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

TITLE OF INFORMATION COLLECTION: Transportation and Health Tool Website User Satisfaction Assessment

PURPOSE: The purpose of this data collection request is to collect user feedback on the Transportation and Health Tool (THT) website (https://www.transportation.gov/transportation-health-tool). The THT website was jointly developed by the Centers for Disease Control and Prevention (CDC) and US Department of Transportation (US DOT), in collaboration with the American Public Health Association (APHA). There is growing momentum for cross-sector collaboration between transportation and public health sectors in order to integrate health considerations into transportation planning and decision making. The goals of the THT are to: (1) increase awareness about the links between transportation and health, (2) foster collaboration between transportation and public health sectors, and (3) provide data to inform health-supportive transportation policies and project decisions at the federal, state, and local level.

The primary audiences for the THT website are transportation professionals working in state and local governments and metropolitan planning organizations (MPOs) and public health professionals. The website provides (a) state- and local-level data on 14 transportation and health indicators (e.g., safety, active transportation, air quality), with standardized scores so states and localities can assess their performance relative to other areas; (b) 25 evidence-based strategies, interventions, and policies that can be used to help improve indicator scores; (c) background information on indicators and scoring methodology; and (d) resources on the link between transportation and health. State and local practitioners can use the THT website to identify opportunities to invest in transportation infrastructure that can improve public health.

The THT website launched in October 2015. Prior to the launch of the website, usability testing was done and feedback was obtained from five users. Since that time, the tool has been promoted through webinars and conferences targeted to transportation and public health audiences. As part of a cooperative agreement (OT13-1302) with CDC's Office for State, Tribal, Local, and Territorial Support (OSTLTS), APHA is working with a contractor (Shattuck & Associates, Inc.) to evaluate the THT website. The objective of this project is to assess users' satisfaction and experiences with the THT website in order to learn how the website is being used, what users like and don't like about the website, and how the website could be improved.

Two data collection methods will be used: (1) on-line user satisfaction survey of webinar registrants using SurveyMonkey and (2) telephone interviews with previous website usability testers. No incentives will be provided and participants will not be reimbursed for their time. The contractor will generate a report summarizing the findings from the online surveys and telephone interviews. The summary report is for internal use only and will be used to increase the usefulness of the THT website and ultimately improve user satisfaction. The information obtained from the survey and interviews is not intended to contribute to generalizable knowledge and there are no plans to publish the findings.

DESCRIPTION OF RESPONDENTS:

Table 1 presents an overview of the activities proposed for this ICR.

On-line user satisfaction survey: All potential respondents will be sent a recruitment email (**Attachment 1)** with a link to the on-line survey. The on-line survey (**Attachment 2)** will be offered to all webinar registrants (n=1,758) who registered for one of the two webinars hosted by USDOT and APHA for the purpose of introducing the THT website to potential users. Respondents will participate in a 5–10 minute on-line survey about their satisfaction and experiences with the THT website. We expect approximately 440 respondents [25 percent response rate (25/100*1,758 = 440)] to complete the survey. Respondents to the information collection are comprised of individuals who work in a variety of different settings: local, state, or tribal government (37%), public sector (50%), federal government (5%), and other (9%). Participation will be completely voluntary. No personally identifiable information will be collected. The survey will be administered via SurveyMonkey (**Attachment 3).**

Telephone interview of previous usability testers: All potential respondents will be sent a recruitment email (**Attachment 4)** and asked to participate in an approximately 60 minute follow-up telephone interview to provide additional, in-depth feedback on how the THT website can be improved. The qualitative telephone interviews (**Attachment 5)** will be offered to all usability testers (n=5) who previously provided feedback about how to improve the THT website (i.e., usability testers) before it was launched in October 2015. The five usability testers are comprised of individuals who work for local government and public sector. Participation will be completely voluntary. With the respondents' permission, the interviews will be recorded to ensure information is recorded accurately. The audio recordings will be destroyed after the final summary report is completed. The information provided by respondents will be kept private and no personally identifiable information will be used in the summary report. The telephone interviews will be conducted by an employee of Shattuck & Associates, Inc.

Table 1.

Type of activity	Respondents	No. of Respondents
Recruitment email for on-line user satisfaction survey	Webinar registrants	1,758
On-line user satisfaction survey	Webinar registrants	440 (25% of 1,758)
Recruitment email for telephone interview	Usability Testers	5
Telephone interview	Usability Testers	5

TYPE OF COLLECTION: (Check one)

[ ] Customer Comment Card/Complaint Form   [X] Customer Satisfaction Survey
[ ] Usability Testing (e.g., Website or Software)   [ ] Small Discussion Group
[ ] Focus 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 <u>not</u> raise issues of concern to other federal agencies.
4. The results are <u>not</u> intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of <u>substantially</u> informing <u>influential</u> 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   [X] 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 [X] No

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

BURDEN HOURS

We expect a 25% response rate for the online survey (1758*.25=440). We used the maximum participation time of 10 minutes to estimate total burden hours for the on-line survey.

Category of Respondent	No. of Respondents	Participation Time	Burden
Webinar registrants: on-line survey	440	10/60	73.3 hours
Usability testers: recruitment email	5	1/60	0.1 hours
Usability testers: telephone interview	5	60/60	5.0 hours
Totals	**450**		**78.4 hours**

FEDERAL COST: The estimated annual cost to the Federal government is $17,030.

<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?
    [ ] Yes [X] No

    Explanation: We will invite the entire universe of webinar registrants (n=1,758) to participate in the online survey **(Attachment 2).** We will invite the entire universe of people who

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previously participated in usability testing (n=5) to participate in the qualitative telephone interview **(Attachment 5)**. No sampling will be conducted for either data collection activity.

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?

Administration of the Instrument

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

List of attachments:

1. A1_THT Recruitment Email for On-line User Satisfaction Survey
2. A2_THT On-line User Satisfaction Survey
3. A3_THT Online Survey of Webinar Registrants Screenshots
4. A4_THT Recruitment E-mail Letter for Telephone Interview of Previous Usability Testers
5. A5_THT Transportation and Health Tool Telephone Interview

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 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.