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STATE OF NEW JERSEY GOVERNOR PHIL MURPHY

Governor Murphy Signs Legislation Establishing the New Jersey Innovation Authority

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Legislation Codifies Office of Innovation, Furthers Government Efficiency and Modernization Operations

TRENTON – Governor Phil Murphy today signed into law A5728/S4485, establishing the New Jersey Innovation Authority (NJIA). The legislation codifies the New Jersey State Office of Innovation (OOI) as an Authority within the Department of the Treasury, building upon OOI’s success over the past seven-plus years to modernize services for residents, businesses, and other New Jersey institutions.

New Jersey is the first state in the nation to enshrine a State innovation office into law, cementing human-centered, agile technology approaches as a cornerstone of New Jersey’s legacy in innovation.

“With the permanent establishment of the New Jersey Innovation Authority, we are ensuring state government continues to deliver more efficient and effective services for New Jerseyans long after my time in office,” **said Governor Murphy**. “From advancing responsible AI use to streamlining processes for residents, our Office of Innovation has made remarkable strides for our state since its establishment in 2018. I look forward to watching the New Jersey Innovation Authority develop new solutions to real-world problems, save our residents and businesses time and money, and further New Jersey’s reputation as a national leader in innovation.”

OOI has become widely-recognized as a national model and recently released its second annual [Impact Report](#), which highlighted achievements including:

- Helping over 65,000 entrepreneurs launch their businesses more quickly through [Business.NJ.Gov](#), boosting the economy by an estimated \$167 million in 2024 alone;
- Modernizing more than a dozen State call centers to help millions of residents get their questions answered in a timely manner, reducing wait times, and saving New Jersey millions of dollars in operational costs;
- Using data science to enroll 100,000 additional children in the Summer EBT Program that connects vulnerable students with nutritious food;
- Reducing the average time to apply for Unemployment Insurance by more than three hours using a redesigned online application process that resulted in a 40% increase in positive site feedback; and,
- Harnessing emerging technologies, including AI, to modernize State operations and deliver benefits and services more quickly and efficiently to New Jerseyans.
- Under the NJIA, the Office of Innovation’s world-class talent in technology, engineering, data, design and policy will continue to incorporate agile software development, human-centered design principles, and data-driven processes to improve service design and delivery.

In August 2018, Governor Murphy created the Cabinet-level position of Chief Innovation Officer to lead the Office of Innovation. Beth Simone Noveck served as the State’s inaugural Chief Innovation Officer until 2024 and was succeeded by Dave Cole.

“Now more than ever, we need a government that is efficient, effective, and equitable in its delivery of service to all New Jerseyans,” **said New Jersey Chief Innovation Officer Dave Cole**. “This new structure stands up a model of what we know works: a data-driven, human-centered, and agile approach to improving the critical services that support our residents and grow our economy. I thank Governor Murphy and the New Jersey State Legislature for their vision and leadership over the past seven years to establish and codify these innovation efforts.”

The NJIA will consist of a 13-member Board of Directors appointed by the governor. The Board of Directors will consist of ex-officio members and members of the public with knowledge and expertise in data science, public engagement, the development and implementation of digital technologies and digital product development, or the digital delivery of products, services, or benefits.

“The Office of Innovation has become a national model for delivering better, more human-centered government – from modernizing critical services and reducing administrative burden to responsibly deploying AI tools that improve efficiency, access, and equity for New Jerseyans,” **said Beth Simone Noveck, New Jersey State Chief AI Strategist**. “Its focus on real-world impact, interdisciplinary talent, and building alongside the public has helped position New Jersey as a leader in service delivery and responsible innovation. The creation of the Innovation Authority reflects a clear commitment to sustaining and scaling this work.”

Since its formation, OOI’s work has expanded to include collaborations with nearly every State agency to transform resident interactions with government and make service delivery faster and more cost-effective.

“The new NJIA will help agencies across New Jersey state government focus even more on how we can make technology human-centered, effective, and efficient,” **said New Jersey Treasurer Elizabeth Maher Muoio**. “With the partnership of this team, we will build on the strides we’ve already taken together to modernize call centers, to help New Jerseyans quickly start businesses, pay their taxes, and much more.”

“With the establishment of this new entity, we’ll help ensure that technology continues to be harnessed for good in New Jersey, helping us protect those in need of crucial programs like Medicaid,” **said New Jersey Human Services Commissioner Sarah Adelman**. “I look forward to seeing how NJIA and government leaders continue to make an impact in partnership with this team of dedicated civic technology professionals.”

“The Office of Innovation has been a key partner in our department’s modernization efforts — from improving our unemployment insurance application system to helping us responsibly harness AI to better serve Garden State workers,” **said Labor Commissioner Robert Asaro-Angelo**. “It’s clear that establishing the New Jersey Innovation Authority will help ensure we continue to deliver for residents, and I’m confident the NJIA will only expand upon these efforts to solve real problems and deliver better for our state’s workers.”

“New Jersey is once again showing leadership in state-level technology and innovation with the establishment of the New Jersey Innovation Authority,” **said New Jersey Chief Technology Officer Christopher Rein**. “We look forward to continued close collaboration with this team on projects that improve how government both operates and delivers for New Jerseyans.”

“From helping millions of residents across the state access benefits and job training programs to improving digital tools that make it easier to find rental assistance, the Office of Innovation has shown what is possible when government embraces modern, data-driven approaches,” **said Senator Andrew Zwicker**. “This legislation will establish the office as an authority and allow it to continue to flourish under future administrations.”

“The Office of Innovation has focused on developing tools to help our residents more easily connect with the services and programs they need,” **said Senator Angela McKnight**. “By establishing a permanent Innovation Authority, we will ensure that New Jersey remains committed to equity and efficiency in public service, meeting those in need wherever they are.”

“This is about building the infrastructure for long-term economic growth through cutting-edge technology,” **said Assemblyman Chris Tully**. “We’re laying the foundation for a smarter, more connected New Jersey that embraces innovation not just in words, but through bold, structured investment.”

“New Jersey residents deserve a government that moves at the speed of their lives,” **said Assemblywoman Pintor Marin**. “Establishing the Authority will help us modernize outdated systems, streamline services, increase accessibility, and deliver a more responsive, user-centered government for everyone who calls the Garden State home.”

“As New Jersey continues to position itself as a leader in innovation, the Office of Innovation has played a key role in developing technologies that help startups and other emerging companies grow,” **said Assemblyman Bill Moen**. “Codifying the Office into the New Jersey Innovation Authority would ensure its continuation into the future while bolstering the impact it can have on businesses throughout the state.”

“This legislation underscores the importance of innovation to New Jersey’s economy as technology continues to shape businesses across every industry,” **said TechUnited:NJ CEO Aaron Price**. “TechUnited:NJ looks forward to partnering with the NJ Innovation Authority to support entrepreneurs and innovation, strengthen the existing community, and ensure New Jersey remains a place where ideas are not just born, but can thrive.”

“The establishment of a permanent New Jersey Innovation Authority is smart, forward-thinking policy that will help our state to lead in the innovation space through efficiencies, modernization of outdated systems and more accessibility for our residents and businesses,” **said NJBIA President and CEO Michele Siekerka**. “The office can also remain nimble and proactive as it relates to emerging or updated technologies. NJBIA thanks Governor Murphy and the sponsors for their support of this bill.”

“This law provides the structure and stability needed to sustain innovation that strengthens our economy, improves service delivery, and supports businesses of all sizes,” **said CCSNJ President and CEO Christina Renna**. “The Chamber of Commerce Southern New Jersey looks forward to continued collaboration with the New Jersey Innovation Authority as it develops new *solutions that help New Jersey’s economy remain competitive, efficient, and forward-looking*.”

“From advancing responsible AI to cutting red tape for residents and businesses, the Office of Innovation has delivered real results,” **said Tom Bracken, President and CEO of the New Jersey Chamber of Commerce**. “Helping tens of thousands of entrepreneurs start businesses faster and modernizing state call centers shows how this work saves time, money, and frustration - and the new Innovation Authority ensures that momentum continues.”

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