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## Federal Citizen Information Center

How we promote and track  
outreach to citizens

Marketing Public Programs

December 4, 2006

Mary Levy

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## Services for Citizens

According to the May 2004 PEW Internet &  
American Life Project Report, "How  
Americans Get In Touch With Government,"  
over **HALF** of Americans contact the  
government each year in addition to mailing  
in their tax return

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## The goal of FCIC

- Present a “front door” for citizens
- Offer information and services through a variety of channels: web, phone, e-mail, and publications
- Help all Federal agencies be responsive to citizen inquiries



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## Services for Citizens

- **Print:** Pueblo, Colorado 81009
- **Web:** [FirstGov.gov](http://FirstGov.gov), [Pueblo.GSA.gov](http://Pueblo.GSA.gov)
- **Phone:** 1 (800) FED INFO
- **E-mail:** via [FirstGov.gov](http://FirstGov.gov) web site

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## Figuring Out What Citizens Want

- Analysis of their questions
- Usability testing
- Constant customer satisfaction surveys

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## Surveys

- ACSI pop-up survey on [Pueblo.GSA.gov](http://Pueblo.GSA.gov):
  - Customer Satisfaction Score: 81
  - Likelihood to Return Score: 83
- ACSI satisfaction survey on [ordering print publications](#)
  - Ease of Ordering Score: 92
  - Agent Courtesy & Professionalism Score: 94
- National Contact Center internal survey:
  - 97% of users would call again for help

## Most popular topics from all channels

### What Citizens Want to Know

#### FirstGov.gov

- Shopping and Auctions
- State and Territory Governments
- Federal Employees Gateway
- Espanol.gov
- Business Gateway
- Benefits

#### 1 (800) FED-INFO

- How to get a U.S. Passport
- Immunizations needed to go overseas
- Immigration and naturalization
- Consumer protection & complaints
- Government help for buying a home
- Starting/running a new/small business

#### Pueblo.gsa.gov

- Food
- Multilanguage Gateway
- Money
- Scams and Frauds
- Federal Benefits
- Consumer Action Website

#### E-mail Inquiries

- How to obtain grants or benefits
- How to comment on legislation
- Small business – minority or woman-owned
- Naturalization and immigration
- How to get legal assistance
- Passports – general information

#### Publication Orders

- Consumer Action Handbook
- Taking Legal Action
- Losing Weight: More Than Counting Calories
- ID Theft: What's It All About? (\$1.00)
- Guide to Federal Government Sales (\$3.25)
- 66 Ways to Save Money (\$.50)

## Summary of Public Contacts

<u>Channel</u>	<u>FY '06 Actual</u>
FirstGov.gov page views	176,140,858
Other OCSC Webpage views	36,572,701
Print publications	16,134,477
Toll-free telephone calls	1,831,513
E-mail via FirstGov.gov	<u>109,922</u>
	230,789,471
<b>Total Contacts</b>	

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## **Marketing**

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## **Communications Goal**

**Federal Citizen Information Center**

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**One-Stop Shop**

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## Challenges

- Crowded marketplace
- Not all citizens want to get their information online
- Many citizens think it's impossible to find government information; too much red tape

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## Marketing Program

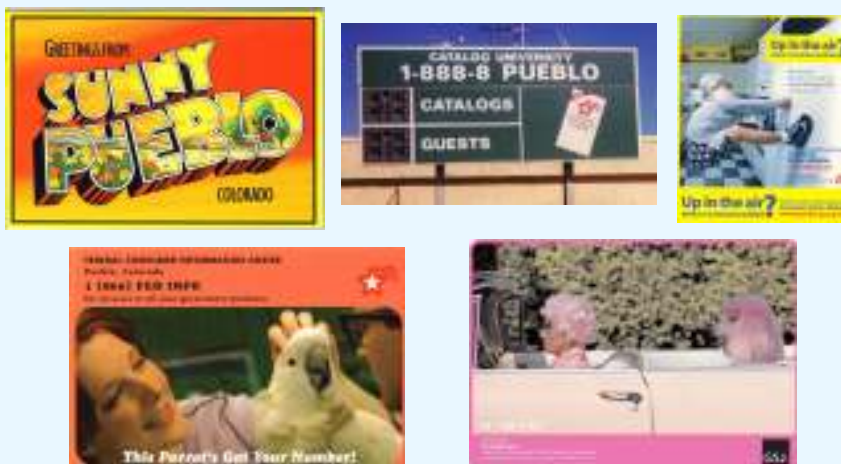
- Print Ads
- PSAs (Print and Radio)
- "New for Consumers" Releases
- IRS Partnership Opportunities
- E-Mail Newsletters
- Specialized Promotions

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## Print Ads

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## Past Print Ads



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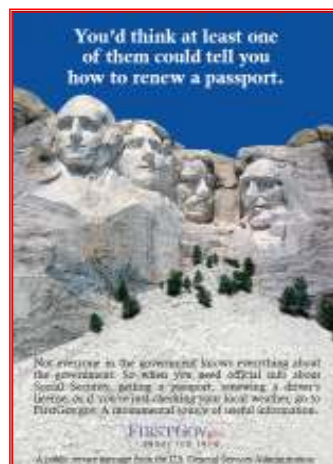
## “GET OUT OF LINE”

- 10,000 magazines and newspapers
- Promotes FirstGov.gov and 1 (800) FED INFO



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## Current Print Ad “Monuments”



- Uses familiar government images in an unusual context
- Encourages readers to use FirstGov.gov or call 1 (800) FED INFO
- Distributed to 15,000 magazines and newspapers

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## Radio & Television PSA's

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## Why Use PSAs?

“Doing business without advertising  
is like winking at a girl in the dark.

You know what you are doing, but nobody else  
does.”



~Steuart H. Britt

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## Past TV PSAs



Happy Facts  
(1975)



Mailbox  
(1987)



Sunny Pueblo  
(1994)

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## “In the Pink”

- FY03 – ‘04  
Television PSA
- \$9.4 million in  
free air time



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## Current TV PSA “Monuments”



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## FCIC's Radio Campaign



- Distributed to 5,000 radio stations nationwide
- Available in :60, :30, :20, :15, and :10 lengths
- :30 spot featuring 1 (800) FED INFO

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## **Results of “Monuments” PSA**

- Hundreds of mentions of print ad in local newspapers
- Campaign has been used in over 50% of the nation’s TV markets
- Aired more than 18,000 times on over 200 broadcast TV stations
- Delivered the TV PSA to more than 600 cable TV stations nationwide
- Expect to receive approximately \$12 million in airtime donated as a public service

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**News Releases**

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## “New for Consumers” Releases

- Highlight useful tips and advice from the pubs listed in the Catalog and offer information about 1 (800) FED INFO and family of websites
- Releases are short, to the point, and are sent out about three times a month
- Sent to more than 8,200 writers and editors on electronic Listserv and to a more than 2,700 member print media mailing list

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## FY 2006 Mentions

Newsweek	The Chicago Tribune
Good Housekeeping	Newsday
Bridal Guide	Kansas City Star
Essence	Charlotte Observer
USA Today	Orlando Sentinel
The Washington Post	St. Paul-Pioneer Press
The Miami Herald	Providence Journal

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## IRS Partnership

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## IRS Partnership Opportunities

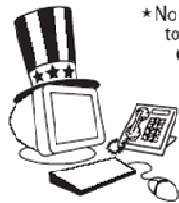
- Annual cooperative project with Department of Treasury
- Distribute 4 million promotional inserts to citizens who receive tax refund checks
- Millions of citizens learned how to go online and where to call to get valuable government info
- Consumers ordered nearly 800,000 publications on health and financial topics

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## IRS Partnership Opportunities

### IRS Refund Envelopes

#### Get Answers from Uncle Sam FirstGov.gov and 1-800-FED-INFO



\* No government question too big or too small \* Go to FirstGov.gov to find answers or e-mail your questions any time day or night \* Call 1-800-FED-INFO Monday - Friday, 8 am to 8 pm ET \*

Find out how to apply for government benefits and grants, renew your driver's license, get a passport, start a small business, buy surplus government property, get a government job or contract, and much more.

It's fast, free, and easy!

FirstGov.gov and 1-800-FED-INFO (1-800-333-4686) are official services of the Office of Citizen Services and Communications, GSA. Please do not call your Treasury Regional Finance Center about this offer.

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### E-mail Newsletters

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## **E-Gov Outreach**

- Free common subscription form on FirstGov.gov for 66 govt. e-mail newsletters
- Added RSS feeds and email updates in FY 2006
- Coming in FY 2007 - blogs

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## **Specialized Promotions**

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## Specialized Promotions

- PARADE Magazine
  - \*340 major newspapers, with a readership of 79.9 million
- Dear Abby
  - \*1,400 newspapers worldwide, with a daily readership of more than 110 million
- Hints from Heloise
  - \*Over 500 newspapers worldwide, with a readership of more than 50 million

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## Results of Marketing Efforts

FCIC programs touched the lives of  
Americans more than 230 million times in  
FY 2006

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For more information contact:

Mary Levy

[Mary.levy@gsa.gov](mailto:Mary.levy@gsa.gov)

202-501-1794