



# ARKANSAS SECRETARY OF STATE

**MARK MARTIN**

## NASS IDEAS Award Nomination

### I. Cover Page

Arkansas Secretary of State Mark Martin

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Project Title: Arkansas Gov2Go

Project Leads: Kevin Niehaus & Chris Powell

Project Description: In 2015, Arkansas became the first state in the nation to transform government by breaking down agency silos and delivering citizen-centric government interactions through a single digital personal assistant, [Gov2Go](#). Today, more than 275,000 people — 14 percent of Arkansans between ages 18 and 65 — have signed up for Gov2Go to receive personalized, timely and relevant notifications about their interactions with government. Provided to the state at no cost under the Information Network of Arkansas' self-funded model, Gov2Go is delivering exceptional value to the state while enabling many agencies to serve constituents in new ways with in-demand consumer technology.

General Subject Area of Nomination: Business Services & Elections

## II. Executive Summary

Gov2Go is an intelligent “personal government assistant” that proactively brings Arkansas government services—including Franchise Tax payments and Elections services from Secretary of State Mark Martin—to more than 275,000 Arkansans through a single channel. It leverages deep knowledge of its users to deliver highly personalized, relevant and timely information through their desktops and mobile devices - even the Apple Watch and Apple TV.

The citizen-centric platform knows and tracks users’ government deadlines (business and personal property assessment and taxes, franchise taxes, vehicle registration renewal, early voting and Election Day dates), reminds them when it’s time to do something and provides instructions and links that enable citizens to complete secure transactions all in one place.

Gov2Go’s biggest innovation is that it breaks down silos so citizens no longer have to navigate government hierarchy. It bridges different agencies across state and local government to deliver highly personalized conveniences that have not been possible until now. For example, Arkansas drivers must assess, pay property taxes and have insurance to renew their vehicle registration. If a user’s registration expires before the May assessment deadline, Gov2Go would prompt him to assess first – something more than 40% of Arkansas drivers fail to do each year. This is an innovation that is truly needed and makes it easy for citizens to comply with complex state and local laws without having to know them.

Ultimately, Gov2Go will understand enough about its users to recommend public services they may not have known about. As Gov2Go learns more about its users and as more Secretary of State and other agency services are added, it has the potential to become an indispensable part of citizens’ lives and to strengthen their connection to government.

## HISTORY

The idea for Gov2Go came about in 2014 when the state began to explore a simple question: “How will citizens of the future interact with government?”

The Information Network of Arkansas Board (INA) and the Arkansas Information Consortium (AIC, an NIC company)—the entities that form the state’s public-private partnership known as INA whose mission is to connect citizens to government services and information online—realized that consumer technology and user expectations have changed dramatically since the state’s primary digital government service delivery channel, Arkansas.gov, launched nearly 20 years ago. The explosion of mobile devices and their constant presence in our lives has set the expectation that people can get what they want in their immediate context and moment of need. Yet despite redesigns and major feature innovations over the years, the fundamental service delivery model of Arkansas.gov and other state portals hasn’t changed to meet these evolving user needs. Portals in every state are still passive, government-centric websites that place the burden on citizens to know what they need and to find it.

Sensing a gap between the experience Arkansas.gov delivers and what citizens expect, Arkansas conducted focus groups in 2014 to understand citizens’ ideal digital interaction with government. Findings revealed that Arkansans primarily use search engines to find government services online. People don’t need or want a government portal; they want relevant and personalized government information and services delivered to their mobile devices right when they are needed. These findings echo what many national research studies have reported: Citizens are no longer impressed with the mere availability of online government services. The “portal” concept as we know it is not relevant or truly useful to today’s mobile users.

With support from the INA Board and Chair Secretary Martin, Arkansas has since shifted its focus from the portal to transforming the relationship between citizens and government by breaking down agency silos and delivering citizen-centric government interactions through a single digital personal assistant: [Gov2Go](#). It’s an intelligent, personal government assistant that learns about its users and carefully curates and delivers hyper-relevant Arkansas government information and services. It knows and tracks their government deadlines, alerts them when it’s time to do something, and answers their government questions through an SMS agent. The platform uses an omni-channel approach and is available everywhere citizens are -- desktops, laptops, all mobile devices and even the recently launched Apple Watch.



The platform has been in operation and available to citizens since its soft launch in April 2015. Since then, the state continues to actively onboard new users, keep the technology fresh and relevant by releasing frequent updates, and add new features and government services.

Today, more than 275,000 people — 14 percent of Arkansans between ages 18 and 65 — have signed up for Gov2Go to receive personalized, timely and relevant notifications about their interactions with government. Provided to the state at no cost under the Information Network of Arkansas' self-funded model, Gov2Go is delivering exceptional value to the state while enabling many agencies to serve constituents in new ways with in-demand consumer technology.

## SIGNIFICANCE

Gov2Go offers a completely new approach to digital government service delivery by integrating existing digital government services into a platform that delivers them based on individual users' needs — all in one place through their favorite devices. It's transforming how citizens interact with government and represents a dramatic shift in service delivery from government-first thinking to citizen-first thinking. The project is a result of the state's enterprise-approach to government technology and aligns with Governor Hutchinson's goal to reduce state government costs by leveraging technology across agencies. The Secretary of State's office was the first state agency to make two of its services—Franchise tax payments and various elections services—available to Arkansans to the platform.

This innovation is significant because it connects the services of four government agencies (Arkansas Secretary of State, Department of Finance & Administration, 75 County Assessors and 75 County Collectors) at different levels of government, and simplifies a cumbersome and complex process for citizens through a mobile delivery channel. Furthermore, it's a one-stop way to help the nearly 40% of motorists who have not completed their property assessment or paid property taxes during their vehicle registration renewal period. As more services are added to the platform, Gov2Go has the potential to become their primary interface with government and increase civic engagement.

Gov2Go saves users time, travel and effort, and makes it easy for them to take care of their government business on time so they avoid costly penalties and fees. For citizens, the cost of missing important Arkansas government deadlines related to assessing, paying property taxes or renewing car tags—the core services available in Gov2Go—could be as high as \$270, including penalties and fines. Beyond these potential hard cost savings, the most important intangible benefit for citizens is reduced stress through better experiences with their government. Additionally, when citizens can easily get what they need through Gov2Go, government agencies will enjoy higher constituent satisfaction levels and a higher rate of compliance.

Feedback gathered from users clearly shows that people love Gov2Go:

- "It was so easy to register all the things I need to keep track of having assessed and taxes paid on. Thank you."
- "It was so easy to setup my company profile!"
- "Simple, to the point questions....just what us older folks need. Thanks!! "
- "Easy to setup. Excellent service to have."
- "This is a great service and I appreciate notifications of upcoming obligations."
- "Great App!"
- "This is a great app for my phone as a friendly and convenient tool to keep my dealings and civil duties on track. Cool tool! Love it!"
- "Love this app! I can't wait to use it to get my sample ballot, elections dates and polling places."
- "Makes it easier to take care of my needs."
- "I just found out about this and already loving it. I haven't always lived here so I forget about assessing and paying personal property so this app is going to be a lifesaver. Thank you."
- "This is the best thing that the government has done for Americans in the last 8 years."
- "So far, so good. I enjoy the email messages regarding my job as a citizen."
- "Gov2Go is wonderful."
- "This is great! Thank you."



- “Gov2Go is convenient and quick to see when vehicle tags are due. And elections reminders are nice, too!”
- “It’s a busy world and a reminder of important dates is greatly appreciated.”

The implications for improved government service delivery through Gov2Go are obvious. Agencies already notice significant reduction in costs for online versus in-person transactions. Numerous studies prove that it’s less expensive for government agencies to provide and manage online services than an offline format. Online services also provide financial benefits to government and contribute to broader state government efficiency efforts set forth by Governor Hutchinson. Because Gov2Go connects citizens to existing online services, it has the potential to dramatically increase their adoption. As the Gov2Go user base grows and people use it to carry out transactions remotely instead of in-person, agencies will enjoy even greater cost savings and operational efficiencies.

## IMPACTS / RESULTS

In 2015, Arkansas became the first state in the nation to transform government by breaking down agency silos and delivering citizen-centric government interactions through a single digital personal assistant, [Gov2Go](#). Today, the state is revered as a leader in digital government for Gov2Go, as more than 275,000 people — 14 percent of Arkansans between ages 18 and 65 — have signed up for the platform to receive personalized, timely and relevant notifications about their interactions with government. An overwhelming majority of users join Gov2Go while making an online payment for a service that is available in the platform, such as property taxes and vehicle registration renewals.

Users are engaging with Gov2Go through five different channels: Native mobile apps, the Apple Watch app, the Apple TV app, the web app and email reminders. Email is proving to be the most effective way to reach citizens as roughly 40% of users open and interact with government service reminder emails sent through Gov2Go. Reminders have proven to be a highly effective way to prompt use of government services. Near the 2016 October property tax payment deadline in Arkansas this year, more than 5,900 users paid their taxes through an online payment link they received in a Gov2Go email reminder. An additional 800 users opened the Gov2Go web app and paid their taxes through that change. In October and November, nearly 150 drivers renewed their vehicle tags through the app – all prompted by a reminder. Future Gov2Go releases will build on this success by offering reminders in additional channels, including push notifications and SMS.

Gov2Go’s reminders have enabled the Arkansas Secretary of State’s office to reach more residents than ever with information about voting in a historic election year. By integrating its Voter View system with Gov2Go, users could quickly access their voter registration information to find out when and where to vote early, and even view a sample ballot. Gov2Go reminders proactively delivered much of this information to voters at strategic moments in the election cycle.

During National Voter Registration Month in September, more than 41,000 Arkansans opened an email announcing new elections features in Gov2Go and read the message to register to vote before the deadline. More than 41,000 residents opened and read early voting reminders sent through Gov2Go, and another 62,750 residents read a Gov2Go message reminding them to cast their ballot on Election Day. Open rates for emails delivered through Gov2Go are north of 40%, which exceed industry averages for government-to-citizen email communications. Furthermore, Gov2Go emails drive action. Records show that more than 1,200 users logged into Gov2Go to access their secure voter registration information, find district polling places and view sample ballots.

The implementation and use of Gov2Go has far-reaching benefits that make the Arkansas Secretary of State’s office and state government as a whole work better and ultimately improve the lives of citizens.

Both Arkansas residents and government agencies benefit from Gov2Go. More than 275,000 Arkansans ages 18 and up who own vehicles and other taxable personal property are already using Gov2Go to track and keep up with their property-related government tasks. Arkansas state and local government agencies gain efficiencies from Gov2Go as citizens access their services through it. These currently include the Arkansas Secretary of State Business & Commercial Services and Elections Divisions, the Arkansas Department of Finance & Administration, County Assessors and County Collectors. In future releases, Gov2Go will become a service delivery channel for the Arkansas Legislature, numerous professional



licensing boards, the Arkansas Department of Health, the Arkansas Game & Fish Commission, the Arkansas Department of Higher Education, the Department of Human Services and other agencies.

There was no cost to Arkansas government for the development and marketing of Gov2Go, making it an incredible value to state government. The Information Network of Arkansas funds the research, application development and support through its self-funded business model, in which portal processing fees associated with payment transactions fund the development of enterprise state government projects. Because of this no-cost arrangement, there is a significant return to state government and citizens in both dollars and time savings.

Gov2Go operates under the NIC self-funded model and is developed and maintained at no cost to the state. State government and taxpayers benefit from financial efficiencies without appropriating any state funds to operate the platform. Gov2Go is an enterprise solution that each agency can leverage without investing financial or staff resources for development, maintenance, hosting or marketing services. This results in tremendous operational efficiencies for the state.

### III. Supporting Materials

#### CITIZEN-FACING FLYER:

Gov2Go-flyer-citizen-front.pdf and Gov2Go-flyer-citizen-back.pdf

#### MEDIA COVERAGE:

October 4, 2016: KUAF National Public Radio 91.3 - App Educates Arkansas Voters: <http://kuaf.com/post/app-educates-arkansas-voters#stream/0>

September 27, 2016: StateScoop - Arkansas Adds Voting Information Options to Digital Assistant Platform: <http://statescoop.com/arkansas-adds-voting-information-options-to-digital-assistant-platform>

September 21, 2016: Network World - Mobile apps still have a long way to go in state government, but Arkansas stands out with Gov2Go: <http://www.networkworld.com/article/3122885/mobile-wireless/mobile-apps-still-have-long-way-to-go-in-state-governments.html>

September 1, 2016: Government Technology - The Big Redesign: What's Next for Government Websites: <http://www.govtech.com/internet/The-Big-Redesign-Whats-Next-for-Government-Websites.html>

August 23, 2016: Government Computer News - Announcing the Dig IT Award Finalists: Mobile: <https://gcn.com/articles/2016/08/23/dig-it-mobile.aspx>

July 6, 2016: NextGov.com - What Federal Government can Learn from States in Going Digital: <http://cdn.nextgov.com/nextgov/interstitial.html?v=2.1.1&rf=http%3A%2F%2Fwww.nextgov.com%2Ftechnology-news%2Ftech-insider%2F2016%2F07%2Fwhat-federal-government-can-learn-states%2F129667%2F>

September 2, 2015: Government Technology - What do the best government websites of 2015 have in common? <http://www.govtech.com/internet/2015-Best-of-the-Web-Award-Winners-Announced.html>

August 12, 2015: RouteFifty - How Arkansas Makes the Most of its Mobile Moments; <http://www.routefifty.com/2015/08/mobile-user-expectations-arkansas/119087/>

May 15, 2015: Government Technology - Arkansas launches first apple watch app for government: <http://www.govtech.com/applications/Arkansas-Launches-First-Apple-Watch-App-for-Government.html>





# Gov2Go

Your Personal Government Assistant



Spend less time navigating government and more time doing what you love.

With Gov2Go you don't have to wade through a maze of government websites or stand in line to get things done. Gov2Go brings you the government information and services you need, right when you need them, in one convenient place on your favorite devices. It's your guide to government powered by a secure platform that knows you and your unique needs.

Get Gov2Go today and experience government in a simple, personalized and proactive way.

[getgov2go.com](http://getgov2go.com)

-  Consolidate your government interactions in one place
-  Track and take care of your personal government tasks in a timeline
-  Get email, push notification or in-app reminders for important dates
-  Discover relevant government services that could benefit you
-  Control the information you share and the conveniences you get
-  Data is secure and private, used only in the ways you allow
-  Available everywhere you are - web, iOS, Android, Apple Watch
-  Provided by Arkansas' official eGovernment services partner
-  Available in Arkansas and coming soon to other states
-  Free for citizens and government

# Gov2Go

## HOW CITIZENS OF THE FUTURE WILL INTERACT WITH GOVERNMENT

### One-Tap Payments

Ben accepted a last minute invitation to go fishing with his friends. He shows up at the dock and forgets to get a license. He launches Gov2Go and uses his stored payment information to purchase a license with one tap. Gov2Go also recommends the fishing report issued for that lake. A Game warden can scan a barcode from his phone to validate the license.

### Highly Relevant, Personalized Notifications

Gov2Go knows Sara is a mom of three, and provides her with a personalized list of government resources in her city, county and state, along with important dates and events.

### A New Way to Perform Transactions

Jerry gets a push notification that his car tags are about to expire. Unfortunately, he's been procrastinating and waited until the last minute. Gov2Go gives him a barcode and helps him find a public government kiosk where he can have his tag printed.

### Real Time Text and Video Communication

Kelli wants to start her own business but doesn't know where to start. She taps the "Ask" button in Gov2Go and initiates a text conversation. Gov2Go analyzes her question and recommends a website to review. It then connects her directly with an expert to advise her on her next steps.

### Anticipating Citizen Needs

Pete recently moved to Conway. Gov2Go helps him get up to speed on the candidates running in the upcoming election, and helps him find the polling location. Fortunately, Gov2Go registered him to vote in Faulkner County when he moved last year.

### Intelligent Assistance

John is a nurse. He has to renew his nursing license each year, along with completing 40 hours of continuing education. Gov2Go keeps track of the required education hours he completes throughout the year, and reminds him when it's time to renew. It pre-fills the details for him when he completes the renewal process and stores a copy of his license for him.



### Push Notifications

Gov2Go sends Jennifer a low-priority message in January that her property taxes are due in October. It offers to make the payment for her automatically one week before the deadline. She taps to accept, and gets a receipt pushed to her when the transaction is completed later that year.

### Acting on Behalf of Citizens

Rebecca owns a small health food store. Gov2Go keeps track of city, county and state licenses and taxes she needs to be aware of, sends her push notifications for important dates and archives important messages from the chamber of commerce for her to read later. It pays her business taxes for her automatically.

The city has a legacy website, and Gov2Go takes her there and offers to fill in her business and payment information for her as she goes through the process.

### Targeted, Relevant Messages

Melissa gets a message from the Governor inviting her to attend a Town Hall in her neighborhood where he is presenting proposed changes to the state's highway funding. Her husband also uses Gov2Go, but he did not opt-in to receive relevant government communications and did not get the invitation.

Photo credit: iStock.com to iStock.com. Screen shot is not real, available at Gov2Go.