

Specific Instructions to OMB 83-I INST, 10/95

A. Justification.

1. The collection is needed to gather runner's data in order to conduct the race. Marine Corps Marathon Bulletin, Marine Corps Installation National Capital Regional Command (MCINCR) 1710 lists the Marine Corps Marathon task organization and Memorandum of Understanding Support and spells out the responsibilities of the Commander, Marine Corps Base Quantico and the Director, Marine Corps Marathon. Operations Plan 1-06 is an operations manual explaining race operations, week-end events, and targeting specific organizations with duties. The Letter of Instructions (LOI) 1700 B052 provides instruction on the planning and execution of the new Historic Half Marathon in Fredericksburg, VA. The Marine Corps Marathon mission statement is as follows: Mission of the Marine Corps Marathon is to provide physical fitness, generate community goodwill, and showcase the organizations' skill of the United States Marine Corps.
2. The information is used to conduct the race. The data collection is necessary to identify runners for timing purposes, award calculations, sponsorship enhancement, and marketing relationships. Also we communicate and educate the runners on an ongoing basis utilizing broadcast e-mails or other mail-outs. The Marine Corps Marathon Office collects runners' data via paper applications and online registration for all its races. The runners are made aware of the collection and sign a waiver that explains the usage of data for publication. The data is protected on secured servers accessible only by the Marine Corps Marathon staff. Only very select sponsors receive the data as specified within their contract to promote race related items, such as runners' photographs and runners' clothing.
3. The Marine Corps Marathon collects the data via online registration accessible through their website www.marinemarathon.com and downloads/uploads records via a secure server. The annual electronic participation is approximately 80% of the runners'

Encl (4)

field. The automated process enhances the ability to collect data accurately and in a timely manner.

4. The Marine Corps Marathon Office ensures that no one else is collecting the same data. The office is aware that a similar military race institution, the Army Ten Miler, exists; however we do not share data with them. There is a completely separate application process in existence and there is no connectivity to any military affiliated races. We do not receive data from any military races as well.
5. The Marine Corps Marathon's data collection has no significant impact on small entities.
6. The consequence, if we would not collect any data, would mean we would not be able to conduct Marine Corps Marathon races.
7. There are no special circumstances.
8. There were no responses needed for the Agency's 60-Day Federal Register Notice and Consultations Outside of the Agency. No one commented on the 60-Day Federal Register Notice and Consultations Outside of the Agency published on 1 June 2007.
9. We provide no payment.
10. The Marine Corps Marathon office placed the Privacy Act Statement to the website and on all applications.

Privacy Act Statement - 10 USC Para 041, Headquarters, US Marine Corps, and E.O. 9397 (SSN) authorize the collection of this information. The primary use of the collected information is the Marine Corps Marathon Office. The collected information will be used to provide a record of all participants in the annual Marine Corps Marathon for use in organizing the event. Provision of the requested information is voluntary. Failure to provide the information, however, may result in ineligibility to participate in the Marathon.

The runners are also signing a liability release statement of each application approved by the Counsel Marine Corps Combat Development Command (MCCDC).

The Marine Corps Marathon does not share this information at random for any request. All data is protected and only very few sponsors receive data for marketing purposes or to educate runners. All contracts are being sent to the Counsel, MCCDC, for final approval and righteousness of content.

11. The Marine Corps Marathon collects data such as weight, date of birth and age to determine awards categories. The race contains a Clydesdale category where certain runners in a specified weight category, receive a Clydesdale award. Additionally, there are age category awards, Masters, Seniors, Male and Female awards. All runners are made aware of the need to collect this data by posting the awards categories on our website and by asking for their signature for the Publicity and Liability release printed in our applications.

12. The hour burden of the collection of information is estimated to be about 5 minutes per application once a year.

i. Marine Corps Marathon - 5 min burden, annually per runner - \$85 per application

Burden hours

28,848 runners x 5 min = 144,240 min = 2,404 hours

Cost

28,848 runners x \$85 = \$2,452,080.00

ii. Healthy Kids Fun Run - 5 min burden, annually per runner - \$12 per application

Burden hours

1,343 runners x 5 min = 6,715 min = 112 hours

Cost

1,343 runners x \$12 = \$16,116.00

iii. Marine Corps Marathon shorter distance race - 5 min burden, annually per runner - \$38 per application

Burden hours

1,548 runners x 5 min = 7,740 min = 129 hours

Cost

1,548 runners x \$38 = \$58,824.00

iv. Marine Corps Historic Half - \$60 per application

Burden hours

5,000 runners x 5 min = 25,000 min = 417 hours

Cost

5,000 runners x \$60 = \$300,000.00

- v. Marine Corps Marathon Race Series - \$36 per application.

Burden hours

4,000 runners x 5 min = 20,000 min = 334 hours

Cost

4,000 runners x \$36 = \$144,000.00

- vi. Quantico Mud Run - \$40 per application

Burden hours

1,000 runners x 5 min = 5,000 min = 84 hours

Cost

1,000 runners x \$40 = \$40,000.00

There is no additional cost and the hour burden per application was estimated by conducting a test.

13. There is no additional cost except the fees covered in item 12.
14. The cost estimates to collect data are:
- i. Website - \$10,000
 - ii. Design and printing of paper applications - \$20,000
 - iii. Runner Survey hosted online - \$1,250
 - iv. The runners pay an online registration fee to register for the race that is absorbed by the contractor. This service is therefore at no cost to the Marine Corps Marathon office.

There are contracts in place with a website host and registration online provider, a layout/design company to design brochures and printing company to produce the brochures. All contracts are governed through the Non Appropriated Fund (NAF) Procurement Office, Marine Corps Base, Quantico.

15. This is a revision for approval.
16. Runners' data will be published on the Marine Corps Marathon website after the race is complete to post runners' results, age categories, Clydesdale categories, and wheelchair/hand cycle categories. Race results are posted immediately after the race and remain on the Marine Corps Marathon website for up to 3 years. After that, they are archived. We also provide special sponsors with data. The requested formats can include name, address and e-mail address, and racing numbers. This data is used for marketing purposes and does not exceed three

requests per year per selected sponsor. The contracts are all approved by the Counsel, MCCDC. Data is also used for statistical purposes to improve the race and to apply for internal marketing campaigns. Data is calculated by requested queries and contain requests for tabulation, example runners from Virginia, females in total races, first time marathoners.

17. No exceptions.

18. There are no exceptions to the certification.

B. Collections of Information Employing Statistical Methods.

1. The Marine Corps Marathon currently collects 31,739 records annually to conduct the races.

2. The procedures to collect data contain an online and paper application form. This form is filled out by the individual runner and submitted to the Marine Corps Marathon Office. The race office keeps the data to conduct the races and then utilizes it for race timing, statistical purposes, and marketing strategies. In order to conduct the race efficiently, data has to be examined for accuracy. It is estimated to use approximately 5 minutes for filling out an application and submitting it to the Marine Corps Marathon Office.

The degree for accuracy is high otherwise the Marine Corps Marathon Office would exhibit false results and awards to include statistical calculations. The Marine Corps Marathon never experienced problems with collecting data because the runners are made aware of the need and are educated why the data is needed.

There are no infrequent needs to collect runners' data except during race registration.

3. To maximize the response rates, we post deadlines on the Marine Corps Marathon website and through advertisement via the press or in magazines. Once we open registration, runners immediately fill out the forms to ensure they can participate in the races. All fields required are mandatory to be filled out at the online form so there is no way that data could be missed. Should there be data missing from a paper application, we contact that person and receive the

data over the phone or via e-mail. The participants understand our need to collect this data because they are educated of the need.

We use a yearly survey that is posted online where runners can submit their survey answers. We collect this data to improve the race but keep the collected data saved in-house.

Additionally, we send out broadcast newsletters utilizing runner's e-mail accounts. The purpose is to inform runners.

4. The Marine Corps Marathon Office conducted economic impact studies to evaluate the dollar amount the Marine Corps Marathon Office brings to the economy. It was established that the races bring over \$20 million to Virginia and the District of Columbia during race weekend. The economic impact study was conducted by Georgetown University.
5. The Marine Corps Marathon Office consulted Dr. Douglas Frechtling, Ph.D., Professor of Tourism and Hospitality Management, School of Business, The George Washington University, 2201 G Street, N. W., Suite 301, Washington, DC 20052, Tel.(202) 994-4456 to manage and conduct the economic impact study.