DIGITAL GOVERNMENT
Briefing for State Leaders

9%

Increase in voting behavior for citizens who are satisfied with state services.[1]

40%

Share of citizens who say they are satisfied with their experience interacting with government services.[1]

#2

*Ranking of **DIGITAL GOVERNMENT** as a priority amongst US State CIOs for 2023 (after Cybersecurity).[2]*

AS CITIZEN EXPECTATIONS continue to rise in an ever-evolving digital landscape, governments often struggle to keep pace. We enjoy the convenience of tapping to pay for coffee, downloading books from the library with a few clicks, and subscribing to grocery delivery services that bring essential items right to our doorstep. Why should interacting with government be any different?

DIGITAL GOVERNMENT presents a promising solution to bridge the gap between the current state of public services and the expectations of citizens. It seeks to leverage leading-edge technology and user-centric design principles to create seamless, efficient, and easily accessible services that cater to the needs of a digitally-savvy population. By embracing digital government and building in security and data privacy from the start, we can transform the way citizens engage with public institutions, making bureaucratic processes more responsive, and increasing government transparency and trust.

- **CONVENIENCE**: Digital government allows citizens to access public services at their fingertips, anytime and anywhere. They can complete tasks such as paying taxes, applying for permits, or accessing social benefits without needing to visit a physical office.

- **IMPROVED ACCESSIBILITY**: Services can be made available 24/7 and more accessible for people with disabilities, those living in remote areas, and those with limited access to traditional government offices.

- **PERSONALIZED SERVICES**: Digital government can leverage data analytics and artificial intelligence to deliver personalized services tailored to individual needs and preferences. This can result in more effective service delivery and increased citizen satisfaction.

- **INCREASED TRANSPARENCY:** Digital government initiatives, such as open data portals, provide citizens with access to information about government activities, policies, and spending. This fosters government accountability and trust.

- **EFFICIENCY AND COST REDUCTION:** By adopting digital technologies and automating manual processes, governments can streamline operations, minimize errors, eliminate redundancies, and reduce costs.

Digital platforms make it easier for citizens to engage with their government, providing opportunities to share feedback, voice concerns, and participate in decision-making processes. This increased engagement helps create a more informed and active citizenry, leading to better policy outcomes.

April 2023

NOTABLE CASE STUDIES

- **COLORADO myColorado Mobile App and Digital Driver's License.** In 2019, Governor Jared Polis announced the launch of digital IDs within the myColorado mobile app. Today, Coloradans can use their mobile phone to present proof of ID as a driver's license, age verification, and other government documentation such as vaccine records, vehicle registrations, and fishing licenses.[4]

- **TEXAS by Texas (TxT) Digital Assistant.** In 2021, Texas launched a digital assistant platform, initially via web portal and subsequently a mobile app for citizens' most common government interactions such as driver license renewal and vehicle registrations.[3]

- **MINNESOTA Person-Centered Approach for Benefits.** With a philosophy to promote "people-centered government services", Minnesota launched its MNbenefits platform in 2020 to consolidate nine public assistance programs such as food access, health care, and cash assistance. Prior to launch, Minnesota had one of the longest estimated benefit application times in the country at 1-2 hours per application; the new digital program targets under 20 minutes.[5]

- **GEORGIA Division of Child Support Services Mobile App.** The Georgia Department of Human Services launched a child support mobile app in 2016, to assist customers making child support payments and perform other activities, such as scheduling appointments, review cases, and chat with representatives. The app continues to serve constituents well today, with a rating of 4.7 stars.[6]

- **ARIZONA Digital Underground Storage Tank Compliance Reporting.** Compliance with environmental regulations and reporting is traditionally as complex as it is critical. The Arizona Department of Environmental Quality has been transforming and modernizing its operations to support the reporting of over 5,700 underground storage tanks from over 1,000 customers across the state. A web portal provides training, standardized applications, date-based automatic notifications, and geographic mapping.[7]

STEPS FOR SUCCESS

*Digital Government initiatives are typically led by a state's **Chief Information Officer (CIO)**. They will potentially need support via **funding**, statutory **authority**, and political **influence** to coordinate a change involving multiple state agencies.*

1. **CLARIFY THE GOALS.** Any project must start with a purpose – what problem are you trying to solve? Are the benefits for citizen convenience, government efficiency, new services, cost savings, etc.?

2. **ORGANIZE A COALITION.** Assemble a diverse team of stakeholders, including representatives across government, as well as external partners, to collaborate on the project and leverage their collective expertise and resources.

3. **START WHERE YOU ARE.** Study your current situation – this can include current technology, contracts, funding mechanism, and personnel. Leverage what you have already in place, and leverage market expertise and technology wherever available.

4. **BUILD IN STAGES.** Think of the project like building blocks, some of which may be developed in parallel. Use agile methodologies to make and deploy incremental improvements.

5. **INCORPORATE LESSONS LEARNED; ITERATE.** Both citizen expectations and technology solutions will keep evolving. Continually review where you are, and identify the next opportunity for improvement.

integris
APPLIED

CONTACT

Tim Ryckman, Managing Director

t +1 248 321 9959
e tim.ryckman@integrisapplied.com
w www.integrisapplied.com

ABOUT US

Integris Applied is an advisory firm focused on state CIOs and their organizations. We guide clients through the changes required to implement sustainable technology-led strategies. We shape IT organizations and environments with an approach that unifies vision, action and the people who influence both. We have walked in your shoes as buyers, sellers and advisors … and will walk with you now, on your journey.

FOOTNOTES and FURTHER READING

1. *McKinsey and Company.* "Governments can deliver exceptional customer experiences—here's how." 16-Nov-2022. https://www.mckinsey.com/industries/public-and-social-sector/our-insights/governments-can-deliver-exceptional-customer-experiences-heres-how. Accessed 22-Dec-2022.

2. *National Association of State CIOs (NASCIO).* "State CIO Top 10 Priorities – 2023." 12-Dec-2022. https://www.nascio.org/wp-content/uploads/2022/12/NASCIO_CIOTopTenPriorities_2023.pdf. Accessed 20-Apr-2023.

3. *Texas Department of Information Resources.* "NASCIO Award Submission: Texas by Texas (TxT) Digital Assistant." 2022. https://www.nascio.org/wp-content/uploads/2022/08/TX_GtoC.pdf. Accessed 20-Apr-2023.

4. *Colorado Governor's Office of Information Technology.* "NASCIO Award Submission: myColorado™ Mobile App & Colorado Digital ID™." 2020. https://www.nascio.org/wp-content/uploads/2020/09/FINAL-2020-NASCIO-Award-Submission-myColorado.pdf. Accessed 20-Apr-2023.

5. *Minnesota IT Services.* "NASCIO Award Submission: Person-Centered Approach for Minnesota's Benefits." 2022. https://www.nascio.org/wp-content/uploads/2022/08/MN_Digital-Services-Government-to-Citizen.pdf. Accessed 20-Apr-2023.

6. *Georgia Division of Child Support Services.* "NASCIO Award Submission: Georgia Division of Child Support Services Mobile App." 2017. https://www.nascio.org/wp-content/uploads/2020/09/Georgia-Child-Support-Mobile-App-NASCIO-2017.pdf. Accessed 20-Apr-2023.

7. *Arizona Department of Environmental Quality.* "NASCIO Award Submission: Underground Storage Tank Compliance and Reporting Goes Digital." 2022. https://www.nascio.org/wp-content/uploads/2022/08/AZ_Digital-Services-Government-to-Business.pdf. Accessed 20-Apr-2023.

8. *NASCIO Voices* podcast; Glasscock, Amy and Pincus, Matt host. "Digital IDs in Colorado with Russell Castagnaro." 20-Apr-2021. https://podcasts.apple.com/us/podcast/digital-ids-in-colorado-with-russell-castagnaro/id1487714735?i=1000517990530. Accessed 20-Apr-2023.