

**Supplemental Questions for DOC/NOAA Customer Survey Clearance (OMB Control Number 0648-0342)**

**1. Explain who will be conducting this survey. What program office will be conducting the survey? What services does this program provide? Who are the customers? How are these services provided to the customer?**

The Fire and Smoke Team Lead and the User Service Lead for the Satellite Analysis Branch (SAB), a division of the National Environmental Satellite Data and Information Service (NESDIS) will be conducting and monitoring the Fire and Smoke survey. We will be disseminating the survey to Federal and State customers. The survey pertains to the program's products including the fire and smoke analysis performed on the Hazard Mapping System (HMS), the Smoke Text product, and the different data formats (GIS, KML, JPG, TXT) provided for each of our fire and smoke products. The SAB Fire and Smoke program provides satellite data and analysis for 1) the detection of fires and smoke; 2) the classification of smoke thickness; 3) the creation of smoke and air quality forecast (National Weather Service Air Quality Forecast Guidance product) and other satellite products to assist our customers with their daily operations.

**2. Explain how this survey was developed. With whom did you consult during the development of this survey on content? statistics? What suggestions did you get about improving the survey?**

This survey was assembled based on our program's area needs, interests and issues for which we have the capability of improving and/or changing the information we provide. The entire Fire and Smoke team was involved in the actual creation of the survey, with many of the members, requesting certain questions be included. In addition to the Fire and Smoke team, there was coordination with the SAB User Service Lead and the Satellite Analysis Branch Chief. Suggestions focused mainly on asking particular questions and adding/subtracting the total number of questions; all suggestions were addressed.

**3. Explain how the survey will be conducted. How will the customers be sampled (if fewer than all customers will be surveyed). What percentage of customers asked to take the survey will respond? What actions are planned to increase the response rate? (Web-based surveys are not an acceptable method of sampling a broad population). Web-based surveys must be limited to services provided by Web.)**

The survey will be disseminated by email by the Fire and Smoke Team Lead and User Service Lead. Customers will be able to return by email to [Mark.Ruminski@noaa.gov](mailto:Mark.Ruminski@noaa.gov) or [SSDFireteam@noaa.gov](mailto:SSDFireteam@noaa.gov). Based on prior experience in this product area and other product areas in the SAB, we estimate a 25-30 % response rate. Previous surveys, and a communications test administered through our program that involved user interaction, yielded a similar rate of user response.

**4. Describe how the results of this survey will be analyzed and used. If the customer population is sampled, what statistical techniques will be used to generalize the results to the entire customer population? Is this survey intended to measure a GPRA performance measure? (If so, please include an excerpt from the appropriate document.).**

The results will be analyzed and used in determining if the Fire and Smoke program will continue to disseminate particular fire and smoke products to federal and state users and/or modify or add products. The survey questions are not quantitative in nature and therefore do not require any descriptive statistical measures. However, some descriptive statistics will be used to assist in the most objective presentation of how the customer feels about our products. A report will be generated and presented to the Fire and Smoke Team Lead and Satellite Analysis Branch Chief.

This survey will not be a Government Performance and Results Act (GPRA) performance measure.

## **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.**

**This will be a census survey.**

<b>Type of Organization</b>	<b>Number</b>	<b>Expected responses</b>
Federal Agencies	40	10-12
State Agencies	50	12-15
International groups	5	1-2
Private sector	5	1-2
<b>Totals</b>	<b>100</b>	<b>24-31</b>

**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.**

The Smoke and Fire Team Lead and the User Service Lead will disseminate the Fire and Smoke Survey and we expect a 25-30% response rate. Regardless of response rate, however, we strongly believe that each response is valuable. The responses will provide the SAB Fire and Smoke Team details of how many of our Fire and Smoke products are used in daily operations and whether we will continue to disseminate these products to these customers and/or modify or add products.

**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.**

We expect to at least maintain the average previous response rate, based on the existing relationship with our customers, and some level of interest on their parts. We will send out reminders to non-responders once monthly for three months. The Fire and Smoke survey will have no official deadline, but the SAB Fire and Smoke Team, Mark Ruminski will begin to evaluate the results of the survey after 3 months of response 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.**

There is no pre-testing planned for this survey.

**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.**

Contact information is below:

Mark Ruminski  
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College Park, MD 20737  
301-683-1400  
[Mark.Ruminski@noaa.gov](mailto:Mark.Ruminski@noaa.gov)

Mark Ruminski has worked with the Fire and Smoke Team to develop the survey and has compiled the customer list.

Jamie.Kibler  
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Both Jamie and Mark will administer the survey, including being available for questions, and analyze and report the results.