

# 2015 COOL Survey

OMB No. 0581-0269  
Expires 7/31/2017

**Instructions:** Please answer the questions below with your honest opinion or best estimate based on your experience working with USDA's COOL Division.

According to the Paperwork Reduction Act of 1995, as amended, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0269. The time required to complete this information collection is estimated to average 30 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

USDA's COOL Division has entered into a cooperative agreement with your state. The cooperative agreement requires certain state employees to fulfill roles for COOL. These roles include State Manager who serves as the primary contact, State Reviewers who are trained to conduct new and follow up retail store surveillance, and Invoice Manager who accounts for store reviews completed and subsequent payments owed by the COOL Division. The next questions relate to your specific role (or roles) with COOL.

## A. Demographic Questions

### 1. What is/are your role(s) with COOL? (choose all that apply)

- State Manager
- State Reviewer
- State Invoice Manager

### 2. How many years' experience do you have working with COOL?

- 0 - 1 year
- 1 - 3 years
- 3 - 5 years
- 5+ years

### 3. Who trained you to conduct COOL responsibilities?

- COOL Staff
- State Employee who was trained by COOL Staff
- State Employee who was trained by another State Employee
- I don't know the experience of the person who trained me

## B. Customer Service and Communication

In 2014, the COOL Division assigned individual COOL staff members as “COOL Captains” to be the primary point of contact for states within specific regions of the country. The next questions relate to your experience with COOL customer service and communication from your COOL Regional Captain.

### 4. Customer Service and Communication

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree	Don't Know	N/A
I know who my designated COOL Captain is.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email communication with my designated COOL Captain always answers my questions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Phone communication with my designated COOL Captain always answers my questions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My designated COOL Captain responds to my needs within an acceptable timeframe.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to request assistance from my designated COOL Captain as my primary reference.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to request assistance from the COOL staff member of my choosing as my primary reference.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The COOL Division communicates receipt of reimbursement invoices and status of payments in a timely manner.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall I am satisfied with the customer service provided to me by the COOL Division.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## C. Training

The USDA COOL Division requires that state employees be trained to conduct the duties of their assigned roles with COOL. The following questions relate to your experience with COOL training.

### 5. I have participated in COOL training.

- Yes
- No

### 6. Training

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree	Don't Know	N/A
COOL training materials provide a thorough explanation of regulatory requirements.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
COOL training materials provide a thorough explanation of retail store review procedures.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
COOL training materials are readily accessible on the COOL website.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The training received from COOL Staff gives me the tools and competency to adequately train additional state employees.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The COOL Division offers an appropriate amount of training to State Reviewers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The examination and certification process for State Reviewers is fair and transparent.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer two webinar sessions that are each one hour-long on different days of the week to attending in-person training events.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Annual State Report Cards are helpful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall I am satisfied with COOL training provided to the states.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## D. Retail Review Assignments

In 2014, the COOL Division distributed initial ("new") store assignments in March, July and November as well as a follow up review assignment in June. The next questions relate to your experience with the 2014 retail review assignments.

### 7. The total number of store reviews assigned to our state in 2014 was:

- Too Few
- About Right
- Too Many
- N/A

### 8. I prefer the state retail store assignment to be issued all at once each year.

- Yes
- No
- N/A

### 9. I prefer the state retail store assignment to be issued in portions throughout the year.

- Yes
- No
- N/A

### 10. COOL reimbursement to states should be calculated based on:

- A flat fee per store review
- Rates established for time and mileage costs
- Don't Know
- N/A

### 11. COOL reimbursement rates are now:

- Too low
- About right
- Too high
- N/A

**12. Considering FY 2014 experience, the amount of time between invoicing the COOL Division and being reimbursed for services was:**

- Shorter than expected
- About right
- Longer than expected
- N/A

**13. The estimated time to conduct a new review (includes preparation, travel, in-store survey, documentation and submission)**

- 0 - 2 hours
- 2 - 4 hours
- 4 - 6 hours
- 6 - 8 hours
- 8+ hours
- Don't Know
- N/A

**14. Interviewing store management is an effective way to gather information about COOL records management.**

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree
- Don't Know
- N/A