

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback”

TITLE OF INFORMATION COLLECTION: Recreation.gov Post-Contact Survey

PURPOSE:

Recreation.gov is a gateway for the general public to dream, plan, experience, and share their experiences with our federal lands. We want to track customer satisfaction with their experiences with our Contact Center agents, to help us improve the quality of our service.

DESCRIPTION OF RESPONDENTS:

The types of people that contact our Contact Center include the general public who are interested in outdoor recreation. This may include international visitors as well.

TYPE OF COLLECTION: (Check one)

- Customer Comment Card/Complaint Form
- Usability Testing (e.g., Website or Software)
- Focus Group

- Customer Satisfaction Survey
- Small Discussion 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: Kirsten Medhurst

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, 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 No

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
All visitors who contact the Recreation.gov Contact Center via phone, email, or chat, wherever an email address is available	500,000	2 minute	16,667 min
Totals			

FEDERAL COST: The estimated annual cost to the Federal government is ___\$0_____

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?

We use the ServiceNow customer management system to keep track of interactions with our customers. Customer accounts are uniquely identified by their email addresses.

We will send the survey to those who have an account with Recreation.gov and complete a transaction through the Contact Center (e.g. new reservations, modifying/cancelling reservations, account/password reset).

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. Email-invitation to a web-based form.
2. Will interviewers or facilitators be used? Yes No

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