

U.S. Department of the Interior
Office of Policy Analysis

Justification for a Survey under the Department of the Interior's Programmatic Clearance for Customer Satisfaction Surveys

(OMB Control Number 1040-0001)

Revised June 2015

Instructions for Completing Justification for DOI Programmatic Clearance Submission, OMB Control Number 1040-0001

1. Survey Title/Date Submitted to the Office of Policy Analysis (PPA): Insert title for the proposed survey. Insert date that the expedited approval package will be submitted to PPA. Reminder: Please submit the package through your bureau/office Information Collection Clearance Officer.
2. Bureau/Office: Insert the name of the bureau/office conducting the survey.
3. Abstract: Summarize the proposed study with an abstract not to exceed 150 words.
4. Bureau/Office Point of Contact Information: Complete the bureau/office contact information. PPA will communicate with the point of contact listed here throughout the entire approval process.
5. Principal Investigator (PI) Conducting the Survey: Complete information about the PI who will be conducting the survey, if different than Point of Contact listed in #4. Otherwise note: Same as #4.
6. Name of Program Office Conducting Survey: Provide the name of the bureau program, office, or organizational unit conducting the survey.
7. Description of Customers and Services Provided: Provide a brief description of the customers who will be surveyed, the services provided by the program conducting the survey, and how these services are provided to customers.
8. Survey Dates: List the time period in which the survey will be conducted, including specific starting and ending dates. The starting date should be at least 45 days after the submission date. The request for expedited approval, and submission of a complete and accurate approval package, must be made at least 45 calendar days prior to the first day the PI wishes to administer the survey instrument to the public.
9. Type of Information Collection Instrument: Check the type(s) of information collection instrument(s) that will be used. If other, please explain.
10. Survey Development: Explain how the survey was developed. With whom did you consult during the development of the survey on content? On statistics? Did you pretest the survey? What actions did you take to improve the survey? What suggestions did you receive for improving the survey? Which of the six topic areas will be addressed? (Note: A description of any pre-testing and peer review of the methods and/or instrument is highly recommended.)
11. Survey Methodology: Explain how the survey will be conducted. Provide a description of the survey methodology including: (a) How will the customers be sampled? (if fewer than all customers will be surveyed); (b) What percentage of customers asked to take the survey will respond, and (c) What actions are planned to increase the response rate? If statistics are generated, this description must be specific and include each of the following:
 - The respondent universe,
 - The sampling plan and all sampling procedures;
 - How the instrument will be administered;
 - Expected response rate and confidence levels; and
 - Strategies for dealing with potential non-response bias.

Note: Web-based surveys are not an acceptable method of sampling a broad population. Web-based surveys must be limited to services provided by the web site.

12. Total Number of Initial Contacts and Expected Number of Respondents: Provide an estimated total number of initial contacts and the total number of expected respondents.
13. Estimated Time to Complete Initial Contact and Time to Complete Survey Instrument: Estimate the time to complete the initial contact and the time to complete the survey instrument (in minutes).
14. Total Burden Hours: Provide the total number of burden hours. The total burden hours should account for the amount of time required to instruct the respondents in completing the survey, and the amount of time required for the respondent to complete the survey.
15. Reporting Plan: Provide a brief description of the reporting plan for the data being collected.
16. Justification, Purpose and Use: Provide a brief justification for the survey, its purpose, goals, and utility to managers. Specifically, describe how data will be tabulated and what statistical techniques will be used to generalize the results to the entire customer population. Describe how data from the survey will be used. Describe how you will acknowledge any limitations related to the data, particularly in cases where we obtain a lower than anticipated response rate. Note whether or not the survey is intended to measure a Government Performance and Results Act (GPRA) performance measure.

Justification for Submission under DOI Programmatic Clearance for Customer Satisfaction Surveys (OMB Control Number 1040-0001)

U.S. Department of the Interior Office of Policy Analysis (PPA)	PPA Tracking Number: (for PPA use only)
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	Date Submitted to PPA:	August 3, 2017
1.	Survey Title:	Improving the Partners for Fish and Wildlife Program to Ensure Longevity of Voluntary Conservation Efforts
2.	Bureau:	U.S. Fish and Wildlife Service

3.	<p>Abstract: (not to exceed 150 words)</p> <p>The Partners for Fish and Wildlife (Partners) Program of the U.S. Fish and Wildlife Service (Service) delivers fish and wildlife conservation by supporting voluntary habitat restoration through financial and technical assistance to private landowners. To better meet the needs of private landowners, a mailed survey will be sent to past participants in the Partners Program. The survey will follow Dillman’s (2014) “Tailored Design Method” and will obtain information on the following from past participants:</p> <ul style="list-style-type: none"> • satisfaction with the Partners Program • retention of conservation practices • conservation behavior as a result of Partners Program participation • factors that encourage participants to work with the Partners Program • how participants’ involvement in the Partners Program relates to continued environmental stewardship.
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4. Bureau/Office Point of Contact Information			
First Name: Brad			
Last Name: Milley			
Title: Social Scientist			
Bureau/Office: Human Dimensions Branch U.S. Fish and Wildlife Service - National Wildlife Refuge System Natural Resource Program Center			
Street Address: 1201 Oakridge Drive, Suite 320			
City: Fort Collins		State: CO	Zip code: 80525
Phone: 970-266-2998		Fax:	
Email: Brad_Milley@fws.gov			
5. Principal Investigator (PI) Information			
First Name: Jerry			
Last Name: Vaske			
Title: Professor			
Bureau/Office: Colorado State University			
Address: Department of Human Dimensions of Natural Resources			
City: Fort Collins		State: CO	Zip code: 80523
Phone: 970-491-2360		Fax: 970-491-2255	
Email: jerryv@colostate.edu			
6.	Name of Program or Office Conducting Survey:	Colorado State University	
7.	Description of Customers and Services Provided:	Past participants in the Partners program	
8.	Survey Dates	(mm/dd/yyyy)	to (mm/dd/yyyy)
		01/04/2018	03/15/2018
9.	Type of Information Collection Instrument (Check ALL that Apply)		
	<input type="checkbox"/> Intercept	<input checked="" type="checkbox"/> Telephone	<input checked="" type="checkbox"/> Mail
		<input type="checkbox"/> Web-based	<input type="checkbox"/> Focus Groups
	<input type="checkbox"/> Other	<input type="checkbox"/> Comment Cards	
	Explain:		

10. Survey Development:

(Who assisted in survey content development statistics?
U.S. Fish and Wildlife Service and Colorado State University

Was the survey pretested?
Yes

How were improvements integrated?
Suggested revisions were incorporated into the survey

Which of the six topic areas will be addressed?)
#1-Delivery, quality and value of products, information and services; #2-Management practices; #3-Mission management; and #6-General demographics

11. Survey Methodology:

(Use as much space as needed; if necessary include additional explanation on separate page).

Respondent Universe	There were 7,669 past participants in the Partners Program who conducted either riparian, upland, or wetland projects between 2001 and 2006 in the US Fish and Wildlife Service's Northwest, Southwest, and Pacific Southwest Regions.
Sampling Plan/Procedure	Contact 2,000 landowners who participated with Partners Program in US Fish and Wildlife Service Northwest, Southwest, and Pacific Southwest Regions between 2001 and 2006 and who conducted either riparian, upland, or wetland projects. Contacts will be made by mail with telephone follow-up to nonrespondents. The sample will be stratified by region and habitat type.
Instrument Administration	Colorado State University
Expected Response Rate and Confidence Levels	60% ±5%
Strategies for dealing with potential non-response bias	Telephone follow-up calls to non-respondents
Description of any pre-testing and peer review of the methods and/or instrument (recommended)	The survey was pretested using 9 former participants in the Partners program. The survey was peer reviewed by colleagues in the Human Dimensions of Natural Resources Department at Colorado State University.

12.	Total Number of Initial Contacts and Expected Number of Respondents	2,000 1,200
13.	Estimated Time to Complete Initial Contact and Time to Complete Instrument	Contacts - 2 minutes Respondents - 18 minutes
14.	Total Burden Hours 67 Contacts 400 Respondents ----- 467 Total	

15. Reporting Plan:

Survey results will be provided to the core team of the study via a peer-reviewed project report. Subsequent publications will include peer reviewed journal articles and presentations. A copy of all survey reports will be provided to PPA.

16. Justification, Purpose, and Use:	
Survey Justification and Purpose	The survey is necessary to gauge the effectiveness of the Partners program in meeting customers' needs.
Survey Goals	To better understand the strengths and weaknesses of the Partners program in order to improve collaborative work with private landowners for conservation outcomes.
Utility to Managers	Will help managers improve the Partners programs and better serve future participants in the program.
How will the results of the survey be analyzed and used?	Data will compare and contrast different regions of the country to determine if region specific adjustments to the Partners program are needed.
<p>How will the data be tabulated? The data will be analyzed using SPSS (i.e., Statistical Package for the Social Sciences)</p> <p>What Statistical Techniques will be used to generalize the results to the entire customer population? The statistical test will depend on the level of measurement (i.e., dichotomous, categorical, continuous). In general, however, we will use the following statistical techniques:</p> <p>Crosstabulations / Chi-square Analysis of Variance / F-value Potential for Conflict Index (Vaske, Beaman, Barreto, & Shelby, 2010)</p> <ul style="list-style-type: none"> o The Potential for Conflict Index (PCI) was developed to facilitate understanding and applicability of human dimensions findings to managerial concerns. PCI ranges from 0 (minimal) to 1 (maximum) potential for conflict and simultaneously describes a variable's central tendency, dispersion & shape using a graphic display. <p>How will limitations on use of data be handled? If the survey results in a lower than anticipated response rate, how will you address this when reporting the results? (Use as much space as needed; if necessary include additional explanation on separate page). If the response rate is lower than anticipated, the data will be weighted using the formulas in Vaske (2008, pp. 212-216).</p> <ul style="list-style-type: none"> • In the event of a low response rate the disparity in results between mail survey and nonresponse check, it may be prudent to weight the data from the mail survey, as follow: • Weight = (population %) / (Sample %) <ul style="list-style-type: none"> o For example, disparity in male/female ratio <ul style="list-style-type: none"> ▪ Weight males = 0.60 / .30 = 2.0 Weight females = 0.40 / 0.70 = 0.57 	

Is this survey intended to measure a Government Performance and Results Act (GPRA) performance measure? If so, please include an excerpt from the appropriate document. (Use as much space as needed; if necessary include additional explanation on separate page).

NA

Checklist for Submitting a Request to Use DOI Programmatic Clearance for Customer Satisfaction Surveys

- *All* questions in the survey instrument are within the scope of one of the DOI Programmatic Clearance for Customer Satisfaction Surveys topic areas.
- The approval package is being submitted to the Office of Policy Analysis at least 45 days prior to the first day the PI wishes to administer the survey to the public.
- A qualified statistician has reviewed and approved your request.
- Your bureau/office Information Collection Clearance Officer has reviewed and approved the approval package.

The approval package includes:

- **A completed Justification**
- **A signed Certification Form**
- **A copy of the survey instrument**
- **Other supporting materials, such as:**
 - **Cover letters to accompany mail-back questionnaires**
 - **Introductory scripts for initial contact of respondents**
 - **Necessary Paperwork Reduction Act compliance language**
 - **Follow-up letters/reminders sent to respondents**

The survey methodology presented in the Justification includes a specific description of:

- **The respondent universe**
- **The sampling plan and all sampling procedures, including how respondents will be selected**
- **How the instrument will be administered**
- **Expected response rate and confidence levels**
- **Strategies for dealing with potential non-response bias**
- **A description of any pre-testing and peer review of the methods and/or the instrument is highly recommended.**

- **The burden hours reported in the Justification include the number of burden hours associated with the initial contact of all individuals in the sample (i.e., including refusals), if applicable, and the number of burden hours associated with individuals expected to complete the survey instrument.**

- **The package is properly formatted (Word) and submitted to the Office of Policy Analysis electronically.**

CERTIFICATION FORM FOR SUBMISSION UNDER OMB CONTROL NUMBER 1040-0001

This form should only be used if you are submitting a collection of information for approval under the DOI Programmatic Clearance for Customer Satisfaction Surveys. If the collection does not satisfy the requirements of the Programmatic Clearance, you should follow the regular PRA clearance procedures described in 5 CFR 1320.

Bureau/Office Subgroup or Program			
US Fish and Wildlife Service/National Wildlife Refuge System			
Title (Please be specific)			
Improving the Partners for Fish and Wildlife Program to Ensure Longevity of Voluntary Conservation Efforts			
Estimated Number		Time per Response	
Contacts	2,000	Contacts - 2 minutes	
Respondents	1,200	Respondents - 18 minutes	
		Total Burden Hours	
		Contacts: 67	
		Respondents: 400	

		Total: 467	
Bureau/Office Contact (who can best answer questions about content of the submission):			
Natalie Sexton, (970) 266-2935			
Name		Phone	
Brad Milley		970-266-2998	
Certification: The collection of information requested by this submission meets the requirements of OMB control number 1040-0001			
Bureau/Office Qualified Statistician			Date
Katie Lyon, Human Dimensions Branch Social Scientist			06/30/2017
Bureau/Office Information Collection Clearance Officer			Date
Madonna L. Baucum, USFWS ICCO			11/07/2017
Office of Policy Analysis			Date