

**NOAA Coastal Services Center Product and Service Evaluation
(OMB Control Number 0648-0342)**

Supplemental Questions for DOC/NOAA Customer Survey Clearance

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?

This survey will be conducted by staff at the NOAA Coastal Services Center to assess customer views and related needs regarding Center products and services. The Coastal Services Center serves the needs of coastal and marine natural resource management programs and professionals (e.g., state natural resource management agencies and staff, conservation organization staff) through development and delivery of data and information products, decision-support tools, professional development training, and technical assistance on a variety of topics designed to support ecosystem approaches to management. Data and information products and decision support tools are delivered per customer requests via online systems (e.g., clearing house, direct download). Technical assistance is conducted via telephone or electronically or remotely (on-site) depending on the needs of the specific customer and the specific technical assistance topic.

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?

This survey instrument was developed by reviewing similar instruments used by other NOAA offices and with consultation from NOAA Coastal Services Center staff working on a suite of particular data and information products, decision support tools, trainings, and technical assistance items offered by the Center. Draft versions of the instrument were circulated to other NOAA staff for comment. Suggestions included asking respondents about specific uses and usefulness of the products and services listed. Only descriptive statistics will be used to analyze response data.

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.)

This survey will be distributed to a targeted selection of Center customers identified by Center staff for their past use of Center products and services. Respondents will be sent a pre-notification notice announcing the survey one week prior to the distribution of the survey. The following week, respondents will be sent the survey via email. Respondents will be asked to complete and return the survey within two weeks of receipt. Reminder emails and replacement

copies of the survey (as necessary) will be sent to respondents who have not yet returned their completed surveys one, two, and three weeks following the initial distribution of the survey. Respondents will also be given the option to receive a paper copy of the survey upon request.

The minimum expected response rate is 70%, based on past information collections conducted by the Coastal Services Center related to training and other information and service-oriented products.

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.)

Analysis of survey data will include basic descriptive statistics (e.g., percent, mean scores). This information collection seeks to assess general customer feedback to inform improvements to Center products and services related to management of coastal and marine natural resources. The respondent universe comprises all those identified for their past involvement with and/or use of Center products and services. Data from this information collection will be aggregated with other data for GPRA reporting. The GPRA performance measure is as follows: *Percentage of tools, technologies and information services used by coastal managers to improve ecosystem approaches to management.*

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 estimated universe of Center customers is approximately 1,000. This survey will be distributed via email to a stratified, random sample of 100 customers; stratification will be by government vs. non-profit, as identified by email extension. The estimated time necessary for each respondent to complete the questionnaire is 10 minutes, based on trials with Center staff. Total estimated public burden associated with this information collection is 16.7 hours (100 X 10 minutes) or 17 hours. The minimum expected response rate is 70%, based on past information collections conducted by the Coastal Services Center related to training and other information and service-oriented products.

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 survey will be distributed via email to a stratified, random sample of 100 customers; stratification will be by government vs. non-profit, as identified by email extension. The survey will be distributed by email, but a printed version will be available for respondents upon request. Respondents will be sent a pre-notification email announcing the survey one week prior to the distribution of the survey (see attachment). The following week, respondents will be sent the survey via email. Respondents will be asked to complete and return the survey via email (or fax or postal mail if desired) within two weeks of receipt. Follow-up reminder emails and replacement copies of the survey (as necessary) will be sent to respondents who have not yet returned their completed surveys one, two, and three weeks following the initial distribution of the survey.

Surveys received via email will be downloaded to a password protected work space at the Coastal Services Center, only accessible by staff particular to this project. Surveys received via postal mail and fax will be entered into the collective survey database, then destroyed.

Respondents will be instructed not to provide identifying information on the survey (names, social security numbers, dates of birth, etc.), and any identifying information placed on surveys will be removed. This includes identifying information hand written on surveys, and those automatically printed by fax machines or email systems, such as headers or footers with an individual's name or phone number.

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 intent of this information collection is to assess general customer feedback and needs in order to inform improvements to informational products and services related to ecosystem-based management of natural resources. To improve response rates for this information collection, respondents will be sent a pre-notification email announcing the survey one week prior to the distribution of the survey. The following week, respondents will be sent the survey via email. Respondents will be asked to complete and return the survey via email (or fax or postal mail if desired) within two weeks of receipt. Reminder emails and replacement copies of the survey will be sent to respondents who have not yet returned their completed surveys at one-week intervals for three weeks following the initial distribution of the survey. Similar reminder letters will be sent using postal mail for any respondents who request printed version of the survey by postal mail. Non-response testing will be conducted on a subset of questions (survey questions 2: primary role, 5: products and services used and 6: products rating) by telephone with those

individuals who have not responded to ascertain the existence of appreciable differences in respondent characteristics and survey responses.

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.

Draft versions of this survey were circulated for review and comment to fellow NOAA staff with relevant content knowledge and field expertise related to the data and information products, decision-support tools, and technical assistance items listed on the survey instrument. Reviewers were asked to offer feedback on the length, clarity of questions, content, or other aspects to improve the questionnaire. Comments from reviewers were helpful and resulted in design, content, and wording changes to clarify questions and instructions.

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.

No statistical sampling methods will be used in this information collection. Only descriptive statistics will be used for the analysis and reporting of data collected using this questionnaire. The implementation of the information collection and data analysis will be completed by Dr. Chris Ellis at the NOAA Coastal Services Center, available by telephone at (843) 740-1195 or by email at Chris.Ellis@noaa.gov.