SENATE, No. 2723 **STATE OF NEW JERSEY** 219th LEGISLATURE

INTRODUCED JULY 28, 2020

Sponsored by: Senator STEPHEN M. SWEENEY District 3 (Cumberland, Gloucester and Salem) Senator SHIRLEY K. TURNER District 15 (Hunterdon and Mercer)

SYNOPSIS

"21st Century Integrated Digital Experience Act."

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 11/15/2021)

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 the "21st Century Integrated Digital Experience Act." 9 10 11 2. (New section) The Legislature finds and declares that: 12 Ensuring New Jersey's global leadership position in a. 13 technology and electronic government requires an approach that narrows the growing gap between the digital demands of citizens 14 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 dramatically reduce the cost of government operations. 19 20 Many State websites are not equipped to provide an c. 21 enhanced 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 The implementation of modern customer service e. experiences, such as citizen-centric design, comprehensive self-28 29 service 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 Transitioning from paper processes to adaptive and intuitive f. 34 digital forms would significantly improve government services. 35 g. All State websites should be accessible to individuals with disabilities. 36 37 3. (New section) As used in this act: 38 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 V, Section IV, paragraph 1 of the New Jersey Constitution. 43 44 "Information technology modernization and improvement plan" 45 or "plan" means the plan prepared by each agency pursuant to 46 section 4 of P.L., c. (C.) (pending before the Legislature as this bill). 47

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 <u>thus</u> is new matter.

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1 4. (New section) Not later than one year following the date of 2 enactment of P.L. , c. (C.) (pending before the Legislature 3 as this bill), each agency shall develop and submit to the Chief 4 Technology Officer and Chief Innovation Officer for the State of 5 New Jersey an information technology modernization and improvement plan. The plan shall describe how the agency will 6 7 improve the provision of digital services by leveraging data 8 analytics and related tools to ensure an effective rendering of all 9 publicly facing websites on mobile devices, increasing the use of 10 data analytics to improve website operation, enhancing the delivery 11 of digital services, promoting the use of intuitive and adaptive 12 electronic forms (HTML-5), utilizing electronic signatures, and 13 digitizing government processes and workflows. The plan shall 14 outline a process to be utilized by the agency to ensure that each 15 State website intended for public use is mobile-friendly and 16 accessible by persons with disabilities within one year following the 17 submission of each agency's plan. The plan shall be developed within the limits of fiscal and other resources available to the 18 19 agency. Each agency shall make its plan available to the public 20 electronically through a link displayed on its website. 21 22 5. Section 12 of P.L.2007, c.56 (C.52:18A-230) is amended to 23 read as follows: 24 12. The Chief Technology Officer, in consultation with the 25 Chief Innovation Officer, shall: 26 a. be authorized to establish the internal organizational structure of the Office of Information Technology in a manner 27 appropriate to carrying out the duties and functions, and fulfilling 28 29 the responsibilities, of the office; 30 be authorized to coordinate and conduct all information b. 31 technology operations in the Executive Branch of State 32 Government, including agency technology operations; 33 c. be authorized to draft and establish Service Level 34 Agreements with each department and agency in the Executive Branch of State Government; 35 36 d. be authorized to review and analyze the results of the 37 Statewide Information Technology Assessment Study; [and] be authorized to enter into agreements, in accordance and 38 e. 39 consistent with applicable law, regulations, and existing contracts, 40 with private and public entities or individuals to effectuate the 41 purposes of sections 6 through 16 of P.L.2007, c.56 (C.52:18A-224 42 through C.52:18A-234); 43 in consultation with the New Jersey Information Technology f. 44 Project Review Board, evaluate the feasibility of using artificial 45 intelligence and machine learning by State agencies to provide public services and the development of data analytics capabilities to 46

47 <u>enable data-driven policy development by State agencies; and</u>

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1 g. promulgate a set of metrics to assess each agency's 2 implementation of a modern digital experience. 3 (cf: P.L.2013, c.253, s.44) 4 5 6. This act shall take effect immediately. 6 7 8 **STATEMENT** 9 10 This bill, titled the "21st Century Integrated Digital Experience 11 Act," requires the Office of Information Technology and agencies 12 in the Executive Branch of State Government to provide citizens 13 with a modern, digital experience by updating the platforms through 14 which these agencies provide services to business and members of 15 the general public. 16 The bill requires each Executive Branch agency to submit, within 17 one year following its enactment, an information technology 18 modernization and improvement plan to the Chief Technology 19 Officer for the State of New Jersey. The plan shall describe how 20 each agency will improve the provision of digital services by 21 leveraging data analytics and related tools to ensure an effective 22 rendering of all publicly facing websites on mobile devices, 23 increasing the use of data analytics to improve website operation, 24 enhancing the delivery of digital services, and digitizing 25 government processes and workflows. 26 The bill also requires the plan to outline a process to be utilized 27 by the agency to ensure that each agency website intended for 28 public use is mobile-friendly and accessible by persons with 29 disabilities within one year following the submission of each 30 agency's plan. Each agency's plan is to be developed within the 31 limits of fiscal and other resources available. Each agency shall 32 make its plan available to the public electronically through a link 33 displayed on its website. 34 The bill requires the Chief Technology Officer to consult with 35 the Chief Innovation Officer in conducting certain responsibilities. The bill adds the following responsibilities to the role of Chief 36 37 Technology Officer: to consult with the New Jersey Information 38 Technology Project Review Board to evaluate the feasibility of 39 using artificial intelligence and machine learning by State agencies 40 to provide public services and the development of data analytics 41 capabilities to enable data-driven policy development by State 42 agencies; and to promulgate a set of metrics to assess each agency's 43 implementation of a modern digital experience.