

1FINAL SUPPORTING STATEMENT
FOR
REVIEW OF OUTREACH EFFORTS RELATED TO THE NRC'S SAFETY CULTURE POLICY
STATEMENT
(3150-XXXX)
NEW

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

1. Respondent Description.

Respondents for this information collection activity will include licensees of the NRC's Office of Federal and State Materials and Environment Management Programs (FSME), fuel cycle, transportation and storage, and greater than critical mass materials licensees overseen by the NRC's Office of Nuclear Materials Safety and Safeguards (NMSS), and materials licensees of the following Agreement States that have expressed interest in participating: North Carolina, Wisconsin, Washington, Minnesota, Virginia, Rhode Island, Ohio, and Illinois.

A population-based sampling strategy will be employed. Invitations will be sent to the entire population of identified respondents. Potential respondents will be informed that this is a voluntary information collection activity, and only one response per licensee will be requested.

2. Procedures for collecting the information.

A contractor with the NRC will design and administer the survey using a web-based interface. The survey will contain 20 questions and the estimated time to complete the survey is 20 minutes. The contractor will develop a customized hyperlink to the survey. The NRC staff and Agreement State participants will then send an invitation to participate, with the survey hyperlink, to the identified respondents via letter or email communication. The invitation will indicate that this information collection is a voluntary activity, and that the survey will be available for 30 days from the date of the communication. The contractor will maintain the survey and keep it open through the 30 day time period. The contractor will also be available throughout the period that the survey is open to answer questions and address any concerns from respondents

3. Methods to maximize response rates and to deal with statistical issues of non-response.

The anticipated response rate for this information collection is 50% of those invited to complete the survey. This is consistent with response rates obtained in social science research when conducting web-based voluntary surveys.

To maximize response rates, respondents will be sent two additional communications during the 30 day period that the survey is open to remind them of the information collection. The final number of respondents will be compared to the

number of invited participants to calculate response rates. Respondents will not be asked to report their name or the name of their organization as part of the information collection, but general demographic information (e.g., type of license) will be collected. The demographic information will be used to determine if there are systematic differences between survey responders and non-responders. Any systematic differences between responders and non-responders will be considered and documented in the report describing the results of the survey.

4. Tests or procedures.

Once the data from the survey has been collected, the NRC contractor will perform the data analysis and document the results in a report that will be submitted to the NRC. The analysis will include: analyzing the data by various demographics, including by type of license; evaluating trends, averages, and distribution of responses for each question included in the survey; drawing conclusions about the effectiveness of outreach and education activities based on the survey results; and providing recommendations to the NRC in terms of future outreach and communication activities.

The NRC staff is interested in answering the following research questions: What proportion of nuclear materials licensees are aware of the Safety Culture Policy Statement? How do nuclear materials licensees receive information about safety culture? Are the safety culture outreach and educational products available on the NRC's website useful? How satisfied are nuclear materials licensees with the information they have received about safety culture? The NRC will use the information from this survey to determine if the outreach and communication activities have been effective in promoting awareness of the Safety Culture Policy Statement, and to determine if changes to current activities and/or new activities are necessary and appropriate.

5. Contacts for Statistical Aspects and Data Collection.

NRC staff who are involved in the administration and review of the results for the survey include:

Stephanie Morrow
Safety Culture Program Manager
Office of Enforcement
301-415-1986
Stephanie.Morrow@nrc.gov

Julie Vianello
LinkVisum Consulting Group
703-442-4620
jvianello@linkvisum.com