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| 1. **Title of information collection** | NASA’s Earth Information Center at National Museum of Natural History, Post Opening Survey  |
| 2. **Purpose** | This visitor experience survey is intended to inquire from visitors about the content design of the Earth Information Center exhibit at the National Museum of Natural History. The survey will advance understanding for how visitors interact with the physical space of the exhibit, how the exhibition messaging resonates with visitors, and how well visitors understand exhibition content so NASA can make any necessary changes in the near future. |
| 3. **Description of respondents** | Public - National Museum of Natural History visitors (teens ages 13-18 and their caregivers) |

4. **Type of collection** (check one)

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| --- | --- |
| [ ]  Customer comment card/complaint form  | [ ]  Customer satisfaction survey |
| [ ]  Usability testing (e.g., website, software) | [ ]  Small discussion group |
| [ ]  Focus group | [x]  Other: Customer/visitor experience survey |

5. **Personally identifiable information**

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| --- | --- | --- |
| Will PII be collected? | [ ]  Yes | [x]  No |
| **If yes:** will any information that is collected be included in records that are subject to the Privacy Act of 1974? | [ ]  Yes | [ ]  No |
| **If yes:** has an up-to-date System of Records Notice (SORN) been published? | [ ]  Yes | [ ]  No |

6. **Gifts or payments**

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| --- | --- | --- |
| Is an incentive provided to participants? (e.g., money, reimbursement of expenses, token of appreciation) | [x]  Yes | [ ]  No |
| NASA or NMNH pins, each valued at less than $5 USD. |

7. **Burden time per response (best estimate)**

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| --- | --- | --- | --- |
| Category of respondent | Number of respondents, per year | Participation time (list in minutes) | Total burden time (in hours) |
| Exhibit visitors | 200 | 5 mins | 17 hrs |

8. **Federal cost** (If any, typically listed as the total burden time in hours x $30 = federal cost. This includes: printing, shipping, IT, contracting, and does not include salaries)

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| This is a second phase part of a contract from earlier this year. No additional cost to conduct this survey. Pins were requested at no additional charge.  |

9. **The selection of your targeted respondents**

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| --- | --- | --- |
| Do you have a customer list or similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe? | [ ]  Yes | [x]  No |
| **If yes**, please provide a description of both below (attach a sampling plan if available).       |
| **If no**, please provide a description of how you plan to identify your potential group of respondents and how you will select them. In person data collectors will greet visitors in a central location of the exhibit and intercept qualifying visitors as they enter the space. Random visitors will be asked if they are willing to participate in the survey. |

10. **Administration of the instrument** (check all that apply)

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| [x]  Web-based or email (SurveyMonkey, MS Forms, etc) | [ ]  Telephone | [x]  In person | [ ]  Snail mail |
| [ ]  Other, please list:       |
| Will interviewers or facilitators be used? | [x]  Yes | [ ]  No |
| Please provide the URL: https://pacificresearch.qualtrics.com/jfe/form/SV\_eOGKbDilvBHQ378 |
| Will the information collection be secure on a NASA approved system? | [ ]  Yes | [x]  Other, explain |
| In-person facilitators will provide the option for paper or electronic responses (using contractors’ Qualtrics account). |

11. **Certification.** Please certify the following to be true

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| [x]  The collection is voluntary. [x]  The collection is low-burden for respondents and low-cost for the Federal Government.[x]  The collection is non-controversial and does not raise issues of concern to other federal agencies.[x]  The results are not intended to be disseminated to the public.[x]  Information gathered will not be used for the purpose of substantially informing influential policy decisions.[x]  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 of Gov’t Civil Servant SME: Natasha Sadoff |
| Center, division, & program: Satellite Needs Program Manager, Earth Action Element, Earth Science Division, NASA Headquarters |