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DIGITAL
GOVERNMENT
SUMMIT

Government Experience Revolution: Reimagining Personalized Government Delivery

A new vision for how citizens interact with government services — seamless, personalized, and powered by AI.

John Matelski, CGCIO
Executive Director
Center for Digital Government
jmatelski@erepublic.com

Session Overview



The Evolution of the Government Experience



**Where AI Is Intersecting With
Government Experience**



**How Personalization Will Become
the New Norm**



Real-World 2024–2025 Examples



Practical Frameworks and Strategies

How Has The Government Experience Evolved?

The Current Reality: Navigating Today's Government Digital Landscape



Patchwork of Channels

Citizens navigate web portals, mobile apps, in-person visits, and call centers.



Digital Maturity Gap

80% of government organizations are still at initial or developing digital maturity stages.



User Experience Focus

59% of government CIOs want to improve citizen experience.



Common Pain Points

Siloed services, repetitive data entry, and non-intuitive interfaces frustrate users.

The Expectation Chasm: What Citizens Want vs. What Government Delivers



24/7 Access

Citizens expect services available anytime, anywhere.



Mobile-First Convenience

Seamless experiences across all devices.



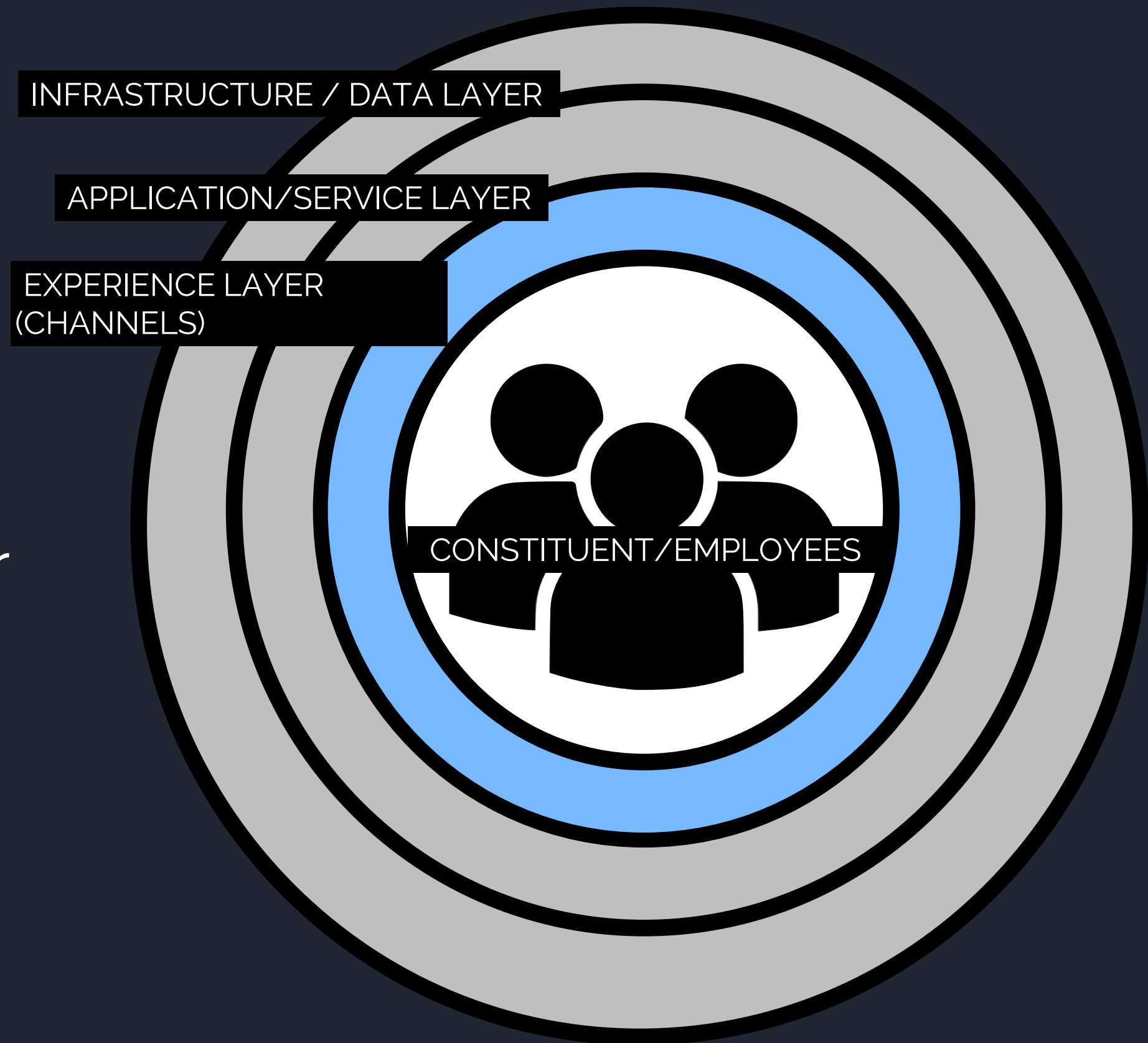
Personalized Recommendations

Tailored services based on individual needs.



Trust Through Experience

Positive digital experiences boost trust in government.



Experience
has been a
critical focus for
agencies...

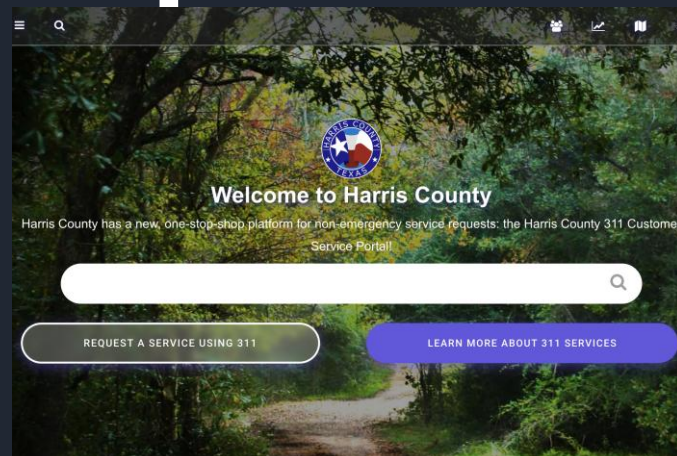
The Evolving Government Experience

Experience:

Government-Hosted

Channel:

Government-Owned

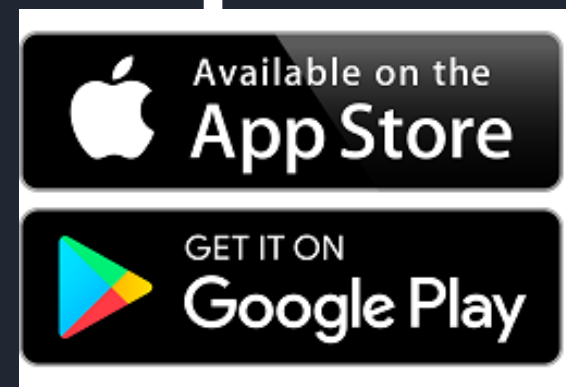


Experience:

Government-Hosted

Channel:

Third-Party Owned

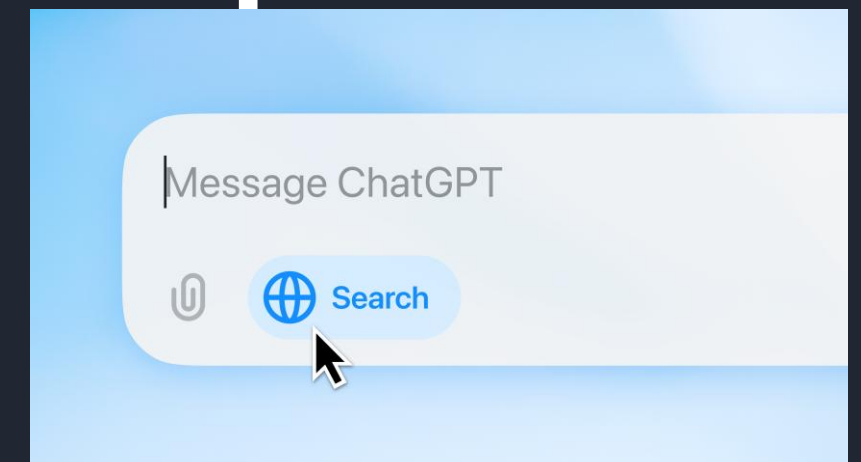


Experience:

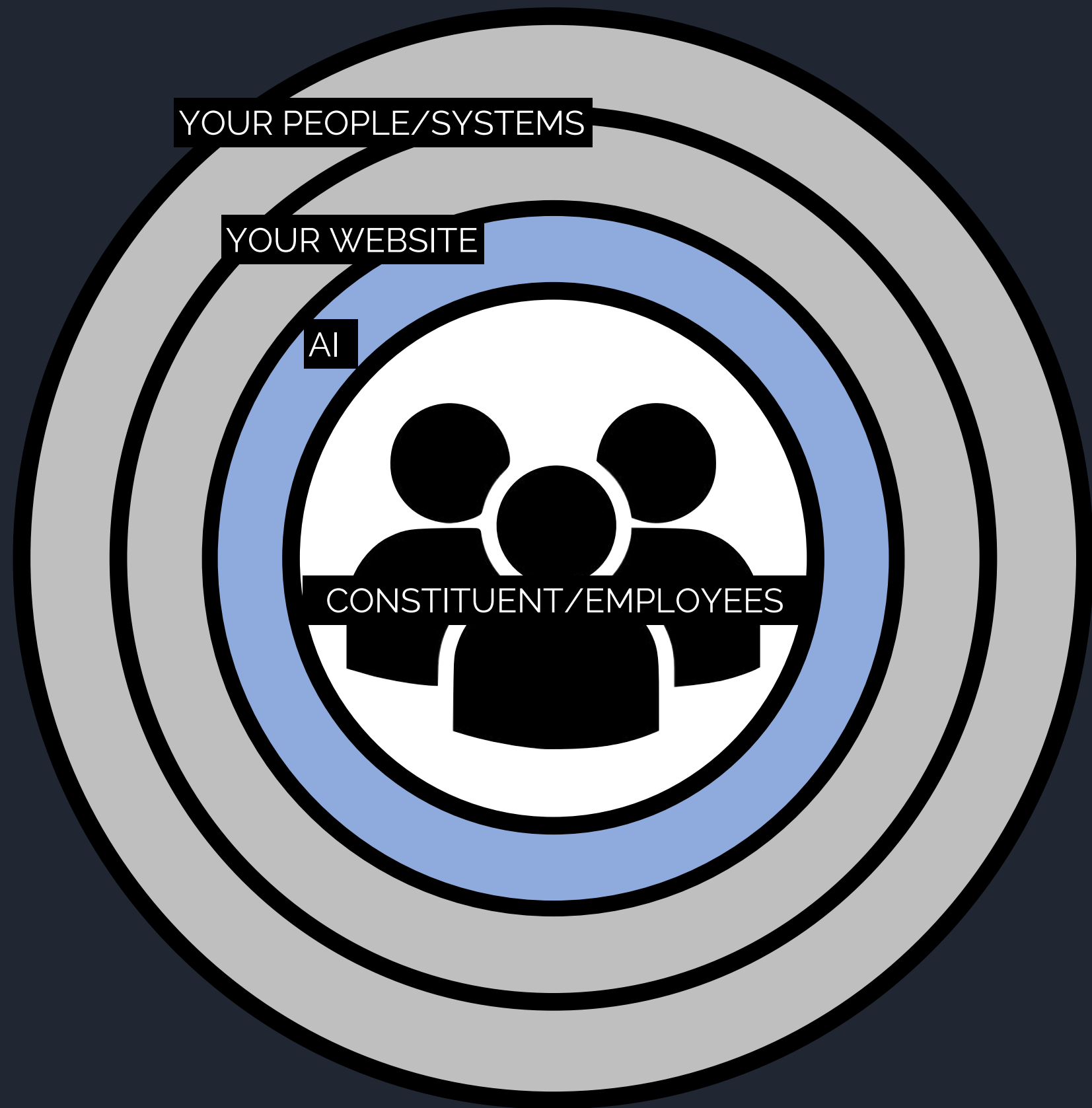
Third-Party Hosted

Channel:

Third-Party Owned



But AI is
already eating
the government
experience as
we know it.



What can I help with?



Ask anything



Search





Deep research




AI + Government Experience Is Rapidly Evolving

AI Use Is On The Rise

MyHoover





Generative AI Use In US Public Sector On The Rise, Survey By Hoover Fellow Suggests

A quarter of civil servants are already using generative AI for public-sector work tasks, and that number is expected to grow rapidly, according to a survey developed by Hoover research fellow Oliver Giesecke.

Wednesday, December 4, 2024 • 3 min read

Research Team: **State and Local Governance Initiative**

featuring **Oliver Giesecke**

<https://www.hoover.org/generative-ai-use-us-public-sector-rise-survey-hoover-fellow-suggests>

Current AI Adoption

Adopters using
GenAI tools at least
once per week

67%

Regular Users

Using Generative
AI for work tasks

25.6%

GenAI Users

Using GenAI weekly or
more frequently

16.5%

Power Users

gtgovernment
technology

News

GOVERNMENT EXPERIENCE

Ohio's New UI System Will Come With a \$83M Price Tag

Ohio is investing \$83 million on a project to modernize its 20-year-old unemployment system. The new solution promises to provide improved user and employee experiences as well as better fraud prevention.

January 03, 2025 • News Staff

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AthensBootcampsFinancingJob OutcomesBusiness

The Complete Guide to Using AI in the Government Industry in Cincinnati in 2025

By Ludo FourrageLast Updated: August 16th 2025



AI for Cincinnati Government: Start Smart in 2025

Technology Upgrades Save 10 Million Trips to Ohio BMV

June 16, 2025

(COLUMBUS, Ohio)— Ohio Governor Mike DeWine, Lt. Governor Jim Tressel, and Ohio Bureau of Motor Vehicles (BMV) Registrar Charles Norman announced today that the state has saved Ohioans more than 10 million trips to the BMV thanks to technology upgrades that allow certain transactions to take place without an in-person visit.

"We've put significant focus on using technology to save customers' valuable time and cut down on congestion at BMV deputy registrar locations across the state," said Governor DeWine. "This milestone demonstrates the importance of these upgrades, which have made BMV services more accessible and efficient."

Since the start of the DeWine Administration in 2019, the Ohio BMV has worked to transform the overall customer experience, and it now has one of the most expansive menus of online services of any motor vehicle agency in the country.

"Ohio has definitely been ahead of the game in modernizing BMV services," said Lt. Governor Tressel. "No one enjoys waiting in long lines, and giving Ohioans the option to conduct more business online reduces wait times for those

Share this



For more information

Ohio Bureau of Motor Vehicles
Bret Crow, Director of Communications
614-769-4779
bacrow@dps.ohio.gov

Demographics of Adoption

GenAI impacts span the entire organization.

Age	Education	Income	Position
<u>GenAI adoption is highest among employees in their 40s</u> , with a negative gradient beyond that age group.	<u>Highest adoption among those with master's and doctoral degrees</u> , showing a positive gradient with education level.	<u>Higher pre-tax income earners show greater AI adoption rates</u> , with a positive correlation to income levels.	<u>Organizational leaders and senior supervisors</u> demonstrate the highest adoption rates among job positions.

The AI Revolution Is Just Starting

700+

AI-related bills
Introduced across 40+ states in 2024

30+

Governors
Launched AI councils or task forces

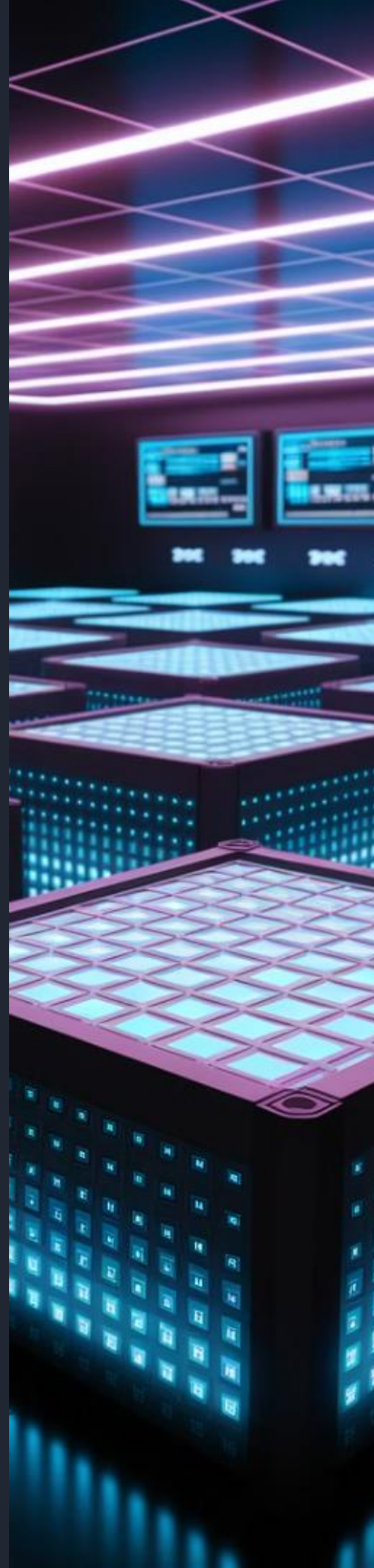
Barriers to Adoption & Practical Use Cases

Barriers

- Data Security Concerns
- Regulatory Complexity
- Skilled Personnel Shortage
- Internal Resistance
- Procurement Limitations

Practical Use Cases

- Drafting and editing emails, reports, and contracts
- Improving grammar and tone
- Writing job descriptions
- Conducting research and preparing presentations
- Summarizing technical documents and policies



**And The Way We Experience
AI Will Become More
Embedded In What We Already Use**



Document tabs +

📄 Tab 1 ⋮

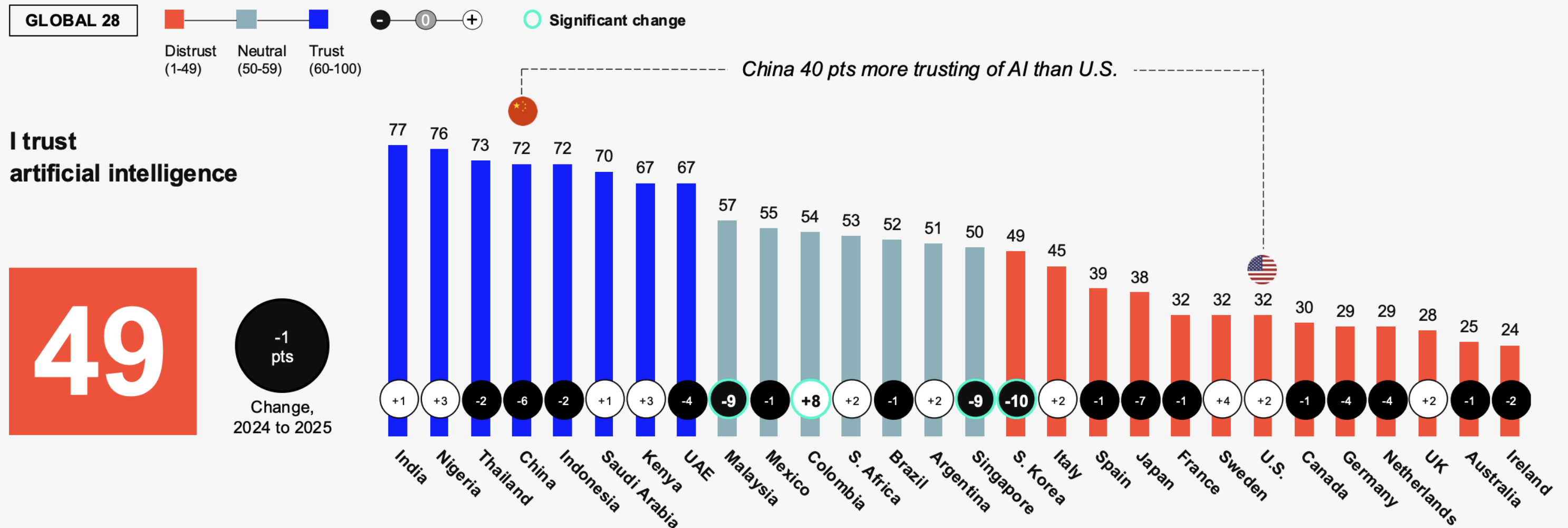
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✦ Generate document ✎ Help me write 📄 Templates 📄 More



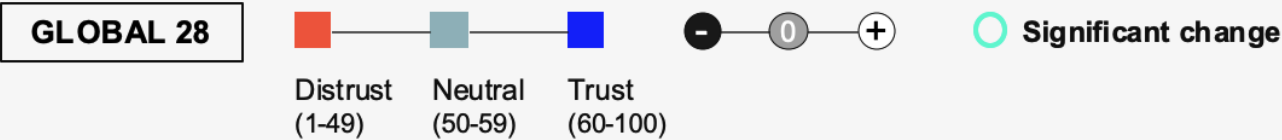
**But If AI Is Already Abstracting Experience.
Will People Trust It?**

It's Complicated...



Trust in Artificial Intelligence Varies Across Demographics

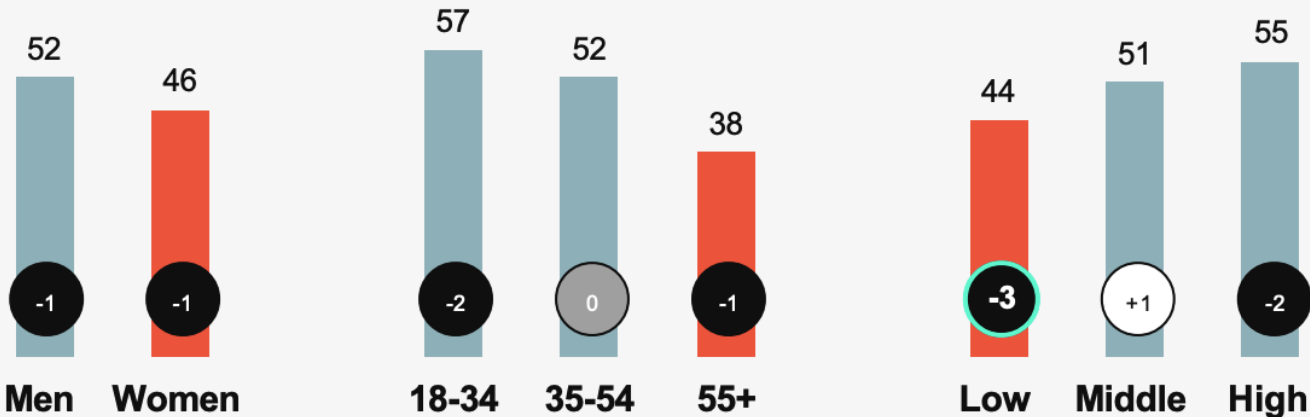
Percent who say



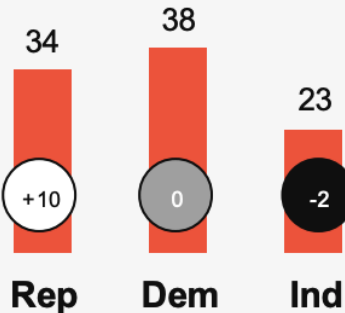
I trust artificial intelligence



Gender | Age | Income



U.S. Politics



2025 Edelman Trust Barometer. TEC_TRU_AI. How much do you trust the below technology? 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 28-mkt avg., and by gender, age, income, and U.S. Non-Hispanic White, Black, Hispanic, and ANHPI communities. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



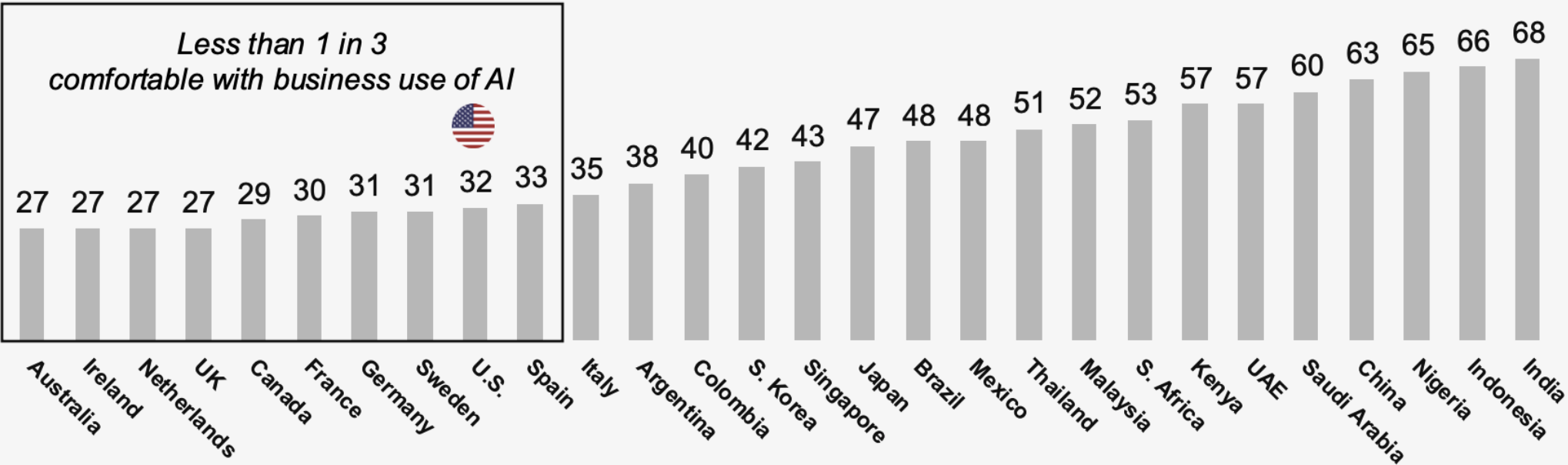
Nearly 1 in 2 Skeptical of Business Use of Artificial Intelligence

Percent who say

GLOBAL 28

I am comfortable with business using AI

ONLY
44%

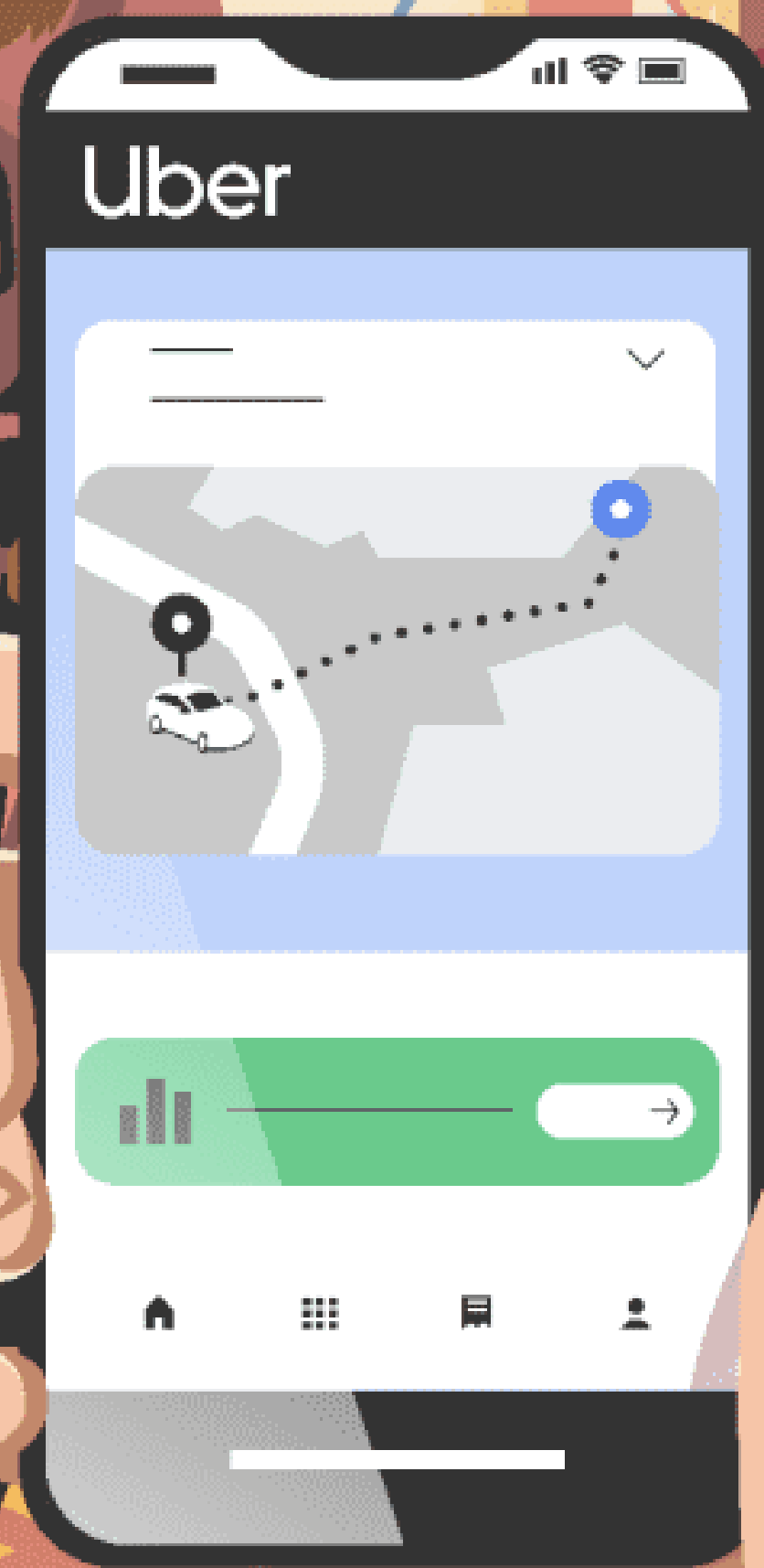


2025 Edelman Trust Barometer. AI_INT_KPI. For each of the following institutions, please indicate whether their general use of artificial intelligence such as machine learning, natural language processing, and generative AI is something you are comfortable with or something you are concerned about. 5-pt scale; top 2 box, comfortable. Question asked of half the sample. General population, 28mkt avg.



In 2008, you wouldn't have trusted a stranger to pick you up at the airport at 1AM and drive you home.

Starting In 2009...



In 2018, you wouldn't have trusted a cab without a driver (and you may still not).

2019 Waymo Safety Drivers Were Removed



But Convenience or Constraints, Can Change Behaviors

Agents

Salesforce Research: 90% of Constituents Ready for AI Agents in Public Service

January 15, 2025 • 3 min read

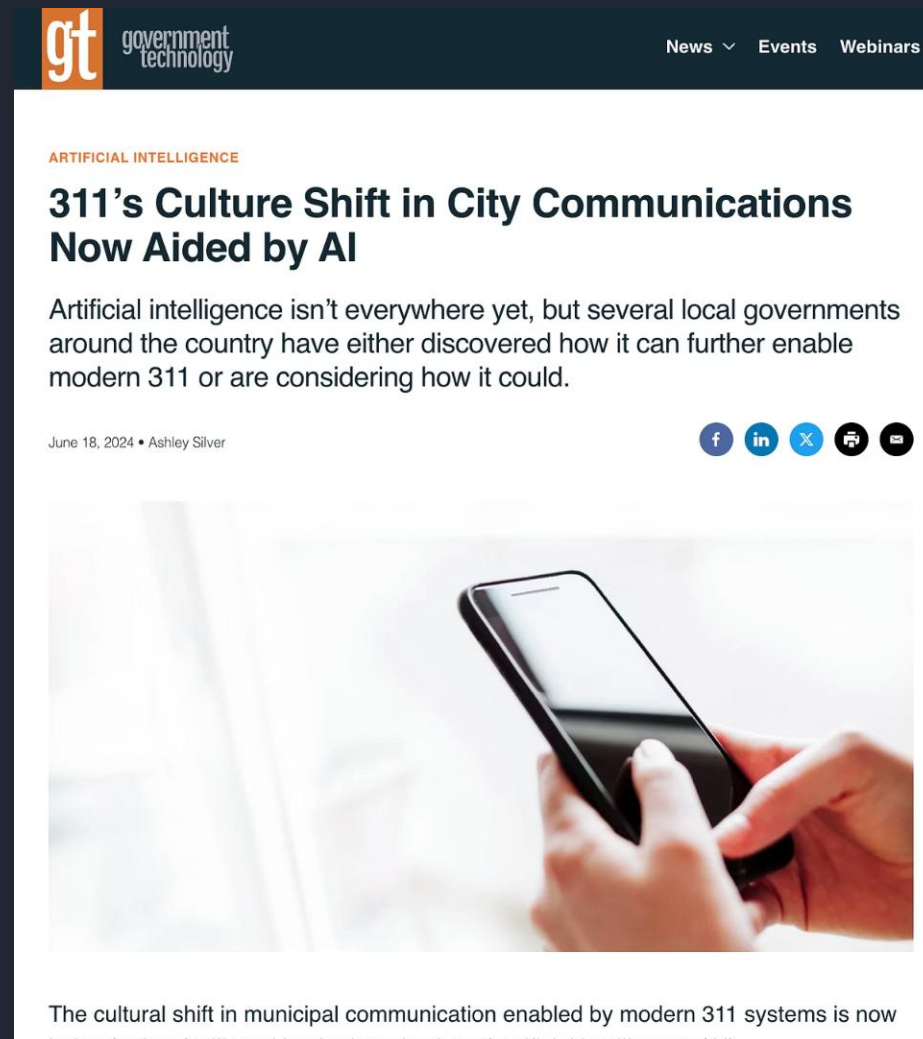


Public calls for improved government service

- **40%** say it's difficult to interact with the government when they have questions or need help.
- Less than half of survey respondents find it easy to understand what public services (**42%**) and public assistance programs (**46%**) are available to them.
- **Top service delivery improvements** desired by global constituents include:
 - Reducing the number of steps to address needs.
 - Responding to their needs faster.

Early Signs Show AI Can Transform Internal & External Experiences

Case Study – Denver, CO



What they did:

Launched multilingual GenAI chatbot in 311 system.

Impact:

Supports 72 languages, reduces call center load, provides 24/7 service

Learn more:

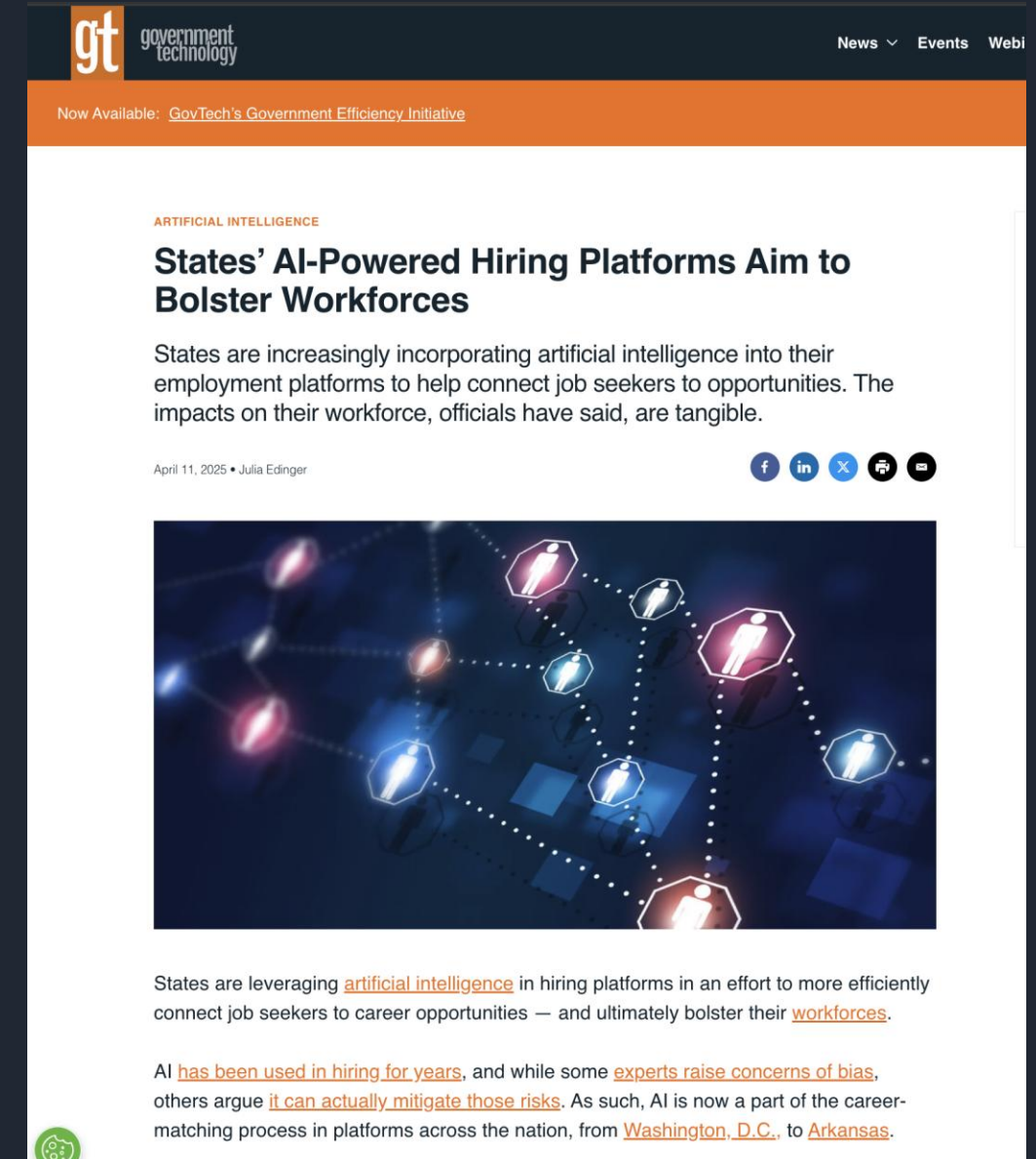
[GovTech, Feb 2024 – "Denver Deploys Chatbot for 311 and City Services"](#)

Case Study – Indiana/Ohio

What they did: States like Indiana and Ohio launched AI-powered hiring platforms to streamline public sector recruitment.

Impact: These platforms improved candidate matching and sped up hiring, helping address critical workforce shortages.

Learn more: [States' AI-Powered Hiring Platforms Aim to Bolster Workforces](#)



Case Study – North Carolina



POLICY

State Efficiency Bill Involving AI Advances in North Carolina

A North Carolina Senate bill that would review state agency performance and staffing levels, relying in part on the use of artificial intelligence, cleared its first committee step this week.

April 04, 2025 • Richard Carver, News & Record









The North Carolina Capitol

(TNS) — A N.C. Senate bill that would review state agency performance and staffing levels, relying in part on the use of artificial intelligence, cleared its first committee step Wednesday.

Senate Bill 474, titled “The DAVE Act,” was recommended by the Senate Regulatory Reform committee after nearly 30 minutes of at times contentious debate.




What they did:

North Carolina advanced a state efficiency bill that promotes the use of AI and data analytics to streamline government operations and reduce redundancy.

Impact:

The bill sets a foundation for long-term AI integration across state agencies, aiming to improve service delivery and operational efficiency.

Learn more:

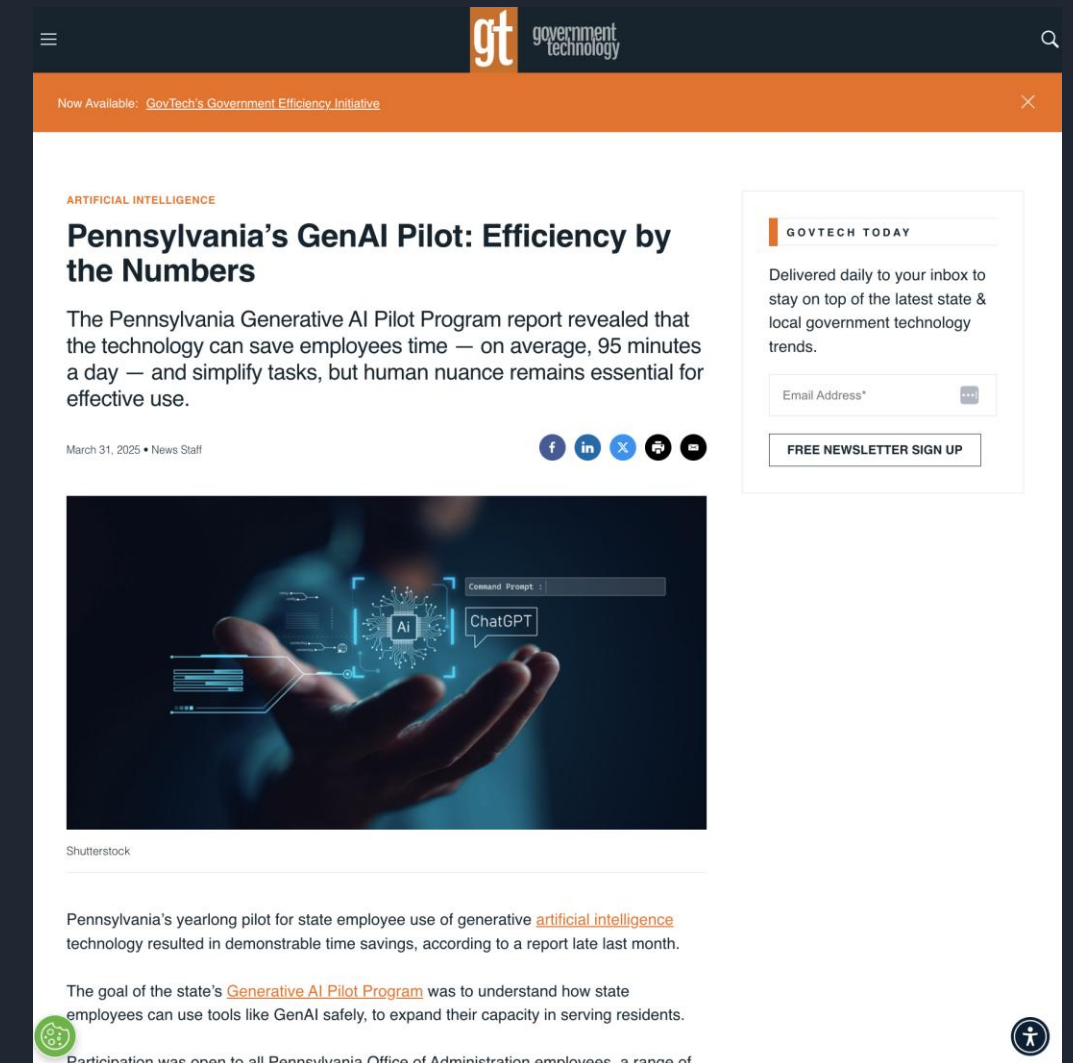
[State Efficiency Bill Involving AI Advances in North Carolina](#)

Case Study – Pennsylvania


What they did: Pennsylvania launched a Generative AI pilot to automate tasks like summarizing regulations and drafting emails across state agencies.



Impact: The pilot saved over 1,200 staff hours in its first three months, highlighting AI's potential to improve efficiency and reduce manual workload.

Learn more: [Pennsylvania's GenAI Pilot: Efficiency by the Numbers](#)



Case Study – Transportation


government
technology









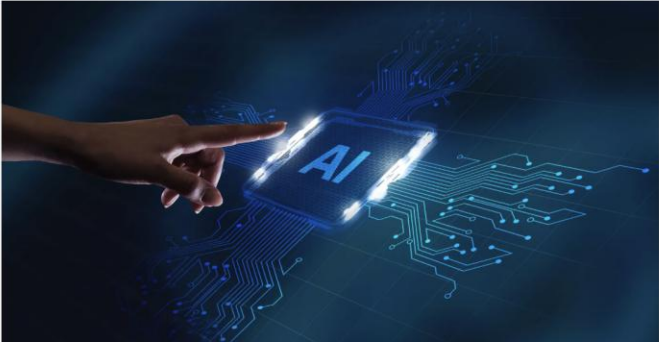
ARTIFICIAL INTELLIGENCE

AI Poised to Reshape State Transportation Departments, Staff

Transportation departments in Texas and California are exploring artificial intelligence, and the latter may create a chief data and AI officer role. These agencies, an executive said, will face “major workforce transformations.”

March 14, 2025 • Skip Descart



Predicting traffic backups, analyzing bid documents or gaining new insights into the movements of vulnerable road users are all part of the job of state [transportation](#) agencies, and are tasks for the age of [artificial intelligence](#) (AI) technologies.

“As AI advances at a rapid pace, it’s imperative that we understand how to effectively integrate these technologies into our agencies to enhance efficiencies, decision-making and drive innovation,” said [Clinton Bench](#), director of UCLA Fleet and Transit, as he moderated a webinar Wednesday for the Transportation Research Board exploring the strategic management of AI in transportation.

o position itself for a new AI age, the California Department of Transportation (Caltrans) is exploring pilot projects and use cases for AI, and policy direction. The department is near

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What they did:

State transportation departments began exploring AI tools to support workforce needs, focusing on automating repetitive tasks and enhancing decision-making.

Impact:

AI adoption is expected to offset staffing shortages, improve operational efficiency, and enable staff to focus on higher-value work.

Learn more:

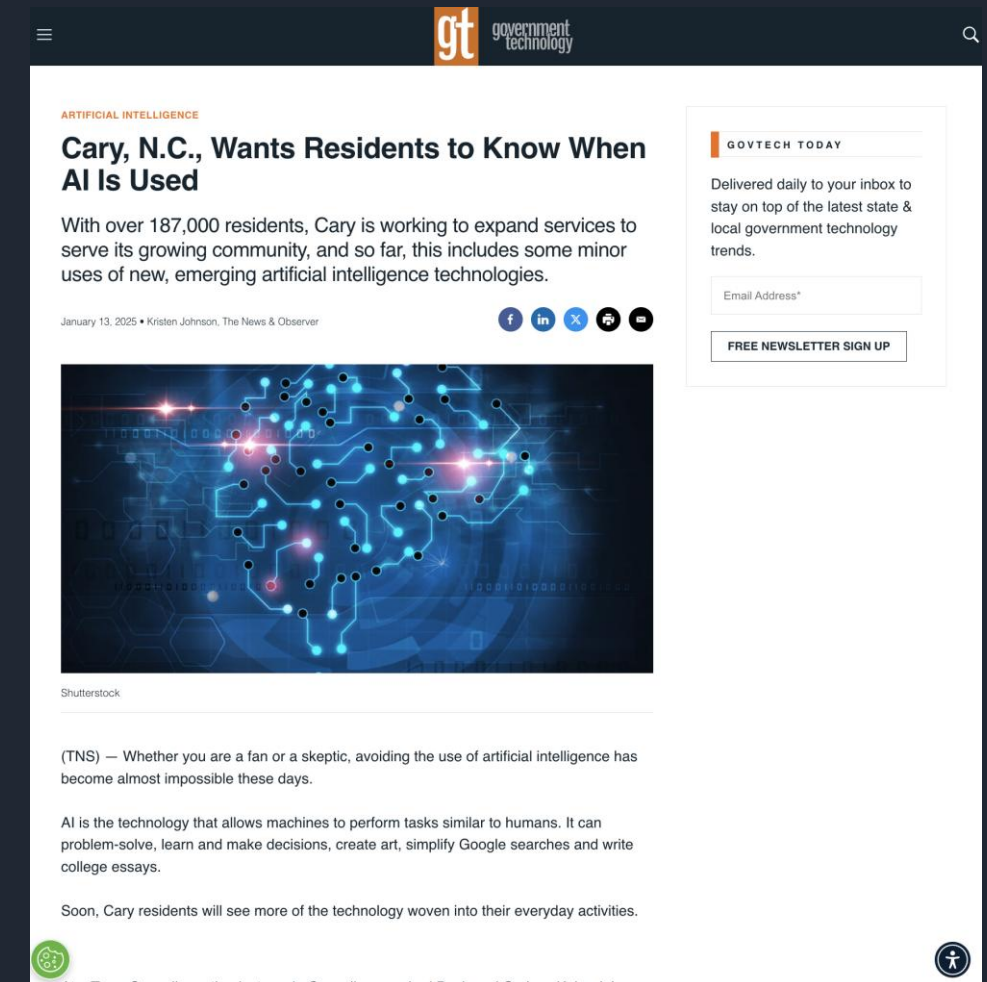
[AI Poised to Reshape State Transportation Departments, Staff](#)

Case Study – Cary, NC

What they did: Cary, North Carolina implemented an AI transparency policy requiring residents to be informed when AI is used in government services.

Impact: The policy promotes public trust and accountability by clearly disclosing AI use, setting a precedent for ethical AI governance at the local level.

Learn more: [Cary, N.C., Wants Residents to Know When AI Is Used](#)

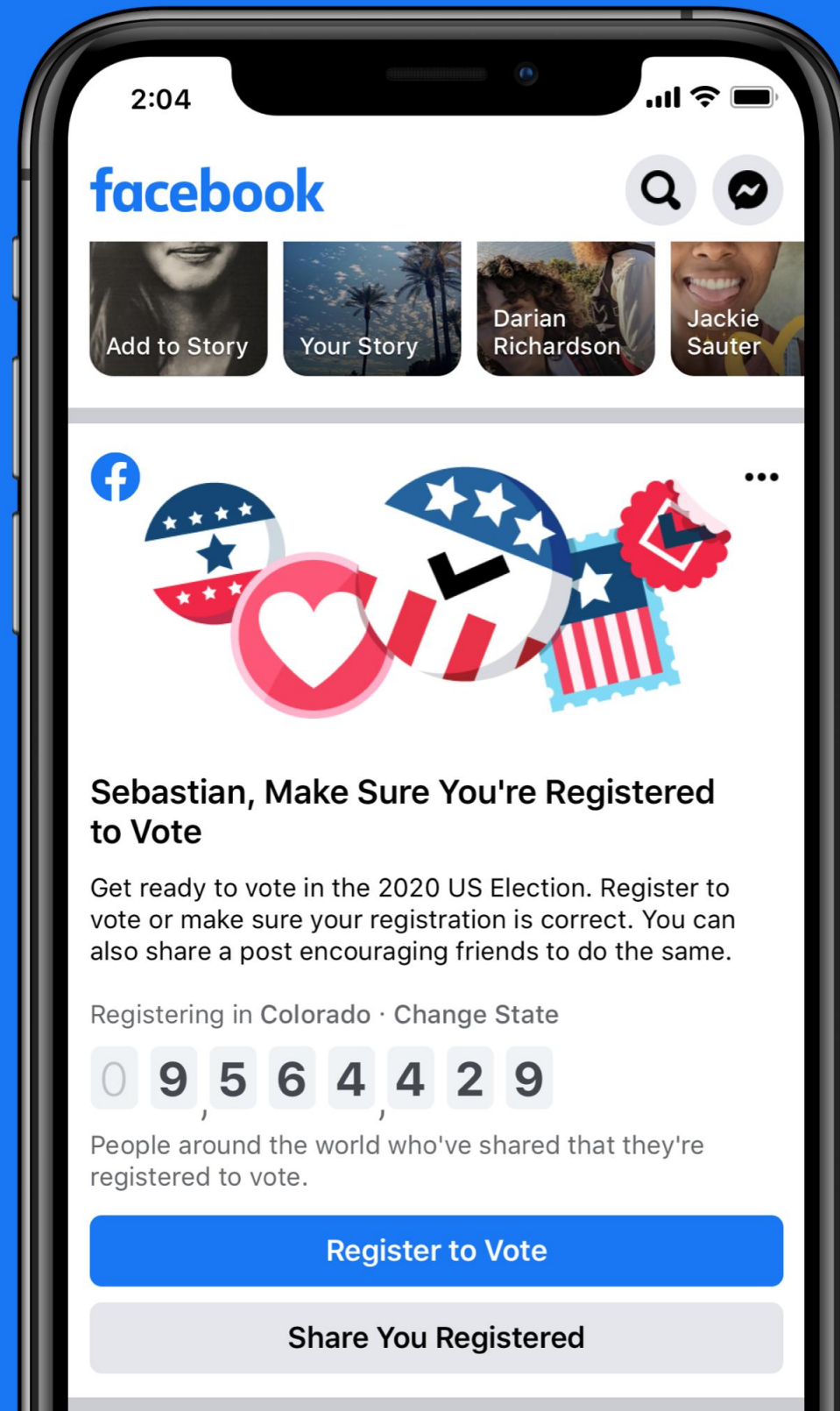


Case Studies – Ohio

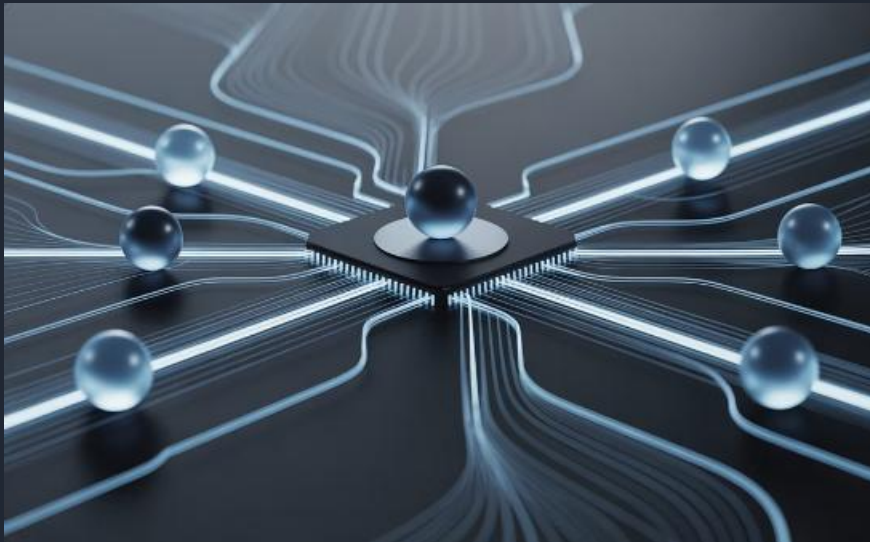
Ohio Government AI Adoption: State, City, and County Case Studies

Jurisdiction	AI Use Case	Key Highlights
Ohio State (InnovateOhio / DAS)	AI policy & governance council	Created statewide AI policy in 2024; established council to oversee safe/ethical use across agencies; focus on balancing innovation with risk management
Ohio Common Sense Initiative (State)	RegExplorer AI regulatory review	AI tool scans thousands of administrative rules; projected savings of \$44M and 58,000 labor hours by 2033; improves clarity and reduces outdated regs
City of Columbus	AI in social services pilots (Smart Columbus)	\$5M investment through RISE Together Innovation Institute; exploring AI-assisted case management for social workers and grant writing
Franklin County	Exploring AI in service delivery (Data Center / JFS)	Award-winning data modernization; pilots include AI features in Dynamics 365 applications for Family Stabilization; digital access improvements for residents
Dublin (Franklin County)	AI startup grant (Checkmate AI)	\$200K state-funded pilot; AI platform supports elderly and neurodivergent residents with reminders, mental health check-ins, and medication management
Ohio State University	"AI Fluency" undergraduate initiative	Launching Fall 2025; every student required to graduate with AI fluency; embeds AI education in curriculum to prepare workforce

But What's the Future?

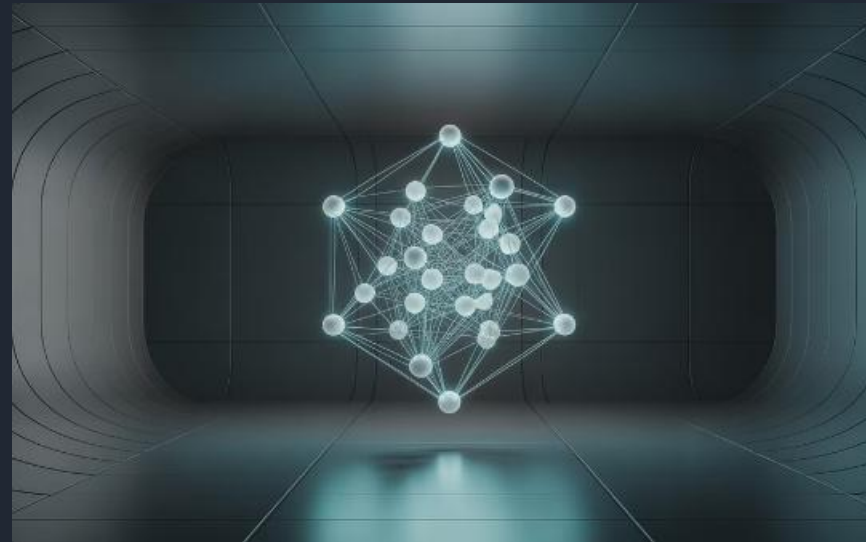


No Wrong Door: True Citizen-Centricity Through AI



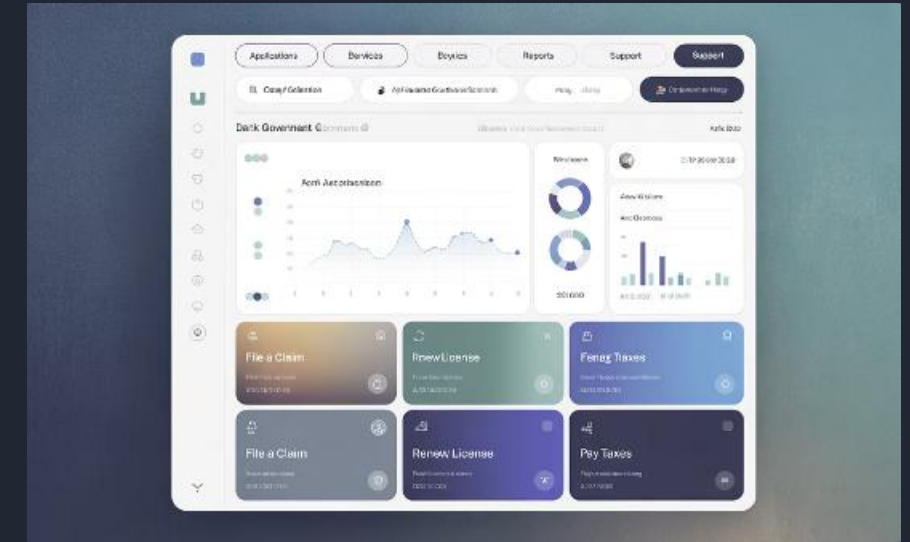
Intelligent Routing

AI understands citizen needs and automatically directs to the right agency.



Cross-Agency Orchestration

AI manages complex tasks spanning multiple departments without citizen intervention.



Unified Experience

Citizens interact with one consistent interface while complexity is handled behind the scenes.

The Journey to Revolution: A Government Experience Maturity Model

1

Foundational

Basic Digital Presence & Siloed Operations

2

Emerging

Initial Personalization & Channel Integration

3

Integrated

Unified Experiences & Data-Driven Insights

4

Predictive





Proactive Services & Anticipatory Governance

5

Agentic

Ecosystem-Driven & Autonomous Interactions

Stage 1: Foundational – Basic Digital Presence & Siloed Operations

-  **Basic Online Presence**
Static websites with downloadable forms and limited online services.
-  **Siloed Data**
Information trapped within department boundaries with minimal sharing.
-  **Digitized Paper Processes**
Online forms that mirror paper processes rather than reimagined workflows.
-  **Manual Integration**
Citizens must manually transfer information between agencies and services.

Stage 2: Emerging - Initial Personalization & Channel Integration



Basic User Accounts

Citizens can create accounts to save basic information and track submissions.



Simple Chatbots

Rule-based assistants help with frequently asked questions.



Mobile Responsiveness

Websites adapt to different screen sizes and basic mobile apps appear.



Basic Notifications

Email or text alerts for application status updates and deadlines.

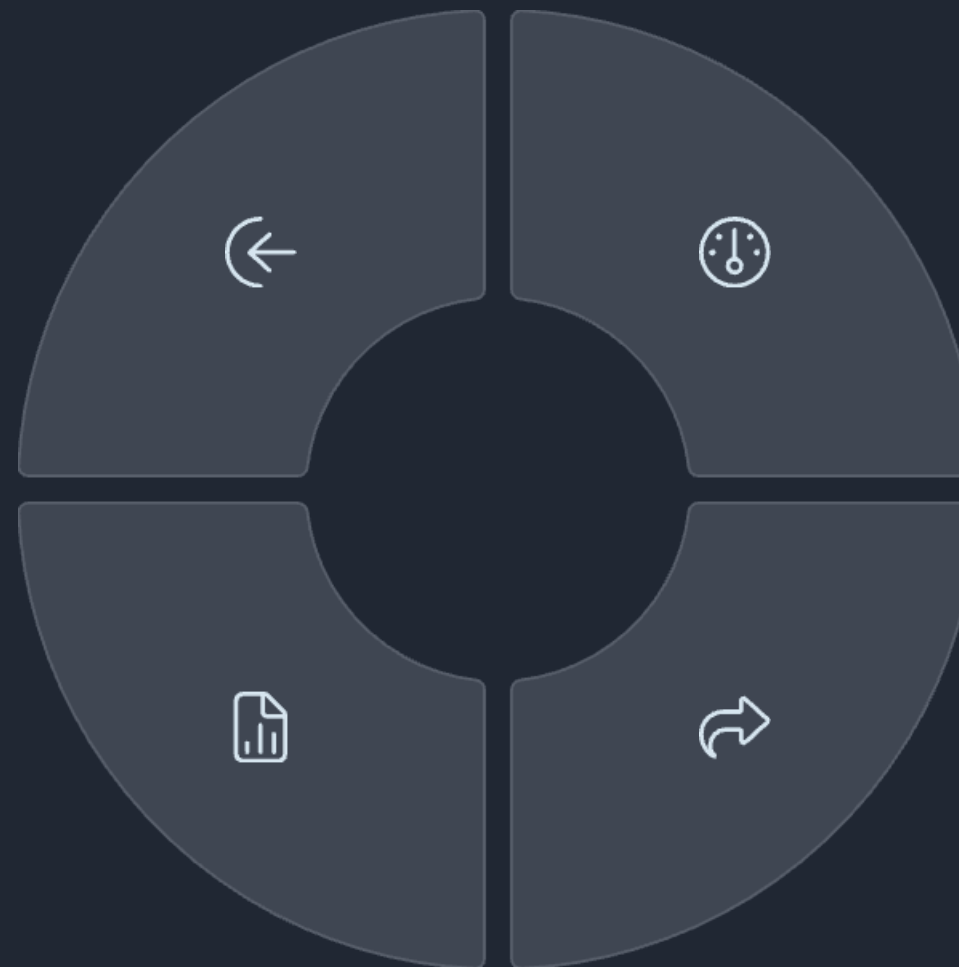
Stage 3: Integrated - Unified Experiences & Data-Driven Insights

Single Sign-On

One account provides access to multiple government services.

Service Analytics

Data insights inform service improvements and resource allocation.



Citizen Dashboards

Personalized portals showing relevant services and status updates.

Data Sharing

Consent-based information sharing between agencies reduces repetitive form filling.



Stage 4: Predictive - Proactive Services & Anticipatory Governance

Predictive Analytics

AI models forecast citizen needs and potential service issues before they arise.

Proactive Outreach

Systems automatically notify citizens about relevant services based on life events.

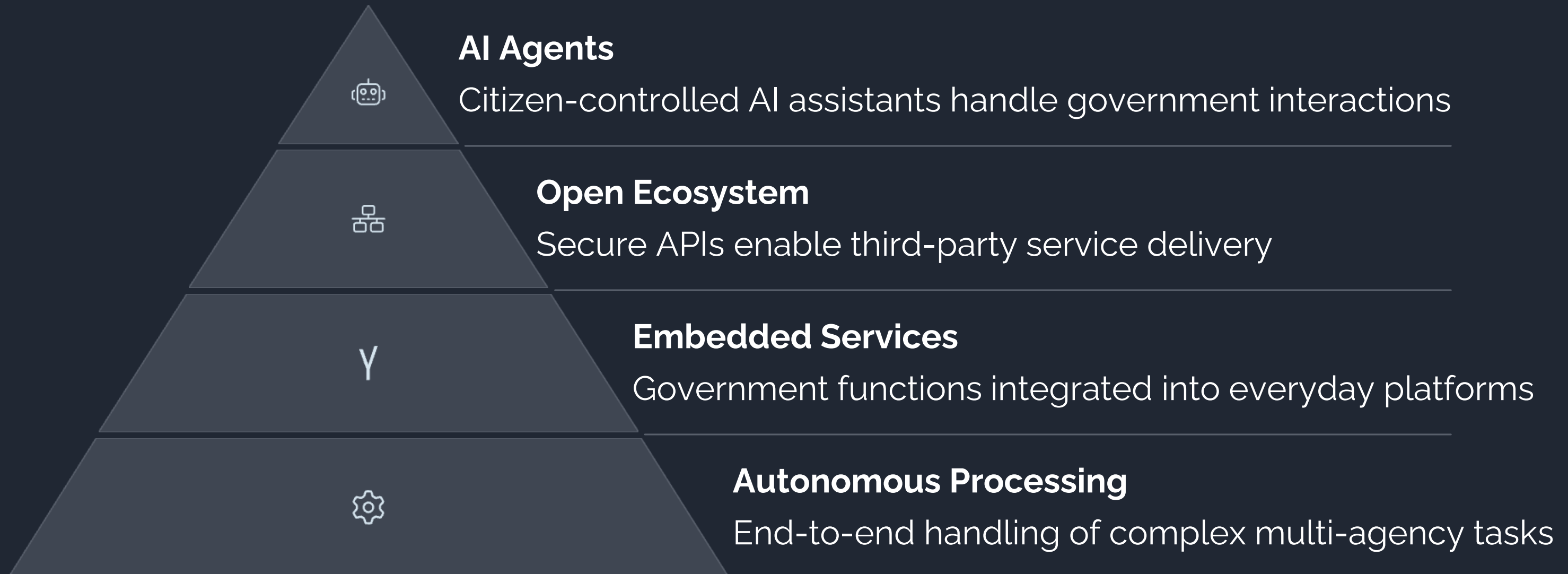
Smart Recommendations

Personalized service suggestions based on citizen profile and behavior patterns.

Data-Informed Policy

Real-time data and predictive models guide policy decisions and resource allocation.

Stage 5: Agentic - Ecosystem-Driven & Autonomous Interactions



**Remember, Technology Can Enable
Innovation, But People Need To
Be Part of the Strategy.**

Why People Still Matter Most

Human traits — empathy, ethics, judgment — remain irreplaceable

Empathy

**Human
connection**

Ethics

**Moral
reasoning**

Judgment

**Contextual
decisions**



AI Can Positively Impact The Existing Workforce Experience



Automate Repetitive Tasks

Data entry, routine approvals, FAQs



Faster Service Times

Reduced processing delays



Reduced Burnout

Less tedious work



High-Value Work

Employee reallocation



Upskilling = Empowerment

The Best AI Deployments Happen with Informed Humans at the Center

Human Skills

- Emotional intelligence
- Adaptability
- Ethical reasoning
- Critical thinking

+

New Technical Skills

- AI output interpretation
- Prompt engineering
- Data validation techniques
- System monitoring

=

Benefits

- Increased confidence
- Higher job satisfaction
- Better AI outcomes
- Improved service delivery

It's A Good Opportunity To Redefine Roles

Evolving Traditional Roles

- Clerks become bot supervisors
- Case workers use AI assistants
- Analysts focus on insights, not data gathering

Emerging New Roles

- Chief AI Officer
- AI Trainer
- AI Data Steward
- AI Ethics Specialist

Human + AI = Better Together

AI-Only Tasks

Data processing, pattern recognition, repetitive work

Better Results

Up to 50% efficiency boost



Human-Only Tasks

Context, ethics, empathy, complex decisions

Hybrid AI/ Human Tasks

Hybrid workflows combining strengths

Where To Start

Now Available: [GovTech's Government Efficiency Initiative](#)

ARTIFICIAL INTELLIGENCE

Experts Offer Ideas to Ensure AI Is Disability-Inclusive

A report from the Center for Democracy and Technology provides suggestions for government in building an inclusive artificial intelligence ecosystem, to help ensure its tools serve people equitably.

April 09, 2025 • Julia Edinger



Shutterstock

As the [artificial intelligence](#) ecosystem advances, there are steps government agencies can take to ensure it is [disability-inclusive](#).

A March report, [Building A Disability-Inclusive AI Ecosystem: A Cross-Disability, Cross-Systems Analysis Of Best Practices](#), examines exactly that. The report is co-authored by



Build For Everyone

Navigating the Hurdles: Addressing Challenges on the Path to Revolution

☑ Legacy Systems

Outdated technology that's difficult to integrate with modern solutions.

Solution: Incremental modernization with API layers to bridge old and new.

☑ Data Silos

Information trapped in departmental boundaries, limiting holistic views.

Solution: Data governance frameworks and secure sharing agreements.

☑ Privacy Concerns

Balancing personalization with data protection and citizen privacy.

Solution: Privacy-by-design principles and transparent data practices.

Empowering the Revolutionaries: Essential Skills for IT Professionals



AI/ML Literacy

Understanding capabilities and limitations of artificial intelligence and machine learning.



Data Literacy

Ability to understand, interpret, and make decisions based on data.



Service Design Thinking

Creating services from the citizen perspective with empathy and usability focus.



Continuous Learning

Commitment to acquiring new skills as technology landscape evolves.



Be the Spark: Your Role in Leading the Government Experience Revolution



Be a Champion

Advocate for citizen-centric approaches within your organization.



Start Small

Launch pilot projects that demonstrate value and build momentum.



Build Coalitions

Partner across departments and with external stakeholders.



Measure Impact

Collect data on how improvements affect citizen satisfaction and efficiency.

Thank you!

John Matelski, CGCIO
Executive Director
Center for Digital Government
Jmatelski@erepublic.com