

## Individual Information Collection Request

Under GSA's Generic Clearance: Improving Customer Experience - Implementation of Section 280 of OMB Circular A-11

OMB Control No. 3090-0321

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### OVERVIEW

- 1. GSA will be administering this collection on behalf of the following approved Department-level organization:**  
Department of Housing and Urban Development
- 2. Additional sub component, office, program:**  
Federal Housing Authority
- 3. Agency POC name:**  
Lance Litty, Jr
- 4. Agency POC email:**  
[Lance.L.Litty@hud.gov](mailto:Lance.L.Litty@hud.gov)
- 5. Description of service Touchpoint is measuring:**  
Single Family Loans and Resource Center  
HUD's Single Family programs include mortgage insurance on loans to purchase new or existing homes, condominiums, manufactured housing, houses needing rehabilitation, and for reverse equity mortgages to elderly homeowners.
- 6. Point of service at which the Touchpoint survey is presented:**  
A link to the survey is included in a follow-up email to customers of Homeownership Centers post-transaction.
- 7. Method by which the Touchpoint survey is presented:**
  - Web-based: pop-up on webpage while a user is browsing
  - Web-based: embedded into webpage
  - Email: With link to click and submit
  - In-person: At a computer or tablet kiosk
  - Mail
  - Other, Explain
- 8. Description of respondents:**
  - Do you have a customer list or something similar that defines the universe of potential respondents?  
Yes.
  - Will the survey be presented to all potential customers that interact at the point described in #5, or is there a sampling plan from selecting from this universe? If a sampling plan,

describe that here.

Yes, the survey will be shown to all customers in this universe.

**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 other than in format and process described in the umbrella generic clearance.
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.
7. The questions and other survey details are in line with the Supporting Statements of this clearance.

Name (Touchpoints Manager supporting this collection): Lauren Ancona

**BURDEN HOURS:**

<b>Category of Respondent</b>	<b>No. of Respondents</b>	<b>Participation Time</b>	<b>Burden Hours</b>
Email respondents	2,000,000	3 minutes	100,000
<b>Totals</b>	<b>2,000,000</b>	<b>3 minutes</b>	<b>100,000</b>

**FEDERAL COST:**

If any costs are associated with this collection beyond the Agency and Touchpoints staff time spent developing the survey and technical operating costs of Touchpoints, please describe and calculate these here:

There are no additional costs associated with this collection.