## Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0920-1050)

**TITLE OF INFORMATION COLLECTION:** CDC Page Info Tab

**PURPOSE:**

The CDC’s Digital Media Branch (DMB) provides access to systems that collect data on CDC web pages. But accessing, collecting, and formatting all of the data can be challenging. There are separate systems and logins for web page metrics and customer satisfaction scores. Until recently, there was not an easy way to see readability scores on content or a view a quick assessment of Section 508 compliance. Search engine optimization factors seemed hidden and mysterious.

The DMB Tech Team has built a tool to shed light on the plethora of web page data that is available and serve it up to internal CDC staff and contractors in an easily digestible format for all. The tool is called the Page Info Tab and it appears on every CDC web page in development view (e.g., https://wwwdev.cdc.gov, https://wwwndc.cdc.gov, <https://emergencydev.cdc.gov/>, etc.). The Page Info Tab gives leadership, subject matter experts, communicators, and developers instant visibility into a wide array of web page metrics including page views, mobile versus desktop stats, PDF downloads, readability scores on page content, search engine optimization factors, Section 508 analysis, customer satisfaction scores, social media views, and technical info for developers. The Page Info Tab provides all of this in one place, and all readily available without the need for special logins or access to other systems.

The DMB Tech Team would like to survey users of the Page Info Tab tool to assess the usefulness of the data presented in the tool, as well as the usability of the tool itself. The DMB Tech Team would like to send a Survey Monkey link to CDC Web Managers and Developers in the early Spring of 2019.

For additional information please refer to the following:

**List of Attachments**

1. A-Fast Track Form (this form)
2. B-PRA – Part 2
3. C-Testing Plan
4. D-Survey

**DESCRIPTION OF RESPONDENTS**:

This is a voluntary survey. A request to complete the survey will be emailed to CDC’s Web Managers and Developers List.

The list has 436 total members (215 contractors, 221 FTEs). We anticipate about a 15% completion rate, or about 65 respondents.

**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 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: Stacey Thalken

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, will any information that is collected be included in records that are subject to the Privacy Act of 1974? [ ] Yes [ x] No
3. If Yes, has an up-to-date System of Records Notice (SORN) 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**

|  |  |  |  |
| --- | --- | --- | --- |
| **Category of Respondent**  | **No. of Respondents** | **Participation Time** | **Burden** |
| CDC Web Managers and Developers | 65 | 10 minutes | 650 mins-or-10.8 hrs |
| **Totals** | **65** | **10** | **650 mins****-or-****10.8 hrs** |

**FEDERAL COST:** The estimated annual cost to the Federal government is **$773.50.**

**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? [X] 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?

CDC has a Listserv for CDC Web Managers and Developers. Our plan is to send the voluntary survey to the list. We anticipate a self-selected response at about a 15% response rate (or approximately 65 respondents).

**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

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