

**Supporting Statement**  
**Approval Request to Conduct Focus Group Research**  
**(OMB #1545-1349)**

**W&I 2014 Filing & Payment Compliance (ACS/ACSS/CSCO) Focus Groups**  
Automated Collection System Support/Automated Collection System Support  
Compliance Services Collection Operation

**A. JUSTIFICATION**

**1. Circumstances Making the Collection of Information Necessary**

Executive Order 12862 directs Federal agencies to provide service to the public that matches or exceeds the best service available in the private sector. In order to work continuously to ensure that our programs are effective and meet our customers' needs, we seek to obtain OMB approval.

This collection of information is necessary to enable W&I to garner customer feedback in an efficient, timely manner, in accordance with our commitment to improving service delivery. The information collected from our customers and stakeholders will help ensure that users have an effective, efficient, and satisfying experience with the W&I's customer service programs. This feedback will provide insights into customer or stakeholder perceptions, experiences and expectations, provide an early warning of issues with service, or focus attention on areas where communication, training or changes in operations might improve delivery of products or services. These collections will allow for ongoing, collaborative and actionable communications between the IRS and its customers and stakeholders. It will also allow feedback to contribute directly to the improvement of program management.

**2. Purpose and Use of the Information Collection**

Three focus groups will be conducted for the Filing & Payment Compliance Program (ACS, ACSS and CSCO) to concentrate on taxpayer interactions with the IRS when using the On-line Payment Agreement (OPA) for tax payment options.

Feedback from external customer satisfaction surveys is critical for assessing the customer's perception of our products and services and for helping the three program areas identify as early as possible, areas/processes that require intervention and improvement.

**3. Consideration Given to Information Technology**

Not applicable

**4. Duplication of Information**

No similar data are gathered or maintained by W&I or are available from other sources known to W&I.

**5. Reducing the Burden on Small Entities**

Not applicable

**6. Consequences of Not Conducting Collection**

Without these types of feedback, W&I Filing, Payment & Compliance would not have information to adjust its services to meet individual taxpayer needs.

**7. Special Circumstances**

There are no special circumstances. The information collected will be voluntary and will not be used for statistical purposes.

**8. Consultations with Persons Outside W&I ACS**

Not applicable

**9. Payment or Gift**

W&I plan to provide a stipend of \$40 per participant, an industry-standard amount for participating in this form of research.

**10. Confidentiality**

No PII will be collected during the focus groups. Moderator will indicate that no names will be used in the final report. Also, the data returned to IRS will have no identifying information relating specific records to individual taxpayers. Nonetheless, IRS will ensure that privacy to extent allowed by law and security of the aggregated results will receive the utmost attention. Public and official access to the information will be tightly controlled. The computer files containing this tabulated information will remain password protected at all times. Data security approaching level C-2 will be accomplished using the Windows XP operating system. Digital audio files used to capture the testing sessions will be destroyed when the project is completed and there is no further need for the data. We will apply fair information and record-keeping practices to ensure protection of all taxpayers. The criterion for disclosure laid out in the Privacy Act, the Freedom of Information Act, and section 6103 of the Internal Revenue Code, provides for the protection of taxpayer information as well as its release to authorized recipients.

**11. Sensitive Nature**

No questions will be asked that are of a personal or sensitive nature.

**12. Burden of Information Collection**

The recruitment phase will take approximately 5 minutes per participant and 2 minutes for those not interested in participating. From prior experience, we estimate contacting 81 individuals to recruit 27 participants. The response rate is estimated at 25%. Each of the three focus groups will take place in the form of a one-hour conference call.

Participants will dial a toll-free number at a designated date and time. The estimated burden for participants will be one hour x 21 taxpayers (expect 7 to show per group).

Type of Respondent	Number of Respondents	Participation Time (minutes)	Burden (Hours)
Contacted and refused to participate	81	2	2.7
Contacted and agreed to participate	27	5	2.25
Participate	21	60	21
TOTAL			25.95

**13. Costs**

**Respondents**

No costs are anticipated.

**14. Costs to Federal Government**

The anticipated cost to the Federal Government is approximately \$7,042.42 for the focus group sessions. These costs are comprised of: focus group recruiting costs, costs to moderate the sessions, create a summary, telephone conference call costs, and participation incentive fees.

**15. Reason for Change**

Not applicable.

**16. Tabulation of Results, Schedule, Analysis Plans**

Feedback collected provides useful information, but it does not yield data that can be generalized to the overall population. Findings will be used for general service improvement, but are not for publication or other public release.

Although the W&I does not intend to publish its findings, W&I will disseminate the findings when appropriate, strictly following "Guidelines for Ensuring the Quality of Information Disseminated to the Public.", and will include specific discussion of the limitation of the qualitative results discussed above.

**17. Display of OMB Approval Date**

We are requesting no exemption.

**18. Exceptions to Certification for Paperwork Reduction Act Submissions**

These activities comply with the requirements in 5 CFR 1320.9.

**19. Dates collection will begin and end**

July 1, 2015 – September 30, 2015

to

## **B. STATISTICAL METHODS**

### **1. Universe and Respondent Selection**

The activities under this clearance involve samples of self-selected customers selected to cover a broad range of customers or to include specific characteristics related to certain products or services. Results will not be used to make statements representative of the universe of study, to produce statistical descriptions (careful, repeatable measurements), or to generalize the data beyond the scope of the sample.

Taxpayers who participated in one of the 2014 Filing & Payment Compliance customer satisfaction surveys (ACS, ACSS and CSCO) indicated their willingness to participate in future research at the end of the survey and provided their phone number and/or email address to be contacted.

Three focus groups – For the Filing & Payment Compliance Programs ACS/ACSS/CSCO. Each focus group will be limited to 7 participants and will last for 60 minutes.

### **2. Procedures for Collecting Information**

W&I expect to use telephone data collection methods, both for recruiting and for conducting the focus groups. The focus groups will be moderated by professional moderators at Pacific Consulting Group (PCG).

### **3. Methods to Maximize Response**

Standard procedures will be used in order to obtain the highest response rate possible for the usability testing. The contractor will recruit focus group participants and conduct focus group research. To encourage participation, the contractor will be offering a \$40 incentive.

### **4. Testing of Procedures**

No pretest is necessary for these focus groups as W&I has evidence from previous research that the research procedures to be used for this task are successful.

### **5. Contacts for Statistical Aspects and Data Collection**

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