

MEMORANDUM

TO: Heidi King, Desk Officer for EPA
Office of Management & Budget

FROM: William Diamond, Division Director
Field and External Affairs Division

THROUGH: Pat A. Bonner, Customer Service Director
Office of the Administrator

Spencer W. Clark, ICR Desk Officer
Office of Environmental Information

SUBJECT: Request for OMB Approval of Office of Pesticide Programs' Voluntary Online
Customer Satisfaction Survey

Purpose Statement

EPA's Office of Pesticide Programs' (OPP's) program goals include providing accurate, meaningful, and timely pesticide information to stakeholders and the public using various outreach tools. One major tool OPP uses for delivering the latest news and program decisions is the *Pesticide Program Updates*, which are pesticide-related program announcements that are periodically distributed via e-mail to more than 7,000 stakeholders on our listserv. Individuals who joined the listserv indicated that they were interested in receiving our pesticide information and updates. Other primary mechanisms we use for providing information to the public include our Web site and outreach publications, which are posted for either downloading or ordering through our clearinghouse at the National Service Center for Environmental Publications (NSCEP).

Proposed Action

OPP is proposing to conduct an online customer survey to get specific feedback on the value, quality of, and satisfaction with, the content and materials provided through our updates and Web site. Information collected will allow us to clarify and strengthen any potential weaknesses, identify gaps, and improve efficiency.

Survey Methodology and Use of Results

We plan to send the survey to our current OPP listserv of 7,000 contacts who regularly receive our *OPP Updates*, using the “annual pro” version of Survey Monkey. We anticipate at least 500 contacts will complete the survey. We have found Survey Monkey to be the easiest and most efficient way to conduct the voluntary online survey for OPP, and believe it will provide a minimum burden on our customers. The survey will ask 11 questions and should take respondents approximately 15 minutes to complete. Through Survey Monkey, we will be able to view results as they are collected in real-time, watch live graphs and charts, and get individual responses. Survey Monkey will also provide reports that we will use to make necessary improvements to our Web site, OPP Updates, or materials to better serve our customers. Improving information delivery is directly tied to user experience and ensures that EPA is effectively meeting its customer needs according to the Federal e-gov initiative.

Respondent Burden

This survey should take approximately 15 minutes to complete for each of the 500 respondents expected, amounting to a total of 125 hours burden during the 3 weeks that the survey will be available.

Number of Respondents: 500

Minutes per response: 15 minutes x 500 people = 7,500 minutes = 125 hours ≈ 5 days

Cost per hour: \$18.45¹

Total burden: \$18.45 x 125 = \$2,306.25

Agency Burden

The total estimated annual burden hours for OPP personnel to review survey results is 8 hours total.

I have attached a copy of the survey questions for your review. If you have any questions or concerns, please contact Darlene Dinkins at (703) 305-5214 or Kaythi Han at (703) 305-5642 of my staff.

¹

² Figure obtained from the Bureau of Labor Statistics of the U.S. Department of Labor weekly earnings of wage and salary workers, as reported on April 12, 2009, in the BLS news release “Usual Weekly Earnings of Wage and Salary Workers: First Quarter.” The weekly earnings are \$738, which was used to obtain the cost per hour.

Office of Pesticide Programs Customer Satisfaction Survey

The Office of Pesticide Programs (OPP) has developed this customer satisfaction survey to receive specific feedback on the value, quality, and usefulness of the content and materials provided through our OPP Updates, Web site, and consumer materials. Your voluntary input will help EPA to continue to improve our outreach efforts to better serve you. This survey should require no more than 15 minutes of your time to complete. All answers will remain entirely anonymous, so your honesty is appreciated. Please answer as many questions below as possible. We truly appreciate your time.

1. Which group best describes you?

- Student
- Parent/adult helping a child
- Educator (teacher, professor)
- General public
- Scientist
- Law firm
- Consulting company
- Media
- Business
- Local government
- State government
- Federal government
- Environmental group
- Community group
- Other (please specify):

2. How satisfied are you with the information presented in our OPP Updates?

Please rate in terms of:

a. Content

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

b. Clarity

- Very Satisfied

- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

c. Quality

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

3. Do you distribute our OPP Updates to other organizations, groups, or contacts? (If so, please describe the types of groups)

- Yes
- No
- Describe _____

4. How often do you visit the Pesticide Web site?

- Daily
- Weekly
- Monthly
- Occasionally
- Never

5. How satisfied are you with the information on the Pesticide Web site?

Please rate in terms of:

a. Accuracy

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

b. Quality

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

d. Clarity

- Very Satisfied
- Satisfied

- Neutral
- Dissatisfied
- Very Dissatisfied

6. How satisfied are you with the ease of navigation on the Web site?

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

7. When you look for specific information on our Web site, do you find it?

- Always
- Most of the time
- About half of the time
- Often
- Sometimes
- Rarely

8. What changes, if any, would you like to see on the Pesticide Web site?

9. a. How do you order our pesticide materials? (Check all that apply)

- Web site
- E-mail
- Fax
- Phone
- Other _____
- N/A (I have never ordered pesticide publications)

b. How satisfied are you with the ordering process you use?

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

10. How satisfied are you with the information in the publications you have ordered?

Please rate in terms of:

a. Accuracy

- Very Satisfied
- Satisfied
- Neutral

- Dissatisfied
- Very Dissatisfied

b. Quality

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

e. Clarity

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

11. Any other comments?

Burden Statement: Public reporting burden for this collection of information is estimated to average 15 minutes per response, including the time for reviewing instructions, gathering information, and completing and reviewing the collection of information. Send comments on the Agency's need for this information, the accuracy of the provided burden estimates, and any suggestions for reducing the burden, including the use of automated collection techniques to the Director, OEI Collections Strategies Division, United States Environmental Protection Agency, Mail Code 2822, 1200 Pennsylvania Avenue, N.W., Washington, DC 20460-0001; and to the Office of Information and Regulatory Affairs, Office of Management Budget, 725 17th Street, NW, Washington, DC 20503. Attention: Desk Officer for EPA. Include the EPA ICR number (EPA ICR No. 1711.05) and the OMB control number (OMB Control No. 2090-0019) in any correspondence.