

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

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**TITLE OF INFORMATION COLLECTION:**

American Battle Monuments Commission Visitor Use and Satisfaction Pilot Study

**PURPOSE:**

For many decades, the American Battle Monuments Commission (ABMC) has sought to collect visitor data, which has primarily been conducted using observation and estimation of visitor use, although the employment of digital counters began in 2007. However, the ABMC has recognized the importance of additional data to understand the type of visitors and motivations and needs of visitors as well. This aligns with the Secretary’s call for measurable data.

In this study, ABMC has contracted with the Eppley Institute for Parks and Public Lands to design a survey instrument that would collect qualitative data including site visitors’ level of satisfaction, motivations for visiting, and underlying needs at nine sites within the ABMC. The nine sites include:

1. Aisne-Marne American Cemetery
2. Chateau Thierry American Monument
3. Luxembourg American Cemetery
4. Manila American Cemetery
5. Netherlands American Cemetery
6. Normandy American Cemetery
7. Pointe du Hoc Ranger Monument
8. Sicily-Rome American Cemetery
9. Suresnes American Cemetery

The study will utilize a mixed-mode survey design approach to collect qualitative data. In this study, the mixed-mode methodology will comprise two contact modes with a single response mode. The two survey contact modes (data collection systems) include: (1) Online - Administered remotely, via (a) email and (b) recruitment on-site via posted QR code and flyers. (2) Intercept - Administered in-person, with electronic data collection

**DESCRIPTION OF RESPONDENTS:**

The sampling frame will include those spring and summer 2022 ABMC site visitors (“general public”) who either (1) encounter or receive QR/website access to the online survey or (2) are intercepted during on-site data collection. Participation is functionally limited to those visitors with language competency in one of the five survey languages (English, French, Dutch, Spanish, and Italian).

**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:**

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: /s/Karen WURZBURGER\_\_\_\_\_

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, is the information that will be collected included in records that are subject to the Privacy Act of 1974?  Yes  No
3. If Applicable, has a System or Records Notice 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
Respondents to survey, online & non-intercept	9,000	10 min	1,500
Respondents to survey, & in-person/intercept	3,000	10 min	500
<b>Totals</b>	12,000		2,000

**FEDERAL COST:** The anticipated cost to the Federal Government is \$83,000 annually (from approximately September 2020 to September 2022). These costs are comprised of contractor payments, which will include study design; survey instrument development; data collection and analysis, which includes travel to and on-site data collection at nine ABMC sites; and reporting. Additional costs to be incurred by the contractor include procurement of equipment (e.g., tablets to collect data), printing, and indirect costs.

**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?

Sampling will correspond with the two data collection modes (online and intercept). Online data collection will occur prior to intercept data collection. It is anticipated that this will occur late spring and summer 2022 once OMB approval is finalized and surveys are translated. There will be two mechanisms for online data collection:

1. An online survey meant to be accessed by current visitors on-site or shortly thereafter
2. An online survey distributed to previous ABMC visitors or visitor groups

The first system will be implemented via signs and flyers that will be developed for printing and site staff posting on-site. The sign will feature high-level information about the survey and provide a QR code for survey access; it will be placed in a visible and easily accessed location on site. Individual flyers (with QR code and web URL link) will also be available if visitors prefer to take the information to complete the survey elsewhere, such as their home or hotel.

The in-person intercept survey will be administered on site by two-person teams. Most data collection is planned to occur summer (likely August) 2022. This time period is a prime time of the year to collect data in Europe, given that approximately 70% of visitation at these sites occurs during July-September. Data collection at Manila American Cemetery is anticipated to occur either early or late 2022, to avoid the monsoon season. The team will choose data collection locations based on high visitation areas as suggested by the ABMC site lead. The team will collect data for at least three days at each site, from 9:00 am to 5:00 pm. It is assumed that survey administration

will take 10 minutes total. During data collection, the project team members will intercept groups and share the purpose of the research project. A detailed script outlining the in-person data collection procedure is provided as an attachment. The team members will ask for the group member with the next upcoming birthday, a methodological approach used to randomly select a member of a group. This person will be asked if they are 18 or older, exiting the site, and willing to participate in the study. If the person is not willing or does not meet the inclusion criteria, the person in the group with the next birthday will be approached.

### **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”**

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**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.

**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.

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

**Participation Time:** Provide an estimate of the amount of time 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 responses and the participation time and 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.

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