



# 2024 Year End Report

Digital Services & Solutions partners with state agencies and elected officials to deliver information and services to constituents. Our products, training, consulting, and governance put users' needs first to provide the best possible experience. In 2024, our projects influenced statewide policy, protected important data and information, supported more efficient product delivery, and connected the public to vital services.

**Georgia Technology Authority**  
**Digital Services and Solutions**  
47 Trinity Ave, SW  
Atlanta, GA 30334

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- GovHub
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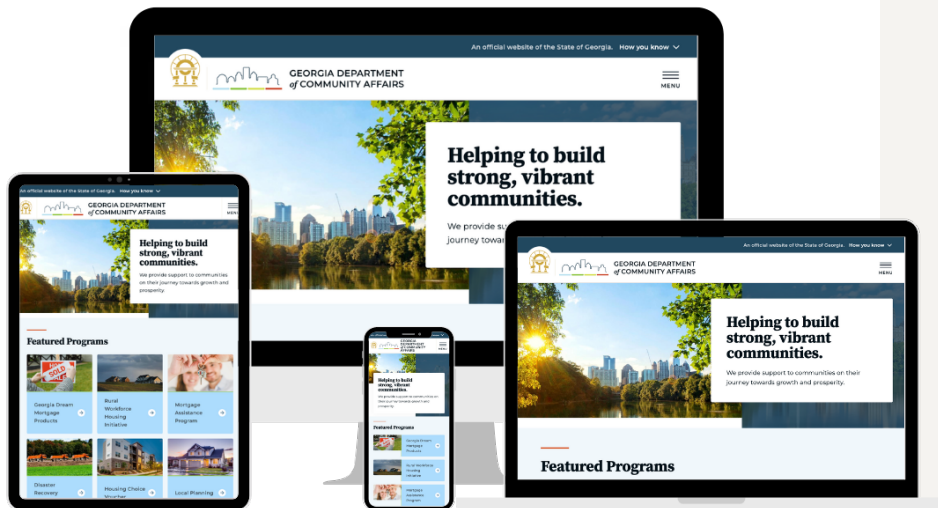
Part 1 of 5

Digital Services  
& Solutions

*GovHub*

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## NEW GOVHUB SITES



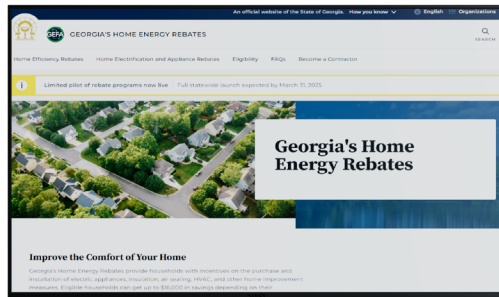
With three new sites onboarded to Georgia’s official digital publishing platform, we expanded the reach and impact of GovHub to **89 sites** serving **172 million pageviews**.

The **Department of Community Affairs** administers more than 70 programs, from historic preservation to housing assistance to planning and support for local governments, across 12 regions. Bringing this massive agency’s website up to the GovHub standard for quality, accessibility, and security, made a huge impact in the lives of thousands of Georgians. This project involved:

- Building **91 service pages**
- Creating **150 resource pages**
- Migrating **10,000+ documents**
- **1,200 hours** of work involving 10 team members

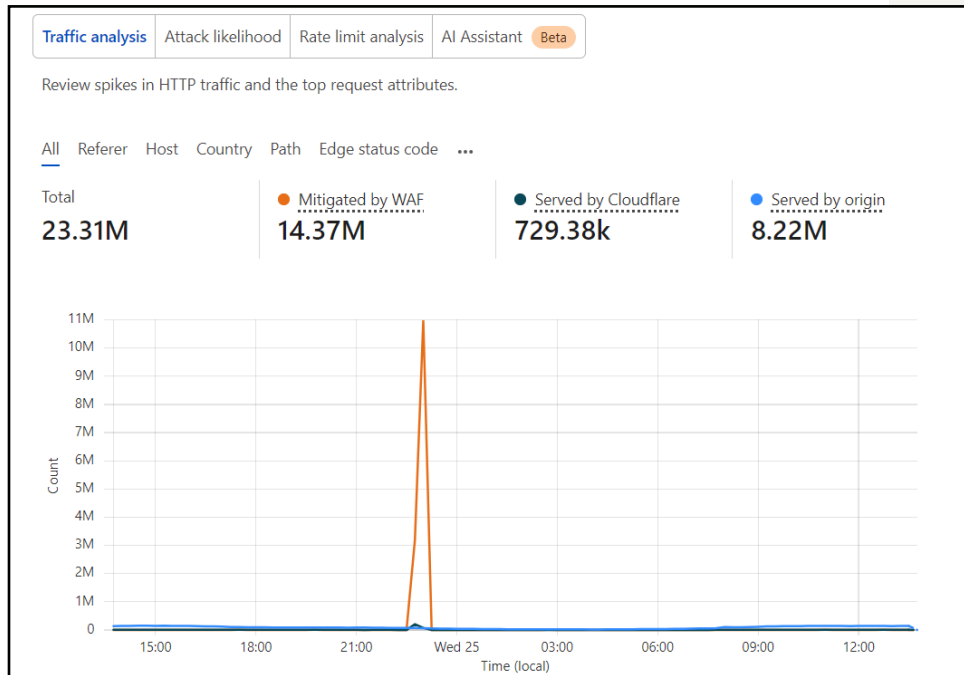


## NEW GOVHUB SITES



- **Georgia Pathways to Coverage** is a program to expand Medicaid coverage to include some Georgians who previously were not eligible. With a website launch timed to coincide with a marketing blitz, the website went from **initial conversation to production in 3 weeks**. In addition to the quick turnaround time, our team brought our user-focused approach to presenting content in a way that is easy to understand, navigate, and act upon, resulting in increased participation in the program.
- **Georgia's Home Energy Rebates** website provides information and instructions to households and contractors who are interested in participating in the energy-savings program. We worked with a marketing partner to develop the content, and it took a total of **7 weeks from initial conversations** to meet the Georgia Environmental Finance Authority's pilot launch deadline for Fall 2024.

## WEBSITE SECURITY



With more than **25 significant updates** to security measures, GovHub held its position at the forefront of civic technology, proactively thwarting malicious attacks and ensuring an uninterrupted flow of important government information.

The **Web Application Firewall (WAF)** blocked numerous attempts to bring the state's sites down, including a DDoS attack in early September. When unsuccessful, the bad actors attempted a second attack later that same month. **More than 14 million attempts were blocked** with no downtime.

## DSGA SUPPORT DESK

*“ “[The team] went above and beyond to quickly resolve my issue. Five Star customer service!”*

Kaleema Thomas  
Director of Health Plan Management  
State Health Benefit Plan

We provide quick support for GovHub and Georgia Analytics Program agencies, often within the same day. This past year we:

- Assisted **58 state agencies**
- Resolved **689 tickets** with requests that cover user access, content management, site performance improvements, and webforms.
- Dedicated **480+ hours** by seven team members
- Responded to tickets within **1.9 hours** on average

## RELATED PROJECTS

*“Great information! It was very relevant and valuable. The bar was raised, and I look forward to next year.”*

- We updated the **Digital Services Knowledge Base**, presenting more visuals and streamlined instructions that allow content managers to more easily create and edit their site content.
- We hosted attendees from **40 state agencies** at **GOVTalks**, our 18th annual event where we provided updates on the GovHub product, introduced Orchard, the state’s official design system, and shared ways to ensure content is ready for generative AI and machine readability.

| 2024 GOVTalks Attendee

# *Orchard Design System*

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## ORCHARD DESIGN SYSTEM

**Award-Winning Design System:**

Orchard won top honors in the **2024 National Association of State CIOs State IT Recognition Awards**. Orchard was a winner in the Information Communications Technology Innovations category.

The design system is one of the first released at the state level. This comprehensive and easy-to-implement system ensures brand consistency across all digital platforms. Components can be assembled to build a variety of applications, meeting accessibility requirements and promoting a common look and feel.

# *Digital Maturity*

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## DIGITAL MATURITY PROJECTS

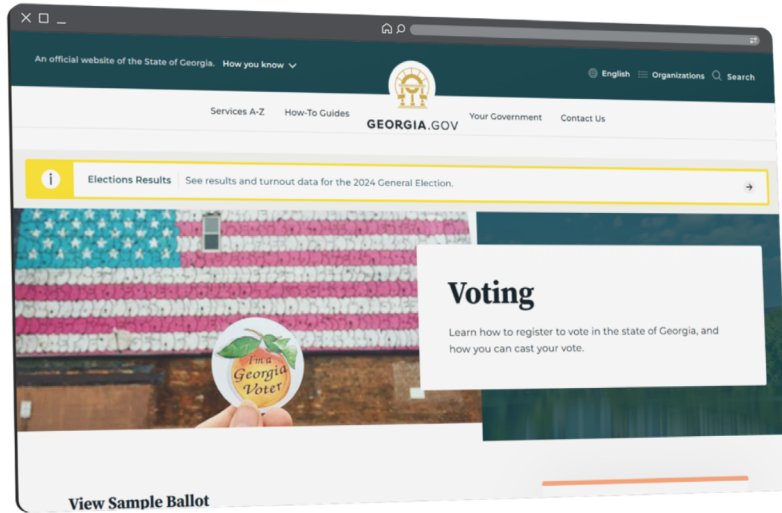
*“As always, the help was quick. I appreciate the team’s responsiveness.”*

Michael Poblet  
Special Agent  
Georgia Drugs and Narcotics Agency

- We kicked off a new webinar series called **GOVChats** which centers on conversations with other government organizations about common challenges, best practices, and lessons learned in state digital services. Our chats with Iowa, Maryland, Vermont, Colorado, as well as experts on accessibility, digital equity, and ethics, are available on YouTube.
- We offered agencies a **deep dive into their website analytics** in an effort to maintain the benchmark GAP (Georgia Analytics Program) score of 80 across all state websites. This year, our content strategists worked with GOSA, DBHDD, and DPH to improve their content quality, accessibility, and search rankings.
- We also led a sweeping review of **OCI’s website and digital strategy**, presenting a detailed strategic framework with short- and long-term recommendations.



## GEORGIA.GOV

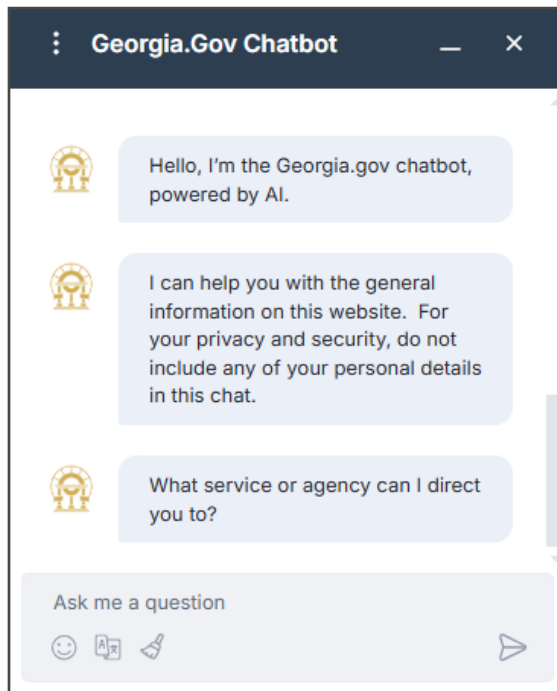


### State's Flagship Website

Georgia.gov saw **traffic jump by more than 33 percent** over last year, with about **15 million visits** expected by the end of the year.

**Election content** drove the majority of the additional visits, accounting for **20 percent of site traffic**. Refreshed election pages designed for search-engine and AI discoverability ensured the public had the most updated 2024-specific voting information.

## CHATBOT



The chatbot responded to nearly **20,000 messages per month** in 2024. More than 10% request to speak to a live agent or seek contact information. Beyond that, an analysis of chatbot conversations shows the most requested topics constituents are looking to Georgia.gov to answer:

1. Applying for a service (e.g. food stamps)
2. Changing or updating address information
3. Contacting via email (e.g. the Governor)
4. Where to mail/email absentee ballot requests and forms
5. Checking the status of an application

The **Ivy Chatbot on Georgia.gov** is an experimental “proof of concept” that is teaching us what users want and expect from us as well as how to develop content on our websites that can be “readable” by AI tools.

# *Artificial Intelligence*

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## AI GOVERNANCE



- The new AI program provided oversight on AI policy formulation and implementation, including the creation of an **AI Advisory Council** that is made up of a diverse set of leaders from state agencies, academia, and the private sector. By fostering a culture of responsible AI governance, the program establishes Georgia as a model for ethical AI practices.
- In December, we launched a **dedicated program website ([ai.georgia.gov](https://ai.georgia.gov))** to serve as a resource for state organizations to help them responsibly adopt and implement emerging technologies.

## AI PROJECTS



- In a newly renovated space at GTA headquarters, the **Innovation Lab** will host qualified contractors to collaborate with state agencies and elected officials to develop solutions to business challenges, accelerating the adoption of cutting-edge technologies that benefit constituents. GTA released a Request for Qualified Contractors (RFQC) to identify potential partners.
- We forged **partnerships with several public and private organizations** to work with us in the Innovation Lab on new projects, develop statewide standards and guidelines, and train our workforce. Partners included the Georgia Institute of Technology, the Paragon Policy Fellowship Program, the Aspen Policy Hub, InnovateUS, and the TRUIST Center for Ethical Leadership

## DATA & AI SUMMIT



### Adopting Tools and Technologies

The second Georgia Emerging Technology Summit, focusing on data and AI, was held on December 6. The at-capacity event brought together leaders in the public and private sectors to discuss the rapid adoption of AI tools and technologies.

Attendees included **207 members of state agencies**, **54 members of local governments**, and **27 members of educational institutions**.

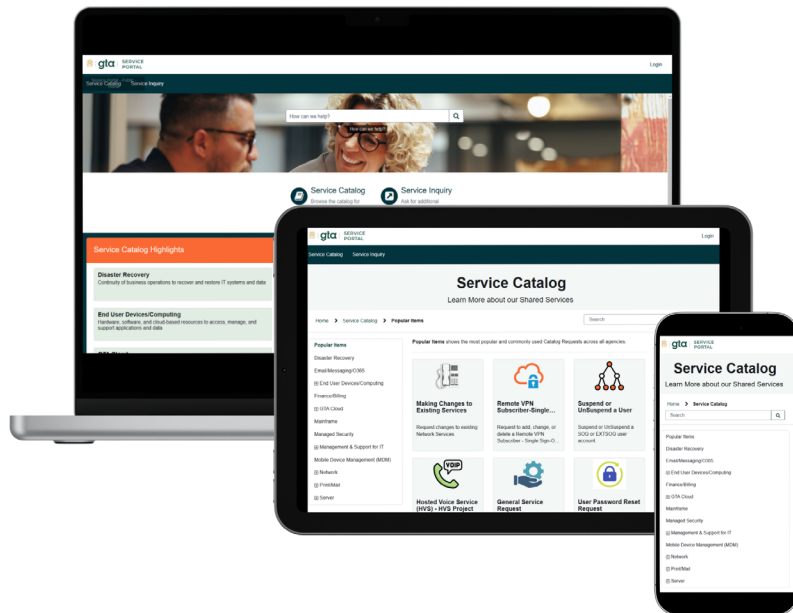


# *Product Management*

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## SERVICE CATALOG



### Clear Scope of Services

In collaboration with Capgemini/MSI and business owners, we helped build a new public-facing service catalog so all customers can see what's available and who to contact at GTA. By evaluating and accurately describing all GTA services in the catalog, customers can view their eligibility, service descriptions, features offered, pricing, SLA/OLA and the fulfillment process.



## PRODUCT MANAGEMENT FRAMEWORK

*“Thank you for your efforts. I truly feel that you are making a great difference in the state.”*

- In 2024, we developed a comprehensive **portfolio for all 88 GTA services** which included product profiles and associated knowledge articles.
- This work was the foundation for our new product process mapping and **product management framework** that will allow us to conduct regular product reviews and keep the new Service Catalog accurate and informative.

| Digital Services & Solution Partner

## OUR TEAM

### Team Awesome!

From top left:

**Yen Tang**, Outreach (Director), *25 years*

**Nikhil Deshpande**, Chief Digital and AI Officer, *21 years*

**Veronica Morez**, Product (Director), *20 years*

**Rita Figaro**, Product, *18 years*

**Ashley Woolf**, Product, *18 years*

**Jenna Tollerson**, Engineering, *13 years*

**Jasmyne Epps**, GovHub (Director), *10 years*

**Donna Sumner**, Operations and Delivery, *8 years*

**Amanda de Zayas**, Content, *6 years*

**Ericca Rowe**, Outreach, *5 years*

**Will Alford**, Content (Director), *5 years*

**Julie Fay**, User Experience, *4 years*

**Mary Liebowitz**, Content, *2 years*

**Judith Martinez-Sadri**, Outreach, *2 years*

**Kat Marino**, Orchard, *6 months*

**Scott Baker**, Artificial Intelligence (Director), *4 months*

