Request for Approval under the "Generic Clearance for Improving Customer Experience: OMB Circular A-11, Section 280 Implementation"
(OMB Control Number: 1601-0029)

TITLE OF INFORMATION COLLECTION: FEMA Customer Experience (CX) Survey

PURPOSE OF COLLECTION:
What are you hoping to learn / improve? How do you plan to use what you learn? Are there artifacts (user personas, journey maps, digital roadmaps, summary of customer insights to inform service improvements, performance dashboards) the data from this collection will feed?

The purpose of the FEMA Customer Experience (CX) survey is to ensure 'excellent service' as a focus in future strategic planning efforts according to the March 2018 President's Management Agenda. This effort is supported by an interagency team and guidance in Circular A-11 requiring the collection of customer feedback data and increasing the use of industry best practices to conduct customer research. These Presidential actions and requirements establish an ongoing process of collecting customer insights and using them to improve services. This new request complies with FEMA's ability to act under the Department of Homeland Security (DHS) in accordance with OMB Circular A-11 Section 280 to ultimately transform the experience of its customers to improve both efficiency and mission delivery and increase accountability by communicating about these efforts with the public.

This collection is part of the government-wide effort to embed standardized customer metrics within high-impact programs to create government-wide performance dashboards. Data collected from the questions listed will be submitted by FEMA to DHS to OMB at a minimum quarterly for updating of customer experience dashboards on performance.gov.

These surveys will be consistent with all the guidelines in 5 CFR 1320.5, especially those provisions in subsection (g) which require that a statistical survey be designed to produce results that can be generalized to the universe of study. There are no special circumstances that would cause this information collection to be conducted in an unusual or intrusive manner. All participation will be voluntary from disaster survivors who register for assistance and provide an email address.

TYPE OF ACTIVITY: (Check one)

[ ] Customer Research (Interview, Focus Groups)
[X] Customer Feedback Survey
[ ] User Testing

ACTIVITY DETAILS

1. How will you collect the information? (Check all that apply)
   [X] Web-based via email link
   [ ] Telephone
   [ ] In-person
   [ ] Mail
   [ ] Other, Explain

2. Who will you collect the information from?
Explain who will be interviewed and why the group is appropriate for the Federal program / service to connect with. Please provide a description of how you plan to identify your potential group of respondents and if only a sample will be solicited for feedback, how you will select them(e.g., anyone who provided an email address to a call center rep, a representative sample of Veterans who received outpatient services in May 2019, do you have a list of customers to reach out to (e.g., a CRM database that has the contact information, intercept interviews at a particular field office?)

Respondents comprise a sample from disaster survivors who register for assistance and provide an email address.

3. How will you ask a respondent to provide this information?
(e.g., after an application is submitted online, the final screen will present the opportunity to provide feedback by presenting a link to a feedback form / an actual feedback form)

Disaster survivors who provide an email address will be sent a link to the electronic survey.

4. What will the activity look like?
Describe the information collection activity – e.g. what happens when a person agrees to participate? Will facilitators or interviewers be used? What's the format of the interview/focus group? If a survey, describe the overall survey layout/length/other details? If User Testing, what actions will you observe / how will you have respondents interact with a product you need feedback on?

A sample of disaster survivors who registered during a specified time frame and who provide an email address will be invited to participate in the voluntary survey via email containing a link to the survey. The survey will take approximately 5 minutes to complete.

5. Please provide your question list.
Paste here the questions or prompts presented to participants in your activity. If you have an interview / facilitator guide, that can be attached to the submission and referenced here.

These questions align to drivers of experience developed in consultation with leading organizations in customer experience both in the private sector and industry groups that study the most critical drivers of customer experience.

1. I am satisfied with the service I received from FEMA.
2. This interaction increased my confidence in FEMA.
3. My need was addressed.
4. It was easy to complete what I needed to do.
5. It took a reasonable amount of time to do what I needed to do.
6. I was treated fairly.
7. Employees I interacted with were helpful.

Please make sure that all instruments, instructions, and scripts are submitted with the request.

6. When will the activity happen?
   Describe the time frame or number of events that will occur (e.g., We will conduct focus groups on May 13,14,15, We plan to conduct customer intercept interviews over the course of the Summer at the field offices identified in response to #2 based on scheduling logistics concluding by Sept. 10th, or "This survey will remain on our website in alignment with the timing of the overall clearance.")

FEMA plans to begin the surveys in the third quarter of FY2021. Installation of new survey software is pending and must be completed prior to starting the CX surveys.

7. Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?
   [ ] Yes [X] No
   If Yes, describe:

BURDEN HOURS

Category of Respondent	**No. of Respondents**	**Participation Time**	**Burden Hours**
FEMA disaster survivors registering for assistance and providing an email address.	1,600 per year	5 minutes	133 hours per year
Totals	**1,600**		**133**

CERTIFICATION:

I certify the following to be true:

1. The collections are voluntary;
2. The collections are low-burden for respondents (based on considerations of total burden hours or burden-hours per respondent) and are low-cost for both the respondents and the Federal Government;
3. The collections are non-controversial and do not raise issues of concern to other Federal agencies;
4. Any 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 near future;
5. Personally identifiable information (PII) is collected only to the extent necessary and is not retained;
6. Information gathered is intended to be used for general service improvement and program management purposes
7. Upon agreement between OMB and the agency aggregated data may be released as part of A-11, Section 280 requirements only on performance.gov. Summaries of customer research and user testing activities may be included in public-facing customer journey maps.
8. Additional release of data will be coordinated with OMB.

Name: CHAD E FABER Digitally signed by CHAD E FABER Date: 2021.02.02 13:04:08 -06'00' Date:

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All instruments used to collect information must include:
OMB Control No. 1601-0029
Expiration Date: 11/30/2023

HELP SHEET
(OMB Control Number: 1601-XXXX)

TITLE OF INFORMATION COLLECTION: Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

PURPOSE: Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

TYPE OF COLLECTION: Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

CERTIFICATION: Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

Personally Identifiable Information: Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

BURDEN HOURS:
Category of Respondents: Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households;(2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected per row.
No. of Respondents: Provide an estimate of the Number of respondents.
Participation Time: Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)
Burden: Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.