

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 1910-5160)

TITLE OF INFORMATION COLLECTION:

Fueleconomy.gov website survey

PURPOSE:

The Vehicle Technologies Program of the Office of Energy Efficiency and Renewable Energy (EERE) within the Department of Energy (DOE) has developed an online customer satisfaction survey (see attached) to help the fueleconomy.gov Web team better understand:

- The visitors that currently use the [fueleconomy.gov site](http://fueleconomy.gov)
- How often the visitors currently use the site
- What information these users are searching for and whether they are able to find it

Information gathered from this survey will help gauge the effectiveness of the website and provide guidance for making customer service improvements.

The survey itself will be administered using Survey Gizmo, an online survey tool. The survey will be live and online for up to eight weeks or until the agency receives 300 respondents, whichever comes first. The agency expects to post the survey starting July 16 and end at the latest on September 10.

The attached survey contains twenty-two questions in total; however, due to a branching mechanism built into the survey, each respondent will only be asked to answer a maximum of thirteen to seventeen questions. Each group of questions should take an estimated six minutes to answer. The total burden to the public is estimated to be 30 hours.

Participation in this survey is voluntary, and data collected will not be publically disseminated. All results will be aggregated before analysis.

DESCRIPTION OF RESPONDENTS:

The survey respondents will consist of anyone who visits the fueleconomy.gov site and chooses to complete the survey. The survey is completely voluntary and open to the general public.

TYPE OF COLLECTION: (Check one)

- Customer Comment Card/Complaint Form Customer Satisfaction Survey
 Usability Testing (e.g., website or Software) Small Discussion Group
 Focus Group Other: _____

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.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the site or may have experience with the site in the future.

Name: Shannon Shea _____



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

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No (Name/Email/Phone can be provided voluntarily if they wish to be contacted to provide more feedback)
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? Yes No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published?
 Yes No No response since #1 was no.

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? Yes No

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals or Households (website visitors)	300	6 mins (0.1 hours)/survey	30 hrs
Totals	300	6 mins (0.1 hours)/survey	30 hrs

FEDERAL COST: The estimated annual cost to the Federal government is \$2500 x 1 year (not ongoing). Costs include personnel required to create and implement the survey.

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

1. 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?

The survey may be voluntarily completed by anyone who visits the public fueleconomy.gov website.

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. Instructions for completing Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback”

TITLE OF INFORMATION COLLECTION: Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

PURPOSE: Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

DESCRIPTION OF RESPONDENTS: Provide a brief description of the targeted group or groups for this collection of information. These groups must have experience with the program.

TYPE OF COLLECTION: Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

CERTIFICATION: Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

Personally Identifiable Information: Provide answers to the questions. Note: Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

Gifts or Payments: If you answer yes to the question, please describe the incentive and provide a justification for the amount.

BURDEN HOURS:

Category of Respondents: Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households; (2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected per row.

No. of Respondents: Provide an estimate of the Number of respondents.

Participation Time: Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)

Burden: Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.

FEDERAL COST: Provide an estimate of the annual cost to the Federal government.

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. Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

Administration of the Instrument: Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g. for surveys) or facilitators (e.g., for focus groups) used.

Submit all instruments, instructions, and scripts are submitted with the request.