GSA Office of Technology Transformation Services

Agency Priority Goal | Action Plan | FY 2022 – Q3 Progress Update

Increase Adoption of GSA-Sponsored Identity Solutions

Goal Leader(s):

Sonny Hashmi, Federal Acquisition Service Commissioner
Dave Zvenyach, Technology Transformation Services Director
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>Name of indicator: Active users</td>
<td>Target value: 32M</td>
<td>Quarterly</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Starting value*: 0M***</td>
<td>Current value**: 32.2M</td>
<td>Quarterly</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>Name of indicator: Partner agencies</td>
<td>Target value: 31</td>
<td>Quarterly</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Starting value: 27</td>
<td>Current value: 33</td>
<td>Quarterly</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>Name of indicator: Identity vendors and government data source providers</td>
<td>Target value: 4</td>
<td>Annually</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Starting value: 2</td>
<td>Current value: 2</td>
<td>Annually</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>Name of indicator: Login.gov serviced applications</td>
<td>Target value: 250</td>
<td>Quarterly</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Starting value: 199</td>
<td>Current value: 293</td>
<td>Quarterly</td>
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</tbody>
</table>

*Value as of 10/1/2021  
**Value as of 6/30/2022  
***Value resets to 0 each year
Goal Team

Federal Acquisition Service Commissioner
Sonny Hashmi

TTS Director
Dave Zvenyach

 Director (Acting)
Ashley Mahan

Partnerships
Oren Kanner

Engineering
Jonathan Hooper

Security User Experience
Julia Elman

Product
Tiffany Andrews

Platform
Paul Hirsh

Security
Mossedeq Zia

Finance/Operations
Caitlin Humphrey

Login.gov team
**Goal Strategies**

**Accelerate adoption**
- Use the Technology Modernization Fund (TMF) to grow the Login.gov environment by funding certain operational costs such as the authentication and identity proofing costs associated with proofing login.gov users.
- 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
Key Indicators

Number of Annual Active Login.gov Accounts (millions)

- FY20
- FY21
- FY22 (target)
<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></td>
<td>IAA with VA in place with ~10K veterans/week verifying identities, so milestone is complete; Also, inherited proofing expected to launch this.</td>
</tr>
<tr>
<td>Presentation Attack Detection (PAD) research completed</td>
<td>Q3 FY22</td>
<td>Delayed</td>
<td></td>
<td>The equity study will require PRA approval and is pending publication of notice in the Federal Register. This has added an additional 90-day delay from August to November.</td>
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<tr>
<td>Fraud charter completed</td>
<td>Q3 FY22</td>
<td>Complete</td>
<td>From On-Track to Complete</td>
<td>Fraud charter has been baselined and implementation teams are underway.</td>
</tr>
<tr>
<td>Grow partnerships team by five FTE</td>
<td>Q3 FY22</td>
<td>Complete</td>
<td></td>
<td>Account managers and customer support managers have onboarded.</td>
</tr>
<tr>
<td>Initiate conversations with GSA leadership on access to restricted authoritative government data sources</td>
<td>Q3 FY22</td>
<td>Delayed</td>
<td></td>
<td>Identified two authoritative government data sources that will require a change in statute, policy or a waiver for Login to access; A USDS discovery sprint verified this blocker during this quarter.</td>
</tr>
<tr>
<td>Launch in-person proofing pilot with USPS</td>
<td>Q3 FY22</td>
<td>On Track</td>
<td></td>
<td>Finishing prep for pilot; Beginning rollout in late July with Friends &amp; Family and limited partners in August.</td>
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<tr>
<td>Prototype of trusted referee completed</td>
<td>Q4 FY22</td>
<td>Delayed</td>
<td></td>
<td>In person proofing work has taken priority over trusted referee; Planning to introduce remote supervised workflow, a form of trusted referee, in FY23 Q1.</td>
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<tr>
<td>Continuous deployment in place</td>
<td>Q4 FY22</td>
<td>On-track</td>
<td></td>
<td>On target to deliver initial capabilities before FY23.</td>
</tr>
<tr>
<td>Security Operations Center as a Service (SOCaaS) and 24/7 on call rotation</td>
<td>Q4 FY22</td>
<td>Complete</td>
<td>From On-Track to Complete</td>
<td>SOCaaS implementation and on call rotation are in place and will be continually improved.</td>
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</table>
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 9.4M additional active users and 34 integrated applications in FY22 Q3. The program itself has scaled considerably, doubling headcount during the quarter from 60 to 120, and restructuring teams and processes accordingly to best execute given the new program size and scope.

The program was approved by the TMF board to receive an advance of $77.5M from Login’s FY23-FY25 TMF fund in order to accelerate program growth and achieve nationwide scale. Login.gov has been working closely with IRS and Treasury in anticipation of a potential partnership to serve millions of IRS users via Login.gov for the 2023 tax season.

The team has been prioritizing improvements in identity verification, including work streams to improve its existing remote unsupervised workflow, and to add alternative options such as in-person proofing. The latter is a key initiative in improving equity in access to the product, and will launch as a pilot with USPS in FY22 Q3. 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. Due to the visibility of the equity study and the additional layers of review, the schedule is delayed, with the team currently targeting a November start.

As part of its effort to improve operational resiliency, the Login team has been investing in anti-fraud and platform scaling initiatives. It has completed a fraud charter, and built an alpha version of its new Attempts API for sharing fraud signals with partners. It has also been progressively rolling out core infrastructure changes in order to prepare for major increases in traffic volume in the next 12 months.
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
- Zero Trust Executive Order - Alignment with goals for agencies to adopt modern security practices such as multi-factor authentication and encrypted data
- Equity Executive Order - Alignment with goals to promote equitable delivery of government benefits
- DHS Identity QSMO - Inclusion in Identity QSMO Marketplace in 2022

**Stakeholder / Congressional Consultations:**
Login.gov provided program briefings to:
- Office of Management and Budget on state of Login.gov (2/10/22)
- The U.S. Senate Committee on Homeland Security & Governmental Affairs (2/23/22)
- Office of Management and Budget on Login.gov’s Path to IRS (5/23/22)
- Equity Study Update, Senator Ron Wyden Staff (6/16/22)
- Login.gov Executive Committee (6/29/22 and weekly since)