

## SUPPORTING STATEMENT - PART A

DLA Desktop Browse Survey – OMB Control Number 0704-DDBS

### 1. Need for the Information Collection

The Defense Logistics Agency is an organization with a public-facing website used to inform and work with its customers in the military services; federal, state, and local governments; industry and small business; and the general public. Measurement and feedback through surveying is needed to better meet the needs of the agency's audiences and provide both overall goals for improvement and to address specific issues presented by website visitors.

While most of the impact of the survey is directly applied back to the website, feedback can partially influence other DLA functions. Data derived from surveying customer experiences on the agency's website provides added context for long-term business decisions within the agency ranging from communications campaigns to information technology infrastructure.

Previous surveying provided a valuable focus for a sitewide redesign that concluded in 2022. Continued surveying would help measure the effectiveness of the redesign and provide direction for ongoing maintenance efforts. Further surveying would also provide insight into other areas of improvement as DLA's hosting agency, the Defense Media Activity, moves forward with changes to the overall content management system to better meet customers' needs in the next three to five years.

Authorities for this collection:

The 2021-2026 DLA Strategic Plan specifies two areas relating to metrics collection and customer feedback in the "Trusted Mission Partner" line of effort:

- Objective 3.1: Implement customer-centric performance metrics and predictive problem-solving culture
- Objective 3.3: Provide next generation customer service, including a customer feedback mechanism
  - "Building trust begins with understanding our customers' priorities. Through a collaborative, data-driven problem-solving culture, we will pursue viable solutions to these critical challenges. DLA will improve trust and transparency by enhancing customer-facing tools and software, formalizing customer feedback and increasing collaboration at all levels. We will align performance metrics and targets to ensure we are accountable to our customers."

### 2. Use of the Information

The DLA Desktop Browse Survey is a web-based survey triggered by a visit to the DLA website at [www.dla.mil](http://www.dla.mil). If they have not taken or declined a survey within the past six months, visitors to the website are prompted to take the survey via an in-window pop-up.

Visitors may freely decline the survey and continue on to their intended page. If visitors choose to participate in the survey, a pop-up window opens in the background and waits until the visitor has completely finished their browsing session on [www.dla.mil](http://www.dla.mil) before confirming if they would like to begin the survey.

This survey uses partitioning, skip logic, and non-required questions to streamline the survey experience for individual users. Respondents can choose to only answer default questions that will not trigger skip logic as well as not respond to short answer questions, reducing the participation time.

Visitors to DLA's public website include government and military audiences who work with DLA to obtain products and services, industry representatives seeking to work with the federal government, and researchers and members of the general public who want to learn more about the agency.

Survey deployment and data collection is implemented through Verint Systems Inc., and their Verint Predictive Experience survey and platform. Government and contractor employees affiliated with the DLA Public Affairs office have continuous access to the anonymous survey responses individually and in aggregate. Individual survey responses remain anonymous.

DLA Public Affairs uses the feedback to address immediate concerns and set both short and long-term goals for improving the agency's website. Actionable survey comments are addressed with DLA offices who manage the corresponding website content for quick, specific, and direct content improvements. Short-term actions include fixing broken links, adding or updating page content, restructuring or altering page layouts to make content easier to browse, and creating new resources to meet previously unknown customer needs.

Combined data and trends inform DLA Public Affairs strategy for larger-scale website improvement projects and are summarized for DLA senior leader awareness and long-term planning. Larger efforts include changes to sitewide navigation, homepage redesigns, and aggregating previously dispersed similar sitewide resources to central, prominent places.

The current collection was vital for the agency's recent two-year complete redesign. A strong foundation of data directed redesign efforts to focus on improving global website navigation, page structuring, and content layout to be more intuitive to customers and in line with contemporary website expectations. Results of actions taken during the lifetime of measurement under previously cleared versions of the survey have seen customer satisfaction raise from 56.7 out of 100 in 2017, to 77.3 out of 100 in 2023.

### 3. Use of Information Technology

All (100%) of the responses to the DLA Desktop Browse Survey are collected electronically via the Verint web-based surveying platform triggered from visits to the [www.dla.mil](http://www.dla.mil) website.

### 4. Non-duplication

The information obtained through this collection is unique and is not already available for use or adaptation from another cleared source.

The Defense Logistics Agency's existing customer evaluations and surveys do not have significant crossover with this website-focused survey. The DLA Desktop Browse Survey is the only feedback mechanism measuring the agency's website-specific customer satisfaction across all website users. Other broader surveying efforts, such as the DLA Culture/Climate Survey for at DLA employees and the DLA Customer Survey for military customers, aim to capture agencywide sentiment rather than anything directly applicable and actionable on the public website.

5. Burden on Small Businesses

This information collection does not impose a significant economic impact on a substantial number of small businesses or entities.

6. Less Frequent Collection

Continuous collection of website-related feedback allows for quick turnaround on specific issues reported through surveys. Changing to a model with infrequent or periodic collection would likely result in fewer overall responses, fewer immediately actionable responses to real-time issues, and a less statistically relevant pool of data to observe overall trends.

7. Paperwork Reduction Act Guidelines

This collection of information does not require collection to be conducted in a manner inconsistent with the guidelines delineated in 5 CFR 1320.5(d)(2).

8. Consultation and Public Comments

Part A: PUBLIC NOTICE

A 60-Day Federal Register Notice (FRN) for the collection published on Friday, May 5th, 2023. The 60-Day FRN citation is 88 FRN 29107.

No comments were received during the 60-Day Comment Period.

A 30-Day Federal Register Notice for the collection published on Wednesday, July 26, 2023. The 30-Day FRN citation is 88 FR 48218.

Part B: CONSULTATION

No additional consultation apart from soliciting public comments through the Federal Register was conducted for this submission.

9. Gifts or Payment

No payments or gifts are being offered to respondents as an incentive to participate in the collection.

10. Confidentiality

A Privacy Act Statement is not required for this collection because we are not requesting individuals to furnish personal information for a system of records.

A System of Record Notice (SORN) is not required for this collection because records are not retrievable by PII.

A Privacy Impact Assessment (PIA) is not required for this collection because PII is not being collected electronically.

Records retention for Defense Logistics Agency record series 5010.11, Special Studies, is temporary, to be reviewed annually and destroyed when no longer needed for reference.

11. Sensitive Questions

No questions considered sensitive are being asked in this collection.

12. Respondent Burden and its Labor Costs

Part A: ESTIMATION OF RESPONDENT BURDEN

1) Collection Instrument

DLA Desktop Browse Survey

- a) Number of Respondents: 1,600
- b) Number of Responses Per Respondent: 1
- c) Number of Total Annual Responses: 1,600
- d) Response Time: 6 minutes
- e) Respondent Burden Hours: 160 hours

2) Total Submission Burden

- a) Total Number of Respondents: 1,600
- b) Total Number of Annual Responses: 1,600
- c) Total Respondent Burden Hours: 160 hours

Part B: LABOR COST OF RESPONDENT BURDEN

1) Collection Instrument

DLA Desktop Browse Survey

- a) Number of Total Annual Responses: 1,600
- b) Response Time: 6 minutes
- c) Respondent Hourly Wage: \$26.64
- d) Labor Burden per Response: \$2.66
- e) Total Labor Burden: \$4,256

- 2) Overall Labor Burden
  - a) Total Number of Annual Responses: 1,600
  - b) Total Labor Burden: \$4,256

The respondent hourly rate was calculated based on the 2023 Office of Personnel Management's base pay for General Schedule employees averaged between a lower range (GS-7 at \$19.21 per hour) and an upper range (GS-12 at \$34.07 per hour). The resulting average of \$26.64 per hour is meant to estimate a likely labor burden given the range of government, military, and general public survey audiences.

13. Respondent Costs Other Than Burden Hour Costs

There are no annualized costs to respondents other than the labor burden costs addressed in Section 12 of this document to complete this collection.

14. Cost to the Federal Government

Part A: LABOR COST TO THE FEDERAL GOVERNMENT

- 1) Collection Instrument  
DLA Desktop Browse Survey
  - a) Number of Total Annual Responses: 1,600
  - b) Processing Time per Response: 0 hours
  - c) Hourly Wage of Worker(s) Processing Responses: \$0
  - d) Cost to Process Each Response: \$0
  - e) Total Cost to Process Responses: \$0
- 2) Overall Labor Burden to the Federal Government
  - a) Total Number of Annual Responses: 1,600
  - b) Total Labor Burden: \$0

Part B: OPERATIONAL AND MAINTENANCE COSTS

- 1) Cost Categories
  - a) Equipment: \$0
  - b) Printing: \$0
  - c) Postage: \$0
  - d) Software Purchases: \$0
  - e) Licensing Costs: \$0
  - f) Other: \$74,390 (contract fees)
- 2) Total Operational and Maintenance Cost: \$74,390

Part C: TOTAL COST TO THE FEDERAL GOVERNMENT

- 1) Total Labor Cost to the Federal Government: \$0
- 2) Total Operational and Maintenance Costs: \$74,390

3) Total Cost to the Federal Government: \$74,390

15. Reasons for Change in Burden

This is a new collection with a new associated burden.

16. Publication of Results

The results of this information collection will not be published.

17. Non-Display of OMB Expiration Date

We are not seeking approval to omit the display of the expiration date of the OMB approval on the collection instrument.

18. Exceptions to "Certification for Paperwork Reduction Submissions"

We are not requesting any exemptions to the provisions stated in 5 CFR 1320.9.