

**SUPPORTING STATEMENT  
FOR  
CUSTOMER SATISFACTION SURVEYS**

OMB No.: 1625-0080

COLLECTION INSTRUMENT: Surveys

**A. Justification**

1. It is necessary for the proper performance of agency functions.

Executive Order 12862 (<http://www.customerservice.gov/12862.htm>) directs the United States Coast Guard (USCG) to conduct surveys, both qualitative and quantitative, to determine the kind and quality of services our customers want and expect, as well as their satisfaction with USCG's services. These surveys will be limited to data collections that solicit strictly voluntary opinions and will not collect information which is required or regulated. The USCG is requesting generic approval to conduct customer satisfaction surveys.

2. How, by whom, and for what purpose is the information is to be used?

The USCG will use the information collected to measure customer satisfaction with current services and service standards. This information will allow USCG Headquarters and the National Maritime Center to improve service delivery and determine whether additional services are requested by our customers. These customer satisfaction surveys may lead to policy changes which could enhance the USCG's overall mission execution. We will submit specific survey instruments as they become available and report the results of existing surveys on a yearly basis. This survey, in addition to other audience specific surveys, reflects senior leadership's intent for superb service delivery and customer alignment.

3. Improved information technology.

Improved information technology will be used whenever possible to reduce the burden on the public. There are no technical or legal obstacles for reducing this burden. Electronic data solicitation and collection will be used to the maximum extent possible to reduce the burden on the respondents and similarly speaking, will ease the burden on Coast Guard personnel monitoring and managing this data. The USCG's Homeport site <http://homeport.uscg.mil/> has been chosen as the best site to host this survey. Hyperlinks have been added on the Coast Guard's main website: <http://www.uscg.mil/>. The hyperlinks to the online surveys are currently inactive. However, the links will be activated upon OMB approval of the survey. A screenshot of the surveys have been provided.

4. It avoids unnecessary duplication.

The USCG National Maritime Center issued hard copy surveys in the past, which as been replaced with the electronic version on the Homeport site. Hard copies are still available for filing on the spot at the regional exam centers and are also available upon request to merchant mariners who do not have access to a computer. The mariner customer survey specifically targets mariners who have applied for a marine credential to aboard merchant vessels. The maritime customer survey is a newer initiative and is only offered electronically via the world-wide-web.

5. It reduces burden on small entities.

Some small businesses or small entities may be asked to evaluate their satisfaction with USCG services. Their participation will be strictly voluntary and the burden minimized to the maximum extent possible with regards to sampling, solicitation, and collection. Essentially, the minimal

amount of information needed to evaluate the USCG's performance regarding issuance of merchant marine credentials.

6. Its implementation will be consistent and compatible with current reporting and recordkeeping practices.

The continuing requirements of Executive Order 12862 dictate an annual evaluation of services and customer satisfaction. Failure to conduct these surveys on an annual basis would violate the intent of the Executive Order and prevent the USCG from continually improving the high level of service expected and promised to its diverse array of customers.

7. Special circumstances.

This information collection is conducted in manner consistent with the guidelines in 5CFR 1320.5(d)(2).

8. Consultation.

A 60-day Notice and 30-day Notice were published in the *Federal Register* to obtain public comment on this collection. (See USCG-2010-0711: September 22, 2010; 75 FR 57808; January 20, 2011, 76 FR 3644). The USCG has not received any comments on this information collection.

9. Payments or gifts to respondents.

There is no offer of monetary or material value for this information collection.

10. Assurance of confidentiality.

There are no assurances of confidentiality provided to the respondents for this information collection.

11. Justification for collection of sensitive information.

There are no questions of sensitive nature.

12. Estimate of burden hours for information requested.

We anticipate the demand for surveys to remain the same over the next three years (See Table 2). The numbers are based on the most active organizations conducting the surveys. The majority of the survey is conducted electronically with an average completion time of 10-11 minutes for each respondent. The cost to respondents is zero. Statements have been added to thank customers for their time and participating in the survey to improve Coast Guard missions and services.

Table 2: Respondents, Responses, and Burden Hours

<b>Organizational Surveys</b>	<b>Respondents</b>	<b>Responses</b>	<b>Time To Complete (hours)</b>	<b>Time To Complete (minutes)</b>	<b>Hours</b>	<b>Version</b>
(A) National Exercise Program	6,000	6,000	0.16667	10	1,000	paper
(B) Maritime Safety and Security	725	725	.1255172	7.531	91	online
(C) Mariner Credentialing	1,800	1,800	0.125	7.5	225	online
<b>Totals</b>	8,525	8,525	.4171872	25.03	1,316	

Annual Burden Hours:

Total Responses \* Time to Complete = Total Annual Burden Hours

A + B + C = 1,316 burden hours

13. Estimate of total annual costs to the respondents.

There are no record keeping, capital, start-up or maintenance costs associated with this information collection.

14. Estimate of Federal Government costs.

We estimate the potential total cost to the Federal Government at \$34,840. This cost is a base estimate as per the published hourly rate of a Coast Guard active-duty service member at the O-3/Lieutenant level for collecting, monitoring, and managing surveys. Currently, this cost is built in as an additional responsibility for an existing O-3 position. The Coast Guard will continually monitor added responsibilities to determine if dedicated customer service/support positions are necessary.

15. Explanation of program changes or adjustments.

The change is an ADJUSTMENT due to the decrease in the number of organizations within the Coast Guard wanting to conduct Customer Satisfaction Surveys.

16. Publication of results of data collection.

This information collection will not be published for statistical purposes.

17. Expiration date of *OMB* approval.

USCG will display the expiration date on appropriate documents for OMB approval of this information collection.

18. Exceptions to certification statement.

USCG does not request an exception to the certification of this information collection.