

GENERAL APPROPRIATIONS ACT, FY 2020

**C. BUREAU OF COMMUNICATIONS SERVICES****STRATEGIC OBJECTIVES****SECTOR OUTCOME**

People-centered, innovative, clean, efficient, effective, and inclusive delivery of public goods and services

**ORGANIZATIONAL OUTCOME**

Public access, engagement and understanding of Presidential policies and government programs achieved

**PERFORMANCE INFORMATION****ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)****BASELINE****2020 TARGETS**

Public access, engagement and understanding of Presidential policies and government programs achieved

**GOVERNMENT COMMUNICATIONS PROGRAM**

## Outcome Indicator

1. Percentage of the feedback survey respondents from the target audience who gained awareness of presidential policies and government programs after exposure to print and digital information materials and events

90%

90%

## Output Indicators

1. Number of communication materials and events produced and disseminated

72,658

89,408

2. Percentage of the feedback survey respondents from the target audience who rated the communication materials and events as good or better

90%

90%

3. Percentage of materials and events produced as scheduled

90%

90%