

SUPPORTING STATEMENT

ELWHA RIVER DAM REMOVAL AND FLOODPLAIN RESTORATION ECOSYSTEM SERVICE VALUATION PILOT PROJECT

OMB CONTROL NO. 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.

To inform the total value survey, NOAA plans to conduct up to 12 focus groups, 2 stakeholder meetings, and up to 24 one-on-one interviews, for a total of up to 164 respondents. The Team anticipates conducting several focus groups drawing on residents of counties located near the Elwha River in the State of Washington and, more broadly, of the population of the State of Washington. Due to the National Park status where the restoration efforts will occur, we will investigate the need to include a wider potential extent of the market area (Oregon and Idaho).

Because the survey is intended for the general population of adults, the only screening criteria for both the focus groups and one-on-one interviews will be to exclude individuals younger than 20 years of age. Otherwise, individuals will be recruited to ensure that a broad mix of sociodemographic characteristics (e.g., sex, age, education) is represented.

Stratus Consulting will work with local market research companies in each of the focus group locations to recruit potential participants and provide the facilities for hosting the focus group discussions. Using convenience sampling, the market research companies will recruit potential participants who meet the eligibility criteria from their databases.

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.

For this information collection, no specific statistical sampling will be conducted. Informal data collection will be through focus group discussions and cognitive interviews. The focus group moderators, will lead a discussion based on the handouts, asking participants to describe their responses and providing additional clarification of key issues. Overall, the focus groups will help the Team determine the following:

- Participants' experience with, familiarity with, and understanding of the Elwha River dam removal and restoration activities
- Participants' prior knowledge, perceptions, and attitudes regarding measures to protect threatened or endangered fish species
- Participants' reactions to the stated choice questions
- Plausibility and clarity of the potential choice scenario
- Appropriateness of the attribute categories and attribute levels used to describe the choice options
- Reactions to the size and method of payment for the restoration activities (planned and hypothetical)

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.

For the focus groups and cognitive interviews, each market research company will recruit 12 individuals to ensure that 10 individuals participate in each of the discussion groups. We anticipate up to 120 adults participating in these focus group discussions. An additional 20 adults will participate in the targeted stakeholder meetings.

Based on Stratus Consulting's extensive experience in working with local marketing firms to conduct focus groups, incentives will be provided by the local marketing research groups to participants, to increase participation rates. The specific incentive amounts (\$50-\$75) are determined by each of the market areas where the focus groups are conducted (that is, a larger amount might be expected in a larger city). The purpose of the incentive is to encourage attendance and to thank people for their time.

The market research firms will recruit individuals with a broad mix of demographic characteristics for the focus groups and cognitive interviews. Because of the small sample size (up to 10 people per focus group), the people recruited will not be representative of the larger population. At this stage of the project, however, having a representative sample is not critical.

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 Team has extensive experience with conducting focus groups and one-on-one interviews. As explained in Part A, Question 2 (page 3), they will use the broad questions and discussion as tests in the initial proposed focus groups and one-on-one interviews to refine the questions used in subsequent focus groups and one-on one interviews.

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.

For this pilot, no statistical design is anticipated. The results of the focus groups will be reviewed and summarized by Stratus Consulting and team experts, including Mr. David Chapman, Dr. Michael Welsh, Dr. Eric English, Dr. Megan Lawson, Ms. Colleen Donovan, and Drs. Richard Bishop, James Boyd, John Duffield, John Loomis, Roger Tourangeau, and Barbara Kanninen.