Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (OMB Control Number: 0990-0379)

TITLE OF INFORMATION COLLECTION:

PHE.gov Satisfaction Surveys: Exit Survey and In-Page Survey

PURPOSE:

The purpose of this survey is to determine user satisfaction with the ASPR-managed website, www.PHE.gov. The survey will be implemented using Qualtrics, our survey software service. Participants will complete the survey online using their own device.

HHS/ASPR is seeking this feedback to improve usability on its existing website, www.PHE.gov. HHS/ASPR seeks to better understand the public's experience on our site, their ability to complete the tasks, the public's perception of the quality of the information that they found, and ways that we can improve the overall user experience.

We are using two different methods to learn more about the public's experience. On the bottom of the majority of the pages on our website, there will be a brief in-page survey. This survey provides users the opportunity to give us specific feedback on a page within our site. Users may also opt to take an exit survey when they leave the site. This survey gives users and opportunity to tell us about their overall experience.

In keeping with OMB's description of the appropriate use of the Fast-Track PRA process, this collection is focused on improving existing government services, the collection is voluntary and the burden is low. The survey only takes 45 seconds to 5 minutes to complete. We do not plan to disseminate the results.

DESCRIPTION OF RESPONDENTS:

Survey participation will be optional and voluntary. Users will have the opportunity to take an exit survey and/or an in-page survey

We will be presenting the exit survey to visitors when they attempt to either close their browser or browser tab. This implementation method is less burdensome to users, as it is typically triggered at the end of user's session.

We will also provide users with the ability to provide their feedback at any point during their experience through an in page survey. This survey will be presented at the bottom of the pages on our website, where the user can easily find it after he or she has finished reading the page.

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: A Website Feedback Survey

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: Elizabeth Jarrett

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
Individuals/Households: Exit Survey	150	5/60	12.5 hours
Individual/Households: In-Page Survey	650	5/60	54.2 hours
TOTAL			**66.7 hours**

FEDERAL COST: The estimated annual cost to the Federal government is 4 business hours.

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?

ASPR gathers statistics on the total number of page views and sessions via Google Analytics.
HHS.gov uses both an in-page survey and an exit survey of similar length and complexity. We
have based estimated number of respondents and participation time off of the data gathered from
the HHS.gov site.

The number of potential participants in our exit survey is based on the number of sessions. There
are roughly 44,500 monthly sessions on PHE.gov per month. Based on the participation rates of
a similar information collection on the HHS.gov website, HHS/ASPR expects a .3 percent
response rate, resulting in up to 150 responses per month. Estimating that it takes roughly five
minutes to complete the survey, we estimate a total burden of 12.5 hours per month.

The number of potential participants in our on-page survey is based on the number of page
views. There are roughly 112,000 page views on PHE.gov per month. Based on the participation
rates of a similar information collection on the HHS.gov website, HHS/ASPR expects a .55
percent response rate, resulting in up to 650 respondents each month. Estimating that it takes
roughly five minutes to complete the brief survey, we estimate 54.2 hours per month.

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
request.**

NOTE: Please see attachments "On-Page Survey: PHE.gov Site-wide Satisfaction Survey" and
"Exit Survey: PHE.gov Site-wide Satisfaction Survey."