Request for Approval under the "Generic Clearance for the Collection of Qualitative Feedback on Agency Service Delivery" (OMB Control Number: 2120-0746)

TITLE OF INFORMATION COLLECTION:

FAA External Data Access Initiative (EDAI) IdeaScale Ideation Tool

PURPOSE:

The FAA Administrator recently launched an effort called the External Data Access Initiative (EDAI). The initiative will result in the release of FAA data to the public / private-industry to spur the development of innovative applications that advance the aviation industry.

As the first step in EDAI, we want to understand what types of data the public/private industry would like to receive. We want to make a ideation platform available for stakeholders to discuss their suggestions in a virtual forum.

The ideation platform will be built in IdeaScale, a tool that FAA has purchased a license to use. It asks questions about what new data stakeholders would like to receive in the future, and allows for them to discuss their responses (similar to IdeaHub, but available to external stakeholders).

DESCRIPTION OF RESPONDENTS:

We will share our IdeaScale website link with our list of approximately 120 known stakeholders (people who use FAA data today), and we will also promote the link on our EDAI website on faa.gov.

We expect ideation participants to be either executives or data managers from aviation software companies.

TYPE OF COLLECTION: (Check one)

[ ] Customer Comment Card/Complaint Form   [X] Customer Satisfaction Survey
[ ] Usability Testing (e.g., Website or Software)   [ ] Small Discussion Group
[ ] Focus 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 <u>substantially</u> informing <u>influential</u> 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: _Darrin Dolbow, Dr. S Re_____

To assist review, please provide answers to the following questions:

Personally Identifiable Information:
1. Is personally identifiable information (PII) collected? [ ] Yes [X] No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? [ ] Yes [ ] No
3. If Applicable, has a System of Records Notice been published? [ ] Yes [X] No

Gifts or Payments:
Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [ ] Yes [X] No

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Private Sector	120	20 mins	40 hours
Totals	120	20 mins	40 hours

FEDERAL COST: The estimated annual cost to the Federal government is $36,000.

<u>If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:</u>

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?

    [X] 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.

We have a list of approximately 120 known stakeholders who use FAA data today. We will send them the link to our IdeaScale website. We will also promote the link on the EDAI website on FAA.gov.

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

Please make sure that all instruments, instructions, and scripts are submitted with the request.