

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

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**TITLE OF INFORMATION COLLECTION: Formative Evaluation of Interpretive Design and Restoration for the Carter G. Woodson Home using On-site Surveys**

**PURPOSE:**

The National Park Service (NPS) and the Association for the Study of African American Life and History, Inc. (ASALH) have been working cooperatively to restore the circa 1870's home of Dr. Carter G. Woodson. The completed site will provide a unique opportunity for visitors to experience the very place where Dr. Woodson lived and worked as he and ASALH brought African American history to life. In addition to the restoration of floors 1 through 3 of the Carter G. Woodson Home, which was completed in Phase 1 of the project, the two adjacent properties will be rehabilitated for public use, office space and interpretive exhibits. Site improvements include the development, fabrication, and installation of interpretative exhibits; new accessible access and efficient circulation throughout the space.

To that end, the NPS and its architectural and exhibit contractor, Mills + Schnoering Architects, LLC have determined that a formative evaluation to gather information related to visitor use, experience and expectations will provide the best information to move forward in the exhibit design phase. Formative evaluations are generally conducted before or during the design stages in order to determine if the directives and content will be understood by the public as they were intended by the content specialists and designers. Formative evaluations have also been proven to be very effecting in guiding the development of exhibit interpretive strategies and identifying ways to increase awareness and relevance to a variety of audiences.

This request is to conduct an on-site questionnaires at four locations in the Washington DC Metropolitan area (Frederick Douglass National Historic Site (FRDO), African American Civil War Museum, Carter G. Woodson National Historic Site (CAWO) and the Martin Luther King Memorial (MALU)). The intent of the on-site surveys is to identify the knowledge and perception held by the general public with regards to the life and work of Carter G. Woodson.

The results from this collection will be used to inform the design and development phase of the restoration process. In order to provide timely feedback to the design process data that addresses questions raised during the evaluation, the evaluation must be completed by March 16, 2018.

**DESCRIPTION OF RESPONDENTS:**

The respondent universe for the on-site survey will consist of all adult (18 years old and older), English-speaking visitors to FRDO, CAWO, MALU, and the African American Civil War Museum.

**TYPE OF COLLECTION:** (Check one)

- Customer Comment Card/Complaint Form     Customer Satisfaction Survey
- Usability Testing (e.g., Website or Software)     Small Discussion Group
- Focus Group    Other: - On-site survey

**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.

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 US Public Health Service Project Manager,  
 Denver Service Center National Park Service

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  No
3. If Applicable, has a System or Records Notice 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 (If yes, please explain.)

## BURDEN HOURS

Park staff will distribute and collect surveys until the target number of responses, listed below for each site, has been reached.

| Intercept Locations | Total Number of Responses | Average Response Time* (minutes) | Annual Burden (hours) |
|---------------------|---------------------------|----------------------------------|-----------------------|
| FRDO                | 203                       | 5                                | 17                    |
| CAWO                | 80                        | 5                                | 7                     |
| MALU                | 397                       | 5                                | 34                    |
| AACWM               | 104                       | 5                                | 9                     |
| <b>Total</b>        | <b>784</b>                |                                  | <b>67</b>             |

\*Time includes 1 minute to complete initial contact

## FEDERAL COST:

### Federal Employee Cost\*

| Position                          | Grade/ Step | Hourly Rate* | Hourly Rate incl. benefits (1.5 x hourly pay rate) | Total Estimated time per task (hours)** | Annual Cost     |
|-----------------------------------|-------------|--------------|--|---|-----------------|
| <u>NPS Staff</u>                  | GS-5        |              |  |   |                 |
| On-site Survey                    |             |              |  |   |                 |
| FRDO                              | 1           | \$16         | \$24   | 176                                     | \$4,224         |
| MALU                              | 2           | \$16         | \$24   | 352                                     | \$8,448         |
| CAWO                              | 1           | \$16         | \$24   | 104                                     | \$2,496         |
| African American Civil War Museum | 1           | \$16         | \$24   | 176                                     | \$4,224         |
| <b>Totals</b>                     |             |              |  | <b>808</b>                              | <b>\$15,563</b> |

\*Based upon Salary Table 2018-DCB (Effective January 2018)

\*\*Estimated time is based on 8 hr days for each day open to the public in the sampling period. Total time may not be needed if target response numbers are achieved in less time.

### Operational Expenses (non-federal)

|  | Estimated Cost  |
|--|-----------------|
| Non-Federal Employees  |                 |
| Project Manager (M+Sa)   | \$890           |
| Exhibit Designer (content) (H+R)   | \$660           |
| Exhibit Designer (content) (H+R)   | \$660           |
| Coordination   |                 |
| Oversight of application, survey implementation, data analysis and reporting | \$9,000         |
| Survey Printing (1 sheet 8.5"x11"), Qty 1,350 @.20 / sheet                   | \$270           |
| Travel   |                 |
| Transportation and lodging (2)   | \$1,000         |
| <b>Total</b>   | <b>\$12,480</b> |

**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.

**Respondent Universe and Sampling Plan:**

On-site Survey

Anticipated Dates: February 24, 2018 – March 17, 2018

The respondent universe for all on-site surveys at FRDO, CAWO, MALU and African American Civil War Museum will be all adult visitors, age 18 or older, contacted at designated intercept locations. A random sample of visitors will be invited by NPS staff to complete and return the three-minute survey before leaving the site. Sampling will occur for 22 days (7 weekends and 15 weekdays). On each sampling day, sampling locations will be staffed with the appropriate number of surveyors to ensure daily targets are met on weekends and weekdays.

Based upon the March 2016 NPS Visitor Use Statistics, there were approximately 418,869 visitors at MALU and 6,419 at FRDO. There were no estimates for the CAWO or African American Civil War Museum. Based on the expected number of responses at each site, we are expecting that there will be 95% confidence that the survey findings will be accurate to approximately 5 percentage points for each site.

| Intercept Locations | Response rates based upon total estimated number of all visitor contacted |                      |                                     |                              |                                      |
|---------------------|---|----------------------|-------------------------------------|------------------------------|--------------------------------------|
|                     | # Visitors Contacted per Day<br>22 day sampling period                    |                      | Total Number of<br>initial contacts | Anticipated<br>response rate | Total Number of<br>completed surveys |
|                     | Weekdays<br>(15 days)<br>(CAWO 6 days)                                    | Weekends<br>(7 days) |                                     |                              |                                      |
| FRDO                | 10  | 20                   | 290                                 | 70%                          | 203                                  |
| CAWO                | 5   | 12                   | 114                                 | 70%                          | 80                                   |
| MALU                | 22  | 40                   | 610                                 | 65%                          | 397                                  |
| AACWM               | 6   | 10                   | 160                                 | 65%                          | 104                                  |
| <b>Total</b>        |   |                      |                                     |                              | <b>784</b>                           |

**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    **On-site Survey**
  - Mail
  - Other, Explain -

## **Instrument Administration:**

### On-site Survey

NPS staff will approach a random sample of visitors before the start of their visit or tour. The initial contact will consist of giving each respondent a concise verbal introduction, hard copy version of the questionnaire and pen. The questionnaire is expected to be completed in the presence of the NPS staff and returned before leaving the site. The short length of the questionnaire will enable NPS staff to collect responses immediately. No follow up procedures are planned for this collection.

2. Will interviewers or facilitators be used? [ ] Yes [ X ] No

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

ATTACHED

1. Survey Script and Questions

## INSTRUCTIONS

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**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.

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