Request for Approval under the "Generic Clearance for Improving Customer Experience: OMB Circular A-11, Section 280 Implementation"
(OMB Control Number: 0690-0035)

TITLE OF INFORMATION COLLECTION: The Opportunity Project Impact Project

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?

Over the past seven years, The Opportunity Project (TOP) has catalyzed the development of over 200 digital products, ranging from apps to data visualizations to toolkits. TOP has engaged over 30 federal agencies and 1500 stakeholders from outside of government, including tech companies, nonprofits, universities, think tanks, and many others. TOP participants have leveraged over 350 open datasets to build their products. In total, the federal government and sprint participants have invested millions of dollars into TOP, which makes it imperative to comprehensively document the outcomes of this program.

Our current goal is to investigate the impact of the TOP products that have been created over the past seven years. We seek to create robust documentation of all TOP products, showcase standout success stories that have come out of TOP, identify the broader results stemming from TOP products, and highlight the impact of TOP on the Census Bureau and the federal government more broadly. We would like to summarize these findings in a report.

TYPE OF ACTIVITY: (Check one)

[ ] Customer Research (Interview, Focus Groups, Surveys)
[x] Customer Feedback Survey
[ ] Usability Testing of Products or Services

ACTIVITY DETAILS

1. If this is a survey, will the results of this survey be reported to Touchpoints as part of quarterly reporting obligations specified in OMB Circular A-11 Section 280?
   [ ] Yes
   [x] No
   [ ] Not a survey

2. How will you collect the information? (Check all that apply)

[x] Web-based or other forms of Social Media
[ ] Telephone
[ ] In-person
[ ] Mail
[ ] Other, Explain

3. 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?)

We will collect information from participants of The Opportunity Project program since 2016. We will focus on those who have participated as a tech team, but will also collect information from sprint leaders (government, nonprofit, or local government) as well as those who have been a part of The Opportunity Project network.

4. 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)

We will collect feedback digitally using an online survey form sent out by email.

5. 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?

A web-based written survey consisting of short-answer and long-answer form will be utilized to collect information from our respondents

6. 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.

We will conduct two surveys - one for respondents whose digital products created in TOP sprints are still live, and one for respondents whose products appear to no longer be live and available for use. Please see the attached Word document for more information.

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

7. 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.")

We plan to send out the online surveys as soon as possible in FY24.

8. Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?
   [ ] Yes [x] No
   If Yes, describe:

XXX

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
Private Sector	250	20 min	83.3
Totals			

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;
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. The agency will follow the procedures specified in OMB Circular A-11 Section 280 for the required quarterly reporting to OMB of trust data and experience driver data from surveys.
8. Outside of the quarterly reporting mentioned in the bullet immediately above, if the agency intends to release journey maps, user personas, reports, or other data-related summaries stemming from this collection, the agency must include appropriate caveats around those summaries, noting that conclusions should not be generalized beyond the sample, considering the sample size and response rates. The agency must submit the data summary itself (e.g., the report) and the caveat language mentioned above to OMB before it releases them outside the agency. OMB will engage in a passback process with the agency.

Name and email address of person who developed this survey/focus group/interview:

Name: Dominica Zhu

Email address: dominica.zhu@census.gov

All instruments used to collect information must include:
OMB Control No. 0690-0035
Expiration Date: 12/31/2026