

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

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**TITLE OF INFORMATION COLLECTION:** DigitalGov Customer Satisfaction Survey (Req-18). Customer satisfaction (voice of the customer) survey for websites on the DigitalGov.gov domain. (Req-18)

**PURPOSE:**

Collect feedback on customer satisfaction and task completion for DigitalGov.gov and related websites. The results of the survey will be used internally to improve service to GSA customers.

**DESCRIPTION OF RESPONDENTS:**

A random selection of individuals who visit websites on the DigitalGov.gov domain will be given the opportunity to complete a site-wide or page-level survey to satisfy the customer satisfaction metrics requirements of the Digital Government Strategy. Participation is voluntary and anonymous.

**TYPE OF COLLECTION:** (Check one)

- |   |   |
|---|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form                   | <input checked="" type="checkbox"/> <b>Customer Satisfaction Survey</b> |
| <input type="checkbox"/> Usability Testing ( <i>e.g.</i> , 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:** Alycia Piazza

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 [X] No.

**BURDEN HOURS**

| Category of Respondent    | No. of Respondents | Participation Time | Burden    |
|---------------------------|--------------------|--------------------|-----------|
| Individuals or households | 250/mo             | 3 minutes          | 150       |
|                           |                    |                    |           |
| <b>Totals</b>             | 3000               | 3 minutes          | 150 hours |

**FEDERAL COST:** The estimated annual cost to the Federal government is \$228.

**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 DigitalGov.gov will be invited to take the survey. We will randomly invite approximately 20% of visitors, with a maximum of 250 people per month, to complete the survey.

**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