

ASSEMBLY, No. 5161

STATE OF NEW JERSEY 218th LEGISLATURE

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SYNOPSIS

21st Century Integrated Digital Experience Act.”

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 3/19/2019)

A5161 MURPHY, BENSON

2

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. (pending before the Legislature as this
6 bill), each agency shall develop and submit to the Chief Technology
7 Officer for the State New Jersey an information technology
8 modernization and improvement plan. The plan shall describe how
9 the agency will improve the provision of digital services by
10 leveraging data analytics and related tools to ensure an effective
11 rendering of all publicly facing websites on mobile devices,
12 increasing the use of data analytics to improve website operation,
13 enhancing the delivery of digital services, promoting the use of
14 intuitive and adaptive electronic forms (HTML-5), utilizing
15 electronic signatures, and digitizing government processes and
16 workflows. The plan shall outline a process to be utilized by the
17 agency to ensure that each State website intended for public use is
18 mobile-friendly and accessible by persons with disabilities within
19 one year following the submission of each agency's plan. The plan
20 shall be developed within the limits of fiscal and other resources
21 available to the agency. Each agency shall make its plan available
22 to the public electronically through a link displayed on its website.

23
24 5. Section 12 of P.L.2007, c.56 (C.52:18A-230) is amended to
25 read as follows:

26 12. The Chief Technology Officer shall be authorized to:

27 a. Establish the internal organizational structure of the Office
28 of Information Technology in a manner appropriate to carrying out
29 the duties and functions, and fulfilling the responsibilities, of the
30 office;

31 b. Coordinate and conduct all information technology
32 operations in the Executive Branch of State Government, including
33 agency technology operations;

34 c. Draft and establish Service Level Agreements with each
35 department and agency in the Executive Branch of State
36 Government;

37 d. Review and analyze the results of the Statewide Information
38 Technology Assessment Study; **[and]**

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

44 f. In consultation with the New Jersey Information Technology
45 Project Review Board, shall evaluate the feasibility of using
46 artificial intelligence and machine learning by State agencies to
47 provide public services and the development of data analytics

1 capabilities to enable data-driven policy development by State
2 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)

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7 6. This act shall take effect immediately.

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10 STATEMENT

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

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

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

36 The bill requires the Chief Technology Officer, in consultation
37 with the New Jersey Information Technology Project Review
38 Board, to evaluate the feasibility of using artificial intelligence and
39 machine learning by State agencies to provide public services and
40 the development of data analytics capabilities to enable data-driven
41 policy development by Stage agencies.