

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 Website Content Strategy Survey

PURPOSE: The Geospatial Research, Analysis, and Services Program (GRASP) is currently exploring options for updating the CDC Geographic Information System (GIS) website (<https://www.cdc.gov/gis/index.htm>). The purpose of this information collection is to identify and understand gaps and successes associated with the current CDC GIS website. The major goal of this project is to assess the current state of CDC’s GIS content on the CDC GIS website related to: 1) level of GIS expertise of current and potential website visitors; 2) GIS content desired by current and potential website visitors; 3) best content delivery mechanism for GIS information; and 4) stakeholders’ level of familiarity with CDC’s current GIS online resources. The information gained from stakeholders will be compared to the content of the current CDC GIS website and used to conduct an internal website audit. This comparison will lead to an understanding of the gaps in the current website content and will identify areas for improving content delivery to best meet stakeholders’ needs. The information collected in the survey will be used to inform the CDC GIS website update.

The increasing availability of geospatial data and technology presents great opportunity for innovation in public health research and activities. For over 20 years, GRASP has led the application of geographic methods to public health research and practice at CDC/ATSDR and within the public health community. GRASP strives to share their knowledge with others both at CDC and in the general community. Currently GRASP and the Geography and Geospatial Sciences Work Group (GeoSWG) share information on the public-facing CDC GIS website. Identifying areas for improvement of this website will allow GRASP to continue to share geospatial information, feature applications and work, and build its reputation as a leader in geospatial public health work.

DESCRIPTION OF RESPONDENTS: Respondents will include individuals working on geographic information systems (GIS) and/or public health work both at CDC and outside of CDC (includes both federal employees and contractors/fellows). Respondents may be GIS professionals, researchers, students, current and/or future CDC collaborators, and the general public who visit the CDC GIS public-facing website.

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>Needs assessment for website improvement</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: **Alisha Etheredge -S** Digitally signed by Alisha Etheredge -S
 Date: 2017.12.28 10:54:29 -05'00'

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 [] 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

Category of Respondent	No. of Respondents	Participation Time	Burden
Current and potential CDC GIS website users (students/public health researchers/GIS professionals/CDC partners/CDC contractors and fellows)	75	5/60	6.25 hrs
Federal government employees (public health researchers/GIS professionals)	25	5/60	2.08 hrs
Totals	100	5/60	8.33 hrs

FEDERAL COST: The estimated annual cost to the Federal government is \$1590.24.

This cost reflects approximately 40 hours of salary for one staff person (GS-11 equivalent) to create the needs assessment and assist with compiling and analyzing the results and drafting an internal report of the results. An additional 8 hours will be associated with the in-person survey facilitation. The total staff hours for the survey is 48 hours.

The annual cost associated with respondent burden hours is approximately \$276.08 (determined using an average wage of \$33.13 per hour based on information from the Bureau of Labor Statistics Occupational Employment and Wages, May 2015, <https://www.bls.gov/ooh/life-physical-and-social-science/environmental-scientists-and-specialists.htm>).

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?

A respondent list will be obtained from the GRASP program director with the names and email addresses of stakeholders who have previously partnered with the GRASP program or who have spoken with the GRASP program about potential collaborations.

The recruitment email and survey link will also be sent to several list serves with GIS professionals including GeoSWG listserv; attendees of the 2017 CDC GIS Day event hosted by GeoSWG; attendees from recent GRASP GIS training events; and other related CDC list serves.

In addition to sending emails to list serves and previous partners and stakeholders, we plan to use tablets on the CDC Chamblee and Roybal campus to help increase survey response rate from public health researchers. Feedback from these stakeholders is critical, as many public health professionals are not members of more targeted GIS list serves, but they may be using GIS in their work currently or in the future. A survey facilitator from the GRASP team will stand at the entrance of the CDC Chamblee and Roybal cafeteria with tablets and ask people to take the short, six question survey before they pick up their lunch during the hours of 11:00am and 1:00pm on two different days during the week (total of two days maximum). The survey facilitator will tell respondents the goal of the survey and how this feedback will help them learn more about using GIS to support their public health work. Two survey facilitators will be present during peak lunch hours (11:00am – 1:00pm) at both main CDC campuses (Roybal and Chamblee) on two different days, for a total of 8 hours associated with survey facilitation. The survey will be pre-loaded onto the tablet for potential respondents to complete.

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 – Recruitment email for CDC GIS Website Content Strategy Survey

Attachment B – CDC GIS Website Content Strategy Survey_text

Attachment C – CDC GIS Website Content Strategy Survey_screenshots