

**Request for Approval under the "Generic Clearance for Improving
Customer Experience: OMB Circular A-11, Section 280
Implementation"
(OMB Control Number: 0503-0024)**

TITLE OF INFORMATION COLLECTION: Recreation.gov Share Your Story Contest

PURPOSE OF COLLECTION:

What are you hoping to learn / improve? How do you plan to use what you learn? Are there artifacts (user personas, journey maps, digital roadmaps, summary of customer insights to inform service improvements, performance dashboards) the data from this collection will feed?

This data will be used to share visitor stories only. Stories will be voluntarily submitted by the visitors through the Recreation.gov Share Your Story contest. The rules of the contest will clearly state that Recreation.gov has the right to use this content.

TYPE OF ACTIVITY: (Check one)

- Customer Research (Interview, Focus Groups)
- Customer Feedback Survey
- User Testing

ACTIVITY DETAILS

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. Who will you collect the information from?

Explain who will be interviewed and why the group is appropriate for the Federal program / service to connect with. Please provide a description of how you plan to identify your potential group of respondents and if only a sample will be solicited for feedback, how you will select them(e.g., anyone who provided an email address to a call center rep, a representative sample of Veterans who received outpatient services in May 2019, do you have a list of customers to reach out to (e.g., a CRM database that has the contact information, intercept interviews at a particular field office?)

Any United States citizen who is 18 years of age or older, and has visited a federal public land, waterway or monument may voluntarily submit their story into the Share Your Story contest.

3. How will you ask a respondent to provide this information?
(e.g., after an application is submitted online, the final screen will present the opportunity to provide feedback by presenting a link to a feedback form / an actual feedback form)

Stories will be submitted electronically through the Recreation.gov/story contest page. Citizens may learn about this contest through social media posts, online advertising and email communication to those Recreation.gov account holders who have opted in to receive email communication from Recreation.gov.

4. What will the activity look like?
Describe the information collection activity - e.g. what happens when a person agrees to participate? Will facilitators or interviewers be used? What's the format of the interview/focus group? If a survey, describe the overall survey layout/length/other details? If User Testing, what actions will you observe / how will you have respondents interact with a product you need feedback on?

Each story that is submitted will be screened for profanity and other standard government guidelines around language and safety. Once past the initial screening each story will be judged by these four criteria:

1. The originality and creativity of the story
2. The clarity and organization of the composition
3. The content of the story and its appropriateness for the designated category
4. Whether the story showcases the best of America's recreational opportunities

5. Please provide your question list.
Paste here the questions or prompts presented to participants in your activity. If you have an interview / facilitator guide, that can be attached to the submission and referenced here.

Submission form attached as a .pdf file.

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

6. When will the activity happen?

Describe the time frame or number of events that will occur (e.g., We will conduct focus groups on May 13,14,15, We plan to conduct customer intercept interviews over the course of the Summer at the field offices identified in response to #2 based on scheduling logistics concluding by Sept. 10th, or "This survey will remain on our website in alignment with the timing of the overall clearance.")

The Share Your Story contest will accept story submission from January 4, 2021 through April 30, 2021.

7. Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?

[x] Yes [] No

If Yes, describe:

Share Your Story is offering several ways for those who submit a story into the contest to win prizes. Below are the prize categories and packages.

Grand Prize Winners:

- First place: \$2,500 K REI Gift Card & America the Beautiful
- Second place: \$1,500 REI Gift Card & America the Beautiful
- Third place: \$1,000 K REI Gift Card & America the Beautiful

Category Winners (6):

- First place: \$300 REI Gift Card & America the Beautiful
- Runner Up: \$150 REI Gift Card & America the Beautiful

Monthly Prizes - All categories one prize - January, February, March

- First place: \$150 REI Gift Card & America the Beautiful
- Runner Up: \$100 REI Gift Card & America the Beautiful

Honorable Mentions (10):

- Recreation.gov branded gear, e.g., socks, mugs, stick

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
Individuals/citizens	500	30 minutes	250
Totals			250

CERTIFICATION:

I certify the following to be true:

1. The collections are voluntary;
2. The collections are low-burden for respondents (based on considerations of total burden hours or burden-hours per respondent) and are low-cost for both the respondents and the Federal Government;
3. The collections are non-controversial and do not raise issues of concern to other Federal agencies;
4. Any 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 near future;
5. Personally identifiable information (PII) is collected only to the extent necessary and is not retained;
6. Information gathered is intended to be used for general service improvement and program management purposes
7. Upon agreement between OMB and the agency aggregated data may be released as part of A-11, Section 280 requirements only on performance.gov. Summaries of customer research and user testing activities may be included in public-facing customer journey maps.
8. Additional release of data will be coordinated with OMB.

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All instruments used to collect information must include:

OMB Control No. 0503-0024

Expiration Date: 04/30/20203