Request for Approval under the "Generic Clearance for Improving Customer Experience: OMB Circular A-11, Section 280 Implementation"
(OMB Control Number: 0412-0609)

TITLE OF INFORMATION COLLECTION: USAID 2021 GlobalWaters.org User Survey

PURPOSE OF COLLECTION:
The GlobalWaters.org website was launched in 2018 and serves as the knowledge platform for water, sanitation, and hygiene (WASH) information and resources for USAID staff, implementing partners, and development practitioners. In order to keep the website relevant and accessible to users, the data from this collection will feed into the development of user personas and insights will be used to identify how USAID can improve GlobalWaters.org functionality and design to enhance user experience.

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 or other forms of Social Media
[ ] Telephone
[ ] In-person
[ ] Mail
[ ] Other, Explain

2. Who will you collect the information from?

The feedback survey will target existing users of the GlobalWaters.org website. This group is most appropriate as we are soliciting feedback on user's experience with the existing website features and functionality. To reach these users, we will utilize an existing listerv, where users have signed up with their email to receive news, events, and updates from the Global Waters team. We will also feature a link to the survey on the website itself, so website visitors who are not on the listerv will have the opportunity to take the survey.

3. How will you ask a respondent to provide this information?

A link to the survey will be sent in an email correspondence to the existing Global Waters listserv, with a request for recipients to take the survey within a specified timeframe. Visitors to the website will also see a request and link to the survey on the website's homepage.

4. **What will the activity look like?**
When a person clicks on a link to the survey, they will be taken to a Google Form that asks for their email and electronic consent, followed by two demographic questions, ten questions soliciting feedback on their experience using the website, and one final question asking if they would like to participate in an optional follow-up user design workshop. The survey minimizes open response questions (or makes them optional) to reduce the burden on the respondent to complete the survey. It is estimated the survey will take 5 minutes or less to complete.

5. **Please provide your question list.**
Please see attached survey.

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

6. **When will the activity happen?**
   The survey will be open/active for 4-6 weeks (depending on response rate); timing will depend on the timing of the overall clearance process.

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**	**No. of Responses Per Year**	**Participation Time**	**Burden Hours**
(1) Individuals or Households	150	150	5 minutes	12.5
(4) Federal Government	50	50	5 minutes	4.2
Totals	200	200	5 minutes	**16.7**

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: Hailey Keuck

All instruments used to collect information must include:
OMB Control No. 0412-0609
Expiration Date: 04/30/2024

HELP SHEET
(OMB Control Number: 0412-0609)

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.
No. of Responses Per Year: Provide an estimate of how many times a year the respondent will participate in the collection.
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.