

**OMB Supporting Statement  
Financial Management Service/Treasury  
Direct Express® VA Pilot Enrollment Survey**

**Background and Objectives**

The Financial Management Service (FMS), a bureau of the Department of the Treasury (Treasury), has requested Comerica Bank, acting as Treasury's Financial Agent, to plan and execute research for the **Direct Express®** program. To perform this task, Comerica's agent, MasterCard®, has contracted with Weber Shandwick and KRC Research.

Social Security (SSA) and Supplemental Security Income (SSI) recipients now have the option to receive their benefit payments electronically through the **Direct Express** card program managed by Comerica Bank as the U.S. Department of the Treasury's financial agent.

Recently the Veterans Administration (VA) agreed to a pilot project to enable those receiving VA benefits to receive their payment on the **Direct Express** card.

On behalf of FMS/Treasury, Comerica and its contractors, MasterCard, Weber Shandwick, and KRC Research, at the request of the Veterans Administration, plan to conduct research to gauge satisfaction with different aspects of the **Direct Express** enrollment process as part of the evaluation of the pilot project.

To accomplish this it is necessary to request VA benefit recipients who have signed up to receive their benefit payment on the Direct Express card to participate in a short 10-minute quantitative telephone survey.

This research study is a component of the data collection approved in the October 2003 Electronic Funds Transfer (EFT) Market Research Study submitted to the Office of Management and Budget (OMB) referenced in the October 2003 EFT Market Research Study Supporting Statement for Paper Work Reduction Act (PRA) Submission (OMB Control #1510-0074).

**Methodology**

To accomplish the objectives above, KRC Research will conduct 300 10-minute telephone interviews among a random sample of VA cardholders who recently signed up to receive their VA benefit payments on the Direct Express card. This is a one-time collection of information and participation in the survey is voluntary.

**Direct Express** cardholders are customers of Comerica Bank. Comerica Bank, as part of this research effort, will provide a list of all VA cardholders to KRC Research to draw a random sample.

The results of the research will be grouped for reporting purposes and shared with Comerica, MasterCard, Weber Shandwick, and Treasury only in the aggregate. However, all individual responses will remain completely confidential and will not be shared with anyone.

**Estimated Burden Hours**

Completing the telephone survey of 300 interviews among VA **Direct Express** cardholders is expected to result in a total of 50 burden hours of time.

This time estimate is based on completing 300 10-minute interviews (300 X 10 minutes)/60 = 50 hours.

**Contact**

For questions regarding the survey, contact:

Doug Baker  
KRC Research  
700 13<sup>th</sup> Street, NW, Suite 800  
Washington, DC 20005

(202) 585-2829  
E-mail address: [dbaker@krcresearch.com](mailto:dbaker@krcresearch.com)