

Request for Approval under the “Department of Labor Generic Clearance for Outreach Activities”

(OMB Control Number: 1225-0059)

TITLE OF INFORMATION COLLECTION: Digital Transformation Basic Web User Experience Survey

(This Gen IC was previously approved and the intent was to keep them active in the most recent renewal of 1225-0059).

PURPOSE: The purpose of the user experience survey is to collect feedback from website visitors on their experience. The feedback obtained from the survey will help DOL continue to identify user needs and enhance its website.

DESCRIPTION OF RESPONDENTS: Users who visit DOL websites and choose to provide feedback on their experience. Users can be individuals, businesses, or government.

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: Myung Moon

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
Individuals or Households	360,000 on average per year	2 minutes on average	12,000 hours
Totals	360,000 on average per year	2 minutes on average	12,000 hours

FEDERAL COST: The estimated annual cost to the Federal government is \$20,067.84. This estimate is based on agency staff spending approximately 264 hours each year reviewing inquiries. The cost is based on GS-14 Step 5 and GS-15 Step 6 pay. See “Salary Table 2023-DCB Incorporating the 4.1% General Schedule Increase and a Locality Payment of 32.49% For the Locality Pay Area of Washington-Baltimore-Arlington, DC-MD-VA-WV-PA,” available at https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/salary-tables/pdf/2023/DCB_h.pdf (last accessed Nov. 2023).

Staff Level	Hourly Rate	Hours/ Month	Hours/ Year	Cost/Year
GS-14 Step 5	\$71.88	16	192	\$13,800.96
GS-15 Step 6	\$87.04	6	72	\$6,266.88
Total		22	264	\$20,067.84

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? The DOL expects an active intercept pop up rate of 2%, a click rate of 10%, and survey completion rate of 50%. Active intercept completion count equates to 60,000 responses/year. The DOL expects a passive intercept click rate of 1%, and survey completion rate of 50%. Passive intercept completion count equates to 300,000 responses/year. This brings the total average number of responses to 360,000 responses/year. The website visitors who receive the survey window (active intercept) will be asked if they would like to complete the Customer Satisfaction Survey to provide feedback on their experience on DOL.gov. Participation is completely voluntary. DOL.gov visitors will also have the option to manually select a ‘Submit Feedback’ button (passive intercept) on DOL.gov pages.

		Page Views	Pop up rate	Pop up count	Click Rate	Click Count	Completion Rate	Completion Count
Active Intercept Click Rate: 2-10%	Assumption: 2%	60,000,000	2%	1,200,000	10%	120,000	50%	60,000
Passive Intercept Click Rate: 1-2%	Assumption: 1%	60,000,000	-	-	1%	600,000	50%	300,000
Total						720,000		360,000

Administration of the Instrument

- How will you collect the information? (Check all that apply)
 - Web-based or other forms of Social Media
 - Telephone
 - In-person
 - Mail
 - Other, Explain
- 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 Outreach Activities”

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 XXXXX)

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.