

**A. Supplemental Questions for DOC/NOAA Customer Survey Clearance  
(OMB Control Number XXXX-XXXX)**

- 1. Explain who will be conducting this survey. What program office will be conducting the survey? What services does this program provide? Who are the customers? How are these services provided to the customer?**

The National Weather Service Western Region (NWS WR) Weather Forecast Office in Medford, OR will be conducting this survey. The web page provides transportation-oriented weather information to local, county, and state Departments of Transportation in Medford Weather Forecast Office's area of responsibility.

- 2. Explain how this survey was developed. With whom did you consult during the development of this survey on content? statistics? What suggestions did you get about improving the survey?**

NWS WR developed the survey to help evaluate, qualitatively, the utility of a new web page that provides a one-stop shop for transportation weather information. We use Google Analytics for most of the quantitative evaluation of the web page. We consulted with the lead developer of the web page to ensure the most important questions were asked. A suggestion we received to improve the survey was to ask for any complaints that users have for the web page. We were unanimous in trying to make this survey short to ensure maximum participation.

- 3. Explain how the survey will be conducted. How will the customers be sampled (if fewer than all customers will be surveyed)? What percentage of customers asked to take the survey will respond? What actions are planned to increase the response rate? (Web-based surveys are not an acceptable method of sampling a broad population. Web-based surveys must be limited to services provided by Web.)**

The survey will be conducted online via a link to a Google form on the transportation weather web page. Also, an email with a link to the survey will be sent to our main partner agencies for Northern California and Southern Oregon. A goal for response rate is 25 percent. The brevity of the survey, as well as the fact that it will be distributed during or shortly after active winter weather, should increase response rate compared to other surveys I've distributed.

- 4. Describe how the results of this survey will be analyzed and used. If the customer population is sampled, what statistical techniques will be used to generalize the results to the entire customer population? Is this survey intended to measure a GPRA performance measure? (If so, please include an excerpt from the appropriate document.)**

We will focus on partner agency responses, so the first question of "position" type will help narrow the focus of analysis. Additionally, NWS WR will use word charts to try to group similar qualitative responses. The goal for this survey is to determine importance of these web pages in terms of decisions made by partner agencies and to try to improve the page based on

customer feedback. NWS WR wants a user- and data-driven service with NWS influence and oversight.

## **B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS**

- 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 governmental units, households, or persons) in the universe and the corresponding sample are to be provided in tabular form. The tabulation must also include expected response rates for the collection as a whole. If the collection has been conducted before, provide the actual response rate achieved.**

We estimate about 100 unique users of the transportation weather web page based on Google Analytics data.

Expected response rate is 25%.

Expected number of entities:

Entity	Estimated number of entities	Users per entity
Departments of Transportation	15	5
Local Governments	10	2
Media	3	2

- 2. Describe the procedures for the collection, including: the statistical methodology for stratification and sample selection; the estimation procedure; the degree of accuracy needed for the purpose described in the justification; any unusual problems requiring specialized sampling procedures; and any use of periodic (less frequent than annual) data collection cycles to reduce burden.**

The survey will be conducted online via a link to a Google form on the transportation weather web page. Also, an email with a link to the survey will be sent to our main partner agencies for Northern California and Southern Oregon. The sample group is small because the intended user group for the web page is small. A goal for response rate is 25 percent. The brevity of the survey and small expected audience will reduce overall burden.

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

The brevity of the survey, as well as the fact that it will be distributed during or shortly after active winter weather, should increase response rate compared to other surveys I've distributed.

**4. Describe any tests of procedures or methods to be undertaken. Tests are encouraged as effective means to refine collections, but if ten or more test respondents are involved OMB must give prior approval.**

NWS WR/Medford WFO did not conduct any tests of procedures or methods.

**5. Provide the name and telephone number of individuals consulted on the 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.**

No consultation was made on the statistical aspects of the design.  
NOAA NWS WR Medford, OR. Noel Keene.