

Supporting Statement for OMB 0596-NEW

Extending the Forest Service Message to Diverse Urban Publics

A. Justification

- 1. Explain the circumstances that make the collection of information necessary. Identify any legal or administrative requirements that necessitate the collection. Attach a copy of the appropriate section of each statute and regulation mandating or authorizing the collection of information.**

This study proposes to examine information needs, interests, and media uses among diverse urban publics in large urban centers. Areas selected will be proximate to urban national forests in the Western United States. A representative sample of Whites, Non-white Hispanics, African Americans, and Asians will be contacted by telephone after random selection from a geographically based stratified sample. A target of 2000 completed surveys per year is proposed. One urban area will be focused on in each of the three years of proposed information collection.

National Forests are important resources for all citizens, yet, research suggests that visitors to the forests are drawn largely from the White majority. Many reasons for the under representation of communities of color among forest visitors have been offered, including varying motivations for taking trips and constraints experienced by diverse publics. Motivations for taking vacations or day trips differ by ethnicity. Specific reasons for *not* visiting recreation areas based on ethnicity also have been found (Scott, Herrera, and Hunt, 2004; Tierney and others 1998).

A lack of awareness of outdoor recreation opportunities has been found to be a major constraint to visitation among people of color. A lack of information on-site has also been reported as a constraint in outdoor recreation participation among ethnic minorities. Of particular interest are barriers and constraints that are within the purview of the Forest Service, given its role in providing services and opportunities as a public land management agency.

The examination of barriers to recreation participation among communities of color remains an essential bit of information for the Forest Service and other natural resource management agencies. The influence of various barriers by ethnic/racial group, gender, and other bases of potential disadvantage help to inform outreach and collaboration efforts in numerous ways. This will allow us to weigh the degree to which a lack of information is reported in comparison to other barriers within and between ethnic/racial groups.

The enabling legislation (PL-95-307) directed the Secretary of Agriculture to research the multiple uses and products, including recreation, of forests and rangelands to facilitate their most effective use. In addition, EO 12898 mandates a series of Federal actions to address environmental justice in minority populations and low-income populations. This study specifically addresses the intent of this mandate by gathering information that can then be used by the Forest Service and other agencies to effectively outreach to minority populations. The information gathered would help to address access to and delivery within various information sources. It would also help

ensure that the main means of communications used by the agency does not link itself to outlets less accessible and less relied upon by ethnic/racial groups.

2. Indicate how, by whom, and for what purpose the information is to be used. Except for a new collection, indicate the actual use the agency has made of the information received from the current collection.

One possible way to address the racial/ethnic imbalance in forest usage is through the use of the media. If the media can be used to persuade the citizenry that forested areas are a valued public resource, to be used by all, it might be possible to address factors underlying racial and ethnic based variations in usage. If the media can be used in this ameliorative manner, it is important to know if the services offered by the Forest Service are adequately disseminated in minority or underserved communities. Further, are there better ways of making known to these communities the many resources and opportunities for recreation that are available in the National Forests? In short, can we do a better job of disseminating the Forest Service's message to a diverse public? If racial/ethnic minority groups do not acquire information in the ways that citizens of majority status do, then supplying information via alternate channels may be the most optimal way of reaching them.

a. What information will be collected - reported or recorded? (If there are pieces of information that are especially burdensome in the collection, a specific explanation should be provided.)

Respondents would be questioned about their forest usage, and the sources of information they rely upon to learn about various opportunities available to them in the forests. In addition, information regarding race and ethnicity will be requested, to ensure the accuracy of our categorization system.

b. From whom will the information be collected? If there are different respondent categories (e.g., loan applicant versus a bank versus an appraiser), each should be described along with the type of collection activity that applies. Random quota samples of adults, pre-identified as being from four major ethnic/racial groups (of White, Hispanic, Asian, or African American descent) will be contacted to participate in a telephone survey. We propose to focus on metropolitan areas adjacent to urban National Forests from which to draw our populations.

c. What will this information be used for - provide ALL uses?

The results of this inquiry will allow an assessment of the strength of association between race/ethnicity, forest usage, and preferred (or most common) means of information acquisition about forest relevant opportunities. This information may provide useful guidance to the Forest Service in its attempts to reach the broader public. The information will be used to prepare journal articles for submission to peer reviewed outlets, for presentations at scientific meetings, for reports to natural resource management agencies in the form of executive summaries, and for presentations to natural resource managers as appropriate. Brief summaries may appear in other outlets such as summaries of research findings produced by the unit. We will assess the feasibility of a workshop for local FS managers who address public communications to share the findings from this study. Some areas have specific requests for this type of information to assist with construction or revision of area management plans. In addition, in keeping with the mission and

objectives of our proposed research, we will contact community organizations and other entities engaging groups of color about which we have findings to report. The information can be provided in written form or in person depending on their preferences and styles. Findings will also be made available online, thereby becoming accessible to a wider audience.

- d. How will the information be collected (e.g., forms, non-forms, electronically, face-to-face, over the phone, over the Internet)? Does the respondent have multiple options for providing the information? If so, what are they?**

Information will be collected over the phone. Given the paucity of information supporting direct comparison of various collection forms, and to minimize the number of respondents necessary to gather data from, this is the only means of collection proposed.

- e. How frequently will the information be collected?**

The information will be gathered only one time from each respondent.

- f. Will the information be shared with any other organizations inside or outside USDA or the government?**

Information will be shared through executive summaries to individuals, representatives, or organizations in the public and private sectors. Journal articles can be read by anyone gaining access to that journal or the specific article. Research findings will be shared with multiple natural resource management agencies to ensure diffusion of information. Agencies and individuals requesting the results will be provided with our summary findings. Attendees of professional meetings representing a variety of organizations will hear of key findings and will be informed as to how they can receive further information or additional findings. Organizations and community groups will be part of our research dissemination effort, in keeping with our proposed objectives for this work.

- g. If this is an ongoing collection, how have the collection requirements changed over time?**

This is a new information collection.

- 3. Describe whether, and to what extent, the collection of information involves the use of automated, electronic, mechanical, or other technological collection techniques or other forms of information technology, e.g. permitting electronic submission of responses, and the basis for the decision for adopting this means of collection. Also describe any consideration of using information technology to reduce burden.**

The proposed inquiry will use CATI during the telephone interview process to smooth information gathering over the phone during the interview and to reduce respondent burden. No other technology is involved in the data collection phase.

4. Describe efforts to identify duplication. Show specifically why any similar information already available cannot be used or modified for use for the purposes described in Item 2 above.

The information to be collected is not presently available and is not a planned collection through any other means that we are aware of. The National Survey on Recreation and the Environment explores the general population's recreation patterns and preferences. The data also allows for analysis by specific groups, including the ethnic/racial groups of interest. However, this study is conducted at the National level and although it explores regional variations through regional sampling and subsequent analysis, it does not specifically concentrate on urban populations surrounding an urban-proximate National Forest, nor does it examine exposure to various media and preferred/trusted sources of information. The National Visitor Use Monitoring Survey (NVUM) is a forest based information collection and therefore overlooks those populations who do not visit forest areas, missing an important segment whose reported barriers include a lack of information about recreation opportunities and locations for those opportunities. An onsite day use survey collected in southern California examines recreation activities pursued as well as routes for information. However, again it does not address individuals who might not visit forest areas, nor does it extend its information inquiries into ethnic media or trusted sources of information. It typically explores preferred and current information source about the area but does not explore overall media exposure. The proposed inquiry takes a broader view of information dissemination than what is currently being explored in ongoing collections and is specifically designed to include publics who might not recreate on forest lands. Outreach to these publics is essential.

5. If the collection of information impacts small businesses or other small entities¹, describe any methods used to minimize burden.

This information collection does not impact small businesses, it involves individuals who will participate and provide their own opinions.

6. Describe the consequence to Federal program or policy activities if the collection is not conducted or is conducted less frequently, as well as any technical or legal obstacles to reducing burden.

The ability to effectively communicate with communities of color and diverse ethnicities is presently impaired by limited information regarding preferred and trusted means of communication about natural resource recreation opportunities and general public information about natural resources management. Findings will be of great assistance to the public affairs community in the Forest Service and other natural resource agencies and will attend to the direct needs and interests of underserved populations by facilitating communication efforts more directly tailored to their information interests, needs, and ways of gathering information.

7. Explain any special circumstances that would cause an information collection to be conducted in a manner:

- **Requiring respondents to report information to the agency more often than quarterly;**

Information will only be gathered once from telephone interview participants.

- **Requiring respondents to prepare a written response to a collection of information in fewer than 30 days after receipt of it;**

The voluntary interview will involve participation at a time that is acceptable and convenient to the selected respondent.

- **Requiring respondents to submit more than an original and two copies of any document;**

Only one interview is requested of any one individual and no paper forms are requested or required of respondents.

- **Requiring respondents to retain records, other than health, medical, government contract, grant-in-aid, or tax records for more than three years;**

Such a requirement is not part of this information collection

- **In connection with a statistical survey, that is not designed to produce valid and reliable results that can be generalized to the universe of study;**

The results will be collected in such a manner that they are generalized to the selected target populations within the urban communities selected.

- **Requiring the use of a statistical data classification that has not been reviewed and approved by OMB;**

The form to be used as the interview protocol is submitted as attachment for OMB review.

- **That includes a pledge of confidentiality that is not supported by authority established in statute or regulation, that is not supported by disclosure and data security policies that are consistent with the pledge, or which unnecessarily impedes sharing of data with other agencies for compatible confidential use; or**

Violations of confidentiality are not a risk in this study, nor will the methods of securing confidentiality impede sharing of information with other agencies or individuals desiring study results in non-identifiable statistical databases and group reporting formats. The data collection approach for the interview maintains anonymity by not storing participants' names or contact information with their responses. A separate file containing an assigned identification number, telephone number, and record of calls will be kept in order to maintain accurate records for respondent selection, follow-up, and disposition of each selection. This call record will be maintained securely and will be thoroughly deleted from all records once calls are completed and necessary information is validated.

- **Requiring respondents to submit proprietary trade secret, or other confidential information unless the agency can demonstrate that it has instituted procedures to protect the information's confidentiality to the extent permitted by law.**

There are no other special circumstances. The collection of information is conducted in a manner consistent with the guidelines in 5 CFR 1320.6.

8. **If applicable, provide a copy and identify the date and page number of publication in the Federal Register of the agency's notice, required by 5 CFR 1320.8 (d), soliciting comments on the information collection prior to submission to OMB. Summarize public comments received in response to that notice and describe actions taken by the agency**

in response to these comments. Specifically address comments received on cost and hour burden.

Notice of the 60-day comment period was published in the Federal Register, vol. 73, No. 159, on Friday, August 15, 2008, pages 47879 and 47880. No comments were received in response to the Federal Register Notice.

Describe efforts to consult with persons outside the agency to obtain their views on the availability of data, frequency of collection, the clarity of instructions and record keeping, disclosure, or reporting format (if any), and on the data elements to be recorded, disclosed, or reported.

Consultation with representatives of those from whom information is to be obtained or those who must compile records should occur at least once every 3 years even if the collection of information activity is the same as in prior periods. There may be circumstances that may preclude consultation in a specific situation. These circumstances should be explained.

The individuals listed below were contacted in 2008 and asked to provide comments on this information collection. Comments are included as separate attachment under supplementary documents. The reviews reflect analysis of a prior version of the survey and supporting statement, and have been addressed through multiple careful revisions, except where the suggestion was out of keeping with our research goals or purpose. A summary of response to each review is included in the attachment following the review.

Comment # 1: **Dr. William Borrie**, Professor of Park and Recreation Management, University of Montana. June 26, 2008.

Comment # 2: **Dr. Carolyn Ward**, Professor, Humboldt State University

Comment # 3: **Dr. Corliss Wilson-Outley**, Assistant Professor, Texas A & M University, July 9, 2008.

Comment # 4: **Dr. Haignaoush Preisler**, Research Statistician, USDA Forest Service, Pacific Southwest Research Station. June 17, 2008.

Comment # 5: **Dr. David Dillard**, Commodity Section; USDA / NASS / SD / SMB. October 21, 2008.

9. Explain any decision to provide any payment or gift to respondents, other than re-enumeration of contractors or grantees.

No remuneration or gift will be offered.

10. Describe any assurance of confidentiality provided to respondents and the basis for the assurance in statute, regulation, or agency policy.

Respondents will be assured of the anonymous nature of their responses. There will be no way to directly identify any individual’s personal identity. Any reporting of comments or responses to the surveys will be in group form. This is not out of keeping with agency policy, given that the handling of data assures that data can be anonymous and still allow sharing of datasets and findings as appropriate.

11. Provide additional justification for any questions of a sensitive nature, such as sexual behavior or attitudes, religious beliefs, and other matters that are commonly considered private. This justification should include the reasons why the agency considers the questions necessary, the specific uses to be made of the information, the explanation to be given to persons from whom the information is requested, and any steps to be taken to obtain their consent.

Participants are asked to select from a set of educational attainment categories for the purposes of respondent description and comparison with the population represented. Respondents are able to decline to provide this information if particularly objectionable and still complete the remainder of items included in the interview. Education data are commonly collected in social science research.

12. Provide estimates of the hour burden of the collection of information. Indicate the number of respondents, frequency of response, annual hour burden, and an explanation of how the burden was estimated.

- **Indicate the number of respondents, frequency of response, annual hour burden, and an explanation of how the burden was estimated. If this request for approval covers more than one form, provide separate hour burden estimates for each form.**

Table 1 -

(a) Description of the Collection Activity	(b) Form Number	(c) Number of Respondents	(d) Number of responses annually per Respondent	(e) Total annual responses (c x d)	(f) Estimate of Burden Hours per response	(g) Total Annual Burden Hours (e x f)
Respondents		2000	1	2000	.167	334
Respondents needing more information		60	1	60	.03	2
Non-respondents		500	1	500	.03	15
Totals	---	2500	---	2000	---	351

- **Provide estimates of annualized cost to respondents for the hour burdens for collections of information, identifying and using appropriate wage rate categories.**

Table 2

(a) Description of the Collection Activity	(b) Estimated Total Annual Burden on Respondents (Hours)	(c)* Estimated Average Income per Hour	(d) Estimated Cost to Respondents
Survey on Extending FS Message	351	19.55	\$6,862.05*

Estimated based on Pacific and West south central mean hourly rates for civilian employees, 2006, derived from www.bls.gov/ncs/ocs/sp/ncbl0960.pdf and [/ncbl0958.pdf](http://www.bls.gov/ncs/ocs/sp/ncbl0958.pdf).

- 13. Provide estimates of the total annual cost burden to respondents or record keepers resulting from the collection of information, (do not include the cost of any hour burden shown in items 12 and 14). The cost estimates should be split into two components: (a) a total capital and start-up cost component annualized over its expected useful life; and (b) a total operation and maintenance and purchase of services component.**

There are no capital/start-up or operation and maintenance costs associated with this collection.

- 14. Provide estimates of annualized cost to the Federal government. Provide a description of the method used to estimate cost and any other expense that would not have been incurred without this collection of information.**

The response to this question covers the actual costs the agency will incur as a result of implementing the information collection. The estimate should cover the entire life cycle of the collection and include costs, if applicable, for:

Employee labor and materials for developing, printing, storing forms: \$4,714

Employee labor and materials for developing computer systems, screens, or reports to support the collection \$0

Employee travel costs \$500/year x 3 = \$1,500

Cost of contractor services or other reimbursements to individuals or organizations assisting in the collection of information: Two part time graduate students, a principal investigator at full professor level at \$71,500 each to complete contacts arriving at 2000 completed surveys (including up to 12 call backs) per year for 3 x \$71,500 = \$214,500

Employee labor and materials for collecting the information \$0

Employee labor and materials for analyzing, evaluating, summarizing, and/or reporting on the collected information: \$48,026

Total cost to the government is \$268,740.

- 15. Explain the reasons for any program changes or adjustments reported in items 13 or 14 of OMB form 83-I.**

This is a new information collection.

- 16. For collections of information whose results are planned to be published, outline plans**

for tabulation and publication.

Interviewee's responses will be entered into an SPSS for windows datafile and data entry will be verified for accuracy. Analysis of responses will include summary and descriptive statistics, as well as inferential statistics. Open ended responses will be analyzed through content analysis and may involve the use of qualitative analysis software such as N6. Findings will be analyzed for the preparation of one or more manuscripts for submission to peer reviewed outlets, for executive summary to natural resource management professionals, for summary in unit reports and summaries, and for presentation at professional conferences. Summaries will also be supplied to community based groups or organizations serving groups of color who have a vested interest in the information proposed for collection. Managers will receive summaries and may be included in workshops covering the findings and accompanying implications for their areas of concern.

17. If seeking approval to not display the expiration date for OMB approval of the information collection, explain the reasons that display would be inappropriate.

The OMB approval number and expiration date will be provided to the interviewee in a brief statement at the commencement of the interview script.

18. Explain each exception to the certification statement identified in item 19, "Certification Requirement for Paperwork Reduction Act."

The Agency is able to certify compliance with all provisions under the certification.