

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 2127-0682)

PURPOSE:

This is to request the Office of Management and Budget’s (OMB) approval for Collection of Qualitative Feedback on Agency Website Delivery.

TITLE OF INFORMATION COLLECTION:

Voluntary web-based survey of website visitors.

JUSTIFICATION:

The Department of Transportation (DOT) and its Operating Administrations operate websites to inform the public of DOT news and activities, provide information about transportation programs (transportation civil rights, air travel consumer protections, small and disadvantaged business offerings, vehicle recalls, etc.), announce grant availabilities and applicant guidelines, and facilitate access to services (drug and alcohol testing, complaint forms, applications for a motor vehicle DOT number, etc.).

The DOT has the important responsibility of ensuring that its websites communicate accurately and effectively, that its sites are searchable, navigable, and accessible and that its and web content is clear, accurate, and comprehensive.

Answers obtained through the survey will assist DOT in measuring how effectively its sites achieve these objectives and informing DOT’s efforts to improve its sites to better serve the public.

DESCRIPTION OF RESPONDENTS:

The survey will be for the use of website visitors to transportation.gov and dot.gov and its subdomains, so they can provide information regarding the nature of their website visits, their ability to achieve their site visit goals, and challenges that may have prevented them from a successful website visit.

TYPE OF COLLECTION:

- | | |
|---|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" type="checkbox"/> Customer Satisfaction Survey |
| <input 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.
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.

- Information gathered will not be used for the purpose of substantially informing influential policy decisions.
- The collection is targeted to the solicitation of opinions from respondents who have experience with the websites and who may need to use these sites in the future.

Name: Todd Solomon

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

Personally Identifiable Information:

- Is personally identifiable information (PII) collected? Yes No
- If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? Yes No N/A
- If Yes, has an up-to-date System of Records Notice (SORN) been published? Yes No N/A

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
Public (website visitors), voluntary	3,000	5 minutes	250 hours
Totals	3,000	5 minutes	250 hours

FEDERAL COST:

The estimated completed surveys received annually can be absorbed within the current business processes with essentially no additional cost to the Federal Government.

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 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?

The Department receives approximately 5 million website visitors annually. We will offer survey participation randomly to approximately 150,000 site visitors in hopes of achieving a 2%

participation rate from those invitees, resulting in an estimate of 3,000 completed surveys in calendar year 2019.

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

2. Will interviewers or facilitators be used? Yes No