

**Request for Approval under the “Fast Track Generic Clearance for the
Collection of Routine Customer Feedback” (OMB Control Number: 0704-0553)**
TITLE OF INFORMATION COLLECTION:

Fresh Meat and Produce Customer Satisfaction Survey

PURPOSE:

This will be a new survey is voluntary to the patrons and will be utilized to assess shoppers' perception of the commissary benefit within the Fresh Meat and Fresh Produce departments. Defense Commissary Agency (DeCA.) will pivot the patron's responses to improve the commissary benefit by leveraging the actionable insights provided.

A respondent who took the survey and completed only required questions would receive a total of 38 questions.

Survey respondents will be able to provide insights by providing responses to custom questions such as:

- Please rate the quality of Produce/Meat:
- What savings do you believe the Produce/Meat department provides?
- How would you rate the item selection in Produce/Meat?

Follow up question if patrons experience was less than ideal:

- Please select all fruit/vegetable/meat category(ies) that affected your rating on quality:
- Which fruit/vegetable/meat category(ies) impacted your savings perception (select all that apply)?

DESCRIPTION OF RESPONDENTS:

Commissary shoppers within the Fresh Meat and Produce departments.

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: EDWARD W. WALTERS

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, will any information that is collected be included in records that are subject to the Privacy Act of 1974? ☐ Yes ☒ No
3. If Yes, has an up-to-date System of Records Notice (SORN) 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 |
|--------------------------------|--------------------|--------------------|------------|
| Individual commissary shoppers | 10,000 | 10 min | 1667 Hours |
| | | | |
| Totals | 10,000 | 10 min | 1667 Hours |

PUBLIC COST: The estimated annual cost to the public is \$26,600.

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

Commissary representatives will invite patrons within the Fresh Meat and Produce departments to participate in a voluntary Fresh Meat and Produce satisfaction survey that will provide insights that will contribute to improving their commissary benefit.

Administration of the Instrument

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. Will interviewers or facilitators be used? ☒ Yes ☐ No

Provide a detailed synopsis of the entire process.

Commissary representatives will invite patrons within the Fresh Meat and Produce departments to participate in a voluntary Fresh Meat and Produce satisfaction survey that will provide insights that will contribute to improving their commissary benefit. Patrons will utilize the tablet to submit responses for up to 38 questions taking 10 minutes to complete.