Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (OMB Control Number: 2127-0682)

TITLE OF INFORMATION COLLECTION: Focus Groups for Assessments of Messaging Taglines and Concepts Supporting a National Awareness Campaign for "Move Over" Laws

PURPOSE:

The National Highway Traffic Safety Administration (NHTSA) was authorized by the Highway Safety Act of 1966 to carry out a Congressional mandate to reduce the mounting number of deaths, injuries and economic losses resulting from motor vehicle crashes on our Nation's highways. In support of this mission, NHTSA is developing a new communications campaign to be implemented as early as June 2016 to raise drivers' awareness of "move over" laws. Generally, "move over" laws require motorists to change lanes and/or slow down when they approach emergency vehicles topped on the side of the road. All 50 states plus the District of Columbia now have such laws, giving significant credence to the importance of this highway safety measure. An integral part of NHTSA's campaign is development of a tagline and creative concept to assist states in efforts to increase and sustain awareness of this important law. For assessment of the relative strengths and weaknesses of tagline and concept alternatives, NHTSA seeks to use a qualitative research methodology in the form of focus groups. For NHTSA campaigns in the past, focus groups have provided an important role in gathering tagline feedback because they allow for a more in-depth understanding of drivers' attitudes, beliefs, motivations, and feelings than do quantitative studies. Focus groups serve the narrowly defined need for direct and informal opinion on a specific topic.

NHTSA proposes conducting eight focus groups among drivers who are ages 18-65 and who have low or no familiarity with "move over" laws. This broad age range is sought, for the campaign's audience is all drivers. For the focus groups, two groups will be conducted in each of four cities: Richmond, Virginia; Minneapolis, Minnesota; Portland, Oregon; Columbus, Ohio. This research will help refine and sharpen a communications approach that will be most effective in informing/reminding drivers to adhere to the law. Focus groups will play an important role in gathering this information because they allow for more in-depth understanding of people's attitudes, beliefs, and motivations than do other kinds of studies. If such information is not collected, it will be more difficult and less cost-effective for NHTSA to develop and distribute potentially life-saving messages to its target audience.

DESCRIPTION OF RESPONDENTS:

Focus group respondents will correspond to the campaign's target audience, drivers ages 18 to 65 who have little or no awareness of "move over" laws. Eight groups will be conducted, each composed of seven to nine pre-screened individuals matching this profile. Each group is projected to last 90 minutes in duration (this includes an "arrive early" window of 15 minutes that will be encouraged). In keeping with conventional focus group recruiting standards, twelve individuals will be recruited for each group in anticipation of seven to nine actually arriving. Should more than nine arrive on time, only nine will be seated in the group, and the others will be released (as well as paid their promised incentives). For the eight groups, four cities will be used, with two groups per city in locations where suitable focus group facilities are available.

Each proposed city is relatively major in size and has marketing research industry-accredited focus group facilities available:

- Richmond, Virginia
- Minneapolis, Minnesota
- Portland, OR
- Columbus, Ohio

TYPE OF COLLECTION: (Check one)

[ ] Customer Comment Card/Complaint Form
[ ] Usability Testing (e.g., Website or Software
[X] Focus Group
[ ] Customer Satisfaction Survey
[ ] Small Discussion 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 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:___Susan McMeen ____

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, 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? [X] Yes [ ] No

Each respondent will be provided with $75 following their participation in a focus group session. This amount is in line with the industry standard, relative to focus group participation by people in the target market. These industry-standard stipends help to ensure that respondents can be recruited efficiently and ensure their arrival and participation in the groups. These standards exist to provide fair compensation for costs incurred by participants while attending groups, based on the location of and expenses in each market. As noted earlier, pre-screened and invited respondents who arrive on time but are released prior to the group will also be awarded their stipends (also in keeping with marketing research industry standards).

BURDEN HOURS

No. of Respondents	No. of Responses per Respondent	Average Burden per Response (hours)	Total Burden Hours
96 (recruits for screening purposes)	1	6 minutes (1/10-hours) phone interview	10
72 (participants)	1	90 minutes (1-and-1/2-hours) pre-group arrival plus discussion	108
24 (recruits arriving, but released prior to participation)	1	15 minutes (1/4-hours) pre-group arrival	6
			124 hours

TOTAL BURDEN HOURS: 124 hours

FEDERAL COST: The estimated annual cost to the Federal government is $81,000.

<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?

Please see recruitment screener attached.

Each focus group facility does the recruiting on NHTSA's and NHTSA's contractor's behalf, per the screener NHTSA provides. The facility's recruiting staff works primarily from a pool within its proprietary database of people in that particular marketplace who have previously submitted demographic, lifestyle and product preference information. So when NHTSA submits a screener such as the one for this project, the recruitment manager will filter the database to search for licensed drivers, ages 18-65. Then the recruiters will use telephone calls to those potential respondents to administer the full screener.

If there is more than one person in a household, age 18-65, the recruiter will screen only the first one willing to be screened. This will prevent multiple respondents from the same household.

After going through the database, if the recruiters can't fill the specified total numbers and/or quotas, the secondary step is procuring sample from any of numerous national sample providers of names, addresses and phone numbers. The recruiters then make phone calls to this list until the recruiting is completed.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
   - [ ] Web-based or other forms of Social Media
   - [X] Telephone
   - [X] 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.