

**Request for Approval under the
“Generic Clearance for the Collection of Routine Customer Feedback”
OMB Control No. 0690-0030**

TITLE OF INFORMATION COLLECTION:

Customer Experience Survey of NOAA’s Digital Coast Website

PURPOSE:

NOAA's Office for Coastal Management (OCM) is the lead federal agency for coastal management services. An important part of this effort is the Digital Coast, a website that delivers the data, tools, information, and training constituents need to address coastal issues such as sea level rise, development impacts, need for public access, hurricane preparation and response, etc.

The site is large and complex. While site developers use Google Analytics and other means to get audience feedback, the organization feels enhanced customer surveys would add an important feedback mechanism and would provide useful information for the organization's quest to provide a superior product to the coastal management community.

NOAA OCM proposes conducting a web-based survey for one year to evaluate the Digital Coast. Activities shall include use of econometric models customized for the designated website. These models shall include relevant elements that drive customer satisfaction, satisfaction itself, and desirable customer behaviors. To obtain data for processing, NOAA proposes an on-line survey with multiple, model-related questions for the selected website elements, satisfaction, and future behaviors. In collecting, analyzing and reporting the data, this project shall be executed in full compliance with the Privacy Act of 1974. NOAA will work with the contractor ForeSee to process the survey data and provide on-line access to the data, scores, reports, and analysis. The contractor shall continue to contact NOAA OCM periodically to discuss survey results, provide additional analysis, and make recommendations regarding changes in the website. Additionally, the contractor shall provide NOAA OCM access to an online portal with 24/7 access for NOAA OCM to continuously monitor customer satisfaction , stay on top of performance trends and easily share voice of the customer data throughout the NOAA OCM organization. NOAA OCM can view data by day, month or a custom date range. In addition, data can be exported to Excel for sharing throughout NOAA OCM.

DESCRIPTION OF RESPONDENTS:

State and local decision makers within the coastal management community are the primary users of NOAA OCM services, technical information, and funding that address needs largely identified by the users but that ultimately further our mission, vision, and goals. We target specific users and also recognize and appreciate the breadth of users who, while not targeted, take advantage of our programs, products, and services. Our primary users include the following:

- Coastal planners
- Natural resource agencies
- Regulatory agencies
- Emergency management officials

- Floodplain managers
- Conservation organizations
- Regional ocean governance organizations
- Teachers and educators
- Professional membership networks
- Industry associations
- Information managers
- County officials

TYPE OF COLLECTION: (Check one)

- | | |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" type="checkbox"/> Customer Satisfaction Survey |
| <input 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: Chris Ellis _____



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
Federal Government	200	5 minutes	16.6
State, local, or tribal governments	400	5 minutes	33.3
Private Sector	200	5 minutes	16.6
Individuals or households	200	5 minutes	16.6
Totals	1,000	5000 minutes	83.3 Hrs

Ongoing collection? Yes___ or No **X**

FEDERAL COST: The estimated annual cost to the Federal government is \$34,000

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?

Respondents will visit the Digital Coast website. Through Google analytics, NOAA has the ability to identify targeted respondent groups. The respondent estimate was derived based on past user history.

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

Required Additional Information

1. Line of Business: Natural Resources

2. Subfunction: Conservation, Marine and Land Management.

3. Privacy Act System of Records: Title: NA

4. Federal Registration citation information: Volume Pg. No.

5. Number of respondents for small entities: 500.

6. Percentage of respondents reporting electronically: 100.