Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (OMB Control Number: 1530-0023)

TITLE OF INFORMATION COLLECTION: myRA Awareness Tracking

TYPE OF COLLECTION: (Check one)

Personally Identifiable Information:

PURPOSE: The purpose of this study is to provide ongoing assessment of the communications program to employees and employers and to discover any issues with each audience (employees/employers). It will be used to measure awareness, appeal, consideration, and trial to provide progress metrics for the internal team, and it may provide some preliminary feedback on the customer experience. This research will be conducted monthly and reported quarterly and at special intervals to match communications initiatives as needed.

DESCRIPTION OF RESPONDENTS: The research will be conducted among employees and employers. The employees will be Americans 18 years and older who are employed, either part or full time, including self-employed. It will allow analysis of the total employed population and the subset of the employed wage earners who are in the core addressable market (private and public sector employees not currently eligible for an employer-sponsored retirement plan). The employer portion of the study will be conducted among business executives who are responsible for making decisions about benefits programs for the employees in their companies. These employer decision makers will be in small, medium and large companies (both those that do and do not currently offer payroll-based retirement accounts to their employees).

[] Customer Comment Card/Complaint Form [] Usability Testing (e.g., Website or Softwar [] Focus Group	·
CERTIFICATION:	
I certify the following to be true:	
1. The collection is voluntary.	
2. The collection is low-burden for responde	nts and low-cost for the Federal Government.
3. The collection is non-controversial and do agencies.	
4. The results are not intended to be dissemine	nated to the public.
	the purpose of substantially informing influential
6. The collection is targeted to the solicitatio	on of opinions from respondents who have experience with the program in the future.
Name:	
Bruce A. Sharp	
To assist review, please provide answers to th	e following question:

1. Is personally identifiable information (PII) collected? [] Yes [X] No

- If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? [] Yes [] No
 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? [X] Yes[] No

General public participants are pre-existing members of a commercial panel. They receive small rewards in the form of points worth less than \$5 for completing a survey of this length.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Employees (full, part, or self employed)	7,200/year	10 minutes avg	1,200 hrs
Employers (business benefits decision makers)	1,600/year	10 minutes avg	267 hrs
Totals	8,800/year	10 minutes avg	1,467 hrs

FEDERAL COST: The estimated annual cost to the Federal government <u>is not known at this</u> time.

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?

[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?

The protocol for employees is designed to screen from an existing cross-section sample (online panel) of online-active individuals generally representative of U.S. adults with online access. Sampling, data collection monitoring and analysis will compare participant mix to known employed-population numbers based on gender, age, Hispanic ethnicity, race, education, and employment status.

For employers, the sample framework is based on the company. Companies will be drawn from a Dun & Bradstreet business file that allows sorting of businesses by size and industry. This is a standard protocol for business surveys because Dun & Bradstreet manages one of the largest and most accurate data bases of businesses in the United States, has data that allows sorting and selection of companies by size and industry sectors (using NAICS codes), and includes contact information that makes telephone surveying feasible.

The survey instrument includes a screening protocol once a respondent has been contacted to assure that the respondent has decision-making authority that covers decisions about benefits programs for employees.

Target quotas have been established to assure that the sample includes specific numbers of respondents in small (10-99 employees), medium (100-499 employees) and larger (500+ employees) companies. Response rates by size/sector will be monitored to assure a distribution of respondents that corresponds to the sectors targeted.

Administration of the Instrument

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

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

Instructions for completing Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback"

TITLE OF INFORMATION COLLECTION: Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

PURPOSE: Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

DESCRIPTION OF RESPONDENTS: Provide a brief description of the targeted group or groups for this collection of information. These groups must have experience with the program.

TYPE OF COLLECTION: Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

CERTIFICATION: Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

Personally Identifiable Information: Provide answers to the questions. Note: Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

Gifts or Payments: If you answer yes to the question, please describe the incentive and provide a justification for the amount.

BURDEN HOURS:

Category of Respondents: Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households;(2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected per row. **No. of Respondents:** Provide an estimate of the Number of respondents.

Participation Time: Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)

Burden: Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.

FEDERAL COST: Provide an estimate of the annual cost to the Federal government.

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. Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

Administration of the Instrument: Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g., for surveys) or facilitators (e.g., for focus groups) used.

Submit all instruments, instructions, and scripts are submitted with the request.