

**ASSEMBLY, No. 2614**

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**STATE OF NEW JERSEY**

**219th LEGISLATURE**

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INTRODUCED FEBRUARY 13, 2020

**Sponsored by:**

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**District 7 (Burlington)**

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**Co-Sponsored by:**

**Assemblywoman Vainieri Huttie**

**SYNOPSIS**

“21st Century Integrated Digital Experience Act.”

**CURRENT VERSION OF TEXT**

As introduced.



**(Sponsorship Updated As Of: 2/20/2020)**

1 AN ACT concerning the modernization of State government  
2 websites, supplementing Title 52 of the Revised Statutes, and  
3 amending P.L.2007, c.56.

4  
5 **BE IT ENACTED** *by the Senate and General Assembly of the State*  
6 *of New Jersey:*

7  
8 1. (New section) This act shall be known and may be cited as  
9 the “21st Century Integrated Digital Experience Act.”

10  
11 2. (New section) The Legislature finds and declares that:

12 a. Ensuring New Jersey’s global leadership position in  
13 technology and electronic government requires an approach that  
14 narrows the growing gap between the digital demands of citizens  
15 and the methods by which the government provides digital services  
16 to New Jersey.

17 b. The enhancement of citizen-facing digital experiences can  
18 change the paradigm for the delivery of government services and  
19 dramatically reduce the cost of government operations.

20 c. Many State websites are not equipped to provide an enhanced  
21 experience to the growing number of citizens who access  
22 government services through a mobile device.

23 d. Government lags far behind the private sector in providing a  
24 modern, seamless, personalized, and consistent digital experience  
25 that provides useful information and services to citizens, businesses,  
26 and other stakeholders.

27 e. The implementation of modern customer service experiences,  
28 such as citizen-centric design, comprehensive self-service  
29 capabilities, and uniform mobile rendering will be key to  
30 facilitating the transition to from an analog, paper-based  
31 government to a digital government that delivers information and  
32 government services in an efficient and effective manner.

33 f. Transitioning from paper processes to adaptive and intuitive  
34 digital forms would significantly improve government services.

35 g. All State websites should be accessible to individuals with  
36 disabilities.

37  
38 3. (New section) As used in this act:

39 "Agency" means any of the principal departments of the  
40 Executive Branch, including the Department of the Treasury, and  
41 any division, office, board, bureau, commission, authority or entity  
42 therein or allocated thereto to comply with the provisions of Article  
43 V, Section IV, paragraph 1 of the New Jersey Constitution.

44 “Information technology modernization and improvement plan”  
45 or “plan” means the plan prepared by each agency pursuant to

**EXPLANATION** – Matter enclosed in bold-faced brackets **【thus】** in the above bill is  
not enacted and is intended to be omitted in the law.

Matter underlined thus is new matter.

1 section 4 of P.L. , c. (C. ) (pending before the Legislature as  
2 this bill).

3  
4 4. (New section) Not later than one year following the date of  
5 enactment of P.L. , c. (C. ) (pending before the Legislature  
6 as this bill), each agency shall develop and submit to the Chief  
7 Technology Officer and Chief Innovation Officer for the State of  
8 New Jersey an information technology modernization and  
9 improvement plan. The plan shall describe how the agency will  
10 improve the provision of digital services by leveraging data  
11 analytics and related tools to ensure an effective rendering of all  
12 publicly facing websites on mobile devices, increasing the use of  
13 data analytics to improve website operation, enhancing the delivery  
14 of digital services, promoting the use of intuitive and adaptive  
15 electronic forms (HTML-5), utilizing electronic signatures, and  
16 digitizing government processes and workflows. The plan shall  
17 outline a process to be utilized by the agency to ensure that each  
18 State website intended for public use is mobile-friendly and  
19 accessible by persons with disabilities within one year following the  
20 submission of each agency's plan. The plan shall be developed  
21 within the limits of fiscal and other resources available to the  
22 agency. Each agency shall make its plan available to the public  
23 electronically through a link displayed on its website.

24  
25 5. Section 12 of P.L.2007, c.56 (C.52:18A-230) is amended to  
26 read as follows:

27 12. The Chief Technology Officer, in consultation with the  
28 Chief Innovation Officer, shall:

29 a. be authorized to establish the internal organizational  
30 structure of the Office of Information Technology in a manner  
31 appropriate to carrying out the duties and functions, and fulfilling  
32 the responsibilities, of the office;

33 b. be authorized to coordinate and conduct all information  
34 technology operations in the Executive Branch of State  
35 Government, including agency technology operations;

36 c. be authorized to draft and establish Service Level  
37 Agreements with each department and agency in the Executive  
38 Branch of State Government;

39 d. be authorized to review and analyze the results of the  
40 Statewide Information Technology Assessment Study; **[and]**

41 e. be authorized to enter into agreements, in accordance and  
42 consistent with applicable law, regulations, and existing contracts,  
43 with private and public entities or individuals to effectuate the  
44 purposes of sections 6 through 16 of P.L.2007, c.56 (C.52:18A-224  
45 through C.52:18A-234);

46 f. in consultation with the New Jersey Information Technology  
47 Project Review Board, evaluate the feasibility of using artificial  
48 intelligence and machine learning by State agencies to provide

1 public services and the development of data analytics capabilities to  
2 enable data-driven policy development by State agencies; and  
3 g. promulgate a set of metrics to assess each agency's  
4 implementation of a modern digital experience.  
5 (cf: P.L.2013, c.253, s.44)

6  
7 6. This act shall take effect immediately.

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9 STATEMENT

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11 This bill, titled the "21st Century Integrated Digital Experience  
12 Act," requires the Office of Information Technology and agencies  
13 in the Executive Branch of State Government to provide citizens  
14 with a modern, digital experience by updating the platforms through  
15 which these agencies provide services to business and members of  
16 the general public.

17 The bill requires each Executive Branch agency to submit, within  
18 one year following its enactment, an information technology  
19 modernization and improvement plan to the Chief Technology  
20 Officer for the State of New Jersey. The plan shall describe how  
21 each agency will improve the provision of digital services by  
22 leveraging data analytics and related tools to ensure an effective  
23 rendering of all publicly facing websites on mobile devices,  
24 increasing the use of data analytics to improve website operation,  
25 enhancing the delivery of digital services, and digitizing  
26 government processes and workflows.

27 The bill also requires the plan to outline a process to be utilized  
28 by the agency to ensure that each agency website intended for  
29 public use is mobile-friendly and accessible by persons with  
30 disabilities within one year following the submission of each  
31 agency's plan. Each agency's plan is to be developed within the  
32 limits of fiscal and other resources available. Each agency shall  
33 make its plan available to the public electronically through a link  
34 displayed on its website.

35 The bill requires the Chief Technology Officer to consult with  
36 the Chief Innovation Officer in conducting certain responsibilities.  
37 The bill adds the following responsibilities to the role of Chief  
38 Technology Officer: to consult with the New Jersey Information  
39 Technology Project Review Board to evaluate the feasibility of  
40 using artificial intelligence and machine learning by State agencies  
41 to provide public services and the development of data analytics  
42 capabilities to enable data-driven policy development by State  
43 agencies; and to promulgate a set of metrics to assess each agency's  
44 implementation of a modern digital experience.