



# 2022 Biennial Performance Report

## Texas.gov

This report addresses Sections 2054.055(b)(6)-(7) and 2054.260 of the Government Code requiring the Texas Department of Information Resources (DIR) to report on the status, progress, benefits, efficiency gains, and financial summary of the state electronic Internet portal, officially known as “Texas.gov.”

### Background

In 2001, the Texas Legislature tasked DIR with implementing “a state electronic Internet portal project” and establishing a common electronic infrastructure for state agencies<sup>1</sup> and local governments.<sup>2</sup> The project became Texas.gov, which is the state’s official website and digital government program that has served as a resource for Texans to access government information and services for almost two decades. The program has evolved over the past 20 years from an online portal designed to be accessed from a desktop or laptop computer to a mobile-friendly, integrated website that allows Texans to take care of government business anywhere, from any kind of device, and without having to stand in line at a government office. In 2021, DIR launched the digital government assistant, Texas by Texas (TxT), as part of the Texas.gov program. TxT is also available to Texans as a mobile application through the Apple and Google Play stores.

The Texas.gov program enables state agencies, local governments, and institutions of higher education to provide simple, accessible, and secure online digital government services to Texans. Through the Texas.gov program, customer organizations can access digital transformation solutions that include:

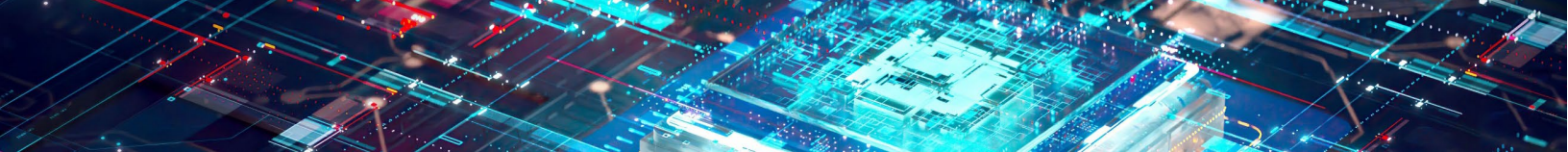
- secure, cloud-based, compliant payment processing services;
- application development, web design services, constituent marketing, tools to gauge customer satisfaction, and operations support;
- infrastructure hosting services, including cloud services, through DIR’s Shared Technology Services; and
- a help desk for people using the services.

Funded by legislative appropriations with revenue from transaction fees, DIR manages the Texas.gov program and oversees contracts with private-sector parties for application development, maintenance, cloud hosting, security, and payment services. Texas.gov provides Texans with government interactions that meet or exceed state-mandated requirements for accessibility, security, and privacy and are on par with the quality provided by commercial organizations. All financial transactions are integrated with the Texas Comptroller of Public Accounts financial systems.

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<sup>1</sup> The term state agency here does not include institutions of higher education. Government Code Sections 2054.111(b), 2054.113.

<sup>2</sup> Government Code Section 2054.252.



## Status

Between September 2020 and May 2022, the Texas.gov website had more than 22.5 million visits and more than 36.3 million pageviews. This represents a 103% increase in visits over the same period for the previous biennium.

During this time, the five most popular landing pages on the Texas.gov website were:

- 1) Texas by Texas;
- 2) Texas Vehicle Registration;
- 3) Texas Driver License/ID Renewal and Replacement;
- 4) Texas Vital Records; and
- 5) Texas Driver Services.

Constituents used Texas.gov to process more than 116.2 million transactions between June 2020 and May 2022. The highest-volume transaction services were:

- 1) Texas Department of Public Safety (DPS) Vehicle Inspection Connection (VIC);
- 2) DPS Driver License Renewal (DLR);
- 3) DPS Over the Counter (OTC); and
- 4) TxT Driver License Renewal, Replacement, Change of Address.

Visits from mobile devices to Texas.gov continue to increase. In the past year, over 45% of visits to Texas.gov came from a mobile device. In many cases, there are now more constituents using a mobile device to access and complete Texas.gov transactional services than a desktop or laptop.

Between June 2020 and May 2022, mobile devices accounted for:

- 60 percent of visits to the online Driver License Renewal application;
- 59 percent of visits to the TxT web application; and
- 61 percent of visits to the Online Vital Records application.

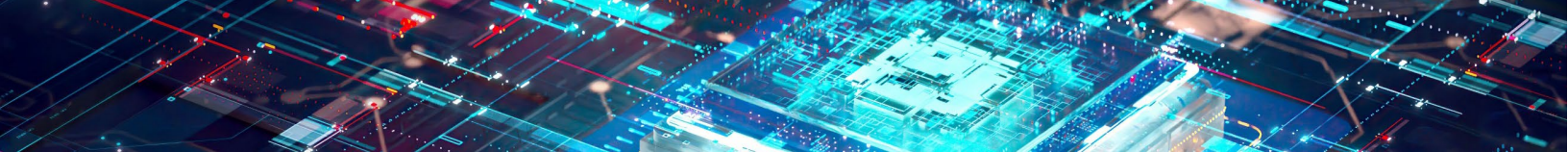
## Progress

The following projects demonstrate the Texas.gov program's progress during fiscal years (FY) 2021 and 2022.

### **TEXAS BY TEXAS (TxT) – Launch of Key Agency Integrations and Native Mobile Applications**

DIR announced the launch of TxT in January 2022, which marks the culmination of a multi-year effort aimed at aligning the way Texans consume government services with the streamlined experience that they have come to expect in other aspects of their lives. TxT, the personal, portable government assistant from Texas.gov, enables Texans to create a single and secure online account, manage government-issued licenses and registrations across multiple agencies, receive proactive reminders when it's time to take action on a license, registration, or item of relevance to that Texan, and complete government transactions quickly and securely. Texans can access this mobile-first government experience from any device through a browser or download the native, mobile app.

In October 2021, DIR added the Texas Department of Motor Vehicles' (TxDMV) vehicle registration renewal and the DPS driver license/state identification renewal, replacement, change of address, and emergency contact updates to the TxT platform. In January and February 2022, DIR launched the TxT iOS and Android native mobile apps in the Apple and Google Play stores.



As of June 30, 2022, there have already been:

- 2.1 million accounts created;
- 2.5 million services linked; and
- 2.8 million transactions completed.

In 2021, the 87th Legislature passed House Bill 3130 requiring state agencies to notify DIR and obtain an exemption before contracting with a third-party for Internet application development to duplicate a Texas.gov function, including a native mobile application of Texas.gov. The purpose of this legislation was to save taxpayers money by avoiding duplication of state resources through a single already-developed native mobile application for state government services instead of each state agency building their own application.

### **TEXAS.GOV – Website Redesign**

In 2021, DIR completed a full redesign of the state’s official website, Texas.gov, to modernize the technology environment, optimize the constituent experience, and enable the publication of relevant and robust content in a more timely and efficient manner. The solution entailed:

- curating, writing, and translating new content to give users access to accurate information and official online services;
- improving and optimizing the site’s information architecture for search engines to help users easily find the information they need;
- designing standardized page templates to deliver a consistent, mobile-friendly experience, compliant with state electronic information resources (EIR) accessibility standards and the Americans with Disabilities Act (ADA); and
- developing a content management system that provides an easier and more efficient way for site content to be added, updated, and maintained.

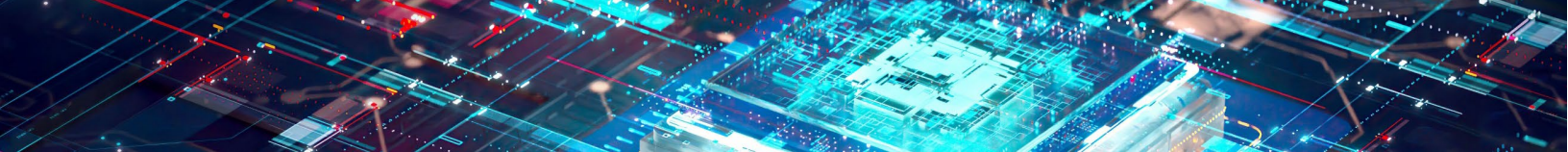
Since the new website launched on April 24, 2021, the site accrued more than 16.2 million visits with 70% of the visits accessed by users typing “Texas.gov” directly into their browser. In addition, the new Texas.gov received 65% more organic search traffic than the previous website indicating that the site reflects content that users are seeking and that Texas.gov ranks high for these keywords.

Mobile devices represent 45% of visits on the new website versus 30% on the previous site. This affirms that the site’s mobile-first responsive design makes it easier for users to consume content on Texas.gov from their phones.

### **FEE PAY – Next-generation Modernization**

Fee Pay is a service that lets Texas government agencies collect Payment Card Industry (PCI) compliant payments from users with minimal IT resources required. Fee Pay allows users to make online payments quickly and securely in a few simple steps. In 2021, DIR modernized Fee Pay by consolidating different technologies into a single framework making the application more cost-effective and simplifying the process for agencies to implement new payment types for more services. The modernization effort included:

- improving the user experience with constituent-centric designs, plain language, and search engine best practices;
- migrating Fee Pay to a cloud-based solution to deliver high availability, scalability, and the ability to further automate the setup process;
- simplifying the framework architecture to maximize cost-effectiveness and make it easy to add new



features to the product; and

- Increasing the integration options available to support web services for agencies' secure file transfers.

As of June 30, 2022, 12 state agencies used the Texas.gov Fee Pay solution for 25 services.

## **CLOUD MIGRATION – Texas.gov Hosted Applications**

In 2021, DIR migrated over 30 hosted applications, websites, and databases from the Data Center Services (DCS) private cloud to the DCS public cloud. Benefits of this migration to the cloud include:

- accelerating the state's IT modernization initiatives;
- delivering cost savings;
- optimizing performance via speed, agility, high availability, and scalability; and
- improving the program's security posture and disaster recovery capabilities.

## **Benefits and Efficiencies Gained**

While Texas.gov provides state agencies opportunities to digitally transform their constituent-facing services, Texans and the state save both time and money by transacting through Texas.gov. According to Deloitte Access Economics<sup>3</sup>, government transactions conducted face-to-face, by telephone, or through the mail cost exponentially more than online transactions. This report, which reviewed data from Australian federal and state governmental departments, calculated that government entities, on average, spent \$16.90 on each face-to-face transaction, \$12.79 on postal transactions, and \$6.60 on telephone transactions. In contrast, the State of Texas spends only an estimated \$0.72 to process the average Texas.gov transaction.

In addition, constituents save time and money transacting with their government online because there is no line or phone queue to wait in for service and no payment required for transportation or travel costs to the government office or postage to mail a check.

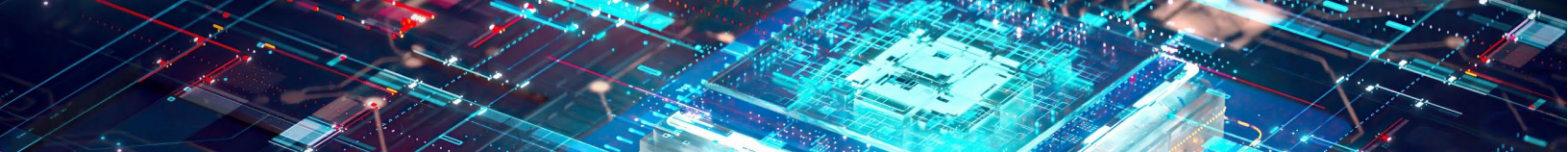
## **Benefits of TxT Native Mobile App**

TxT allows Texans to create a single user account for all state business and includes security steps to verify identity and multi-factor authentication to help keep accounts safe. Users can link and manage government-issued licenses and registrations, such as their driver's license/ID and vehicle registration(s). The users can then access a personalized dashboard and to-do list to keep track of upcoming deadlines, securely store payment information, review transaction history, update notification preferences, and more. TxT also sends proactive email and/or text reminders when it's time to act.

A single native mobile application for Texas state business provides significant cost-saving benefits to the state. DIR funds the ongoing maintenance and operations of TxT. State agencies are saved from the time and expense of building a native mobile application, which can be costly due to the development and maintenance costs incurred to comply with requirements of the primary phone stores: GooglePlay and Apple store. TxT also brings increased security and access protection for constituent data and assurance

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<sup>3</sup> Deloitte Access Economics, Digital Government Transformation, Commissioned by Adobe, 2015. <https://www2.deloitte.com/content/dam/Deloitte/au/Documents/Economics/deloitte-au-economics-digital-government-transformation-230715.pdf>



that the state is transacting business with a verified constituent.

TxT eliminates the costs agencies would have incurred on advertising and marketing their application to their constituents because DIR drives constituents to Texas.gov and TxT through advertising and marketing campaigns. With the plethora of mobile applications available, a separate mobile application for each state agency would require Texans to keep track of and remember which agency’s mobile app is for what transaction type, creating an overwhelming obstacle hindering constituent adoption. With TxT branded as the one mobile app for all state government, constituent adoption is easier and more cost-effective for all.

### Customer Satisfaction

A key element of the Texas.gov program is measuring and evaluating constituent satisfaction with Texas.gov online services. From June 2020 to May 2022, over 70,000 respondents completed a voluntary survey upon completion of a Texas.gov online transaction. The results showed:

- Eighty-eight percent (88%) Strongly Agreed or Agreed to the survey question “I would recommend this online service to someone else.”
- Eighty-six percent (86%) Strongly Agreed or Agreed to the survey question “Overall I am satisfied with my experience.”

### Financial Summary

The following table represents the state’s cost to provide the Texas.gov online portal and the TxT native mobile application. These costs do not include any agency appropriation savings or cost avoidance estimates for the transactions that were not handled by agency staff, whether face-to-face, on the phone, or through the mail.

Table 1: Texas.gov State Revenue Share, Fiscal Years 2021-2022		
	FY 2021(Actual)	FY 2022(Estimated)
Gross Program Revenue	\$123,814,761	\$116,929,117
Less: Payment for Third-Party Services	\$37,003,863	\$38,951,346
<b>Texas.gov Revenue</b>	<b>\$86,810,898</b>	<b>\$77,977,771</b>
Less DIR Expenditures	\$50,132,832	\$40,963,815
<b>NET REVENUE OR (EXPENDITURES)</b>	<b>\$36,678,066</b>	<b>\$37,013,956</b>
Less DIR Retained Amount*	\$0.00	\$162,971
<b>Contribution to General Revenue</b>	<b>\$36,678,066</b>	<b>\$36,850,985</b>

\*See Rider 11 (f) for Department of Information Resources in Article I, General Appropriations Act for the 2022-23 Biennium.