



Agency Priority Goal | Action Plan | FY 2022 – Q4 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

Achievement statement		Key indicator(s)	Quantify progress			Frequency
By...	GSA will...	Name of indicator	Target value	Starting value*	Current value**	Update cycle
09/30/22	Increase user adoption of Login.gov	Active users	32M	0M***	41.0M	Quarterly
09/30/22	Increase number of agencies using at least one GSA identity management solution	Partner agencies	31	27	38	Quarterly
09/30/22	Increase number of identity vendors and government data source providers on the platform	Identity vendors and government data source providers	4	2	3	Annually
09/30/22	Increase the number of applications integrated with Login.gov	Login.gov serviced applications	250	199	322	Quarterly

*Value as of 10/1/2021

**Value as of 9/30/2022

***Value resets to 0 each year

Goal 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

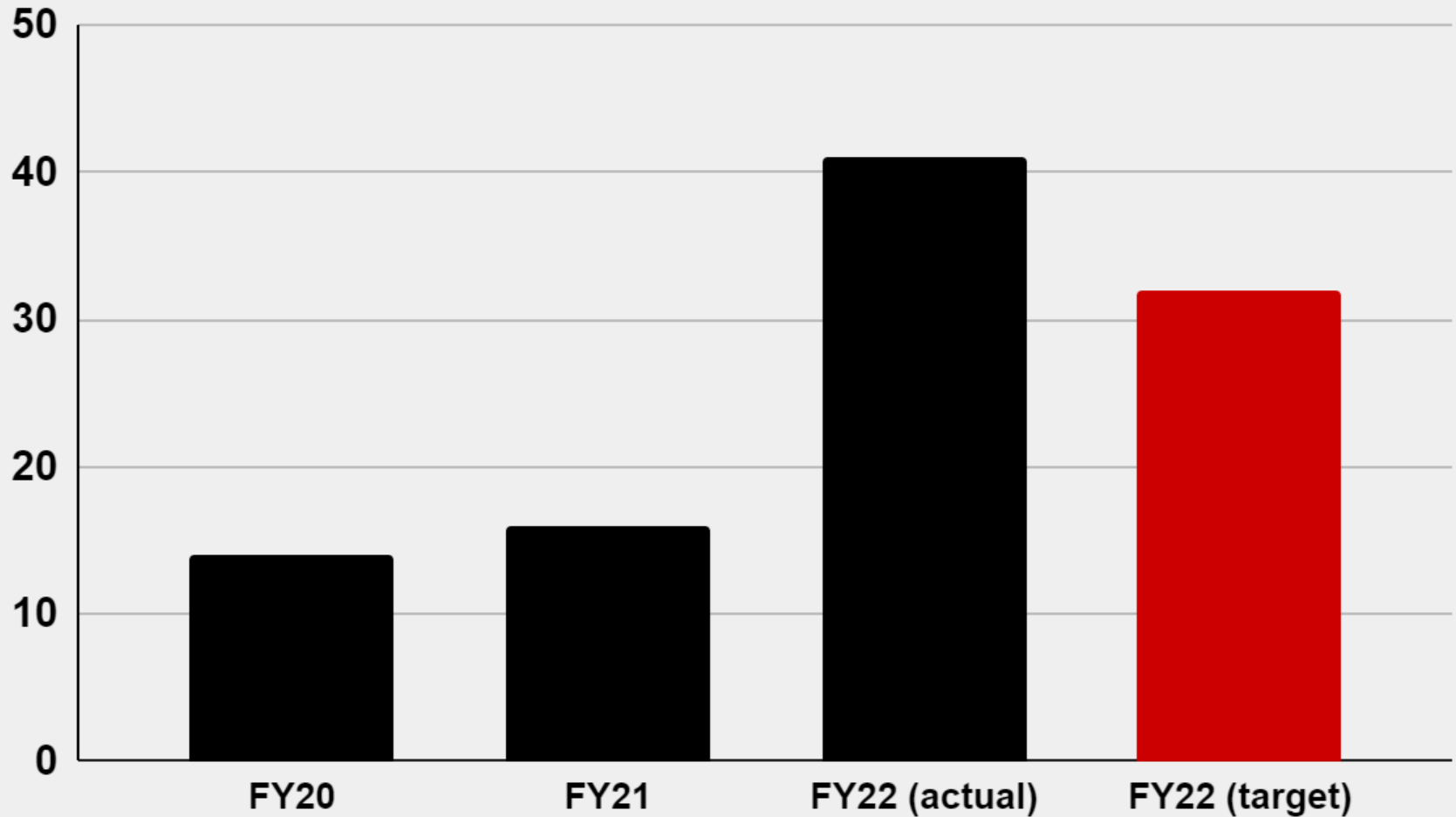


Cybersecurity and fraud

- 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

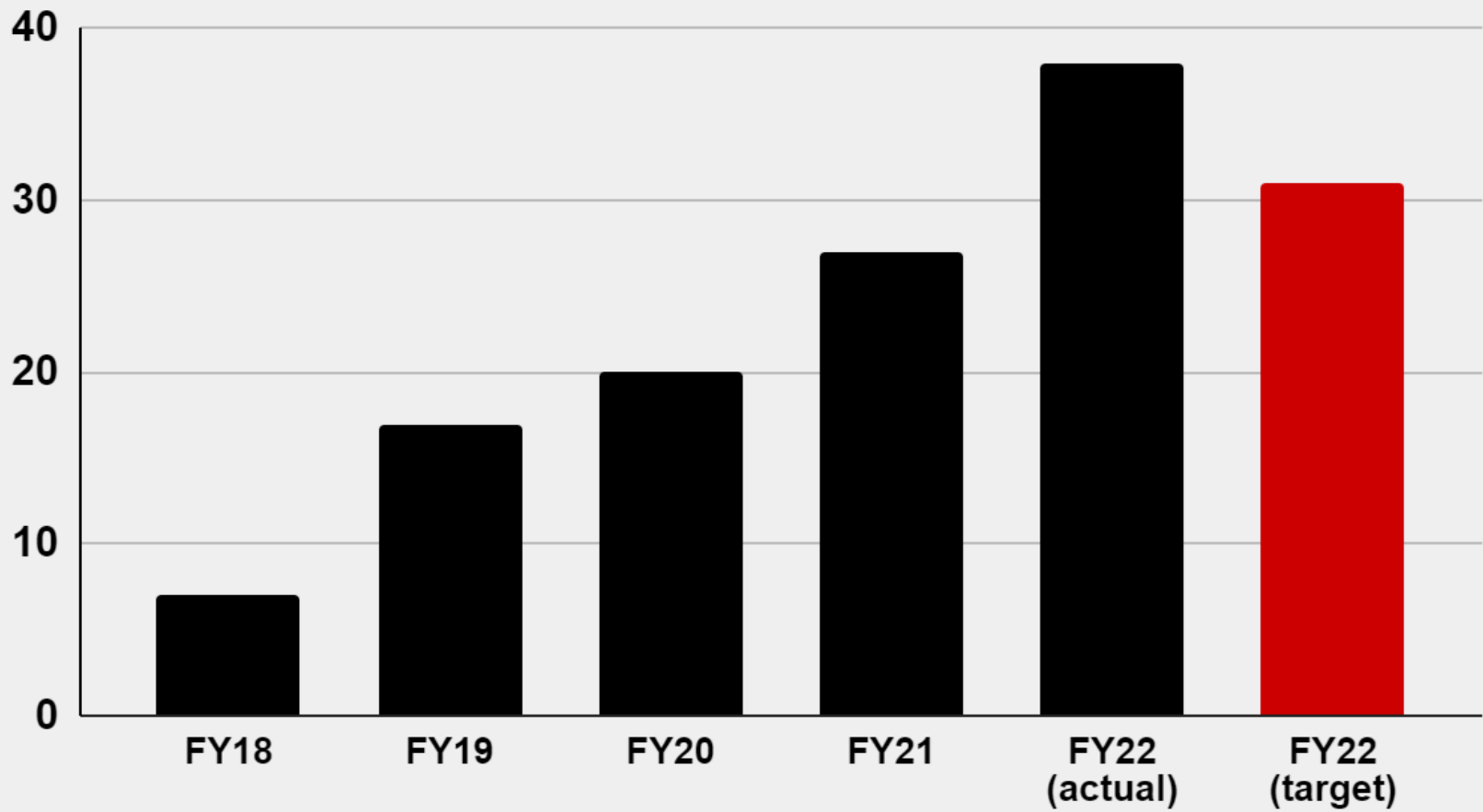
Key Indicators

Number of Annual Active Login.gov Accounts (millions)



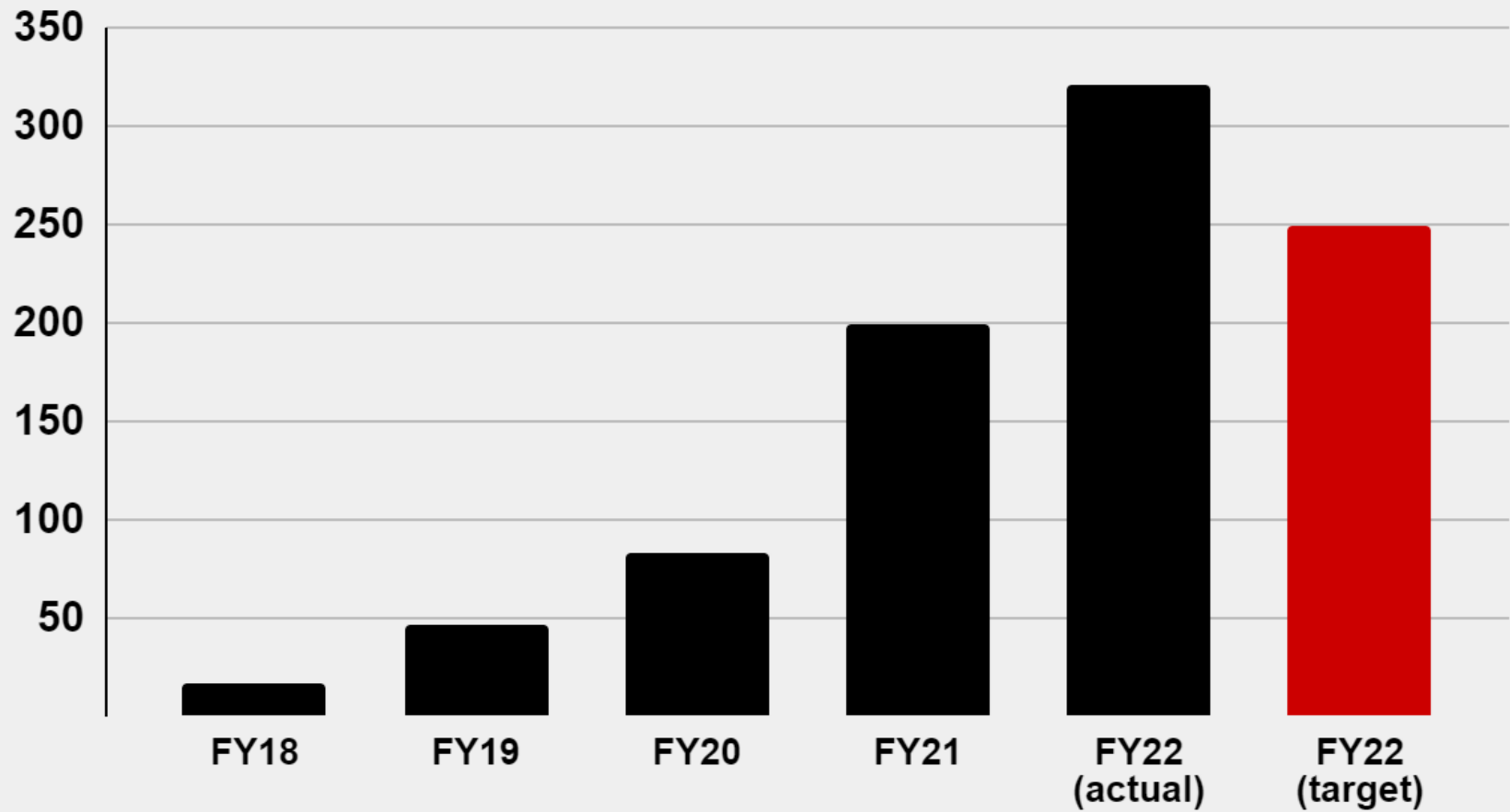
Key Indicators

Partner Agencies



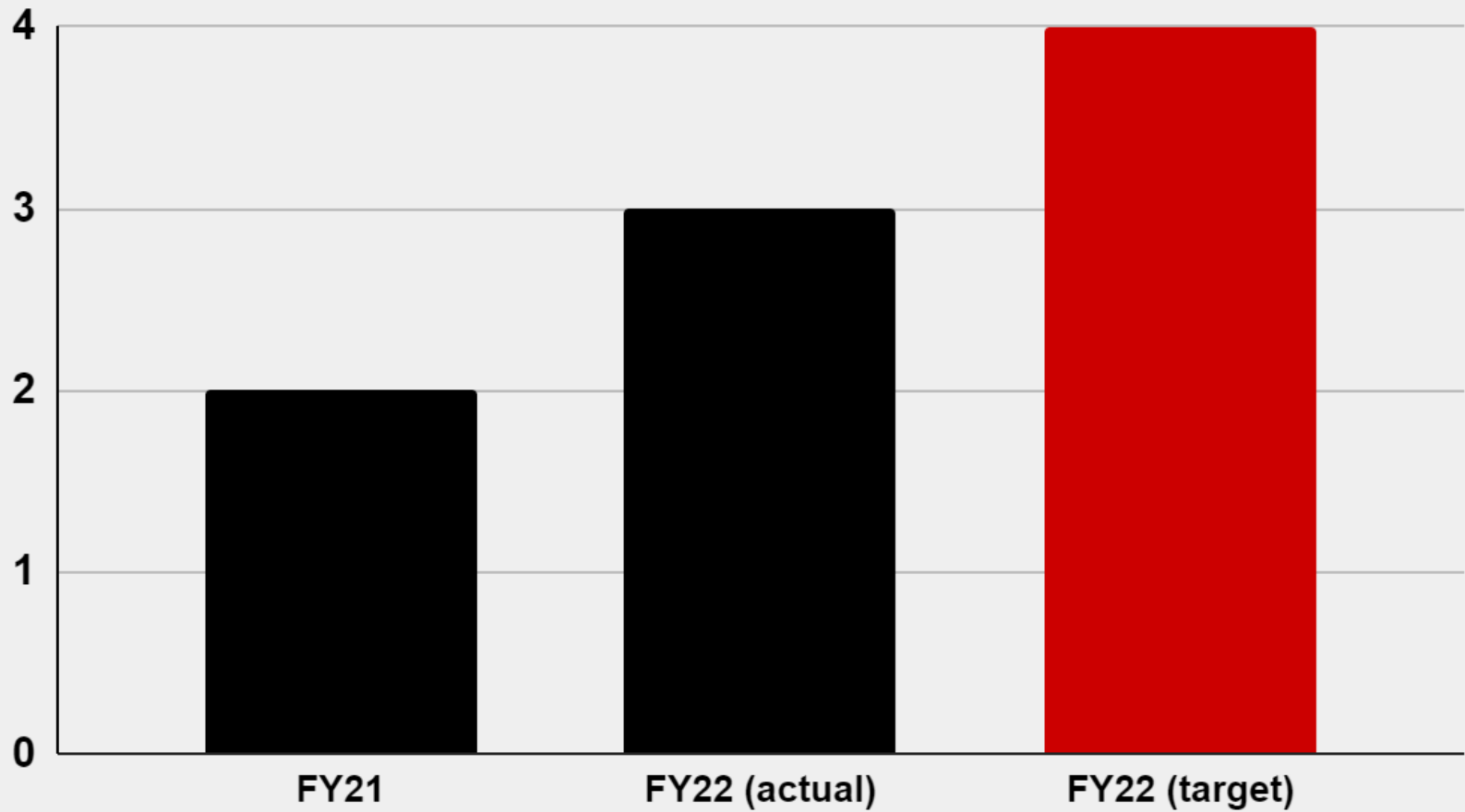
Key Indicators

Login.gov Serviced Applications



Key Indicators

Identity Vendors and Government Data Source Providers



Key Milestones

Milestone Summary

Key Milestone	Milestone Due Date	Milestone Status	Change from last quarter	Comments
Partnership established with Federal agency for identity verification	Q2 FY22	Complete		IAA with VA in place with ~10K veterans/week verifying identities, so milestone is complete; Also, inherited proofing expected to launch in FY23.
Presentation Attack Detection (PAD) research completed	Q3 FY22	Delayed		In September 2022, GSA launched a PRA for its "Equity Study on Remote Identity Proofing" initiative, with expected completion in FY23.
Fraud charter completed	Q3 FY22	Complete		Fraud charter has been baselined and implementation teams are underway.
Grow partnerships team by five FTE	Q3 FY22	Complete		Account managers and customer support managers have onboarded.
Initiate conversations with GSA leadership on access to restricted authoritative government data sources	Q3 FY22	Delayed		Identified two authoritative government data sources that will require a change in statute, policy or a waiver for Login to access
Launch in-person proofing pilot with USPS	Q3 FY22	Complete	From On-Track to Complete	Launched pilot with several partners; Still in progress and beginning to aggregate learnings
Prototype of trusted referee completed	Q4 FY22	Delayed		In person proofing work took priority over trusted referee, but began pursuing a remote supervised workflow, a form of trusted referee
Continuous deployment in place	Q4 FY22	Complete	From On-Track to Complete	Delivered initial capabilities and will be continually improved.
Security Operations Center as a Service (SOCaaS) and 24/7 on call rotation	Q4 FY22	Complete		SOCaaS implementation and on call rotation are in place and will be continually improved.

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.

Narrative – FY 2022 Q4

Login.gov continues to grow, adding 8.8M additional active users and 29 integrated applications in FY22 Q4. It also welcomed a new director, launched several major new initiatives, and signed an agreement with Treasury in order to explore integrating the Login.gov system with IRS’ digital identity platform. The program hit all its FY22 goal targets except “# of Identity vendors and government data source providers”, falling short due to the discovery that existing laws and policies restrict our ability to access a number of key authoritative government data sources (e.g., SSA’s eCBSV).

The program launched an “in person proofing” pilot in partnership with USPS and a small number of federal partners that enables users that begin their identity verification process online to complete the process in-person at select USPS retail locations. Early results have been positive, and the Login.gov team is actively aggregating user feedback in order to assess expanding access to this workflow in 2023.

The program also rolled out native fraud detection capabilities as part of a pilot with a limited set of federal partners, and is in the process of analyzing this information in order to chart a path forward on how best to develop identification, mitigation, investigation, and redress protocols going forward. This capability set is distinct from but related to a parallel FY22 Q4 launch of an “Attempts API” service for sharing data with partners so that they are able to perform their own anti-fraud activities.

The program supported the publication of GSA’s PRA for its “Equity Study on Remote Identity Proofing” initiative, which will assess the impact of ethnicity, race, gender, income, and other demographic factors on multiple components of the identity verification process, including biometric checks that leverage facial verification technology and non-biometric methods like mobile-device account ownership and credit history.

Amidst these launches, Login.gov has been progressively preparing for major growth by investing in core infrastructure changes, new contact center capabilities, and other program-level enhancements.

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 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)
- Technology Modernization Fund board (quarterly, 5/22 and 8/22)