

## USDA NRCS – Nutrient Management Planning Program Customer Satisfaction Survey – Final Version

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### Verify Respondent

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Intro1. Hello. The US Department of Agriculture (USDA) Natural Resources Conservation Service (NRCS) has hired my company, [Data Collection Company], to call on their behalf to conduct a brief survey about their Nutrient Management Planning Program. My name is \_\_\_\_\_. May I please speak with \_\_\_\_\_?

#### WAIT FOR RESPONSE

1. Correct Person on Phone **(GO TO INTRO)**
2. Not correct person, but Person is available **(HOLD UNTIL RESPONDENT ANSWERS AND READ BELOW)**

Intro2. Hello. The US Department of Agriculture (USDA) Natural Resources Conservation Service (NRCS) has hired my company, [Data Collection Company], to call on their behalf to conduct a brief survey about their Nutrient Management Planning Program. My name is \_\_\_\_\_. **(GO TO INTRO)**

1. If Person not available **(Schedule a call back)**
2. If No Such Person **“Thank you and have a nice day!”**
3. Refusal/Hung Up

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### Intro

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#### IF SPEAKING WITH CORRECT PERSON CONTINUE BELOW

The US Department of Agriculture (USDA) Natural Resources Conservation Service (NRCS) would like your feedback about their Nutrient Management Planning Program to ensure that they deliver the services that meet your needs.

This survey will take approximately 8-10 minutes of your time. This survey is authorized by the U.S. Office of Management and Budget Control No. 1090-0007.

NOTE: NUTRIENT MANAGEMENT PLAN INFO WILL BE INCLUDED WITH SAMPLE

1. Nutrient management plan for fertilizers only
  2. Nutrient management plan for an organic system
  3. Nutrient management plan involving both manure and fertilizer
  4. A Comprehensive Nutrient Management (CNMP) Plan for an Animal Feeding Operation
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1. What encouraged you to contact NRCS and seek a nutrient management plan?
    1. University extension
    2. Farmer organization
    3. Neighbor or family member
    4. Other (Specify)

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### Access to service

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Please think about when you first contacted NRCS to have them work with you on a Nutrient Management Plan (590) or a Comprehensive Nutrient Management Plan (CNMP).

2. What method did you use to contact NRCS? (Select all that apply.)
  1. Phone
  2. E-mail
  3. Visited local office
  4. Other (Specify)

On a scale from "1" to "10," where "1" is "poor" and "10" is "excellent," please rate the following ...

3. Ease of accessing NRCS
4. Providing you information on the 590 or CNMP plan development process
5. Ease of scheduling technical staff to work with you on your nutrient plan
6. Ease of scheduling a technical service provider

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### Technical Service

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7. Who worked with you to develop the nutrient plan?
  1. Local NRCS staff
  2. A Technical Service Provider
  3. Other (Specify)

Please think about the planner(s) (NRCS or technical service provider) who worked with you on your nutrient plan. On a scale from "1" to "10," where "1" is "poor" and "10" is "excellent," please rate the planner on the following:

If a particular question does not apply, please select "N/A".

8. Professionalism
9. Expertise in subject area
10. Ability to understand your goals and objectives
11. Ability to communicate how you can reach your goals and objectives
12. Follow-up provided on outstanding issues

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### Nutrient plan

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Now think about the nutrient plan (CNMP or 590) that you developed with assistance from the planner (NRCS or technical service provider). On a scale from "1" to "10," where "1" is "poor" and "10" is "excellent," please rate the nutrient plan on the following:

13. Understanding your local economics,
14. Understanding your operational requirements, and
15. Understanding your site conditions
16. Providing you with an understandable nutrient management plan that helps deal with identified on-farm concerns
17. Providing you with useful strategies and technologies for nutrient management/erosion control
18. Providing you with actionable recommendations for managing your land
19. Which best describes how frequently you use or reference the nutrient plan (590 or CNMP)? (Select one)

1. I completed all activities as scheduled in my plan
2. I frequently refer to my plan at least monthly or multiple times per year
3. I infrequently refer to my plan perhaps once or twice overall
4. I never refer to my plan

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### Financial Aid/Cost Sharing

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20. Did you receive financial assistance from NRCS in developing your nutrient plan (590 or CNMP)?
1. Yes
  2. No
  3. Don't Know

**IF 20 = 2 NO, then ask 21 ELSE SKIP TO 22**

21. Were you aware that this type of financial assistance was available?
1. Yes
  2. No

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### ACSI Benchmark Questions

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22. First, please consider all your experiences to date with the Nutrient Management plan from NRCS. Using a 10-point scale on which "1" means "Very dissatisfied" and "10" means "Very satisfied," how satisfied are you with the USDA NRCS Nutrient Management plan?
23. To what extent has the Nutrient Management plan from NRCS fallen short of your expectations or exceeded your expectations? Please use a 10-point scale on which "1" now means "Falls short of your expectations" and "10" means "Exceeds your expectations."
24. Forget about the planner (NRCS or Technical Service Providers) from NRCS for a moment. Now, imagine working with the ideal nutrient plan developer. How well do planners associated with NRCS planning activities compare with that ideal? Please use a 10-point scale on which "1" means "Not very close to the ideal" and "10" means "Very close to the ideal."

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### Outcomes

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25. How likely would you be to recommend Nutrient Management planning activities from NRCS to others? Please use a scale from 1 to 10, where "1" means "not very likely" and "10" means "very likely."
26. How confident are you in the solutions that were provided by the Nutrient Management plan? Please use a scale from 1 to 10, where "1" means "not very confident" and "10" means "very confident."

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### Open-End

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27. How could USDA NRCS Nutrient Management plan better serve the needs of its customers?

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### Closing

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The US Department of Agriculture's (USDA) Natural Resources Conservation Service (NRCS) would like to thank you for your time and participation today. Your feedback is greatly appreciated.