

(iv) How to minimize the burden of the collection of information on those who are to respond, including the use of appropriate automated, electronic, mechanical, or other technological collection techniques or other forms of information technology, e.g. permitting electronic submission of responses.

In compliance with these requirements, NHTSA asks for public comments on the following proposed collection of information for which the agency is seeking approval from OMB:

*Title:* Drunk Driver Segmentation Research

*Requested Expiration Date of Approval:* Three years from approval date.

*Abstract:* The National Highway Traffic Safety Administration (NHTSA) was established by the Highway Safety Act of 1970 (23 U.S.C. 101) to carry out a Congressional mandate to reduce the mounting number of deaths, injuries, and economic losses resulting from motor vehicle crashes on the Nation's highways. In support of this mission, NHTSA proposes to conduct an email survey among 2,000 licensed drivers who self-report having operated a motor vehicle or motorcycle (1,500 motor vehicle drivers and 500 motorcycle riders) after drinking amounts of alcohol that (in most circumstances) would render them legally drunk. (Note: for brevity, "drivers" and "driving" will refer to both motor vehicle and motorcycle operators in the remaining sections of this document). The survey will request information about their drunk driving behavior, rationale for that behavior, context details surrounding the behavior, and opinions about drunk driving enforcement, sanctions and other relevant issues. The findings will then be analyzed to generate descriptions of various segments of at-risk drinker/drivers that are based on common demographics, lifestyle traits, drinking contexts and opinions. By having these segments delineated, NHTSA's communications efforts to help curb drunk driving will be more focused, more relevant to the intended audience, and more cost-effective.

*Summary of the Collection of Information:* In this collection of information, NHTSA is seeking to understand useful and relevant characteristics (demography, lifestyle traits, drinking habits, environmental factors, and opinions/perceptions of how drunk driving is justified and enforcement of drunk driving laws) among people at high risk of driving drunk. Furthermore, once data are collected, cluster analyses will be applied to determine segments in which

these individuals can be assigned based on common traits and opinions. By generating such segments, NHTSA can more effectively target meaningful messages to key segments with the goal of curbing drunk driving incidences, and therefore curbing the number of fatalities related to drunk driving.

*Description of the Need for the Information and the Proposed Use of the Information:* NHTSA has successfully conducted at-risk drunk driving segmentation studies previously; and by having these segments, NHTSA and state partners have been able to use marketing communications "best practices" to target the intended population(s) in communications efforts. However, no such study and segmentation analysis have been conducted since 2007. Since that time, population demography has changed, many state laws have changed as well as attitudes about enforcement of the laws, and the media landscape—due to rapid-pace development of digital-based media—has changed. As such, a segmentation study is needed to better shape and tailor the messaging and media strategies and tactics for addressing drunk driving. After the data collection and segmentation analysis is completed, NHTSA's Office of Communications and Consumer Information will be able to apply the segmentation to its planning and implementations of social norming and enforcement campaigns directed at people at high risk of driving drunk. Additionally, NHTSA will make the data and segmentations available to state partners, who can then complement and/or supplement NHTSA's national communications efforts.

*Affected Public:* NHTSA will conduct a national email survey among people in the targeted age cohort of adults 21–54. Through a provider of a national database of people in this age group who have previously "opted-in" to receive and respond to email research surveys, a brief series of screening questions will be posed to determine respondents who self-report drinking behavior prior to driving, and contingent on their answers, determine which individuals have driven and/or are apt to drive drunk. After the screening, those individuals will be offered the complete survey, which is projected to take up to 20 minutes to complete. Ultimately, NHTSA will seek a total of 2,000 completed surveys. Participation by all respondents will be voluntary and anonymous and respondents will receive a token incentive for their participation. Such incentives are set and administered by

the sample provider, and they sometimes take the form of cash in amounts that typically range from \$3 to \$6 per person; other sample providers' incentives take the form of points which respondents accumulate and trade for merchandise and/or cash.

*Estimated Total Annual Burden:* 2,342 hours.

*Number of Respondents:* Initial sample (pre-screening)—33,500. The completed survey sample (post-screening)—2,000, all of whom are among the initial sample of 33,500.

Comments are invited on: whether the proposed collection of information is necessary for the proper performance of the functions of the Department, including whether the information will have practical utility; the accuracy of the Department's estimate of the burden of the proposed information collection; ways to enhance the quality, utility and clarity of the information to be collected; and ways to minimize the burden of the collection of information on respondents, including the use of automated collection techniques or other forms of information technology.

**John Donaldson,**

*Acting Senior Associate Administrator, Policy and Operations.*

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## DEPARTMENT OF TRANSPORTATION

### National Highway Traffic Safety Administration

[Docket No. NHTSA–2014–0048; Notice 1]

#### Receipt of Petition for Decision That Nonconforming 2011–2014 Harley-Davidson FX, FL, XL, and VR Motorcycles Are Eligible for Importation

**AGENCY:** National Highway Traffic Safety Administration, DOT.

**ACTION:** Notice of Receipt.

**SUMMARY:** This document announces receipt by the National Highway Traffic Safety Administration (NHTSA) of a petition for a decision that 2011–2014 Harley-Davidson FX, FL, XL, and VR Motorcycles that were not originally manufactured to comply with all applicable Federal Motor Vehicle Safety Standards (FMVSS) are eligible for importation into the United States because (1) they are substantially similar to vehicles that were originally manufactured for sale in the United States and that were certified by their manufacturer as complying with the safety standards, and (2) they are

capable of being readily altered to conform to the standards.

**DATES:** The closing date for comments on the petition is June 9, 2014.

**ADDRESSES:** Comments should refer to the docket and notice numbers above and be submitted by any of the following methods:

- **Federal eRulemaking Portal:** Go to <http://www.regulations.gov>. Follow the online instructions for submitting comments.
- **Mail:** Docket Management Facility: U.S. Department of Transportation, 1200 New Jersey Avenue SE., West Building Ground Floor, Room W12-140, Washington, DC 20590-0001.
- **Hand Delivery or Courier:** West Building Ground Floor, Room W12-140, 1200 New Jersey Avenue SE., between 9 a.m. and 5 p.m. ET, Monday through Friday, except Federal holidays.
- **Fax:** 202-493-2251.

**Instructions:** Comments must be written in the English language, and be no greater than 15 pages in length, although there is no limit to the length of necessary attachments to the comments. If comments are submitted in hard copy form, please ensure that two copies are provided. If you wish to receive confirmation that your comments were received, please enclose a stamped, self-addressed postcard with the comments. Note that all comments received will be posted without change to <http://www.regulations.gov>, including any personal information provided. Please see the Privacy Act heading below.

**Privacy Act:** Anyone is able to search the electronic form of all comments received into any of our dockets by the name of the individual submitting the comment (or signing the comment, if submitted on behalf of an association, business, labor union, etc.). You may review DOT's complete Privacy Act Statement in the **Federal Register** published on April 11, 2000 (65 FR 19477-78).

**How to Read Comments submitted to the Docket:** You may read the comments received by Docket Management at the address and times given above. You may also view the documents from the Internet at <http://www.regulations.gov>. Follow the online instructions for accessing the dockets. The docket ID number and title of this notice are shown at the heading of this document notice. Please note that even after the comment closing date, we will continue to file relevant information in the Docket as it becomes available. Further, some people may submit late comments. Accordingly, we recommend that you periodically search the Docket for new material.

**FOR FURTHER INFORMATION CONTACT:** George Stevens, Office of Vehicle Safety Compliance, NHTSA (202-366-5308).

**SUPPLEMENTARY INFORMATION:**

*Background*

Under 49 U.S.C. 30141(a)(1)(A), a motor vehicle that was not originally manufactured to conform to all applicable FMVSS shall be refused admission into the United States unless NHTSA has decided that the motor vehicle is substantially similar to a motor vehicle originally manufactured for sale in the United States, certified under 49 U.S.C. 30115, and of the same model year as the model of the motor vehicle to be compared, and is capable of being readily altered to conform to all applicable FMVSS.

Petitions for eligibility decisions may be submitted by either manufacturers or importers who have registered with NHTSA pursuant to 49 CFR Part 592. As specified in 49 CFR 593.7, NHTSA publishes notice in the **Federal Register** of each petition that it receives, and affords interested persons an opportunity to comment on the petition. At the close of the comment period, NHTSA decides, on the basis of the petition and any comments that it has received, whether the vehicle is eligible for importation. The agency then publishes this decision in the **Federal Register**.

Wallace Environmental Testing Laboratories, Inc. ("WETL"), of Houston, Texas (Registered Importer R-09-005) has petitioned NHTSA to decide whether non-U.S. certified 2011-2014 Harley-Davidson FX, FL, XL, and VR motorcycles are eligible for importation into the United States. The vehicles that WETL believes are substantially similar are 2013 Harley-Davidson FX, FL, XL, and VR motorcycles that were manufactured for sale in the United States and certified by their manufacturer as conforming to all applicable FMVSS.

The petitioner claims that it carefully compared non-U.S. certified 2011-2014 Harley-Davidson FX, FL, XL, and VR motorcycles to their U.S. certified counterparts, and found the vehicles to be substantially similar with respect to compliance with most FMVSS.

WETL submitted information with its petition intended to demonstrate that non-U.S. certified 2011-2014 Harley-Davidson FX, FL, XL, and VR motorcycles, as originally manufactured, conform to many FMVSS in the same manner as their U.S. certified counterparts, or are capable of being readily altered to conform to those standards.

Specifically, the petitioner claims that non-U.S. certified 2011-2014 Harley-Davidson FX, FL, XL, and VR motorcycles are identical to their U.S. certified counterparts with respect to compliance with Standard Nos. 106 *Brake Hoses*, 111 *Rearview Mirrors*, 116 *Brake Fluid*, 119 *New Pneumatic Tires for Vehicles other than Passenger Cars*, 122 *Motorcycle Brake Systems*.

The petitioner further contends that the vehicles are capable of being readily altered to meet the following standards, in the manner indicated below:

Standard No. 108 *Lamps, Reflective Devices and Associated Equipment*: installation of the following U.S.-model components: Headlamp, stop lamp, rear side mounted reflex reflectors, and rear center mounted reflex reflector. The petitioner states that the turn indicators and front side mounted reflex reflectors on the petition vehicles are identical to the U.S.-model.

Standard No. 120 *Tire Selection and Rims for Vehicles other than Passenger Cars*: installation of a tire information placard. Inspection of rims for compliance with rim marking requirements.

Standard No. 123 *Motorcycle Controls and Displays*: installation of a U.S.-model speedometer/odometer unit.

Standard No. 205 *Glazing Materials*: Inspection for compliance with this standard.

Wallace further states that labels will be affixed to conform to requirements of 49 CFR Part 567 *Certification*.

All comments received before the close of business on the closing date indicated above will be considered, and will be available for examination in the docket at the above addresses both before and after that date. To the extent possible, comments filed after the closing date will also be considered. Notice of final action on the petition will be published in the **Federal Register** pursuant to the authority indicated below.

**Authority:** 49 U.S.C. 30141(a)(1)(A) and (b)(1); 49 CFR 593.8; delegations of authority at 49 CFR 1.95 and 501.8.

**Jeffrey M. Giuseppe,**

*Acting Director, Office of Vehicle Safety Compliance.*

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