

**REQUEST FOR APPROVAL UNDER THE “GENERIC CLEARANCE FOR THE
COLLECTION OF ROUTINE CUSTOMER FEEDBACK”
OMB CONTROL NO: 0690-0030**

TITLE OF INFORMATION COLLECTION: Hawaiian Monk Seal Public Service
Announcement Focus Groups

PURPOSE: We will be conducting up to two focus groups to help inform the development of a 30-second Public Service Announcement about the Hawaiian monk seal. The information gained from the focus group discussions will help us create an effective product that resonates with the public in Hawaii.

DESCRIPTION OF RESPONDENTS: Respondents will be members of the public that do not work for NOAA nor are involved in Hawaiian monk seal recovery efforts.

TYPE OF COLLECTION: (Check one)

- | | |
|---|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software | <input type="checkbox"/> Small Discussion Group |
| <input checked="" type="checkbox"/> Focus Group | <input type="checkbox"/> Other: _____ |

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program
or may have experience with the program in the future.

Name: Jennifer Metz

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? Yes No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? Yes No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? Yes No

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals or households	20 max	2 hours	40 hours
Totals	20	2 hours	40 hours

FEDERAL COST: The estimated annual cost to the Federal government is: \$2000.

Note: These focus groups will be conducted by a company who has already been contracted and is currently working on the PSA project using Federal money through the contract.

The “estimated annual cost to the Federal government” includes the funding already allocated in the contract for travel and per diem for one person, room rental for the focus groups, and incentives for participants (\$10 incentive = \$400).

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?

Yes No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

We are going to use a “convenience sampling” method to find focus group participants. Once the focus group questions are approved, and the date and times of the focus groups are finalized, the NOAA staff involved in the project will send out an informational flyer to members of their local Hawaii communities outside of NOAA and monk seal recovery, seeking focus group participants. The flyer will include dates, times, and locations of the focus groups, as well as information that there will be refreshments and an incentive for participating. When assembling the focus groups from the list of interested participants, careful attention will be paid to make sure the groups are as representative as possible of the general population of Hawaii.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)

- Web-based or other forms of Social Media
- Telephone
- In-person
- Mail
- Other, Explain

The facilitators will be videotaping the focus groups to assist with their analysis of each session. Before starting a focus group session, the participants will be informed that that the group session will be videotaped to assist the facilitators in collecting and analyzing data from the focus groups. Prior to videotaping,

1. The participants will be given a release form to sign, which informs them that the focus group will be videotaped, to assist in transcription and analysis of the proceedings, and once those tasks are completed, the videotape will be erased or destroyed. The facilitators will verbally state the contents of the release form, also.
2. Will interviewers or facilitators be used? Yes No

Please make sure that all instruments, instructions, and scripts are submitted with the request.