SUPPORTING STATEMENT FOR INFORMATION COLLECTION

UNITED STATES DEPARTMENT OF AGRICULTURE (USDA)

ANIMAL AND PLANT HEALTH INSPECTION SERVICE (APHIS)

VETERINARY SERVICES (VS)

THE CENTERS FOR EPIDEMIOLOGY AND ANIMAL HEALTH (CEAH),

NATIONAL ANIMAL HEALTH MONITORING SYSTEM (NAHMS)

and

NATIONAL VETERINARY SERVICES LABORATORIES (NVSL)

CUSTOMER / STAKEHOLDER SATISFACTION SURVEYS

PART A

SUPPORTING STATEMENT FOR INFORMATION COLLECTION BY THE CENTERS FOR EPIDEMIOLOGY AND ANIMAL HEALTH (CEAH), NATIONAL ANIMAL HEALTH MONITORING SYSTEM (NAHMS)[1] And NATIONAL VETERINARY SERVICES LABORATORIES (NVSL)

CUSTOMER/STAKEHOLDER SATISFACTION SURVEYS

March 8, 2011

A. JUSTIFICATION

This submission is a request for renewal of a previously approved collection used to perform general customer/stakeholder satisfaction surveys by two functional areas of APHIS – National Animal Health Monitoring System (NAHMS) and National Veterinary Services Laboratories (NVSL). These surveys are designed to measure opinions of producers and industry (academia and others) after they participate in or utilize information products from NAHMS studies. The NVSL survey is used to measure customer satisfaction levels regarding laboratory services provided. The surveys will solicit responses from all respondents and recipients of NAHMS reports and randomly selected laboratory customers to address the following objectives:

1. Obtain feedback on the respondents perception of the NAHMS program;
2. Determine what worked well in the NAHMS study for participants;
3. Determine areas for study improvement, and solicit producer feedback on how to improve the NAHMS study;
4. Obtain feedback on the value of the reports from NAHMS;
5. Obtain feedback on laboratory services performed by NVSL.

The information collected through these surveys will be analyzed and used for internal program adjustments and to tailor future NAHMS studies and reports. The laboratory responses collected will be used internally to measure customer satisfaction and adjust services to meet the needs of customers. Aggregate-level opinions may be printed in information sheets or descriptive reports (publications), but the primary use of this information is for internal program and report planning and administrative purposes. The potential benefit to the industry from these surveys is feedback to improve the program, laboratory services, and informational products by gathering relevant and timely information and opinions on the content and method of program or service delivery. Participation in these surveys is voluntary; it is up to the individual to decide to participate.

The NAHMS Program is committed to improving the value of studies for producers and industry, reducing the burden of these studies on respondents, and developing timely information of value to the American public. As part of this commitment, the NAHMS is seeking approval to perform customer/stakeholder satisfaction surveys for participants of NAHMS studies and users of NAHMS information.

[1] The National Animal Health Monitoring System is responsible for collecting national data on animal health and productivity from voluntary participants.

The NVSL is committed to providing services that meet customer/stakeholder's needs and expectations. The ability to measure customer satisfaction and evaluate the results of the survey is critical for assessing any changes that may need to be implemented to serve all users of the NVSL.

1. ***Explain the circumstances that make the collection of information necessary. Identify any legal or administrative requirements that necessitate the collection. Attach a copy of the appropriate section of each statute and regulation mandating or authorizing the collection of information.***

Collection and dissemination of animal health data and information is mandated by 7 U.S.C. § 391, the Animal Industry Act of 1884[2], which established the precursor of the APHIS, Veterinary Services, the Bureau of Animal Industry. Legal requirements for examining and reporting on animal disease control methods were further mandated by 7 U.S.C. § 8308 of the Animal Health Protection Act, "Detection, Control, and Eradication of Diseases and Pests," May 13, 2002[2].

Collection, analysis, and dissemination of livestock and poultry health information on a national basis are consistent with the APHIS mission of protecting and improving American agriculture's productivity and competitiveness. The NAHMS program relies heavily on producer and industry support. Therefore, NAHMS needs to collect this type of feedback from producers and others to enhance future studies and ensure that the informational products are meeting their needs. The NVSL also serves a critical role in the overall APHIS mission and there is a need to be able to assess customer satisfaction and improve where possible to better serve customers/stakeholders needs.

The NAHMS program has administered customer/stakeholder satisfaction surveys similar to these in the past. Historically, the request for approval of this type of survey has been included in the information collection package for each study. However, NAHMS would like to be able to obtain feedback on publications that are distributed after the studies have been completed, and for customers using the NAHMS web page which may occur after the clearance period has ended. Therefore, the NAHMS would like to obtain a general clearance to perform surveys over a three-year period. More information on the NAHMS program and publications resulting from studies is available at *http://nahms.aphis.usda.gov.*

The following is a list of expected surveys over the next three year period:
2011 Beef Feedlot Participant Survey; 2011 Beef Feedlot Descriptive Reports Survey; 2012 Swine Participant Survey; 2012 Swine Descriptive Reports Survey; 2013 Small Studies Participant Survey; 2013 Small Studies Descriptive Reports Survey; NAHMS web surveys 2011, 2012, 2013, and NVSL Performance Surveys 2011, 2012, and 2013.

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[2] 7 United States Code § 391, and 7 U.S.C. § 8308, are attached in the Background Information section (section 6).

2. ***Indicate how, by whom, and for what purpose the information is to be used. Except for a new collection, indicate the actual use the Agency has made of the information received from the current collection.***

Data collected, analyzed, and interpreted will be used by NAHMS to plan future survey approaches and adjust informational products as appropriate.

The NVSL will collect, analyze, and interpret data for the purpose of reviewing overall laboratory performance and customer satisfaction.

Customer/Stakeholder Satisfaction Survey Data Collection Form

There are a variety of possible survey forms. Several examples have been included with this package. No individual opinions or information will be disclosed.

3. ***Describe whether, and to what extent, the collection of information involves the use of automated, electronic, mechanical, or other technological collection techniques or other forms of information technology, e.g. permitting electronic submission of responses, and the basis for the decision for adopting this means of collection. Also describe any consideration of using information technology to reduce burden.***

Customer/stakeholder satisfaction surveys may be administered via U.S. mail, or via the worldwide web. In addition, NVSL customer satisfaction surveys may be collected via fax or email. Depending on the type of industry being surveyed, one or more of these methods will be used to maximize input. Ideally, most surveys will utilize worldwide web, which will reduce respondent and staff burden.

4. ***Describe efforts to identify duplication. Show specifically why any similar information already available cannot be used or modified for use for the purposes described in Item 2 above.***

There are no other agencies or organizations collecting producer feedback on NAHMS studies and reports or NVSL performance.

5. ***If the collection of information impacts small business or other small entities (Item 5 of OMB Form 83-I), describe the methods used to minimize burden.***

Customer/stakeholder satisfaction surveys conducted by NAHMS are designed to collect the minimum amount of data required to obtain feedback from the producers that participate in the NAHMS program, people who utilize NAHMS study reports, and customers of the NVSL. These short voluntary surveys will affect 5 percent of small businesses.

6. Describe the consequences to Federal program or policy activities if the collection is not conducted or conducted less frequently, as well as any technical or legal obstacles to reducing burden.

Performing this type of survey allows the NAHMS to strengthen the program and collect timely, relevant information for improving NAHMS studies and reports. If NAHMS is unable to collect opinions regarding these studies, methods to reduce producer burden, increase response, and improve data validity and relevancy to producers' needs may not be realized. This could ultimately hinder study design and make the program and products less effective.

The NVSL also needs to show response to both internal and external customer needs. These results will be used to provide emphasis on areas needing improvement and also help determine what areas of the laboratory's functions are consistently strong. This data will be used to formulate goals for improvement and provide a targeted approach to evaluate the effectiveness of the improvements made.

7. ***Explain any special circumstances that would cause an information collection to be conducted in a manner inconsistent with the general information collection guidelines in 5 CFR 1320.5***
    - **requiring respondents to report information to the agency more often than quarterly;**
    - **requiring respondents to prepare a written response to a collection of information in fewer than 30 days after receipt of it;**
    - **requiring respondents to submit more than an original and two copies of any document;**
    - **requiring respondents to retain records, other than health, medical, government contract, grant-in-aid, or tax records for more than three years;**
    - **in connection with a statistical survey, that is not designed to produce valid and reliable results that can be generalized to the universe of study;**
    - **requiring the use of a statistical data classification that has not been reviewed and approved by OMB;**
    - **that includes a pledge of confidentiality that is not supported by authority established in statute or regulation, that is not supported by disclosure and data security policies that are consistent with the pledge, or which unnecessarily impedes sharing of data with other agencies for compatible confidential use; or**

- **requiring respondents to submit proprietary trade secret, or other confidential information unless the agency can demonstrate that it has instituted procedures to protect the information's confidentiality to the extent permitted by law.**

This information collection is consistent with guidelines established in 5 CFR 1320.5.

8. Describe efforts to consult with persons outside the agency to obtain their views on the availability of data, frequency of collection, the clarity of instructions and recordkeeping, disclosure, or reporting forms, and on the data elements to be recorded, disclosed, or reported. If applicable, provide a copy and identify the date and page number of publication in the Federal Register of the agency's notice, soliciting comments on the information collection prior to submission to OMB.

During 2010, CEAH consulted with the following individuals:

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The Agency's notice of information collection activity was announced in the Federal Register on Friday, December 17, 2010, pages 7865-78966. Two comments were received from the public. One expressed its endorsement of the surveys as a valuable resource for the industry and the other derided APHIS for its program – it had no bearing on the paperwork being collected.

9. Explain any decision to provide any payment or gift to respondents, other than remuneration of contractors or grantees.

There will be no payments or gifts provided to respondents.

10. Describe any assurance of confidentiality provided to respondents and the basis for the assurance in statute, regulation or agency policy.

Although the primary use of the data will be for internal reports; any data used in information sheets or descriptive reports will be reported at the national or regional level, to protect individual respondents. Names, addresses, and personal information will not be collected and, therefore, no connection can be made between a completed questionnaire and a respondent's identity.

11. Provide additional justification for any questions of a sensitive nature, such as sexual behavior or attitudes, religious beliefs, and other matters that are commonly considered private. This justification should include the reasons why the agency considers the questions necessary, the specific uses to be made of the information, the explanation to be given to persons from whom the information is requested, and any steps to be taken to obtain their consent.

No questions of a sensitive nature will be used in this collection activity.

***12. Provide estimates of the hour burden of the collection of information*. Indicate the number of respondents, frequency of response, annual hour burden, and an explanation of how the burden was estimated.**

A. Indicate the number of respondents, frequency of response, annual hour burden, and an explanation of how the burden was estimated. If this request for approval covers more than one form, provide separate hour burden estimates for each form and aggregate the hour burdens in Item 13 of OMB Form 83-I.

Surveys will vary slightly in length and the majority will take fifteen minutes or less to complete. An estimated total of 1,610 burden hours, spread across multiple studies and information products, are needed to complete all 3 years of this information collection activity. This total is only an estimate; the number of projects may increase or decrease based on workloads and emerging issues. A detailed burden estimate has been included on the enclosed APHIS 71 Form.

B. Provide estimates of annualized cost to respondents for the hour burdens for collections of information, identifying and using appropriate wage rate categories.

Estimated respondent costs for the information collection proposed are calculated based on data collection estimate of $10.91 per hour.[3] The total respondent cost for performing customer/stakeholder satisfaction surveys is $17,565 (1610 burden hours x $10.91).

13. Provide an estimate of the total annual cost burden to respondents or record keepers resulting from the collection of information (do not include any hour burden shown in items 12 and 14). The cost estimates should be split into two components: (a) a total capital and start-up cost component annualized over its expected useful life; and (b) a total operation and maintenance and purchase of services component.

There are no capital/start-up costs or ongoing operations and maintenance costs associated with this information collection.

14. Provide an estimate of annualized cost to the federal government. Provide a description of the method used to estimate cost and any other expense that would not have been incurred without this collection of information.

The estimated cost to the Federal Government is $9,376.92. For more information, please see the enclosed APHIS-79 form.

15. Explain the reasons for any program changes or adjustments reported in items 13 or 14 of the OMB form 83-I.

	Requested	Program Change Due to New Statute	Program Change Due to Agency Discretion	Change Due to Adjustment in Agency Estimate	Change Due to Potential Violation of the PRA	Previously Approved
Total Number of Responses	21300	0	0	12070	0	9230
Total Time Burden (Hr)	1610	0	0	-861	0	2471
Total Cost Burden ($)	0	0	0	0	0	0

When this collection was approved 3 years ago, the ICs totaled 16,090 annual responses for both respondents and non-respondents. However, only 9,230 annual responses were requested and approved, leaving a negative balance of -6,860 responses. The increase of 12,070 responses for this submission is a result of underestimation of responses in the previous collection resulting in a negative offset of 6,860 annual responses.

[3] NASS Farm Labor, published report for 2006, released November 20, 2009 available upon request.

Previously, OMB approved a total number of 2,471 burden hours. Because of the 5,210 fewer responses from the previous approval, there is a decrease of 861 hours. The burden hours of the nonresponses were correctly accounted for in the previous submission.

16. For collections of information whose results are planned to be published, outline plans for tabulation and publication.

Information from these customer/stakeholder satisfaction surveys will be primarily used for internal purposes to enhance the future studies. Data will be entered into Microsoft Excel Spreadsheets via desktop computers for the NAHMS study participants, and ratios, percents, and averages will be calculated. Commercially available collection and summarization software will allow recipients of NAHMS publications and users of the NAHMS web site to provide feedback on the utility of reports via the internet. Information collected may be used in information sheets or to document past performance in an effort to increase participation rates and value of reports for future NAHMS studies.

The NVSL will collect, analyze, and use data from the laboratory performance surveys. The data will be entered into Microsoft Excel Spreadsheets via desktop computers for these surveys. Analysis will be conducted using this data to identify areas needing improvement as well as functions that are consistently strong. Annual comparisons of data collected to historical surveys may be performed in an effort to track continual improvement of the laboratory's services to customers/stakeholders. The information will be primarily used for internal use to identify future goals for improvement.

17. If seeking approval to not display the expiration date for OMB approval of the information collection, explain the reasons that display would be inappropriate.

APHIS will display the expiration date for OMB approval on the forms used in this collection.

18. Explain each exception to the certification statement identified under "Certification for Paperwork Reduction Act."

APHIS is able to certify compliance with all provisions of the Act.