

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 2125-0628)

TITLE OF INFORMATION COLLECTION:

Federal Highway Administration public website customer satisfaction survey using Qualtrics online survey platform

PURPOSE:

To implement performance and customer satisfaction measuring tools on the Federal Highway Administration website. Results will be used to guide and inform strategic planning in web communications and program delivery.

DESCRIPTION OF RESPONDENTS:

Members of the general public, federal, state, and local government employees, business owners, transportation industry professionals, news media, academics, students and teachers, and others who visit the public-facing agency website.

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.
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: Richard D. Custer

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
1 - Individuals or Households	5,250	3 minutes = 0.05 hours	262.5 h.
2 - Private Sector	14,000	0.05 hours	700 h.
3 - State, local, or tribal governments	14,000	0.05 hours	700 h.
4 - Federal Government	1,750	0.05 hours	87.5 h.
Totals	35,000		1750 h.

FEDERAL COST: The estimated annual cost to the Federal government is \$35,033

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?

Respondents will be selected randomly based on our chosen sampling rate and number of pages viewed, and will require voluntary opt-in on the part of the selected users.

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