

INFORMATION COLLECTION SUPPORTING STATEMENT

TSA Web Site Usability Development: Online Survey

- 1. Explain the circumstances that make the collection of information necessary. Identify any legal or administrative requirements that necessitate the collection. Attach a copy of the appropriate section of each statute and regulation mandating or authorizing the collection of information. (Annotate the CFR parts/sections affected).***

In order to provide a useful public Web site, TSA seeks to obtain feedback concerning the usability, content, focus and user satisfaction of TSA's Web site titled "Web site Online Survey." The Web site is designed to meet the needs of the public and TSA employees, so the collection of information is necessary to ensure that the mission of the project is accomplished. TSA plans to conduct this collection in accordance with its Statement of Work, prepared by The TSA Office of Strategic Communications and Public Affairs (OSCPA).

TSA will conduct voluntary Web site surveys to collect data for improved content and usability. The surveys will be available via the TSA Web site (www.tsa.gov). Participation by Web site users will be voluntary.

- 2. Indicate how, by whom, and for what purpose the information is to be used. Except for a new collection, indicate the actual use the agency has made of the information received from the current collection.***

TSA will provide a list of approximately 20 approved survey questions, which are made available to Web site users who choose to provide their feedback on the content and the usability of the website. This survey is geared towards generating a general understanding of user satisfaction and overall usability and utility of the site, and is not intended to generate statistically valid results.

TSA will use survey results to evaluate and improve Web site content and usability, both via formal, rigorous usability performance measurement, and via targeted responses to problems and areas of opportunity that are identified. TSA senior management will use the results of the Web site Online Survey to identify areas of improvement to increase the utility and usability of the Web site. TSA will also use the results to evaluate the impact of Web site content and layout as TSA makes further strides to address public demand for convenient access to information via the Web. TSA Web site developers, consultants, and engineers will also use the information to implement the appropriate changes on the Web site as suggested by the information.

- 3. Describe whether, and to what extent, the collection of information involves the use of automated, electronic, mechanical, or other technological collection techniques or other forms of information technology, e.g., permitting electronic submission of responses, and the basis for the decision for adopting this means of collection. Also describe any consideration of using information technology to reduce burden. [Effective 03/22/01, your response must SPECIFICALLY reference the Government Paperwork Elimination Act (GPEA), which addresses electronic filing and recordkeeping, and what you are doing***

to adhere to it. You must explain how you will provide a fully electronic reporting option by October 2003, or an explanation of why this is not practicable.]

In compliance with GPEA, the collection will be conducted electronically. Respondents will be able to submit responses to the survey directly on the TSA web site, thereby reducing burden for respondents. A link to the survey will be placed in the header section of each page so users will be able to readily access the survey.

- 4. Describe efforts to identify duplication. Show specifically why any similar information already available cannot be used or modified for use for the purpose(s) described in Item 2 above.***

The Web site survey is designed specifically for TSA to help improve the contents and the usability of TSA.gov. This effort has not been conducted elsewhere previously; hence the information is not already available. TSA seeks this information to acquire direct and specific feedback on the TSA Web site.

- 5. If the collection of information has a significant impact on a substantial number of small businesses or other small entities (Item 5 of the Paperwork Reduction Act submission form), describe the methods used to minimize burden.***

This collection does not have a significant impact on a substantial number of small businesses.

- 6. Describe the consequence to Federal program or policy activities if the collection is not conducted or is conducted less frequently, as well as any technical or legal obstacles to reducing burden.***

If the collection is not conducted, TSA will have difficulty pinpointing and resolving any problems or issues the public has with the Web site. This will hinder the effort to continuously improve TSA's communication with the public. Because this collection is web-based and voluntary, TSA believes this is the least burdensome way to improve the site.

- 7. Explain any special circumstances that require the collection to be conducted in a manner inconsistent with the general information collection guidelines in 5 CFR 1320.5(d)(2).***

This collection will be conducted in a manner consistent with the information collection guidelines.

- 8. Describe efforts to consult persons outside the agency to obtain their views on the availability of data, frequency of collection, the clarity of instructions and recordkeeping, disclosure, or reporting format (if any), and on the data elements to be recorded, disclosed, or reported. If applicable, provide a copy and identify the date and page number of publication in the Federal Register of the agency's notice, required by 5 CFR 1320.8(d) soliciting comments on the information collection prior to submission to OMB. Summarize public comments received in response to that notice and describe actions taken***

by the agency in response to these comments. Specifically address comments received on cost and hour burden.

TSA has not consulted persons outside the agency on this data collection.

TSA published a notice in the Federal Register, as required by 5 CFR 1320.8(d), on June 9, 2006 (71 FR 33478). To TSA's knowledge, no comments have been received in response to this notice.

9. Explain any decision to provide any payment or gift to respondents, other than remuneration of contractors or grantees.

There will be no payments or gifts to respondents.

10. Describe any assurance of confidentiality provided to respondents and the basis for the assurance in statute, regulation, or agency policy.

TSA does not provide any assurances of confidentiality. However, the survey will not ask for respondents' names or other personally identifying information

11. Provide additional justification for any questions of sensitive nature, such as sexual behavior and attitudes, religious beliefs, and other matters that are commonly considered private.

TSA will not ask any questions of a sensitive or private nature.

12. Provide estimates of hour burden of the collection of information.

TSA estimates that approximately 1.5 million unique visitors will visit the TSA Web site during the 30 days of the survey operation. (TSA receives approximately 50,000 visits to its Web site per day x 30 days = 1.5 million.) TSA expects a survey response rate of less than 10 percent (10% of 1.5 million = 150,000) during the 30 days. This estimate is consistent with similar Web-based surveys conducted in the past.

The TSA Web site online survey will comprise an approximate five-minute burden per respondent and an aggregate burden of 12,500 hours per year, based on an estimated 150,000 online surveys voluntarily completed per year (150,000 surveys times 5 minutes per survey equals 750,000 minutes total, which is then divided by 60 minutes, resulting in 12,500 hours total). There is no burden on users who choose not to participate.

Thus, the total annual hour burden estimate is 12,500 hours.

13. Provide an estimate of the total annual cost burden to respondents or recordkeepers resulting from the collection of information.

There is no cost to respondents.

14. Provide estimates of annualized cost to the Federal Government. Also, provide a description of the method used to estimate cost, and other expenses that would not have been incurred without this collection of information.

TSA estimates the cost to the Federal Government to be \$11,000, which is calculated as the number of hours needed to administer the survey, multiplied by the rate per hour [40 hours X \$275].

By conducting the Web site surveys, TSA will use the results to improve the TSA web site content and usability. By improving the web site, TSA expects the number of calls to the TSA Contact Center to decrease as more content is added and improved on the TSA web site.

15. Explain the reasons for any program changes or adjustments reported in Items 13 or 14 of the OMB Form 83-I.

There are no changes or adjustments reported, as this is a new collection.

16. For collections of information whose results will be published, outline plans for tabulation and publication. Address any complex analytical techniques that will be used. Provide the time schedule for the entire project, including beginning and ending dates of the collection of information, completion of report, publication dates, and other actions.

TSA expects a response rate of less than 10 percent which is consistent with similar Web-based surveys conducted in the past. The survey will be run periodically for a total of 30 days throughout a calendar year. TSA estimates that approximately 1.5 million unique visitors will visit the TSA web site during the 30 day operation of the survey (50,000 per day x 30 = 1.5 million). Assuming a 10 percent response rate, that would equal approximately 150,000 completed surveys. This survey has not been conducted previously.

TSA will provide a list of approximately 20 approved survey questions, which are made available to Web site users who choose to provide their feedback on the content and the usability of the website. This survey is geared towards generating a general understanding of user satisfaction and overall usability and utility of the site, and is not intended to generate statistically valid results. This collection is not based on sampling and is intended for general qualitative understanding user satisfaction with the Web site, thus no special justification is needed for this collection. Additionally, this survey is intended for internal use only and will survey as a guide to identify future areas of Web site development. Currently, no data on user satisfaction or other feedback concerning the Web site exists. This survey effort will allow TSA to plan further Web site developments, including in depth studies if warranted, based on the data.

The survey questions will be geared, to the greatest extent possible, towards facilitating qualitative analysis of results rather than statistically valid efforts, such as the Customer Satisfaction Index for Aviation (CSI-A), which is currently ongoing under a separate OMB control number. The analysis will address general qualitative aspects, such as overall

satisfaction or what information users were trying to access. Additionally, the analysis will include cross-tabulation of questions, allowing the TSA to understand, for example, whether users with certain types of internet connections rated the site. Due to the expected response rate, TSA does not plan on including an "other" category for written responses as current resources will not allow analysis of that data. A possible outcome of the Web survey effort may be identification of the need for further survey efforts to explore facets of user interaction of the Web site. Future surveys will be handled separately from this effort and submitted to OMB.

TSA anticipates respondents will respond to the collection of the information on annual basis; however, Web site visitors may submit more than one survey response depending on their desire to provide feedback. Conducting the surveys for a total of 30 days throughout a calendar year will limit the impact of one respondent submitting multiple surveys. Since the survey is intended for general qualitative understanding of users' thoughts of the Web site for internal use only, the overall impact of users submitting multiple surveys is not a major concern.

17. If seeking approval to not display the expiration date for OMB approval of the information collection, explain the reasons that display would be inappropriate.

TSA is not seeking such approval.

18. Explain each exception to the certification statement identified in Item 19, "Certification for Paperwork Reduction Act Submissions," of OMB Form 83-I.

TSA is not seeking any exception to the certification statement.