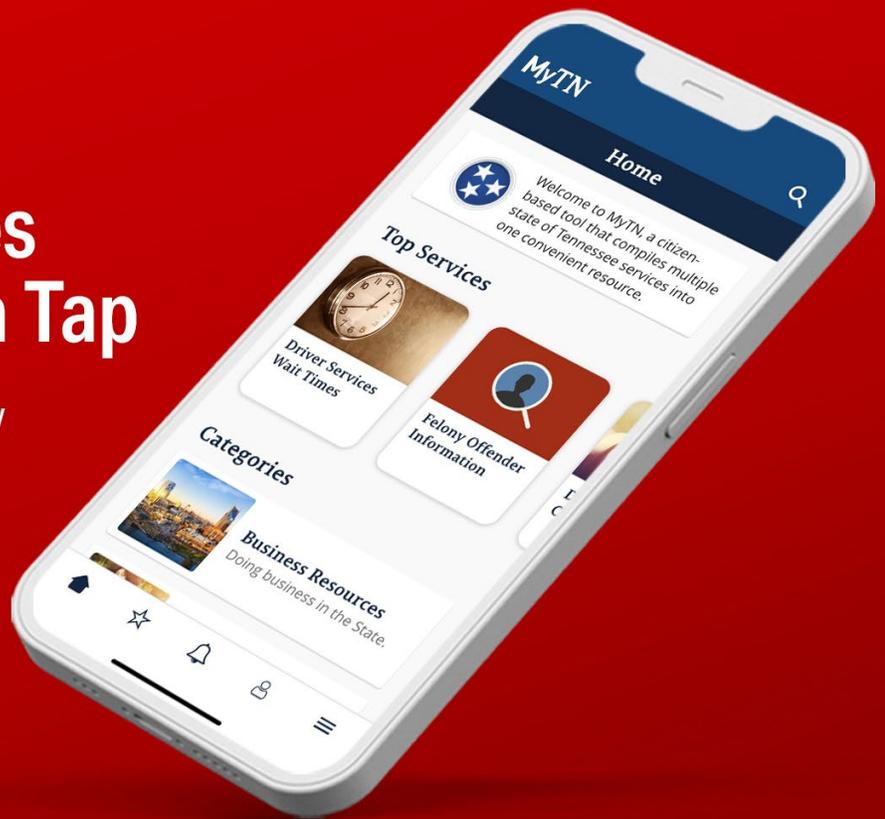




Tennessee Services and Resources at a Tap

MyTN is the easy, efficient, and secure way to access available services and resources within The Volunteer State.



MyTN

Placing Government in the Palms of Citizen Hands

July 2021 - May 2023

NASCIO Award Category: Digital Services Government to Citizen

Submitting State: State of Tennessee, Department of Finance and Administration, STS

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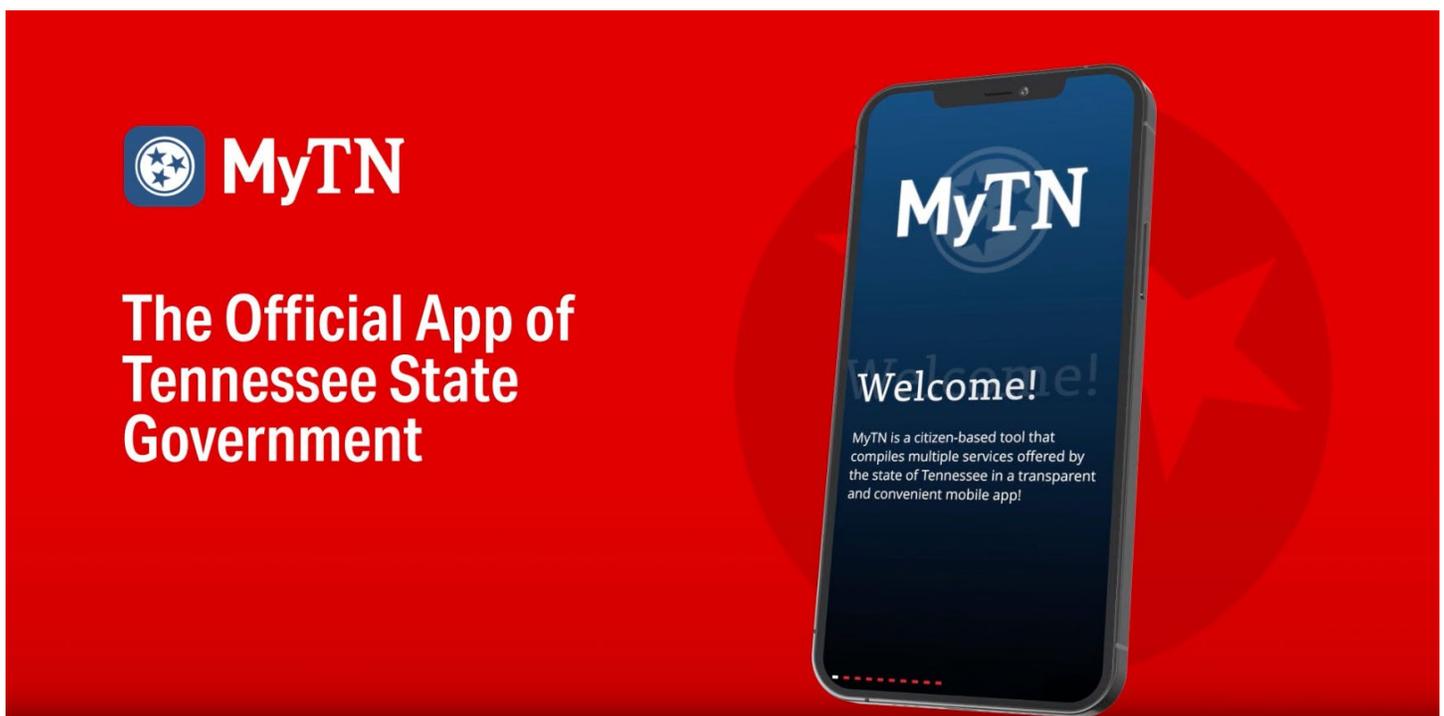
Executive Summary:

According to Pew Research, Americans today are increasingly connected to the world of digital information via their mobile devices. In fact, approximately 97% of Americans own a cell phone and 85% of those are smart phones with Wi-Fi capability or network access (Pew Research Center Source: Surveys of U.S. adults conducted 2002- 2021). Because this level of connectivity literally sits in the palm of their hands, citizens now demand fast and continuous ways to communicate with government through trusted digital service tools that they can rely on. Digital service technology has revolutionized the way citizen can interact with their governments. However, due to departmental silos and fluctuating operational models, most state governments offer digital services via numerous online platforms and various mobile applications. This approach not only duplicates development efforts and required infrastructure across a single state, it also requires citizens to create several different accounts and access those services through a complicated maze of governmental silos.

The State of Tennessee has taken a different approach to digital service technology, and we are revolutionizing the way online services are leveraged by Tennesseans. The State's central IT organization Strategic Technology Solutions (STS) has developed MyTN, which is a central secure point to locate, interact with, and utilize State Government services efficiently. By developing an enterprise-wide technology platform for a centralized mobile application and harnessing the power of cloud communications – we are making significant progress toward achieving our goal of digital transformation through the development of MyTN, the official mobile application for State of Tennessee.

Tennesseans can now access government services and information quickly and easily. This includes services such as applying for unemployment benefits, requesting permits, renewing licenses, accessing driver services, and much more. Moreover, MyTN has also made communication between government and citizens more efficient and accessible. Citizens can now send inquiries or feedback through MyTN, as well as receive information via push messages regarding critical updates such as FEMA related services or news, pandemic related new government regulations, and new government services as they became available. As a result, MyTN has not only improved the overall citizen experience but also increased transparency and accountability State of Tennessee government operations.

There is no doubt that digital service technology will continue to play a major role in shaping the relationship between citizens and their governments in the future. With the rise of artificial intelligence, machine learning, and other advanced technologies, governments will be able to provide even more personalized and efficient services to citizens. MyTN has positioned the State of Tennessee to continue transforming the way that Tennesseans interact with state government, making it easier and more convenient for people to access important services and information both now and in the future.



Idea:

The enhanced demand for digital services due to the pandemic social distancing requirements created the need for interacting with government through digital services rather than the traditional brick-and-mortar approach. Tennesseans lacked a central secure point to locate, interact with, and utilize State Government services efficiently. The State also lacked a central communication channel for sending push messages to all citizens for critical updates. MyTN, the state's enterprise mobile application, was developed as a centralized citizen-based tool to provide a single point of touchless access to Tennessee state government services through a stable and secure channel.

Implementation:



The State of Tennessee's centralized IT organization, Strategic Technology Solutions (STS) in partnership with the Governor's Office and the Office of Customer Focused Government (CFG) started the design phase by focusing on the user experience design, establishing the security foundation, and identifying the most impactful services to be included on the initial release of the mobile application.

The initial release of MyTN (2020) served as a highly secure citizen-based tool that provides a single point of access to a growing list of government services. To begin with, MyTN provided access to 15 services. The initial foundational principles included:

1. Building a secure and scalable foundation
 - a. Integrate Single sign-on: MyTN uses Single sign-on (SSO) as an authentication method to enable users to securely authenticate with multiple applications and websites by using just one set of credentials.
 - b. Integrate MFA and Biometrics: As an additional security layer, MyTN uses Multi-Factor Authentication, which requires users to identify themselves by more than just a username and password. MyTN will send this as a one-time code via text message, voice message, or email.
2. Creating an easy entry point for integrating different services
 - a. Partner with our departments to deliver to their expectations and customer base
 - b. Enable no cost to departments when integrating their services into MyTN
 - c. Provide multiple integration options to accommodate the different service types
3. Keeping development and ongoing maintenance to a minimum
 - a. Externalize the content: MyTN has a highly flexible content management system that allows for rapidly adding new services without the need for pushing new app updates
 - b. Deliver a loosely coupled framework that allows for embedding existing applications as embedded service using the In-app WebView
4. Designing intuitively for the best user experience
 - a. Provides easy navigation
 - b. Delivers a robust search feature
 - c. Enables the ability to favor services



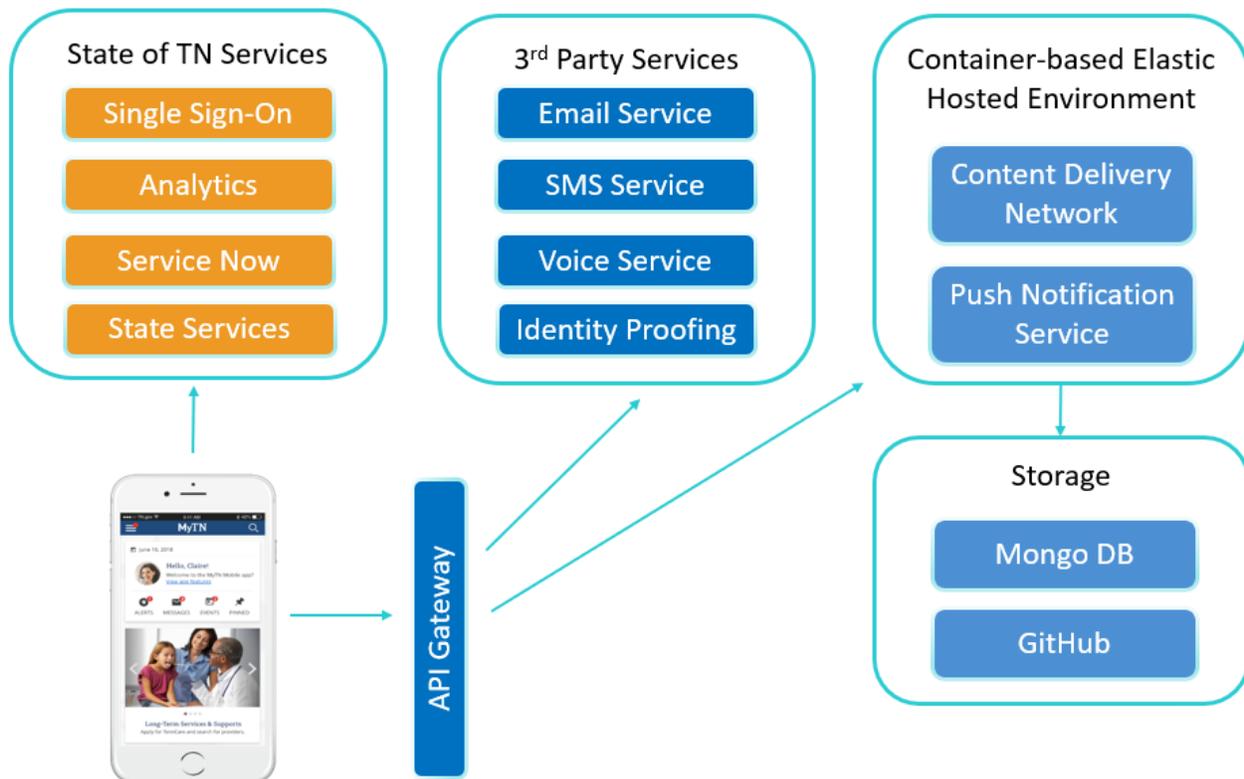
Since its public launch on February 18, 2020, the MyTN team at STS has consistently added new citizen services to its enterprise portfolio. The team also works to develop newly identified services or features within the MyTN application.

These ideas may come from a specific Department, but wherever possible STS tailors the solution/feature to benefit the enterprise. This helps ensure consistency for the citizen experience. Over the past two years the MyTN team has added a total of 62 services, along with the following features to the framework:

1. Built a robust alert and notification system:
 - a. The MyTN alerts system also allows state government to seamlessly communicate urgent messages to Tennessee citizens using the most convenient channel – push notifications to the user’s device.
 - b. Public Alerts and Notifications: Alerts for all Tennessee citizens (e.g TBI Amber and Silver alerts)
 - c. Private Alerts and Notifications: Alerts for specific individuals about their account (e.g A permit that might need to be renewed soon)
 - d. MyTN can also inform users of new available app updates (optional and required upgrades).
2. Integrated Identity proofing: As a third layer of security, MyTN is integrated with LexisNexis Risk Defense Platform (RDP) for identity proofing.
 - a. This process will ask users to verify themselves by answering some questions through the LexisNexis system.
 - b. Other government departments can take advantage of the ID verification system in MyTN before allowing citizens to access their data.
3. Built the Digital Wallet Framework: To support the high demand for digital credentialing, the MyTN mobile application allows citizens to add their state issued permits and licenses to their digital wallet.



To date, MyTN Technologies include:



Impact:

Since its public launch on February 18, 2020, MyTN has completed fourteen phases of planned service releases and has grown to offer 62 unique services from a multitude of departments, all in one centralized mobile application leveraging single sign-on. MyTN currently boasts ~96,672 unique users. Paid media campaigns for marketing MyTN began on March 15, 2023. The focus of the media campaign is to improve awareness of the MyTN mobile application and the services available to the citizens of Tennessee. Channels include Twitter, Google, Facebook, programmatic display, native and audio. The marketing campaign has provided a 187% increase in our user acquisition from the same period in 2022.

MyTN has laid the foundation for our state's digital service transformation journey offering a great user experience and powerful features such as Alerts and Notifications, Identity Verification, Digital Wallet integration, and a robust user experience. Not only does MyTN provide mobile enablement for state services, MyTN also provides a secure platform offering multiple levels of security through Single Sign-On, Multi-Factor Authentication, and LexisNexis identity proofing. With the continual expansion of digital services being made available via one enterprise mobile application, the State has positioned itself as a leader in digitization. Shared below are highlights of some of the most popular services found in MyTN.

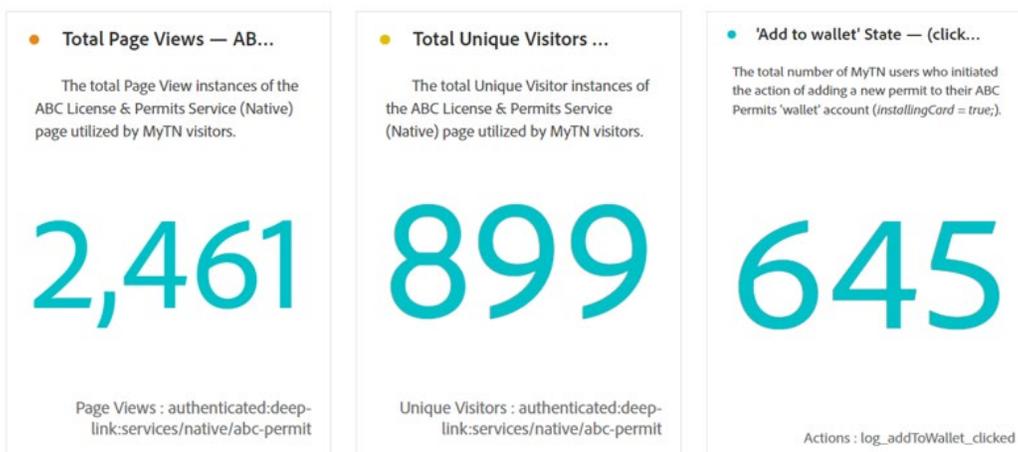
#1 Add to Wallet Feature for State Issued Permits and Licenses



The MyTN Wallet integration for state issued permits and licenses puts Tennessee as the #1 state nationwide to provide this service for its citizens. Tennessee Alcoholic Beverage Commission (TABC) leveraged the highly secure MyTN platform and its LexisNexis Identity proofing capabilities to provide a secure and optimized mobile experience to more than 140,000 Server Permit Holders by allowing them to use the MyTN app to access their server permits and add them to their digital wallet. During the development phase of the Digital Wallet integration for the Tennessee Alcoholic Beverage Commission (TABC) Server Permits, STS worked with

State of Tennessee's google representative to approve this use case as google did not have regulations defined yet for allowing state issued permits and licenses to be added to the Google digital wallet. Since its release on 04/19/2023, the Add to Wallet feature has been used by more than 600 server permit holders.

The MyTN Wallet service is built to support both Apple and Google wallet systems and to integrate with different types of cards and systems such as permits, license, state IDs, rewards cards, and more. The e-permits and e-licenses stored in the wallet are dynamic and show updated data as they occur. The MyTN Wallet service is hosted in our RedHat Openshift environment.

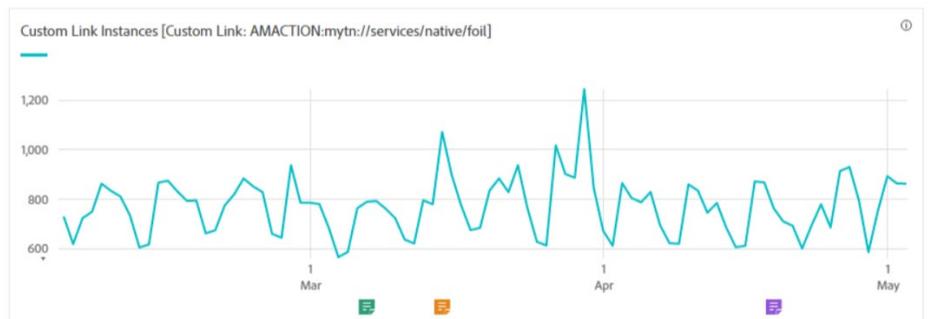
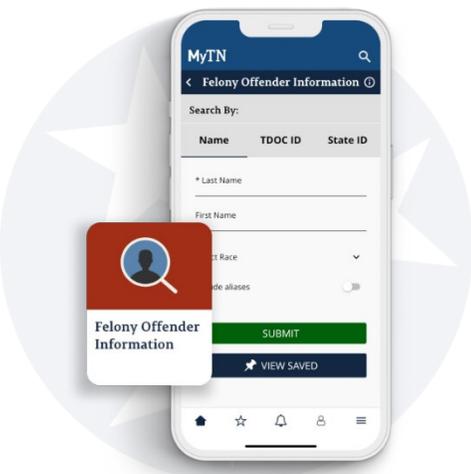


“The TABC server permit is the first mobile phone wallet feature nationwide for state professional or regulatory permits. The highly complex two-year project required coordination from information technology teams from both the TABC and STS. Permit applicants will first apply using the TABC Retail Licensing and Permitting System (RLPS) online application portal introduced in 2018. After approval, the permittee will interface with the easy-to-use MyTN app to add their permit to their smartphone wallet.” (TABC Press Release, 2023)

After the successful release of the ABC Server Permit Add to Wallet feature, many other Tennessee state departments want to do the same for their permitting and licensing systems. STS is currently working with the several departments to integrate their permitting and licensing systems into the MyTN app and leveraging the Add to Wallet feature. The audience for just one of these departments is more than 250,000 active license holders and more than 100,000 permits issued on a yearly basis. Due to the high demand and big impact of the Digital Wallet integration supporting government issued permits, licenses, and IDs, the MyTN team is developing a Universal Wallet Framework to allow for rapid integration with any number departmental permitting and licensing systems.

Felony Offender Lookup (FOIL)

After the release of the MyTN mobile application due to its robust search capability and intuitive user experience design, the Tennessee Department of Correction partnered with Tennessee Department of Finance and Administration’s Strategic Technology Solutions (STS) to move the Felony Offender Lookup mobile application into MyTN. Since its release in MyTN as a native service, FOIL has been the top service used by Tennessee citizens with an average of 800 to 900 daily visits to this service. This free resource allows Tennesseans to search for felony offenders who are, or who have been, in the custody of the Tennessee Department of Correction. Through this partnership with the Tennessee Department of Correction, we not only provided a better way for citizens to use the service, we also saved the state money by eliminating the need for maintaining and supporting an additional mobile app.



Analytics data above shows FOIL traffic in MyTN for the past 90 days (05/4/2023)

Tennessee Bureau of Investigation (TBI) | Amber and Silver Alerts

Since the release of the MyTN Alerts and Notifications feature, the Tennessee Bureau of Investigations has been heavily using this feature to push notifications to Tennessee citizens when they need help locating a missing person. The MyTN Alerts and Notifications system is dynamic and provides flexible configurations settings based on the alert severity level and design needs. Due to big impact of the MyTN notifications system and its success in reaching out to a large base of audience, the Tennessee Governor’s Office will use it as the main channel for sending push notifications in cases of critical statewide alerts, future pandemic announcements or any other announcement that can impact Tennesseans. Because of this high demand on the MyTN Alert and Notifications system by state departments, the MyTN team is working on allowing citizens to configure opt-in/opt-out setting for the different types of alerts based on their interests and needs.

Conclusion:

What makes the MyTN project unique is that it is the result of a multi-year cross-departmental collaboration. The mobile application was developed by STS and was done so in partnership with the Governor's Office and the Office of Customer Focused Government (CFG), along with business leaders from state departments. The final product stretches across multiple departments and provides a single point of access to a growing list of services through a secure account. MyTN intentionally provides the ability for citizens to conduct business across the traditional boundaries of public sector organizations.



MyTN Services

- Apply for Unemployment Benefits
- Become a Certified Recovery Congregation
- Burn Permits
- Career Opportunities
- Child Abuse Referral and Tracking
- Cybersecurity Resources for TN Citizens
- DCS Records Request
- Disability Pathfinder
- Drive Insured Tennessee
- Driver Services Online
- Driver Services Wait Times Maps
- Drug Offender Registry
- Educator License Search
- Felony Offender Information
- Find Child Care
- Golf Registrations
- Health Abuse Registry
- Health Care Facilities
- Health Dental Care for Tennesseans
- Health EMS Services Listing
- Health Inspection Scores
- Health License & Certificate
- Home Schooling Options in Tennessee
- Inquiry Form for Potential Foster Parents
- Jobs4TN
- kidcentral tn
- Mastered in Tennessee
- Mental Health Crisis Line
- Personalized Plates
- Pick Tennessee Products
- SafeTN
- Septic Services
- SHIP for Medicare Participants
- State's Interactive Budget
- State's Searchable Checkbook Tool
- TABC Permit Search
- TABC License Search
- TABC Server Permit | Add to Wallet
- TDOTFIX: Report Roadway Safety Hazards
- TDOT SmartWay Traffic Information
- TEMA Emergency
- TennCare Fraud Report
- Tennessee Adult Protective Services
- Tennessee Red Line
- Tennessee Smart Start
- Tennessee Taxpayer Access Point (TNTAP)
- TN Do Not Call Complaint Form
- TN Do Not Call Online Registration Form
- TN Early Intervention System
- TN Farm TRACS
- TN Serves
- TN State Museum
- TN State Parks Reservations
- TN Teacher Jobs Connection
- TN Vacation
- TN Wildlife Resources
- Unclaimed Property
- Vehicle Registration Renewal
- Veterans' Mental Health Resources
- Veteran Services
- Vital Records Certificate
- Volunteer TN

Resources and Links

- MyTN.gov: <https://www.mytn.gov/>
- MyTN Awareness Video: https://drive.google.com/file/d/10UXnaqXHaBmi-HX_iHMaq9G27o7RbWJZ/view
- ABC Server Permit / Add to wallet: <https://drive.google.com/file/d/10Id3Lf0q1hUoMccWCzaqu5QNziV6P47x/view>
- TABC Press Release: <https://www.tn.gov/content/dam/tn/abc-documents/abc-documents/posts/TABC-press-release-Digital-Permit.pdf>
- Read the Leader Article: https://www.readtheleader.com/news/mytn-app-offers-tons-of-services/article_d7f4c8c6-2eb8-11ed-919f-a3b56f3de4c4.html
- WKRN: <https://www.wkrn.com/video/server-permits-going-digital-in-tennessee/8643487/>
- News19: <https://whnt.com/news/tennessee-news/tennessees-new-digital-server-permits-help-streamline-verification-process-for-bars-restaurants/>