



October 20, 2020

The Honorable Andrew Zwicker
Chair
Assembly Science, Innovation
and Technology Committee
New Jersey General Assembly
125 West Street
Trenton, NJ 08625

The Honorable Linda Carter
Vice-Chair
Assembly Science, Innovation
and Technology Committee
New Jersey General Assembly
125 West Street
Trenton, NJ 08625

Internet Association Supports New Jersey's Modernization Efforts Through A2614

Dear Chair Zwicker and Vice-Chair Carter:

Internet Association (IA) represents over 40 of the world's leading internet companies and supports policies that promote and enable internet innovation, including commercial cloud solutions. Our companies are global leaders in the drive to develop lower cost, more secure, scalable, elastic, efficient, resilient, and innovative cloud services to customers in both the private and public sectors. On behalf of our members, I am writing to thank you for your consideration of [A2614](#), the "21st Century Integrated Digital Experience Act" (21st Century IDEA Act) and encourage you to pass it with a few suggested amendments to the proposed language.

Building on the success of the hard work of the teams in the New Jersey [Office of Information Technology](#) (OIT) and the [Office of Innovation](#), as well as everyone in the individual departments and agencies that work with them, the 21st Century IDEA Act can help immediately increase their collective power to provide every New Jerseyan with the best services possible. The ability to access and implement emerging technologies is essential to this type of effort, especially when a state makes the switch from an obsolete paper-based process to a modern digital one.

We applaud the drafters of this bill for recognizing that a citizen-centric approach requires digital services to be available and accessible to all, regardless of the device they use or the assistive technologies they may need. A robust front-end, however, will require modernization of the technical back-end that supports it. Building these services to take advantage of cloud-native benefits, especially in this cloud-based "work remote" period, will provide that robust infrastructure necessary to provide that complete and comprehensive set of citizen-focused solutions.

With a few minor but important changes, this bill can provide programs throughout the state the flexibility and authority they will need to take advantage of all the commercial cloud has to offer, including proven and emerging technologies, without worry of being left behind by future advances. This includes benefits provided through the use of artificial intelligence and machine learning, as well as robotic process automation, advanced data analytics, and a multitude of other technologies focused on providing personalized experiences that are available - whether now or in the future - through



commercial cloud service providers and their associated marketplaces.

With your support and inclusion of these suggested changes in the final version of the 21st Century IDEA Act, New Jerseyans of all stripes will be able to take advantage of each and every service the state has to offer, in a seamless and consistent fashion, whether they are on the road or in the comfort of their own home.

Sincerely,

A handwritten signature in black ink, appearing to read 'Omid Ghaffari-Tabrizi'.

Omid Ghaffari-Tabrizi
Director, Cloud Policy
Internet Association

Cc: The Honorable Carol Murphy

Attachment: A2614 with suggested additions

ASSEMBLY, No. 2614

STATE OF NEW JERSEY

219th LEGISLATURE

INTRODUCED FEBRUARY 13, 2020

Sponsored by:

Assemblywoman CAROL A. MURPHY

District 7 (Burlington)

Assemblyman DANIEL R. BENSON

District 14 (Mercer and Middlesex)

Assemblywoman BRITNEE N. TIMBERLAKE

District 34 (Essex and Passaic)

Co-Sponsored by:

Assemblywoman Vainieri Huttie

SYNOPSIS

“21st Century Integrated Digital Experience Act.”

CURRENT VERSION OF TEXT

As introduced.

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

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

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

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

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

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

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

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

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

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

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

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

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

"Cloud computing service" means a service that enables on-demand self-service network access to a shared pool of configurable computer resources to provide user-based productivity applications, including, but not limited to, data storage, analytics, electronic commerce, streaming services, mobile services, electronic mail, and document sharing and editing, which can be rapidly provided and released with minimal management effort or cloud computing service provider interaction.

"Information technology modernization and improvement plan" or "plan" means the plan prepared by each agency pursuant to

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

4. (New section) Not later than one year following the date of enactment of P.L. , c. (C.) (pending before the Legislature as this bill) and every year thereafter, each agency shall develop and submit to the Chief Technology Officer and Chief Innovation Officer for the State of New Jersey an information technology modernization and improvement plan. The plan shall describe how the agency will improve the provision of digital services by leveraging data analytics and related tools to ensure an effective rendering of all publicly facing websites on mobile devices, increasing the use of data analytics to improve website operation, enhancing the delivery of digital services through the adoption of commercial cloud computing, promoting the use of intuitive and adaptive electronic forms (HTML Living Standard), utilizing electronic

signatures, and digitizing government processes and workflows. The plan shall outline a process to be utilized by the agency to ensure that each State website intended for public use is mobile-friendly and accessible by persons with disabilities within one year following the submission of each agency's plan. The plan shall be developed within the limits of fiscal and other resources available to the agency. Each agency shall make its plan available to the public electronically through a link displayed on its website.

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

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

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

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

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

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

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

f. in consultation with the New Jersey Information Technology Project Review Board, evaluate ~~on an annual basis~~ the feasibility of using artificial intelligence, ~~and~~ machine learning, commercial cloud computing, as well as other emerging technologies, by State agencies to provide public services and the development of data analytics capabilities to enable data-driven policy development by State agencies; and

g. develop a process to promulgate and update no less than every other year a set of metrics to assess each agency's implementation of a modern digital experience.

(cf: P.L.2013, c.253, s.44)

6. This act shall take effect immediately.

STATEMENT

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

The bill requires each Executive Branch agency to submit, within one year following its enactment and every year thereafter, an information technology modernization and improvement plan to the Chief Technology Officer for the State of New Jersey. The plan shall describe how each agency will improve the provision of digital services by leveraging data analytics and related tools to ensure an effective rendering of all publicly facing websites on mobile devices,

increasing the use of data analytics to improve website operation, enhancing the delivery of digital services through the adoption of commercial cloud computing, and digitizing government processes and workflows.

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

The bill requires the Chief Technology Officer to consult with the Chief Innovation Officer in conducting certain responsibilities. The bill adds the following responsibilities to the role of Chief Technology Officer: to regularly consult with the New Jersey Information Technology Project Review Board to evaluate the feasibility of using artificial intelligence, ~~and~~ machine learning, commercial cloud computing, and other emerging technologies, by State agencies to provide public services and the development of data analytics capabilities to enable data-driven policy development by State agencies; and to promulgate a set of metrics to assess each agency's implementation of a modern digital experience.