



COLORADO

**Governor's Office of
Information Technology**

myColorado™ Mobile App & Colorado Digital ID™

CATEGORY:

Digital Services: Government to Citizen

STATE:

Colorado

PROJECT INITIATION DATE:

October 2017

PROJECT END DATE:

October 2019 (public launch)

NASCIO STATE IT
RECOGNITION
AWARDS

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Executive Summary



Colorado is the second fastest growing state in the nation with more than 5.7 million residents. Many tech-savvy Coloradans perform business transactions and personal tasks on a mobile device and they expect state services to be available from the palm of their hand. Searching for online state services was cumbersome and often returned unreliable results. The myColorado™ application gives Coloradans a convenient way to find official state services and resources from their mobile device, anytime and anywhere. The free app can be downloaded from the Apple App Store or Google Play.

In October 2019, Governor Jared Polis announced the historic launch of the Colorado Digital ID™ within the myColorado app. The Digital ID enables Coloradans to create an electronic version of their driver license or state identification (ID) card, and can be displayed on smartphones for proof of identity, age, and address within the state. In conjunction with the launch, the Governor signed an Executive Order stating that the Digital ID is authorized as a legal form of personal identification for use in Colorado.

Colorado is one of the first states to roll out a digital ID, which is a secure representation of what has traditionally been the legally accepted physical format of a person's identification. The Colorado Digital ID will evolve as national standards are identified and adopted to allow for interstate usage and to make it compliant with federal REAL ID requirements.

The app's wallet stores the Digital ID, vehicle registrations, and insurance cards. It will also securely hold other key documents in a digital form, such as professional licenses, medical forms, tax records, and so on. In addition, Coloradans can save precious time and money by using the myColorado app to renew a driver license, access online DMV services, search State of Colorado job listings, search for online state services in one place, and more.



A comprehensive educational campaign is driving awareness of myColorado and acceptance of the Digital ID with the public, state agencies, and businesses through the [website](#), social media, earned media, and other channels.

myColorado is a collaborative project involving the Governor's Office, Office of Information Technology (OIT), Department of Revenue (DOR), Division of Motor Vehicles (DMV), and the Colorado Department of Public Safety (CDPS).

myColorado is an example of how the state leverages digital technology to transform the way residents engage with their state government. As a key component of Colorado's digital transformation strategy, the app provides a secure, well-architected platform for delivering a variety of services that benefit Coloradans today and into the future.

Project Narrative

Concept

Every day thousands of people seek out services and information from Colorado state agencies. They spend time waiting in line, navigating state agency websites, entering the same information about themselves over and over, all the while hoping that they're filling out the right forms with the right agency at the right time. The process for interacting with state agencies for services was cumbersome and lacked the connectivity necessary to provide users end-to-end service for various life events.

Many Coloradans are tech-savvy and would like to interact with their state government electronically as they do with other service providers. They want to be able to renew their driver license, make a camping reservation, renew a professional license, change their voter registration information, and apply for a copy of their birth certificate without having to know which state agency's website to visit - and without going into an office. myColorado's Smart Search functionality is streamlining the ability to find official state services from a single, secure portal.

An important goal for myColorado was to give Coloradans a centralized place to access all state agencies. During the application discovery and design process, it became clear that the state could provide a critical service, which was digital identity. myColorado would be the first step in delivering identity services and make state agency services conveniently accessible to residents. The myColorado mobile app with Digital ID stood out as the next generation solution to enhance the lives of Coloradans, offer digital ID options for merchants, and prepare the state for the digital age.

Colorado's executive leadership was committed to better serve Coloradans digitally by providing a mobile one-stop-shop that Coloradans could use to interact with all 17 state agencies and show proof of identity. To make this vision a reality, a group of subject matter experts met regularly to map the concept and address technical challenges around user verification and identity. Since the technology was emerging, some of the development work needed to be customized. Our technical vendors were getting up to speed on digital identity principles and practices, so we learned together with our partners.

Developing a secure Digital ID as an alternative to physical driver licenses and state ID cards required implementing the most secure technology to protect peoples' identity. This was no small feat! Project leaders hand-picked technologies and vendors (for services within the app, such as payment transactions and multi-factor authentication), and selected subject matter experts to lead the way. This team created a full range of project management life cycle documentation, including the Project Charter, Project Plan, Architecture Plan, Communications Plan, Systems Security Plan, and Solutions Acceptance criteria.

myColorado capabilities are being implemented in phases, the first of which was the Oct. 2019 launch of the mobile app with Digital ID and integrating secure processes for interacting with Colorado law enforcement. Follow-on phases will allow Coloradans to use the myColorado app to digitally provide consent and share some of their information with healthcare providers and merchants, saving both parties time and effort by exchanging information digitally using a secure, convenient method.

Colorado's Approach

1. Create myColorado and Colorado Digital ID and make them available to everyone.
2. Implement the infrastructure to allow for wide usage and growth.
3. Provide application programming interfaces (APIs) and tools that allow state agencies, law enforcement, and businesses to leverage real-time, secure data sharing.
4. Integrate the tools into government as the private sector does.
5. Provide the first test case of the Mobile Driver License (mDL) standards.
6. Partner with the Transportation Security Administration (TSA) to be one of the first states to have a compliant digital ID for airline travel.

The myColorado app was developed using an Agile project management methodology with Azure Dev/Ops scrum teams. This approach reduced time-consuming reviews and empowered the project team to make rapid adjustments along the way and has proven to be especially effective in integrating services from multiple vendors, such as the graphical user interface, multi-factor authentication, account credential tracking, identity and access management, identity proofing capabilities, and application programming interface (API) access and integration. The cost of the project is under \$1 million for both development and operating costs. This includes a team of more than 20 people and three technical vendors for about two years.

The application interface has been developed to make the user experience seamless and enjoyable, providing auto-population of forms using information managed in the user's profile. Other features include quick access to search results curated by the state to provide the most relevant information and search results on services. This "Smart Directory" is managed by a private Google Search Engine. Email and in-app notifications allow users to opt in and let the state know the manner in which they prefer to be communicated. Help, chat support, and FAQs are also available in the app.

All of the core services in the mobile app are managed via a flexible backend administration platform. Additional services can be added, suspended, or removed by authorized administrators. Likewise, role-based assignment provides access to those who may need to manage or moderate notifications that are provided in the app. All of this allows for a level of application administration and control without having to go through complex redevelopment or require highly technical skills to make minor modifications.

From the start, it was important for the app to be usable by all people in Colorado, including those with disabilities. myColorado conducts accessibility testing with specialized testers for each software release to verify that all features are ADA compliant.

Personal information in myColorado is protected by industry-leading multi-factor authentication and data encryption for privacy and security throughout the app. myColorado employs user authentication, validation, and federation on several levels to ensure the identity of the user.

The myColorado team has worked extensively with executive and senior leadership at DOR and CDPS to ensure that the driver and vehicle services within the app provide the best possible business outcomes. The state is fully responsible for the oversight of the myColorado mobile app and the Colorado Digital ID as well as any new functionality available to Coloradans.

Success Factors

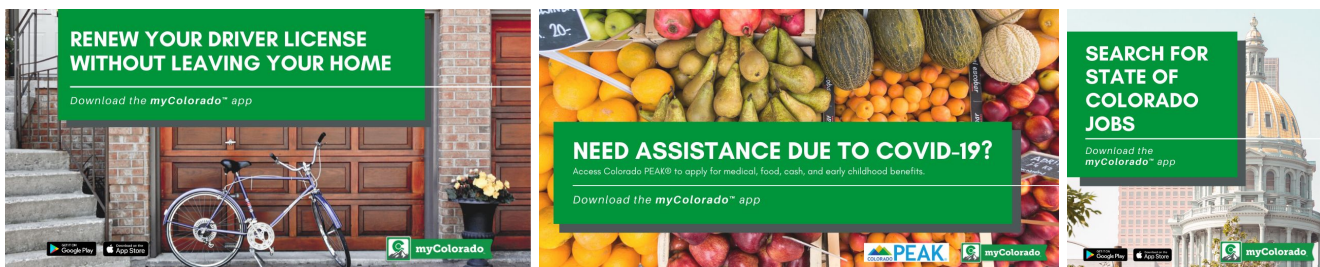
Critical success factors for the app included verifying that all core services were functioning completely, securely, and were delivered in a manner that could be supported and maintained in a scalable manner. With a

launch date of Oct. 30, 2019, our goal of 20,000 users by June 30, 2020 was surpassed by Dec. 31, 2019, with 34,000 users. To date more than 55,000 Coloradans have downloaded the app.

Communications

The myColorado communications team partnered with the DMV and DOR to develop and implement a comprehensive communications strategy to launch the Colorado Digital ID and promote awareness inside and outside the state government. The plan provided the roadmap for promoting myColorado to state agencies, residents, businesses, and other stakeholders before, during, and after the launch. Internal activities included webinars, email campaigns, and meetings customized for specific departments. External activities included the Governor's [Executive Order](#) and press conference, press releases, news interviews, and social media.

The Executive Order requires the implementation of an educational campaign to drive acceptance of the Colorado Digital ID by businesses across the state. The campaign kicked off with a press conference where Governor Polis announced the historic launch of the Colorado Digital ID; the story was covered by over 100 news outlets. In preparation for the launch, marketing collateral was developed along with a website and the creation of social media channels. The team also worked with state agencies to educate them on how to operationalize Digital ID and learn how best to influence the businesses they oversee, which included providing information and training materials to industry associations. The myColorado Partner Program was developed, allowing businesses to request a window sticker to indicate that they accept the Digital ID. To date, nearly 200 merchants have joined the partner program. Driving adoption of the Digital ID is an ongoing process requiring creativity, diligence, and a change management mindset.



Social media is used to raise awareness of myColorado's features

Significance

The myColorado mobile app provides Coloradans with convenient access to state services from their mobile device, as well as a secure, legal form of identification with the Digital ID. It's more than a collection of virtual services. By providing a trusted digital identity and services associated with identity, it will change the way people interact with government and private industry services, such as health providers.

Successfully implementing myColorado involves getting residents used to interacting with state services from their mobile device and using their Digital ID for purchases and services requiring proof of identification. This is an important step toward adoption of additional identity services and user consent scenarios where having a secure Digital ID will save time and money for both residents and the state.

The Colorado Digital ID is significant for several reasons including:

Modernization. Enables Coloradans to use a government service in the same way they do the private sector - from their smartphones whenever it is convenient for them. This is just the beginning of how we are using emerging technologies to improve the delivery of government services.

Collaboration. Initially the team approached this project in an Agile-Waterfall hybrid methodology, however, the team moved to a full Agile approach using Azure Dev/Ops scrum working closely with other state agencies and vendor partners to develop the Digital ID.

Executive Support. The Governor issued an Executive Order encouraging state agencies to accept the Digital ID as a legal form of personal identification and for private businesses to do the same.

Unique. With the roll out, the Digital ID has received national attention from approximately 100 media outlets, including *The Wall Street Journal*.

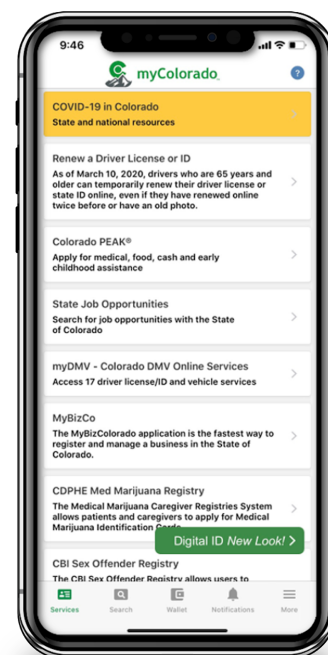
Use of Leading Edge Technology

Core to the vision and functionality of the myColorado application and the Digital ID roadmap to national mDL acceptance is its use of leading edge Identity Verification, Customer Identity and Access Management (CIAM), and Know Your Customer (KYC) security and authentication techniques. The identity provisioning and account management processes employ best practices such as step-up and multi-factor authentication (MFA), biometric analysis (facial recognition), device posture checking (geographic telemetry), and encryption technology (OAuth2, TLS). These approaches and technologies allow the State of Colorado to assert myColorado's compliance with the most stringent industry standards and guidelines from NIST on the topic (NIST SP 800-63 et. al.) and puts the application in direct alignment with the international standards guidelines for mDL (ISO 18013-5 WG10). Not only has this positioned the myColorado application to be on the leading edge of authentication and identity verification for purposes of Digital ID/mDL, but also to lead the way for the highly secure and confidence assurances to be incorporated across any/all State services ready to adapt to the use of modern, best practices authentication and identity federation techniques (i.e., OAuth2).

Features

The myColorado app is continually updated with enhancements and new services, providing increased value for residents. Some of the current features and services include:

- Access the latest COVID-19 updates and helpful resources
- Receive notifications about COVID-19 and important state news
- Search state of Colorado job listings
- Renew a driver license
- Access 17 additional online DMV services
- Download and use the Colorado Digital ID
- Search for online state services in one place
- Store digital vehicle registrations and insurance cards in the Wallet
- Chat with support staff
- Apply for medical, food, cash, and early childhood assistance on Colorado PEAK®



Impact

The myColorado mobile app brings together multiple state services, saving people the time and effort of going to an office location or navigating multiple websites to find the services they need. myColorado opens state services to a 24/7 business model and adds convenience for those who live far away from state offices. Rather than spend time on the phone trying to reach the right agency to apply for assistance, file an unemployment claim, or renew their driver license, they can use the app's smart search to find the right agency and take care of many transactions remotely without having to go into an office. They can also opt-in to receive important notifications and reminders.

In an unexpected twist, the app has become a critical tool for connecting residents to COVID-19 resources and state benefits from home. The application's design allowed new features to be quickly added to support social distancing and provide links to benefits for residents who are facing hardship. A new menu of COVID-19 helpful links to state and national resources on the myColorado home screen can be accessed without logging in or creating an account. Among the many resources are access to the School Free Lunch Sites Map, United Way 2-1-1, Do You Have Symptoms?, Colorado Mask Project, and Help Colorado Now. Coloradans can also sign up to receive helpful COVID-19 text and email alerts within the app.

Additionally, businesses that require proof of identification, age, or residency can view a resident's Colorado Digital ID without touching their mobile device. This contact-free proof of ID keeps both the merchant and the ID holder safer by not having to handle a traditional driver license or state ID card.

From the state's perspective, myColorado provides a tool for notifying more than 55,000 residents of important updates that may affect them. The number of residents who are downloading and using the app is increasing by about 3,000 people per month.

In the longer-term, the app will provide user verification and identity for law enforcement, mDL, and use at airports. It provides a trusted platform for delivering expanded identity services, which will enable residents to securely share some of their personal information with service providers and merchants digitally, such as to register with a new health care provider, open a bank account, renew a professional license, or check in at a store or entertainment venue. Over time it's imperative that state's adapt to a more digital world and myColorado is helping the State of Colorado do just that.

myColorado metrics since public launch on October 30, 2019

Accounts Opened	Driver Licenses Renewed	Apple Reviews	Apple Rating	Android Reviews	Android Rating	Website Visitors	Colorado Business Partners
55,579	1,149	1,624	4.5	289	3.5	28,249	90+

myColorado benefits for residents and state government

Benefits for Colorado Residents	Benefits for Colorado Government
Ability to find and access state services 24/7	Reduced need for office space and in-person staff
Secure Digital ID that's with them all the time	Digital ID paves the way for mDL and other secure identity services going forward
Opt-in to receive alerts, notifications, reminders	Reduced paper mail with mobile notifications
Find and use state services without assistance	Reduced staff time
Pride in what their state is doing for them	Showcases Colorado as a technology leader in delivering e-government services