Marine Corps Marathon Race Applications

A. Justification.

    1. The collection is needed to gather runner's data in
        order to conduct the race. Marine Corps Marathon
        Bulletin, Marine Corps Installation National Capital
        Regional Command (MCINCR) 1710 lists the Marine Corps
        Marathon task organization and Memorandum of
        Understanding Support and spells out the
        responsibilities of the Commander, Marine Corps Base
        Quantico and the Director, Marine Corps Marathon.
        Operations Plan 1-06 is an operations manual
        explaining race operations, week-end events, and
        targeting specific organizations with duties. The
        Letter of Instructions (LOI) 1700 B52 provides
        instruction on the planning and execution of the new
        Semper Fred 5K in Fredericksburg, VA. The Marine
        Corps Marathon mission statement is as follows:
        Mission of the Marine Corps Marathon is to provide
        physical fitness, generate community goodwill, and
        showcase the organizations' skill of the United
        States Marine Corps.

    2. The information is used to conduct the race. The
        data collection is necessary to identify runners for
        timing purposes and in case of emergency, award
        calculations, sponsorship enhancement, and marketing
        relationships. Also we communicate and educate the
        runners on an ongoing basis utilizing broadcast e-
        mails or other mail-outs. The Marine Corps Marathon
        Office collects runners' data mostly via online
        registration and has a few paper applications for all
        its races. The runners are made aware of the
        collection and sign a waiver that explains the usage
        of data for publication. The data is protected on
        secured servers accessible only by the Marine Corps
        Marathon staff. Only very select sponsors receive
        the data as specified within their contract to
        promote race related items, such as runners'
        photographs and runners' clothing.

    3. The Marine Corps Marathon collects the data via
        online registration accessible through their website
        www.marinemarathon.com and downloads/uploads records
        via a secure server. The annual electronic
        participation is approximately 99% of the runners'

field. The automated process enhances the ability to collect data accurately and in a timely manner.

4. The Marine Corps Marathon Office ensures that no one else is collecting the same data. The office is aware that a similar military race institution, the Army Ten Miler, exists; however we do not share data with them. There is a completely separate application process in existence and there is no connectivity to any military affiliated races. We do not receive data from any military races as well.

5. The Marine Corps Marathon's data collection has no significant impact on small entities.

6. The consequence, if we would not collect any data, would mean we would not be able to conduct Marine Corps Marathon races.

7. There are no special circumstances.

8. There were no responses needed for the Agency's 60-Day Federal Register Notice and Consultations Outside of the Agency. No one commented on the 60-Day Federal Register Notice and Consultations Outside of the Agency published on 1 July 2011.

9. We provide no payment.

10. The Marine Corps Marathon office placed the Privacy Act Statement to the website and on all applications.

 Privacy Act Statement - 10 USC Para 041, Headquarters, US Marine Corps, and E.O. 9397 (SSN) authorize the collection of this information. The primary use of the collected information is the Marine Corps Marathon Office. The collected information will be used to provide a record of all participants in the annual Marine Corps Marathon for use in organizing the event. Provision of the requested information is voluntary. Failure to provide the information, however, may result in ineligibility to participate in the Marathon.

The runners are also signing a liability release statement of each application approved by the Counsel Marine Corps Combat Development Command (MCCDC).

The Marine Corps Marathon does not share this information
at random for any request. All data is protected and
only very few sponsors receive data for marketing
purposes or to educate runners. All contracts are being
sent to the Counsel, MCCDC, for final approval and
righteousness of content.

11. The Marine Corps Marathon collects data such as
weight, date of birth and age to determine awards
categories. The race contains a Clydesdale category
where certain runners in a specified weight category,
receive a Clydesdale award. Additionally, there are age
category awards, Masters, Seniors, Male and Female
awards. All runners are made aware of the need to
collect this data by posting the awards categories on our
website and by asking for their signature for the
Publicity and Liability release printed in our
applications.

12. The hour burden of the collection of information is
     estimated to be about 5 minutes per application once
     a year.
     i. Marine Corps Marathon – 5 min burden, annually per
         runner – $90 per application
         Burden hours
         30,000 runners x 5 min = 144,240 min = 2,404 hours
         Cost
         30,000 runners x $90 = $2,700,000.00
     ii. Healthy Kids Fun Run – 5 min burden, annually per
         runner - $5 per application
         Burden hours
         3,000 runners x 5 min = 15,000 min = 250 hours
         Cost
         3,000 runners x $5 = $15,000.00
     iii. Marine Corps Marathon 10K –
         5 min burden, annually per runner - $45 per
         application
         Burden hours
         10,000 runners x 5 min = 50,000 min = 833.33 hours
         Cost
         10,000 runners x $45 = $450,000.00

     iv. Marine Corps Historic Half - $70 per application
         Burden hours
         8,000 runners x 5 min = 40,000 min = 666.67 hours

Cost
8,000 runners x $60 = $480,000.00
   v. Semper Fred 5k - $35 per application
      Burden hours
      1,500 runners x 5 min = 7,500 min = 125 hours
      Cost
      1,000 runners x $35 = $35,000.00
  vi. Marine Corps Historic Half Relay - $90 per application
      Burden hours
      600 runners x 5 min = 3,000 min = 50 hours
      Cost
      600 runners x $90 = $54,000.00
 vii. Marine Corps Marathon Race Series to include MCM Irish Sprint, Run Amuck, Gender Defender and Turkey Trot - $35 per application.
      Burden hours
      9,000 runners x 5 min = 45,000 min = 750 hours
      Cost
      9,000 runners x $35 = $315,000.00

There is no additional cost and the hour burden per application was estimated by conducting a test.

13. There is no additional cost except the fees covered in item 12.

14. The cost estimates to collect data are:
    i. Website – $15,000
   ii. Design and printing of paper applications - $1,000
  iii. Runner Survey hosted online - $1,250
   iv. The runners pay an online registration fee to register for the race that is absorbed by the contractor. This service is therefore at no cost to the Marine Corps Marathon office.
       There are contracts in place with a website host and registration online provider, a layout/design company to design brochures and printing company to produce the brochures. All contracts are governed through the Non Appropriated Fund (NAF) Procurement Office, Marine Corps Base, Quantico.

15. There change in burden is due to an increase in applicants. This is an extension of a currently approved collection submitted for approval.

16. Runners' data will be published on the Marine Corps Marathon website after the race is complete to post runners' results, age categories, Clydesdale categories, and wheelchair/hand cycle categories. Race results are posted immediately after the race and remain on the Marine Corps Marathon website for up to 3 years. After that, they are archived. We also provide special sponsors with data. The requested formats can include name, address and e-mail address, and racing numbers. This data is used for marketing purposes and does not exceed three requests per year per selected sponsor. The contracts are all approved by the Counsel, MCCDC. Data is also used for statistical purposes to improve the race and to apply for internal marketing campaigns. Data is calculated by requested queries and contain requests for tabulation, example runners from Virginia, females in total races, first time marathoners.

17. No exceptions.

18. There are no exceptions to the certification.

B. Collections of Information Employing Statistical Methods.
    1. The Marine Corps Marathon currently collects 31,739 records annually to conduct the races.
    2. The procedures to collect data contain an online and paper application form. This form is filled out by the individual runner and submitted to the Marine Corps Marathon Office. The race office keeps the data to conduct the races and then utilizes it for race timing, statistical purposes, and marketing strategies. In order to conduct the race efficiently, data has to be examined for accuracy. It is estimated to use approximately 5 minutes for filling out an application and submitting it to the Marine Corps Marathon Office.
    The degree for accuracy is high otherwise the Marine Corps Marathon Office would exhibit false results and awards to include statistical calculations.
    The Marine Corps Marathon never experienced problems with collecting data because the runners are made aware of the need and are educated why the data is needed.
    There are no infrequent needs to collect runners' data except during race registration.

3. To maximize the response rates, we post deadlines on the Marine Corps Marathon website and through advertisement via the press or in magazines. Once we open registration, runners immediately fill out the forms to ensure they can participate in the races. All fields required are mandatory to be filled out at the online form so there is no way that data could be missed. Should there be data missing from a paper application, we contact that person and receive the data over the phone or via e-mail. The participants understand our need to collect this data because they are educated of the need.
We use a yearly survey that is posted online where runners can submit their survey answers. We collect this data to improve the race but keep the collected data saved in-house.
Additionally, we send out broadcast newsletters utilizing runner's e-mail accounts. The purpose is to inform runners.

4. The Marine Corps Marathon Office conducted economic impact studies to evaluate the dollar amount the Marine Corps Marathon Office brings to the economy. It was established that the races bring over $35 million to Virginia and the District of Columbia during race weekend. The economic impact study was conducted by Georgetown University.

5. The Marine Corps Marathon Office consulted Dr. Douglas Frechtling, Ph.D., Professor of Tourism and Hospitality Management, School of Business, The George Washington University, 2201 G Street, N. W., Suite 301, Washington, DC 20052, Tel.(202) 994-4456 to manage and conduct the economic impact study.