

**Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 1557-0248)**

**TITLE OF INFORMATION COLLECTION:** LA REACH MDI Revitalization

**PURPOSE:**

The purpose of the data collection is to assess the effectiveness of the OCC Outreach events and forums. This is intended to be a follow up survey to a meeting facilitated by the OCC for bankers and community groups aimed at helping minority owned financial institutions succeed. This collection of information will seek routine customer feedback about the OCC’s outreach efforts and be used to improve future activities.

The customer feedback survey will be conducted approximately one-week after the participants participate in OCC-sponsored outreach events.

**DESCRIPTION OF RESPONDENTS:**

The respondents will be composed of attendees of various OCC outreach forums, including bankers, and community groups as well as members of the financial services community.

**TYPE OF COLLECTION:** (Check one)

- |  |  |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form          | <input type="checkbox"/> Customer Satisfaction Survey                      |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group                            |
| <input type="checkbox"/> Focus Group                                   | <input checked="" type="checkbox"/> Other: <u>Outreach Evaluation Form</u> |

**CERTIFICATION:**

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The 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 future.

Name: Deena M. Kuko

To assist review, please provide answers to the following question:

**Personally Identifiable Information:**

1. Is personally identifiable information (PII) collected?  Yes  No

2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974?  Yes  No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published?  Yes  No

**Gifts or Payments:**

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?  Yes  No

**BURDEN HOURS**

Category of Respondent	No. of Respondents	Participation Time	Burden
Attendees of OCC Sponsored Events from the private sector and community groups.	50 (50 attendees per event; 50 x 4)	0.15 hr	7.5
<b>Totals</b>	<b>200</b>	<b>0.15</b>	<b>30</b>

**FEDERAL COST:** The estimated annual cost to the Federal government is zero.

**If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:**

**The selection of your targeted respondents**

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?  
 Yes  No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

The population will be all the e-mail addresses of the members of project LA REACH, which were provided when the participants registered for the group. The percent of respondents will comprise the sample.

**Administration of the Instrument**

1. How will you collect the information? (Check all that apply)
  - Web-based or other forms of Social Media
  - Telephone
  - In-person
  - Mail
  - Other, Explain
2. Will interviewers or facilitators be used?  Yes  No

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

**Attached: Survey**