



Request for Approval under NASA's "Generic Clearance for the Collection of Routine Customer Feedback" (OMB Control Number: 2700-0153, exp: 8/31/2027)

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)

<input type="checkbox"/> Customer comment card/complaint form	<input type="checkbox"/> Customer satisfaction survey
<input type="checkbox"/> Usability testing (e.g., website, software)	<input type="checkbox"/> Small discussion group
<input type="checkbox"/> Focus group	<input checked="" type="checkbox"/> Other: Customer/visitor experience survey

5. Personally identifiable information

Will PII be collected?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If yes: will any information that is collected be included in records that are subject to the Privacy Act of 1974?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If yes: has an up-to-date System of Records Notice (SORN) been published?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

6. Gifts or payments

Is an incentive provided to participants? (e.g., money, reimbursement of expenses, token of appreciation)	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
NASA or NMNH pins, each valued at less than \$5 USD.		

7. Burden time per response (best estimate)

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)

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

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?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> 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		



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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)

<input checked="" type="checkbox"/> Web-based or email (SurveyMonkey, MS Forms, etc)	<input type="checkbox"/> Telephone	<input checked="" type="checkbox"/> In person	<input type="checkbox"/> Snail mail
<input type="checkbox"/> Other, please list:			
Will interviewers or facilitators be used?		<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Please provide the URL: https://pacificresearch.qualtrics.com/jfe/form/SV_eOGKbDilvBHQ378			
Will the information collection be secure on a NASA approved system?		<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> 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

<input checked="" type="checkbox"/>	The collection is voluntary.
<input checked="" type="checkbox"/>	The collection is low-burden for respondents and low-cost for the Federal Government.
<input checked="" type="checkbox"/>	The collection is non-controversial and does not raise issues of concern to other federal agencies.
<input checked="" type="checkbox"/>	The results are not intended to be disseminated to the public.
<input checked="" type="checkbox"/>	Information gathered will not be used for the purpose of substantially informing influential policy decisions.
<input checked="" type="checkbox"/>	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	