

1SUPPORTING STATEMENT B

VISITOR USE SURVEYS FOR THE SAINT ANTHONY SAND DUNES PLANNING AREA

OMB CONTROL NUMBER 1004-XXXX

Collections of Information Employing Statistical Methods

The agency should be prepared to justify its decision not to use statistical methods in any case where such methods might reduce burden or improve accuracy of results. When the question “Does this ICR contain surveys, censuses, or employ statistical methods?” is checked "Yes," the following documentation should be included in Supporting Statement B to the extent that it applies to the methods proposed:

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 government units, households, or persons) in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole. If the collection had been conducted previously, include the actual response rate achieved during the last collection.
 - The potential respondent universe includes visitors at the Saint Anthony Sand Dunes and vested interests including businesses, government agencies, and interest groups (e.g., environmental, recreation, hunters). We will develop multiple sampling frames to reach potential respondents.
 - Sampling Frame 1 - Visitors: The potential universe of visitors is based on 2014 annual recreation visitation, which was 195,615 people at the Saint Anthony Sand Dunes.
 - Sampling Frame 2 - Vested Interests: The potential universe of vested interest groups includes local interests (e.g., elected officials, economic development, environmental and recreation organizations). The local interests are part of a database that BLM uses for public comment opportunities. The local-interests database is estimated to be about 200 contacts.
 - Sampling Frame 3 – Visitor contacts made in Summer 2014 (no. = 638)¹.
 - The sampling frames will be analyzed as an entire group and separately to determine if significant differences occur among the groups.
 - The vast majority of recreation use occurs during the months of May through September,

¹ A visitor contact card was handed out by BLM staff to visitors at access points around the Saint Anthony Sand Dunes during Summer 2014, resulting in contact information from 638 respondents interested in participating in future planning processes for the area.

with more use occurring on weekends than on weekdays.

- We plan to administer questionnaires to subjects from all sampling frames. For Sampling Frame 1, we will administer postcards with the link to the online survey in the field between mid-September and late October. If the response rate is low due to the late summer timeframe, BLM will administer the survey from May until September of 2016. For Sampling Frames 2 and 3, we will mail postcards with the link to the online survey to local interests (no. = 200) and to visitors who completed contact cards during Summer 2014 (no. = 638).
- For Sampling Frame 1, we will sample using two strata: weekdays (Mon-Fri) and weekend days (Sat-Sun) at a rate of 30/70. The majority of visitors come to the dunes over the weekends. The expected response rate for Sampling Frame 1 is 70%. The response rates for the Egin Lakes Campground and Day Use Access Site Visitor Study conducted by the University of Idaho Park Studies Unit in 2013 had a 100% response rate. Given that the proposed survey will be longer, it is likely that we will receive less than 100% participation. Our sample target is 600 contacts, and 420 completed surveys (see Table 1). The expected response rate for Sampling Frame 2 is expected to be 50%, which is considered a good response rate for paper/online surveys (Nulty 2008).

Table 1 – Respondent Universe and sample for mail-back survey effort.

Location	Respondent Universe	Total Number of visitors to be sampled	Projected response rate	Total number of expected respondents
St. Anthony's Sand Dune	195,615	600	70%	420
Upper Snake Field Office Area	850	850	50%	425

2. Describe the procedures for the collection of information including:

- * **Statistical methodology for stratification and sample selection,**
- * **Estimation procedure,**
- * **Degree of accuracy needed for the purpose described in the justification,**
- * **Unusual problems requiring specialized sampling procedures, and**
- * **Any use of periodic (less frequent than annual) data collection cycles to reduce burden.**

- Sampling Frame 1 - Visitors:
 - We will sample during each week of the sample period, approximately from mid-September through mid-October.
 - We will sample for 8 hours each sampled day. Half of the days in each stratum
 - A net sample (assuming 70% response rate) of 420 completed surveys is large

enough to provide a 5% confidence interval (at a 95% confidence level), which is a sufficient degree of accuracy for the purpose of this collection.

- No unusual problems requiring specialized sampling procedures are anticipated.
- Sampling Frame 2 – Vested Interests:
 - We will send surveys to all members in the database of vested interests that that will include local elected officials, environmental groups, and other interest groups (no. = about 200).
- Sampling Frame 3 – Visitor Contacts:
 - We will send surveys to visitor contacts based on Summer 2014 contact card (no. = 638)
 - Our audience will be about 850 people for both Sampling Frames 2 and 3. A net sample (assuming 50% response rate) from Sampling Frames 2 and 3 of 425 completed surveys is large enough to provide a 5% confidence interval (at a 95% confidence level), which is a sufficient degree of accuracy for the purpose of this collection.
- For the Saint Anthony Sand Dunes, it is anticipated that survey data should be collected every 5 to 10 years based on visitor numbers.

3. Describe methods to maximize response rates and to deal with issues of non-response. The accuracy and reliability of information collected must be shown to be adequate for intended uses. For collections based on sampling, a special justification must be provided for any collection that will not yield "reliable" data that can be generalized to the universe studied.

- **Sampling Frame 1 – Visitors:**

In order to maximize response rates, individual, face-to-face contact will be made with every potential respondent. The person conducting the contacts will be trained in survey and interview methods. The purpose of the study will be explained to each person contacted. Subjects will be asked if they would be willing to participate in the survey. They will be given two options for completing the survey: online or paper. For those requesting a survey to be mailed instead of utilizing the online option or wanting a link to an online version, the following steps will be taken:

Paper Version: No later than one week after initial contact with potential respondents, a survey will be mailed. First class postage stamps will be used on the envelope to make it look less like bulk mail. A cover letter will reiterate the purpose of the study, and the importance of each subject completing and returning the survey in order to increase the reliability of the study results. The letter will also explain that all responses are anonymous and will be analyzed in a way that will not connect the respondent to their response. A pre-addressed, postage-paid return envelope will be provided for return of the survey.

Online Version: Each visitor who is willing to complete the survey online will be given a postcard with the link to the online survey at <https://uidaho.co1.qualtrics.com/SE/?>

[SID=SV_a4dlglHutfC7x5j](#). The visitor will also be asked to provide the BLM staff with their email address. This way, a link can also be sent directly to the visitors' email account. The email letter will explain the purpose of the study, and the importance of each subject completing and returning the survey in order to increase the reliability of the study results. The letter will also explain that all answers are anonymous and will be analyzed in a way that will not connect respondents to their answers. A survey link will be included in the email. A reminder email will be sent within 2 weeks of the initial email.

In an effort to prevent non-response bias, the person handing out postcards will make note of any groups who decline to take a postcard or provide their address for a paper copy to be sent to them, and will note their group size. This will allow us to check for a non-response bias.

- **Sampling Frame 2 – Vested Interests:**

Each person in the vested-interests database will receive a postcard and an email with the link to the online survey. The postcard and email will give the contact the option to request a paper copy.

Paper Version: First class postage stamps will be used on the envelope so that it does not look like bulk mail. A cover letter will explain the purpose of the study, and the importance of each subject completing and returning the survey in order to increase the reliability of the study results. The letter will also explain that all answers are anonymous and will be analyzed in a way that will not connect respondents to their answers. A pre-addressed, postage-paid return envelope will be provided for return of the survey.

Online Version: An online option to complete the survey, using Qualtrics, will also be made available. In this delivery mode, the potential respondent will receive an email with a link to the survey within a week of initial contact. The email letter will reiterate the purpose of the study, and the importance of each subject completing and returning the survey in order to increase the reliability of the study results. The letter will also explain that all answers are anonymous and will be analyzed in a way that will not connect the respondent to their answer. A reminder email will be sent within 2 weeks of the initial email.

- **Sampling Frame 3 – Visitor Contacts:**

Each person in our visitor contact database (collected during the Summer 2014 season) will receive a postcard and an email with the link to the online survey. The postcard and email will give the contact the option to request a paper copy.

Paper Version: First class postage stamps will be used on the envelope so that it does not look like bulk mail. A cover letter will explain the purpose of the study, and the importance of each subject completing and returning the survey in order to increase the reliability of the study results. The letter will also explain that all answers are anonymous and will be analyzed in a way that will not connect respondents to their answers. A pre-addressed, postage-paid return envelope will be provided for return of the survey.

Online Version: An online option to complete the survey, using Qualtrics, will also be made available. In this delivery mode, the potential respondent will receive an email with a link to the survey within a week of initial contact. The email letter will reiterate the purpose of the study, and the importance of each subject completing and returning the survey in order to increase the reliability of the study results. The letter will also explain that all answers are anonymous and will be analyzed in a way that will not connect the respondent to their answer. A reminder email will be sent within 2 weeks of the initial email.

- 4. Describe any tests of procedures or methods to be undertaken. Testing is encouraged as an effective means of refining collections of information to minimize burden and improve utility. Tests must be approved if they call for answers to identical questions from 10 or more respondents. A proposed test or set of tests may be submitted for approval separately or in combination with the main collection of information.**

All tests have been completed and burden hours were verified. A seasonal employee and about six visitors to the Sand Dunes tested the survey. The survey took between 15-20 minutes to complete. No further procedural or methods testing is needed at this time.

- 5. Provide the names and telephone numbers of individuals consulted on 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.**

Drs. Nick Sanyal and Tamara Laninga² were consulted on the statistical aspects of the study design. They are also the contractor who will supervise the collection and analysis of the data for the agency.

Dr. Nick Sanyal
Professor
Natural Resources and Society Department
University of Idaho
Moscow, ID 83844
208-885-7911
NSanyal@uidaho.edu

Dr. Tamara Laninga
Assistant Professor
Environmental Studies Department
Western Washington University
Bellingham, WA 98225
360-650-2814
Tamara.Laninga@wwu.edu

Reference:

Nulty, Duncan D. 2008. The Adequacy of response rates to online and paper surveys: What can be done? *Assessment and Evaluation in Higher Education*. 33(3): 301-314. Available online: <https://www.uaf.edu/files/uafgov/fsadmin-nulty5-19-10.pdf>

² Dr. Laninga left the University of Idaho in June 2015 to take a position at Western Washington University. She will remain involved in this process to ensure successful completion.