

MEMORANDUM FOR: Office of Management and Budget

FROM: General Services Administration  
Office of Customer Experience

SUBJECT: Non-Substantive Change Request for Burden Increase

GSA is requesting a non-substantive change under 3090-0297, expiration date 06/30/2025, to extend the number of approved burden hours by 87,030 from approximately 32,970 to 120,000.

GSA has invested heavily in digital experience, leading to a significant increase in the implementation of feedback collection instruments on our websites. With the new guidance related to the 21st Century Integrated Digital Experience Act and multiple nascent transactional survey programs, we anticipate a need for additional burden hours to carry us through our current clearance's expiration date of 06/30/2025.

We are estimating an additional 1.8 million survey responses across a number of web and ancillary surveys. This estimate is based on: 1) the number of web properties at GSA, 2) projected traffic via Google Analytics; and 3) projected survey response rates. We estimate that each survey will take on average 4 minutes per response for an increase of 87,030 from approximately 32,970 to 120,000.

We are also investing in training and guidance for research-conducting teams to ensure that they are reducing burden by 1) conducting new research only to fill acknowledged data gaps; 2) minimizing the length and complexity of collection instruments; and 3) using alternative information collection methods appropriate to the data need. We're also working with teams to ensure that they are calculating burden hours correctly, using realistic estimated response rates.