

DEPARTMENT OF TRANSPORTATION
National Highway Traffic Safety Administration
U.S. DOT Docket No. NHTSA-2009-0142
Reports, Forms, and Record Keeping Requirements

AGENCY: National Highway Traffic Safety Administration (NHTSA), DOT.

ACTION: Request for public comment

SUMMARY: In compliance with the Paperwork Reduction Act of 1995 (44 U.S.C. 3501 et seq.), this notice announces that the Information Collection Request (ICR) abstracted below has been forwarded to the Office of Management and Budget (OMB) for review and comment. The ICR describes the nature of the information collection and the expected burden.

DATES: Comments must be submitted on or before [insert date 60 days after publication in Federal Register].

ADDRESS: Direct all written comments to the U.S. Department of Transportation Dockets, 1200 New Jersey Ave, SE, W46-474, Washington, D.C., 20590. Docket No. NHTSA-2009-0142.

FOR FURTHER INFORMATION CONTACT: Scott Roberts, Ph.D., Contracting Officer's Technical Representative, Office of Behavioral Safety Research (NTI-132), National Highway

Traffic Safety Administration, 1200 New Jersey Ave, SE, W46-495, Washington, D.C., 20590.

Dr. Roberts' phone number is 202-366-5594 and his email address is Scott.Roberts@dot.gov.

SUPPLEMENTARY INFORMATION:

Title: Focus Groups to Develop Strategic Messaging for Distracted Driving Programs

Type of Request: Emergency clearance.

Requested Expiration Date of Approval: 180 days from approval date.

Abstract: The National Highway Traffic Safety Administration (NHTSA) was established by the Highway Safety Act of 1970 (23 U.S. C. 101) to carry out a Congressional mandate to reduce the mounting number of deaths, injuries, and economic losses resulting from motor vehicle crashes on the Nation's highways. In support of this mission, NHTSA proposes to conduct a limited number of focus group sessions with members of the general public to test and refine its strategic messaging.

Affected Public: A maximum of 24 focus group sessions, lasting 90 minutes, will be held with nine participants in each session. Participation by all respondents would be voluntary, and respondents will receive \$75 for their participation.

Estimated Total Annual Burden: 324 hours.

Comments are invited on the following:

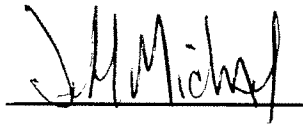
- i) whether the proposed collection of information is necessary for the proper performance of the functions of the agency, including whether the information will have practical utility;
- ii) the accuracy of the agency's estimate of the burden of the proposed collection of information, including the validity of the methodology and assumptions used;
- iii) how to enhance the quality, utility, and clarity of the information to be collected; and

iv) how to minimize the burden of the collection of information on those who are to respond, including the use of appropriate automated, electronic, mechanical, or other technological collection techniques or other forms of information technology, e.g., permitting electronic submission of responses.

A comment to OMB is most effective if OMB receives it within 30 days of publication.

Authority: 44 U.S.C. Section 3506(c)(2)(A)

Issued on:

A handwritten signature in black ink, appearing to read "Jeff Michael", is written over a horizontal line.

Jeff Michael

Associate Administrator

Research and Program Development

[Billing Code 4910-59-P]