

**SUPPORTING STATEMENT
GULF OF MEXICO FISHERY MANAGEMENT COUNCIL STAKEHOLDER
COMMUNICATION SURVEY
OMB CONTROL NO. 0648-xxxx**

A. JUSTIFICATION

This request is for a new information collection.

1. Explain the circumstances that make the collection of information necessary.

The Gulf of Mexico Fishery Management Council (Council), formed under the authority of the [Magnuson-Stevens Fishery Conservation and Management Act](#) (16 U.S.C. 1801 *et seq.*) has adopted a five-year strategic communications plan that requires the Communications staff to not only implement specific outreach and education strategies and tactics, but to also provide a means to evaluate the effectiveness and measure the success of specific tactics. In order to incorporate these performance metrics into the plan, a baseline survey is necessary to establish current attitudes, awareness, understanding, and communication gaps so that we can establish a point from which to evaluate effectiveness and measure success.

2. 1Explain how, by whom, how frequently, and for what purpose the information will be used. 1If the information collected will be disseminated to the public or used to support information that will be disseminated to the public, then explain how the collection complies with all applicable Information Quality Guidelines.

The information collected by the survey will be used to achieve a baseline picture of the effectiveness of current Council communications. This information is necessary to establish a baseline from which Council staff can begin evaluating the Council's communications program.

The survey will be conducted by Council staff via a Web-based survey. A survey link will be emailed to stakeholders, posted on the Council website, and made available through our regulations App and Facebook page. A follow-up survey will be conducted within 2 years of the initial survey.

Survey questions will help us gather such information as: 1) how familiar respondents are with our current communications methods, 2) what methods are effective/ineffective, and 3) whether we should explore new methods.

Questions focus on the various types of communication used by the Gulf Council. Respondents are asked to rate their use of different resources and information sources, as well as methods they rely on to receive information from and about the Gulf Council and its activities. The survey also includes a section for an open-ended response at the end of the survey to provide participants with an opportunity to submit suggested improvements.

All responses will be anonymous. Council staff will protect the survey responses during analysis, and report findings to the Council. The Gulf Council will retain control over the information

collected, and safeguard it from improper access, modification, and destruction consistent with NOAA standards for confidentiality, privacy, and electronic information. The information collected is designed to yield data that meet all applicable information quality guidelines. Prior to dissemination, the information will be subject to a pre-dissemination review pursuant to [Section 515 of Public Law 106-554](#).

3. Describe whether, and to what extent, the collection of information involves the use of automated, electronic, mechanical, or other technological techniques or other forms of information technology.

This new information collection will be electronic. Surveys will be conducted via an online survey tool such as *Survey Gizmo, Constant Contact, or Survey Monkey*.

4. Describe efforts to identify duplication.

This is the first stakeholder survey conducted by Gulf of Mexico Fishery Management Council; therefore, there is no duplication.

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

The information collection involves individuals only. Additionally, only the minimum data necessary to evaluate the Council's communication program are requested from participants.

6. Describe the consequences to the Federal program or policy activities if the collection is not conducted or is conducted less frequently.

If the Council does not collect this information to establish baseline knowledge, there is no way to implement performance metrics to evaluate the success and/or make necessary adjustments to its communications program.

7. Explain any special circumstances that require the collection to be conducted in a manner inconsistent with OMB guidelines.

Not Applicable.

8. Provide information on the PRA Federal Register Notice that solicited public comments on the information collection prior to this submission. Summarize the public comments received in response to that notice and describe the actions taken by the agency in response to those comments. Describe the 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.

A [Federal Register](#) Notice published on November 18 (77 FR 70994) solicited public comments. No public comments were received.

Informal, one-on-one, discussions with a limited number of individual stakeholders helped inform the survey development.

9. Explain any decisions to provide payments or gifts to respondents, other than remuneration of contractors or grantees.

No payments or gifts will be provided to respondents.

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

As stated on the survey instrument, no personal or personally identifiable information will be collected. All survey responses will be anonymous and will be submitted electronically. Staff will protect the survey responses during analysis and provide a summary to the Gulf Council. Only the survey summary report will be released.

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.

No questions of a sensitive nature will be included in the survey.

12. Provide an estimate in hours of the burden of the collection of information.

The survey will take approximately ten minutes to complete. The survey instrument will be emailed to 1,262 individuals, with an estimated response rate of 50% (631). There is also a universe of potential self-selected participants (recreational fishermen and charterboat/headboat operators who see the survey posted on the Council Web site or on the Facebook page), of which we anticipate 250 responses, for a total of 881 responses. Thus the estimated maximum burden is 147 hours.

13. Provide an estimate of the total annual cost burden to the respondents or record-keepers resulting from the collection (excluding the value of the burden hours in Question 12 above).

There is no annual cost recordkeeping/reporting cost.

14. Provide estimates of annualized cost to the Federal government.

We anticipate 80 hours of staff time to collect and review the information. Estimated total cost is \$2,860 for two staff members at 40 hours each.

15. Explain the reasons for any program changes or adjustments.

This is a new request for OMB approval.

16. For collections whose results will be published, outline the plans for tabulation and publication.

The only information made public is a summary report of the survey results and a brief description of the survey methods. No other information is published.

17. If seeking approval to not display the expiration date for OMB approval of the information collection, explain the reasons why display would be inappropriate.

Not Applicable.

18. Explain each exception to the certification statement.

Not Applicable.