

Governor Phil Murphy

Murphy Administration Releases Second Annual Office of Innovation Impact Report

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Report Highlights OOI's Advancements to Cut Costs for Residents, Improve Government Efficiency

TRENTON – Governor Phil Murphy today announced the New Jersey Office of Innovation (OOI) has released its second annual [Impact Report](https://innovation.nj.gov/impact-report/2025/) (<https://innovation.nj.gov/impact-report/2025/>). ([PDF version](https://innovation.nj.gov/assets/documents/2025-impact-report.pdf) (<https://innovation.nj.gov/assets/documents/2025-impact-report.pdf>)), which highlights major projects OOI has advanced over the past year to help residents throughout the State.

Using a collaborative, multi-agency approach, OOI has improved efficiency in government services to save time and money for New Jersey residents.

“The Office of Innovation has harnessed technology, saved millions of taxpayer dollars, and delivered services better for residents and businesses across the Garden State,” **said Governor Murphy**. “Over the past 12 months, we have cut red tape and saved New Jerseyans more time and money when trying to file their taxes, feed their kids, start a company, or speak to someone at our call centers. Under Dave Cole’s leadership, OOI is modernizing the delivery of services and making life easier for all New Jersey residents.”

Key accomplishments over the past year include:

- Helping enroll approximately 100,000 additional eligible New Jersey children in the [Summer Electronic Benefit Transfer program](https://innovation.nj.gov/impact-report/2025/feeding-kids/) (<https://innovation.nj.gov/impact-report/2025/feeding-kids/>) to ensure they have access to nutritious foods;
- Launching a free, streamlined way for New Jerseyans to [file federal and state income taxes](https://innovation.nj.gov/impact-report/2025/simplifying-taxes/) (<https://innovation.nj.gov/impact-report/2025/simplifying-taxes/>), providing millions of dollars in refunds and eliminated fees; and
- Expanding to 15,000 users the country’s first [generative AI tool](https://innovation.nj.gov/impact-report/2025/harnessing-ai/) (<https://innovation.nj.gov/impact-report/2025/harnessing-ai/>) built for state government, which has been used over half-a-million times while saving millions of dollars.

The office also recently marked the [fifth anniversary of Business.NJ.gov](https://innovation.nj.gov/impact-report/2025/empowering-job-creators/) (<https://innovation.nj.gov/impact-report/2025/empowering-job-creators/>), which has helped over 65,000 businesses launch faster, driving roughly \$168 million into the State economy last year alone. The site now accounts for about 15 percent of business formations each year.

“This report reflects that innovation is more than just trying new things – it’s about finding the most effective and efficient ways to solve real challenges,” **said Chief Innovation Officer Dave Cole**. “That’s how we are working every day to uplift all New Jerseyans, through better government services that deliver measurable results.”

OOI has provided helpful resources for the public and the civic tech community through [new AI guides](https://innovation.nj.gov/skills/ai-how-tos/) (<https://innovation.nj.gov/skills/ai-how-tos/>), [public engagements](https://digitalgovernmenthub.org/publications/monitoring-customer-feedback-implementing-improvements-in-new-jersey-a-formfest-2025-profile/) (<https://digitalgovernmenthub.org/publications/monitoring-customer-feedback-implementing-improvements-in-new-jersey-a-formfest-2025-profile/>), a new [blog](https://innovation.nj.gov/blog/) (<https://innovation.nj.gov/blog/>), written by OOI experts, and more.

For the 2025 Impact Report, click [here](https://innovation.nj.gov/impact-report/2025/) (<https://innovation.nj.gov/impact-report/2025/>). For the inaugural OOI Impact Report released in 2024, click [here](https://www.nj.gov/governor/news/news/562024/20240927b.shtml) (<https://www.nj.gov/governor/news/news/562024/20240927b.shtml>).

Governor Phil Murphy

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