

[DATE]

Dear [Mr./Mrs./Ms.] [LAST NAME],

The National Oceanic and Atmospheric Administration (NOAA), a U.S. government agency, is conducting a study to learn more about the ocean recreation activities that people like you may participate in. We are interested in hearing from everyone, regardless of whether or not you have visited the ocean or coast.

With your help, NOAA will learn more about the ocean activities that people like you enjoy, how often you participate in these activities, and if applicable, how much you spend when you are enjoying ocean activities. Collecting this information is critical for gaining a better understanding of how important our oceans and coasts are to the U.S. public.

Even if you have never visited the ocean or coast, your participation matters.

The survey will take approximately 15 minutes to complete. Your name was selected at random from other panel members who live in [STATE OF RESIDENCE]. Not everyone in your state was chosen for this study so your help is critical to its success.

If you have any questions or concerns about this study, please feel free to contact Rosemary Kosaka at Rosemary.Kosaka@noaa.gov or 831-420-3988.

My colleagues and I truly appreciate your participation and the time that you set aside to be part of this study. **Thank you in advance for your help.**

Sincerely,

Rosemary Kosaka
Project Team Coordinator
National Oceanic & Atmospheric Administration

[NOAA LOGO]

[DATE]

Dear [Mr./Mrs./Ms.] [LAST NAME],

A couple of weeks ago, you were asked to participate in a study conducted by the National Oceanic and Atmospheric Administration (NOAA), a U.S. government agency. The purpose of this study is to learn more about the ocean recreation activities that people like you may participate in. We are interested in hearing from everyone, regardless of where you live or how often you visit the ocean or coast. If you have not yet completed the survey, we ask that you do so.

With your help, NOAA will learn more about the ocean activities that people like you enjoy, how often you participate in these activities, and if applicable, how much you spend when you are enjoying ocean activities. Collecting this information is critical for gaining a better understanding of how important our oceans and coasts are to the U.S. public.

Even if you have never visited the ocean or coast, your participation matters.

The survey will take approximately 15 minutes to complete. Your name was selected at random from other panel members who live in [STATE OF RESIDENCE]. Not everyone in your state was chosen for this study so your help is critical to its success.

If you have any questions or concerns about this study, please feel free to contact Rosemary Kosaka at Rosemary.Kosaka@noaa.gov or 831-420-3988.

My colleagues and I truly appreciate your participation and the time that you set aside to be part of this study. **Thank you in advance for your help.**

Sincerely,

Rosemary Kosaka
Project Team Coordinator
National Oceanic & Atmospheric Administration

[NOAA LOGO]

[DATE]

Dear [Mr./Mrs./Ms.] [LAST NAME],

Earlier this year, you participated in a study conducted by the National Oceanic and Atmospheric Administration (NOAA), a U.S. government agency. The purpose of this study was to learn more about the ocean recreation activities that people like you enjoy. Your responses were critical to the success of this study. Thank you for your previous participation!

Today, we are contacting you to ask that you participate in this study once again. The questionnaire is nearly identical to the one you took in the past but is a little shorter. By participating again, you will help us learn about ocean recreation activities that you enjoy at different times of the year. For example, maybe your most enjoyable ocean recreation activity in the winter is walking along the beach but in the summer, swimming in the ocean is your favorite ocean activity. Collecting this information is critical for gaining a better understanding of how important our oceans and coasts are to the U.S. public.

Even if you have never visited the ocean or coast, your participation matters.

The survey will take approximately 10 minutes to complete. Your name was selected at random from other panel members who live in [STATE OF RESIDENCE]. Not everyone in your state was chosen for this study so your help is critical to its success.

If you have any questions or concerns about this study, please feel free to contact Rosemary Kosaka at Rosemary.Kosaka@noaa.gov or 831-420-3988.

My colleagues and I truly appreciate your continued participation and the time that you set aside to be part of this study. **Thank you in advance for your help.**

Sincerely,

Rosemary Kosaka
Project Team Coordinator
National Oceanic & Atmospheric Administration

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