

**A. Supplemental Questions for DOC/NOAA Customer Survey Clearance
(OMB Control Number 0648-0342)**

- 1. Explain who will be conducting this survey. What program office will be conducting the survey? What services does this program provide? Who are the customers? How are these services provided to the customer?**

The survey will be conducted by NOAA's National Environmental Satellite Data and Information Service (NESDIS) Office of Satellite Products and Operations (OSPO) and NOAA's Geostationary Operational Environmental Satellites – R Series (GOES-R) Program. The NOAA Satellite Service provides environmental satellite data to environmental offices around the world. The customers are domestic and international environmental agencies, the commercial environmental sector and the general public. Most services are provided in the form of direct readouts, through free and open access, to anyone who wants to use them. Direct readout services are those in which the satellite broadcasts information, and anyone with an appropriate receiving station can collect the data. Some customers also receive information through the Web (<http://www.noaa.gov> and many other web pages that are reached from that page), or from archived sources through digital media.

- 2. Explain how this survey was developed. With whom did you consult during the development of this survey on content? statistics? What suggestions did you get about improving the survey?**

The survey was revised from a survey (previously approved under OMB Control No. 0648-0342) for distribution at a previous conference. That survey was developed primarily using the set of preapproved questions. In this instance the survey was expanded to include various questions submitted by program managers and development leaders who are seeking requirements for development of new systems and procedures. Direct Services program managers submitted sets of questions for their specific programs and GOES-R development team members reviewed and submitted additional questions. Most questions are multiple choice, with simple satisfaction metrics included.

- 3. Explain how the survey will be conducted. How will the customers be sampled (if fewer than all customers will be surveyed)? What percentage of customers asked to take the survey will respond? What actions are planned to increase the response rate? (Web-based surveys are not an acceptable method of sampling a broad population. Web-based surveys must be limited to services provided by Web.)**

The survey will be distributed at the GOES User's Conference and several associated meetings in October 2011. All attendees at the conference will be sampled. The response rate at previous user's conferences has been extremely high (rough average of 95% of non-NOAA attendees). At the conference organizers will present the survey to users at registration (in paper form included in a registration packet), and will be available throughout the conference to answer questions and encourage responses.

- 4. Describe how the results of this survey will be analyzed and used. If the customer population is sampled, what statistical techniques will be used to generalize the results to the entire customer population? Is this survey intended to measure a GPRA performance measure? (If so, please include an excerpt from the appropriate document.)**

Statistical analysis will involve tallying the answers for each question. Responses to fill-in-the-blank questions will be forwarded to the appropriate offices for inclusion in requirements analysis and documents. A final report will be published displaying the survey results and will be distributed to NOAA managers. This survey is not intended to measure a GPRA performance measure.

B. COLLECTIONS 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 governmental units, households, or persons) in the universe and the corresponding sample are to be provided in tabular form. The tabulation must also include expected response rates for the collection as a whole. If the collection has been conducted before, provide the actual response rate achieved.**

The respondent universe will be attendees at the GOES User's Conference and several associated meetings in October 2011. We expect approximately 200 participants. We expect 100% of the attendees to complete the survey. We cannot provide an accurate accounting of the entire user community, as NOAA's broadcast services may be received anonymously.

- 2. Describe the procedures for the collection, including: the statistical methodology for stratification and sample selection; the estimation procedure; the degree of accuracy needed for the purpose described in the justification; any unusual problems requiring specialized sampling procedures; and any use of periodic (less frequent than annual) data collection cycles to reduce burden.**

This collection is intended to be administered only at conferences. The sample selection is determined by attendance at the specific conference events covered. The survey is intended to provide guidance to managers and developers, and is not intended as a full representation of a statistical analysis. No specialized sampling procedures are required. No additional data collection cycles are needed outside the conference cycle.

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

The attendees at the GOES User's Conference and other GOES meetings are expected to be fairly representative sample of the entire user community. We plan to maximize response rate by holding several "feedback" sessions, during which attendees will be asked to document their feedback by filling out the survey. Because their attendance at the conference indicates their investment in this area, they have time allotted for survey completion, there are opportunities to clarify any uncertainties or questions, and the survey is relatively brief and simple, we expect a near 100% completion rate.

- 4. Describe any tests of procedures or methods to be undertaken. Tests are encouraged as effective means to refine collections, but if ten or more test respondents are involved OMB must give prior approval.**

No tests are planned.

- 5. Provide the name and telephone number of individuals consulted on the 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 information will be collected by the NESDIS Direct Services Branch (Marlin Perkins, Paul Seymour, Kay Metcalf, Letecia Reeves) and will be documented in the Conference Report to NESDIS management for guidance on future satellite programs.