



Office of Citizen Services and Innovative Technologies

# 2013 ACCOMPLISHMENTS



## Contents

<b>GSA Priorities, Our Vision, Our Goals</b> .....	4
<b>Overview from David McClure, GSA Associate Administrator, OCSIT</b> .....	5
<b>Accomplishments</b> .....	7
<b>Citizen Services</b> .....	7
<b>USA.gov and GobiernoUSA.gov</b> .....	7
<b>Kids.gov</b> .....	10
<b>The National Contact Center</b> .....	12
<b>Consumer Publications and Citizen Outreach</b> .....	13
<b>Publication Distribution</b> .....	14
<b>Consumer Action Handbook</b> .....	16
<b>Citizen Outreach and Promotions</b> .....	18
<b>Public Service Advertising</b> .....	19
<b>Engaging with Citizens in Social Media</b> .....	21
<b>Digital Government and Citizen Engagement</b> .....	23
<b>Digital Government Strategy</b> .....	23
<b>Digital Services Innovation Center</b> .....	24
<b>MobileGov</b> .....	25
<b>Data.gov</b> .....	26
<b>Challenge.gov</b> .....	27
<b>Collaboration Across Governments, Best Practices and Training</b> .....	29
<b>Social Media / Federal Terms of Service Agreements</b> .....	29
<b>HowTo.gov</b> .....	31
<b>DigitalGov University</b> .....	33
<b>First Fridays Usability Program</b> .....	35
<b>USA Contact</b> .....	37
<b>Government Contact Center Council</b> .....	38
<b>BusinessUSA</b> .....	38

<b>MyUSA (formerly MyGov)</b> .....	39
<b>International Collaboration</b> .....	40
<b>Innovative Technologies</b> .....	41
<b>Federal Cloud Computing Initiative</b> .....	41
<b>FedRAMP</b> .....	43
<b>Federal Data Center Consolidation</b> .....	44
<b>USASearch</b> .....	45
<b>Appendix</b> .....	45
<b>Recognition</b> .....	46
<b>Helpful Links</b> .....	47
<b>FY13 Budget</b> .....	48

## GSA PRIORITIES



## OUR VISION

Deliver a world-class experience to the public when they access government information and services—anytime, anywhere, through the delivery channel they choose.

Create, use, and share practical tools, models, and proven practices that federal agencies can easily adopt to enhance their ability to innovate, deliver services, engage the public, and save valuable resources.

## OUR GOALS

**Innovation Leadership:** Expand and enhance public engagement with government by using innovative, cost-effective solutions and practices that can be adapted and used governmentwide.

**Customer Experience:** Deliver a high value customer experience in everything that we do—grounded in data-driven performance and results.

**Operational Excellence:** Discover, implement, and accelerate adoption of new technology platforms and initiatives that improve operational efficiency and effectiveness across government. Foster federal leadership in implementing solutions that are faster, cheaper, and more sustainable.

## OVERVIEW



## OFFICE OF CITIZEN SERVICES AND INNOVATIVE TECHNOLOGIES

It's difficult to miss the passion that drives GSA's Office of Citizen Services and Innovative Technologies. Walking past glass-walled conference rooms, you'll see white boards filled with ideas. You'll feel the energy as teams work across government to create shared solutions that help agencies save resources and reimagine the way they use technology to serve and engage citizens.

OCSIT measures its success in the breadth of its reach, and in FY13, every one of the federal government's 24 CFO Act agencies relied on OCSIT for technology, services, and training to help them complete their missions. The expertise OCSIT brings to helping agencies serve citizens comes from its exceptional collection of award-winning technology, content, program management, and best practices experts, and from more than 40 years' experience in successfully delivering government information directly to the public. This year alone, OCSIT connected people more than *one billion times* with information through its websites and USASearch, social media, publications, email, and phone calls through its National Contact Center.

In FY13, OCSIT supported GSA's mission and priorities by leading agency partners in innovation, delivering better value and savings while improving sustainability. This helped them save time and money, increase efficiency and security, and give their customers a better user experience. Highlights from across OCSIT:

### CITIZEN SERVICES

- As one-third of Americans have become mobile-only internet users, USA.gov and GobiernoUSA.gov, official web portals of the U.S. government, lead with innovation by transitioning to responsive design—delivering their full complement of information and services to any mobile device or computer anytime, anywhere.
- Answering the call to create a more sustainable government, the Federal Citizen Information Center's publication distribution program helped agencies promote digital over traditional print publications, saving agencies including GSA more than \$3 million in printing and distribution costs and millions of sheets of paper.

### DIGITAL GOVERNMENT AND CITIZEN ENGAGEMENT

- Saving agencies more than \$1 million in less than a year, the Digital Analytics program is giving more than 3,000 government and military websites the ability to make significant improvements in performance based on how these sites are actually being used.
- Leading partner agencies to focus greater energy on delivering information to the public via mobile, OCSIT's Mobile initiative launched a shared mobile app development program and a mobile code sharing

catalog, giving agencies the tools and processes they need to more efficiently build mobile apps and sites that expand the reach of government services to citizens.


## COLLABORATION ACROSS GOVERNMENT, BEST PRACTICES, AND TRAINING

- Delivering better value and savings for agency customers, the USA Contact program saved agency partners \$16.3 million in FY13 by giving them free access to a contract vehicle they can use to acquire a variety of contact center services for regular use and during times of emergency.
- Responding to agencies' needs for training in technology, digital communications, and citizen engagement in an era of greatly reduced training and travel budgets, DigitalGov University hosted 90 web-based training events—most of which were free—for more than 10,000 attendees and thousands of hours of free, on-demand webinars.

## INNOVATIVE TECHNOLOGIES

- FedRAMP is accelerating adoption of secure cloud computing across government, serving agency and industry partners by providing cost-saving, consistent processes and practices, and the trust needed to create a secure cloud computing environment. Every time an agency uses FedRAMP for cloud security assessment and authorization, it can save 50% on staffing, 75% in assessment time, and \$200,000 in cost avoidance.
- To spur economic growth and innovation, Data.gov is making it easier for citizens, entrepreneurs, developers, and others to more easily discover and use government data to create new products and services. And making it easier for people to complete specific, popular tasks like finding out if they have unclaimed money from the government, MyUSA connects people with the services they need by focusing on the tasks, rather than the agencies, that are delivering those services.
- Delivering fast, relevant search results on more than 1,500 websites across federal, state, and local government, USASearch enables the public to quickly find and use the information they need. With monthly searches doubling in FY13 to 24 million per month, USASearch is powering some of the most popular websites in government, including USA.gov, WhiteHouse.gov, and DHS.gov.

OCSIT is proud to fulfill a one-of-a-kind mission in the federal government: standing in the gap to connect Americans directly with the information and services they need, and giving federal agencies the data, search tools, cloud computing, websites, best practices, and contact center services required to meet the needs and expectations of the people they serve.



David McClure  
Associate Administrator  
Office of Citizen Services and Innovative Technologies  
U.S. General Services Administration

### CITIZEN SERVICES

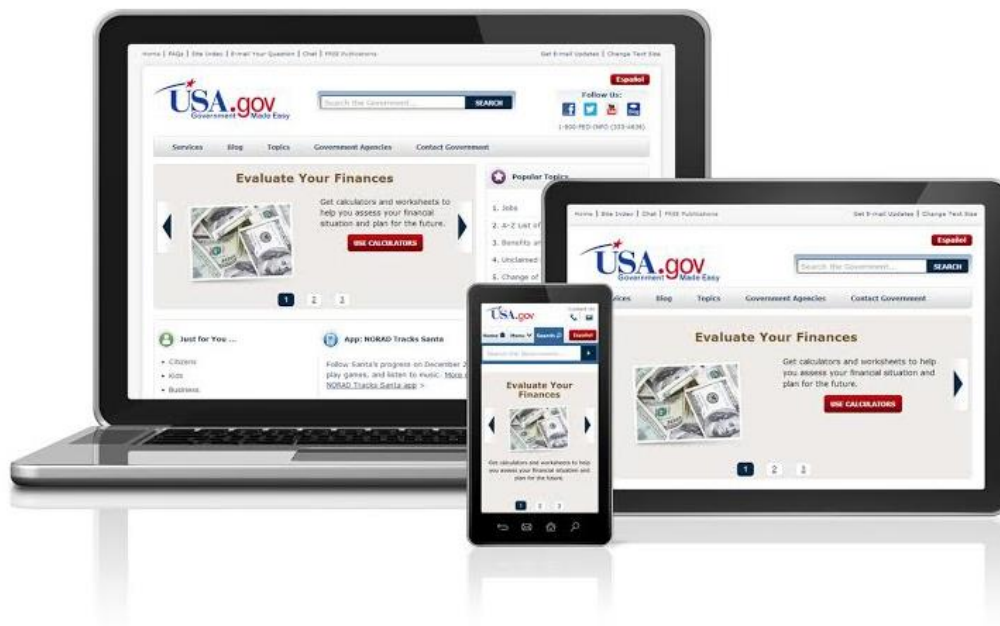
#### CONNECTING AMERICANS TO THEIR GOVERNMENT

It first came to light more than 40 years ago: the realization that government had great information that citizens could use to make everyday life a little easier... if they could just access it. Congressional mandate birthed GSA's initial consumer information program, begun as a way to promote and distribute agencies' publications. Over the decades, OCSIT has transformed how government interacts with citizens. Today, OCSIT engages with the public using a broad array of digital tools and new media that help people discover and use government information anytime, anywhere on any device. OCSIT's broad collection of citizen services includes the primary federal websites [USA.gov](http://USA.gov) and [GobiernoUSA.gov](http://GobiernoUSA.gov); the [National Contact Center's](http://NationalContactCenter.gov) 1-800-FED-INFO telephone, email, and web chat services; and a popular social media presence.

That powerful combination of citizen-facing channels helped GSA connect people directly with government information, services, and programs an astounding *one billion times* in FY13. That's an 89% increase over FY12 as more and more people recognize GSA as the agency that helps them access their government.

#### USA.GOV AND GOBIERNOUSA.GOV

Confusing. Overwhelming. Time-consuming. That's what finding government information online would be like without [USA.gov](http://USA.gov) and [GobiernoUSA.gov](http://GobiernoUSA.gov).



But with the U.S. government's official web portals in English and in Spanish, finding information about programs and services across all government is easy with a quick search, a click on a topic or category, or discovering a mobile app.



People used both sites to connect with government information in record numbers in FY13. And they actively engage with USA.gov and GobiernoUSA.gov by turning to [USA.gov's established blog](#) and [GobiernoUSA.gov's brand new blog](#); sharing their thoughts or asking a question on their [Facebook pages](#) or following their [Twitter feeds](#) to receive quick, helpful, and friendly information; participating in user testing; leaving website comments; and giving day-to-day feedback by email, phone, web chat, and customer surveys. Using the public feedback from these interactions and web analytics, USA.gov, and GobiernoUSA.gov are constantly evaluating and transforming the way they serve the public.

*"I wanted to thank you. I had to work on an identity theft case since 2009 under my name. This web page saved time and helped to provide the support that I needed to communicate to all the necessary departments. I managed to protect many different accounts with USA.gov's help."*

*–USA.gov user, Glendale, AZ*

#### **FY13 Accomplishments:**

- USA.gov and GobiernoUSA.gov received 66 million visits in FY13.
- With one-third of the U.S. population turning from computers to smartphones or tablets as their exclusive way to access the internet, USA.gov and GobiernoUSA.gov met the public's need for information from the government anytime, anywhere, and on any device by launching a new responsive design in FY13. Users now get the same online content regardless of device or screen size. The responsive design is ready for any new future mobile device, and costs will be reduced by centralizing content management across platforms. In just its first two months, this new design drew an average of 250,000 visits per month from mobile devices, compared to an average of 175,000 per month prior to its release.
- In support of the Digital Government Strategy and in response to many public requests, USA.gov and GobiernoUSA.gov developed a new web application programming interface, or API, making the popular [A-Z Index of U.S. Government Departments and Agencies](#) available in machine-readable format. This English and Spanish content is consistently in USA.gov's list of top tasks requested by the public. Added as an API to USA.gov's existing collection on its [developer resources page](#), the information is now available in a format that's easy for developers to work with.
- GobiernoUSA.gov's bilingual content syndication continued to grow in FY13. The content was featured on sites such as Wall Street Journal online, Yahoo.com's home page, and other major English portals, as well as Hispanic websites such as the Huffington Post's HuffPost Voces (formerly AOL Latino), MSN Latino, Fox News Latino, and Univision. Together, this syndicated content has received more than 6,500 placements online with an estimated value of more than \$13 million.



- GobiernoUSA.gov, which celebrated its 10th anniversary in 2013, maintained its valuable relationship with the North American Academy of the Spanish Language. This year, it published the first official listing of government agency names in Spanish.



- To explain how the U.S. government works to its limited English proficiency audience, GobiernoUSA.gov created “The Three Branches of Government” infographic. This tool is especially helpful for newcomers to the United States, who may be unfamiliar with how the U.S. government is organized. The popular infographic was adapted and translated into English and posted as an educational tool on Kids.gov.

## KIDS.GOV

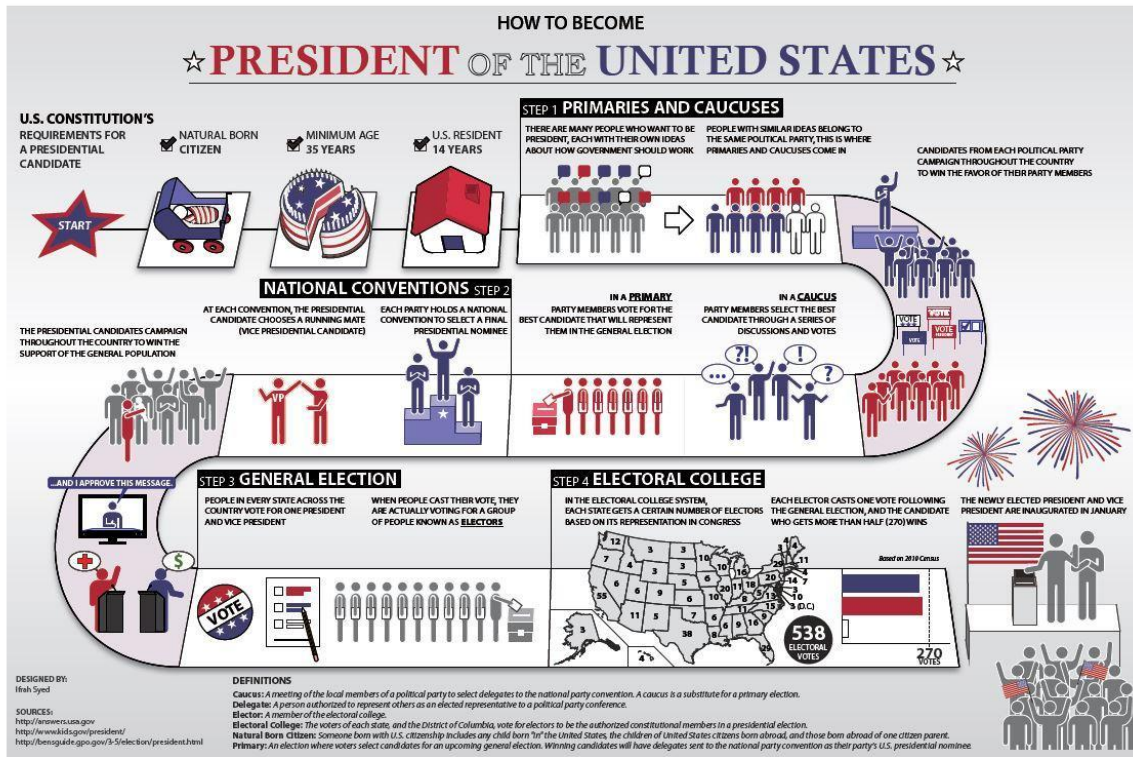
It can be daunting for parents to hand their tablet or smartphone over to their kids to play in a world of websites full of ads and content that's not safe for children. [Kids.gov](http://Kids.gov) is the federal government's official web portal for kids—an online oasis of 2,000 safe, smart, and fun web pages created by government agencies and educational organizations. The age-appropriate information designed for kids in grades K-5 and 6-8 helps them learn about art, history, science, health, money, and safety. Their parents can get ideas for helping them learn at home and teachers can choose from hundreds of lesson plans.



### FY13 Accomplishments:

- Through focused efforts, targeted marketing, and improved Search Engine Optimization (SEO), visits to Kids.gov increased by more than 43% in FY13.

- To help educate America's students during the 2012 national election, Kids.gov distributed more than 50,000 online and print copies of its popular "How to Become President of the United States" poster to classrooms nationwide. And in support of its initiative to help kids aspire to careers in government service, Kids.gov produced nine videos featuring government careers such as physical therapy at Walter Reed National Military Medical Center, training at the FBI Academy, and printing money at the Bureau of Engraving and Printing.



## THE NATIONAL CONTACT CENTER



Sometimes when you're trying to find information, you just need a little personal help. When Americans reach out for government information by phone to 1-800-FED-INFO, in an online chat on USA.gov, or by email to OCSIT's citizen-facing websites, they connect with the [National Contact Center](#). The NCC delivers quick, solid information and referrals about government programs, benefits, and services to direct public inquiries. People ask most often about government grants and loans, taxes, Social Security, travel, and immigration and naturalization. In addition to calling and sending online inquiries, they can also get quick information about government benefits and services by using the NCC's extensive self-service [FAQs housed on USA.gov](#) and [on GobiernoUSA.gov](#).

Federal agencies also rely on the dependability of the NCC when they need contact center support during emergencies. Within minutes of earthquakes, terrorist attacks, hurricanes, and other crises, the NCC can provide 24/7 contact center services for agencies.

*"I like 1-800-FED-INFO because it's toll free and I can't afford to have a computer  
and I can't afford to have internet in my home.  
But I can call FED-INFO."*

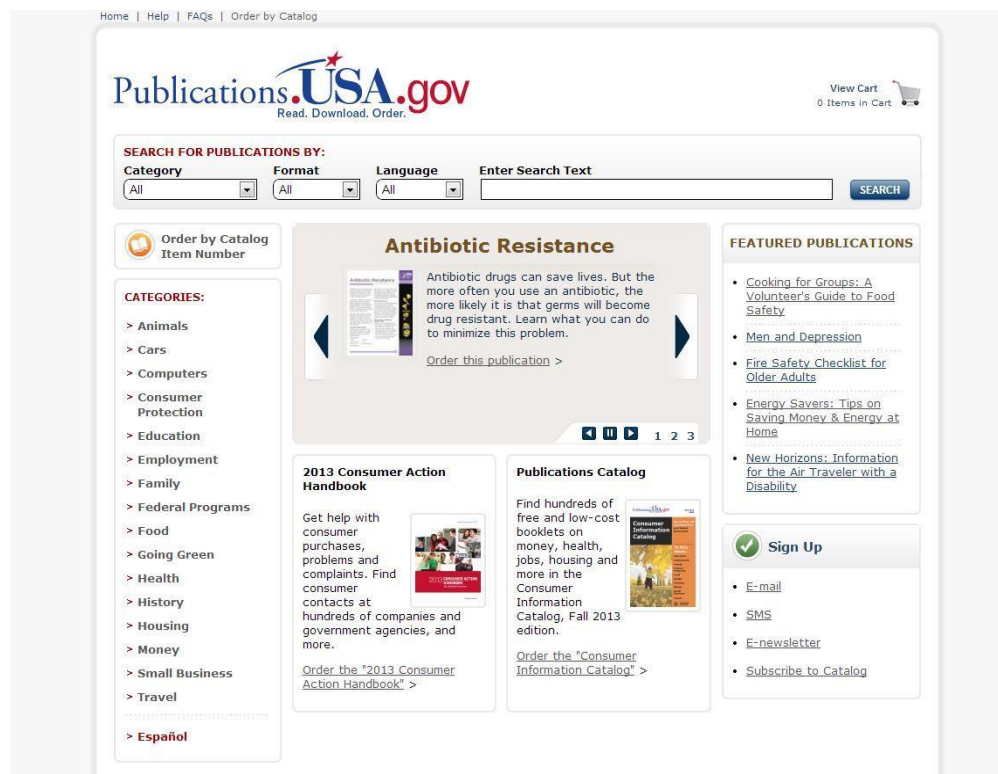
*—National Contact Center user*

### FY13 Accomplishments:

- In FY13, the National Contact Center (NCC) answered nearly one million inquiries from the public by phone, email, and web chat, and more than 8.2 million inquiries by providing self-service answers to Frequently Asked Questions (FAQs) in English and Spanish.

- During the FY13 multi-state hepatitis outbreak, the NCC quickly went into action, taking questions from concerned callers nationwide. The NCC currently responds to telephone and/or email inquiries, provides interactive voice response (IVR), and SMS texting on behalf of programs for six government agencies including the Departments of State, Food and Drug Administration (FDA), Commerce, Labor, and GSA. The NCC provides 24/7 service, depending on the needs of each agency and their public audiences (e.g., on behalf of FDA, the NCC responds to after-hour and weekend telephone inquiries from the public on matters involving potential tampering, illness, or injury related to FDA-regulated drugs and medical devices.)
- Customer agencies scored the NCC at 90% on the OCSIT customer experience survey.
- To further improve citizens' customer experience, the NCC implemented an upgraded contact center platform, optimizing search, fine-tuning content, and redesigning web pages. And through extensive user feedback from all of its platforms, the NCC developed a new quality assurance plan resulting in a complete overhaul of quality standards for telephone, email, and web chats with the public.

## CONSUMER PUBLICATIONS AND CITIZEN OUTREACH





## PUBLICATION DISTRIBUTION

Connecting people with trusted government information from federal agencies has been a congressionally mandated core mission of OCSIT's [Federal Citizen Information Center](#) for more than 40 years. FCIC distributes millions of publications each year in online versions and by e-reader.

But even in today's online-oriented culture, a September 2013 report by Pew Research Center revealed that 15% of all American adults over the age of 18 do not access the internet in any way, including mobile. This represents an audience of 47 million Americans who must continue to be served through the strategic use of print resources. To help federal agencies get the most value from their print budgets, FCIC explores new digital distribution methods for print content, including online access through [PublicationsUSA.gov](#), and manages shared distribution and warehousing services from the Government Printing Office's Pueblo, Colorado distribution center.

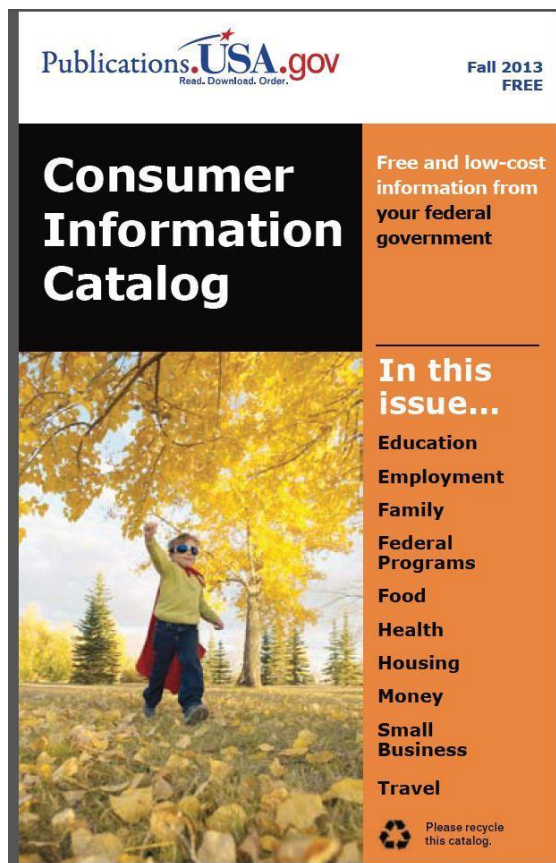
Agencies create and fund the distribution of the publications, which cover subjects important to Americans, like handling consumer problems, understanding government benefits and services, managing their finances and preparing for retirement, steering clear of identity theft and fraud, getting healthier, and more.

*"Greetings and salutations from Milan, Michigan! I want to thank you for this wonderful federal program that has been around since I was a kid and yet it's still available! I know I ordered a lot of pamphlets, but I read each one and then "divvy" them out to folks I know who could use the info. We all appreciate it. Thank you again most kindly!"*

*–Julie, publications user, Milan, MI*

### FY13 Accomplishments:

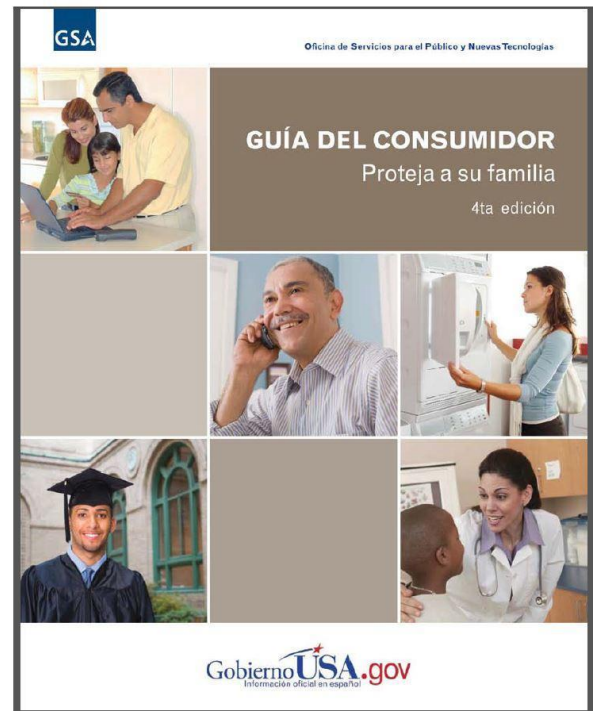
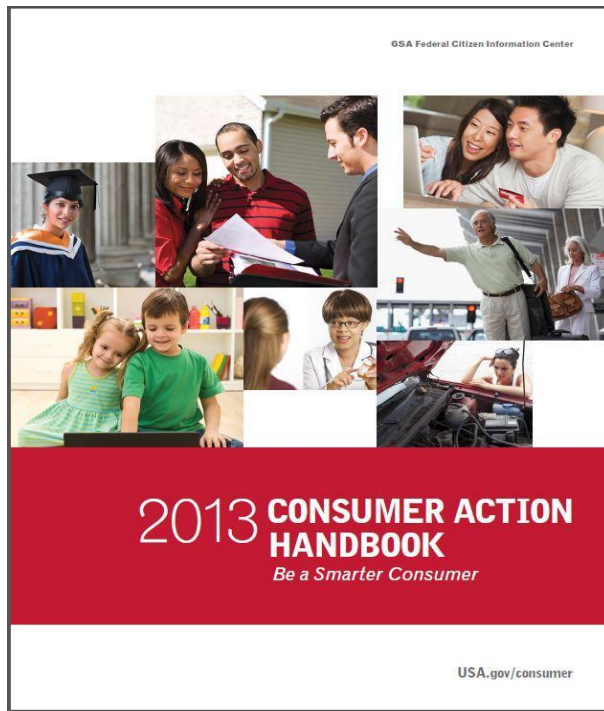
- By promoting digital publication distribution over traditional printing, warehousing, and shipping, FCIC and its third party partners distributed nearly 2 million digital publications in FY13. This saved the government more than \$3 million in printing costs. FCIC uses many digital formats to serve a wide audience, including HTML, PDF, ePub, and Mobi, and partners with online publishers Scribd and BookBaby to further extend the reach of e-Reader formats for the public.



- To further GSA's sustainability goals, FCIC implemented measures to reduce the [Consumer Information Catalog's](#) environmental impact and costs. The *Catalog's* size was reduced from 16 pages to eight, and frequency was reduced from quarterly to three times a year. These changes saved more than 12.5 million sheets of newsprint, more than \$26,000 in printing costs and \$140,000 in postage, labor, and materials.
- Specializing in meeting partner agencies' goals in protecting consumers, FCIC distributed more than 27 million publications in FY13 for partner agencies, including 11 million consumer protection publications for its biggest partner, the Federal Trade Commission. FCIC also developed an important new partnership model with the Consumer Financial Protection Bureau by working with community organizations that act as message multipliers. Customer experience with OCSIT's publication warehousing and distribution program was rated at 96% by partner agencies.
- OCSIT brought on a new GSA publications customer project: consolidating the Federal Acquisition Service's publication warehousing and distribution. As a result, FAS saw a first year savings of \$250,000.



## CONSUMER ACTION HANDBOOK



One of the government's most popular publications, the [Consumer Action Handbook](#), is also created and published by GSA. Along with its Spanish counterpart, the [Guía del Consumidor](#), the *Handbook* helps consumers make smart online and offline shopping decisions, avoid scams, contact corporate, local and state consumer officials, and learn to write a complaint letter that gets results. Teachers, librarians, military installations, local government offices, nonprofits, and individuals eagerly welcome each edition of the *Handbook* or *Guía*.

*"This is an EXCELLENT publication that I have shared with Neighborhood Watch groups and have given to police officers in training as well as crime prevention specialists in my classrooms. I find it to be a valuable tool in assisting our community with consumer issues and it helps in crime prevention education with some of the materials available from different agencies. Thank you so much."*

*—Consumer Action Handbook Customer,  
Front Royal, Virginia Police Department*

## SAMPLE COMPLAINT LETTER

Keep copies of all of your letters, faxes, e-mails, receipts and related documents.

**Your Address**  
 Your City, State, ZIP Code  
 Date

**Name of Contact Person, if available**  
**Title, if available**  
**Company Name**  
**Consumer Complaint Division (if you have no specific contact)**  
**Street Address**  
**City, State, Zip Code**

Dear (Contact Person):

Re: (account number, if applicable)

On (date), I (bought, leased, rented, or had repaired) a (name of the product, with serial or model number or service performed) at (location, date and other important details of the transaction).

Unfortunately, your product (or service) has not performed well (or the service was inadequate) because (state the problem). I am disappointed because (explain the problem: for example, the product does not work properly, the service was not performed correctly, I was billed the wrong amount, something was not disclosed clearly or was misrepresented, etc.).

To resolve the problem, I would appreciate your (state the specific action you want—money back, charge card credit, repair, exchange, etc.). Enclosed are copies (do not send originals) of my records (include receipts, guarantees, warranties, canceled checks, contracts, model and serial numbers, and any other documents).

I look forward to your reply and a resolution to my problem and will wait until (set a time limit) before seeking help from a consumer protection agency or Better Business Bureau. Please contact me at the above address or by phone at (home and/or office numbers with area code).

Sincerely,

Your name

Enclosure(s)

• describe purchase  
 • name of product, serial number  
 • include date and place of purchase

• state problem  
 • give history

• ask for specific action  
 • enclose copies of documents

• allow time for action  
 • state how you can be reached

SAMPLE COMPLAINT LETTER

Download a copy of the sample complaint letter at:  
[www.usa.gov/topics/consumer/complaint/complaint-letter.shtml](http://www.usa.gov/topics/consumer/complaint/complaint-letter.shtml)

1-800-FED-INFO (800-333-4636)

2013 Consumer Action Handbook

57

### FY13 Accomplishments:

- Expanding digital use of the *Handbook*, FCIC released an interactive version in 2013, featuring bonus content including a downloadable sample complaint letter and a “social media will” template to help people resolve consumer problems and let their loved ones know how to manage their social media accounts upon their passing. Additional tools, infographics, and videos helped people calculate college costs, learn about recalls, conduct a home inventory, get a free credit report, plan purchases, protect their privacy, and more. More than 15,000 people have already used this new online resource and the *Handbook* earned mentions in major publications including Forbes, Time, and Newsday.
- FCIC distributed nearly a half million copies of the *Handbook* and *Guía*. And using lessons learned from FY12, the *Handbook* team saved \$20,000 in printing costs by switching to a more efficient, staggered delivery schedule.

## CITIZEN OUTREACH AND PROMOTIONS

To extend the reach of helpful government and consumer information found on OCSIT's citizen-facing websites and in its publications, the Citizen Outreach team creates messaging and special promotions used by traditional and social media and by community organizations that share the information with the underserved communities they represent.

### FY13 Accomplishments:

- USA.gov, GobiernoUSA.gov, and Kids.gov invite citizens to voluntarily sign up for email alerts from their government, to keep up to date on government services and information in any of 66 topics most relevant to them. The number of citizens subscribing to receive email alerts grew to more than 823,000. During FY13, OCSIT delivered 1,360 messages relevant to subscribers' individual interests.



[Previous Date](#) | [Most Recent Dear Abby](#) | [Next Date](#)

### FREE FAMILY HEALTH KITS OFFER NEWS YOU CAN USE

05/15/2013

DEAR ABBY: When friends and family get together, the conversation often turns to the subject of health. They swap stories about the medications they may be taking and the lifestyle changes they're making to improve their health. They look to each other for support and tips to get through the flu or a nasty case of food poisoning, and rely on each other's experience to tackle challenges like quitting smoking, managing heart disease, diabetes, menopause or conquering insomnia.

To help your readers support their loved ones through these health issues and many more, the FDA's Office of Women's Health and the GSA's Federal Citizen Information Center have created the free Friends and Family Health Kit. It contains more than 20 publications that are quick to read, easy to understand, and feature health care and prevention tips for women and their families.

Abby, thank you for letting your readers know about the Friends and Family Health Kit, and for sharing advice we

*Dear Abby*  
Dear Abby is written by Abigail Van Buren, also known as Jeanne Phillips, and was founded by her mother, Pauline Phillips. It is the most popular and widely syndicated column in the world -- known for its uncommon common sense and youthful perspective.

- In May 2013, as part of a decades-long partnership with advice columnist Dear Abby, FCIC created a special [Dear Abby "Friends and Family Health Kit" promotion](#), featuring publications written and funded by FDA's Office of Women's Health. Abby reaches 1,400 media outlets with an online and print circulation of 110 million worldwide. The promotion distributed more than 2 million digital and print publications on health topics, including discovering better ways to manage menopause, heading off osteoporosis, and finding the most effective methods to stop smoking.
- The FDA Wiser Woman health packet promotion distributed more than 730,000 digital downloads and print copies of publications on critical health topics, including getting high blood pressure under control, recognizing the symptoms of diabetes, and learning to avoid health scams.

- Responding to partner agencies' need to connect their Spanish speaking customers with consumer information, FCIC created a special targeted promotion to Hispanic community leaders, featuring Spanish publications from six agencies. The information covered important topics like understanding Social Security benefits, planning for retirement, and using generic medicines. More than 810,000 publications were distributed at a cost savings to the government of \$648,000 by achieving a greatly reduced bulk rate of 20 cents per copy.

## **PUBLIC SERVICE ADVERTISING**

Cutting across age groups and income levels, advertising is the broadest way to reach the American public with the message that life can be a little easier when they use OCSIT services like USA.gov, GobiernoUSA.gov, and 1-800-FED-INFO to connect with the government programs, information, and services they need. The television and web banner public service advertising (PSA) campaigns run in the traditional and digital media for free, with ad time and space donated by media outlets.

The web banners feature cutting-edge technology that pulls a live feed of the most popular topics trending on USA.gov Search and allows users to interact directly with the content on USA.gov. Both the television and banner campaigns were created in 2010 and have continued to be reused for the past three years, saving nearly \$3 million in production costs.

### **FY13 Accomplishments:**

- The continued airing of the 2010 Transitions and El Gran Sueño television campaigns brought more than 2.5 billion audience impressions and a donated airtime value from television stations of more than \$35 million over the three year lifetime of the campaigns. And repeating its success from 2011, "Transitions" once again ranked in the top 1% of all PSAs in calendar year 2012 and El Gran Sueño ranked in the top 10%. This is a striking success because it is extremely rare for a PSA in its third year of airing to rank so highly in competition with more than 2,000 other PSA campaigns, most of which are in their first year.

- The web banner (Figure 1) public service ads earned nearly \$2 million in donated ad space—a 76x ROI—and drove 1.3 million clicks to USA.gov from more than 8,000 sites, including Hotmail, IMDB, Huffington Post, Yahoo, AOL, and Ask.com.

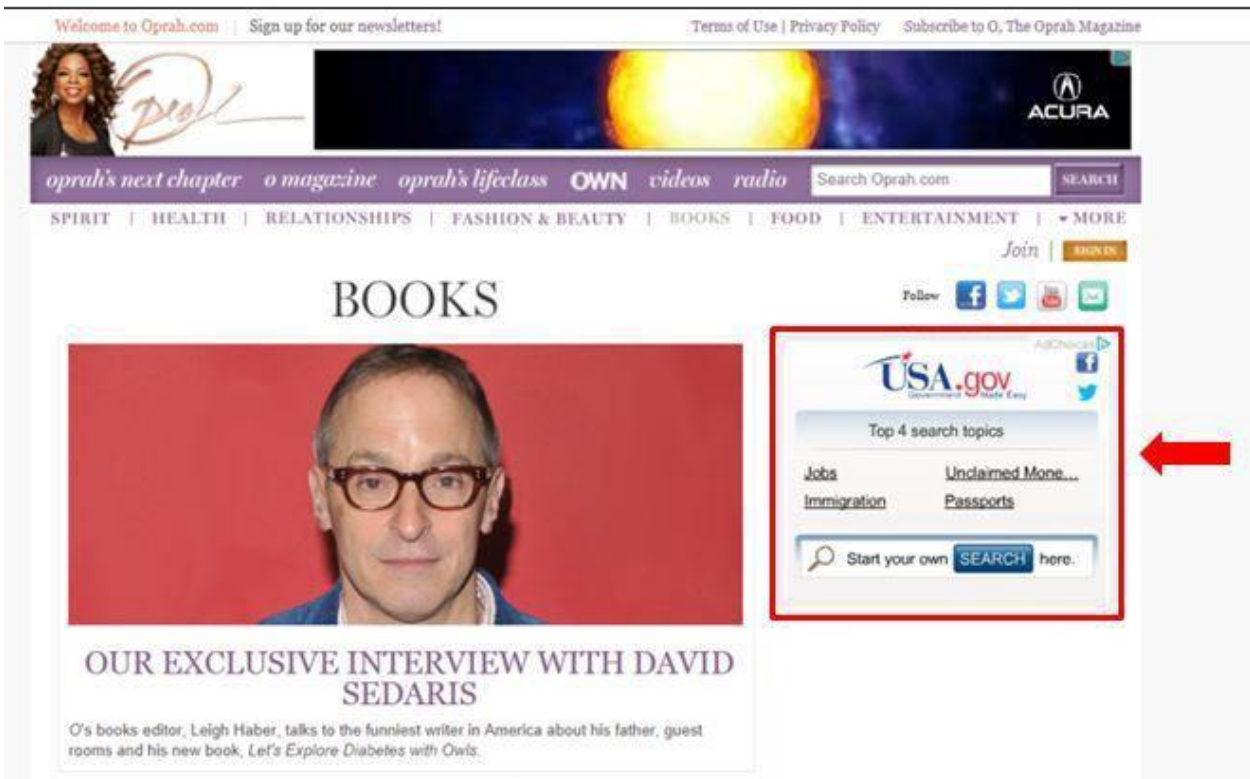
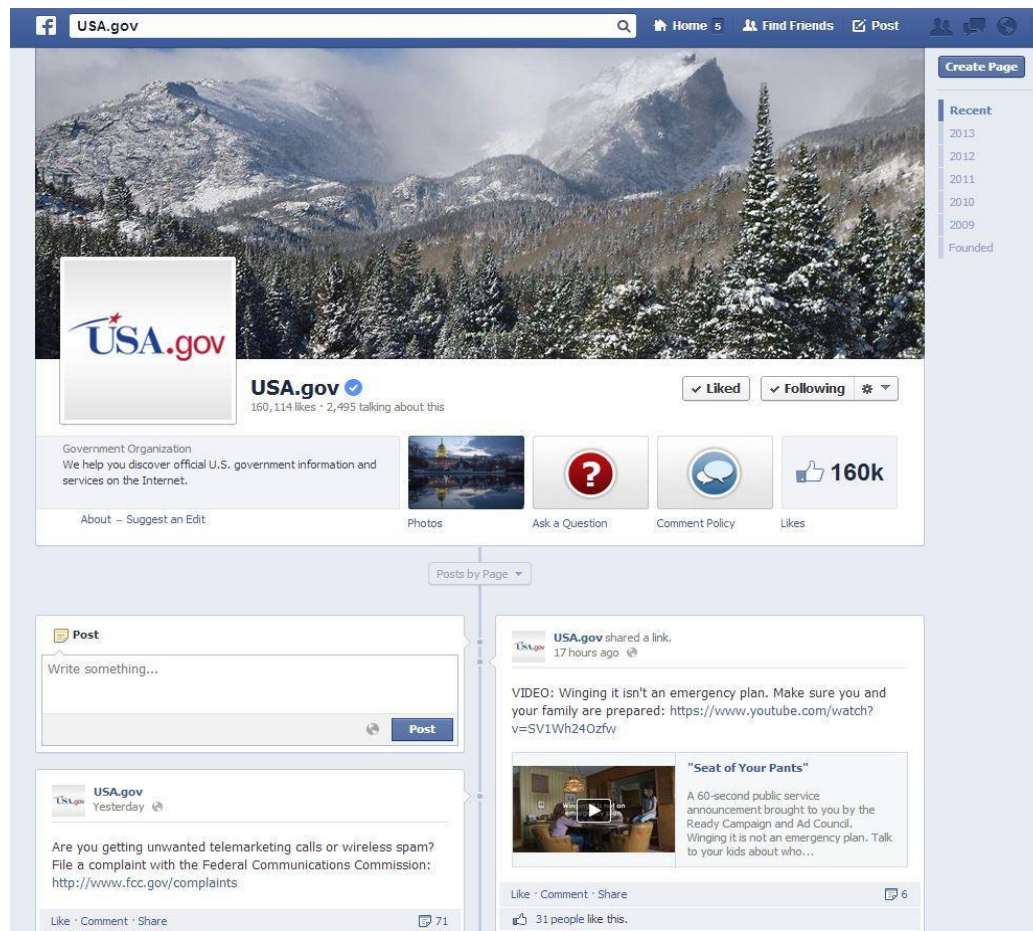


Figure 1: USA.gov web banner public service ad run for free by Oprah Winfrey's website



## ENGAGING WITH CITIZENS IN SOCIAL MEDIA



Offering citizens the choice of when, where, and how they connect with their government, there has been a huge growth in citizens connecting via social media in both English and Spanish—via the established [USA.gov blog](#), the new [GobiernoUSA.gov blog](#), and OCSIT's citizen-facing website social media accounts on [Twitter](#), [Facebook](#), [YouTube](#), Pinterest, and Tumblr. OCSIT's citizen-facing social media experts provide government content, answer the public's questions, and host periodic live chats through these popular social media channels.

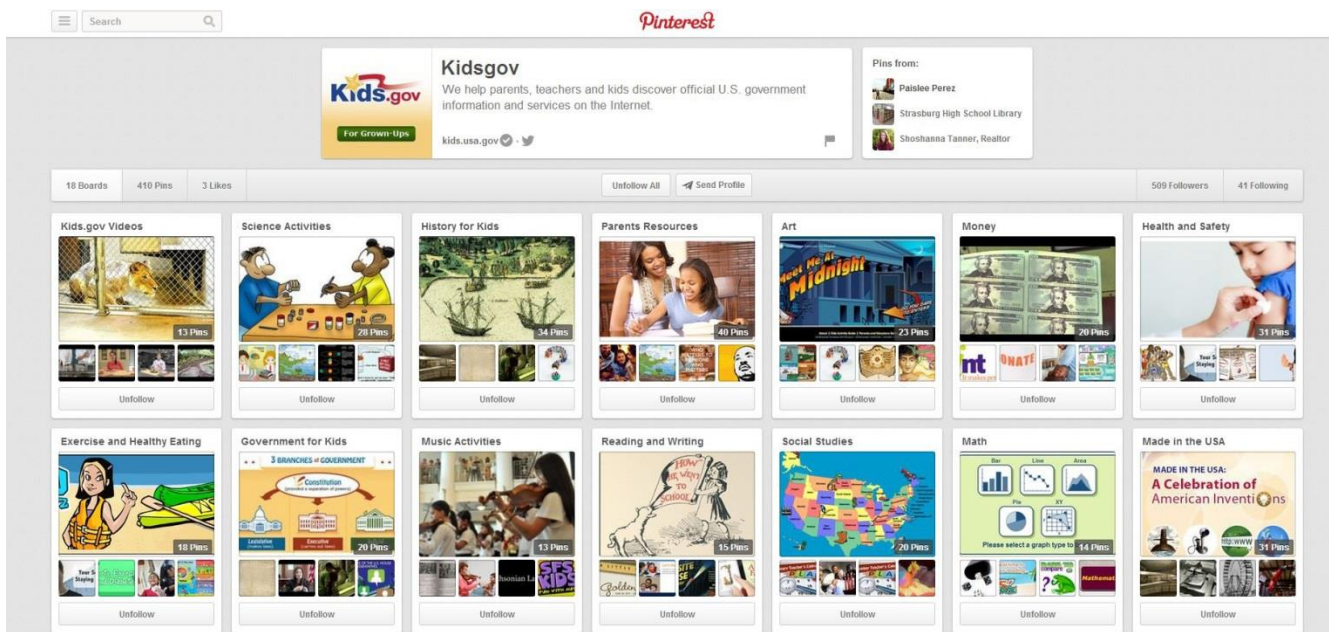
### FY13 Accomplishments:

- OCSIT's citizen-facing services connected with the public 43 million times in social media, averaging a 10% growth every month. Fans/followers grew to 601,197, a 13% increase over FY12.
- Helping agencies get their important information to the public, the USA.gov blog featured 37 guest posts from 18 different agencies.

- The OCSIT citizen-facing social media team is an established leader across government in hosting live Twitter chats—online Q & A events between the press, bloggers, the public, and government subject matter experts. Kids.gov partnered with the Consumer Financial Protection Bureau (CFPB), NASA, EPA, and NIH for Twitter chats to help parents discover kid-friendly summer educational activities and to help them learn to discuss money with their children. And USA.gov and GobiernoUSA.gov partnered with many agencies including the U.S. Mint, U.S. Citizen and Immigration Services, and the Department of State.



- After ensuring children's online privacy, Kids.gov entered the social media world in FY13, launching [Facebook](#), [Twitter](#), and the first Pinterest account for GSA, connecting parents and educators with timely, educational, and engaging content they can share safely with their kids.





---

# DIGITAL GOVERNMENT AND CITIZEN ENGAGEMENT

## HARNESSING THE POWER OF DIGITAL, MOBILE AND CROWDSOURCING TECHNOLOGIES

Technology has transformed business and daily life. Today's mix of cloud computing, mobile devices, social media, and collaboration tools is changing the consumer landscape and creating both an opportunity and a challenge for the federal government. By creating and accelerating governmentwide digital and crowdsourcing solutions, OCSIT is equipping agencies to meet the public's expectation that their government is ready to deliver digital information and services safely, securely, and with fewer resources.

### DIGITAL GOVERNMENT STRATEGY

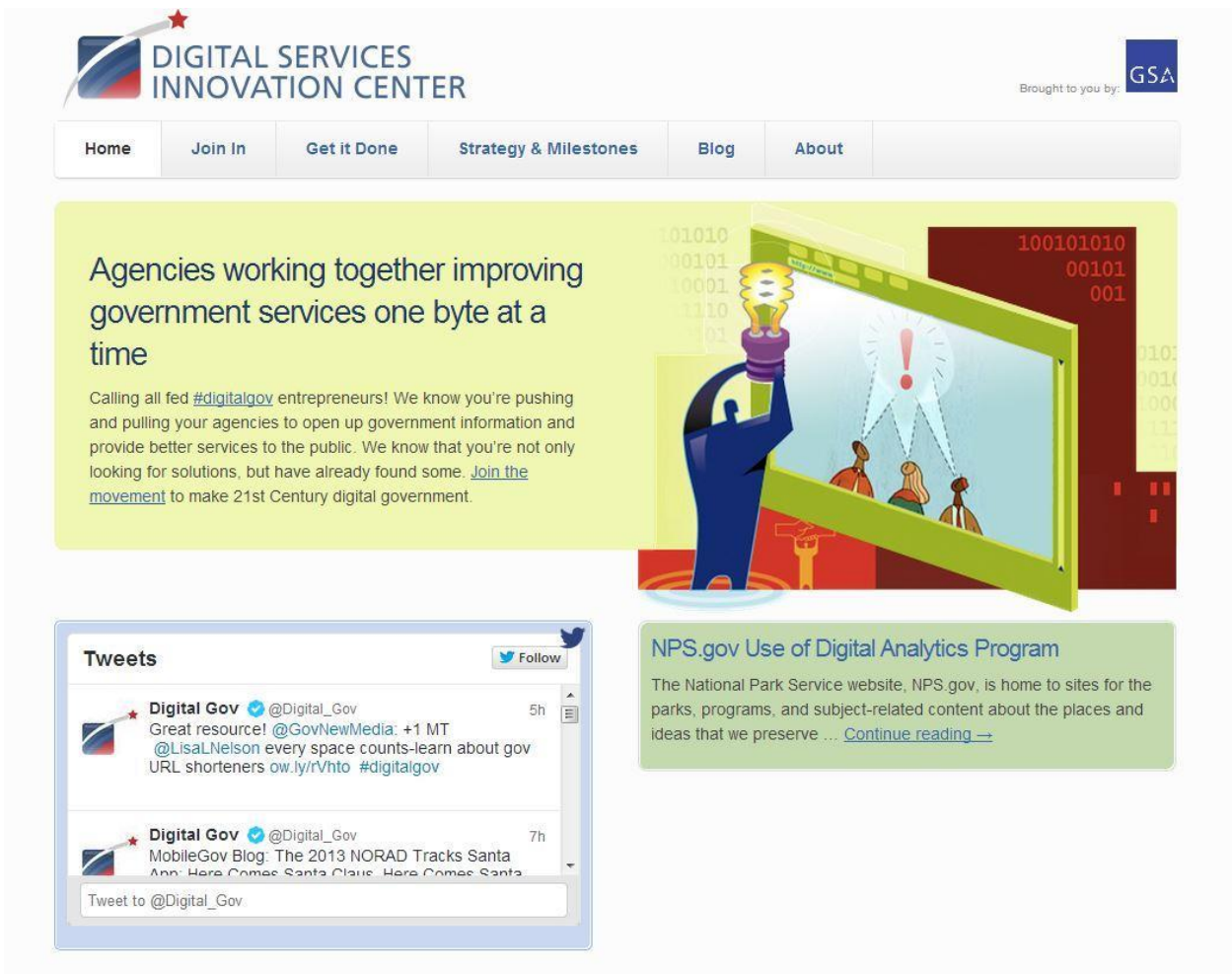
The [Digital Government Strategy](#) released by the White House in May 2012 is transforming how government engages with the public and drives economic growth. Its goals are to:

- Enable the American people and an increasingly mobile workforce to access high-quality digital government information and services anytime, anywhere, on any device.
- Ensure that as the government adjusts to this new digital world, the opportunity is seized to procure and manage devices, applications, and data in smart, secure, and affordable ways.
- Unlock the power of government data to spur innovation across the nation and improve the quality of services for the American people.

To enable agencies across government to achieve the Digital Strategy's objectives, OCSIT:

- Established a [Digital Services Innovation Center](#), leveraging the knowledge and expertise of innovators from across federal agencies to help build a digital government that meets the expectations of the public while delivering information and services safely and securely.
- Expanded [Data.gov](#) to include an API catalog that centrally aggregates web APIs posted on agencies' developer pages.
- Updated .gov domain guidance and procedures and provided support to agencies to help ensure all new digital services meet improvement guidelines.

## DIGITAL SERVICES INNOVATION CENTER



To support agencies in achieving the objectives of the Digital Strategy, OCSIT established the [Digital Services Innovation Center](#) to provide leadership and coordination. Using resources from across government, the virtual center alleviates the burden on individual agencies and prevents duplication as it shares solutions, training, and best practices in the adoption of new technologies, digital services performance, and customer experience measures.

### FY13 Accomplishments:

- The Center launched [Sites.USA.gov](#), a shared service to help agencies focus on creating great content rather than on building systems to deliver that content. It is built on open source CMS (WordPress) and available to all agencies. Currently five agencies participate as the list continues to grow.
- Tapping talent and expertise from across government, the Center developed [Open Opportunities](#), a microtasking program that posts projects and tasks for volunteers to tackle to address specific digital government needs and challenges. Employees from 20 different agencies completed more than 80 specific tasks in support of the Digital Government Strategy.

- Giving agencies the ability to hold up a mirror, see their website performance, and make data driven improvements, the Center implemented the [Digital Analytics Program](#). More than 3,000 .gov and .mil websites take part, reaching nearly one billion hits per month across government, saving agencies close to \$1 million in less than a year. All 24 CFO Act agencies are participating, providing an extraordinary array of web analytics and insight into website performance across government.

## MOBILEGOV

The widespread use of mobile technology and devices has signaled the public's changing need for access to information and services anywhere they are.

[OCSIT's Mobile program](#) helps federal agencies develop a citizen-centered path to mobile government by focusing on policies, practices, testing guidance, partnerships and outreach across government and industry, applications, and tools. This creates greater efficiency and improved transparency through increased access to government data and information.

### FY13 Accomplishments:

- The Mobile program launched a shared [mobile app development program](#) in conjunction with the Digital Services Innovation Center as part of the Digital Government Strategy. The program helps agencies plan, create, test, and launch mobile applications and websites. Among the services in the program are app development, code sharing, common RFP and SOW language for mobile procurements, testing, and other tools and resources.
- [Mobile Gov Community of Practice](#) membership grew from 120 to 791 and the number of agencies sharing information expanded from 50 in FY12 to 120 in FY13, including hundreds of people from scores of agencies participating in 30+ programs and the mobile gov blog with 32K subscribers and 60 press mentions in FY13.
- The Mobile program developed the [Mobile Code Sharing Catalog](#). Hosted in GitHub, it contains source code for native and web projects from federal agencies, other governments, and third-parties in the private sector. It enables agencies to reuse proven code, accelerating development of innovative apps and web services and avoiding inefficient duplication of effort.

An Official Web Site of the United States Government

Change Text Size SHARE

DATA.GOV  
EMPOWERING PEOPLE

Search Data Catalog Search site content

Open ID Login

HOME ABOUT DATA METRICS OPEN GOVERNMENT BLOGS COMMUNITIES

**VISIT THE NEW HEALTH DATA COMMUNITY**  
Find and discuss health-related data from across the Federal Government.

**Latest Datasets**

- 1935 15' Quad #251 Aerial Photo Mosa...
- 1935 15' Quad #026 Aerial Photo Mosa...
- State Highway District Boundaries - 2004
- 1935 15' Quad #075 Aerial Photo Mosa...
- USACE Habitat Restoration and Enhance...
- Final critical habitat for Monterey s...
- Final Critical Habitat for Fresno kan...
- Final Critical Habitat for the Zapata...
- Critical habitat for Braunton's milk...
- Final critical habitat for the Blackb...

**DATA AND TOOLS**



- 88,393 [datasets](#)
- 349 citizen-developed [apps](#)
- 137 [mobile apps](#)
- 176 [agencies and subagencies](#)
- 87 [galleries](#)
- 409 [Government APIs](#)
- [Suggest a dataset](#)

**COMMUNITIES**



Come explore, discuss, meet others in the same field, and develop the data and apps in the community that you care about. Join in the discussions by [going to communities](#), some of which are listed below, that interest you.

EDUCATION ENERGY  
BUSINESSUSA AGRICULTURE  
OCEAN SAFETY

**OPEN GOVERNMENT**



View our government at work and find opportunities to participate.

- [Open Government Initiative](#)
- [Open Government Platform](#)
- [Recovery.gov](#)
- [USASpending.gov](#)
- [We the People](#)

Join the conversation



One of the most abundant and varied products that federal agencies generate is useful data. Until 2009, there was no good way to gather it from agencies and share it with the public. When [Data.gov](#) was established as a presidential priority [Open Government Initiative](#) four years ago, it created an easier way for people to find, download, and use machine readable federal government datasets. Data.gov provides descriptions (metadata) of the federal datasets, information about how to access the data, and tools that help people use government datasets. The catalog of offerings is constantly growing and now features a collection of more than 91,000 datasets, and nearly 300 federal APIs.

As Data.gov makes government more transparent and accessible, it also encourages users to be creative in sharing the data to help citizens use money wisely, enable entrepreneurs to start businesses and create jobs, and more. At Data.gov, you can search through and download data on everything from what different hospitals charge for medical procedures to credit card complaints to weather and climate measurements. Millions of people have already used products, services, and applications that were created as a result of agencies releasing this data.


## FY13 Accomplishments:


- Data.gov incorporated CKAN (Comprehensive Knowledge Archive Network) in FY13 as its data management system. Developed by the nonprofit Open Knowledge Foundation (OKFN), CKAN is used by many sites around the world. Because it is open source, there are no licensing fees and enhancements are created for free by developers worldwide, which will also result in substantial cost savings for ongoing enhancements.
- Data.gov launched a number of special communities in FY13 including the Cities and Counties communities with OMB, opening the way for city, county, and state data to join the federal information on the site; Smart Disclosure, to help consumers make better-informed choices about health insurance, educational opportunities, housing, and more; and the Research and Development and Agriculture communities to support the economic and environmental needs of the farming community.

## CHALLENGE.GOV

 **Challenge.gov** powered by  **ChallengePost**

**A partnership between the public and the government to solve important challenges.**

Search  Advanced search SORT BY: Most recent




**Respirator Trusted-Source Mobile Application Challenge**

**FEATURED** Posted by HHS

NIOSH is challenging teams of developers to design a mobile app that will be used by the public to query the trusted source site and display the info in an easy to view format on a mobile device. [Show more](#)

★ **\$10,000**  
IN PRIZES

📅 OPEN UNTIL  
**DEC 24, 2013**




**Delivering Mission-Critical Voice Communications in a Public Safety COTS LTE Environment**

**FEATURED** Posted by USDOJ

Providing mission-critical voice communications services for law enforcement and other public safety responders within the LTE Environment using commercial-off-the-shelf technology—Make it happen! [Show more](#)

★ **\$50,000**  
IN PRIZES

📅 OPEN UNTIL  
**JAN 18, 2014**



**Legislative XML Data Mapping**

**FEATURED** Posted by OTHER

A legislative data challenge to assess the compatibility of Akoma Ntoso with U.S. Congress and U.K. Parliament markup languages.

★ **\$10,000**  
IN PRIZES

📅 OPEN UNTIL  
**DEC 31, 2013**

“The answer is out there, and it will find you if you want it to.” More than just a great line from a movie, that belief fuels [Challenge.gov](http://Challenge.gov) as a platform for agencies to draw and reward great ideas and innovative solutions from the public.



The centerpiece of the president's [Strategy for American Innovation](#), Challenge.gov has conducted nearly 300 scientific, engineering, design, multimedia, ideation, and software challenges, resulting in an unprecedented government/public partnership that:

- Connects agencies with expertise and communities beyond traditional networks
- Saves budget dollars by paying only for results if a solution meets the defined criteria
- Spurs economic and small business development and growth
- Generates high levels of public engagement and awareness of key agency objectives and programs

In just three years, Challenge.gov has been used by 59 federal agencies to crowdsouce solutions and has received 3.5 million visits from 220 countries and territories and more than 11,000 U.S. cities. This reflects broad interest and commitment to engage citizens and tap into the creativity of experts outside government. Challenge.gov is shaping government culture by influencing decisionmakers across agencies to integrate challenges and prizes into their problem solving and procurement plans.

*"Our judges found not one winning solution but three. All three proposals are breakthroughs – they would work on every kind of phone, and they all contain additional ideas we had never seen before. Everyone is thrilled at the results of our first public challenge."*

*–Kati Daffan, Federal Trade Commission Challenge.gov user, "Robocall Challenge"*

#### **FY13 Accomplishments:**

- Challenge.gov was recognized as one of the top 25 finalists by the prestigious Harvard Innovations in American Government Awards.
- Ten new agencies used challenges this year including the U.S. Mint, Library of Congress, Federal Trade Commission, U.S. Geological Survey, and the National Endowment for the Arts.
- Challenge.gov received more than 936,000 visits and hosted 80 challenges in FY13, including:
  - A challenge to help consumers deal with one of the top complaints that the Federal Trade Commission receives— preventing unwanted robocalls
  - The USAID Tech Challenge to help prevent mass atrocities worldwide
  - NASA's Longeron Challenge, to develop a plan for positioning the solar collectors on the International Space Station to optimize power generation.

---

# COLLABORATION ACROSS GOVERNMENTS, BEST PRACTICES, AND TRAINING

## ENABLING AGENCIES TO BUILD A BETTER DIGITAL CUSTOMER EXPERIENCE

Every time a person accesses an agency's website, reaches out to its contact center, or interacts with its social media, it's an opportunity for the agency to meet citizen expectations for information or services, and to give them a positive experience along the way. OCSIT mentors and collaborates with agencies, sharing best practices to help them create effective digital platforms and to improve web and mobile usability, contact center programs, and engagement opportunities that are fine-tuned to enhance customer experience, accelerate adoption, and achieve efficiencies across government.

### **SOCIAL MEDIA / FEDERAL TERMS OF SERVICE AGREEMENTS**

According to Pew Research Center, nearly three-quarters of all adults who are online use social media. Whether they're checking in with friends, checking sports scores, or checking to find out if the jar of peanut butter they bought last week was recalled, people have integrated social media into daily life. And government agencies that aren't using social media to engage with the public are missing an unprecedented opportunity to connect with the people they serve.

Sharing expertise and best practices for social media strategies, OCSIT helps agencies stay ahead of the curve in using social technologies to improve citizen services and achieve cost savings.

OCSIT also continues to lead a coalition of federal agencies to negotiate [terms of service agreements](#) with a broad range of social media providers that offer free services to users. These agreements address issues that have slowed adoption of social media applications, including compliance with federal laws and regulations. Agencies can now use a variety of popular social media sites without having to start from scratch negotiating special terms of service. These agreements have paved the way for broader adoption of free social media tools that greatly expand government's ability to effectively deliver information to engage with the public at little or no cost to taxpayers.

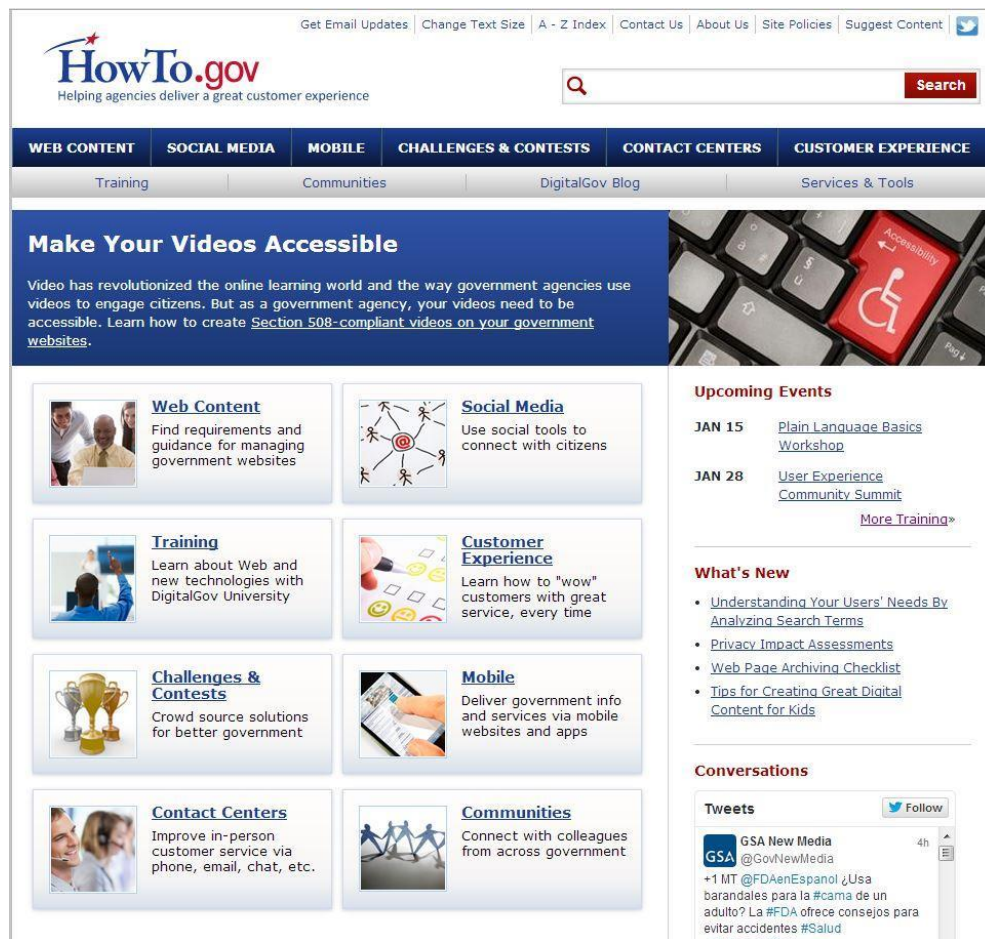
*"GSA is doing useful work, wading through the swamp of regulations, terms and conditions, and other legal and bureaucratic paperwork to set up a foundation that other agencies can use to build services. This is highly attractive; doing it once for many is far more efficient than every agency slogging through the swamp on its own."*

*—Terms of Service Customer, Department of Commerce*



## **FY13 Accomplishments:**

- To help agencies make their social media channels accessible and to track the success of those channels, OCIST, in collaboration with partner agencies, created the first [Social Media Accessibility](#) and [Social Media Performance Metrics](#) toolkits, as well as a social media metrics training webinar.
- Growing and serving the government social media community, OCSIT quadrupled the size of the [Federal Social Media Community of Practice](#) to include more than 450 federal employees from more than 100 agencies and offices. And two [#SocialGov Summits](#) brought together hundreds of government social media practitioners for training, demos, networking, and sharing of best practices.
- In FY13, GSA negotiated eight terms of service agreements with providers such as Instagram, Pinterest, Hackpad, and GovLoop and also updated five agreements with providers such as Ideascale and GitHub to cover both free and paid services. There are now 66 negotiated [terms of service agreements](#).
- To help agency attorneys learn to navigate the fast-changing world of social media, OCSIT developed a Legal Learning Series, attracting 335 attendees from 23 CFO Act Agencies.



Even the best tools and practices can't help if agencies don't know about them or how they can be used to achieve agency objectives.

[HowTo.gov](#) helps federal, state, local, and international government agencies by connecting them with governmentwide shared tools, guidance, and training to serve the public better. It's the central source of requirements, implementation guidance, and case studies for managing the world of federal digital communications and innovative technology, including social media, mobile, websites, challenge and prize competitions, and contact centers.

All of the site's information is written in a concise, practical format, helping agencies easily understand the best ways to deliver digital content and services to customers anytime, anywhere, on any device. And HowTo.gov helps agencies discover and understand how to use other OCSIT services and tools like [Challenge.gov](#), [DigitalGov University](#), the [National Contact Center](#), and [Social Media/Terms of Service](#).

As a platform for cross-agency collaboration, HowTo.gov supports nearly a dozen [DigitalGov communities of practice](#) through ongoing live and on-demand events and training, and collaboration tools like listservs and wikis. In FY13, the number of participants in these communities of practice grew to more than 5,000 members from more than 100 federal agencies. Much of the content on HowTo.gov is co-created with these subject matter experts, to encourage agencies to share best practices and proven solutions that will work in all levels of government.

The [DigitalGov Blog](#), a primary feature on HowTo.gov, introduces new content and engagement opportunities for these communities of practice. Contributors from across government and academia introduce the more than 1,600 blog subscribers to the latest trends in digital government, agencies' innovative practices, successes, and lessons learned. In FY13, the blog featured more than 200 articles and guest bloggers from more than a dozen agencies writing on a broad range of topics including social media, customer experience, and open data.

*"The ability to discover lessons learned across government is beyond value. It is so helpful to be able to reach out to a peer in government facing similar circumstances to develop solutions. The whole concept of sharing knowledge to reduce cost is very effective."*

*—HowTo.gov Customer, FDIC*

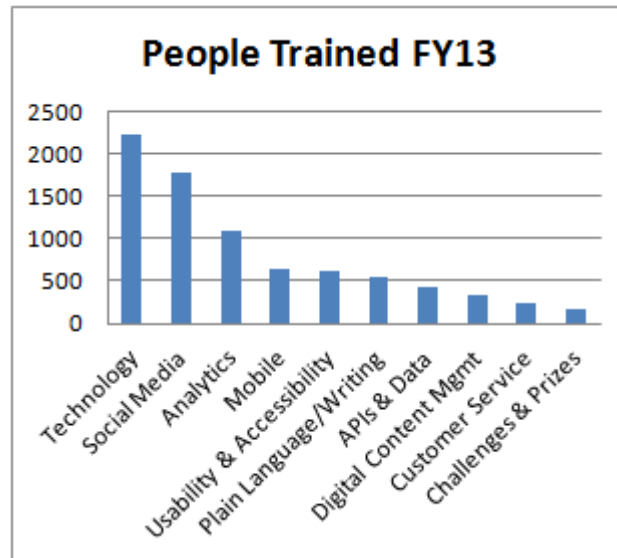
### **FY13 Accomplishments:**

- HowTo.gov and the DigitalGov blog grew tremendously in popularity as visits increased by 300% to a total of nearly one million for the year.
- In August 2013, HowTo.gov surveyed more than 5,000 federal agency customers to measure their experience with OCSIT programs. Using an index modeled after the Forrester Customer Experience Index, across the board, OCSIT's DigitalGov programs (which serve well over a hundred agencies across the federal government) received a score of 87%, a level attained by only 8% of private sector companies in 2013. HowTo.gov customers were particularly satisfied, giving the site a score of 91%.
- Following an in-depth analysis, HowTo.gov revamped its communications channels, delivering relevant content on-demand, expanding its Communities of Practice network, and helping customers more easily find and subscribe to topics of interest. This resulted in 8,000 new email subscribers and the distribution of more than 100,000 targeted emails to customers about new content based on their interests and subscription requests.

## DIGITALGOV UNIVERSITY

In an era of budget cuts and travel restrictions, how can federal employees involved in digital communications, technology, and citizen engagement get the training they need to deliver the best experience to their customers? OCSIT's [DigitalGov University](#) is the federal government's flagship training program for helping agencies affordably learn to deliver a superior customer experience through a variety of channels.

By providing a collection of courses available via live webinars and on-demand online, DigitalGov University reduces the need for agencies to build their own training programs.



Most courses are free, and train web and new media professionals, CIOs and IT staff, contact centers, senior leaders, program managers, public affairs officers, financial experts, and legal staff across government in:

- Customer service principles and techniques
- Social media and citizen engagement
- Mobile and web management
- Content strategy and plain language
- User experience, design, and accessibility
- IT and emerging technology
- Search engine optimization
- Challenge and prize competitions and innovation
- Contact center management

## FY13 Accomplishments:

- DigitalGov University hosted more than 90 training events, equipping 10,800 attendees from nearly 100 federal, state, and local agencies across the country. And increasing its draw of new customers, 35% of participants at each training event were first time attendees.
- Expanding its on-demand training library, DigitalGov University added dozens of new webinars and experimented with new ways to deliver content, including shorter, narrowly-focused 30 minute webinars.

*"The webinars are great - especially for those of us outside the DC area. And they're recorded so we can share. The web info is also well organized and extremely useful. I also gain lots from the listserv. Keep up the good work. It's vital."*

*—DigitalGov University Customer,  
U.S. Forest Service*

## FIRST FRIDAYS USABILITY PROGRAM

Government websites are created with the good intention of providing information and services for the people who need them. But not all government websites are optimally designed. The layout can be confusing, making it difficult to perform top tasks. The site may be too hard to search. The mobile version may be too difficult to navigate.

The “[First Fridays](#)” [DigitalGov User Experience Program](#) helps agencies find and fix usability problems with their websites, intranets, applications, mobile sites, prototypes, and databases, improving the customer experience and making it easier for the public to interact with government online. The focus of the program is to build awareness around the importance of user-centered design, to ensure that federal agencies incorporate direct customer feedback in the design of all digital products (Figure 2).

Now in its third year, First Fridays provides usability testing, demonstrations, and training sessions for dozens of federal agencies each year. Some of the federal websites that have been tested include Library of Congress, Data.gov, Regulations.gov, and six Inspectors General sites.

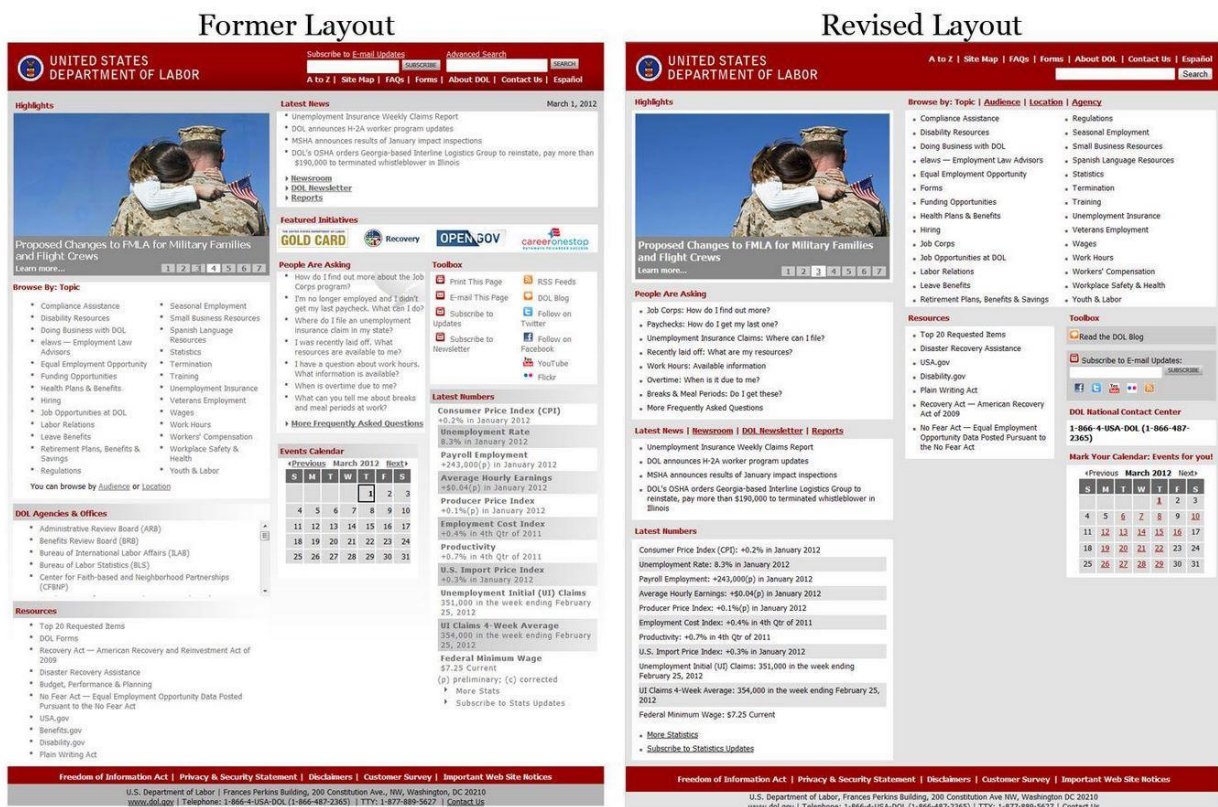


Figure 2: Sample of First Fridays testing results: Home page font and background darkened, header adjusted to remove confusing text box, and placement of the sections of the home page prioritized to match what users need the most

### FY13 Accomplishments:

- Recognizing that agencies need a tailored approach to improving their websites, First Fridays expanded its range of usability support to provide a broader selection of services, from a quick, expert website review to formal testing. This also helped First Fridays deliver support to more agencies than ever before, despite limited resources. This included more than 40 websites, federal APIs, and other digital platforms.



This was a 57% increase from FY12. First Fridays also coordinated with the Government Accountability Office (GAO) to assist them in independently verifying the usability of two sites under Congressional review.

- New services, including usability walkthroughs, a live review of a site by a trained usability professional, and user interviews, allow agencies to get important customer feedback before a site is created.
- First Fridays launched a governmentwide survey of user experience resources at federal agencies, generating important baseline data about how agencies are staffing user-centered design work, the techniques they use, and the gaps that need to be filled.

*"It was great to get fresh insights from complete outsiders, and also good that some important stakeholders were able to attend remotely.  
Every government agency should be taking advantage of your testing service."*

*—Jill MacNeice, Library of Congress,  
First Fridays Customer*



## USA CONTACT



For federal agencies and programs, developing an individual contract for contact center services can be expensive and labor-intensive. But the [USA Contact](#) contract vehicle cuts the work and the cost by providing agencies with an indefinite-delivery, indefinite-quantity (IDIQ) contract vehicle to acquire a broad range of contact center services for regular use, and during times of high volume and emergencies and disasters.

Agencies can choose from among nine pre-qualified companies that are experienced in delivering state-of-the-art contact center solutions. And it costs agencies nothing to use USA Contact. With it, they can quickly get the services they need to provide timely, consistent, and accurate responses to public inquiries. And using the cost calculator developed by OCSIT, agencies can better estimate the costs of various contact center services before they procure them.

### **FY13 Accomplishments:**

- USA Contact now manages ten task orders with 19.4 million citizen touchpoints—a 78% increase over FY12. New delegation of contracting authority requests were received and issued in FY13 for HUD’s Federal Housing Administration and for FCC’s Consumer Inquiries and Complaints Division and Licensing and Auction Customer Support Center.
- The government saved approximately \$16.3 million in FY13 by having agencies use USA Contact for contact center services, rather than each agency standing up their own contact center via other contract mechanisms.
- And USA Contact customers reported an overall satisfaction rate of 94% with USA Contact vendors and services.

## GOVERNMENT CONTACT CENTER COUNCIL

Whether they work through the [NCC](#), USA Contact, or manage their own contact center, agencies can provide a better customer experience when they're part of a community that supports their work. Created and co-led by OCSIT, the [Government Contact Center Council \(G3C\)](#), is a growing community of practice for federal and state agencies and programs. Meeting for monthly educational forums, the group shares best practices, emerging technologies, and customer service insights. The 215 members representing 33 federal agencies, 58 subagencies, and 6 state and local agencies also collaborate to support one another during national emergencies.

### FY13 Accomplishments:

- In support of the work of other OCSIT programs, G3C presented member training sessions on cloud computing, embracing emerging technologies, and creating greater customer satisfaction. G3C also developed the [HowTo.gov/Contact Centers](#) best practices section, giving agencies the top eight proven strategies to maximize the effectiveness of their contact center programs.

## BUSINESSUSA

Sharing technology and agency resources to serve the business community, more than a dozen federal agencies make up [Business.USA.gov](#). Hosted by OCSIT, this “one stop shop” makes it easier for American businesses to access the services and information they need to grow, hire, and export. The site implements a “no wrong door” approach for small businesses and exporters by using technology to quickly connect businesses to the information and services relevant to them, regardless of where the information is located or which agency’s website, contact center, or office they go to for help. OCSIT’s National Contact Center (1-800-FED-INFO) provides support to BusinessUSA by answering telephone inquiries and provides warm transfers to BusinessUSA partner agencies.



Take control of how you interact with government.

A project of the White House Presidential Innovation Fellows program, [MyUSA](#) brings together top innovators to create a new service that helps Americans find the information and services they need across the federal government. MyUSA will make it easier for people to access the services they need by focusing on the tasks people want to complete, rather than around the individual agencies that deliver the services.

**FY13 Accomplishments:**

- The team further developed the MyUSA platform, which allows agencies to build custom apps and integrate with MyUSA's user account tool.
- Currently being tested for deployment on USA.gov, MyUSA developed an Unclaimed Money application, aggregating search results from multiple databases at the state and federal level to help people search for millions of dollars in unclaimed money that the government may owe them.
- Integration continued with BusinessUSA and Benefits.gov, eventually allowing these portals to create user accounts and provide better experiences for their millions of users.

## INTERNATIONAL COLLABORATION



Figure 3: Cios at North America day: Carlos Viniegra, Mexico Steven Vanroekel, United States Corinne Charette, Canada)

How can GSA help other countries use IT to serve their citizens more effectively and what can GSA learn from them to better serve citizens? Carrying the torch of collaboration beyond U.S. borders, the [OCSIT Global Government Innovation Networks](#) program takes the lead in sharing relevant information, incorporating best practices, and sponsoring international pilot projects worldwide (Figure 3).

### **FY13 Accomplishments:**

- For the past dozen years, GSA has sponsored the annual North America Day talks that bring together government CIOs from Mexico, Canada, and the United States to discuss innovation in digital government, law enforcement, and other cross-border issues. In 2013, the group sponsored an international identity management summit, and continued trilateral work to share public health alert information across borders, earning the Public Health Alert project team recognition as finalists in the American Council for Technology's Excellence.gov awards.
- Leading the 5-Nations CIO Council, OCSIT has convened the CIOs of the United States, the United Kingdom, Canada, Australia, and New Zealand in quarterly discussions since 2006 to discuss common, high priority government IT-related interests and challenges. This group addresses public-sector problems through open and productive conversations with their counterparts from other countries. Discussions in 2013 were conducted by videoconference and focused on web analytics, electronic health records, and mobile government.

# INNOVATIVE TECHNOLOGIES

## ACCELERATING USE OF INNOVATIVE TECHNOLOGIES TO DRIVE MISSION RESULTS

Adopting innovative new technologies radically improves agencies' ability to deliver services and information to the public. OCSIT equips agencies with the know-how, tools, and shared solutions that help grow their confidence in the security and effectiveness of innovative technologies. This helps accelerate their adoption, save time, and lower costs, while providing better, more efficient, and more secure services for the public.

### FEDERAL CLOUD COMPUTING INITIATIVE

The reasons for adopting cloud computing are compelling: Efficiency. Agility. Scalability. Sustainability. Cost savings. But for federal agencies, knowing how to adopt and manage cloud computing can be challenging. OCSIT's Federal Cloud Computing Initiative (FCCI) works with the CIO Council, the National Institute of Standards and Technology (NIST), the Department of Defense (DoD), the Department of Homeland Security (DHS), and other agencies to advance use of cloud computing across government.

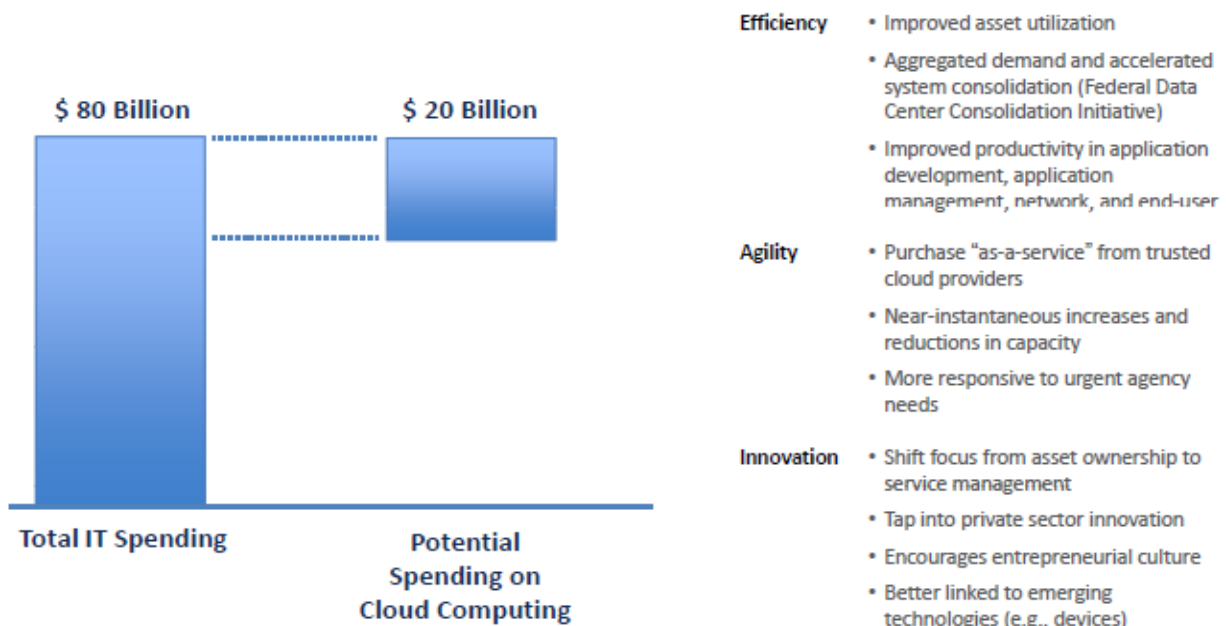


Figure 4: Based on agency estimates as reported to the Office of Management and Budget – OMB

To help agencies stake out their piece of the cloud, in FY13, the FCCI developed [Cloud.CIO.gov](http://Cloud.CIO.gov). The knowledgebase is filled with tools to mentor agencies through the stages of learning about, using, acquiring, managing, and securing cloud computing. And the site features a knowledge-sharing hub for agencies and other audiences to support one another with tips and success stories from their experiences adopting cloud computing. In FY13, OCSIT and the U.S. Postal Service formed a partnership to develop and implement the Federal Cloud Credentialing Exchange (FCCX). FCCX allows citizens to access online government services from multiple agencies and programs using just one set of credentials. The credential established with one agency will be accepted across all participating agencies. This saves users the time and frustration of juggling multiple passwords and

digital identification from one government site to another. Additional benefits to citizens and to agencies are many:

- Simplifies the user experience for citizens when interacting with government
- Preserves and improves user privacy—the identity of citizens accessing agency programs is not recorded
- Shrinks administrative burden and costs for agencies—including costly password resets
- Reduces credentialing and integration complexities

Initial operating capability (IOC) of FCCX will be tested in spring 2014 with the Department of Veterans Affairs, USDA, and the General Services Administration. In the IOC phase, GSA will fund and manage a contract for Credential Service Providers that can be used by all participating agencies.





As agencies seek to increase use of cloud computing, security is a top concern. [FedRAMP](#), the Federal Risk and Authorization Management Program, provides a standard approach for conducting security assessments and authorizations of cloud systems. The approach is based on an accepted set of security controls and consistent processes that have been vetted and agreed upon by agencies across the federal government, including DHS, NIST, DOD, OMB, and the Federal CIO Council.

Shifting into full operational capability in FY13, FedRAMP is helping agencies accelerate their adoption of secure cloud solutions and substantially lowers cost through reuse of standardized security processes, assessments, and authorizations. FedRAMP strengthens trust in the security of cloud solutions by ensuring consistent use of standardized, rigorous security authorization processes and practices.

FedRAMP's key benefits include:

- Providing a single, consistent security risk assessment and authorization that can be used across agencies—a "build once, use many times" approach
- Establishing a common set of baseline security assessment and continuous monitoring requirements using NIST standards
- Enhancing transparency between government and cloud service providers
- Certifying and making available a list of qualified, independent third-party assessors, ensuring consistent assessment and accreditation of cloud solutions based on NIST's proven conformity assessment approach
- Shifting risk management from annual reporting to more robust continuous monitoring by moving toward detecting in real-time and mitigating persistent vulnerabilities and security incidents

By June 2014, all cloud services across the government will have to be FedRAMP compliant—a requirement that the FedRAMP team will help federal agencies meet through outreach, education, and direct assistance.

## **FY13 Accomplishments:**

- FedRAMP helps agencies create an estimated 50% reduction in staffing, 75% reduction in assessment time, and \$200,000 in cost avoidance every time an agency uses a FedRAMP ATO (Authority to Operate).
- The program Issued eight Joint Authorization Board (JAB) Provisional Authorizations and three Agency Authorizations to Cloud Service Providers (CSPs), for a total of 11 FedRAMP compliant cloud service offerings that agencies can use.
- FedRAMP accredited 24 Third Party Assessment Organizations (3PAOs) and privatized the accreditation program to make the process even more rigorous, which will further assure the quality of the assessments performed on cloud services.

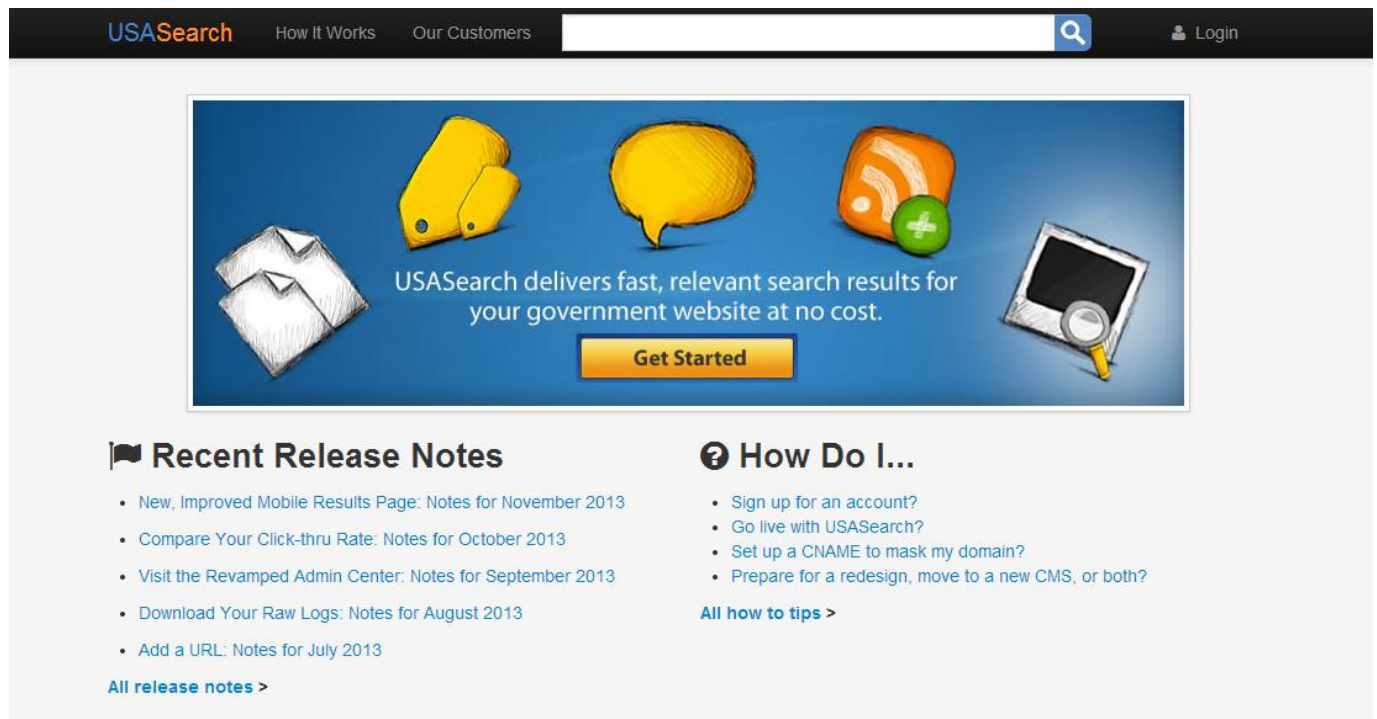
## **FEDERAL DATA CENTER CONSOLIDATION**

The Federal Data Center Consolidation Initiative (FDCCI) is a major contributor to the achievement of IT infrastructure optimization, which is one of the Administration's top IT priorities. It's the government's primary source for cross-agency collaboration on data center consolidation requirements, sustainable data center facility management, and other work streams necessary to enable data center optimization. It helps agencies identify their existing data center assets and create consolidation plans that include a technical roadmap and targets.

Because of the inter-dependency of application and data center rationalization, moving forward, the FDCCI will integrate with, and play a significant role in supporting and achieving the goals of [PortfolioStat](#), the Office of Management and Budget (OMB) program that reviews agencies' IT portfolios to analyze spending and potential duplication of effort.

## **FY13 Achievements:**

- Chartered and supported a governmentwide data center consolidation task force chaired by the DOI CIO that includes representatives from all 24 CFO Act agencies
- Created a cloud hosted inventory portal that ensures consistent data collection by allowing participating agencies to self-manage their inventories
- Developed a comprehensive total cost model application for agencies to use to analyze alternative consolidation scenarios and enable data-driven decisionmaking for infrastructure cost and performance optimization
- Assisted agencies in selecting their core data centers, changing the focus of the initiative from closing data centers to optimization



It's so easy to take for granted. You go to a website, enter keywords in the search box, and find the results you're looking for. But imagine the cost and time involved if every government agency and website had to acquire and run its own search engine. OCSIT takes that burden off agencies' hands with [USASearch](#).

The commercial-grade service delivers fast, relevant results on more than 1,500 government websites, including [GSA.gov](#), [USA.gov](#), and [WhiteHouse.gov](#). It gives the public a consistent, dependable search experience, delivering government-centric results without the ads or sponsored links that are common on commercial search engines and confuse users. And by using free or low-cost commercial APIs and open source software, OCSIT currently provides USASearch free to federal, state, and local agencies.

### FY13 Accomplishments:

- USASearch's rapid adoption continued in FY13 as it grew from 1,100 to 1,500 websites—a 33% increase. New users include NASA, NIH, the departments of Agriculture and the Treasury, the SEC, and the U.S. Geological Survey.
- Monthly usage of USASearch doubled in FY13, from 12 million to 24 million, as these new, high-traffic sites began using USASearch.
- USASearch added new features including the ability to search government jobs. By integrating agencies' job openings within the search results, USASearch made it easier for job hunters to find government jobs published on USAJobs. And in support of the Digital Strategy, USASearch also open sourced this jobs code on GitHub and published the jobs data as an API so agencies can reuse it without having to create their own.

## RECOGNITION

OCSIT is grateful to be recognized across government and industry for its commitment to creating better, more cost-effective ways to serve government partners and the public. These individual and team awards celebrate the innovative approach OCSIT takes in weaving technologies, processes, and expertise together to create the standard in leadership, collaboration, public engagement, and service that the rest of the U.S. government relies upon and models:

- AFFIRM Leadership Award, Service Excellence for the First Fridays Usability Program: Jonathan Rubin
- AFFIRM Leadership Award, Special Recognition for Federal Data Center Consolidation Initiative Program Management: Zach Baldwin
- American Council for Technology John J. Franke Leadership Award: Dave McClure
- ComputerWorld Honors Laureate Award: Katie Lewin
- Federal Computer Week 2013 Federal 100 Awards: Kathy Conrad, Ammie Farraj Feijoo, Matt Goodrich, Jeanne Holm, and Gwynne Kostin
- Federal News Radio's Top Leaders in Federal Service: Bev Godwin
- FedScoop 50 Golden Gov Federal Executive of the Year Award: Dave McClure
- FedScoop 50, Federal Leadership Award: Gwynne Kostin
- FedScoop 50, Up and Comer Award: Justin Herman
- FedScoop Top 25 under 40 in Government & Technology: Gray Brooks, Justin Herman, and Jacob Parcell
- Fierce Gov Fierce 15 Awards: Michelle Chronister, Jonathan Rubin
- Harvard American Innovation Award Finalist: Challenge.gov
- Mobile Gov Federal Cloud Summit Excellence in Cloud Computing Award: Dave McClure and Gray Brooks
- NextGov Bold Award Winner: Jonathan Rubin
- Partnership for Public Service Sammies Finalist: Martha Dorris
- Washingtonian Magazine Tech Titan Awards: Sheila Campbell, Bev Godwin, and Gwynne Kostin

- [Answers.USA.gov](http://Answers.USA.gov)
- [Blog.GobiernoUSA.gov](http://Blog.GobiernoUSA.gov)
- [Blog.USA.gov](http://Blog.USA.gov)
- [Business.USA.gov](http://Business.USA.gov)
- [Challenge.gov](http://Challenge.gov)
- [Consumer Action Handbook](http://Consumer Action Handbook)
- [Data.gov](http://Data.gov)
- [Digital Services Innovation Center](http://Digital Services Innovation Center)
- [DigitalGov University](http://DigitalGov University)
- [FedRAMP.gov](http://FedRAMP.gov)
- [First Fridays](http://First Fridays)
- [GobiernoUSA.gov](http://GobiernoUSA.gov)
- [GSA.gov/OCSIT](http://GSA.gov/OCSIT)
- [GSA.gov/Open](http://GSA.gov/Open)
- [HowTo.gov](http://HowTo.gov)
- [Kids.gov](http://Kids.gov)
- [National Contact Center 1-800-FED-INFO](http://National Contact Center 1-800-FED-INFO)
- [Publications.USA.gov](http://Publications.USA.gov)
- [Respuestas.GobiernoUSA.gov](http://Respuestas.GobiernoUSA.gov)
- [Sites.USA.gov](http://Sites.USA.gov)
- [USA Contact](http://USA Contact)
- [USA.gov](http://USA.gov)
- [USASearch.HowTo.gov](http://USASearch.HowTo.gov)

GSA's Office of Citizen Services and Innovative Technologies develops and delivers low-cost, high-value services and solutions that are used across government, enabling efficiencies, savings, and cost-avoidance that far exceed OCSIT's modest budget.

**The E-Government Fund** (E-Gov) facilitates adoption of innovative technologies that improve operational efficiency and effectiveness of overall government operations. The E-Gov Fund allows development of innovative solutions that can be used outside the resources and mission of any single agency and provides the primary support for the initiatives for openness and transparency to improve accountability in government. E-Gov Fund initiatives enable billions of dollars in long-term savings, many orders of magnitude above the \$16.6M FY13 E-Gov Fund budget.

#### Electronic-Government Funds Allocations in FY2013

<b>Accelerate Cross—Government Innovation</b>	
Accessing & Transforming Govt. Information	\$250 K
Innovations in Technology	\$4.76 M
<b>Promote Transparency and Accountability</b>	
Performance Dashboard	\$1.82 M
Federal Funding and Accountability Transparency Act (FFATA) Implementation	\$600 K
Data.gov	\$2.87 M
USA Spending	\$1.60 M
Data Center Cloud Security	\$4.69 M
<b>Total</b>	<b>\$16.6 M</b>

**Federal Citizen Services Fund** (FCS) operations serve as the authoritative source for public government information and services. FCS enables citizen access and engagement through an array of direct services via the internet, phone, email, and print.

Program	Budget
Contact Center Services	\$4.82M
Printed Publications Services and Citizen Outreach	\$3.49M
Web Management and Content (USA.gov & GobiernoUSA.gov)	\$4.03M
Center for Excellence in Digital Government (CEDG)	\$2.30M
Information Technology Services Solutions (ITSS)	\$8.91M
<b>Total</b>	<b>\$32.3M</b>