

**Request for Approval under the “Generic Clearance for Improving  
Customer Experience: OMB Circular A-11, Section 280  
Implementation”  
(OMB Control Number: 1090-0012)**

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**TITLE OF INFORMATION COLLECTION:** NPS.gov Customer Experience Survey

**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?*

The National Park Service (NPS) Office of Communication will use this information to improve customer service delivery. Individuals using the NPS.gov website have the opportunity to plan trips to any NPS units within the system using a variety of information and services on the website (e.g., things to do, camping/lodging, events, etc.) as well as extensive site-specific educational materials about the park.

This collection will survey visitors to the NPS.gov website to assess their experience and satisfaction with the service the site provides. The questions in the survey include those required by OMB as part of the site's designation as a High Impact Service Provider as well as others that directly assess specific areas of the website that are of high priority to the overall user experience.

We received approval on 12/31/2022 for the first iteration of this survey. We are now requesting to revise the survey by removing the following five questions because the OMB has opted to consolidate these into one multipart question which is now the new question 1.

- I am satisfied with the service I received from the National Park Service's website.  
 Strongly agree    Agree    Neutral    Disagree    Strongly Disagree
  
- This interaction increased my trust in the National Park Service.  
 Strongly agree    Agree    Neutral    Disagree    Strongly Disagree
  
- I found what I was looking for on this site today.  
 Strongly agree    Agree    Neutral    Disagree    Strongly Disagree
  
- It was easy to find what I needed.  
 Strongly agree    Agree    Neutral    Disagree    Strongly Disagree
  
- I found what I needed on the site quickly.  
 Strongly agree    Agree    Neutral    Disagree    Strongly Disagree

The following response was removed because the NPS has determined that other reporting tools can provide the same information.

- The NPS.gov website is inclusive in its representation of diversity, equity, and accessible experiences.

Strongly agree  Agree  Neutral  Disagree  Strongly Disagree

We are proposing to add three new questions (highlighted as **NEW QUESTION** in the attached survey instrument) that will be used to monitor the overall efficiency as well as the desired level of comprehension needed to increase user knowledge, awareness, and experience.

This information collection provides a means to garner customer feedback in an efficient, timely manner following the Agency's commitment to improving customer service delivery as discussed in Section 280 of OMB Circular A-11.

**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

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?)*

The respondent universe for this collection will be all public users of NPS.gov. Any member of the general public visiting NPS.gov will be randomly selected based on their browsing experiences (e.g., number of pages viewed and content viewed) to complete an on-line survey. The invitation to complete the survey will appear as a "pop-up". The potential respondents will be directed to complete the survey questions upon completion they will be redirected back to NPS.gov.

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)

Potential respondents will be randomly selected to complete a brief survey (approximately five minutes). The selection process will be based on their browsing behaviors on our website (e.g., number of pages viewed, topic searched – trip planning, educational resources, etc.).

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?

This web-based survey includes eleven-questions. The final question provides an opportunity for respondents to opt-in for future focus groups (ICR to be submitted separately).

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.**

The draft survey is attached.

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. 10<sup>th</sup>, or "This survey will remain on our website in alignment with the timing of the overall clearance.")

This is intended to be an on-going collection. This survey will remain on our website in alignment with the timing of the overall clearance.

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

<b>Category of Respondent</b>	<b>No. of Respondents</b>	<b>Participation Time</b>	<b>Burden Hours</b>
General Public	12,000	5 minutes	1,000
<b>Totals</b>			

**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: **Phadrea Ponds,**

*Information Collection Clearance Officer, National Park Service*

**All instruments used to collect information must include:**

**OMB Control No. 1090-0012**

**Expiration Date: 12/31/2023 (WILL UPDATE)**

**HELP SHEET**  
**(OMB Control Number: XXXX-XXXX)**

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**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.