DI-4014 (Rev. 07/2024) U.S. Department of the Interior OMB Control No. 1090-0012 Expires 02/28/2027



Request for Approval under the "Generic Clearance for Improving Customer Experience: OMB Circular A-11, Section 280 Implementation"

TITLE OF INFORMATION COLLECTION:

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?

ΓY	'PE OF ACTIVITY: (Check one)
	Customer Research (Interview, Focus Groups, Surveys) Customer Feedback Survey Usability Testing of Products or Services
A(CTIVITY 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 No Not a survey
2.	How will you collect the information? (Check all that apply) 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?)

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	by presenting a link to a feedback form / an actual fe	seuback form)					
	5. What will the activity look like? Describe the information collection activity – e.g. who facilitators or interviewers be used? What's the formatheoverall survey layout/length/other details? If User respondents interact with a product you need feedba	at of the interviev Testing, what ac	w/focus group? If a s	urvey, des	cribe		
	6. Please provide your question list. Paste here the questions or prompts presented to paragraph facilitator guide, that can be attached to the submiss			e an intervie	>w /		
Please make sure that all instruments, instructions, and scripts are submitted with the request.							
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.")							
	8. Is an incentive (e.g., money or reimbursement of Yes No If Yes, describe:	expenses, token	of appreciation) pro	ovided to pa	ırticipants?		
	BURDEN HOURS						
	Category of Respondent	No. of Respondents	Participation Time	Burden Hours			
	Totals						
	-		i e	i l			

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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 burdenhours 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:

Email address:

All instruments used to collect information must include:

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HELP SHEET

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.