

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number 0690-0030)

TITLE OF INFORMATION COLLECTION: On-line Comments Regarding the Uses of the Enhanced Magnetic Field Model

PURPOSE:

To determine the types of uses for an experimental magnetic field model and understand if the model is meeting a need within the magnetic community. To obtain feedback from users on the model and an understanding of how services might be improved.

DESCRIPTION OF RESPONDENTS:

Voluntary form offered at time of download from a public-facing on-line web site. Users tend to be researchers, military contractors, surveyors, or others needing information about the magnetic field.

TYPE OF COLLECTION: (Check one)

<input type="checkbox"/> Customer Comment Card/Complaint Form	<input type="checkbox"/> Customer Satisfaction Survey
<input checked="" type="checkbox"/> Usability Testing (e.g., 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. The collection is low-burden for respondents and low-cost for the Federal Government.
2. The collection is non-controversial and does not raise issues of concern to other federal agencies.
3. The results are not intended to be disseminated to the public.
4. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
5. 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: Susan J McLean

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
The only PII requested is email address. The primary reason for collecting email is to alert users of any change of update to NOAA's geomagnetic field model. Occasionally, when we see important use cases of our model and contact the user for further information.
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? [X] Yes [] No NOAA-11

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
Private Sector	250	5 minutes	13
State, Local, or Tribal Government	270	5 minutes	14
Federal Government	270	5 minutes	14
Totals	790		41

FEDERAL COST: The estimated annual cost to the Federal government is less than \$1,500 (staff time only).

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 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?

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 submit all instruments, instructions, correspondences (emails, letters, etc.) to respondents, and scripts as separate documents along with this request document.

Every instrument must have the following displayed –

OMB Control No. 0690-0030

Expiration Date: 07/31/2020

**Required Additional Information (check ROCIS in IC List for this info ---
needed for OCIO staff to complete request)**

1. Line of Business: Natural Resources
2. Subfunction: Conservation, Marine and Land Management
3. Privacy Act System of Records: Title: - COMMERCE/NOAA-11: Contact Information for Members of the Public Requesting or Providing Information Related to NOAA's Mission.
4. Federal Registration citation information: Volume 82 Pg. No. 3721
5. Number of respondents for small entities: 0.
6. Percentage of respondents reporting electronically: 100%