National Endowment for the Arts Supporting Statement
Collection of Information for the Creation of the Creative Placemaking Electronic Storybook

A. Justification

1. **Explain the circumstances that make the collection of information necessary. Identify any legal or administrative requirements that necessitate the collection. Attach a copy of the appropriate section of each statute and regulation mandating or authorizing the collection of information.**

The proposed questionnaire will serve to gather information for the NEA's C13-18 "Electronic Storybook" project. This web-based resource, focused on Creative Placemaking (CP), will serve as a practical guide and source of case study information for CP practice. Although CP has been a growing field for the last 20 years and a programmatic focus for the National Endowment for the Arts since 2009, a comprehensive and accessible resource for policymakers, practitioners, and the public-at-large does not exist. To support the continued growth in CP, and the CP community, the questionnaire will facilitate the creation of this resource.

Creative Placemaking happens when communities and local governments, in collaboration with artists, designers and art organizations, work to improve quality of life, encourage creative activity, create community identity and a sense of place, and revitalize local economies. To improve public understanding of communities' successes and challenges with CP, the NEA, in collaboration with a consultant team lead by GO collaborative, will develop the "Electronic Storybook" to document community outcomes, lessons learned, and experiences associated with projects that received NEA funding through the 2010 Mayors' Institute on City Design 25th Anniversary Initiative (MICD25) and 2011 Our Town initiative.

This interactive, online resource will be designed for use by policy-makers, CP practitioners, NEA applicants, and the public-at-large. The storybook will serve as a practical guide for communities planning or implementing their own Creative Placemaking projects. It will provide succinct case studies, key themes, and applicable lessons learned for both specific types of projects and for overall creative placemaking efforts. Descriptive data will communicate the short-term impacts of recent or ongoing projects.

The questionnaire has been designed based on the findings of initial case study research done with five exemplary NEA 2010-2011 projects (May - June 2013). Questions are structured to gather project information in support of the "Electronic Storybook" project goals and will supplement information provided through initial grant applications, final reports, and additional supporting data, as provided by project leaders. The questionnaire is needed because the previously collected data does not provide the scope and breadth of information needed to create the online resource, which will include full project narratives, key themes, lessons learned, and project impacts for more than 70 NEA-funded projects.

2. **Indicate how, by whom, and for what purpose the information is to be used. Except for a new collection, indicate the actual use the agency has made of the information received from the current collection.**

The information gathered through the questionnaire will be used to support the creation of web-based content for the future "Electronic Storybook". The content will include project narratives, explanations of lessons learned, explanations of barriers to success, listing of short-term impacts, and identification of key themes found within each project and across projects. The Storybook will be accessible to the public-at-large through the NEA's website.

The questionnaire will be developed through a collaborative process between the project's consultant team and NEA staff. It will be distributed electronically and collected by the consultant firm GO collaborative.

3. **Describe whether, and to what extent, the collection of information involves the use of automated, electronic, mechanical, or other technological collection techniques or other forms of information technology, e.g., permitting electronic submission of responses, and the basis for the decision for adopting this means of collection. Also describe any consideration of using information technology to reduce burden.**

In order to minimize respondent burden, the questionnaire will be distributed electronically through available survey software (such as Survey Monkey).

4. Describe efforts to identify duplication. Show specifically why any similar information already available cannot be used or modified for use for the purposes described in Item 2 above.

As part of the standard grant reporting process, project information previously submitted to the NEA includes the initial grant application (2010 or 2011) and may include a Final Descriptive Report (FDR) and additional supporting material (2010 – 2012). However, these standard reports are not designed to collect the kind of information that is the focus of this project. Additional information will be needed in order to create an up-to-date project narrative, illustrate first-hand reflections on lessons learned, and address the "Electronic Storybook" project goals.

To avoid unnecessary duplication, the questionnaire will be adapted per project, based on the information previously reported. For example, if a respondent's organization has already submitted a FDR to the NEA, some questions are unnecessary. Such questions have been removed from the version of the questionnaire that will be given to respondents who have already completed this standard reporting.

For the final distribution three types of questionnaires have been constructed: one for respondents from whom significant project information has been collected, one for respondents from whom we there is only the initial project application and FDR, and one for respondents from whom we there is little received information.

5. **If the collection of information impacts small businesses or other small entities, describe any methods used to minimize burden.**

   The questionnaire will be distributed to project leads (which include staff at local governmental agencies or non-profit organizations.) The questionnaire has been developed with sensitivity to the constraints faced by these small, independently-run, non-profit organizations or small governmental agencies, in terms of the estimated amount of time it will take to complete the questionnaire, and the careful construction of questions.

   In addition, as discussed above, the questionnaire has been tailored to eliminate duplicative reporting by removing questions that a respondent has already answered in other reporting to the NEA. Finally, special attention will be given to minimizing the burden on applicants by ensuring all available data is carefully reviewed and recorded before sending out the questionnaire.

6. **Describe the consequence to federal program or policy activities if the collection is not conducted or is conducted less frequently, as well as any technical or legal obstacles to reducing burden.**

   If this information is not collected, the NEA will be unable to complete the Storybook. There has been great demand from the NEA's constituents for more information about how to achieve success in involving the arts in local community development efforts, or what we refer to as 'creative placemaking.' The Storybook will be the first time that case studies and other resources on creative placemaking projects will be available to the public.

7. **Explain any special circumstances that would cause an information collection to be conducted in a manner:**
   - **requiring respondents to report information to the agency more often than quarterly;**
   - **requiring respondents to prepare a written response to a collection of information in fewer than 30 days after receipt of it;**
   - **requiring respondents to submit more than an original and two copies of any document;**
   - **requiring respondents to retain records, other than health, medical, government contract, grant-in-aid, or tax records, for more than three years;**
   - **in connection with a statistical survey, that is not designed to produce valid and reliable results that can be generalized to the universe of study;**
   - **requiring the use of a statistical data classification that has not been reviewed and approved by OMB;**

- **that includes a pledge of confidentiality that is not supported by authority established in statue or regulation, that is not supported by disclosure and data security policies that are consistent with the pledge, or which unnecessarily impedes sharing of data with other agencies for compatible confidential use; or**
- **requiring respondents to submit proprietary trade secrets, or other confidential information unless the agency can demonstrate that it has instituted procedures to protect the information's confidentiality to the extent permitted by law.**

The information collection will not necessitate any of the special requirements noted above.

8. **If applicable, provide a copy and identify the date and page number of publication in the Federal Register of the agency's notice, required by 5 CFR 1320.8 (d), soliciting comments on the information collection prior to submission to OMB. Summarize public comments received in response to that notice and describe actions taken by the agency in response to these comments. Specifically address comments received on cost and hour burden.**

   Describe efforts to consult with persons outside the agency to obtain their views on the availability of data, frequency of collection, the clarity of instructions and recordkeeping, disclosure, or reporting format (if any), and on the data elements to be recorded, disclosed, or reported.

   Consultation with representatives of those from whom information is to be obtained or those who must compile records should occur at least once every 3 years--even if the collection of information activity is the same as in prior periods. There may be circumstances that may preclude consultation in a specific situation. These circumstances should be explained.

   The first Federal Register Notice was 78 FR 19534, published on 04/01/2013. No public comments were received in response to this notice. The second Federal Register Notice, FR Doc. 2013–20090, published on 08/19/2013.

   Data collected in response to the questionnaire will be original to the individual CP projects and specific to the questions asked. Therefore, the data provided in response to the questionnaire will not be available from other sources. Because the data being collected will not be available through other sources, other persons outside the agency were not consulted regarding the obtaining of this data.

9. **Explain any decision to provide any payment or gift to respondents, other than remuneration of contractors or grantees.**

   Not applicable. Neither the NEA nor the consultant team will provide any payments or gifts to respondents.

10. **Describe any assurance of confidentiality provided to respondents and the basis for the assurance in statute, regulation, or agency policy.**

    Respondents will be told that all information provided within the questionnaire will be used for the goals of creating succinct case studies, identifying key themes, listing lessons learned and identifying the short-term impacts of the project, and therefore will not be confidential in nature. Respondents will also be informed that the information provided might be used to report aggregate descriptive statistics of similar types of projects. Any information that is specific to the project will be sent to the project manager for review before publication on the website.

11. **Provide additional justification for any questions of a sensitive nature, such as sexual behavior and attitudes, religious beliefs, and other matters that are commonly considered private. This justification should include the reasons why the agency considers the questions necessary, the specific uses to be made of the information, the explanation to be given to persons from whom the information is requested, and any steps to be taken to obtain their consent.**

    No questions of a sensitive nature are included in the information collection.

12. **Provide estimates of the hour burden of the collection of information. The statement should:**
    - **Indicate the number of respondents, frequency of response, annual hour burden, and an explanation of how the burden was estimated. Unless directed to do so, agencies should not conduct special surveys to obtain information on which to base hour burden estimates. Consultation with a sample (fewer than 10) of potential respondents is desirable. If the hour burden on respondents is expected to vary widely because of differences in activity, size, or complexity, show the range of estimated hour burden, and explain the reasons for the variance. Generally, estimates should not include burden hours for customary and usual business practices.**
    - **If this request for approval covers more than one form, provide separate hour burden estimates for each form and aggregate the hour burdens.**
    - **Provide estimates of annualized cost to respondents for the hour burdens for collections of information, identifying and using appropriate wage rate categories. The cost of contracting out or paying outside parties for information collection activities should not be included here. Instead, this cost should be included in Item 14.**

ESTIMATED BURDEN (IN HOURS)

The aim of the questionnaire is to collect grant project data, while at the same time minimizing the burden placed upon questionnaire recipients. If project data exists, we will provide the existing data to the respondent within the questionnaire with the following text:

"Data previously provided to the NEA addresses the above question. Please confirm or edit the information found below. Additional comments are welcome."

Thus each survey will be tailored to the recipient. The response burden is estimated according to the amount of time it will take respondents to either: 1) complete the question, or 2) confirm/edit the response data previously provided. A 3 hour maximum response time is anticipated for all responses. This estimate is being applied to all questionnaires as project information will continue to be reported and collected over the coming months. As new project information comes in, specific project questionnaires will be updated.

The chart below shows the two basic types of grant recipients for the NEA MICD25 and Our Town grant projects: non-profit organizations and governmental agencies. Figures are based on a one-time response for each project. The maximum expected time required per respondent is 3 hours.

Type of Primary Contact for Projects	**# of Project Contacts**	**Maximum Expected Time per Respondent (Hours)**	**Maximum Reporting Burden (Hours)**
Nonprofit Orgs	36	3	108
Gov Agencies	31	3	93
TOTALS	**67**		**201**

The estimated number of respondents is based on one project contact for each of the twenty-two MICD25 projects (eleven submitted by government agencies, and eleven submitted by non-profit organizations) and fifty Your Town projects (twenty two submitted by government agencies, and twenty eight submitted by non-profit organizations).

The totals for each project type are computed as follows:

Non-profit organizations:
39 total MICD25 / Our Town 2011 projects
-3 project who received in-depth site visits
36 total non-profit led projects

Government agencies:
33 total MICD25 / Our Town 2011 projects
-2 project who received in-depth site visits
31 total government agency led projects

The total hourly burden is estimated at 201 hours. Questionnaire responses will be a one-time occurrence.

COST TO RESPONDENTS/APPLICATIONS

Type of Recipient	# of Project Contacts	Average Expected Time per Respondent (Hours)	Total Expected Hours	Average Hourly Wage	Total
Nonprofit Orgs	36	3	108	$30	$3,240
Gov Agencies	31	3	93	$34	$3,162
TOTALS	**67**				**$6,402**

TOTAL COST TO RESPONDENTS = $4,268

The total estimated burden to applicants and grantees combined is $6,402 ($3,240 for non-profit organization and $3,162 for government organizations.) Salaries for personnel at nonprofit organizations and government agencies will be estimated based on a sampling of salaries presented in current applications.

Questionnaire has been designed to be answered to by the primary project manager in a manner that will not need the assistance of additional administrative staff in order to complete.

13. **Provide an estimate of the total annual cost burden to respondents or recordkeepers resulting from the collection of information. (Do not include the cost of any hour burden already reflected on the burden worksheet.)**
    - **The cost estimate should be split into two components: (a) a total capital and start-up cost component (annualized over its expected useful life) and (b) a total operation and maintenance and purchase of services component. The estimates should take into account costs associated with generating, maintaining, and disclosing or providing the information. Include descriptions of methods used to estimate major cost factors including system and technology acquisition, expected useful life of capital equipment, the discount rate(s), and the time period over which costs will be incurred. Capital and start-up costs include, among other items, preparations for collecting information such as purchasing computers and software; monitoring, sampling, drilling and testing equipment; and record storage facilities.**
    - **If cost estimates are expected to vary widely, agencies should present ranges of cost burdens and explain the reasons for the variance. The cost**

of purchasing or contracting out information collection services should be a part of this cost burden estimate. In developing cost burden estimates, agencies may consult with a sample of respondents (fewer than 10), utilize the 60-day pre-OMB submission public comment process and use existing economic or regulatory impact analysis associated with the rulemaking containing the information collection, as appropriate.

- **Generally, estimates should not include purchases of equipment or services, or portions thereof, made: (1) prior to October 1, 1995, (2) to achieve regulatory compliance with requirements not associated with the information collection, (3) for reasons other than to provide information or keep records for the government, or (4) as part of customary and usual business or private practices.**

Not applicable. There are no annual costs to respondents or recordkeepers resulting from this collection of information.

14. **Provide estimates of annualized cost to the federal government. Also, provide a description of the method used to estimate cost, which should include quantification of hours, operational expenses (such as equipment, printing, and support staff), and any other expense that would not have been incurred without this collection of information. Agencies may also aggregate cost estimates from Items 12, 13, and 14 in a single table.**

There is no additional cost to the federal government for this collection. All activities are being conducted under an existing contract.

15. **Explain the reasons for any program changes or adjustments reported on the burden worksheet.**

Not applicable.

16. **For collections of information whose results will be published, outline plans for tabulation and publication. Address any complex analytical techniques that will be used. Provide the time schedule for the entire project, including beginning and ending dates of the collection of information, completion of report, publication dates, and other actions.**

The techniques that will be used to analyze the collected data will include basic qualitative data coding techniques along with descriptive statistics. No regression techniques, either simple or complex, will be used.

Time Schedule for entire project:

PHASE ONE
During Phase One, the contractor will create specific navigation and branding concepts and determine all technical requirements for the website.

PHASE TWO

Phase Two focuses on the information collection and the creation of webpage templates and wireframes. Questionnaires will be distributed when OMB approval is received and initial findings and lessons learned will be written up. The design component of Phase Two will comprise the creation of wireframe templates, skin designs, finalization of site functionality, and the building of a basic site with initial placeholder art and sample elements.

The milestones of Phase Two are:

Data: Organize Initial Project Data	Aug - Oct 2013
Design: Create 2-3 Wireframe Templates	Aug - Sept 2013
Design: Create Skin Design	Sept - Oct 2013
Technical: ALPHA	Oct - Nov 2013
Data: Distribute Questionnaire to 70 Projects	Oct 2013
Data: Finalize Questionnaire Data with Project Contacts	Oct - Nov 2013
Data: Write Project Summaries (Alec)	Oct 2013 - Feb 2014
Data: Develop Overview Text	Oct 2013 - Feb 2015
Data: Finalize All Project Data	Jan - Feb 2014

PHASE THREE

Phase Three of the project focuses on the final production of the Electronic Storybook. The final project data will be analyzed and reviewed in order to create introductory text and “chapter” overviews. The contractor will focus on the creation of final website templates, assembling the site data and art, and testing the site functionality. The final website is scheduled to be presented in June 2014.

Phase Three project milestones include:

Design: Final Design	Dec 2013
Technical: BETA	Jan - Mar 2014
Video: Videotaping of selected projects	Feb - Mar 2014
Design: Final Production	Mar - May 2013
Technical: FINAL	Mar - May 2013
All: Presentation of Final Product	June 2014

17. **If seeking approval to not display the expiration date for OMB approval of the information collection, explain the reasons that display would be inappropriate.**

Not applicable

18. **Explain each exception to the certification statement identified in “Certification for Paperwork Reduction Act Submissions.”**

Not applicable. There are no exceptions to the certification statement.