

SUPPORTING STATEMENT - PART A

Marine Corps Marathon Organization Race Feedback and Economic Impact Surveys

OMB Control Number 0712-MCMS

1. Need for the Information Collection

The Marine Corps Marathon Organization (MCMO) is proposing to conduct customer satisfaction surveys for its series of races, as well as a triennial economic impact study specifically for the Marine Corps Marathon and Marine Corps Historic Half.

The collection of runner feedback is essential for understanding their needs and ensuring the best possible race experience. By improving the events based on this feedback, the MCMO aims to positively enhance the public image of the Marine Corps and strengthen its relationship with the local community and the broader civilian population.

MCMO needs the information gathered in the economic impact studies to analyze the economic effects of MCMO sponsored running events on the local communities where the events are held. This analysis will help the MCMO enhance its partnerships with key community partners, including the Greater Fredericksburg Region, Arlington County, the District of Columbia, and Prince George's County, by providing a clear understanding of the event's local impact.

Authorities to collect the information:

10 U.S.C. 8013, Secretary of the Navy is responsible for the functioning and efficiency of the Department of the Navy and the formulation of policies and programs that are fully consistent with the national security objectives and policies established by the President or the Secretary of Defense.

10 U.S.C. 8041, Headquarters, Marine Corps is to assist the Secretary of the Navy in carrying out his responsibilities.

DoD Instruction 1015.15, Establishment, Management, and Control of Non-appropriated Fund Instrumentalities and Financial Management of Supporting Resources, sets procedures for establishment, management, and control of Non-appropriated Fund Instrumentalities (NAFIs), non-appropriated funds (NAFs), and financial management of resources supporting NAFIs.

DoD Instruction 1015.10, Military Morale, Welfare, and Recreation (MWR) Programs, requires MWR programs to meet mission requirements, be market driven, and program standards should address customer satisfaction and results of periodic surveys.

MCMO Charter, Conversion of Marine Corps Marathon NAFI from DoD Program Group V Supplemental Mission Activity to a Program Group I Military Morale, Welfare, and Recreation Program Activity, dated 27 Mar 2017, establishes the MCMO will operate in accordance with DoDI 1015.15.

2. Use of the Information

The survey effort serves two primary goals. First, a standard nine-question survey is used to measure customer satisfaction and identify areas for future improvement at MCMO races. Second, economic impact studies focused on the Marine Corps Marathon and Marine Corps Historic Half are conducted every three years, adding 18 questions to the survey to analyze the events' effect on the local economies affected by the race.

The respondents to the race feedback survey are finishers of any of the following MCMO races: Marine Corps Marathon, Semper Fred 5K, Historic Half, Marine Corps 17.75k, Quantico 12k, and Turkey Trot (10k). They are responding to provide feedback on their race experience. The information will be used by MCMO to estimate the race finishers' satisfaction level with the various event services, including t-shirts, medals, post-race festival, and the racecourse.

The Marine Corps Marathon and Historic Half Economic Impact Surveys are planned to be fielded every three years and presented as an extended version of the basic race feedback survey. The respondents to the Economic Impact Surveys are marathon and half marathon finishers whose home zip code indicates that they reside outside of the Washington, D.C. Metropolitan and Greater Fredericksburg Region areas, respectively. They are responding to provide feedback on their race experience as described above, as well as information about their economic activities before and after the race. Economic activity questions will focus on topics like length of stay, type of accommodations, and spending on accommodations, food and beverage, transportation, entertainment, and retail. This information will be used by MCMO to estimate the economic impact of the event on the local economy. The full survey with economic impact questions included will consist of 27 questions including multiple choice, Likert scale, and short answer responses.

All surveys will consist of one online survey instrument via Haku App Corporation, Inc., accessible via the organization's post-race email to all finishers. Prospective respondents' email addresses are obtained during the race registration process. Respondents will access the collection instrument through a link in an email sent to them after the race has concluded. MCMO will use a generic survey link, but we will ensure Haku App disables any IP address tracking to ensure anonymous responses. The respondent will click on the link, respond to the questions, and submit responses completely online. The survey Principal Investigator (PI) will download the data from the Haku App platform and analyze the results. The summary of results will be shared in a report submitted to the MCMO organizers. The data will not be shared with any other entities, and all individual responses will be collected and maintained in deidentified aggregate format.

The customer satisfaction surveys and economic impact study will allow MCMO to better understand the needs of our runners and the economic impact that the organization's running events have on local economies. MCMO will share the deidentified results of the economic impact study with local stakeholders and senior Marine Corps leaders. In addition to enhancing our local partnerships, these findings will help the organization negotiate more favorable terms for security and other services, reducing the overall cost of hosting the race. The results of the customer satisfaction surveys are kept within MCMO for continuous internal improvements from year to year.

3. Use of Information Technology

100% of responses will be collected electronically through the Haku survey platform.

4. Non-duplication

The information obtained through this collection is unique and is not already available for use or adaptation from another cleared source.

5. Burden on Small Businesses

This information collection does not impose a significant economic impact on a substantial number of small businesses or entities.

6. Less Frequent Collection

Following each of its running events, the Marine Corps Marathon Organization (MCMO) provides a customer feedback survey to all finishers. This frequency ensures the organization receives timely information to improve future events. The economic feedback survey is conducted every three years exclusively after the Marine Corps Marathon and Marine Corps Historic Half to measure the events' collective financial impact on the local economies.

7. Paperwork Reduction Act Guidelines

This collection of information does not require collection to be conducted in a manner inconsistent with the guidelines delineated in 5 CFR 1320.5(d)(2).

8. Consultation and Public Comments

Part A: PUBLIC NOTICE

A 60-Day Federal Register Notice (FRN) for the collection published on Tuesday, December 16, 2025. The 60-Day FRN citation is 90 FR 58237.

One comment was received during the 60-Day Comment Period. This comment was fully supportive of the proposed collections and did not express any concerns that require a response.

A 30-Day Federal Register Notice for the collection published on Wednesday, April 29, 2026. The 30-Day FRN citation is 91 FR 23090.

Part B: CONSULTATION

MCMO is coordinating with George Washington University to ensure that the economic impact questions are industry standard. The consultant has worked on previous versions of this research since 2004 and has the expertise required.

9. Gifts or Payment

No payments or gifts are being offered to respondents as an incentive to participate in the collection.

10. Confidentiality

A Privacy Act Statement is not required for this collection because MCMO is not requesting individuals to furnish personal information for inclusion in a system of records.

A System of Record Notice (SORN) is not required for this collection because records are not retrievable by PII.

The MCMO has an approved Privacy Impact Assessment (PIA) for haku App. Section 1 of the PIA is included in the information collection request package for OMB review.

Records will be maintained and then destroyed in accordance with DON Records Schedule 4000-32: General Operations of Navy Exchanges and Non-Appropriated Funds Activities. TEMPORARY: Cutoff at end of CY. Destroy no earlier than 1 year and no later than 3 years after cutoff. Longer retention is authorized if required for business use. DAA-NU-2015-0004-0029.

11. Sensitive Questions

No questions considered sensitive are being asked in this collection.

12. Respondent Burden and its Labor Costs

Part A: ESTIMATION OF RESPONDENT BURDEN

1) Collection Instruments

Race Feedback Survey

- a) Number of Respondents: 2,929
- b) Number of Responses Per Respondent: 1
- c) Number of Total Annual Responses: 2,929
- d) Response Time: 5 minutes
- e) Respondent Burden Hours: 244 hours

Marine Corps Marathon Economic Impact Survey (added to feedback survey every third year)

- a) Number of Respondents: 1,185
- b) Number of Responses Per Respondent: .3333 (annualized)
- c) Number of Total Annual Responses: 395
- d) Response Time: 10 minutes
- e) Respondent Burden Hours: 66 hours

Marine Corps Historic Half Economic Impact Survey (added to feedback survey every third year)

- a) Number of Respondents: 204
- b) Number of Responses Per Respondent: .3333 (annualized)
- c) Number of Total Annual Responses: 68
- d) Response Time: 10 minutes
- e) Respondent Burden Hours: 11 hours

- 2) Total Submission Burden
 - a) Total Number of Respondents: 4,318
 - b) Total Number of Annual Responses: 3,392
 - c) Total Respondent Burden Hours: 321 hours (annualized average)

Part B: LABOR COST OF RESPONDENT BURDEN

Hourly wage was based on Department of Labor, Bureau, and Labor Statistics for “Management, professional, and related occupations” accessed at: <https://www.bls.gov/cps/cpsaat39.htm>, retrieved on 8 December 2025.

- 1) Collection Instrument
Race Feedback Survey
 - a) Number of Total Annual Responses: 2929
 - b) Response Time: 5 minutes
 - c) Respondent Hourly Wage: \$39.55
 - d) Labor Burden per Response: \$3.30
 - e) Total Labor Burden: \$9,653

- Marine Corps Marathon Economic Impact Survey
- a) Number of Total Annual Responses: 395 (annualized)
 - b) Response Time: 10 minutes
 - c) Respondent Hourly Wage: \$39.55
 - d) Labor Burden per Response: \$6.59
 - e) Total Labor Burden: \$2,604

- Marine Corps Historic Half Marathon Economic Impact Survey
- a) Number of Total Annual Responses: 68 (annualized)
 - b) Response Time: 10 minutes
 - c) Respondent Hourly Wage: \$39.55
 - d) Labor Burden per Response: \$6.59
 - e) Total Labor Burden: \$448

- 2) Overall Labor Burden
 - a) Total Number of Annual Responses: 3,392
 - b) Total Labor Burden: \$12,705 (annualized average)

13. Respondent Costs Other Than Burden Hour Costs

There are no annualized costs to respondents other than the labor burden costs addressed in Section 12 of this document to complete this collection.

14. Cost to the Federal Government

Part A: LABOR COST TO THE FEDERAL GOVERNMENT

- 1) Collection Instrument
Marine Corps Marathon Race Feedback and Economic Impact Survey

- a) Number of Total Annual Responses: 3,392
 - b) Processing Time per Response: 1 minute
 - c) Respondent Hourly Wage: \$21.92
 - d) Labor Burden per Response: \$0.37
 - e) Total Labor Burden: \$1,239
- 2) Overall Labor Burden to the Federal Government
- a) Total Number of Annual Responses: 3,392
 - b) Total Labor Burden: \$1,239

Labor costs for NF Level 3 employees is \$21.92 per hour, pay schedules can be accessed at <https://wageandsalary.dcpas.osd.mil/Content/NAF Schedules/survey-sch/054/054-050-78-B-NF.pdf>, retrieved 8 December 2025

Part B: OPERATIONAL AND MAINTENANCE COSTS

There is no cost to the Federal Government other than paying the consulting fee of \$9,995.

Reflects total annual costs using non-appropriated funds.

- 1) Cost Categories
- a) Equipment: \$0
 - b) Printing: \$0
 - c) Postage: \$0
 - d) Software Purchases: \$0
 - e) Licensing Costs: \$0
 - f) Other: \$9,995
 - i. haku App is already in place for registration and incurs no additional costs for MCMO to use the survey tool within the platform.
 - ii. Paying for the data to be analyzed by credentialed consultant.
- 2) Total Operational and Maintenance Cost: \$9,995

Part C: TOTAL COST TO THE FEDERAL GOVERNMENT

- 1) Total Labor Cost to the Federal Government: \$1,239
- 2) Total Operational and Maintenance Costs: \$9,995
- 3) Total Cost to the Federal Government: \$11,234

15. Reasons for Change in Burden

This is a new collection with a new associated burden.

16. Publication of Results

The results of this information collection will not be published.

17. Non-Display of OMB Expiration Date

We are not seeking approval to omit the display of the expiration date of the OMB approval on the collection instrument.

18. Exceptions to “Certification for Paperwork Reduction Submissions”

We are not requesting any exemptions to the provisions stated in 5 CFR 1320.9.