

SUPPORTING STATEMENT A

VISITOR USE SURVEYS FOR HEADWATERS FOREST RESERVE AND KING RANGE NATIONAL CONSERVATION AREA

OMB CONTROL NUMBER 1004-NEW

Terms of Clearance: N/A.

General Instructions

A completed Supporting Statement A must accompany each request for approval of a collection of information. The Supporting Statement must be prepared in the format described below, and must contain the information specified below. If an item is not applicable, provide a brief explanation. When the question “Does this ICR contain surveys, censuses, or employ statistical methods?” is checked “Yes,” then a Supporting Statement B must be completed. OMB reserves the right to require the submission of additional information with respect to any request for approval.

Specific Instructions

Justification

- 1. Explain the circumstances that make the collection of information necessary. Identify any legal or administrative requirements that necessitate the collection.**

The Department of the Interior, Bureau of Land Management (BLM) is requesting OMB approval to collect information from visitors to the Headwaters Forest Reserve (Headwaters) and the King Range National Conservation Area (KRNCA), located in Northern California. The information will determine changes in visitor characteristics, including demographics, usage, user conflicts and perspectives toward management programs and facilities. BLM requests visitor use information in order to measure progress toward achieving resource protection and recreation goals set forth in the Resource Management Plans (RMPs) for the Headwaters and KRNCA.

The federal legislation authorizing the Headwaters Forest Reserve (1998 Interior Appropriations Bill) directed the Secretary of the Interior to prepare a long-term management plan which was adopted by BLM in 2004. The purpose of the plan was to assure that human activities are compatible with the ecological integrity and preservation of the Headwaters’s lands, fish, wildlife, and forest. The 1970 King Range Act provided overall guidance management objectives, and legal mandates that were incorporated into the KRNCA RMP, adopted in 2005. Each RMP requires monitoring and evaluation as a basis for adaptive management and achieving the goals set forth in the plan.

The Government Performance and Results Act of 1993 (5 U.S.C. 306 and 31 U.S.C. 1115 – 1119 and 9703 – 9704) requires that Federal agencies establish measurable goals and monitor their success at meeting those goals. In accordance with the Act, the BLM’s Strategic Plan for Fiscal

Years 2011-2016 establishes goals related to providing recreational and visitor use opportunities on federal land. The visitor use surveys at the Headwaters and KRNCA will measure progress toward achieving those goals.

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. Be specific. If this collection is a form or a questionnaire, every question needs to be justified.

The BLM conducted visitor use studies in cooperation with Humboldt State University (HSU) in the Headwaters and KRNCA in 1999 and 2003 respectively. The goals, data collection instruments, response rates, limitations, results and analysis are described in the Final Management Report for 1999 Headwaters Forest Reserve Visitor Study (HSU 2000) and the Final Management Report for 2003 Lost Coast Trail Backcountry Visitor Study (HSU 2004).

For this new information collection, HSU would again serve as the lead investigator and would utilize a similar approach as the previous studies. Methods would include conducting on-site interviews with visitors on a stratified random sampling basis as well as distributing mail-back questionnaires. The on-site survey would include questions regarding the primary reason for visiting, number of people in the group, how far visitors traveled, and the number of times they have visited the location. The mail-back survey would consist of more in-depth questions regarding information sources about the units, user conflicts, observable resource impacts, feelings toward various resource values, perspectives toward facilities and associated management and basic demographic data including level of education, age, and organizational affiliations. The surveys will take place during the summer season when visitation rates are highest.

The BLM used the initial visitor use studies to help guide the development of the RMPs, particularly with regard to recreational programs. Since the initial studies were completed, the BLM has taken management actions to implement the RMPs. The BLM will use the new visitor use information as an important measure of the effectiveness of management actions toward the achievement of RMP goals and objectives. The BLM does not anticipate that the collection of information will be burdensome to the visitors. If a visitor finds the survey burdensome, he or she can choose not to participate.

The information will be collected from a stratified random sample of visitors to the Headwaters and KRNCA during the summer season when visitation rates are highest. The Headwaters survey will take place in 2012. The KRNCA survey will take place in 2013, and focus on the Lost Coast Trail which follows the King Range Wilderness coastline and is used by the majority of visitors. Visitor participation will be entirely voluntary.

The information will assist BLM in addressing RMP monitoring goals and requirements, specifically those that track the effectiveness of recreation and visitor access opportunities. The management goals for the monitoring and evaluation program are to provide the basis for long-term adaptive management and ongoing planning and to ensure that direction the authorizing legislation is fulfilled. The survey will evaluate:

- Use levels including timing and extent.
- Demographic characteristics.
- Activity preferences.
- Desired recreation experiences.
- Degree of conflict among users.
- Perspectives toward resource conditions.
- Sources of information about BLM recreational opportunities and management activities.
- Level of awareness regarding regulations.

The information will provide BLM with a scientifically credible data source from which to change, adapt or continue with recreation or visitor-related management programs.

The information will be collected by conducting on-site interviews, and by distributing mail-back or web-based questionnaires. Field personnel employed by the HSU Foundation will contact visitors at key trailheads according to a predetermined schedule. Each on-site interview will take only a few minutes to complete. A questionnaire will be mailed to all sampled individuals from whom useable names and addresses are obtained. The survey packet will contain a cover letter, questionnaire and a self-addressed, stamped return envelope. Respondents may return the questionnaire or fill out an on-line version. One week after the initial mail-out, study participants will be mailed a reminder postcard.

Information will be collected over the course of one summer season at each location. Sampling stratification will take into account weekdays, weekends, and holidays. The information may be shared with the Department of the Interior, the Bureau of Land Management, Congress, and other interested parties who request it.

- 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 and specifically how this collection meets GPEA requirements.**

The information will be collected in face-to-face interviews, conventional hard copy mail correspondence, and/or an optional electronic response to the questionnaire via a website. Providing an option to submit an electronic response may increase response rates and streamline data analysis (i.e., reduce time for data transcription from hard-copy to database.)

- 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 BLM currently estimates annual visitation and collects anecdotal feedback from visitors, but

the information obtained by such methods does not address all the management questions of interest for the Headwaters and KRNCA in a statistically rigorous manner. The proposed survey would provide more credible data upon which to base management decisions.

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

The information is not being collected from small businesses or other small entities, nor does it burden small businesses or other small entities.

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.

If the collection of visitor information is not conducted, the BLM will not be able to manage the Headwaters and KRNCA as effectively as possible to fulfill the goals and actions set forth in the RMPs. Specifically, the RMPs call for the implementation of several recreational facilities and management actions that impact the natural environment as well as the visitor experience. A visitor use survey is a key tool to understand the visitor/taxpayer's perspective toward the effects and effectiveness of management programs.

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;**
- * **requiring respondents to prepare a written response to a collection of information in fewer than 30 days after receipt of it;**
- * **requiring respondents to submit more than an original and two copies of any document;**
- * **requiring respondents to retain records, other than health, medical, government contract, grant-in-aid, or tax records, for more than three years;**
- * **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;**
- * **requiring the use of a statistical data classification that has not been reviewed and approved by OMB;**
- * **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**
- * **requiring respondents to submit proprietary trade secrets, 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 anticipated circumstances in which the respondents would be required to report this information more often than once a year.

Responses would be requested, but not required, to the mail-back (written) survey as soon as possible after receiving it.

Responses to the original mail-back (written) survey would be requested, but not required. No copies would be requested.

- **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;**

This survey is designed to produce valid, statistically reliable results. The information collected will not include data classification that has not been reviewed and approved by OMB. The information collection does not include a pledge of confidentiality.

There are no special circumstances that would require respondents to submit proprietary trade secret or other confidential information. The collection of information will be 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 in response to the PRA statement associated with the collection over the past three years, and describe actions taken by the agency in response to these comments. Specifically address comments received on cost and hour burden.**

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 recordkeeping, 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 three 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 Federal Register 60-day Notice for this information collection request (76 FR 6815) was published on February 8, 2011. The public comment period expired on April 11, 2011. No public comments were submitted in response to that notice.

A local university professor (Dr. Steven R. Martin, Humboldt State University) with extensive expertise and experience in visitor use surveys designed and will implement the survey in

consultation with other experts as needed regarding availability of data, frequency of data collection, as well as the type of data to be collected.

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

The Department of the Interior will not provide payments or gifts to respondents.

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

No assurance of confidentiality will be provided.

11. Provide additional justification for any questions of a sensitive nature, such as sexual behavior and 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.

This information collection does not include any questions of a sensitive nature, such as sexual behavior or attitudes, religious beliefs, or other matters commonly considered private.

12. Provide estimates of the hour burden of the collection of information. The statement should:

- * Indicate the number of respondents, frequency of response, annual hour burden, and an explanation of how the burden was estimated. Unless directed to do so, agencies should not conduct special surveys to obtain information on which to base hour burden estimates. Consultation with a sample (fewer than 10) of potential respondents is desirable. If the hour burden on respondents is expected to vary widely because of differences in activity, size, or complexity, show the range of estimated hour burden, and explain the reasons for the variance. Generally, estimates should not include burden hours for customary and usual business practices.**
- * If this request for approval covers more than one form, provide separate hour burden estimates for each form and aggregate the hour burdens.**
- * Provide estimates of annualized cost to respondents for the hour burdens for collections of information, identifying and using appropriate wage rate categories. The cost of contracting out or paying outside parties for information collection activities should not be included here. Instead, this cost should be included under “Annual Cost to Federal Government.”**

The estimated reporting burden for this collection is 1,700 responses and 467 hours based on data from the previously recorded baseline studies at the same locations. Since this visitor use survey will be conducted in a similar manner, the baseline studies serve as a reasonable estimate. The following table details the individual components and estimated hour burdens of this collection.

Table 1: Estimated number of respondents, responses and time

Activity	Estimated number of respondents	Estimated number of responses per respondent	Completion time per response	Total burden hours	Annualized cost to respondents (hours x \$29.89)*
Headwaters Visitor Interview	600	1	7 minutes	70	\$2,092
Headwaters Mail-Back Survey	420	1	30 minutes	210	\$6,279
KRNCA Lost Coast Trail Visitor Interview	400	1	7 minutes	47	\$1,405
KRNCA Lost Coast Trail Mail-Back Survey	280	1	30 minutes	140	\$4,185
Totals	1000 on site; 700 complete form			467	\$13,961

*According to Bureau of Labor Statistics, mean hourly wage for all occupations = \$21.35/hour (http://www.bls.gov/oes/current/oes_nat.htm). A benefits multiplier of 1.4 (supported by information at <http://www.bls.gov/news.release/ecec.nr0.htm>) was then used to come up with a total hourly rate of \$29.89.

There are no requirements for respondents to keep records with regard to this survey. Responses are voluntary during the visitors' leisure, therefore the cost to the visitor is negligible.

13. Provide an estimate of the total annual non-hour cost burden to respondents or recordkeepers resulting from the collection of information. (Do not include the cost of any hour burden already reflected in item 12.)

There are no identifiable capital, start-up, operation, maintenance, or other non-hour costs for the respondents.

14. Provide estimates of annualized cost to the Federal government. Also, provide a description of the method used to estimate cost, which should include quantification of hours, operational expenses (such as equipment, overhead, printing, and support staff), and any other expense that would not have been incurred without this collection of information.

The Federal government will pay for the visitor use surveys through a cooperative agreement with Humboldt State University. The estimated budget to conduct the surveys (Table 2) is based on the principal investigator’s experience conducting similar surveys and typical pay rates through Humboldt State University Foundation.

Table 2 — Costs associated with information collection.

A. Expense	C. Hourly pay rate (\$)	D. Hourly rate including benefits (14.15% over salary)	E. Number of Hours	F. Cost (\$)
Principal Investigator	54.30	62.00	110	6,820
Graduate Student Research Assistants	11.54	13.20	2600	34,320
Supplies and Services				6,500
Travel				5,000
			Total Direct Costs	52,640
HSU Foundation overhead		15% of Total Direct		7,896
			TOTAL	60,536

15. Explain the reasons for any program changes or adjustments in hour or cost burden.

This is a new information collection.

16. For collections of information whose results will be published, outline plans for

tabulation and publication. Address any complex analytical techniques that will be used. Provide the time schedule for the entire project, including beginning and ending dates of the collection of information, completion of report, publication dates, and other actions.

Final Reports for the Visitor Use Surveys will be produced by Humboldt State University. Copies of the reports, either hard or electronic, will be available upon making a request to the BLM, Arcata Field Office.

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 BLM will display the expiration date of the OMB approval.

18. Explain each exception to the topics of the certification statement identified in "Certification for Paperwork Reduction Act Submissions."

There are no exceptions to the certification statement.