

FINAL OMB SUPPORTING STATEMENT
GENERIC CUSTOMER SATISFACTION SURVEYS
AND
NRC FORM 671, REQUEST FOR REVIEW OF A CUSTOMER SATISFACTION
SURVEY UNDER GENERIC CLEARANCE
(3150-0197)

Revision

Description of the Information Collection

The NRC requested a three-year clearance to conduct voluntary customer satisfaction surveys which was instrumental in providing the agency feedback on the effectiveness of the various services provided to our customers. The approach was to contact users of NRC services and products to determine their needs and how the Commission can improve its services and products to better meet those needs. The surveys are designed to ask questions concerning satisfaction with timeliness, courtesy, accuracy and other particular aspects of the agency's operations. In addition, NRC contacted focus groups to discuss a specific set of questions. Results from these surveys gave NRC insight into how it can make its services and products more cost effective, efficient, and responsive to its customer needs. The NRC does not intend to conduct any program evaluation surveys by use of this generic customer satisfaction survey clearance. The NRC plans to continue the use of these surveys, which are voluntary and provide an excellent approach to reaching out to its customers.

For each information collection that the NRC undertakes under this generic clearance, the OCIO will notify OMB, at least 20 working days in advance, and provide the Desk Officer with an NRC Form 671, "Request for Review of a Customer Satisfaction Survey Under Generic Clearance," which includes a description of the survey, summary of objectives, specific burden estimates, and final survey instruments covered by the generic clearance for inclusion in the OMB public docket. The Desk Officer will act on the survey within 20 working days by faxing the signed NRC Form 671 back to the NRC Clearance Officer.

Before any proposal is forwarded to OMB, the OCIO will conduct an adequate internal review to ensure that survey questions are properly formatted to generate valid responses and adherence to the Paperwork Reduction Act rules and limitations of this clearance.

A. JUSTIFICATION

1. Need for and Practical Utility of the Collection of Information

These voluntary customer satisfaction surveys will be used to ascertain licensees' and the public's concerns on how NRC does business, how we impact licensees and the general public, how we can improve services, how we can improve public use of new technologies, such as, the NRC Web site and the Agencywide Documents Access and Management System (ADAMS), or improve operations and maintain/improve public safety.

2. Agency Use of the Information

Surveys will be conducted in an effort to provide additional details on “who” customers are, what kind and quality of services they desire, and their level of satisfaction with our current services. NRC will use telephone surveys, focus groups, world-wide web surveys, and questionnaires to collect data on customer satisfaction. Customer comment cards may be placed in publications as a convenience to the public so that it can apprise us of any issues, difficulties, or complaints.

The data will be used to assist the NRC in satisfying its customers’ needs. The information collected from the surveys will be analyzed to determine areas important to our customers, assess our performance in these areas, and to develop strategies to better meet customer expectations. Results will be shared throughout the agency and with other agencies as requested.

3. Reduction of Burden Through Information Technology

Improved information technology will be used when possible to reduce the burden on the public. One of the goals of this effort is to obtain the information required with a minimum amount of burden on the public. The information will be gathered through personal or telephone interviews, mail questionnaires, and the Internet.

4. Effort to Identify Duplication and Use Similar Information

The information to be requested will not duplicate data affecting current programs or data currently provided by the respondents. The nature of the information to be requested is unique to the NRC’s effort to update and refine its current programs and processes. Therefore, there is no similar information available. The Information Requirements Control Automated System will be searched for each information request to ensure no duplication is found.

5. Effort to Reduce Small Business Burden

One of the main purposes of this effort is to gather information needed without putting significant additional burden on small businesses. Small samples will be used to select respondents, and the number of questions on the surveys will be kept to a minimum. However, small businesses, as well as the agency, will benefit by the government’s increased responsiveness to their needs.

6. Consequences to Federal Program or Policy Activities if the Collection is Not Conducted or is Conducted Less Frequently

Without this information collection, NRC would not be able to determine the kinds and quality of services customers want, their level of satisfaction, or ways in which to improve customer service.

7. Circumstances Which Justify Variation From OMB Guidelines

There is no planned variation from OMB guidelines.

8. Consultation Outside the NRC

The opportunity for public comment was published in the Federal Register on February 4, 2003 (68 FR 5666). No comments were received..

9. Payment or Gift to Respondents

There are no plans to provide any payment or gift to respondents.

10. Confidentiality of Information

Confidentiality normally will not be offered; however, if NRC offers confidentiality, the offer will be so stated and information provided by the respondents will be controlled as “confidential” in accordance with the provisions of 10 CFR 2.790.

11. Justification for Sensitive Questions

No sensitive information will be requested.

12. Estimated Burden and Burden Hour Cost

The annual burden is estimated to be 386 hours (1,727 responses [345.4 responses/survey x 5 surveys] x 0.223 hrs/response). There is no capital and start-up cost or operation component or any maintenance and purchase of service components associated with the customer surveys. The estimated burden per response is 13.5 minutes at a cost of \$34 per response (\$152 per hour x 0.223 per response). For 1,727 annual responses, the estimated cost is \$58,718 (1,727 responses x \$34/response).

| Proposed Survey | Estimated Number of Annual Responses | Estimated Annual Burden Hrs Per Response | Total Estimated Annual Burden |
|---|--------------------------------------|--|-------------------------------|
| FOIA User Survey (FY 2003 and FY 2005)* | 119 | .05 | 6 |
| Media Streaming Survey* | 100 | .03 | 3 |
| Web-Based ADAMS Survey | 200 | .25 | 50 |
| User Satisfaction Survey: NRC Public Website* | 360 | .25 | 90 |
| NRC Public Meeting Feedback Form* | 948 | .25 | 237 |
| Total | 1,727 | Avg. .223 hrs (13.5 min) | 386 hours |
| * On-going surveys over a 2-3 year period | | | |

13. Estimate of Other Additional Costs

There are no other additional costs.

14. Estimated Annualized Cost to the Federal Government

Each survey will take approximately 50 hours of professional effort to analyze and report findings. The estimated annual cost is \$38,000 (50 hours/survey x 5 surveys x \$152/hour). The clerical effort to mail out surveys, track responses, make follow-up telephone calls, and file survey responses and associated documents is estimated at \$5,625 (125 hours x \$45). The estimated additional costs for printing (\$36) [$\$0.0167/\text{page} \times 2 \text{ pages/survey} \times 1,067 \text{ surveys}$] and mailing (\$790) [$356 \text{ surveys} \times 3 \text{ surveys} \times \$.74 \text{ postage}$] is based on 2 of the 5 surveys being distributed through the mail. The estimated additional cost is \$826 (\$36 printing + \$790 mailing). The total cost is estimated at \$44,451 (\$38,000 + \$5,625 + \$826).

15. Reasons for Change in Burden or Cost

The estimated burden has increased by 73 hours from the estimated 313 hours to 386 hours because in the initial clearance package no data were available to better forecast the burden. The same was true for the estimated number of responses, which increased by 477 from the initial estimate of 1,250, to the proposed estimate of 1,727 responses. This burden data was used to estimate the burden for the new clearance cycle, and has been a good tool for the agency in providing customer satisfaction. Therefore, the annual responses increased to 1,727 for the 5 planned surveys with an average burden per response of 13.5 minutes, resulting in an estimated burden of 386 hours.

16. Publication for Statistical Use

There are no plans to publish statistical data.

17. Reason for Not Displaying the Expiration Date

The expiration date will be displayed on each survey.

18. Exceptions to the Certification Statement

There are no exceptions.

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

1. Respondent Description.

The respondents will be current and potential users of NRC products or services. Respondents are expected to include reactor and materials licensees, vendors, State and local governments, and also include universities, consultants, and individuals. The intent is to collect information that helps the NRC better serve its existing customers and to serve potential new customers based on their needs.

2. Procedures for collecting the information.

NRC staff will conduct the surveys by telephone, by mail, via the Internet, or through focus groups.

3. Methods to maximize response rates and to deal with statistical issues of non-response.

Participation is voluntary. When possible, respondents will be notified in advance by letter. Questions will be designed so that they are easy to answer, and follow-up callbacks will be repeated, when necessary, to maximize response rates.

4. Tests or procedures.

The questions to be asked will be similar to those used by other Federal agencies in their customer surveys. If respondents are unable to supply the data, questions may be reworded. Results from these surveys should make the agency more effective and efficient in responding to customers.

To ensure quality while the data are being collected, special attention will be paid to (a) the percentage of customers contacted, (b) interviewer response rate performance, (c) properly wording questions to reflect intent, (d) questionnaire completion rates, (e) response rates of individual survey items, (f) records on problems arising in the data collection, and (g) comments the agency receives regarding the survey.

GENERIC CUSTOMER SATISFACTION SURVEYS
OMB Clearance Number 3150-0197

| Title of Collection | Estimated No. of Annual Responses | Estimated Annual Burden Hrs Per Response | Estimated Total Annual Burden Hrs. | Estimated Complete Date |
|--|-----------------------------------|--|------------------------------------|-------------------------|
| PROPOSED SURVEYS FY2000 | | | | |
| Approved Responses and Burden(6/2000) | 1,250 | | 313 | |
| | | | | |
| Media Streaming Survey (6/29/00) | 500 | .03 | 15 | 03/26/01 |
| NRC Public Meeting Feedback Form (8/02/00) | 1500 | .25 | 375 | 02/28/02 |
| System Usability Scale (1/19/01) | 100 | .25 | 25 | 02/28/01 |
| FOIA User Survey (2/1/01) | 36 | .16 | 6 | 05/31/01 |
| Media Streaming Survey (10/5/01) | 100 | .03 | 3 | 11/01/02 |
| User Satisfaction Survey: NRC Public Website (2/26/02) | 480 | .25 | 120 | 06/30/03 |
| Total (Actual responses and burden) | 2,716 | Avg .25 | 544 | |
| | | | | |
| PROPOSED SURVEYS 2003 | | | | |
| FOIA User Survey (FY 2003 & FY 2005)* | 119 | .05 | 6 | 12/31/03 |
| Media Streaming Survey* | 100 | .03 | 3 | 06/30/04 |
| Web-based ADAMS Survey | 200 | .25 | 50 | 2003 |
| User Satisfaction Survey: NRC Public Website* | 360 | .25 | 90 | 06/30/04 |
| NRC Public Meeting Feedback Form* | 948 | .25 | 237 | 06/30/04 |
| Total (Proposed responses and burden) | 1,727 | Avg. .223 | 386 | |
| * On-going surveys over a 2-3 year period | | | | |