Compliance, Assistance, and the SmartCard

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**Purpose:** a tool for the presentation and exploration of taxpayer issues and the effect of services on taxpayer behavior.

- Data is organized by urban areas (cities):
  - Cities are individual MSA/PMSAs as defined by the U.S. Office of Management and Budget (OMB)
  - 297 cities are included in the tool
- Data is summarized at the regional and national levels.

**Data Sources:** SmartCard combines real data, simulation outcomes, and model predictions of taxpayer behaviors.

- **Real data:**
  - U.S. Census Bureau:
    - Public Use Micro-Sample (PUMS) for individual and household characteristics
  - Additional sources for literacy, networks
- **Modeled information**
  - Literacy
  - Taxpayer errors
  - CMU Construct simulation
  - Impact of service activities on taxpayer behavior
  - Utilization of paid preparers from IRS

**Design Principles:**
- Immediate usability
- Utility
- Customization
- Portability
- Extensibility
- Easy to integrate new empirical data
- Periodically replace simulation results as improved forecasts become available

**Potential Uses:**
- IRS personnel are interested in identifying the best channels for education and outreach for a city.
- IRS personnel are doing training in new city and want to orient remarks to that city.

**Data Explorer (free-form investigation)**
- 1. Select variables, cities.
- 2. Graph.

**Service Costs and Effectiveness Tool**
- User cost inputs
- Computed service effectiveness
- Cost x Effectiveness

**Other Components**
- City Finder: Select cities by data searching
- Data Dictionary: Variable definitions and tag information

**City Summary Report (Columbus, Ohio)**

**Simulation:** Effect of IRS services on taxpayer accuracy

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