

Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (OMB Control Number: 0581-0269)

TITLE OF INFORMATION COLLECTION:

Transportation and Marketing Programs Customer Survey Questionnaires

PURPOSE:

Transportation and Marketing Programs will use the information collected to identify strengths and weaknesses of current services and make improvements in service delivery based on feedback. Our surveys will provide us feedback in the following areas: timeliness, appropriateness, accuracy and value of information as well as efficiency of service delivery and resolution of issues with service delivery. Responses will be assessed to plan and inform efforts to improve or maintain the quality of service offered to the public.

DESCRIPTION OF RESPONDENTS:

Survey respondents include State departments of agriculture, State agriculture experiment stations, colleges/universities, Tribal and local governments. Respondents also include farmers, small-to medium-sized agricultural processors, agricultural shippers, non-profit organizations, agricultural cooperatives, producer networks, producer associations, public benefit corporations, economic development corporations, and regional farmers' market authorities.

TYPE OF COLLECTION: (Check one)

- | | |
|------------------------------------------------------------------------|------------------------------------------------------------------|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" 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 type="checkbox"/> Other: _____ |

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 not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential 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: Marilyn L. Pisk 8/23/2011

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

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes 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? Yes No

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Private Sector	28,625	.5	14313
Totals	28625		14313 (rounded)

FEDERAL COST: The estimated annual cost to the Federal government is 0

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?

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

There are 3 options being considered—all of which are electronic and all are accessed from the AMS Website:

- a. The survey would contain a “mail to” function, where the completed survey is e-mailed to a pre-set email account.
- b. The survey would be automatically uploaded into a database (with the essay portions done manually).
- c. Use the off-the-shelf program, Survey Monkey, which AMS IT has used internally in the past.

The choice will be based on the turn-around time IT can give for each option.

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