, and support applicable to the products and services listed. Note that warranty, maintenance, and support must be consistent with requirements set forth in the applicable statewide contract.

See Form 2

Maintenance:

See Form 2

Support:

Our support program is designed to meet the Commonwealth's expectations and provide a reliable experience for agencies adopting ChatGPT. Customers have access to a round-the-clock online helpdesk that accepts requests via chat or email. All tickets are handled by a global support team trained on our service. Premium support,

available at additional cost, supplements this baseline service with an escalation line staffed by senior engineers and on-call availability during incidents.

The helpdesk operates 24×7×365, aligning with the state's requirement for continuous coverage. We classify requests into four severities. A Severity 1 (service down or critical security vulnerability) ticket triggers a response within one hour and escalates immediately to engineering leadership if needed until service is restored. Customers receive hourly updates. Severity 2 issues (significant impairment) receive a response within four hours and are escalated to the on-call engineer if needed; customers receive daily updates Severity 3 requests (non-critical defects) receive a response within one business day, and Severity 4 items (general questions or feature suggestions) are addressed within two business days. All times are based on Eastern Time to align with Commonwealth business hours. Customers who require phone-based triage can purchase the Premium Support plan, which provides a dedicated hotline and named technical contacts.

We maintain robust monitoring and notification processes. Service availability is continuously tracked and published on our public status page. We post known and customer facing incidents on status.openai.com. Customers can subscribe to the status page and will get notified for all new incidents. We keep the status page updated and changes to an incident state triggers automated updates to subscribed customers.

Pricing for ChatGPT Enterprise is stabilized for the initial term of the statewide contract. Subscription fees include Enhanced Support Package, platform upgrades, and new features. We do not raise rates during the contracted term, and any optional Premium Support Package is offered at a fixed add-on price. This approach ensures agencies receive predictable costs and dependable support while meeting the Commonwealth's expectations for defined service levels and stable pricing.

C. Provide an estimated timeframe for delivery of products, and commencement and completion of services once a Purchase Order is issued.

Product delivery timeframe

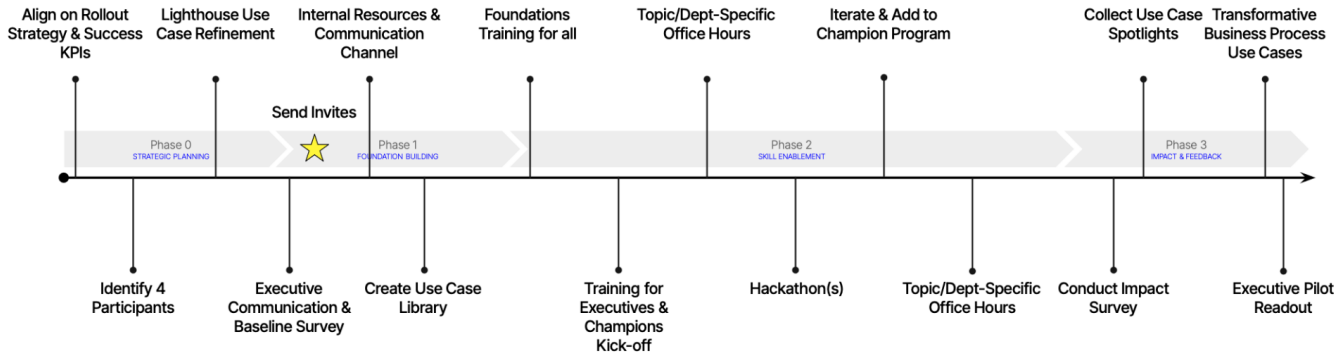
OpenAI will configure and deliver the ChatGPT Enterprise platform for the Commonwealth within the first four weeks following issuance of a Purchase Order. This includes SSO integration, security configuration, departmental workspace setup, and reporting infrastructure, ensuring the platform is ready for immediate governance, training, and use case delivery.

Services commencement and completion timeframe

OpenAI will implement the Commonwealth's AI Workforce Enablement Program over a six-month (90-day direct, 90 day mentor) structured deployment, beginning in parallel to product delivery in Week 1.

Timeline & Key Activities

90 DAYS



Phase 1 – Foundation (Days 0 - 30) (Increasing Employee AI Proficiency & Confidence)

Configure the platform, establish security and governance structures, define KPIs and operational metrics, launch communications, conduct a baseline survey, deliver Executive AI training, and start AI 101/102 training. Initiate use case intake, design incentive structures and other elements to drive engagement, and identify champions and "train the trainer" leads.

Phase 2 – Launch (Days 31-60) (Employee Proficiency Matures to Productivity)

Prioritize use cases, expand training, launch the Champions network, implement early pilots, and activate dashboards and reporting. Introduce role-based and feature-deep training, deploy incentives, and highlight early hero moments. Co-teach with trainers and champions in Commonwealth organizations to drive skill-building and confidence.

Phase 3 – Scale & Sustain (Days 61-90) (Productivity turns to Innovation and Satisfaction)

Roll out additional pilots on a staggered schedule, continue training and communications, and measure value. Revisit usage data to identify missions, roles, or groups with slow activation or low engagement and deliver targeted enablement. Consolidate reporting and governance, hand off dashboards, playbooks, and governance processes to Commonwealth teams, and highlight impact case studies and adoption stories.

This timeline ensures rapid time to value – with platform configuration and initial admin and other user and Executive training completed in the first 30 days followed by rapid scaling across the first 20k Commonwealth employees.

D. If Bidder is providing services, provide a list of assumptions on which it is basing its bid.

1. The Commonwealth of Massachusetts (MA) will designate a single point of contact and a cross-department steering group to coordinate access, scheduling, and approvals.
2. The Commonwealth will have clear decision-makers with limited bureaucracy on communications and engagement so the OAI team can deliver on schedule.
3. Participating agencies will allocate staff time to attend live trainings and complete asynchronous learning.
4. The Commonwealth will provide for no-meeting days or similar bandwidth periods with the intent to allow employees to experience the tools.

5. The six-month training window can be extended or phased depending on readiness and department demand.
6. Training will be delivered primarily in English and to a hybrid workforce (onsite + virtual).
7. Training will be recorded and will be available asynchronously.
8. The Commonwealth will have access to OpenAI Academy and will allow staff to access OpenAI Academy for training
9. Commonwealth users will have access to ChatGPT Enterprise or ChatGPT Gov with appropriate workspace configurations for training exercises.
10. Required IT integrations (e.g., SSO, data access restrictions, network permissions) will be in place prior to program start.
11. No custom model fine-tuning or on-prem deployment is included in this scope; the program leverages OpenAI's commercially hosted platform.
12. The Commonwealth will manage its own user provisioning, license administration, and data governance in compliance with its policies.
13. Any role-based training content will be co-developed with Commonwealth subject-matter experts and validated through discovery workshop.
14. Each live session will accommodate up to an agreed maximum number of participants (e.g., 50 per cohort).
15. Pilot agencies will be selected jointly by OpenAI and Commonwealth leadership during the scoping phase.
16. OpenAI will provide virtual office hours and live facilitation but will not assume full-time, onsite staffing.
17. Evaluation and metrics will rely on Commonwealth's willingness to share anonymized productivity or adoption data.
18. Contract execution, purchase order issuance, and data-sharing agreements will be completed before kickoff.
19. All pricing assumes timely access to personnel, systems, and materials required for training.
20. Travel costs (if applicable) and venue logistics will be managed under a mutually agreed plan or reimbursed per contract terms.
21. Intellectual property for jointly developed training materials will be shared under mutually agreed licensing terms.
22. Any additional agencies, modules, or advanced integrations beyond the initial six-month scope will require a separate statement of work or amendment.
23. If the Commonwealth chooses to run a pilot of 20k users and a follow-on cohort of 25k users, OpenAI would enable the first co-hort and train Commonwealth Champions and Trainers to handle the enablement of the 2nd cohort, and complement that training.
24. That the Commonwealth has an intranet hub, newsletters or other ways of disseminating information that OpenAI would provide content to.
25. That the Commonwealth will ensure to delivery to its workforce the communications, activities, surveys, and other critical tools to enablement success provided or designed by OpenAI, OR will allow OpenAI to send those directly to staff, any approvals of such messages or content will be less than 3 days, any longer can impact the enablement cadence and success expectations.

In addition to the assumptions above, here are some of the critical drivers we find between customers who get some impact from AI and those that truly become AI native organizations:

Top 10 actions successful AI sponsors take in the first 30 days to drive adoption and value

1	**Set Clear Objectives and Metrics**	Define specific, measurable objectives and KPIs to track progress. Ensure alignment with overall business goals.
2	**Leadership Communication**	Ensure leadership communicates the importance and impact of the AI initiative to drive engagement.
3	**Engage with L&D**	Utilize internal existing Learning & Development processes and resources to help upskill employees
4	**Internal Channel Management**	Set up and maintain a communication channel (e.g., Slack or Teams) for updates, questions, and collaboration.
5	**Resource Library Development**	Provide a central repository of FAQs, user guides, and best practices to support users.
6	**Champion Program**	Appoint and manage champions to promote adoption and ensure alignment with business goals.
7	**Workshops & Hackathons**	Organize workshops (e.g., AI Vision Workshop, Use Case Discovery) and plan hackathons to engage users and identify innovative use cases.
8	**Weekly Report Distribution**	Share weekly reports highlighting usage stats, leaderboards, and emerging use cases to maintain momentum.
9	**Document Feedback / Use Cases**	Establish a process to gather feedback and document new use cases for continuous improvement.
10	**Encourage X-Functional Sharing**	Motivate users to explore creative applications of ChatGPT and share success stories and case studies to inspire further exploration.

E. Attach an unlocked, editable copy of any relevant license agreement, subscription agreement, warranty or maintenance agreement, technical support description and any other forms or agreements related to the procurement of the Bidder's proposed solution, in MS Word format.

See attachments

Form 2 – Cloud Terms Table

See Form 2

Form 3 – Statement of Work (SOW)

See Form 3

Form 4 – Risk Management Form

See Form 4

Cost Response Section

Overview

We propose an enterprise (concurrent) licensing approach that matches the Commonwealth's stated preference for flexible, non-named licensing. Deployment will be phased: 20,000 licenses are activated immediately, with an additional ~25,000 licenses added during the final ramp period (for a total capacity of 45,000). Activated licenses are billed at $7.00 per license per month. Under the current schedule, charges during the initial deployment tranches total $1,603,000. At the next annual renewal the full 45,000 licenses will be renewed at $7/user/month, which annualizes to $3,780,000. Any metered platform credits (if used) are priced at $0.065 per credit. This proposal uses an enterprise concurrent model (not named users) so agencies can share and reallocate seats without administrative reassignment. All enablement/training services for the first 90 days are included in this price, with direct enablement via OpenAI Enablement and Training Experts. For the 2nd 90 days, OpenAI Experts will serve as "mentors" to Champions and Trainers from the Commonwealth to ensure that the Commonwealth can maintain high quality enablement independently of OpenAI over time. An AI Adoption Manager will ensure Massachusetts gets timely updates and hands-on enablement for new features and proven government use cases. We believe great tools plus clear training will make your team the experts and do so quickly. If adoption takes years, it's the wrong tool. Some vendors rely on complexity, fear, and lengthy consulting to increase costs. We take the opposite approach. We focus on simplicity, proven results, and building workforce capacity so that public funds can be allocated on the highest priorities. Our goal is not to create dependence on our training or services, but to empower every public servant to be a capable technologist and problem-solver who helps make the Commonwealth a better place to work and live.

IV. Cost Response

The Cost Response listed below must be completed by Bidder and inclusive of any reseller markup. If the response is submitted through a reseller, the reseller must state its markup on each product and service. EOTSS strongly prefers that the services be provided by resources located in the United States. If the resources are not located in the United States, please specify their location in the table below.

Software, Software as a Service, Infrastructure as a Service, Platform as a Service

Product Name	SKU Number	Price for Initial Term or Price Per User	Price for each renewal term	Additional Pricing Information or Volume Discounts
ChatGPT Enterprise Core	CHATGPTENTBASE	$7/user/month	$7/user/month	We provide volume discounts for users/month; deployment may be phased at Customer's request
ChatGPT Enterprise Advance Model Credit Units (AMUs)	CHATGPTAMU	$0.065 per credit	$0.065 per credit	We provide volume discounts on AMUs

Services: Setup, Implementation, Configuration

Service Name	SKU Number	Fixed Price	Hourly Rate	Additional Pricing Information or Volume Discounts	Location from where services are provided (Country)
Setup, implementation, configuration as described in “Project setup and administration” section	n/a	n/a	n/a	Included in seat price	United States

Services: Support and Maintenance

Service Name	SKU Number	Fixed Price	Hourly Rate	Additional Pricing Information or Volume Discounts	Location from where services are provided (Country)
Customer support	n/a	n/a	n/a	Included in seat price	United States

Services: Training/Enablement

Service Name	SKU Number	Fixed Price	Hourly Rate	Additional Pricing Information or Volume Discounts	Location from where services are provided (Country)
AI Enablement and Training ChatGPT Journey for Government	n/a	n/a	n/a	90 days of enablement included in the seat price (assuming 20k seats at launch). Second 90 days, OpenAI supports as a mentor (as needed) and technical reference expert.	United States

Optional Add-Ons- Not Included In Cost Response

Service Name	SKU Number	Fixed Price	Hourly Rate	Additional Pricing Information or Volume Discounts	Location from where services are provided (Country)
BCG AI Transformation enablement	n/a	n/a	n/a	BCG can provide a range of enablement support from 5 weeks to 52 weeks. BCG will tailor support to the unique needs of the Commonwealth/agency to accelerate adoption and drive near-term impact.	United States

Reseller Markup

Bidder must identify the maximum markup under the applicable Statewide Contract:	1% off Commercial List Price
Bidder must identify the proposed markup for this bid proposal, if lower:	N/A

The Selected Vendor agrees that for the duration of this contract, no more favorable price, discount, or rate for the AI Assistant and related services will be offered or paid by any other current or future customer. Should the Selected

Vendor offer another customer more favorable pricing, the Selected Vendor will automatically adjust the pricing in this agreement to match those terms.

OpenAI cannot agree to a most favored customer pricing clause. Our pricing is dynamic and reflects factors such as product evolution, credit structures, market conditions, and customer-specific deployments. Committing to fixed relative pricing would restrict our ability to offer promotional or strategic pricing and manage our pricing model responsibly. We will, however, honor the commercial terms agreed in each executed Order Form for the full contract term.