Technology Transformation Services

Designing and delivering a digital government with and for the public
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Technology Transformation Services (TTS) Director & Deputy Commissioner of GSA's Federal Acquisition Service

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.

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.

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 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
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.
Derisking Guides

State Software Budgeting Handbook

De-risking technology
A handbook for budgeting and choosing technology

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De-risking Government Technology

Federal Agency

Visit:
https://derisking-guide.18f.gov/
SAM.gov: Continuing to increase state engagement
Login.gov

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?