



U.S. Department  
of Transportation  
**National Highway  
Traffic Safety  
Administration**

1200 New Jersey Avenue SE.  
Washington, DC 20590

Ms. Chandana Achanta  
Office of Information and Regulatory Affairs  
Office of Management and Budget  
Washington, D.C.

Dear Ms. Achanta:

Pursuant to Office of Management and Budget (OMB) procedures established at 5 CFR Part 1320, Controlling Paperwork Burdens on the Public, I ask that the following collection of information, "Focus Groups to Develop Distracted Driving Messaging" be processed pursuant to section 1320.13 Emergency Processing.

I have determined that this information must be collected prior to the expiration of time periods established under Part 1320, and that this information is essential to NHTSA's development of strategic messaging in order to meet agency deadlines for programmatic activity designed to reduce distracted driving.

NHTSA cannot reasonably comply with the normal clearance procedures because the use of normal clearance procedures is reasonably likely to cause NHTSA to miss its deadline to provide the participating States (Connecticut and New York) with the messaging. Therefore, NHTSA requests 180 day emergency clearance to conduct focus group sessions to develop potential messaging strategies.

Please approve or disapprove the collection of information by close of business November 27, 2009.

Sincerely,

Brian McLaughlin  
Senior Associate Administrator  
Research and Program Development