

**Request for Approval under the “Generic Clearance for the Collection of
Routine Customer Feedback” (OMB Control Number: 2511-0001)**
TITLE OF INFORMATION COLLECTION: HUD Applicant Experience Survey

PURPOSE:

The Federal Government mandates the collection of this survey information through Executive Order (EO) 12862 - Transforming Federal Customer Experience and Service Delivery to Rebuild Trust in Government; Executive Order (EO) 13571 - Streamlining Service Delivery; Executive Order 14058 - Transforming Federal Customer Experience and Service Delivery To Rebuild Trust in Government, and Improving Customer Service; M-24-11 Reducing Burden in the Administration of Federal Financial Assistance; and OMB Circular A-11 Section 280 Managing Customer Experience and Improving Service Delivery. These authorities mandate that agencies survey their customers to identify the quality of customer services and satisfaction with existing services. It provides agencies on best practices for measuring and managing customer experience along with guidance to agencies on implementing the Federal Government’s customer experience framework. These requirements provide details for agencies on how to effectively manage customer experience improvement efforts.

This information collection, titled the HUD Applicant Experience Survey, consists of a survey of applicants who complete the Department's Notice of Funding Opportunity (NOFO) application process. It is designed to address how the agency will provide services in a manner that seeks to streamline service delivery and improve the experience of its customers. It follows HUD's commitment to use surveys to measure performance and monitor changes in performance. HUD management places significant importance on the information provided by customers.

The information collected from this survey by staff from the HUD Office of Grants Management and Oversight (GMO) will be utilized to both assess the success of our NOFO simplification efforts and identify opportunities for future improvements. The survey includes questions about how applicants learned about the availability of NOFOs and applicants’ experience in navigating NOFO content and applying for the NOFO. Gathering applicant feedback is a critical component of HUD’s overall effort to improve the NOFO application process and will be utilized to establish a baseline of applicant satisfaction, identify areas for improvement, and assess improvement or decline in service over time.

The HUD Applicant Experience Survey will be administered via SurveyMonkey, a web-based survey platform. Administered the survey in this manner will ease the burden on the applicant in the collection of the information, improve the accuracy of the survey responses, and improve the agency's ability to analyze the resulting survey data.

FORM 2994 and FORM 2994A

Note that the HUD Applicant Experience Survey will be administered as a single survey, but the survey includes branching so that applicants to the CoC NOFO receive a few questions that are tailored to that specific funding opportunity. For the purposes of Departmental Clearance and OMB review, two forms (Form 2994 and Form 2994A) have been created to display the survey

information. These two forms are two branches of the same survey. If applicants answer “Yes” to being a Continuum of Care (CoC), then they are completing Form 2994A. If applicants answer “No” to being a CoC, then they are completing Form 2994.

A link to the HUD Applicant Experience Survey will be included in each published NOFO and will also be included on the HUD Funding Opportunity web page. Participation in the survey is optional. No personally identifiable information will be collected on the survey, and HUD will analyze the data in the aggregate. HUD will conduct additional data analysis on overall customer trust and satisfaction with the applicant experience using HUD’s voice of the customer tool (Medallia). This includes analyzing the key drivers of customer trust and exploring themes in the open-ended comments using Medallia’s text analytics tool. This analysis will be shared in the aggregate with the public. As a result, this data is being handled by HUD staff and contractors.

There is no duplication of information. A review of the agency’s approved customer service survey mechanisms was completed. The existing mechanisms lacked the specificity necessary to achieve the required goals.

The collection of information does not impact small businesses or other small entities.

If HUD does not collect this information or collects this information less frequently there would not be an effective way to measure the quality of the delivery of our NOFO application process and identify opportunities for future improvements. In addition, the ability to receive this feedback would allow us to determine areas for customer service improvement and expand opportunities for applicants.

DESCRIPTION OF RESPONDENTS:

Respondents include applicants who complete the Department's Notice of Funding Opportunity (NOFO) application process.

TYPE OF COLLECTION: (Check one)

- | | |
|--|--|
| <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.
5. 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 program or may have experience with the program in the future.

Name: Eunice Cho

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
- If Yes, has an up-to-date System of Records Notice (SORN) 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
State, local, or tribal governments	7,500	10 minutes	1,2000
Private Sector	7,500	10 minutes	1,2000
Totals	15,000		2,400

HUD bases the following estimates on historical experience. HUD’s average of 45 funding announcements per fiscal year, plus an expected average of 10 NOFOs derived from supplemental funding enacted outside of the regular appropriations process. From the above information, the Department projects that it will receive approximately 30,000 applications annually but estimates a 50% response rate which is 15,000 respondents.

HUD estimates it takes an average of 10 minutes to complete the survey.

For purposes of this information collection request, the HUD has used the average hourly earnings of a Project Management Specialist (\$50.44 per hour) to monetize the value of respondent time. Therefore, the burden for this activity is as follows using average response times:

$$15,000 \text{ responses} * 0.16 \text{ hours} * 1 \text{ frequency} = 2,400 \text{ hours}$$

$$2,400 \text{ hours} * \$48.85 = \$117,240$$

FEDERAL COST: The estimated annual cost to the Federal government is \$122,840.88.

This has been calculated based on the following costs:

- 50% of one Full Time Equivalent staff time, which is 1040 hours. The cost is incurred based on the time to generate the survey and analyze the data.

2. 25% of one Full Time Equivalent staff time, which is 520 hours. The cost is incurred based on the time to generate the survey, prepare the generic collection and analyze the data.
3. 10% of one Full Time Equivalent staff time, which is 208 hours. The cost incurred is based on the time to set-up a data feed and analyze the data.
4. the cost of the Survey Monkey annual subscription.
5. the cost to include the data records in Medallia.

For purposes of this information collection request, HUD has used a GS 13 step 5 rate (\$56.16** per hour) to monetize the value of HUD time. Therefore, the burden for these activities is calculated below:

$$1,768 \text{ hours} * \$56.16 = \$99,290.88$$

One-year Survey Monkey subscription = \$1,500

One-year Medallia subscription = \$22,050 (15,000 records x \$1.47 per record based on HUD's annual subscription to Medallia).

**Using [OPM's "Rest of the United States" hourly rates for 2024](#), Federal staff time is estimated for a GS-13 step 5 at \$56.16 per hour.

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?

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

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

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

TITLE OF INFORMATION COLLECTION: Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

PURPOSE: Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

DESCRIPTION OF RESPONDENTS: Provide a brief description of the targeted group or groups for this collection of information. These groups must have experience with the program.

TYPE OF COLLECTION: Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

CERTIFICATION: Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

Personally Identifiable Information: Provide answers to the questions. Note: Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

Gifts or Payments: If you answer yes to the question, please describe the incentive and provide a justification for the amount.

BURDEN HOURS:

Category of Respondents: Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households; (2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected per row.

No. of Respondents: Provide an estimate of the Number of Respondents.

Participation Time: Provide an estimate of the amount of time (in minutes) required for a respondent to participate (e.g. fill out a survey or participate in a focus group)

Burden: Provide the Annual burden hours: Multiply the Number of Respondents and the Participation Time then divide by 60.

FEDERAL COST: Provide an estimate of the annual 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. Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

Administration of the Instrument: Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g. for surveys) or facilitators (e.g., for focus groups) used.

Submit all instruments, instructions, and scripts are submitted with the request.