Supporting Statement B for
Paperwork Reduction Act Submission

Survey of U.S. Fish and Wildlife Service
Habitat Conservation Bank Sponsors and Managers

OMB Control Number 1018-XXXX

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 must 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 has been conducted previously, include the actual response rate achieved.**

The potential respondent universe for this survey is all companies/organizations that have habitat conservation banks approved by the U.S. Fish and Wildlife Service (Service, we). As of January 2015, the Service has approved 132 habitat conservation banks (including approved and sold out banks), which are sponsored by 85 individuals or companies/organizations. While most individuals or companies/organizations have only sponsored one bank, six sponsoring entities have sponsored multiple banks. We intend to sample the entire universe of sponsors (85 companies/organizations or individuals sponsoring banks) for Survey 1. In addition, we plan to survey at least one bank manager per sponsoring entity, with the possibility of multiple managers being surveyed for larger companies/organizations that have sponsored multiple banks (we estimate approximately 101 potential respondents for Survey 2 – an estimate of one respondent for every two banks for the companies that have sponsored multiple banks).

We expect a response rate of around 85%, based on a highly motivated sample population, and the fact that we plan to follow standard survey methods to increase response rates (Dillman et al. 2014).

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.**

We plan to survey the entire universe of sponsoring individuals and companies/organizations with banks approved by the Service. Since we are surveying the entire potential respondent universe, stratification and sample selection are not needed. After an initial phone call to each company/organization to determine the final list of respondents, we will send an email with a link to the survey followed by a first email reminder 1 week later, and a second email reminder 2 weeks later. The survey will remain open for approximately 2 weeks after the final reminder is sent.

Information collected will be aggregated for all respondents and presented in summarized form (totals, means, and medians). We expect the information collected to be of sufficient accuracy for the purposes described in the justification of identifying potential constraints in the current conservation banking program. We expect a high response rate due to a highly motivated sample population, and, therefore, expect that the accuracy of the data collected will be sufficient.

We do not anticipate any unusual problems requiring specialized sampling procedures. This will be a one-time information collection.

3. Describe methods to maximize response rates and to deal with issues of nonresponse. 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.

We will follow standard survey techniques to maximize response rates and to deal with issues of nonresponse (Dillman et al. 2014). We will utilize a multiple contact strategy in order to reduce nonresponse bias during the survey process. After an initial phone contact to each sponsoring entity to determine the final respondent list for the survey, respondents will receive an email invitation to fill out the survey, with two follow-up reminders to maximize response rates. We will analyze the characteristics of nonrespondents to determine if they differ systematically from the respondents to the survey. It is expected that this technique will result in reliable data that is adequate for the intended uses.

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.

An initial focus group was conducted with nine individuals involved with conservation banking in order to help develop and refine the survey questions. The surveys were reviewed by a small group of Federal employees and individuals involved in conservation banking to ensure understanding of the questions and to minimize the time needed for response. We incorporated the suggestions, edits, and comments from the reviewers.

5. Provide the name and telephone number 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.

Statistical components of this project were consulted on by:
Sarah Cline
Economist
Department of the Interior
202-208-6018

Person collecting and analyzing data:
Sarah Cline
Economist

Department of the Interior
202-208-6018

Reference

Dillman, Don A., Jolene D. Smyth, and Leah Melani Christian. 2014. Internet, Phone, Mail and Mixed-Mode Surveys: The Tailored Design Method. Hoboken, NJ: John Wiley & Sons.