

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number 0690-0030)

TITLE OF INFORMATION COLLECTION: Survey Questionnaire for 2020 Census Integrated Partnership and Communications (IPC) Lessons Learned

PURPOSE: The overall objective of the 2020 Census Integrated Partnership and Communications (IPC) Operation Lessons Learned is to gather input from both Census staff and the Integrated Communications Contract (ICC) contractors/subcontractors (Team Y&R) on best practices and lessons learned to inform future planning of IPC Operations. Data on lessons learned and recommendations gathered through research will be organized according to the following topics, which have been identified as key components of the IPC and ICC operations: mission, organizational structure, communication & integration, content, contract, research, evaluation & metrics, project lifecycle, resources, quality, and agility & risk.

This survey questionnaire is one of several data collection methods for the Lessons Learned. The survey questionnaire will serve as a research tool to collect preliminary feedback across Census staff, contractor and subcontractor staff, using a combination of multiple choice (Likert rating scale) and text boxes for qualitative feedback and comments. Survey responses and results will inform discussions in future interviews and focus groups.

A final draft of the survey questionnaire is included as attachment to this form (Attachment A). Note that the questions may be slightly amended in the final online version (e.g. minor wording updates or grammar).

DESCRIPTION OF RESPONDENTS: Survey respondents – both Census staff¹ and ICC contractors/subcontractors - have been involved in the IPC Operation for the 2020 Census, either in management roles or as part of day-to-day activities related to the operation. Survey respondents were involved in a variety of activities, depending on the scope of their IPC sub-teams or ICC task orders; they will be asked to respond to questions solely from their perspective and experience in their own role.

TYPE OF COLLECTION: (Check one)

Customer Comment Card/Complaint Form

Customer Satisfaction Survey

Usability Testing (e.g., Website or Software)

Small Discussion Group

Focus Group

Other: _____

CERTIFICATION:

¹ Involved Census staff include: (1) Executives from Decennial, Census Bureau & IPC leadership and Program Managers; (2) Integrated Partnerships and Communications (IPC) Management; (3) Integrated Partnerships and Communications (IPC) Core Team; (4) Integrated Partnerships and Communications (IPC) Sub-team Staff and (5) Relevant staff from Other Census Directorates/Divisions carrying out activities that interface with IPC.

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 as official statistics, but may be presented at research or methodology conferences to inform ongoing research.
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: Anna Sandoval Giron

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, will any information that is collected be included in records that are subject to the Privacy Act of 1974?

Yes No

3. 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
Federal Government (Census Staff)	187	Up to 20 minutes (0.33 hours)	Up to 62.5 hours
Individuals (ICC Contractors/subcontractors)	153	Up to 20 minutes	Up to 51 hours
Totals	340		113.5 hours

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?

Target respondents to the survey questionnaire have been identified by the IPC Core Team and the ICC PMO, due to their knowledge of or involvement in the 2020 IPC Operation.

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: N/A

2. Will interviewers or facilitators be used?

Yes No

Please submit all instruments, instructions, correspondences (emails, letters, etc.) to respondents, and scripts as separate documents along with this request document.

Every instrument must have the following displayed -

OMB Control No. 0690-0030

Expiration Date: 07/31/2023