Information Technology Capital Investment Program

Project Close Out Report

To: Information Technology Strategy and Investment Committee
      John Vittner, Office of Policy and Management

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Agency: Department of Administrative

Project: Digital Services - One Stop E

Project Start Date:
7/1/2019

Project End Date:
4/30/2021

Project Manager: Cynthia Rubin

Total Funds Requested: $10,275,526

Total Funds Allotted to Agency: $10,275,526

Accumulative Total Capital Fund Expenditures to Date: $8,879,760

Brief Project Description/Summary:
Making the State of Connecticut the first all digital state will require a significant shift in how government provides services. Today's services are short term siloed transactions and citizen expect a personalized long term relationship when interacting with government. A new digital experience platform will help CT move away from our traditional ecosystem of portals, content management systems, search/info discovery and analytic tools into a single pre-integrated platform with out-of-the-box and standardized capabilities out of the box. The traditional ecosystem is often duplicated by agencies, making it increasingly difficult and costly to provide a set of holistic services across the enterprise.

List Project Goals and Deliverables Completed:
(Please provide a brief summary of the goals and deliverables that were implemented. Please reference the IT Capital Investment Brief for the initial goals of the projects.)
Accomplishments:

- Optimize the existing business online services for agencies such as SOTS, DCP, etc.
- Reduce the cycle time for businesses at major business-cycle milestones (plan a business, register a business)
- Provide businesses much needed resources during the COVID-19 pandemic
- Introduce shared support model to assist business users with process and/or technology related issues
- Improve cross agency data sharing of business data to support statewide business development goals.
- Create new discipline to manage customer experience through a consolidated view of interacti ons.
- Facilitate the use of shared business data through via data integration technology and new business workflows.
- Reduce the number identity and access credentials needed for businesses to perform online transactions (WIP)

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- Consolidate the technologies to manage the user experience.

Enterprise-Focused Deliverables:

- One minimum viable product (MVP) and two iterations of Business.CT.gov service category
- A mid-stream pandemic-related iteration of Business.CT.gov
- Three additional iterations of Business.CT.gov
- Robin, a self-serve AI chatbot on Business.CT.gov
- An extensible design system, content standards, form digitizati on process
- COVID-19 related assistance, including;
    - D ECD small business loan application
    - DECD small business certi fi cati on and complaints intake form
    - DOL UI assistance webpage redesign
    - Support of ReOpenCT
    - A centralized COVID-19 webpage, with conti nual update s ti e d to analyti cs
    - Webpage supporti ng the Governor's 180 Skills employm en t initi ati ve
    - Support of the CT Alerts program
    - DPH travel restricti on for m and related website communicati on
    - Assistance improving COVID-19 vaccine deployment system
    - Suppo r t of rapid mass notifications to COVID-impacted businesses

Agency-Focused Deliverables:

Business and technical support to:

- Secretary of State (Business Registry Service)
- Department of Motor Vehicles (digital services implementation)
- CT Paid Leave (digital services implementation)
- Department of Economic and Community Development (digital services implementation)

Strategic guidance to:

- Secretary of State (digital services implementation)
- Office of Policy & Management (data, municipal services)
- CT Governor's Workforce Council (digital services implementation)
- Department of Social Services (Salesforce service model)
- Department of Energy and Environmental Protection (Salesforce service model)
- Department of Agriculture (grants portal)
- Department of Housing (Salesforce service model)
- Department of Veterans Affairs (Salesforce service model)
- Office of Early Childhood (digital services implementation)

Project Replication Opportunities:
(Are there opportunities to repeat or leverage the project solution by other state agencies? Please provide a brief explanation.)

We plan on iterating on the project to extend the myCT project to more service categories like business.ct.gov, integrating more agency services and content.

Key Lessons Learned:
(Provide any lessons learned or experienced during this project that may be helpful to other agencies starting a similar project.)
Through research, we learned:

- The public expects services to be online and accessible.
- Users get lost in agency program details.
- Business owners feel disconnected and uninformed.
- Entrepreneurs need and want digital services to start, grown, and expand their business.

Through the project, we learned:

- Agencies do not have skills or resources to make information accessible for the general public.
- Connecticut has a huge need to simplify our online presence across all government websites.
- How to reuse and share tech between agencies.
- Most agency projects are not grounded in user research, as existing employees believe they know what the public wants.
- Cornerstone capabilities are required to drive reusability, but existing agency projects need incentives to develop common digital identity across agencies; integrate services and content into a standard digital experience, ground projects in user research, use metrics and success tracking to drive service and content decisions.

Through delivery, we learned:

- The public will use easy to use accessible online services designed with them in mind.
- Customer behavior provides rich data to intelligently inform future systems optimization.
- Matching effort to the demonstrated need will be a substantial undertaking.
- **The investme nt in digita l government creates positive outcomes for residents and the State.**