

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 2127-0682)

TITLE OF INFORMATION COLLECTION:

Fast Track Generic Clearance for the Collection of Qualitative Feedback on Agency Service Delivery

PURPOSE:

The National Highway Traffic Safety Administration (NHTSA) was authorized by the Highway Safety Act of 1966 to carry out a Congressional mandate to reduce the mounting number of deaths, injuries and economic losses resulting from motor vehicle crashes on our Nation’s highways. In support of this mission, NHTSA is continuing its long-standing public service campaign designed to deter impaired driving. The campaign’s target audience is adults 21+, with a core focus on men ages 21-35.

NHTSA is seeking approval of an information collection to better understand how the target receive, understand, and respond to our existing and future communication materials developed under the Impaired Driving Prevention communications campaign so that we may improve upon them going forward. Knowledge gained from this research will allow us to understand whether or not the impaired driving communications effort is reaching the intended audiences. These results will then be used to inform the development of core content and relevant messages for the audience and help us determine the most effective strategies and mediums for message dissemination moving forward.

The results from this survey will in no way be used to make significant policy or resource allocation decisions.

DESCRIPTION OF RESPONDENTS:

The respondents for this survey will be the target audience for the public service campaign: U.S. adults age 21+ and men ages 21-35. Screening criteria will require that all respondents drive frequently and drink alcohol at least occasionally. The campaign will be distributed nationwide, so all respondents participating in the survey have the potential to be exposed to the public service advertising.

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>Online Survey</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 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.

- 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: Kil-Jae Hong

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

Personally Identifiable Information:

- Is personally identifiable information (PII) collected? Yes No
 The third party vendor collects the full name and street address of panelists when they register for the panel so that they can verify their identity through third party address matches and other means. No PII is reported to NHTSA. No responses will be connected to individual respondents; only aggregate data will be reported.
- If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? Yes No
- If Yes, has an up-to-date System of Records Notice (SORN) 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 third-party vendor uses a panel that operates on a points-based incentive and rewards system. Accrued points can be redeemed for modest incentives that include gift cards and merchandise. It is standard practice to provide a basic incentive in order to avoid bias of receiving responses only from individuals generally predisposed to be helpful.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals or Households (Survey Respondents)	1,000	10 minutes	166.7 hours
Individuals or Households (Survey Non-Respondents)	2,900	1 minutes	48.3 hours
Totals	3,900		215 hours

FEDERAL COST: The estimated annual cost to the Federal government is \$12,250.

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

- 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?

Convenience samples of test participants are recruited to reflect the target audience. NHTSA plans to work with Lightspeed Research Inc., a third-party market research vendor, to recruit adults 21+ to participate. Data collection will take place using online panels that respondents have opted to join. Respondents will be recruited through an email invitation with a link to the survey. Recruitment quotas will include gender, race/ethnicity, education level, and income as appropriate. In addition, samples will reflect variety in geographic density (e.g. urban, suburban, rural), and region of the country.

In order to achieve 1,000 completed interviews, it is estimated that there will be about 2,900 non-respondents to the interviews, i.e., people who are invited to the survey but chose not to participate or do not qualify.

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.