

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

TITLE OF INFORMATION COLLECTION: Motorcyclists’ Attitudes toward Using High-Visibility Apparel to Improve Conspicuity

PURPOSE: This ICR is to conduct focus groups of motorcycle riders to discuss their preferences for motorcycle gear in general and for high-visibility gear in particular. High-visibility gear can provide a safety advantage as it can increase the visibility of motorcyclists in the traffic stream.

The study objective is to reveal ways of encouraging the acceptance and use of high-visibility gear among motorcyclists, an outcome of value to motorcycle safety groups and gear manufacturers and vendors.

DESCRIPTION OF RESPONDENTS: The respondents are people who regularly ride motorcycles, 18 years or older.

TYPE OF COLLECTION: (Check one)

- Customer Comment Card/Complaint Form
- Usability Testing (e.g., Website or Software)
- 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: Kathryn Wochinger

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

Each participant will receive a gift of \$75 at the end of the focus group.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals	140 to 180	100 minutes	233.33 to 0 hours
Totals			

FEDERAL COST: The estimated annual cost to the Federal government is \$112,758

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

- 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?

The contractor (Westat) will recruit people by advertising. Westat will place advertisements in local newspapers, classified web sites (Craigslist), social media (Facebook); and motorcycle-club websites. Westat will contact motorcycle clubs and dealerships about the opportunity to participate. Westat may place flyers in places frequented by motorcyclists, including motorcycle repair shops and dealerships. Also, Westat has a database of contact information from research participants who expressed interest in participating in motorcycle studies, and who agreed to being contacted for upcoming opportunities to participate. Westat's advertisements and flyers will describe the study and include contact information. The contact information will be a Westat-maintained telephone number. For those who call the number, Westat will provide information on the focus groups and ask questions to determine eligibility. The study is only open to people who ride motorcycles.

Administration of the Instrument

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

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

