

Request for Approval under the “DOI Generic Clearance for the Collection of Qualitative Feedback on Agency Service Delivery”

TITLE OF INFORMATION COLLECTION:

Survey of business travelers between US and China as part of the U.S. Fish and Wildlife Service demand reduction efforts.

PURPOSE:

The U.S. Fish and Wildlife Service (Service) has engaged with the Symposium on Asia-USA Partnership Opportunities (SAUPO) for the past several years. This engagement has focused on educating nontraditional audiences (business professionals) about the Service’s International Affairs Division. On April 13, 2018, SAUPO will hold their annual meeting and expect about 200 business professionals to attend. This meeting is one of the largest Asia business conferences in the United States. The purpose of this summit is to generate opportunities and create networks for Chinese companies to invest in the United States. SAUPO provides opportunities for information exchange, network building, global visibility and investment to and from Asia.

Brendan Tate has been invited to speak at the conference and we would like to take this opportunity to refine our communication strategy. USFWS has developed a campaign aimed at educating travelers to help protect endangered wildlife by asking questions before buying items that could potentially be derived from endangered wildlife. We have partnered with NGOs to develop messaging that inform travelers that when they purchase souvenirs, clothing, jewelry, décor, art, food, and other items that those purchases could threaten the survival of endangered wildlife.

The SAUPO conference is an ideal place to target business travelers to test messages to protect endangered wildlife. We plan to ask travelers flying between the United States and China some specific questions about their awareness of endangered wildlife and ability to identify items potentially derived from wildlife while traveling. This data will be collected through an anonymous survey. We also aim to learn more about what kinds of information delivery methods would be most effective.

DESCRIPTION OF RESPONDENTS:

On Friday, April 13th, USFWS Staff member (Brendan Tate) will present at the annual SAUPO conference. During his presentation he will ask the audience to fill out the attached survey and will place several drop boxes in the arena for respondents to deposit surveys in. It is estimated that about 200 people will attend the conference. These people have varying backgrounds, but a majority will be business professionals who travel between the United States and China.

TYPE OF COLLECTION: (Check one)

- | | |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input checked="" type="checkbox"/> Other: We will ask respondents to deposit their survey cards in a drop box located in the conference hall. |

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: Brendan Tate, Outreach & Education Specialist, U.S. Fish and Wildlife Service – International Affairs Program – Office of Outreach and Communication

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? Yes No
3. If Applicable, has a System or Records Notice been published? Yes No If “Yes”, please include the SORN title, number, and Federal Register citation for the publication:

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? Yes No

BURDEN HOURS

| Category of Respondent | No. of Respondents | Participation Time | Total Hour Burden |
|------------------------|--------------------|--------------------|-------------------|
| Individual | 45 | 5 mins | 3.75 |

FEDERAL COST: The estimated annual cost to the Federal government is \$594.72. We calculated the cost by multiplying 7.5 hours spent on the collection X fully burdened rate of \$594.72 (based on a GS-13, step 3 rate of \$371.70 X 1.6).

We estimate that 40 to 50 individuals will respond to the survey. Participants will be asked to fill out the surveys during the presentation at the conference. Boxes will be placed at various locations for respondents to put their surveys in.

The selection of your targeted respondents

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe? Yes No

If the answer is yes, please provide a description of both below (or attach the sampling plan).

If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them.

We will find travelers at gates who will be traveling on JetBlue direct flights to the Dominican Republic. We will approach customers and ask them if they will be willing to give us a minute of their time to answer a few questions. We will try to choose a variety of people to ask, and get a diversity of traveler types (families, individuals, couples, older / younger, etc...)

Administration of the Instrument

1. How will you collect the information? (Check all that apply)

- Web-based or other forms of Social Media
- Telephone
- In-person
- Mail
- Other, Explain:

We will ask participants to fill out the survey cards during the presentation at the conference. We will place boxes at various locations for respondents to deposit their completed surveys to be collected at the end of the conference.

2. Will interviewers or facilitators be used? Yes No

Please make sure that all instruments, instructions, and scripts are submitted with the request.

The survey card is attached.