

**Request for Approval under the "Generic Clearance for Improving
Customer Experience: OMB Circular A-11, Section 280
Implementation"
(OMB Control Number: 2511-0001)**

TITLE OF INFORMATION COLLECTION: Equitable Engagement at HUD -
Young Adult Listening Session

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

HUD is requesting a diverse set of 12-20 participants from different regions, age groups, gender, etc to obtain insights and perspectives from underrepresented groups, from which HUD has historically omitted in the decisions and establishments of programs and policies.

TYPE OF ACTIVITY: (Check one)

- Customer Research (Interview, Focus Groups)
- Customer Feedback Survey
- User Testing

ACTIVITY DETAILS

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

HUD will conduct 1 focus group listening sessions live via Microsoft Teams.

2. 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?)

HUD plans to interview a diverse set of young adult ranging in ages from 18-24, gender, etc..

Partner organizations, public housing agencies and non-profits will be asked to provide 1-2 individuals within the requested age group to nominate for participation in the listening sessions.

3. 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)*

Information will be collected live during the listening sessions via conversation. Two note takers from HUD will capture responses given by participants.

4. 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 one hour (60 mins) semi-structured discussion facilitated by 2 HUD staff. This will be an open forum for discussion with note-takers capturing feedback and insights.

The HUD team will consist of:

- 1 -presenter
- 1 -HUD Senior official
- 2 -co- facilitators
- 2 -note-takers

Participants:

- 12-20 young adults

Proposed Agenda:

- I. Welcome/Introductions
- II. Icebreaker Activity (something fun)
- III. Review of HUD's Equity Work - Engagement
 - a. Present Identified Barriers & Promising Practices to Overcome
- IV. Discussion
 - a. Solicit feedback to what we present
 - b. How can HUD better incorporate your views and perspectives?
 - c. What advice and or guidance would you offer us in this process?
- V. Wrap up/Next Steps

5. 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.

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

Facilitation Prompts

Below are potential facilitation questions and prompts that can be used to aid in opening up the meeting and additional discussion.

Icebreaker Ideas:

- What do you think or know about HUD and what they do?
- What have you heard family or community members say about HUD?

Discussion Prompt Ideas

- Solicit feedback and advice on Engagement Strategies at HUD (based on what is presented)
- Do you think it's important for HUD to engage with people in local communities? Why do you feel that way?
- Who should HUD make an extra effort to reach out to? Why do you feel that way?
- What is the best way for HUD to reach out to the people in your community?
- What would make it easier for you or for other people in your community to provide feedback to HUD (when it comes to housing-related services or policies)?
- Are there others you think should be included in conversations like these?

What general advice do you have for HUD?

- If you were Secretary of HUD for a day, what would you do?
- What questions do you have for HUD? (suggestion to have participants submit questions privately, answer a couple of them during the session, and provide responses to participants through email if they were not answered during the session)

6. 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.")

HUD will conduct a listening session on October 26th, 27th, or the 28th at 7pm ET via Microsoft Teams. The timing is flexible and dependent on the schedule of participants.

7. Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?

[] Yes [X] No
If Yes, describe:

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
Listening Session Participants	20	1	20
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 and do not raise issues of concern to other Federal agencies;
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. Upon agreement between OMB and the agency aggregated data may be released as part of A-11, Section 280 requirements only on performance.gov. Summaries of customer research and user testing activities may be included in public-facing customer journey maps.
8. Additional release of data will be coordinated with OMB.

Name: Effie Russell, CX Strategist

All instruments used to collect information must include:

OMB Control No. 2511-0001

Expiration Date: 09/30/2024

HELP SHEET
(OMB Control Number: 2511-0001)

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.

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: Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

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 per row.

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.