Agency Priority Goal | Action Plan | FY 2022 – Q1 Progress Update

Increase Adoption of GSA-Sponsored Identity Solutions

Goal Leader(s):

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Goal Overview

Goal statement

- GSA will increase adoption of Login.gov, a simple, secure, and equitable shared service at the forefront of the public’s digital identity. The goal is for Login.gov to be the public’s one account for accessing Government services online. Login.gov can cost-effectively help agencies to support a better user experience, streamline user accounts, and enhance security. GSA is expanding its suite of identity solutions to increase diversity of vendor and Government data source providers. GSA wants to improve identity verification rates across a broader set of demographics, such as age, ethnicity, and socioeconomic status.

Problem to Be Solved

- There is not a shared digital identity service in Government, therefore:
  - Causing the American public to maintain and remember multiple accounts to access government benefits and services
  - Leading to duplicative spending as agencies attempt to stand up their own systems
- Digital identity services are not a core mission for most government agencies and the investment in these systems decreases over time. Decreased investment can lead to a poor user experience, major security vulnerabilities and inequities as the systems cannot keep up with the evolving digital identity landscape.

What Success Looks Like

- The American public has one secure account to access all Government benefits and services
- A shared Government identity service that effectively serves the entire population, including underserved and vulnerable populations
- A shared Government identity service that provides benefits and services to the correct person
## Goal Targets

<table>
<thead>
<tr>
<th>By…</th>
<th>GSA will…</th>
<th>Achievement statement</th>
<th>Key indicator(s)</th>
<th>Quantify progress</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>09/30/22</td>
<td>Increase user adoption of Login.gov</td>
<td>Increase user adoption of Login.gov</td>
<td>Active users</td>
<td>32M</td>
<td>0M***</td>
</tr>
<tr>
<td>09/30/22</td>
<td>Increase number of agencies using at least one GSA identity management solution</td>
<td>Increase number of agencies using at least one GSA identity management solution</td>
<td>Partner agencies</td>
<td>31</td>
<td>27</td>
</tr>
<tr>
<td>09/30/22</td>
<td>Increase number of identity vendors and government data source providers on the platform</td>
<td>Increase number of identity vendors and government data source providers on the platform</td>
<td>Identity vendors and government data source providers</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>09/30/22</td>
<td>Increase the number of applications integrated with Login.gov</td>
<td>Increase the number of applications integrated with Login.gov</td>
<td>Login.gov serviced applications</td>
<td>250</td>
<td>199</td>
</tr>
</tbody>
</table>

*Value as of 10/1/2021
**Value as of 12/31/2021
***Value resets to 0 each year
Goal Strategies

**Accelerate adoption**
- Use the Technology Modernization Fund (TMF) to pay for Login.gov authentication costs for Federal enterprise partners and identity verification costs for all Login.gov users for up to two years, or as TMF funding permits
- Create partner-facing console for easier onboarding and usage monitoring
- Simplify the agreements process at the enterprise level for all High-Impact Service Providers (HISPs)

**Equitable coverage**
- Ensure all eligible members of the public are able to secure services. Bolstering the Federal government’s ability to validate identity will streamline its ability to aid those most in need.
- Increase platform data diversity to serve more of the public
- Provide additional verification channels, such as in-person
- Conduct equity studies on vendors to ensure equity across a diverse set of demographics

**Cybersecurity and fraud**
- Accelerate the Federal government’s ability to preserve the integrity of Federal benefits disbursement
- Mature security operations center
- Draft a fraud charter to build public and partner trust
Number of Annual Active Login.gov Accounts (millions)

- FY20
- FY21
- FY22 (target)
Key Indicators

Login.gov Serviced Applications

<table>
<thead>
<tr>
<th>Year</th>
<th>Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY18</td>
<td>10</td>
</tr>
<tr>
<td>FY19</td>
<td>20</td>
</tr>
<tr>
<td>FY20</td>
<td>50</td>
</tr>
<tr>
<td>FY21</td>
<td>200</td>
</tr>
<tr>
<td>FY22</td>
<td>250</td>
</tr>
</tbody>
</table>

FY22 (target)
# Key Milestones

## Milestone Summary

<table>
<thead>
<tr>
<th>Key Milestone</th>
<th>Milestone Due Date</th>
<th>Milestone Status</th>
<th>Change from last quarter</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partnership established with Federal agency for identity verification</td>
<td>Q2 FY22</td>
<td>Complete</td>
<td>Complete</td>
<td>Interagency Agreement with VA signed with inherited proofing in-scope for this quarter launch.</td>
</tr>
<tr>
<td>Presentation Attack Detection (PAD) research completed</td>
<td>Q3 FY22</td>
<td>Delayed</td>
<td></td>
<td>Study is currently slated to begin in late April. The study will run for 3-6 months depending on the speed of recruitment of testers.</td>
</tr>
<tr>
<td>Fraud charter completed</td>
<td>Q3 FY22</td>
<td>On-track</td>
<td></td>
<td>SME staff onboarded and kicked off discovery work. Next phase to include fraud charter.</td>
</tr>
<tr>
<td>Grow partnerships team by five FTE</td>
<td>Q3 FY22</td>
<td>On-track</td>
<td></td>
<td>Hiring contractors as the initial team for customer support representatives. First candidate started (01/10/22)</td>
</tr>
<tr>
<td>Initiate conversations with GSA leadership on access to restricted authoritative government data sources</td>
<td>Q3 FY22</td>
<td>On-track</td>
<td></td>
<td>Identified 2 authoritative government data sources that will require a change in policy or a waiver for Login to access</td>
</tr>
<tr>
<td>Prototype of trusted referee completed</td>
<td>Q4 FY23</td>
<td>On-track</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Continuous deployment in place</td>
<td>Q4 FY22</td>
<td>On-track</td>
<td></td>
<td>Foundational work has been in progress for months and under way with new support from TTS’ future platform work.</td>
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<tr>
<td>Security Operations Center as a Service (SOCaaS) and 24/7 on call rotation</td>
<td>Q4 FY22</td>
<td>On-track</td>
<td></td>
<td>SOCaaS integration in progress.</td>
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Data accuracy & reliability

GSA will leverage its business systems and processes to capture the data required to calculate and track these measures.

Given that this information is contained in a controlled environment owned by Login.gov, there is high confidence in the accuracy and reliability of the data being used for these metrics.
Login.gov continues to grow, adding 12.3M active users and 26 integrated applications in FY22 Q1. Login.gov has enterprise agreements either established or in-progress with nearly all High-Impact Service Providers (HISPs). As this growth continues, we are scaling up our platform and team in order to meet anticipated demand such as with the IRS, which serves over 80M public users each year and requires identity verification for all transactions.

In addition to scaling operations, we are expanding the platform’s features to accommodate improved equity in access by providing fallback options such as in-person identity verification through ongoing partnerships with the USPS and the Dept. of Veterans Affairs. In addition to improved features for addressing equity, Login.gov will conduct its own equity studies on emerging technologies, especially where there is potential for algorithmic bias such as with facial recognition technologies.

Login.gov continues to prioritize cybersecurity and fraud mitigation. The program integrated with GSA CIO’s Security Operations Center, which provides 24x7x365 security log ingestion, monitoring, and alerting. The program also partnered with fraud subject matter experts from Grant Thornton to develop a robust antifraud program.

Lastly, as more states shift towards digital drivers licenses and IDs, Login.gov is preparing for the future of digital identity through partnerships and preparation of architecture changes necessary to seamlessly adopt mobile IDs.
Additional information

Contributing Programs

Program Activities:
- GSA IT - provides Security Operations Center as a Service (SOCaaS)
- TTS Business Operations - provides operational support

President’s Management Agenda:
- CAP Goal alignment – Delivering excellent, equitable, and secure Federal services and customer experience

Other Federal Activities:
- Customer Experience Executive Order - Alignment with goals and commitments from agencies such as VA
- DHS Identity QSMO - Inclusion in Identity QSMO Marketplace in 2022 (planned)

Stakeholder / Congressional Consultations:
Login.gov provided program briefings to:
- The House Committee on Oversight and Reform (10/20/2021)
- The U.S. Senate Committee on Homeland Security & Governmental Affairs (11/04/2021)