

Supporting Statement NARA Public Vaults Survey

Submitted by:

NARA

and



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JUSTIFICATION

1. Circumstances Making the Collection of Information Necessary

As a part of the National Archives and Records Administration's (NARA) role to exhibit records and other documentary materials as cited in United States Code 2109, NARA created the National Archives Experience (NAE), which includes the Public Vaults exhibit, opened in 2004. The purpose of the NAE is to teach visitors the value of records as part of America. Through access to the Public Vaults exhibit, the goal of the NAE is to encourage visitors to enjoy the information provided in the National Archives and find a personal connection to American democracy, appreciating the progress made by individual and government contributions.

Shortly after the Public Vaults exhibit opened, NARA contracted WB&A Market Research to conduct surveys among Public Vaults visitors in order to determine if any adjustments were required that would improve the overall visitor experience. This survey, which was assigned OMB Control No. 3095-0062, was approved in May 2005 and was discontinued three years later in May 2008.

The original survey effort identified specific key drivers to visitors' satisfaction:

- Interactive exhibits' content,
- Visitors feeling that their time in the Public Vaults was well spent,
- Visitors finding the Public Vaults to be educational, fun and easy to understand.

These key drivers of to satisfaction helped guide NARA in making specific changes to the Public Vaults. NARA is planning to conduct a follow-up effort in 2010 in order to update these results, to see with the passage of time, what drives satisfaction has changed and, therefore, if additional adjustments are required.

2. Purpose and Use of the Information

In order to measure whether the Public Vaults continue to be successful in achieving its goals, as well as to determine if any modifications need to be made, NARA has again commissioned WB&A Market Research to conduct a visitors study among those who have visited the Public Vaults. This will be done by administering a 10-minute questionnaire to those exiting the Public Vaults at the National Archives location in downtown Washington, DC. Among the information to be collected are:

- Purpose for visiting the National Archives, time spent and specific venues visited (including the Public Vaults). This will provide NARA with an understanding of visitors' expectations and interests, the attractiveness of current exhibits, whether visitors are able to enter the National Archives in a timely fashion and how much time visitors should allot for spending at the Archives.
- Satisfaction with overall visit and with specific venues (including the Public Vaults), along with the reasons for those opinions. This will provide a track-able measure of how visitors' experiences have changed.
- Usability of the Public Vaults and its various exhibits.
- Potential sources of future outreach and growth involving social media and new personal electronic devices, such as smartphones.
- Likelihood of visiting the National Archives in the future.
- Success of the Public Vaults in communicating the NAE's goal and purpose that "records matter."
- Demographic profile of current Public Vaults visitors.

The 2010 study will be conducted in one wave, consisting of 1,050 completed questionnaires. A sample of this size will provide NARA with data accurate to ± 3.0 percentage points at the 95% confidence level. Once collected, this data will then be compiled, cross-tabulated, compared to

previous results and further analyzed by WB&A in order to assist NARA in determining the Public Vaults' success in achieving its goals.

3. Use of Information Technology and Burden Reduction

Respondents will complete the survey by filling out a three-page paper questionnaire. Those who are unable to complete the questionnaire themselves will have the option of having the survey read to them by a trained professional interviewer. When possible, questions have been pre-coded in order to make questions as simple as possible for respondents to complete.

Having respondents fill out questionnaires by paper eliminates the need to purchase electronic devices, therefore reducing cost. WB&A's past experience has also shown that filling out a simple paper questionnaire presents less of a burden on respondents than answering on an electronic device, without reducing the quality of the data collection. The limited number of collected surveys (1,050) will require minimal data entry, also resulting in minimal additional cost.

4. Efforts to Identify Duplication and Use of Similar Information

A similar data collection effort among visitors exiting the Public Vaults was first conducted in 2004, shortly after the Public Vaults were opened. No subsequent data collection effort has been conducted among this audience directly. Furthermore, the venue has been updated several times since then, which, coupled with the passage of time, means that no current, similar data exists, necessitating a new measure of visitor satisfaction.

5. Impact on Small Business or Other Small Entities

No small businesses or entities will be involved in this study.

6. Consequences of Collecting the Information Less Frequently

The initial survey conducted in 2004 provided a baseline to measure the success of the Public Vaults. The 2010 data collection effort will measure changes in visitors' attitudes over time, as well as addressing changes that have occurred at the Public Vaults over the past six years. No individual will be asked to complete a survey more than once.

7. Special Circumstances

The only special circumstances occurring in this information collection effort are with regard to 5 CFR 1320.5 d (2) (ii) and (viii). Respondents will be asked to complete the questionnaires on-site. Having respondents complete the questionnaire immediately after they have visited the Public Vaults will ensure that the visit is clear in the respondent's memory as well as helping maintain a higher response rate than might otherwise be possible with other methodologies.

Visitors will be asked to provide limited demographic information (home zip code, age, gender, marital status, race/ethnicity, age of those who visited with them today and education). This information will be reported on in aggregate and used to understand who visits the Public Vaults. All information will be kept by WB&A Market Research. Below is an overview of WB&A's privacy and security policy. In the appendix is the full privacy policy.

WB&A Market Research is committed to maintaining the confidentiality of our respondents and our research clients. WB&A will protect the privacy of any individuals whose information is contained within its databases, as well as any other personally identifiable information that WB&A may come to possess.

WB&A is bound by the professional standards and ethics of the survey research industry held by the Council of American Survey Research Organizations (CASRO) and the Council for Marketing and Opinion Research (CMOR), as well as state, federal and international laws that require us to respect and protect respondent privacy, such as the Health Insurance Portability and Accountability Act (HIPAA), the Children's Online Privacy Protection Act (COPPA) and the Gramm-Leach-Bliley Act.

WB&A's experience in the health care industry and high standards of quality were first recognized in 1999 by the National Committee for Quality Assurance (NCQA) as WB&A was certified to conduct HEDIS®

/CAHPS® Surveys. WB&A continues to be one of a limited number of research firms to be certified by NCQA. As a result of WB&A's desire to achieve and maintain the NCQA certification, WB&A's quality initiatives have focused on their stringent criteria and requirements. WB&A originally had to meet NCQA's standards for certification and must maintain these standards on an on-going basis. This includes annually submitting data on the success and quality of our research and an annual quality assurance plan to NCQA. In addition, we are subject to and have experienced on-site audits with little notice to ensure that we are in compliance with the quality plan that we have submitted. WB&A has been certified by NCQA since 1999. While this plan is focused on the research projects we conduct in conjunction with our NCQA certification, it has become the basis of our internal quality standards and procedures. However, many departments within WB&A have strived to exceed these standards and procedures. In essence, these departments have viewed this quality assurance plan as the minimum requirements.

WB&A's Overall Privacy Policy can be found on the company's web site. However, WB&A does have documented and published security policies establishing the procedures for information security. This includes: Acceptable Use Policy, Analog Line Security Policy, Guidelines on Anti-Virus Process, Vulnerability Audit Policy, Automatically Forwarded Email Policy, Email Use Policy, Ethics Policy, Information Sensitivity Policy, Password Policy, Mobile Computing and Storage Policy, Remote Access/VPN Policy, Wireless Communication Policy and Termination of Employment Policy.

WB&A takes a very pro-active approach to data security. Although WB&A has never experienced any security breach or loss of data, since 2008 the consulting firm of Jefferson Wells has conducted on-site audits of our security procedures. As a result increased measures for data access and storage have been implemented. In addition, WB&A has annual electronic scans of our networks and firewalls conducted by outside security experts. This audit ensures the integrity and confidentiality of information and resources.

Otherwise this data collection effort fully complies with 5 CFR 1320.5.

8. Comments in Response to the Federal Register Notice and Efforts to Consult Outside Agency

A Federal Register Notice was published on **[DATE AND FEDERAL REGISTER NOTICE # TO BE DETERMINED]**. WB&A consulted with a museum expert, Dale Jones, Principal of Making History Connections. Dale Jones reviewed the survey questions and procedures in order to assure that the survey instrument and methodology used would adequately fulfill NARA's needs.

9. Explanation of Any Payment or Gift to Respondents

Based upon WB&A's past experience, providing respondents with a token gratuity for taking part in surveys has proven to increase response rates and therefore improve the reliability of research results. For this study, NARA will provide WB&A with Archives' pencils and postcards to distribute to those who complete the questionnaire. Since these items already exist, no additional

cost will be incurred by NARA for their production or distribution. No monetary reimbursement will be provided to respondents.

10. Assurance of Confidentiality Provided to Respondents

While demographic information will be collected from visitors, no personally identifiable information will be gathered. Therefore, this survey effort is not subject to the Privacy Act.

11. Justification for Sensitive Questions

No questions commonly understood to be of a sensitive nature (i.e., social security numbers, questions pertaining to religious, sexual or other private attitudes or behavior) are included in the survey. When distributing the questionnaires, interviewers will inform potential respondents that completing the questionnaire is voluntary.

12. Estimate of Hour Burden Including Annualized Hourly Costs

Several WB&A staff members not involved in project development were administered the proposed survey. It took them an average of about ten minutes to complete the survey form. Therefore, return of the requested 1,050 responses from visitors to the Public Vaults would require 10,500 minutes, or 175 hours.

The annualized cost to respondents for the hour burden associated with the survey would be \$3,654 based on Bureau of Labor Statistics data available in May 2010. The calculation begins with the \$20.90 nationwide average hourly wage for all private industry and state/local government workers. \$20.90 multiplied by the amount of time to complete the survey (10 minutes or 1/6 of an hour) = \$3.48 per survey form. \$3.48 multiplied by the estimated 1,050 surveys that would be completed over a full year = \$3,654.

13. Estimate of Other Total Annual Cost Burden to Respondents or Recordkeepers

There are no costs to respondents other than their time to complete the survey. Respondents are not required to keep records to support their response. Therefore, NARA anticipates no additional cost burden to respondents or recordkeepers beyond that which results from their customary or usual business or private practices.

14. Annualized Cost to the Federal Government

The contractor's annualized cost of administering Public Vaults Visitors Study will be approximately \$44,999.49 in FY 2010. The contractor's price includes, among other costs, direct labor for survey data collection and analysis (\$31,943.49), consultant labor for analysis (\$7,500), printing survey forms (\$300); pencils (\$6), clipboards (\$50), report duplication (\$200) and purchasing of a national comparison database (\$5,000). There will be no additional cost to the Federal Government related to NARA staff salaries, travel or for any other reasons that would not have otherwise been incurred without collection of this information.

15. Explanation for Program Changes or Adjustments

The original data collection was approved by the OMB in 2004, and that approval has since expired. Regardless, the length of the survey (10 minutes) is identical to what was administered in 2004 and will not result in any increase or decrease in burden to the respondent. The only increase in burden to the Federal Government is due to the increase in the average hourly wage, from \$17.38 in 2004 to \$20.90 in 2010.

While the current questionnaire is in most ways similar to the questionnaire that was approved in 2004, several questions have been added, deleted and changed. The majority of these reflect

changes at the National Archives in the past six years, new areas of interest and questions that were deemed to be of limited value that could be eliminated in order to decrease the burden to the respondent.

Specifically, questions were added or changed for the following reasons:

- The Public Vaults has changed now allows visitors to enter and exit through both entryways, rather than have to enter specifically through one and exit through the other.
- New exhibits and venues have been added, including the *Discovering the Civil War* exhibit and the Boeing Learning Center.
- In addition, the 2010 questionnaire will ask about visitors' experiences with the Charters' Café.
- NARA seeks to explore in greater detail the impact of wait times and crowds on visitors' overall experience.
- NARA would like to learn if visitors are spending enough time to truly make use of the interactive exhibits in the Public Vaults.
- In order to improve outreach, respondents will be asked about what sources of information they used to plan their visit.
- Questions have been added regarding the use of smartphones and social media, as these may provide new avenues for NARA to interact with visitors.
- A few questions were added and reworded so they may be easier for respondents to understand, focus more directly on the Archives' mission and provide better, more actionable information.

Questions that were redundant, provide limited value or responses that are too wide-ranging to be of value, or are already known were eliminated. Additionally, respondents will no longer be asked to provide contact information as NARA does not foresee a need for any follow-up research.

Specifically, questions 4c, 10b, 15, 16, 17 and 29 were eliminated from the 2004 questionnaire.

With these additions, deletions and changes, a few questions in the 2010 questionnaire were moved in order to ensure a logical order of questions.

16. Plan for Tabulation and Publication and Project Time Schedule

WB&A will code, keypunch and tabulate all data. WB&A will then provide NARA with a detailed report and executive summary analyzing relevant findings, providing explanations and recommendations. The report will also include data from the 2004 research, comparing results when appropriate. WB&A will analyze the data using a variety of techniques (e.g., t-tests, z-tests, correlations, regressions) as is deemed appropriate. In addition, WB&A will purchase the 2010 *travelhorizons*TM study of nationwide travel and tourism behavior from the U.S. Travel Association to compare with the Public Vaults research results. These results will allow for comparisons between national travel habits and those of Public Vaults visitors.

The results from this research will help NARA determine the effectiveness of current exhibits in the Public Vaults, as well as identify any changes that need to be made. WB&A will also recommend any additional analysis that may be necessary based upon the results of this research.

Study results will be used to improve the value of the Public Vaults for its visitors. Presentations will be delivered, as appropriate, to share survey findings with NARA offices and stakeholders. Information from the surveys, including individual narrative comments from the completed surveys, will also be used to illustrate performance accomplishments and supplement the various performance measures NARA gathers and publishes in its annual performance and accountability report.

A tentative timeline for the research is included in the Appendix. If, for whatever reason, the field period is changed, production and reporting dates will be adjusted accordingly.

17. Reasons Display of OMB Expiration Date is Inappropriate

All questionnaires will have an expiration date in the upper right hand corner to meet with 5 CFR 1320.8(b). The questionnaire will display an OMB control number.

18. Exceptions to Certification for Paperwork Reduction Act Submissions

The proposed data collection does not require any exceptions to the certification statement in Item 19 of OMB Form 83-I.

COLLECTION OF INFORMATION EMPLOYING STATISTICAL METHODS

1. Respondent Universe and Sampling Methods

Both NARA and WB&A believe a sample size resulting in at most a ± 3.0 percentage point margin of error at the 95% confidence level will provide NARA with accurate results reflective of the visiting population as a whole. Therefore, a total of 1,050 interviews will be conducted, with the sampling error of shown in Table 1. Any larger sample size will result in only a minimal increase in precision of the data while incurring unnecessary costs. Furthermore, depending upon the data being examined, the fluctuation may be smaller. Standard errors are shown for various percentages in the table below.

Table 1: Standard Error (at the 95% confidence level)

If the percentage found is around:	<u>50%</u>	40% or 60%	30% or 70%	20% or 80%	10% or 90%	1% or 99%
Then, the standard error, in percentage points would be:						
Total Sample (n = 1,050)	± 3.0	± 3.0	± 2.8	± 2.4	± 1.8	± 0.6

In 2004, a total of 1,084 visitors completed the survey. Of those randomly approached and asked to complete the survey, approximately 100-150 per day over a three-week period, about two-thirds agreed to complete the survey. An improved response rate of up to 85% is expected in 2011.

Visitor information for the Public Vaults estimates that there are 750,000 visitors per year.

The collection of Race and Ethnicity meets with the standards established in the OMB Provisional Guidance on the Implementation of the 1997 Standards for Federal Data on Race and Ethnicity (December 15, 2000).

2. Procedures for the Collection of Information

It is assumed that a total of 75 surveys will be completed per day (an average of 15 surveys per hour). At 75 surveys per day, the total data collection period will take approximately two weeks. In addition, the two-week period will allow for no single event to overly impact the results. For example, if there is a march or protest scheduled for one of the days during the data collection, it might impact the type of person interviewed on that day. However, with 13 additional interviewing days, that subset of data will not skew the final results. The table below illustrates a typical two-week data collection period, with the hours reflecting the National Archives' summer schedule.

	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.	Total Interviews
Week 1	10am-3:00pm 75 surveys	2:30pm - 7:00pm 75 surveys	10am-3:00pm 75 surveys	2:30pm - 7:00pm 75 surveys	10am-3:00pm 75 surveys	2:30pm - 7:00pm 75 surveys	10am-3:00pm 75 surveys	525
Week 2	2:30pm - 7:00pm 75 surveys	10am-3:00pm 75 surveys	2:30pm - 7:00pm 75 surveys	10am-3:00pm 75 surveys	2:30pm - 7:00pm 75 surveys	10am-3:00pm 75 surveys	2:30pm - 7:00pm 75 surveys	525
Total Surveys	150	150	150	150	150	150	150	1050

Simple random sampling, a probability sampling technique, will be used. Interviewers will attempt to distribute questionnaires to each individual person or one member from each group of people, selected randomly, exiting the Public Vaults. This should result in a sample reflective of typical Public Vaults visitation. All respondents must be 18 years of age or older.

WB&A will use its professionally trained interviewers to distribute the questionnaires and administer them as necessary. Interviewers will work on-site in pairs, with one functioning as a supervisor. Interviewers will track the number of completed questionnaires, the number who refuse to complete the questionnaire, the number who only complete part of the questionnaire and the number who cannot complete it because of a language barrier. All interviewers will be trained on this particular data collection process on-site before their first shift of interviewing. This training will be conducted by WB&A staff. The training procedures will include: appropriate dress, appropriate location within the venue for interviewing, brief script for verbal approach, handling refusals, actual survey administration, etc. During these training sessions, supervisors and interviewers will be given the training manual which will provide the survey questionnaire, procedures for properly intercepting visitors as they exit the Public Vaults and contact information for NARA staff. At least one interviewer will have a mobile/cellular phone while on site.

Supervisors will be trained how to properly troubleshoot for potential issues that may arise. Supervisors will be responsible for: monitoring the interviewer; serving as primary contact with NARA staff, if necessary; and accessing back-up interviewers, if necessary.

Prior to each day's interviewing, surveyor kits will be assembled containing the following:

- Questionnaires;
- Interviewer badges;
- Tally sheets for tracking completes and non-completes; and
- Pencils and clipboards.

As part of this process, interviewers and other staff will be subjected to NACI background investigation and must be approved in accordance with Homeland Security Presidential Directive-

12 (HSPD-12) and OMB guidance M-05-24. Once the background investigation is complete, photograph interviewer badges will be produced by NARA of all key WB&A staff, supervisors and interviewers taking part in this project. These badges will allow interviewers to be recognized by NARA and security personnel.

Once each day's interviewing is finished, completed questionnaires will be delivered to WB&A's coding department. The coding department's responsibilities will include the following:

- Each survey will first be checked for completeness. Those not at least 50% complete will be put aside and not used.
- Each survey will then be edited. Questions with more than one answer (where inappropriate) will be recoded as an 'unknown.'
- Each survey will have an I.D. number and the date collected to help with internal organization and data processing.

WB&A will input, key-verify and clean the survey data using Viking Data Entry, an industry-standard data entry application for the self-administered survey. All data will be coded, edited, cleaned and tabulated in-house. Survey data will be analyzed by WinCross, a data processing software package. In order to ensure that data is keypunched accurately, the following checks will be used:

- The key entry system will be programmed to alert key entry personnel of out-of-range values or invalid responses by written and auditory notification and will not accept these responses. If a discrepancy is noted, the key entry personnel will return the questionnaire to the coding staff for proper coding.

- One-half of all questionnaires will be entered a second time, by a different operator. If entry is different, the entry person is given auditory notification. The programming manager and project management team review the discrepancies by checking the physical document and determining the appropriate response which is then entered into the verification file.
- The keypunched data will be checked using SPSS (a data processing software package). Any inconsistencies will be flagged and their questionnaires will be checked to determine what can be done to correct the problem.
- At the completion of data entry, WB&A will review frequencies of the data to assess whether there are any out-of-range values, invalid values or incorrectly answered/skipped questions. If any of the above are noted, WB&A will check the questionnaires and determine how best to resolve the problem.

3. Methods to Maximize Response Rates and Deal with Nonresponse Bias

Interviewers will each keep tally sheets in order to track response rates. As part of the training process, interviewers will be trained in means to reduce refusals (e.g., speaking clearly, explaining the reasons for the study, and being prepared to answer respondent's questions). A combination of well-trained interviewers, a relatively short questionnaire (no more than three pages) and offering a token gratuity for completing the survey will mitigate nonresponse bias. WB&A estimates a response rate of about 80%-85%, a greater response rate than most surveys achieve. This is based upon WB&A's previous experience conducting similar studies for such organizations as the Metropolitan Washington Airport Authority, the Washington Metropolitan Area Transportation Authority, Washington National Cathedral, and the Maryland Science Center, as well as the 2004 Public Vaults survey.

NARA will provide WB&A with estimated Public Vaults visitorship numbers for the data collection period. The number of completed interviews will be divided by the total number of visitors to estimate total response rate. This should only be considered an estimate, however, because the total visitor figure will include children and members of groups, who are not being asked to complete surveys.

4. Test of Procedures or Methods to be Undertaken

The first 50 surveys will be checked individually to see if questions are being answered properly. If changes need to be made, the interviewers will be instructed to clarify questions to respondents whenever possible. When necessary, changes may be made to the questions. However, if any changes are made they are likely to be minimal (e.g., adding/deleting a word).

5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

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Appendix

TIMELINE

<u>Activity</u>	<u>Time Schedule</u>
Questionnaire printing	Week 1 after OMB approval
Interviewer briefing/training	Week 2 after OMB approval
Interviewing	Weeks 2-3 after OMB approval
Data processing	Weeks 3-5 after OMB approval
Draft comprehensive report	Week 6 after OMB approval
Final comprehensive report and presentation	TBD



1: Overall Privacy Policy (To Be Posted on WB&A Web Site)

WB&A Market Research is committed to maintaining the confidentiality of our respondents and our research clients. WB&A will protect the privacy of any individuals whose information is contained within its databases, as well as any other personally identifiable information that WB&A may come to possess.

WB&A is bound by the professional standards and ethics of the survey research industry held by the Council of American Survey Research Organizations (CASRO) and the Council for Marketing and Opinion Research (CMOR), as well as state, federal and international laws that require us to respect and protect respondent privacy, such as the Health Insurance Portability and Accountability Act (HIPAA), the Children's Online Privacy Protection Act (COPPA) and the Gramm-Leach-Bliley Act.

Respondent Privacy

- WB&A Market Research will observe the confidentiality of all respondents participating in research studies. Respondent information will only be used for legitimate research purposes.
- If you participate in one of our surveys, we may request certain personally identifiable information. Participation in these surveys is completely voluntary and you, therefore, have a choice whether or not to disclose this information. We request this information as a unit of analysis. In any reports prepared, no information will be included that will make it possible to identify a particular respondent, unless approved by the respondent themselves.
- Respondent information is the sole property of WB&A Market Research and our clients, and will only be used for business activities related to survey research. Our clients must agree to maintain the confidentiality of information provided to them, and may not disclose this information to any other party, or use the information for any other purpose.
- Respondent information collected for any panel development purposes is used solely by employees of WB&A Market Research for targeting respondents for participation in research studies. Our panel information is never sold or given to outside parties.
- To ensure that employees of WB&A Market Research adhere to our privacy policies, all employees of WB&A Market Research are required to sign a confidentiality and non-disclosure statement.

Client Privacy

- WB&A Market Research is committed to protecting the confidentiality of our clients' business activities. All full-time and part-time employees, as well as any temporary employees, are required to sign a non-disclosure agreement, and are thoroughly briefed and trained on an ongoing basis to honor this commitment.
- We are committed to protecting your privacy at WB&A Market Research. We will not collect any personal information from you that you do not volunteer, and we are the sole owner of all information collected. We do not sell, share, or rent this information to others in any way that has not been mentioned in this statement.

Legal Disclaimer

We reserve the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or to comply with a judicial proceeding, court order, or legal process.

Obtaining Your Consent

By using our Web site, you give WB&A Market Research permission to collect information about the pages served to you as an anonymous user for the purpose of calculating aggregate site statistics.

Privacy Policy Updates

WB&A Market Research may occasionally update this policy. We suggest that you bookmark this page and check to see if it has changed from time to time.

Contact Us

If you have any questions regarding our privacy policy, please contact us at:

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