Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (OMB Control Number: 1505-0231)

TITLE OF INFORMATION COLLECTION:

MHA Online Survey
Survey will be designed to inform the messaging and tactics essential to MHA's 2014 Strategic Plan for Marketing and Outreach.

PURPOSE:

To measure the target audience's awareness of and attitudes toward the "Making Home Affordable" program (MHA). MHA is a foreclosure prevention program established by Treasury as part of the Troubled Asset Relief Program (TARP), pursuant to the Economic Stabilization Act of 2008 (EESA).

DESCRIPTION OF RESPONDENTS:

Respondents must meet the following criteria in order to participate in the survey:

- *A) Own their home*
- *B) Have purchased their home before January 1, 2009*
- *C) Owe less than $729,750 on their mortgage*
- *D) Be concerned about their ability to continue making monthly mortgage payment(s)*

TYPE OF COLLECTION: (Check one)

[ ] Customer Comment Card/Complaint Form
[ ] Usability Testing (e.g., Website or Software
[ ] Focus Group
[ ] Customer Satisfaction Survey
[ ] Small Discussion Group
[X] Other: <u>Online Panel Study</u>

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does <u>not</u> raise issues of concern to other federal agencies.
4. The results are <u>not</u> intended to be disseminated to the public.
5. Information gathered will <u>not</u> be used for the purpose of <u>substantially</u> informing <u>influential</u> policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: /s/ Carol Lambert
Treasury's (OFS) Homeownership Preservation Office
September 12, 2013

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? [ ] Yes [X] No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? [ ] Yes [ ] No
3. If Applicable, has a System or Records Notice been published? [ ] Yes [ ] No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [X] Yes [ ] No

The estimated amount to be paid to each respondent that completes the survey will be between $3 to $5. We believe this amount is appropriate to incentive participation in the online survey.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals or Households	600	0:10/each	100hrs
Totals	**600**	**0:10/each**	**100hrs**

FEDERAL COST: The estimated annual cost to the Federal government is less than $10,000

This is a one-time survey and is part of a much broader assessment of today's distressed homeowners.

<u>If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:</u>

The selection of your targeted respondents

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?

   [ ] Yes [X] No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

Fannie Mae, as financial agent for Treasury, has engaged an external marketing agency to advise on marketing and outreach strategies for MHA. That agency has engaged an online survey company to administer this survey. The online survey company maintains a verified member database. These members receive financial incentives and other rewards for participating in online surveys. The estimated financial incentive for this survey is $3 to $5. All members registered with the online survey company will be invited to participate in the survey. However, only those respondents who meet the screener criteria provided above may complete the survey. Responses are gathered until 600 have been received. Then the responses are *smoothed based on geography, age and gender in order to achieve the target sample of 500 respondents.*

Administration of the Instrument

1. How will you collect the information? (Check all that apply)

    [X] Web-based or other forms of Social Media
    [ ] Telephone
    [ ] In-person
    [ ] Mail
    [ ] Other, Explain

2. Will interviewers or facilitators be used? [ ] Yes [X] No

Please make sure that all instruments, instructions, and scripts are submitted with the request.

Instructions for completing Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback"

TITLE OF INFORMATION COLLECTION: Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

PURPOSE: Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

DESCRIPTION OF RESPONDENTS: Provide a brief description of the targeted group or groups for this collection of information. These groups must have experience with the program.

TYPE OF COLLECTION: Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

CERTIFICATION: Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

Personally Identifiable Information: Provide answers to the questions.

Gifts or Payments: If you answer yes to the question, please describe the incentive and provide a justification for the amount.

BURDEN HOURS:
Category of Respondents: Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households;(2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected.
No. of Respondents: Provide an estimate of the Number of respondents.
Participation Time: Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)
Burden: Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.

FEDERAL COST: Provide an estimate of the annual cost to the Federal government.

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents. Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

Administration of the Instrument: Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g. for surveys) or facilitators (e.g., for focus groups) used.