

**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 Focus Groups with Implementing Partners about Customer Experiences Related to USAID's Climate Strategy Implementation

PURPOSE OF COLLECTION:

What are you hoping to learn / improve?

USAID released its new Climate Strategy on April 22, 2022. USAID is committed to working with its Implementing Partners (IPs) as part of executing its Climate Strategy. In line with the Special Objective (SpO) of the Climate Strategy, "Strengthen operations and approaches to programming to address climate change and further climate justice within USAID and our partner organizations," USAID's Bureau for Management aims to gather feedback from large, U.S.-based IP organizations about how USAID can enhance these customers' experiences to improve the efficiency and effectiveness of USAID's mission delivery, as USAID implements the SpO through the Agency's programs and operations.

USAID aims to embed more customer-focused practices into its service design and delivery related to its Climate Strategy implementation process by conducting customer research through qualitative research methods. To gather IP feedback, USAID would like to conduct focus groups to understand what IP organizations may be doing or planning to do to reduce their operational carbon footprints and improve diversity, equity, inclusion, and accessibility (DEIA) in their Climate and Environment-focused workforces. This will inform how USAID can improve its engagements with IPs (USAID customers) to influence the advancement of these initiatives.

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?

USAID plans to produce a summary of insights from the responses its IP customers provide during the focus groups. USAID will use the summary to inform improvements in USAID's customer engagement process and quality within the Agency's Climate Strategy implementation. We aim to gather responses on factors relating to ease/simplicity and equity/transparency of the implementation process. The responses USAID collects will help

the Agency produce an IP-informed, data-driven assessment of IPs' experiences engaging with USAID to support shared priorities on climate, and identify opportunities and develop ways to improve the experience of IP organizations engaging with USAID through the Climate Strategy implementation.

TYPE OF ACTIVITY: (Check one)

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

ACTIVITY DETAILS

1. How will you collect the information? (Check all that apply)

- ☐ [] Web-based or other forms of Social Media
- ☐ [] Telephone
- ☐ [] In-person
- ☐ [] Mail
- ☒ [X] Other, Explain

We will use Google Meet videoconferencing.

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?)

We will collect information from representatives from two sets of U.S.-based, large IP organizations to gather feedback on what IP organizations may be doing or planning to do to reduce their operational carbon footprints and improve diversity, equity, inclusion, and accessibility (DEIA) in their climate and environment-focused workforces.

One set includes participants whose organizations implement USAID programming across sectors and may already be implementing sustainability plans and/or setting and working toward mitigation targets and goals to address their operational carbon footprints.

The other set includes organizations that implement USAID

Climate and Environment-focused programming and may continue to engage with USAID on Climate and Environment programming through the Agency's Climate Strategy implementation, which includes efforts to improve DEIA in the IP workforce.

All participant IP organizations currently engage or have previously engaged with USAID through formal partnerships.

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)

Participants will respond to a set list of questions USAID facilitators will ask within focus groups. USAID facilitators will record anonymized, non-attributional notes to document participant responses during the focus groups.

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?

USAID plans to conduct seven focus groups. Each focus group will include six to eight participants representing USAID IP organizations and will last between 60 to 90 minutes. All focus groups will include a trained facilitator and notetaker, and USAID will treat all participant responses as confidential and non-attributional. USAID has developed separate facilitator discussion guides tailored to the topic of the focus group. Four of the focus groups will discuss IP organizations' plans and efforts to reduce their operational carbon footprints; three will discuss IP organizations' plans and efforts to improve DEIA in their Climate and Environment-focused workforces.

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.

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

USAID has attached its facilitator discussion guide to this submission.

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.")

USAID plans to conduct seven focus groups in June 2022, concluding by June 31, 2022. The proposed dates are subject to change based on approval timelines, scheduling logistics, and participant availability.

7. Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?

☐ Yes ☒ No

If Yes, describe:

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
Private Sector: Employees of U.S.-Based, Large IP Organizations	56	90 minutes	84 hours
Totals	56		84 hours

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; and,

7. Information gathered will only be shared publicly in the manner described in the umbrella clearance of this control number.

Name: Greg Shanahan_____

**All instruments used to collect information must include:
OMB Control No. 0412-0609 = Generic Clearance for Improving
Customer Experience (OMB Circular A-11, Section 280
Implementation)
Expiration Date: 4/30/2024**

HELP SHEET
(OMB Control Number: XXXX-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.