

SUPPORTING STATEMENT

FEEDBACK SURVEY FOR SEMI-ANNUAL TSUNAMI WARNING COMMUNICATIONS TEST

OMB CONTROL NO. 0648-0539

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.

Formal statistical methods are not planned. However, for planning purposes, the following information outlines expected total responses.

Estimated total number of responses:

General public: 280

U.S. Coast Guard: 10

Miscellaneous: 10

Total Responses Estimated: 300.

The survey responses from emergency managers (EMs) are expected to be very low (near-zero), based on previous test results. This is not an indication that EMs do not provide feedback, however. The low response from EMs is only because they typically prefer to contact local NWS offices (i.e. via phone, e-mail, or other direct means) with detailed, in-depth feedback pertaining to tsunami tests. This form of communication is indicative of the personal nature of the relationships between EMs and their local NWS Offices. Approximately 67% of the total of 40 EMs (32 coastal county EMs, three state EMs and 5 EMs for larger cities) will contact NWS offices with informal feedback, with less than 1% of this group responding to the survey.

Note, in the past three years the proportion of the general public responding has been much greater than expected. Given the number of general public responses, information from this sector is important in the information collection. Here are a few examples of general public responses (general comments portion of survey) received from previous tests:

“Listening to KBPS radio via the internet. I appreciate that this service exists.”

“Using the weather radio that a representative from NOAA gave us, I had the weather radio on and heard the alert at about 10:20am. The television in the lobby was on at the time as well but there was no warning over the TV (Charter cable)”

“Messages were clear and audible and timely.”

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.

No formal statistical analysis is planned. Responses from the Web-based survey will only be counted and summarized for the categories in Part B, Question 1, above. Emergency managers' informal feedback will be included as a separate category.

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.

Each office's "Warning Coordination Meteorologist" will notify the public and others involved regarding test plans (and the benefits of feedback in terms of improving the tsunami warning system). This will be accomplished up to a year in advance for the emergency managers. **An approximate timeline and methodology for contacting potential respondents (numbers are approximate and based on estimates above):**

- a. **Up to 12 months in advance:** Emergency Managers contacted and provided essential details (e.g. test date and intent to gather feedback on test success). Primary means of contact will be in-person contact (phone or in-person) and direct e-mail.
- b. **From 1-2 months to 1-2 weeks in advance:** Emergency Managers and media personnel are sent reminder messages; law enforcement, U.S. Coast Guard, fire department personnel, state/local road department personnel, select local elected officials, and the general public are contacted. Primary means of contact will include transmitting "Public Information Statements (primarily for media and others who routinely receive a wide variety of NWS forecast products, and also for the general public), information posted on local NWS web sites, direct e-mail, information broadcasts on NOAA Weather Radio, and personal contact (phone and in-person meetings). Specific information about the test plan, and how and where (web link) to provide feedback for this test will be provided.
- c. **From 1-2 weeks prior until the test day:** Reminders will be provided to all of the above contacts, using all the above contact methods, emphasizing personal contact (time-permitting). In addition, local NWS offices will work with local media to publish stories where possible in newspapers and on television/radio stations (note: this is extremely difficult to estimate quantitatively, so no further attempt to do so is made here).

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.

Since this request pertains to a renewal, the same survey has previously been used very successfully. The questions are very simple and short, objective in nature, and will require a maximum of 5 minutes per response.

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.

Again, no formal statistical analysis is intended.

POC:

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