

**Justification for Submission under DOI Programmatic Clearance for Customer Satisfaction Surveys (OMB Control Number 1040-0001)**

<b>U.S. Department of the Interior Office of Policy Analysis (PPA)</b>	PPA Tracking Number: (for PPA use only)  CSS-14
--	---

	<b>Date Submitted to PPA:</b>	<b>10/16/2012</b>
1.	<b>Survey Title:</b>	IAC CUSTOMER SATISFACTION SURVEY
2.	<b>Bureau:</b>	Bureau of Land Management

3.	<p><b>Abstract:</b> (not to exceed 150 words)</p> <p>It is critical to provide customers with the opportunity to give feedback concerning their overall satisfaction level, including specific likes and dislikes. It is equally important to consistently measure and monitor that input. The goal of this survey is to identify and develop a set of actionable strategies that will enable us to improve the customer experience. The results of this survey will allow us to determine overall customer satisfaction with our staff, products and services, identify customer perceptions, communicate our strengths and weaknesses, and measure and prioritize areas where improvement will most affect customer satisfaction.</p>
----	---

<b>4. Bureau/Office Point of Contact Information</b>			
<b>First Name:</b>		Dilene	
<b>Last Name:</b>		Smith	
<b>Title:</b>		Chief, Branch of Information Access and Customer Service	
<b>Bureau/Office:</b>		Bureau of Land Management, Nevada State Office	
<b>Street Address:</b>		1340 Financial Blvd.	
<b>City:</b>	Reno	<b>State:</b>	NV <b>Zip code:</b> 89502
<b>Phone:</b>	(775) 861-6529	<b>Fax:</b>	(775) 861-6606
<b>Email:</b>		dasmith@blm.gov	
<b>5. Principal Investigator (PI) Information</b>			
<b>First Name:</b>		Same as #4	
<b>Last Name:</b>			
<b>Title:</b>			
<b>Bureau/Office:</b>			
<b>Address:</b>			
<b>City:</b>		<b>State:</b>	<b>Zip code:</b>
<b>Phone:</b>		<b>Fax:</b>	
<b>Email:</b>			
<b>6.</b>	<b>Name of Program or Office Conducting Survey:</b>	Bureau of Land Management, Nevada State Office, Support Services, Information Access Center	
<b>7.</b>	<b>Description of Customers and Services Provided:</b>	Customers are members of the public who conduct business with the BLM via the Information Access Center. The Information Access Center collects money, processes land document filings, applications, etc., sells maps and other items, conducts research, and provides information to these customers.	
<b>8.</b>	<b>Survey Dates</b>	(mm/dd/yyyy)	to (mm/dd/yyyy)
		06/01/2013	09/01/2013
<b>9.</b>	<b>Type of Information Collection Instrument (Check ALL that Apply)</b>		
<input type="checkbox"/>	<b>Intercept</b>	<input type="checkbox"/>	<b>Telephone</b>
<input type="checkbox"/>	<b>Mail</b>	<input checked="" type="checkbox"/>	<b>Web-based</b>
<input type="checkbox"/>	<b>Focus Groups</b>	<input type="checkbox"/>	<b>Comment Cards</b>
<input type="checkbox"/>	<b>Other</b>	<b>Explain:</b>	Survey administered onsite via Internet.

<p><b>10. Survey Development:</b> (Who assisted in survey content development statistics? Was the survey pretested? How were improvements integrated? Which of the six topic areas will be addressed?)</p> <p>Survey was developed once the written objectives were identified by review and analysis of customer comment card data. Research was conducted and sample customer surveys reviewed. Survey was drafted using a 5-point satisfaction scale with primarily multiple-choice/multiple answer questions, with one open-ended fill in question. Questions were clear, concise and relevant, straight-forward, single-focused, and logical layout. The draft survey was pre-tested within the branch and underwent peer review by managers outside the branch.</p>		
<p><b>11. Survey Methodology:</b> (Use as much space as needed; if necessary include additional explanation on separate page).</p>		
<b>Respondent Universe</b>	All visitors to the Information Access Center during the year.	
<b>Sampling Plan/Procedure</b>	We will attempt to administer the survey to every customer that physically visits the IAC during the period from June 1, 2013, to September 1, 2013.	
<b>Instrument Administration</b>	Survey will be administered to all walk-in customers on site.	
<b>Expected Response Rate and Confidence Levels</b>	We expect to achieve an 80% response rate with approximately 306 people completing the survey. This would provide sample statistics with a 5 percentage point error bound at a 95% confidence level.	
<b>Strategies for dealing with potential non-response bias</b>	For those who may refuse to participate, we would reiterate the importance of the survey and encourage their participation. Because we have a close relationship with our customers, we anticipate the majority of our customers will participate in the survey. We are offering a BLM bookmark as a token compensation.	
<b>Description of any pre-testing and peer review of the methods and/or instrument (recommended)</b>	The draft survey was pre-tested within the branch and underwent peer review by managers outside the branch. "Think-aloud" sessions were conducted with several people and written, detailed recommendations were provided. Recommendations included grouping the items by content, numbering and providing a subtitle for each group, and within each group of items, placing items with the same format together. These recommendations were implemented.	
<b>12.</b>	<b>Total Number of Initial Contacts and Expected Number of Respondents</b>	383 contacts/306 expected number of respondents
<b>13.</b>	<b>Estimated Time to Complete Initial Contact and Time to Complete Instrument</b>	.5 minutes/3 minutes
<b>14.</b>	<b>Total Burden Hours Contacts Respondents ----- Total</b>	192 minutes <u>918 minutes</u>  19 hours (1,110 minutes)
<p><b>15. Reporting Plan:</b> Will display results on division SharePoint site for the BLM Nevada employees to view. Results will be displayed on BLM Nevada website for our customers to view. Results will be included in the FY 2013 Division of Support Services Annual Report.</p>		

<b>16. Justification, Purpose, and Use:</b>	
<b>Survey Justification and Purpose</b>	Improve program effectiveness by promoting a new focus on results, service quality and customer satisfaction.
<b>Survey Goals</b>	Identify products or services that may need improvement or additional products or services desired by the customer that will improve overall customer satisfaction and the customer experience; target program improvements; comply with the Government Performance and Results Act (GPRA) collection of customer satisfaction data.
<b>Utility to Managers</b>	Provide an evaluation of the effectiveness of the Information Access Center program, along with recommended changes and/or additions in products and services.
<b>How will the results of the survey be analyzed and used?</b>	Review and analyze survey results; make recommendations, implement actions plans, assign plan owners, and monitor plan execution. Once the results have been compiled and analyzed, they will be presented to management with recommendations for resolving any identified weaknesses. The recommendations will be actionable (i.e., reduce response time to two hours), and the person responsible and the resources allocated to meet that goal will be identified. There will be periodic meetings/follow-up to evaluate progress on the actions.
<p><b>How will the data be tabulated? What Statistical Techniques will be used to generalize the results to the entire customer population? How will limitations on use of data be handled? If the survey results in a lower than anticipated response rate, how will you address this when reporting the results?</b> (Use as much space as needed; if necessary include additional explanation on separate page).</p> <p>Data will be reviewed and entered into an Excel spreadsheet and displayed by pie and bar graph. Cross-tabulate by satisfaction rating, comparing customers that are extremely satisfied and those that are unsatisfied. The tendency in analyzing customer satisfaction results is to focus on those company, product or service attributes that elicit the greatest dissatisfaction overall. The gap in satisfaction ratings for each attribute will help prioritize areas for improvement; the areas with the greatest difference should have the highest priority. Data will be used to evaluate the need for internal improvements in products and services.</p> <p>We understand that there may be customers who may refuse to participate or those who agree to participate, and then fail to return the survey. This could be due to lack of interest or the opinion that surveys do not produce any improvements. We will follow up with those individuals to encourage participation, however, our expected response rate accounts for those individuals.</p>	
<p><b>Is this survey intended to measure a Government Performance and Results Act (GPRA) performance measure? If so, please include an excerpt from the appropriate document.</b> (Use as much space as needed; if necessary include additional explanation on separate page).</p> <p>Yes. Interior offices and bureaus must collect customer satisfaction data to comply with the Government Performance and Results Act (GPRA) of 1993 (P.L. 103-62) and Executive Order (E.O.) 12862. The Department of the Interior must measure customer satisfaction levels associated with its services, products and information through periodic surveys. Data obtained from these customer interactions can be used to identify opportunities for improvement.</p>	

## **Checklist for Submitting a Request to Use DOI Programmatic Clearance for Customer Satisfaction Surveys**

- X All questions in the survey instrument are within the scope of one of the DOI Programmatic Clearance for Customer Satisfaction Surveys topic areas.
- X The approval package is being submitted to the Office of Policy Analysis at least 45 days prior to the first day the PI wishes to administer the survey to the public.
- X A qualified statistician has reviewed and approved your request.
- X Your bureau/office Information Collection Clearance Officer has reviewed and approved the approval package.

### **The approval package includes:**

- X **A completed Justification**
- X **A signed Certification Form**
- X **A copy of the survey instrument**
- X **Other supporting materials, such as:**
  - **Cover letters to accompany mail-back questionnaires**
  - **Introductory scripts for initial contact of respondents**
  - **Necessary Paperwork Reduction Act compliance language**
  - **Follow-up letters/reminders sent to respondents**

### **The survey methodology presented in the Justification includes a specific description of:**

- X **The respondent universe**
- X **The sampling plan and all sampling procedures, including how respondents will be selected**
- X **How the instrument will be administered**
- X **Expected response rate and confidence levels**
- X **Strategies for dealing with potential non-response bias**
- X **A description of any pre-testing and peer review of the methods and/or the instrument is highly recommended.**

X **The burden hours reported in the Justification include the number of burden hours associated with the initial contact of all individuals in the sample (i.e., including refusals), if applicable, and the number of burden hours associated with individuals expected to complete the survey instrument.**

X **The package is properly formatted (Word) and submitted to the Office of Policy Analysis electronically.**

**CERTIFICATION FORM FOR SUBMISSION UNDER OMB CONTROL NUMBER 1040-0001**

**This form should only be used if you are submitting a collection of information for approval under the DOI Programmatic Clearance for Customer Satisfaction Surveys. If the collection does not satisfy the requirements of the Programmatic Clearance, you should follow the regular PRA clearance procedures described in 5 CFR 1320.**

Bureau/Office Subgroup or Program			
Bureau of Land Management, Nevada State Office, Support Services, Information Access Center			
Title <i>(Please be specific)</i>			
IAC Customer Satisfaction Survey			
Estimated Number		Time per Response	
Contacts	383	Contacts	.5 minutes
Respondents	306	Respondents	3 minutes
		Total Burden Hours	
		Contacts	192 minutes
		Respondents	<u>918 minutes</u>
		-----	
		Total	19 hours (1,110 minutes)
Bureau/Office Contact (who can best answer questions about content of the submission):			
Name	Dilene A. Smith	Phone	(775) 861-6529
<b>Certification: The collection of information requested by this submission meets the requirements of OMB control number 1040-0001</b>			
Bureau/Office Qualified Statistician			DATE
Douglas Burbank			October 16, 2012
Bureau/Office Information Collection Clearance Officer			DATE
Jean Sonneman			October 16, 2012
Office of Policy Analysis			DATE
Don Bieniewicz			March 18, 2013
OMB, Office of Information and Regulatory Affairs (OIRA)			DATE