

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

TITLE OF INFORMATION COLLECTION:

MHA Public Service Advertising (PSA) Campaign Refresh

PURPOSE:

The U.S Department of the Treasury (Treasury), in partnership with The Ad Council, will conduct qualitative marketing research in connection with a refresh of the Making Home Affordable Program (MHA) Public Service Advertising (PSA) Campaign. MHA is a foreclosure prevention program established by Treasury pursuant to the Emergency Economic Stabilization Act of 2008. The Ad Council has engaged a third-party vendor to conduct exploratory, one-on-one interviews with homeowners that are potentially eligible for MHA, in order to assess the effectiveness of potential outreach materials.

DESCRIPTION OF RESPONDENTS:

Respondents will be individuals that meet the following criteria:

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

TYPE OF COLLECTION: (Check one)

- | | |
|---|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input checked="" type="checkbox"/> Other: <u>Individual Interviews</u> |

CERTIFICATION:

I certify the following to be true:

- The collection is voluntary.
- The collection is low-burden for respondents and low-cost for the Federal Government.
- The collection is non-controversial and does not raise issues of concern to other federal agencies.
- The results are not intended to be disseminated to the public.
- Information gathered will not be used for the purpose of substantially informing influential policy decisions.
- 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/ Mark McArdle
Chief, Treasury’s (OFS) Homeownership Preservation Office
April 14, 2014

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

Personally Identifiable Information:

- Is personally identifiable information (PII) collected? Yes No
- If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? Yes No
- 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? Yes No

The vendor will offer \$100-\$125 to each respondent for their participation. We believe this amount is reflective of current market rates for this type of market research.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals or Households	24	50 minutes	20hrs
Totals	24	50 minutes	20hrs

FEDERAL COST: The estimated annual cost to the Federal government is \$35,000.

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

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 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?

Respondents will be sourced from a database (maintained by the research vendor) of individuals who have opted in to participate in marketing research. Respondents will be subsequently screened to create a population that is representative of the target audience.

Administration of the Instrument

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

Web-based or other forms of Social Media

Telephone

In-person

Mail

Other, Explain

2. Will interviewers or facilitators be used? Yes No

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