DEFENSE TECHNICAL INFORMATION CENTER (DTIC)`
GENERIC CUSTOMER SATISFACTION SURVEYS
(OMB CONTROL NUMBER 0704-0403)

SUPPORTING STATEMENT – PART A

A. JUSTIFICATION

    1. Need for the Information Collection

The purpose of these surveys is to assess the level of service the Defense Technical Information Center (DTIC) provides to its current customers. The surveys will provide information on customer satisfaction with several attributes of service that impact the level of overall satisfaction. In addition, the surveys will help DTIC (1) gauge the level of satisfaction among its registered users and (2) identify possible areas for improving our products and services. These customer satisfaction surveys are required to implement Executive Order 12862, dated September 11, 1993, titled "Setting Customer Service Standards"; the memorandum of the Deputy Secretary of Defense dated January 7, 1994, directing the components to apply the principles in the Executive Order to all of their customers; the GPRA of 1993; and the E-Government Act of 2002.

    2. Use of the Information

The information obtained by these surveys will be used to assist DTIC senior management in determining agency business policies and processes that should be selected for examination, modification, and reengineering from the customer's perspective. These surveys will also provide statistical and demographic information for other projects. Future surveys will be used to monitor changes in the level of customer satisfaction over time.

    3. Use of Information Technology

Survey design, data collection, analysis and reporting functions are all automated. Respondents have the option to be surveyed via email or through the DTIC websites. To preclude potential respondent confusion, complete submission instructions appear in the advance notification letter as well as in the introduction and end of email and Web-based electronic survey questionnaires. All electronically generated response data will be automatically downloaded into specified databases for analysis and reporting. DTIC has approved an automated survey software called SurveyTracker, to conduct surveys/feedback. DTIC used this software for its feedback efforts for over 15 years. This software resides on a FISMA compliant server.

    4. Non-duplication

There is no current data existing in the Department of Defense (DoD) that addresses the levels of customer satisfaction with DTIC information products and services.

5. Burden on Small Business

Collection of this information does not have a significant impact on small business.

6. Less Frequent Collection

Not collecting the information, or collecting it less frequently, would result in the inability to effectively measure customer satisfaction and improve products and services based on feedback.

7. Paperwork Reduction Act Guidelines

Collection of this information does not require any of the characteristics of collection cited in 5 CFR l320.5(d)(2).

8. Consultation and Public Comments

Public comments were solicited in the Federal Register / Vol. 78, No. 80 / Thursday, April 25, 2013 / Notices/[Docket ID DoD–2013–OS–0089]. No comments were received.

9. Gifts or Payment

No payments or gifts will be provided to the respondents.

10. Confidentiality

All survey response data is confidential and only group statistics will be reported. No identifying or special codes are to be used on any form printed and/or electronically transmitted for purposes of collecting data from respondents. All electronically generated response data will be automatically downloaded into specified databases for analysis and reporting. All individual response data will remain confidential, and subsequent reports will only contain composite data to ensure privacy of the data capture.

11. Sensitive Questions

There are no sensitive questions asked in this information collection. Participation with our surveys are voluntary. Requesting to provide limited demographic (i.e, organization and work contact information) are voluntary

12. Respondent Burden, and its Labor Costs

a. Estimation of Respondent Burden

DTIC's customer base has historically experienced response rates in the 15-27 percent range. The estimated average time to complete the Web-based survey is five to 15 minutes. Total Annual Burden Hours:

QUESTIONNAIRES	NUMBER OF RESPONDENTS	FREQUENCY PER RESPONSE	TOTAL ANNUAL RESPONSES	BURDEN PER RESPONSE
Customer Satisfaction Survey	2000 (1 Biannually)	1	2000	15 minutes
CARES Project Evaluations (Generic, Registration, Submitting Docs, Products and Services)	2000	1	2000	5 minutes
Web	500	1	500	5 minutes
Search Enhancements Survey	500	1	500	5 minutes
TechSpace – Search Design Survey	500	1	500	5 minutes
Adhoc Surveys (i.e., DTIC's Products and Services)	200 (3 surveys per year)	3	600	15 minutes
TOTAL ANNUAL HOUR BURDEN TO RESPONDENT (ESTIMATED)	**5700**	**8**	**6100**	**6.25 minute response average (636 hours)**

Total annual reporting burden hours is: 636 (hrs). This figure was derived by multiplying number of responses (6100) x frequency of response (1) x hours per response (6.25 minutes; .1042 hours).

      b. <u>Labor Cost of Respondent Burden</u>

Given the wide range of occupation in the DTIC Community, the following estimated based salary was used: 2013 Federal Gov't GS Salary Table-GS 11/5

QUESTIONNAIRES	LABOR COST PER RESPONSE	TOTAL ANNUAL RESPONSES	LABOR COST PER QUESTIONNAIRE
Customer Satisfaction Survey	$13655.00	1	$13655.00
CARES Project Evaluations (Generic, Registration, Submitting Docs, Product and Services)	$4551.67	1	$4551.67
Web Usability Survey	$1137.92	1	$1137.92
Search Enhancements Survey	$1137.92	1	$1137.92
TechSpace – Search Design Survey	$1137.92	1	$1137.92
Adhoc Surveys (i.e., DTIC's Products and Services)	$455.17	3	$1365.51
TOTAL ANNUAL LABOR COST TO RESPONDENT	**$22,075.60**	**8**	**$22,985.94**

Total Labor cost the Questionnaires: $22,985.94: This figure was derived by multiplying number of respondents (6100) x Burden Response Rate per questionnaire x 27.31 hr. (GS-11/5)

TOTAL BURDEN FOR THREE YEARS:

NUMBER OF RESPONDENTS	TOTAL RESPONSES	TOTAL BURDEN HOURS	TOTAL COST TO RESPONDENT
17,100	18,300	1,908	$68,958

13. Respondent Costs Other Than Burden Hour Costs

There are no capital or start-up costs associated with this information collection.

14. Cost to the Federal Government
        Note: Used the 2013 Federal Gov't Salary Table - GS 13/5 to determine labor cost

Labor for Web-based survey instrument:
- Annual Maintenance Plan (3 license -3 yrs) (Not Labor)- Survey Tracker Software: $8700.00

- Development, oversight, administration, reviewing and processing the questionnaire and returns (Labor)(GS-13/5 $48.35/hr. x 80hrs. x 3) $ 11,604.00

- Reviewing and Processing each Response (Labor): $22,985.94

Total Estimated Annualized-Cost to the Federal Government: $43,289.94

15. Reasons for Change in Burden

This is an extension of the currently approved collection, OMB Control Number 0704-0403. There was an adjustment to the burden since the last OMB approval, due to the implementation of additional survey instruments. However, there is a decrease in Annual Responses and Burden hours to accurately reflect the response rate DTIC has received over the last three years.

16. Publication of Results

The analyzed data will be made available to management in a composite report format for the purpose of improving the products and services afforded DTIC registered users. Once approved by management, summary results from the collection of respondents' data may also be published on DTIC's websites as well as used in promotional materials.

17. Non-Display of OMB Expiration Date

Exception to the policy is not being sought.

18. Exceptions to "Certification for Paperwork Reduction Submissions"

No exceptions to the certification statement are being sought.