

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0923-0047)

TITLE OF INFORMATION COLLECTION:

CDC GIS Day Stakeholder Registration and Feedback

PURPOSE:

The CDC/ATSDR Geospatial Research, Analysis & Services Program (GRASP) provides leadership and expertise in the application of the concepts, methods, and tools of geography and geospatial information science to public health research and practice. GRASP provides GIS mapping, analysis, and technology services and support to stakeholders both within and outside of CDC.

CDC GIS Day is an annual event which will be hosted by GRASP in November 2017. GIS Day provides researchers from CDC, local governments, and Atlanta area universities a chance to showcase their work through posters, brief lightning talks, or technical presentations. Combined with some fun events, like the geography-themed bake-off and the “Where in the World?!” quiz, CDC GIS Day organizers hope to increase the visibility and use of geospatial methods, especially within CDC/ATSDR’s Geospatial Research, Analysis, and Services Program, and foster collaboration throughout the geospatial community.

The purpose of this information collection is to assist in planning and improvement of this year’s CDC GIS Day by collecting information regarding online event registration, recruitment of presenters, and past attendee experiences with past CDC GIS Days events. By knowing which previous GIS Day events were enjoyed and which could be improved upon will help the planning committee tailor this year’s event to maximize participant satisfaction. Higher satisfaction will, hopefully, not only improve the visibility of GIS at CDC, but also increase attendance at future CDC GIS Days.

The optional “Where in the World?!” quiz is a fun, voluntary quiz GIS Day participants can complete to test their public health geography knowledge about places CDC has helped to stop diseases. Individuals who complete the quiz and answer the questions correctly will be entered in a drawing for a prize at GIS Day (an Atlas or other relevant map book valued at \$20 or less). The quiz will be administered before the event to maximize event registration and participation.

DESCRIPTION OF RESPONDENTS:

Respondents include GIS stakeholders from both within and outside of CDC who have attended a previous GIS Day or will attend this year’s GIS Day. This includes individuals interested in geospatial technology/methodology, such as CDC researchers, CDC administrators, academia, students, and local governmental officials and employees.

TYPE OF COLLECTION: (Check one)

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| <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 |

Focus Group

Other: Online Stakeholder Registration and Feedback Form and Quiz

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:

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, 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

Survey respondents will enter their email address, name, CDC username (if applicable) and U.S. citizenship status when completing the survey. This information is requested for obtaining CDC Visitor Center approval for respondents to access CDC’s Chamblee campus for CDC GIS Day. The personally identifying information (PII) being collected will not be linked to responses and will not be retained after completion of the project.

Names and email addresses will be collected from “Where in the World?!” quiz respondents in order to contact the selected grand prize winner. The personally identifying information (PII) being collected for this quiz will not be retained once a winner has been selected and the project is complete.

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? Yes No (with the exception of the quiz prize described above)

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
GIS Stakeholders, GIS Day Registration and Feedback Form	200	5/60	17 hrs
GIS Stakeholders, Where in the world?! Quiz	100	5/60	8 hrs

Totals	300		25 hrs
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FEDERAL COST: The estimated annual cost to the Federal government is \$1100.

This cost reflects approximately 36 hours of salary for one staff person (GS-11 equivalent) to create the survey and assist with compiling and analyzing the results and drafting an internal report of results.

The estimated annual cost to respondents is \$828. This value is derived from the 2016 median pay for environmental scientists and specialists (<https://www.bls.gov/ooh/life-physical-and-social-science/environmental-scientists-and-specialists.htm>), which is \$33.13 per hour.

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?

The CDC GIS Day planning committee will reach potential attendees via various GIS and geography list serves both within CDC and in the broader Atlanta geography community (e.g., ATL GIS list serve). The committee will also reach out to the members of relevant working groups within CDC (e.g., GeoSWG, GPHEW).

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? Yes No

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

List of attachments:

- Attachment A – Stakeholder Registration and Feedback Form (text)
- Attachment A1 – Stakeholder Registration and Feedback Form (screenshots)
- Attachment B – Where in the World Quiz Form (text)
- Attachment B1 – Where in the World Quiz Form (screenshots)
- Attachment C – Recruitment email