Virginia Forward

Reimagining Digital Access to Government Services

Virginia Executive Institute
Team 1 | Spring 2025

Meet Our Team

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Deputy Chief Human Resource Officer
Dept. of Corrections

The Challenge:

Fragmented Services, Frustrated Citizens

- Disconnected Systems and Siloed Data
- Outdated Website Content and Confusing Navigation
- Multiple Logins and No Single Access Point
- Complex Agency Structures with unclear pathways for support
- Long Wait Times and Delayed Services

Vision & Objective

A citizen-centered, AI-enabled government platform that delivers personalized, accessible, and trusted services – from one digital front door.

- Simplify access to services across all agencies
- Personalize the experience using secure AI tools
- Strengthen public trust through transparency and responsiveness
- Increase operational efficiency and reduce duplication
- Position Virginia as a digital government leader

VIRGINIA FORWARD

Shaping the Government of Tomorrow

A Digital Government that Delivers for All Virginian's

Makes Services Faster and Easier for Citizens

Empowers Agencies to Perform More Efficiently

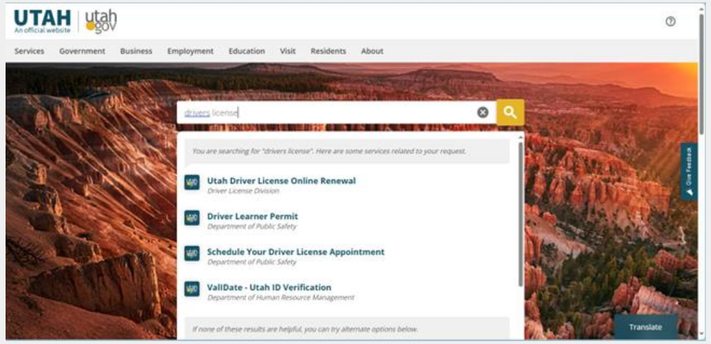
Strengthens Virginia's Strategic Position as a Place of Innovation, Trust, and Excellence

Case Studies

A look at how other governments are modernizing services—faster, smarter, and more efficiently.

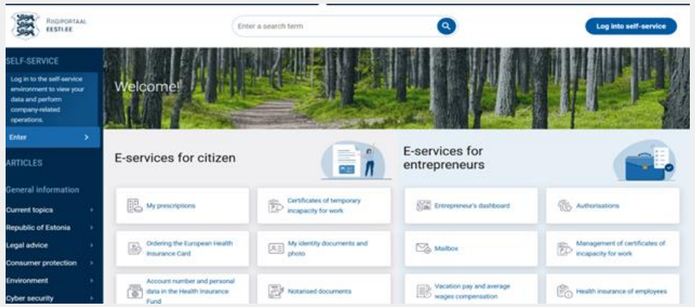
Utah.gov - Next Gen Citizen Portal

- UTAHID: a secure, central key, providing access to multiple state systems.
- Saves government time, money, and other resources.



Estonia e-Government Portal

- 100% of public services are available online 24/7.
- Once only principle
- Saves over 1,400 years of working time annually.

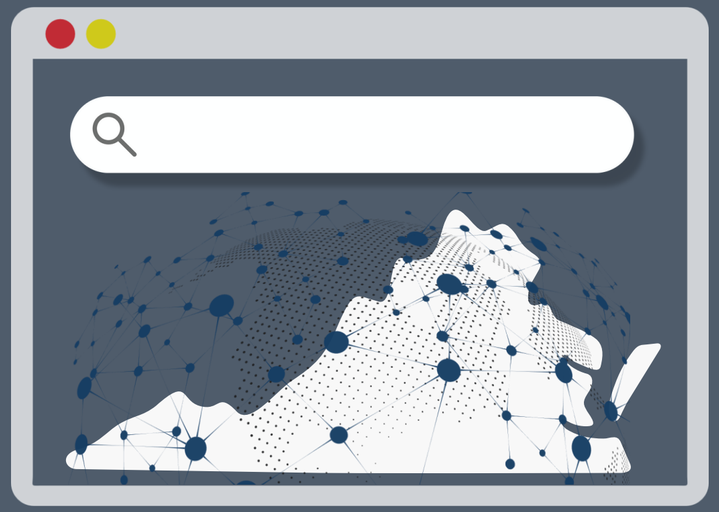


Singapore AskGov

- Aims to make information more accessible, reduce duplicate queries, and provide data insights to help agencies improve their services.
- Q1 2025- nearly 50% cost savings

The Virginia Forward Platform

Transforming Digital Citizen Services



This is next-level, transformative AI - not just every day AI.

Citizens will expect this as a requirement, not a "nice to have"

- **AI-Powered Search & Assistant**
- **Personalized Citizen Service Recommendations**
- **Cross-Agency Content Integration**
- **Standardized Portal Button Across Agencies**

The Virginia Forward Platform – Back-End Capabilities

Crawl & Analyze Content

Scans agency websites, press releases, and social media to detect outdated or inconsistent information.

Continuously improves content accuracy and relevance through AI learning

Empowering Agency Employees

AI tools keep websites updated and aligned with current standards.

Agencies gain an efficient assistant to help manage forms and data.

VITA Modernization in Progress

Modernized 400+ of 1,500 agency websites

Language translation expanded to 9 agencies, with 20 more underway

Building on Existing Initiatives

Extends the impact of successful agency initiatives like No Wrong Door, CommonHealth, and the Virginia Veterans Network.

A seamless, learning-driven platform, enhancing efficiency and citizen access to services.

Strategy & Framework

Our phased strategy is built on these core principles, driving progress toward operationalizing the vision.

Guiding Principles and Governance

- Start with People and Processes
- Focus on Transparency, Trust, and Accessibility
- Leveraging Everyday AI

Roles, Governance, & Data Integrity

- Multi-Agency Task Force with Central Governance and Oversight by VITA
- AI/ Data Liaison per agency
- Grounding responses to official content only

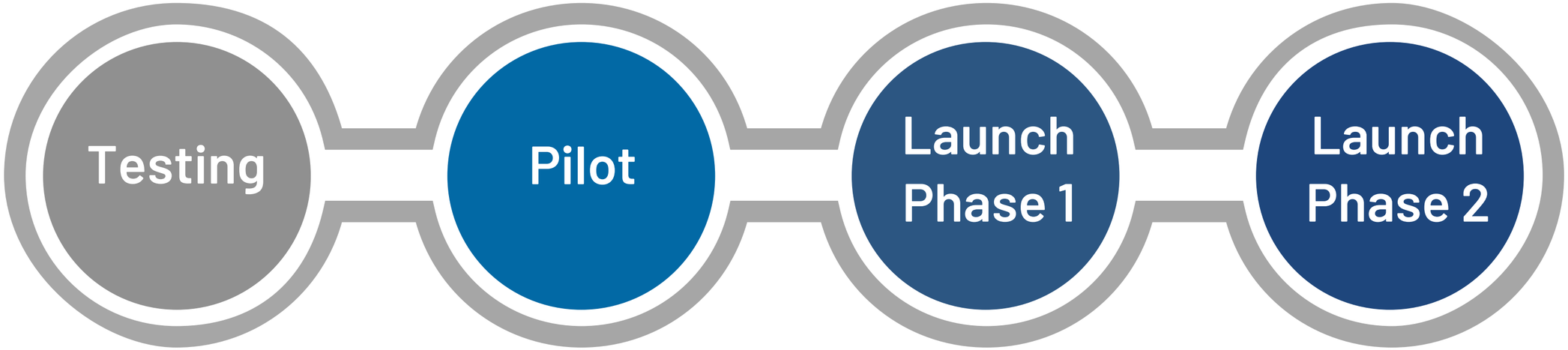
Transparency, Trust, and Accessibility

- Openly share that this process may have flaws
- Human review and approval of content for sensitive topics
- Use plain language at a 6th grade reading level

Leverage Everyday AI

- Build via Microsoft Co-Pilot Studio
- Structure how AI understands agency-specific terms the way the user intends (e.g., “Narcan” vs. “naloxone” vs. “overdose reversal agent”)

Path Forward – A Phased Approach



Internal Only

- Audit websites
- Identify outdated or conflicting content
- Prompt engineering to reduce hallucinations

Public-facing pilot projects

- Smart search and content summarization
- Grounded to specific documents to prevent misinformation
- Controlled rollout on select agency sites

Cross-agency service integration

- Connect overlapping services (e.g., VDH, DBHDS, DVS)
- Break down agency silos
- Trained to interpret intent (e.g., "I'm new to Virginia")

Personalized experience

- Log-in account
- Additional option to opt-in for personalized services based on your online activity or interests

Turning Vision into Personalized Citizen Experiences — Connecting Citizens Seamlessly Across Digital Government.

Why Virginia Forward is a Game Changer

Virginia Controls the AI Engine

Virginia Owns the User Experience

Most Accurate, Authoritative Information

Data Driven Citizen Insights

Designed for Today's Technology Expectations

" In two years, every for-profit entity with a website will consider artificial intelligence baked into their site a necessary component to do business. Artificial intelligence will not be a feature, it will be a required component."

-Ali Aldubaisi, Chief Executive Officer, Kaiden AI

What is Virginia Waiting For?

Will Virginia government wait ten years to embrace the next way to communicate with Virginian's?

1948 — First TV Broadcast in Virginia

→ 1958 – Virginia Educational Television begins

10-year delay

1983 — Birth of the Internet

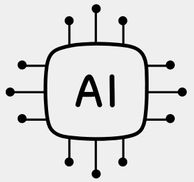
→ 1997 – First Virginia Website

2003 - VITA Established

2004 — Facebook launches

→ 2011 – VDEM begins widespread social media use

7-year delay



2022 — ChatGPT launches

→ ??? – Virginia's AI adoption?

What is Virginia waiting for?

"It's time for Virginia to lead."

Let's adopt AI on our terms – responsibly, ethically, and proactively.

Questions

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Thanks,
Contact Us

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