

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

TITLE OF INFORMATION COLLECTION: NOAA - Quick Response (QR) Code Enabled Nautical Chart Feedback

PURPOSE:

This collection will be a collaboration with the public on the design of mobile-enabled Internet sites that provide real-time navigation information to supplement paper nautical charts. The sites would be accessed by recreational boaters using their Smart Phones and QR codes printed on NOAA’s nautical charts. The boaters will be asked to evaluate: usability of the mobile interface, particularly at sea; the mix of information that should be provided; benefits to mariners of the information; utility of the icons on the chart at the information stations; appropriate improvements; mobile connectivity in recreational boating areas; costs to build and maintain a mobile information service; and whether NOAA should offer this as a service.

DESCRIPTION OF RESPONDENTS: Recreational boaters.

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.
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: David B. Enabnit

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
Individuals	200	15 minutes	50
Totals	200		50

FEDERAL COST: The estimated annual cost to the Federal government is \$5,000

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

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?

A group of respondents will not be selected, other than that we are targeting recreational boaters. The availability of the 8 test charts, the experiment evaluation criteria, and an open opportunity to submit comments will be made broadly available to the recreational boating community. Those who chose to collaborate by offering their observations and opinions will be given a point-of-contact through which they may submit that information.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
 - Web-based or other forms of Social Media: e-mail
 - Telephone: 1-800 phone number
 - 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.