USDA – Forest Service Research and Development Customer Satisfaction Survey 2015

The USDA FOREST SERVICE RESEARCH AND DEVELOPMENT (Forest Service R&D) organization is committed to providing you, our customers with products and services that meet your needs. Gathering your feedback helps to ensure that we are delivering on our commitment to you. To this end, we have commissioned the CFI Group, an independent third-party research group, to conduct a survey that asks about your satisfaction with our products and services as well as ways that we can improve our service to you.

Your survey response will remain anonymous. CFI Group will combine your response with information from other respondents for research and evaluation purposes so that we may continue to meet your needs in the future. This brief survey will take approximately 15 minutes of your time.

This survey is authorized by the U.S. ==Office of Management and Budget Control No. 1090-0007==.

Demographics

DEMO1.1 Which of the following best describes the organization you work for?
- Federal Agency (If 'Federal Agency' selected, ask DEMO 1.2 else go to DEMO2)
- State or Local Government Agency
- Tribal Government
- College/University Education
- K-12 Education
- Business/Commercial
- Non-Profit Agency/Organization
- Other (please specify)_____

DEMO1.2. Do you work for the Forest Service?
- Yes (If 'Yes' selected, ask DEMO 1.3)
- No (go to DEMO2)

DEMO1.3. Do you work for the Forest Service R&D Deputy Area?
- Yes (go to END1)
- No (go to DEMO1.4)

DEMO1.4. Which of the following best describes your position within the Forest Service?
- National Forest System staff in Washington Office
- National Forest System Regional Office staff
- National Forest System Forest Supervisor Office staff
- National Forest System Ranger District staff
- State and Private Forestry staff in Washington Office
- State and Private Forestry field staff
- Washington Office staff
- Other (please specify)_____

DEMO2. What is your primary role at your organization?

- Researcher
- Educator
- Joint Educator/Research
- Executive
- Technical/Professional
- Administrative
- Other (please specify) _____

DEMO3. Are you located within the 50 United States or District of Columbia?
- Yes (Go to DEMO3.1)
- No (Go to DEMO3.2)

DEMO3.1. In which state are you located? (Select one from drop-down menu)

DEMO3.2. Please specify your location below: _____(Open ended)

Usage of Products/Services

USE1.1 Do you typically use Forest Service R&D products and services more than once a year?

- Yes (go to USE2)
- No (ASK USE 1.2 then go to END2)

USE1.2 Please describe the main reason why you don't make more use of the products and services provided by Forest Service R&D? (Check only one)

- Have only a passing interest in natural resource issues.
- The products/services provided by Forest Service R&D are not relevant to the problems I face.
- The quality of the products/services provided by Forest Service R&D leave something to be desired.
- The products/services offered by Forest Service R&D are not provided in a form I can readily utilize.
- Other (please specify) _____

USE2. Please indicate which of the following Forest Service R&D organizational units you use the most frequently. (IF YOU USE MULTIPLE UNITS FREQUENTLY, PLEASE SELECT THE ONE YOU USE MOST OFTEN OR ONE THAT YOU ARE BEST ABLE TO RATE IN THIS SURVEY)
- Forest Products Laboratory (FPL, HQs in Madison, WI)
- Northern Research Station (HQs in Newtown Square, PA)
- Pacific Northwest Research Station (PNW, HQs in Portland, OR)
- Pacific Southwest Research Station (PSW, HQs in Albany, CA)
- International Institute of Tropical Forestry (IITF, HQs in Rio Peidras, Puerto Rico)
- Rocky Mountain Research Station (RMRS, HQs in Fort Collins, CO)
- Southern Research Station (SRS, HQs in Asheville, NC)
- Washington Office (National HQs in Washington, DC)
- Other (please specify if you use another unit not provided above)_____

USE 3. Please indicate which of the following Forest Service R&D Strategic Program Areas (SPA) to which you are most closely aligned. SPA descriptions have been updated since the FY 2012 Survey. (IF YOU ARE ALIGNED WITH MORE THAN ONE PROGRAM, PLEASE SELECT THE ONE YOU MOST OFTEN ADDRESS IN DEALINGS WITH Forest Service R&D OR ONE THAT YOU ARE BEST ABLE TO RATE IN THIS SURVEY):

- **Wildland Fire SPA** provides the knowledge and tools that managers use to reduce negative effects and enhance beneficial effects of fire and of fire and fuels management

on society and the environment. The SPA has five major focus areas: (1) understanding and modeling fundamental fire processes, (2) interactions of fire with ecosystems and the environment, (3) social and economic aspects of fire, (4) evaluation of integrated management strategies and disturbance interactions at multiple scales, and (5) application of fire research to address management problems.

- **Invasive Species SPA** provides scientific information, methods, and technology to understand, reduce, minimize, or eliminate the introduction, establishment, spread, and effects of invasive species (and interactions with disturbance) and to restore ecosystems affected by invasive species or restore their functions. The SPA focuses on plants, animals, fish, insects, diseases, invertebrates, and other species that are not native to the ecosystem under consideration and whose introduction causes or is likely to cause economic or environmental harm.
- **Outdoor Recreation SPA** provides human and ecological sustainability through research directed at understanding and managing outdoor environments, activities, and experiences that connect people with the natural world. Research in this SPA is interdisciplinary and focuses on nature-based recreation and changing trends in American society; connections among recreation visitors, communities, and the environment; human benefits and consequences of recreation and nature contact; the effectiveness of recreation management and decision-making; and sustaining ecosystems affected by recreation.
- **Water, Air and Soil SPA** enables the sustainable management of these essential resources by providing clear air and safe drinking water. The SPA features ecosystem services with a high level of integration among water, air, and soil research. It stresses the effects of climate variability and change on water budgets, and it focuses on carbon sequestration from an ecosystem perspective.
- **Wildlife and Fish SPA** relies on interdisciplinary research to inform policy initiatives and management strategies affecting wildlife and fish habitat on private and public lands and the recovery of threatened or endangered species. Scientists in this SPA investigate the complex interactions among species; ecosystem dynamics and processes; land use and management; and emerging broad-scale threats, including global changes in climate, loss of open space, invasive species, and disease.
- **Inventory and Monitoring SPA** provides the resource data, analysis, and tools needed to effectively identify current status and trends of forests; management options and effects; and threats and effects of fire, invasive insects, disease, and other natural processes, enhancing use and value of the Nation's forests and grasslands. Assessing current and potential effects of changes in climate is dependent on monitoring forest ecosystems that are at the greatest risk to rapid changes in climate. Focus areas include the development and use of integrated interdisciplinary science, technologies, and remote sensing to increase the timeliness and spatial resolution of forest fragmentation caused by land use change; to describe the incidence of invasive insects, disease, and fire; to understand forest carbon pools; and to reduce the effects caused by extreme weather events.
- **Resource Management and Use SPA** provides the scientific and technological base to sustainably manage and use forest and range resources and forest fiber-based products. Focus areas include plant sciences, soil sciences, social sciences, silviculture, genetics, productivity, forest and range ecology management, harvesting and operations, forest and biomass products and utilization, global change, economics, and urban forestry.
- **Other** – please specify another program area you use if not listed above._____

USE4.1. Please indicate which of the following Forest Service R&D <u>PRODUCTS</u> you <u>USED</u> during the past year. You may select all that are appropriate.
- Technical articles/reports describing research methods and results
- Popular articles/reports/newsletters highlighting research results
- Reports presenting current forest resource statistics (e.g., Forest Inventory and Analysis (FIA) Reports)
- Reports analyzing long-term forest and rangeland resource trends (e.g., Resources

Planning Act (RPA) Assessments)
- Environmental/Conservation education materials (e.g., *The Natural Inquirer*)
- Comprehensive syntheses of prior research
- Decision support tools (i.e., computer models/software applications)
- Monitoring/evaluation protocols
- Not applicable
- Other (Please specify) _____

IF ANSWERED 'USE' ANY OF USE 4.1 ASK ALL BELOW
USE4.1.1 Please <u>rate</u> FOREST SERVICE R&D <u>PRODUCTS</u> you have used during the past year on a scale from 1 to 10, where 1 means "Poor" and 10 means "Excellent" in terms of each of the following variables. If a question does not apply to you, please select "Does not apply."

INFO1.   Accurate and up-to-date
INFO2.   Easy to understand
INFO3.   Scientifically sound
INFO4.   Authoritative source (provided by subject matter experts)
INFO5.   Unbiased
INFO6.   Comprehensive

USE4.2. Please indicate which of the following Forest Service R&D <u>SERVICES</u> you <u>USED</u> during the past year. You may select all that are appropriate.
- Presentations by Forest Service R&D personnel at professional and other meetings
- Forest Service R&D sponsored workshops/training sessions
- Forest Service R&D sponsored on-site demonstrations
- Consultations with Forest Service R&D personnel (by phone, e-mail, or in person)
- None of the above
- Other (Please specify) _____

IF ANSWERED 'USE' ANY OF USE 4.2 ASK ALL BELOW
USE 4.2.1 Please <u>rate</u> Forest Service R&D <u>SERVICES</u> you used during the past year on a scale from 1 to 10, where 1 means "Poor" and 10 means "Excellent" in terms of the following variables. If a question does not apply to you, please select "Does not apply."

PRES1.   Ease of scheduling the event/consultation
PRES2.   Clarity of the information presented/provided
PRES3.   Usefulness of the information presented/provided
PRES4.   Presenter's/consultant's knowledge of subject matter
PRES5.   Ability of the presenter/consultant to answer your questions

Accessibility/Format of Products/Services

ACC1. How do you typically access the products and services provided by FOREST SERVICE R&D? (Select one)

- Requesting hard copies of publications and other information
- Downloading publications and other information from the web
- Attending conferences/workshops/demonstrations
- Direct contact with scientists/technicians/technology transfer specialists
- Other (please specify)

ACC2. Please rate the ease of (ANSWER TO ACC1) on a scale of 1 to 10, where 1 means "Poor" and 10 means "Excellent." If a question does not apply to you, please select "Does not apply."
- ACC3. The ease of finding information

- ACC4. The organization of material
- ACC5. The design and presentation of material

Communication

Please rate Forest Service R&D on a scale from 1 to 10, where 1 means "Poor" and 10 means "Excellent" on the following. If a question does not apply to you, please select "Does not apply."

COM1. Informing you about the availability of new product and service offerings
COM2. Informing you about recently released articles/reports/newsletters
COM3. Providing schedules for conferences and workshops
COM4. Products and services being clearly identified as coming from Forest Service R&D

Relevance and Quality of Products/Services

Please rate how useful the products and services from (Forest Service R&D) are to you for the following purposes. Use a scale from 1 to 10, where 1 means "Not Very Useful" and 10 means "Very Useful." If a question does not apply to you, please select "Does not apply."

RELEV1. Addresses problems, issues or needs that you currently face
RELEV2. Provides detailed and actionable solutions
RELEV3. Provides solutions that are workable with your resources
RELEV4. Helps anticipate emerging problems, issues or needs you might face

Experience with Forest Service R&D Staff

STAFF1.   Have you ever directly contacted a Forest Service R&D employee (in person, by phone, or by email) for information or some other type of assistance?
- Yes (go to STAFF2)
- No (go to next section)

STAFF2. Please rate the Forest Service R&D staff on the following. Use a scale from 1 to 10, where 1 means "Poor" and 10 means "Excellent." If a question does not apply to you, please select "Does not apply."
- Courteousness
- Timeliness in responding
- Knowledge

Overall Satisfaction with Forest Service R&D Products/Services

SAT1. Please think of your experiences with Forest Service R&D products and services. Using a 10-point scale on which 1 means "Very dissatisfied" and 10 means "Very satisfied", how satisfied are you with the services and products provided by Forest Service R&D?

SAT2. Using a 10-point scale on which 1 now means "Falls short of your expectations" and 10 means "Exceeds your expectations," to what extent have the products and services provided by Forest Service R&D fallen short of, or exceeded, your expectations?

SAT3. Imagine an ideal forestry research organization. How well do you think the products and services provided by Forest Service R&D compares to the ideal you just imagined? Use a 10-point scale on which 1 means "Not very close to the ideal," and 10 means "Very close to the ideal."

Outcomes

OUTCOME1. Using a 10-point scale on which 1 means "Not very willing" and 10 means "Very willing", how willing would you be to recommend Forest Service R&D products and services to your colleagues?

OUTCOME2. Using a 10-point scale on which 1 means "Not very likely" and 10 means "Very likely", how likely are you to use Forest Service R&D products and services in the future?

OUTCOME3. Using a 10-point scale on which 1 means "Not very confident" and 10 means "Very confident", how confident are you in using the products and services provided by Forest Service R&D?

OUTCOME4. How much of a difference do the products and services provided by Forest Service R&D make to you in your ability to successfully carry out your work? Please use a 10-point scale on which 1 means "No difference at all" and 10 means "A great difference".

Website

WEB1. Have you visited the Forest Service R&D website (www.Forest Service.fed.us/research)?
- Yes
- No
- Don't Know

(IF WEB1=YES ASK WEB2 ELSE SKIP TO SAT1.)

WEB2. What comments do you have about the website?

Improving Future Service

IMPROVE1. Forest Service R&D is looking for ways to improve its service. Please indicate the one area you think is most important for Forest Service R&D to focus on in order to improve customer service?

- Make more information/data available via the Internet
- Create a one-stop shopping website
- Make users aware when new information/data is available/do more to advertise new products/services, new projects, and successes
- Increase the capacity to do research
- Make websites more "user friendly"
- Focus R&D on questions raised by natural resource managers
- Increase collaboration with researchers from outside Forest Service R&D
- Make more publications, especially older legacy publications – available on Internet

OPENEND1. Do you have any other suggestions concerning how Forest Service R&D could better serve you?   (Open Ended)

END1. Thank you for your time. Forest Service R&D is specifically looking for information from customers who do not work in the R&D Deputy Area. Please hit the next button to go to the end of the survey.

END2. Thank you for your time. Forest Service R&D is specifically looking for information from customers who typically use services more than once a year. Please hit the next button to go to the end of the survey.