

**SUPPORTING STATEMENT  
COASTAL ZONE MANAGEMENT ACT EXTERNAL EVALUATION  
OMB CONTROL NUMBER 0648-xxxx**

**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 total respondent universe is 125 potential interviews. Of this universe, we anticipate the total number of interviews to be 78. The target for responses for local collaborators for the state Coastal Zone Management Programs is 48 interviewees, stratified by type of structure of those programs (networked v. policy focused) – 6 per each type/4 interviews per program. The target for responses for the local collaborators for the NERRS program is 18 (no specific stratification but sample will be chosen to ensure geographic and size distribution) – 6 NERRS programs/3 interviews each. The target responses is 12 interviews for national level collaborators (know both the CZ and NERRS programs) and will: have previous significant experience working with CZ programs; are leaders in current government organizations and non profits with coastal zone management focus; are leaders in current government organizations and nonprofits likely to interact with CZ programs; and are academics who focus on coastal zone issues – 1 interview per person.

In order to choose the specific sample (interviewees) from the universe of potential interviews, SRA will conduct the following steps:

- Consult with NOAA planning group to categorize CZ and NERRS programs by stratification criteria and develop a list of national collaborators;
- Develop a universe of potential interviews (8-10) through talking with each program regarding their collaborators, partners, actual and potential customers of their information, including contact information (telephone and e-mail);
- SRA will send an introductory e-mail describing the study, requesting an interview and estimating the estimated time commitment, SRA will schedule an interview with the first responders on that list until 6 interviews are reached. If one of the interviewees is unavailable or unresponsive, SRA will move to the next interviewee on the list.

### Tabular Form of Interview Protocol

State Coastal Zone Programs (48)		National Estuarine Research Reserves (18)
<b>Policy Focused (24)</b>	<b>Network Focused (24)</b>	6 local government
6 local government	6 local government	6 non-profit
6 state government	6 state government	6 business
6 non-profit	6 non-profit	
6 business	6 business	
<b>National Collaborators (12)</b>		
6 federal government		
6 academics/researchers		

Response rate is anticipated to be at least 80 percent, based on rates for recent similar surveys (see Question 3).

**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.**

We do not intend to conduct any statistical analysis of the responses received. Rather, we anticipate a descriptive evaluation.

**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.**

Our pool of possible interviewees is greater than the number of interviews planned in the scope of work. In the event that a respondent is unreachable or does not respond, we will move on to another possible interviewee in that group. We will send the background and questions in advance and then schedule a phone interview. In the event that a respondent is unavailable for a phone interview, but wishes to participate, we can arrange for email submission. Furthermore, we have staff on both the east and west coasts, so are easily available for 12 hours on any given business day.

We anticipate, at a minimum, an 80% response rate for our interview requests, based on past experience of the contractor with similar process designs. Examples: 1) in the development of a 2003 Report to Congress, we interviewed a series of personnel from the areas of public health, microbiology, wastewater management, and/or water quality. Employing methods similar to those recommended here, we interviewed 76 of 88 candidates (86%); 2) in a 2001 effort to support the Delaware River Basin Commission to develop a model for the fate and transport of PCBs in the Delaware Estuary, SRA staff interviewed 71 of 80 candidates (89%). We have

found in past experiences that the personnel are committed enough to the program or issue, that they are eager to talk, provided they have the time.

**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.**

The survey questions were developed based on reviews of previous data collection efforts (both internal and external), focused towards the overall mission of the CZMA program as well as a series of discussions with both CZ and NERRS program managers. Prior to implementing our survey in the interviews, we will beta test the survey form through two test interviews with people familiar with the subject matter, but who are not part of the sample.

**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.**

In order to ensure a robust methodological design, we recommend the use of a small (2-4 person) informal review panel of evaluation/program experts to assist in two phases of this evaluation: 1) methodological review; and 2) interpretation of findings. Suggestions include:

- 1) Yvonne Watson (EPA's Evaluation Support Division) – Phone: 202-566-2239; Email: watson.yvonne@epa.gov
- 2) Bill Michaud (SRA International) – Phone: 860-738-7501; Email: bill\_michaud@sra.com.
- 3) Steve Yaffee or Julia Wondolleck (Ecosystem Management Initiative)

Data collection and analysis will be performed by:

1. Linda Manning (The Council Oak) – Phone: 703.942.8512; Email: lmanning@thecounciloak.com.
2. Greg Frey (SRA) – Phone: 503.236.7100; Email: greg\_frey@sra.com.