

Request for Approval under the “DOI Generic Clearance for the Collection of Qualitative Feedback on Agency Service Delivery” (OMB Control Number: 1090-0011)

TITLE OF INFORMATION COLLECTION:

FWS.Gov Redesign: Discovery & Requirements Gathering

PURPOSE:

Usability study to gain feedback from the current Fish & Wildlife target audience groups on how FWS.gov could be improved to better meet their needs.

Study Goals Include:

- Define user types including system usage and behavior patterns
 - Primary workflows
 - Major pain points
 - Key interactions
- Capture high level user needs and requirements
 - Who are they (what target audience groups does each program serve/interact with?)
 - What information and resources is the public interested in?
- What Features/functions and technology is needed to better support users?
 - How could FWS (website) better support the public’s needs/interests?

DESCRIPTION OF RESPONDENTS:

- 1) **Outdoor Sportsmen/women** – Hunters, Fishers/Anglers, Birders/Bird Waters and individuals interested in spending time on wildlife refuges
- 2) **Wildlife Stewards** – Environmentalists, conservationists and scientific researchers not currently working an FWS partner organization
- 3) **Media/Marcom (Federal)** – marketing/communication or external affairs staff at federal agencies that use FWS publications/content for their agency communications
- 4) **Media/Marcom (non-government)** – Corporate media/marcom, journalists, reports, bloggers, social media writers that utilize FWS publications/content
- 5) **Wildlife Partners** – Representatives from current FWS partner originations (non-profits, NGOs, commercial entities, grant applicants, friends groups, etc.)
- 6) **Product Compliance** – Representatives from companies impacting the environment that are working with FWS to ensure that their products stay in compliance with FWS regulations
- 7) **Organizations supporting urban Latino youth** – Targeting Latino youth via organizations, schools and nonprofits that are focused on providing youth programs targeting this demographic
- 8) **Wildlife Import/Export Permit Applicants** – Businesses (companies, animal dealers/brokers, laboratory suppliers, trade show participants, collectors/hobbyists, etc.)

- 9) **Legislative Staffers** – Staff members that work for federal or state legislators involved in shaping wildlife/environmental regulatory policy
- 10) **Federal Agencies** – Representatives from agencies with land/resource management responsibilities that are working with FWS to manage public land and natural resources
- 11) **State/Tribal Agencies** – Representatives from agencies/tribes with land/resource management responsibilities that are working with FWS to manage public land and natural resources
- 12) **Individual landowners involved with FWS in wildlife** conservation – Individuals Impacting natural resources and migratory birds, endangered species, etc.
- 13) **Commercial land developers involved with FWS in wildlife conservation** – Developers that want to complete a project and are required to comply with regulations related to ESA and other statutes
- 14) **Student Knowledge Seekers** – Students studying subjects or conducting research related to conservation and management of wildlife and natural resources
- 15) **Faculty Knowledge Seekers** – Faculty, educators or researchers at high schools or universities studying subjects or conducting research related to conservation and management of wildlife and natural resources
- 16) **FWS Job Seekers** – Individuals in the US workforce currently looking for work at FWS and/or recently placed in a position with FWS

TYPE OF COLLECTION: (Check one)

- | | |
|-----------------------------------------------------------------------|------------------------------------------------------------------------------------|
| <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: <u>Moderated remote usability study</u> |

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: David Yeargin

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

Personally Identifiable Information:

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

2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? [] Yes [X] No
3. If Applicable, has a System or Records Notice been published? [] Yes [] No

Please note; a Privacy Impact Assessment has been completed for this research and data collection effort. Reference ID: DI-4001-70e3c261LS

Gifts or Payments:

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

Non-government employees will be offered a \$100 incentive fee to compensate individuals for their time in scheduling and participating in the research project. \$100 incentive is deemed appropriate based on seniority and skill level of potential participants and geographical spread of the study (e.g. nationwide).

There are four moderator’s guides which will be used across the four categories:

- Guide 1: Professional
- Guide 2: Hobbyist
- Guide 3: Aspirational TA (ULYC)
- Guide 4: Forms

Details in the Burden table below indicate how many target respondents we anticipate using each guide.

BURDEN HOURS			
	No. of Respondents	Participation Time	Burden
Individuals or Households Moderator Guides 1) Guide 1: Professional [4 respondents] 2) Guide 2: Hobbyist [9 respondents]	13	1 hour	13
Private Sector 1) Guide 1: Professional [7 respondents] 2) Guide 2: Hobbyist [2 respondents] 3) Guide 3: Aspirational TA (ULYC) [5 respondents] 4) Guide 4: Forms [5 respondents]	19	1 hour	19
State/Tribal Agencies with land/resource management responsibilities 1) Guide 1: Professional [2 respondents] 2) Guide 4: Forms [2 respondents]	4	1 hour	4
Federal Agencies with land/resource management responsibilities 1) Guide 1: Professional [2 respondents] 2) Guide 4: Forms [2 respondents]	4	1 hour	4
Total	40		40

Federal Cost			
	Fed Labor Hours	Non-Labor Cost	Total
Category 1: Individuals or Households	\$411.45	\$1,300	\$1,711.45
Category 2: Private Sector	\$601.35	\$1,900	\$2,501.35
Category 3: State, Local or Tribal Government	\$126.60		\$126.60
Category 4: Federal Government	\$126.60		\$126.60
Estimated cost for the 3rd Party Recruiting		\$7,040	\$7,040
Total			11,506.00

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.

We plan to use the following methods for identifying potential interview candidates:

- 1) Develop a set of screening criteria for each target group identified above under, "Description of Respondents"
- 2) Interview FWS employees and leverage FWS systems and websites to gather names of individuals who have worked with the Services in the past and who fit the screening criteria
- 3) Hire a third party recruiting firm to find 32 of the 40 target respondents

Estimated cost for the 3rd Party Recruiting includes:	
Recruiting Respondent Count	32
Recruiting fee: \$200 per respondent	\$6,400.00
Incentive handling fee (20%)	\$ 640.00
Totals ODC Cost Estimates	\$7,040.00

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

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.

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.

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 in minutes 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.