

The Substance Abuse and Mental Health Services Administration (SAMHSA) Customer Satisfaction Survey OMTO/DTM Project EVOLVE Feedback Survey

A. Product/Activity to be Assessed

In conjunction with the [Digital Government Strategy](#), the Division of Technology Management (DTM) of the Office of Management, Technology, and Operations (OMTO) is consolidating appropriate Web content into a single, cohesive website. This effort is branded as Project Evolve in the Substance Abuse and Mental Health Services Administration (SAMHSA) community. The feedback of SAMHSA's Web audience is vital to the improvement of SAMHSA's overall Web presence. For this reason, SAMHSA is requesting OMB approval for one customer satisfaction feedback survey, designed to provide input regarding the new information architecture, updated content, and new design of the "About Us" and "Find Help" sections.

- The "**About Us**" and "**Find Help**" Survey (Attachment 1), will assess participant satisfaction with the new improvements to the specific SAMHSA websites. It will include Likert scale ratings (very poor, poor, average, good, very good, N/A), open-ended, and checkbox responses.

B. Brief Statement of Objectives

The survey will assess participant satisfaction with the new improvements to the specific SAMHSA websites, "About Us" and "Find Help". The data collected from the evaluations will include the following components:

- **Specific satisfaction** – responses will determine mean satisfaction across multiple items, indicating the extent to which participants are satisfied with the websites.
- **Personal satisfaction** – participants' comments and suggestions will provide rich, contextualized information on the websites.
- The data gathered by the survey will serve to continuously improve SAMHSA's Web presence as more websites are absorbed. To analyze the data, the contractor will compute descriptive statistics for the Likert scale and yes/no responses, and summarize the open-ended comments.

C. Overview of Methods to Collect the Information

Data collection method.

The contractor will administer the Survey electronically through Survey Monkey. The SAMHSA Web audience will see a feedback module on the new websites, offering a platform to provide feedback, in the form of a link to Survey Monkey. The survey uses commonly asked questions to solicit feedback regarding participant satisfaction with redesigned websites.

Method for identifying respondents.

Anyone who uses SAMHSA's websites are eligible and encouraged to complete this survey.

Proposed sample size and rationale.

Because this survey is open to the public and available through the new SAMHSA Beta site, the contractor assumes approximately 500-700 responses for this survey.

Planned frequency of information collection.

The contractor will administer the Survey once after deployment.

Time period over which the information will be collected.

This survey will remain active for approximately 7 months.

Expected response rate and plan for follow-up, if any, of non-respondents.

Because this is a brand new SAMHSA website (look and feel and content), SAMHSA anticipates a solid number of people to voluntarily complete the survey. SAMHSA is marketing this survey as completely anonymous, so there is no follow-up plan. The participants are giving the evolve@samhsa.hhs.gov email to give more comments, if they would like.

Expected ability to assess non-response bias using existing information.

The contractor does not anticipate any non-response bias based on existing information.

Methods used to maintain customer privacy.

Responses are anonymous. Respondents will reply to the surveys using a common survey link, so it will not be possible to identify respondents unless they identify themselves in the open-ended comments.

D. Annual Response Burden Estimate

The following table provides information about the annual response burden estimated for this consumer feedback survey.

Respondent	Number of Respondents (a)	Number of Responses/ Respondent (b)	Hours/ Response in Minutes (c)	Annual Burden Hours	Hourly Wage (d)	Annual Cost (\$)
Individuals/ General Public	500	1	0.08	40	24.26	970
Professionals	200	1	0.08	16	24.26	388
Total	700			56		1358

- (a) The number of respondents was estimated based on independent review of previous usability studies by the contractor staff.
- (b) The survey has been setup so participants can only complete it once.
- (c) The average burden per response was estimated based on independent review of the surveys by contractor staff.
- (d) The mean hourly wage is estimated at \$24.26 for the types of respondents based on a mean yearly salary of \$50,470 (assessed through a review of average salary estimates of related professions from the US Department of Labor’s Bureau of Labor Statistics http://www.bls.gov/oes/current/oes_nat.htm).

E. Methods Used to Develop and Test the Questions

The contractor prepared the consumer feedback surveys. The contractor circulated several draft versions and reviewed by the contractor's management team and other staff for appropriate content and clarity of questions.

F. Federal Project Officer and Contractor

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G. Project Statistician and Data Collection Entity

The contractor will collect and compile data using Survey Monkey. The use of compiled and analyzed results is at the sole discretion of DTM. No data will be shared publicly beyond DTM or the contractor.

List of Attachments

Attachment 1: "About Us" and "Find Help" Survey Layout on Survey Monkey