

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

TITLE OF INFORMATION COLLECTION: On-line Comments Regarding the Uses of the Enhanced Magnetic Field Model

PURPOSE:

The Enhanced Magnetic Model is a complex 720-degree research model of Earth’s main and crustal magnetic fields used for a variety of research, mapping, and resource exploration purposes. The model allows users to estimate the magnetic field for any location on or near the Earth’s surface within a range of years. The National Oceanic and Atmospheric Administration’s (NOAA’s) National Geophysical Data Center (NGDC) makes the model and software available on-line for download at no charge, with a short optional, on-line web form to determine the types of uses and to get an understanding if the model is meeting a need within the magnetic community. We also use the form to obtain feedback from users on the model and associated software, as well as an understanding of how services might be improved.

DESCRIPTION OF RESPONDENTS:

Voluntary form offered at time of download from a public-facing on-line web site. Users tend to be researchers, military contractors, surveyors, or others needing information about the magnetic field.

TYPE OF COLLECTION: (Check one)

- | | |
|---|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey |
| <input checked="" type="checkbox"/> Usability Testing (e.g., 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. The collection is low-burden for respondents and low-cost for the Federal Government.
2. The collection is non-controversial and does not raise issues of concern to other federal agencies.
3. The results are not intended to be disseminated to the public.
4. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
5. 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: Susan J McLean

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
Private Sector	250	3 minutes	13
State, Local, or Tribal Government	270	3 minutes	14
Federal Government	270	3 minutes	14
Totals	790		39.5 40 in ROCIS

FEDERAL COST: The estimated annual cost to the Federal government is less than \$1,500 (staff time only).

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

NDGC have no set list, but the nature of the product (the EMM) is such that we have a general idea of what type of users access the model based on our involvement with the community. Users can self-identify their field and intended use of the model on the form.

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.