

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 3090-0297) (Req-4)

TITLE OF INFORMATION COLLECTION: Voice-of-Customer survey for websites on the USA.gov domain

PURPOSE:

To collect feedback about customer satisfaction and task completion for USA.gov and other websites on the USA.gov domain. The results of the survey will be used internally to improve service and to satisfy the customer satisfaction metrics required by the Digital Government Strategy.

DESCRIPTION OF RESPONDENTS:

Individuals who visit websites on the USA.gov domain will have the opportunity to complete a site wide survey or a page survey. Participation is voluntary and anonymous.

TYPE OF COLLECTION: (Check one)

- | | |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" 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 type="checkbox"/> 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 program or may have experience with the program in the future.

Name: David Kaufmann

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

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
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

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	60,000	3 minutes	3,000 hrs
Totals	60,000	3 minutes	3,000 hrs

FEDERAL COST: The estimated annual cost to the federal government is \$0. Existing infrastructure resources will be used to implement and maintain the tool.

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?
[x] 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?

Only people who directly visit USA.gov and other websites on the USA.gov domain will be invited to take the survey. We intend to place links on the websites inviting people to provide feedback. We also plan to use page specific surveys, such as “Was this page helpful?” See stopbullying.gov as an example - <http://www.stopbullying.gov/get-help-now/index.html>. Finally, we will implement a “pop up” survey that will randomly invite visitors to complete the site wide survey.

Based on previous surveys completed, we estimate the number of responses will be no more than 60,000 per year. We currently receive less than 20,000 responses per year. The addition of page level surveys will raise the total number.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
[x] Web-based or other forms of Social Media
[] Telephone
[] In-person
[] Mail
[] Other, Explain
2. Will interviewers or facilitators be used? [] Yes [x] No