

**Request for Approval under the “Fast Track Generic Clearance for the  
Collection of Qualitative Feedback on Agency Service Delivery”  
(OMB Control Number: 0704-0553)**

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**TITLE OF INFORMATION COLLECTION:** Marine Corps Community Services (MCCS)  
Market Assessment Focus Group

**PURPOSE:**

United States Marine Corps Business and Support Services Division (MR) is seeking a better understanding of the perception and utilization of Marine Corps Community Services (MCCS) programs, activities, and brand offerings. The proposed focus group is intended to collect qualitative data from authorized MCCS patrons to understand their awareness, utilization, and perception of current offerings, and identify potential ways to improve MCCS offerings to better connect and best support patron physical, cultural, retail and service, and social needs.

**DESCRIPTION OF RESPONDENTS:**

Potential respondents are authorized patrons of MCCS activities, to include Marines (active, reserve, veteran, and retired), their spouses, and MCCS civilian employees.

**TYPE OF COLLECTION:** (Check one)

☐ Customer Comment Card/Complaint Form  
☐ Usability Testing (e.g., Website or Software)  
☒ Focus Group

☐ Customer Satisfaction Survey  
☐ Small Discussion Group  
☐ 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: Micah Catlett, MR Strategic Marketing Analyst

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 [X] No

**BURDEN HOURS**

| Category of Respondent   | No. of Respondents | Participation Time | Burden          |
|--|--------------------|--------------------|-----------------|
| Individuals or Households (Marines (active duty, retired, and veterans) Spouses, and DoD civilian employees) | 20                 | 1 hour             | 20 hours        |
|  |                    |                    |                 |
| <b>Totals</b>  | <b>20</b>          |                    | <b>20 hours</b> |

**PUBLIC COST:** The estimated annual cost to the public is \$445

**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 [X] 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?

MR will advertise the opportunity to participate in the focus group via printed marketing materials and communication amongst leadership at the installations. Respondent segments to be targeted by installation leadership include:

- Core Marines (18 – 25 Age bracket, Enlisted, 1st enlistment)
- Garrison Marines (25-35 age bracket, Enlisted and Officer, enlistment variable)
- Off-Base Marines (25-35 age bracket, Enlisted and Officer, enlistment variable)
- Retirees (Marine Corps Retiree with > or = 20 years of service or medically retired living within 20 miles of a USMC Installation)
- DoD Authorized Patrons (DoD and/or MCCS employees or spouses)
- Veterans (Marine Corps veterans with authorized patronage living within 20 miles of a USMC Installation)

The vendor conducting the focus group (3<sup>rd</sup> Horizons) will assign generic identifiers to the participants so that survey responses provided to MCCS are not attributable to an individual respondent. The vendor will not share the pseudonymization key with MCCS.

**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 (Focus Group)
  - ☐ Mail
  - ☐ Other, Explain
2. Will interviewers or facilitators be used? ☒ Yes ☐ No

The MR contracted vendor (3<sup>rd</sup> Horizons) will conduct the focus group. Contractual language will require the vendor to comply with the Privacy Act and DON Privacy Program policies and procedures, appropriately safeguarding personal information.