

SUPPORTING STATEMENT

Panel Member Survey to Develop Indicators of Resilient Coastal Tourism

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.

The respondent universe includes 59 individuals from organizations and groups identified as being able to provide expert opinion on tourism issues related to resiliency (See Table 1). From that universe of 59 potential respondents, 33 individuals agreed to participate in the survey process, and these individuals comprise the respondent sample. NOAA expects a total of 29 to complete the survey. Table 1 below shows the breakdown of respondents by geographic area as well as by the type of entity that the respondents represents (e.g., local government, academia).

Table 1: Respondent Universe and Sample by Study Site

| Organization or Group Providing Expertise | Potential Universe | | Sample | | Anticipated Response Rate [a] | Actual Respondents |
|---|--------------------|-----------|-------------|-----------|-------------------------------|--------------------|
| | Percent | Number | Percent | Number | | |
| Total-Both Sites | 100% | 59 | 100% | 33 | - | 29 |
| North Carolina | 100% | 30 | 100% | 19 | 89% | 17 |
| Academic/Research | 20% | 6 | 21% | 4 | 89% | 4 |
| Business Owners | 17% | 5 | 16% | 3 | 89% | 3 |
| Chamber of Commerce/Business | 23% | 7 | 21% | 4 | 89% | 4 |
| Federal | 13% | 4 | 21% | 4 | 89% | 4 |
| State | 3% | 1 | 5% | 1 | 89% | 1 |
| Tourism Bureau | 23% | 7 | 16% | 3 | 89% | 3 |
| San Francisco | 100% | 29 | 100% | 14 | 86% | 12 |
| Academic/Research | 21% | 6 | 21% | 3 | 86% | 3 |
| Business Owners | 24% | 7 | 14% | 2 | 86% | 2 |
| Chamber of Commerce/Business | 21% | 6 | 29% | 4 | 86% | 3 |
| Federal | 10% | 3 | 21% | 3 | 86% | 3 |
| State | 7% | 2 | 7% | 1 | 86% | 1 |
| Tourism Bureau | 17% | 5 | 7% | 1 | 86% | 1 |

[a] Response assumes that two people from each site do not respond. This response rate is based on the fact that panel members in the sample have already agreed to participate in the survey process.

It is anticipated that at least 29 individuals will respond to the survey since individuals comprising the sample have already agreed to participate in the survey process.

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.

Participants will attend a webinar at the start which will provide an overview of the process and the survey. Following the webinar, respondents will be sent an electronic copy of the round 1 survey via email for completion. Upon completion of the round 1 survey, participants will return their responses to NOAA CSC via email. NOAA will summarize these responses and then provide the summaries back to the respondents for review and allow respondent to alter their responses or provide additional information NOAA will then develop a round 2 survey based on the responses to the round 1 survey. NOAA will then administer the round 2 survey in a process similar to the round 1 survey, allowing for respondents to review a summary of the round 2 data. The entire process will end with a webinar that will allow respondents the opportunity to review the final data and provide feedback on the results.

No sampling will be performed in selecting the sample, so NOAA CSC has not developed a statistical methodology for stratification and sample selection. Additionally, no estimation procedure or degree of accuracy is needed, as no sampling procedures are being employed.

This will be a one-time data collection.

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.

NOAA CSC expects that a high response rate is achievable; however, it will continue to follow good survey practices, including the following:

- NOAA has recruited participants to the expert panel and provided them with information regarding the usefulness of the data that would be collected. These potential respondents have agreed, in principle, to participate in the expert panel.
- Potential respondents will participate in a pre-survey webinar to answer questions related to the effort.
- Potential respondents will be sent a pre-notification email to inform them of the exact timing of the survey.
- Potential respondents will be sent the electronic version of the survey via email 3-4 days after the pre-notification email.
- NOAA will send 2 reminders to non-responders one and two weeks following the email with the survey link.
- NOAA will provide contact information on the survey email and on the survey itself to its contactors assisting with this work to allow panel members to ask questions and obtain clarifying information in a timely manner.

The survey will be administered to the full sample of tourism-related experts, and, therefore, no

statistical methods will be used.

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.

No tests will be conducted. However, NOAA CSC consulted with ERG on the development of the survey instrument. ERG has significant experience assessing stakeholder needs and perspectives in conjunction with Federal agency research through detailed interviews, focus groups, stakeholder engagement, and surveys that focus on customer satisfaction with services. They calculated average time to respond to the draft 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.

NOAA CSC has contracted with Eastern Research Group, Inc. (ERG) of Lexington, MA to design the survey instrument and implement the survey.

NOAA CSC's lead for this project is Chris Ellis (843-740-1195; Chris.Ellis@noaa.gov).

ERG's project manager and task lead for survey development is Dr. Lou Nadeau (781-674-7316; lou.nadeau@erg.com).