

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 3090-0297)

Req-19

TITLE OF INFORMATION COLLECTION: GSAgov Website Feedback Survey

PURPOSE: The purpose of this survey is to collect user feedback on GSA.gov to improve website layout, design, content, and overall experience for visitors.

DESCRIPTION OF RESPONDENTS: Roughly half of all respondents are GSA customers, whether employees of federal agencies or state, local, or tribal governments. The remaining half are approved or prospective vendors, GSA employees, and members of the general public. We are seeking clearance to survey non-federal visitors to the website.

TYPE OF COLLECTION: (Check one)

- | | |
|---|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (<i>e.g.</i> , Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input type="checkbox"/> 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 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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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, will any information that is collected be included in records that are subject to the Privacy Act of 1974? Yes No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? Yes No

If PII is collected, please provide a brief statement regarding why PII is necessary, how it will be stored and for how long, and how it will be destroyed once the collection is over.

PII is not being collected, but the survey software does leverage persistent cookies. Persistent cookies are stored in the user’s browser to prevent the user from being invited to complete the

survey more than once every 30 days. The persistent cookies are automatically and fully deleted at the end of the 30-day period.

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
Individuals or Households	1500	2 min; 0.033 hrs	50 hrs
Private Sector	2400	2 min; 0.033 hrs	80 hrs
State/Local/Tribal Governments	1500	2 min; 0.033 hrs	50 hrs
Totals	5400	180 hours	180 hrs

FEDERAL COST: The estimated annual cost to the Federal government is \$3,348.

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 [X] 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?

All visitors to GSA.gov may be invited to respond to this survey. A pop-up window with a survey invitation will be shown to visitors who demonstrate intention to exit the webpage or visitors who have spent at least 1 minute on the webpage or visitors who click through 3 pages. No unique visitor will be invited to complete the survey more than once every 30 days. To opt-out of this survey, visitors will close the pop-up.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
[X] Web-based or other forms of Social Media
[] Telephone
[] In-person
[] Mail
[] Other, Explain
2. Will interviewers or facilitators be used? [] Yes [X] No

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