

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number 0690-0030)

TITLE OF INFORMATION COLLECTION: Customer Satisfaction Survey of EDA.gov Website Visitors

PURPOSE: The Economic Development Administration (EDA) will use an online customer survey on EDA.gov in order to comply with the Digital Government Strategy and the U.S. Department of Commerce's requirement to collect and address user feedback. This tool will be used to engage visitors, collect feedback, and address concerns found through responses to the survey.

EDA's Public Affairs Division will be responsible for measuring metrics provided, and prioritizing changes to EDA's website based upon input provided through the online customer survey.

DESCRIPTION OF RESPONDENTS: The respondents are a random sampling of EDA.gov website visitors. Visitors include:

- Federal, State, Local governments
- Congressional staff
- Non-profits
- Tribal organizations
- Student, academic, researcher
- Business interests
- Press/Media
- General public

TYPE OF COLLECTION: (Check one)

Customer Comment Card/Complaint Form
 Usability Testing (e.g., Website or Software)
 Focus Group

Customer Satisfaction Survey
 Small Discussion Group
 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: Alec R. Todd

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 Hours
Private Sector	1,000	2 minutes	33
Totals	1,000 (yearly)		33 Hours

FEDERAL COST: The estimated annual cost to the Federal government is \$204.00

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?
 Yes No

Every 10th EDA.gov site visitor will be given the opportunity to respond to the survey.

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?

Administration of the Instrument

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

Please submit all instruments, instructions, correspondences (emails, letters, etc.) to respondents, and scripts as separate documents along with this request document.