

2009 – Part B SUPPORTING STATEMENT
PACA Customer Service Line Survey
OMB No. 0581-NEW

18B. COLLECTION OF INFORMATION EMPLOYING STATISTICAL METHODS.

1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection method to be used. Data on the number of entities (e.g., establishments, State and local government units, households, or persons) in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole. If the collection had been conducted previously, include the actual response rate achieved during the last collection.

Approximately 200 customers per month have called the PACA Customer Service Line since it was launched. AMS would randomly select 10 percent of these customers (an approximate average of 20 callers per month) to voluntarily participate in a short customer service survey. After consultation with the AMS, Fruit and Vegetable Programs' Economic Analysis and Program Planning Branch (EAPPB), it was determined that 10 percent was a reasonable sample size.

After further consideration of NASS' comments and discussion with EAPPB, AMS expects its response rate to be at or about 25 percent. If, after initiating the survey AMS finds that there are significant changes to our proposed hours burden, AMS will submit a Justification for Change for OMB approval.

2. Describe the procedures for the collection of information including:
 - Statistical methodology for stratification and sample selection;
 - Estimation procedure;
 - Degree of accuracy needed for the purpose described in the justification;
 - Unusual problems requiring specialized sampling procedures; and,
 - Any use of periodic (less frequent than annual) data collection cycles to reduce burden.

AMS will collect information from customers using the toll-free PACA Customer Service Line. Each caller (approximately 200 per month) will be notified at the beginning of their call that they may be contacted during the month of their call by a PACA Branch representative and asked to voluntarily participate in a short survey of nine questions or less, focusing on their PACA Customer Service Line experience. AMS will conduct the monthly survey of at least 10 percent of the

callers (every 10th caller) to this service. Because the survey is voluntary and the designated 10th caller may opt out of participating, AMS will simply ask the next caller in sequence to participate in the survey, and so on, until a willing participant agrees to answer the survey.

The nine questions in the survey are as follows:

1. Was this the first time you have contacted the PACA?
2. Did you find the PACA Customer Service Line recording easy to use and follow?
3. How satisfied were you with the staff's knowledge of the subject?
4. How satisfied were you with the staff's professionalism and courtesy?
5. How would you rate the staff's helpfulness?
6. Did the staff's information help you to resolve your dispute?
7. What was your overall impression of the PACA Customer Service Line?
8. How comfortable would you be calling the PACA Customer Service Line again?
9. Do you have any further comments or suggestions concerning the PACA Customer Service Line or other aspects of PACA customer service?

Most survey questions will be assessed on a one to five rating scale with responses ranging from "very dissatisfied" to "very satisfied" or "no opinion," or "yes" or "no."

The survey is considered to gather qualitative information in order to improve and make adjustments to the services provided by the program. It is not designed to obtain quantitative data or statistical figures.

AMS will summarize the responses by tabulating the counts of responses in each category (e.g., number of customers who say they are very satisfied with the service, number who say they are somewhat satisfied, etc.).

3. Describe methods to maximize response rates and to deal with issues of non-response. The accuracy and reliability of information collected must be shown to be adequate for intended uses. For collections based on sampling, a special justification must be provided for any collection that will not yield "reliable" data that can be generalized to the universe studied.

AMS now records the names of users of the PACA Customer Service Line and their reason for calling (questions involving contract disputes, interpretation of inspection results, guidance on a good delivery issues, license information, etc.). Because the survey is voluntary and the designated 10th caller may opt out of participating, AMS will simply ask the next caller in sequence to participate in the

survey, and so on, until a willing participant agrees to answer the survey. If this method proves to be unsuccessful, we will reexamine our survey methodology to increase the number of participants. It may be necessary to adjust the sampling method by increasing the frequency of callers contacted to obtain the desired 10 percent response rate. PACA Branch management has consulted with the specialists within the AMS, Fruit and Vegetable Programs' Economics Analysis Branch on developing this strategy.

4. Describe any tests of procedures or methods to be undertaken. Testing is encouraged as an effective means of refining collections of information to minimize burden and improve utility. Tests must be approved if they call for answers to identical questions from 10 or more respondents. A proposed test or set of tests may be submitted for approval separately or in combination with the main collection of information.

AMS does not plan to undertake any test of procedures.

5. Provide the name and telephone number of individuals consulted on statistical aspects of the design and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.

The PACA program has consulted with David Hancock of USDA's National Agricultural Statistical Service (202-690-2388) and Enrique Ospina, Branch Chief of AMS' Fruit and Vegetable Programs' Economic Analysis Branch (202-720-2615) on developing the survey strategy. The AMS PACA employee who will collect and/or analyze the information is Theresa Davis, Management Analyst (202-690-3242).