

## **Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0960-0788)**

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**TITLE OF INFORMATION COLLECTION: Electronic Access Enhancements  
Electronic Bulletin Board**

**DESCRIPTION OF ACTIVITY:**

**Background:** The Social Security Administration’s (SSA) Public Credentialing and Authentication Process (hereafter called “electronic access”) went live to the public in May 2012. Electronic access provides the public with registration and identity proofing for *my Social Security*, including account maintenance and login.

SSA is proposing enhancements to electronic access that will provide customers with increased account security and identity verification (e.g., two-factor authentication; identity code verification sent to email in addition to user ID and password; automated informational notices sent to preferred electronic media).

SSA is proposing to conduct research with potential electronic access users on their preferences regarding:

- Preferred registration verification method;
- Suggestions for identity proofing;
- Reaction to e-mail/text verification;
- Ability to complete transactions using verification methods;
- Suggested areas for improvement;
- Likelihood for future use; and,
- Likelihood of recommending to others.

**Methodology:** SSA is proposing to conduct an electronic bulletin board (EBB) moderated by an SSA-employee. Participants will be volunteers from the public. We are proposing to conduct one EBB discussion. We plan to recruit 50 participants for this bulletin board via an SSA-approved contractor. Similar to focus groups, EBBs are online discussions, typically 20 to 25 individuals (per session), and representative of a given population. EBBs bring together participants to discuss their perceptions, opinions, beliefs, and attitudes about specific products, programs, or services.

**TYPE OF COLLECTION:**

- |  |  |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form          | <input 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 checked="" type="checkbox"/> Other: Electronic Bulletin Board |

**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: **Faye Lipsky, Reports Clearance Officer, Social Security Administration**

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

**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 or 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? [X] Yes, respondents will be paid \$50 each for their participation

**BURDEN HOURS**

Category of Respondent	No. of Respondents	Participation Time (minutes)	Burden (hours)
Electronic Bulletin Board	25	90	38
<b>Totals</b>	<b>25</b>		<b>38</b>

**BURDEN HOUR COMPUTATION** (*Number of responses (X) estimated response time (/60) = annual burden hours*):

**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?

**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 – Electronic Bulletin Board
2. Will interviewers or facilitators be used?  Yes  No

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

**USE OF RESULTS:**

We will use the research results to determine the public’s satisfaction and ease with using two-factor authentication, e-mail address verification, and automated fallout recovery notices.

**NAME OF CONTACT PERSON:** Debbie Larwood

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