



Digital Service Approaches and Learnings, the Colorado Experience

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Colorado Digital Service



Using a community-centered and outcomes-based approach, the Colorado Digital Service partners with agencies to design, build, and buy sustainable technologies that help Coloradans thrive.



CDS is a diverse, cross-functional team of senior engineers, human-centered designers, product managers, and procurement and contracting specialists within the Governor's Office of Information Technology (OIT). We report dually into the Governor's Office.



Our Practices

**Seeking and Solving
the Root Problem**

**Outcome-oriented
Product
Management**

**Co-design with
Community
Members**

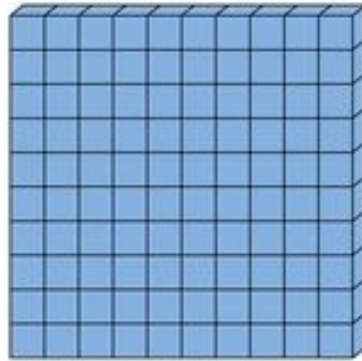
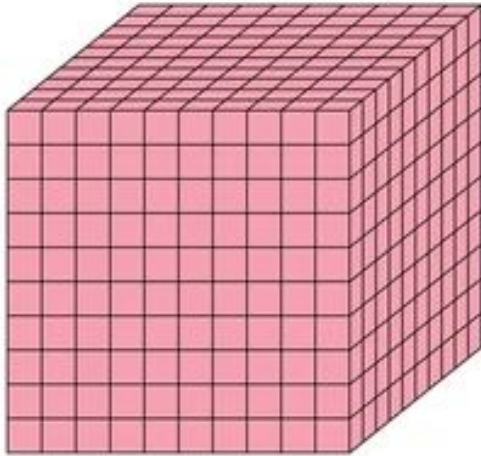
**Agile Procurement
and Modular
Contracts**

**Iterative,
Incremental
Development**

**Building Technology
that Delivers for the
Users**



Modular & Scalable



Highlights

- **Iterative Approach that releases value**
 - **Launched the Universal Preschool Program**
40,000+ children served in the first year, 50,000+ second year
- **Centering on People and Their Needs to Build Responsive Technology**
 - **Delivered Exposure Notifications for COVID-19 in partnership with Apple and Google**
At least 467,479 notifications were sent over the lifetime of the engagement
 - **Own and operate the myColorado mobile app and wallet. 1.8M account holders, 575k monthly active users.**
Digital driver's license, mDL pending, CIAM solution pending
- **Minimizing Risk Through Agile Vendor and Contract Management**
 - **Designed and implemented Quality Assurance Surveillance Plan that has protected the budget of a large, waterfall project- paying only 13% of projected due to slow performance by the vendor**
- **Championing product-led organizations**
 - **Working to hire a Chief Product Officer for every major technology product in the State**



Governor's Operational Agenda

1 Digital Government

Provide best-in-class digital services to all Coloradans, quickly and seamlessly, and serve as a leader in Digital Government.

2 Contact Centers

Deliver efficient one-to-one customer support to all Coloradans via State contact centers.

3 Workforce of the Future

Attract and retain top talent, particularly through work-based learning opportunities & skills-based hiring.

4 Greening Government

Lead by example when it comes to reducing our carbon footprint and potable water usage.

5 Reducing Our Footprint

Reduce the State's physical footprint, creating a leaner and more sustainable government.



Governor's Operational Agenda

1

Digital Government

Progress measured by...

- Improved digital completion rates
- increased customer satisfaction



Office of Information Technology
Creating a myColorado account



Department of Human Services
Applying for cash assistance to purchase food (SNAP)



Department of Early Childhood
Registering for Universal Preschool



Department of Labor & Employment
Applying for Unemployment Insurance
Claiming Family and Medical Leave (FMLI)



Department of Health Care Policy & Financing
Applying for health coverage through Health First Colorado



Behavioral Health Administration
Finding Colorado mental health and substance abuse treatment providers



Department of Revenue
Filing taxes



Department of Local Affairs
Applying for emergency rental assistance

2

Contact Centers

Progress measured by...

- Reduced wait times
- Increased customer satisfaction



Office of Information Technology
Creating a myColorado account



Department of Human Services
Applying for cash assistance to purchase food (SNAP & Summer-EBT)



Department of Early Childhood
Registering for Universal Preschool



Department of Labor & Employment
Applying for Unemployment Insurance
Claiming Family and Medical Leave (FMLI)
Claiming Workers' Compensation



Department of Health Care Policy & Financing
Applying for health coverage through Health First Colorado



Behavioral Health Administration
Crisis support from 988 and the Colorado Crisis Line



Department of Revenue
Accessing Taxpayer Services
Accessing Driver Services



Department of Local Affairs
Applying for emergency rental assistance



CDS priorities *at a glance*

1

Capacity building of user-centered product and design methods

- 1.1. Community co-design that brings users into the design process
- 1.2. Grow product management capabilities for high impact services
- 1.3. Create the conditions for digital practices to scale

2

A re-imagined approach to navigating services and information online

- 2.1. Digital products and services designed around the life experiences of Coloradans
- 2.2. A redesigned home page focused on high impact services and life experiences
- 2.3. Piloting a radically redesigned colorado.gov experience

3

A single way for all Coloradans to access state services

- 3.1. A unified sign-in experience under the myColorado brand
- 3.2. A centralized, reusable way to manage identity
- 3.3. Expansion of services leveraging the myColorado app

4

Data-driven approaches to improving CX across service channels

- 4.1. Public dashboards that provide data on service performance
- 4.2. Measurable improvements to the contact center experience
- 4.3. Tangible service improvements driven by data





Thank you!

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