

## **FOCUS GROUP TOPIC GUIDE: IMPROVING THE DESIGN AND DELIVERY OF GREAT LAKES COASTAL WETLAND DST AND RESTORATION ASSESSMENT**

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### **INTRODUCTION**

Hello, I'm Lisa Brignac, and I'll be your moderator for today's focus group.

Our topic is the usability of two websites the Coastal Wetland Prioritization Tool and the Great Lakes Coastal Wetland Restoration Assessment- how you currently use them and how they can be improved upon. We're not trying to sell you anything or convince you of anything. We're simply trying to seek opinions and ideas on what's currently working well for these websites and what we can do to improve them going forward.

We are also conducting a survey on each site. Our final report will contain your opinions and the survey results. They will not contain your names so whatever your opinions are will remain anonymous. Any information you provide will not be associated with your name.

In addition we are taping/recording this meeting but the tape/recording will only be used to help accurately capture your thoughts and opinions. The results are for research purposes only.

The process will be for me to ask a series of questions and then we'll discuss your thoughts and opinions by taking turns around the room. It's that simple. There are no right or wrong answers, so feel free to express your opinions. We appreciate your attendance and will be mindful of the clock and your time. We'll dismiss promptly at xx. Are there any questions before we begin?

I have a statement that I am required to read to you.

**Paperwork Reduction Act Statement:** In accordance with the Paperwork Reduction Act (44 U.S.C. 3501) please note the following information. I work for Gunner Technology and we are conducting this focus group on behalf of U.S. Fish and Wildlife Service. The result of this focus group will help improve the design and delivery of the two websites we are discussing today. Your response is voluntary. We may not conduct or sponsor and a person is not required to respond for any information collection unless it displays a currently valid Office of Management and Budget (OMB) control number. We estimate that it will take you about 2 hours to participate in this focus group. OMB has reviewed and approved these focus groups and assigned OMB Control Number 1090-0011, which expires 08/31/2018. You may send comments on any aspect of this information to the Information Collection Clearance Officer Madonna L. Baucum, Information Collection Clearance Officer, U.S. Fish and Wildlife Service, 5275 Leesburg Pike, MS: BPHC, Falls Church, VA 22041-3803.

*I have a copy of this statement if you'd like one emailed to you.*

**Paperwork Reduction Act Statement:** We estimate it will take you 2 hours to participate in the focus group. The information will be used to develop recommendations, including a list of potential site improvements based on user experience and needs, estimated cost to implement improvements, and the amount of effort to complete each improvement. The information will provide the conservation community and others with the best possible information for Great Lakes coastal wetland conservation and research. Your response is voluntary. We may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB Control Number. You may submit comments on any aspect of this information collection to the Information Collection Clearance Officer, U.S. Fish and Wildlife Service, 5275 Leesburg Pike, MS: BPHC, Falls Church, VA 22041-3803. Please do not send your survey to this address.

**DISCUSSION ITEM 1: ICE-BREAKER**

To get started, I'd like to go around the room and learn a little more about each of you. If you would, please tell us, very briefly in just a minute or two :

- Your ***first*** name and profession
- And a hobby or activity you enjoy

Thank you!

**DISCUSSION ITEM 2: UTILIZATION**

As I mentioned, we're very interested in your involvement and use of the website. Again, a reasonably short answer of several sentences for each question today will help ensure everyone has a chance to speak and we can fit all of our questions in. We'll go round robin starting with a different person each time. Remember, there is no right or wrong answer.

The websites were originally designed to help make strategic conservation decisions about where to conduct wetland acquisition, restoration, and enhancement activities.

So, which site are you currently using and what are you using it for?

[DISCUSSION]

THANK YOU.

**DISCUSSION ITEM 2: CURRENT USER EXPERIENCE**

Here's a question for you regarding your current experience with the website. Is your current experience positive or negative, and please explain why?

[DISCUSSION]

THANK YOU.

**DISCUSSION ITEM 3: CURRENT SITE INFORMATION**

Next think about the information that's made available to you when you're using the site.

3a: Is the appropriate information portrayed on this site?

3b: What additional information would you like for the site to provide?

[DISCUSSION]

THANK YOU.

**DISCUSSION ITEM 4: CURRENT AND FUTURE TOOLS**

When you're utilizing the website and the tools provided what do you think about:

4a: The current decision support tools (DST)? And how valuable is this tool to you?

4b: What tools do you use the most?

4b: What additional tool functions would you like to see?

[DISCUSSION]

THANK YOU.

**DISCUSSION ITEM 5: CURRENT LIMITS**

Item 5: In what specific ways is current functionality limiting your ability to address your questions and find information?

[DISCUSSION]

THANK YOU.

Okay we're down to our last question. Thanks for all of your input and hanging in there.

**DISCUSSION ITEM 6: EXPANSIONS**

Think about the geographic area that you focus on most and what areas you'd like to see.

6a: What is your geographic focus?

6b: Would you like to see a geographic expansion (the website covering more geographical areas)? If so is there a specific geographic area that you'd want covered?

[DISCUSSION]

THANK YOU.

**WRAP- UP**

That ends our discussion for this evening. We appreciate your participation and input.