



Technology Transformation Services

Designing and delivering a digital government
with and for the public



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Services (TTS) Director &
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PRONOUNS: SHE/HER

📍 Based in Washington, DC

tech industry veteran passionate about shipping great products, building great teams, and using tech as a force for good

TTS Vision and Mission

Vision

Trusted, modern government experiences for all.

Mission

Design and deliver a digital government with and for the American public.



**GSA is uniquely situated to see
and help challenges across
government.**

Challenges of Technology in Government

Strategic Focus



We want TTS to deliver value through shared services.

These are building blocks agencies can use to build better programs and experiences for the public. These kinds of services also mean we don't have to reinvent the wheel or risk duplication of effort.



We help agencies make build vs. buy decisions more effectively, by creating best practices, patterns, and tools. With our government-wide view into how technology powers service delivery, we have both the services and the insights that can help decision makers at the federal level, and increasingly also in the states.

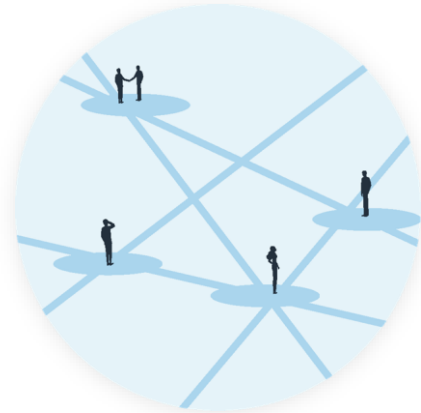


TTS delivers economies of scale when we support programs across agency boundaries. For example, by collecting data across program boundaries, we can better understand user behavior and the public's needs, which we can then apply to our CX efforts.

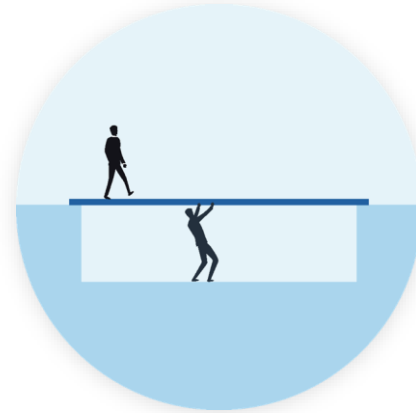


TTS also helps drive customer centric innovation via user-centered, data-driven CX interventions. This can help agencies and programs innovate in ways that directly impact users, prioritize their endless backlogs in user-centered ways, and build the capacity to deeply understand the public's experience of government programs.

Driving us to 2 things:



**Meet the public
where they are**



**Reduce
barriers.**



USWDS | Components Examples

An official website of the United States government. Search this site.

Homeland Security

Topics News In Focus How Do It? Get Involved About DHS

CCHT FY 2022 Annual Report Released

DHS released the second Center for Countering Human Trafficking (CCHT) Annual Report, outlining the achievements in combating human trafficking during fiscal year (FY) 2022.

[Read About the Report](#)

DHS.GOV

An official website of the United States government. Search this site.

What should I do if I get a call claiming there's a problem with my Social Security number or account?

Social Security

Benefits Medicare Card & record Search SSA.gov Español Sign in

Retirement

Retirement

- Eligibility
- Plan for retirement
- Disability
- Survivor
- Supplemental Security Income

[Learn how to apply](#)

Social Security in retirement

The Social Security Retirement benefit is a monthly check that replaces part of your income when you reduce your hours or stop working altogether. It may not replace all your income so it's best to identify other ways to pay for your monthly expenses as you age.

[Check your eligibility](#)

See if you're eligible

Eligibility is always based on work. Most jobs take Social Security taxes out of your paycheck so you can get a monthly benefit in retirement.

[Check your eligibility](#)

Plan for retirement

Estimate your benefit amount, determine when to apply, and explore other factors that may

SSA.GOV

An official website of the United States government. Search this site.

VA of Veterans Affairs

VA Benefits and Health Care About VA Find a VA Location My VA

Health care

VA health care

With VA health care, you're covered for regular checkups with your primary care provider and appointments with specialists (like cardiologists, gynecologists, and mental health providers). You can access Veterans health care services like home health and geriatric (elder) care, and you can get medical equipment, prosthetics, and prescriptions. Find out how to apply for and manage the health care benefits you've earned.

COVID-19 vaccines at VA

Get the latest information and sign up to stay informed about COVID-19 vaccines.

On this page

- How do I get help if I'm homeless or at risk of becoming homeless?
- Get VA health care
- Manage your health and benefits
- More information and resources
- Other VA benefits and services

How do I get help if I'm homeless or at risk of becoming homeless?

Who may be able to help ...

VA.GOV

An official website of the United States government. Search this site.

U.S. Department of JUSTICE

Our Offices Find Help Contact Us

About Our Work News Resources Grants Employment

CELEBRATE Black History Month

JUSTICE.GOV



USWDS is an active open source community of government engineers, content specialists, and designers. Our contributors both in and out of government support dozens of agencies and nearly 200 sites.

91 Agencies and **446 websites** are using USWDS code

1B+ Page views per month for sites using USWDS code

25% of governmentwide pageviews are powered by USWDS

USWDS is a great starting point to provide best-practice solutions to common problems. As agencies use the guidance, they inform its evolution, which ultimately helps the public have a better digital experience.

Public Benefits Studio

Vision

Collaborating with benefits agencies to build shared technology tools and spread best practices that work across programs to support a simpler, less burdensome experience for low income individuals and families.

Mission

To simplify the public experience of navigating government programs that help low-income individuals and families.

Why Notifications?

Confusing or unreceived notifications are one of the largest barriers to people getting and keeping benefits

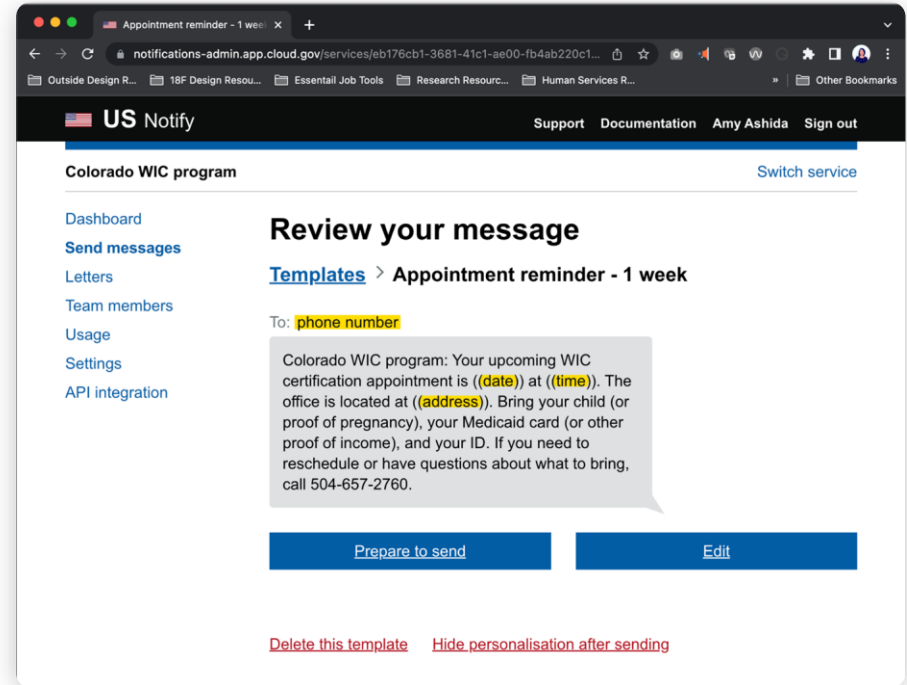
97% of adults earning less than \$30,000 have a cellphone

SMS notifications have been proven to **decrease re-enrollment churn** and **save money** for administering agencies

Public Benefits Studio | US Notify

Derisk SMS usage with:

- **Minimal procurement hurdles** to experiment with SMS
- **Nothing to download or install** for staff. U.S. Notify is a web-based interface.
- **No technical integration needed.** Upload phone numbers via spreadsheet.
- **10 minutes from account set up to sending** individually customized messages.
- **Federal ATO** - security and privacy clearance



State Accelerator Project

Vision

Partnering with agencies to improve the user experience of government services by helping them build and buy technology.

Mission

To be good stewards of public money by demanding easy-to-use, cost-effective, sustainable digital tools for use by the public and civil servants.

Only **13%** of large government software projects are successful.

Federal grants provide **31% of state budgets**

Every year, the federal government **matches billions of dollars** in funding to state and local governments to maintain and modernize IT systems used to implement federal programs

Designing **with and for users** reduces project risks by ensuring the software is solving actual problems

State Software Budgeting Handbook

De-risking technology

A handbook for
budgeting and c

August 2019

De-risking Government Technology

Federal Agency

Visit:

[https://derisking-
guide.18f.gov/](https://derisking-guide.18f.gov/)

SAM.gov: Continuing to increase state engagement



Vision

The public's one account for government.

Mission

Simplify secure and equitable access to online government services for the public, and reduce complexity for government agencies.

Purpose

Login.gov provides **digital identity management** as a service comprising:

A strong **authentication service** for securely and seamlessly logging into numerous government services with a single account using an email, password, and Multi-factor authentication (MFA) option

An **identity verification service** for easily proving you are who you say you are from the convenience of your own home or on-the-go from your smartphone.



Login.gov: State and Local

- **Partnership with California's Monterey-Salinas Transit**
 - Allows elderly transit riders in Monterey County to verify their eligibility for discounted transit fares and link their debit cards so they automatically receive the discounted rate
- **Two integrations with the State of Colorado**
 - One app will enable families to access Universal Pre-K services and another app will enable workers to manage their paid leave
- **Pilot program with the Department of Labor in the State of Arkansas**
 - Enables online access to unemployment insurance



Questions?

POWERED BY
Technology Transformation Services

