

## SURVEY CORRESPONDENCE

### ADVANCED LETTER

<DATE>

<First name> <Last name>  
<Address>  
<City>, <State> <Zip>

Dear <First name>,

The National Oceanic and Atmospheric Administration (NOAA) is conducting a study to learn more about saltwater charter businesses like yours. With your help, the information we collect will enable us to better assess the economic effects of management and regulatory actions (currently in place or potential) on Alaska charter boat fishing businesses and the communities in which they operate. The Pacific States Marine Fisheries Commission (PSMFC) is working with us to administer the survey.

Alaska Department of Fish and Game records indicate that you registered a saltwater charter business for 2015. In the next few days, you will receive a packet in the mail from NOAA and PSMFC containing a survey booklet and a postage-paid return envelope, as well as instructions for how to complete the survey on-line if that is preferable.

The survey asks about your involvement in charter fishing, including information about your vessel(s) and crew, services you offer to clients, and cost and earning information associated with your business.

Only aggregated results from the survey will be released publicly. Your personal information will not be disclosed. All data will be kept in password-protected files and will only be accessible to authorized personnel responsible for management and research of fisheries under the authority of NOAA.

**Your response is voluntary, but important.** The information you provide may be used to help shape decisions about federal government actions on saltwater charter boat fishing in Alaska. However, if too few responses are obtained, the results of the analysis cannot pass scientific standards, and thus will not be used to inform decision makers. Therefore, to make sure that the best possible information is obtained about Alaskan charter businesses, we need to hear from you.

If you have any questions about this study, please call toll free (877) 741-8913 and speak with Geana Tyler.

Thank you in advance for your help.

Sincerely,

Dr. Dan Lew  
Project Director  
National Oceanic and Atmospheric Administration

**INITIAL LETTER**

<DATE>

<First name> <Last name>  
<Address>  
<City>, <State> <Zip>

Dear <First name>,

The National Oceanic and Atmospheric Administration (NOAA) is conducting a study to learn more about saltwater charter businesses like yours. With your help, the information we collect will enable us to better assess the economic effects of management and regulatory actions (currently in place or potential) on Alaska charter boat fishing businesses and the communities in which they operate. The Pacific States Marine Fisheries Commission (PSMFC) is working with us to administer the survey, and you have received this survey packet because Alaska Department of Fish and Game records indicate that you registered a saltwater charter business for 2015.

The survey asks about your involvement in the charter fishing industry in Alaska. Some of the questions may require you to consult your records or work with other members of your charter business to answer. It is important that the information you provide is as complete and accurate as possible. We have included instructions for accessing a secure online version of the survey, which requires a unique login ID and password. The online survey is designed to minimize the time required to complete the survey. We have also included a printed copy of the survey and a postage-paid return envelope. Both versions of the survey ask identical questions, and we ask that you use whichever version is most convenient for you.

This survey takes most people about 90 minutes to complete. After you've completed the survey, please return it to PSMFC in the enclosed self-addressed and postage-paid envelope.

Only aggregated results from the survey will be released publicly. Your personal information will not be disclosed. All data will be kept in password-protected files and will only be accessible to authorized personnel responsible for management and research of fisheries under the authority of NOAA.

**Your response is voluntary, but important.** The information you provide may be used to help shape decisions about federal government actions on charter fishing in Alaska. However, if too few responses are obtained, the results of the analysis cannot pass scientific standards, and thus will not be used to inform decision makers. Therefore, to make sure that the best possible information is obtained about Alaskan charter businesses, we need to hear from you.

Please complete the survey to the best of your ability and return it no later than [DATE]. If you have any questions about this study or about any of the questions in the survey, please call toll free (877) 741-8913 and speak with Geana Tyler. Thank you in advance for your help.

Sincerely,

Dr. Dan Lew  
Project Director  
National Oceanic and Atmospheric Administration

P.S. We have enclosed a small token of appreciation as a way to say thanks for completing the survey!

## **POSTCARD FOLLOWUP**

Last week a survey was mailed to you seeking information about your business' involvement in saltwater charter boat fishing in Alaska.

If you have already completed and returned the paper survey, or completed the online survey, please accept our sincere thanks. If you have not, we ask that you do so today.

**Your response is voluntary, but important.** The information you provide may be used to help shape decisions about federal government actions on saltwater charter boat fishing in Alaska. To make sure that enough responses are returned for the data to be useful, and the best possible information is obtained about Alaskan charter businesses, we need to hear from you. Please complete the enclosed survey to the best of your ability and return it no later than [DATE].

**If you need another paper copy of the survey or instructions on accessing the survey online,** please call toll free (877) 741-8913 and speak with Geana Tyler and one will be mailed to you today.

**Thank you for your help.**

Dr. Dan Lew  
Project Director  
National Oceanic and Atmospheric Administration

## **SECOND MAILING**

<DATE>

<First name> <Last name>  
<Address>  
<City>, <State> <Zip>

Dear <First name>,

A couple weeks ago, a survey was mailed to you seeking information about your business' involvement in Alaskan charter fishing.

If you have already completed and returned the paper survey, or completed the online survey, please accept our sincere thanks. If you have not, we ask that you do so today. We have enclosed another copy of the survey and instructions on accessing the secure online version of the survey in case you have misplaced the original mailing package we sent. We understand that you personally might not have all of the answers to the questions, and we fully expect you to collaborate with as many people as needed within your business to complete the survey. The key is that the information you provide is as complete and accurate as possible.

Only aggregated results from the survey will be released publicly. Your personal information will not be disclosed. All data will be kept in password-protected files and will only be accessible to authorized personnel responsible for management and research of fisheries under the authority of NOAA.

This survey takes most people about 90 minutes to complete. After you've completed the survey, please return it in the enclosed self-addressed and postage-paid envelope.

Although your participation is voluntary, your response will help us get a better understanding about charter businesses in Alaska, information that may be used to help shape decisions about federal government actions on charter fishing in Alaska. To make sure that the best possible information is obtained about Alaskan charter businesses, we need to hear from you. So please complete the enclosed survey to the best of your ability and return it to PSMFC no later than [DATE].

If you have any questions about this study or any of the questions in the survey, please call toll free (877) 741-8913 and speak with Geana Tyler. Thank you in advance for your help.

Sincerely,

Dr. Dan Lew  
Project Director  
National Oceanic and Atmospheric Administration

## **TELEPHONE FOLLOW-UP**

Hello, my name is \_\_\_\_\_ and I am calling from Pacific States Marine Fisheries Commission in Portland, Oregon, on behalf of National Marine Fisheries Service's Alaska Fisheries Science Center. I am trying to reach [name on address].

[IF NOT AVAILABLE] Thank you, I will call back later. When would be a good time to reach [name on address]?

[IF QUALIFIED RESPONDENT IS ON THE PHONE]

**QA** Recently, we mailed you a questionnaire asking you about your charter business structure, costs and revenue. The survey had a picture of charter boats on the cover and was titled the Alaska Charter Boat Sport Fishing Cost and Earnings Survey. Do you remember receiving that questionnaire?

- 1 YES
- 2 NO [SKIP TO QA2]

**QA1** As of today, we have not received your completed questionnaire. As a member of the charter fishing industry in Alaska, you are probably aware of the smaller number of charter operators that remain in operation in Alaska and their importance to local economies. As one of the remaining operators, your response is very important, and we would greatly appreciate it if you would participate in the survey. The online version of the survey is most convenient for computer users— would it be possible for you to complete the online survey in the next week?

- 1 YES [SKIP TO VERIFY 1]
- 2 NO TO INTERNET [SKIP TO QA3]
- 3 NO TO SURVEY [SKIP TO QB]
- 4 SURVEY HAS ALREADY BEEN RETURNED [THANK YOU, SKIP TO CONTINUE]

**QA2** We are collecting information about saltwater charter businesses like yours to help the federal government better assess the economic effects of management and regulatory actions (currently in place or potential) on Alaska charter boat fishing businesses and the communities in which they operate. Your input is very important since if too few people respond, the results of the analysis cannot pass scientific standards, and thus will not be used to inform decision makers on the charter boat sector and how it may be affected by their decisions. The online version of the survey is most convenient for computer users – would it be possible for you to complete the online survey in the next week?

- 1 YES [SKIP TO VERIFY 1]
- 2 NO TO INTERNET [SKIP TO QA3]
- 3 NO TO SURVEY [SKIP TO QB]
- 4 SURVEY HAS ALREADY BEEN RETURNED [THANK YOU, SKIP TO CONTINUE]

**QA3** Okay, If we send you another survey, could you find the time to complete the survey and return it to us by mail within a week of receiving it?

- 1 YES – [SKIP TO VERIFY 2]
- 3 NO - [SKIP TO QB]

VERIFY 1: (If they indicate they'll take survey online)

To ensure the security of information provided in the online survey, we included a user id and password to access our website in the survey packet we sent you in April. For your convenience I can email your id, a new password, and the web address for the survey if you don't still have it. Is your email address [GIVE EMAIL ADDRESS ON FILE]?

- 1. YES, BUT DON'T NEED NEW PASSWORD [SKIP TO CONTINUE]
- 2. YES, SEND NEW PASSWORD [FLAG FOR RESET]
- 3. NO [RECORD NEW EMAIL ADDRESS and FLAG FOR RESET]

Thank you, I will email you the information today. [GO TO CONTINUE]

VERIFY 2 (If new survey needs to be sent)

I would like to verify the address for [name of business] as...

STREET ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE \_\_\_\_\_

Is this correct?

- 1- NO – [RECORD NEW ADDRESS.]
- 2- YES

Okay, I will send another questionnaire out today. [GO TO CONTINUE]

CONTINUE (If they indicate survey has been or will be returned)

Thanks for your participation. [GO TO QB]

**QB** It is very important for our analysis that we understand how those who haven't returned the survey compare to those who did. This way we will not misinterpret the results. Could I take about 5 minutes to ask you a few questions that will help us with our work? I'd like to remind you that all of your answers are confidential and your name will not be revealed to anyone.

- 1 YES [SKIP TO Q1]
- 2 NO [ASK FOR A MORE CONVENIENT TIME, OTHERWISE, THANK AND TERMINATE]

### CHARTER BUSINESS OPERATIONS

Q1 Which of the following business structures best describes your business? *Check the best answer.*

- 1 C Corporation
- 2 Sole proprietorship
- 3 Limited liability partnership (LLP), Limited liability company (LLC), or S corporation
- 4 Other
- 5 Don't know

Q2 Do you plan on operating this charter business in 2012?

- 1 YES [SKIP TO Q3]
- 2 NO [GO ON TO Q2a]

Q2a Why are you not going to operate in 2012? (indicate all that apply)

- 1 The business isn't profitable.
- 2 Regulatory requirements are too stringent.
- 3 Reporting requirements are too stringent.
- 4 I'm retiring.

[After Q2a is answered, skip to Q4]

Q3 Do you plan to change your business model in any way, for example, by changing the types of fishing trips you offer or adding other services besides guided fishing?

- 1 YES [GO ON TO Q3a]
- 2 NO [GO ON TO Q4]

Q3a How do you expect to change your business model? (Indicate any that apply)

- 1 I will not offer trips to fish for halibut any more or offer fewer trips for halibut.
- 2 I plan to offer more non-fishing trips.
- 3 I plan to offer trips to fish for multiple species in the same trip.

Q4 Does your business offer trips only in saltwater, only in freshwater or do you offer trips in both saltwater and freshwater?

- 1 Only saltwater
- 2 Only freshwater
- 3 Both saltwater and freshwater

Q5 During 2015, about what percentage of your total annual household income was earned from your charter business?

- 1 0-25%
- 2 26-50%
- 3 51-75%
- 4 75-100%

Q6 Which of the following best describes what you did during the 2010-11 off-season? *Check all that apply.*

- I continued work related to your charter business, including travel outside of Alaska
- I worked in Alaska in a fishing-related job not related to your charter business
- I worked in Alaska in a non-fishing related job
- I lived in Alaska, but do not work
- I worked outside of Alaska in a fishing-related job not related to your charter business
- I worked outside of Alaska in a non-fishing related job
- I lived outside of Alaska, but did not work

[IF RETURNING SURVEY] Thank you, this will help with our preliminary analysis. Receiving your completed survey will greatly help improve our understanding of charter business operations in Alaska. Thanks again, and have a good evening.

[IF NOT RETURNING QUESTIONNAIRE] That's all the questions I have for you. Do you have any comments that you would like to add? Thank you for your time. We really appreciate your participation in this brief survey. Thanks again, and have a good evening.

TERMINATE

[TO BE COMPLETED BY INTERVIEWER]

Respondent gender:   MALE  
                              FEMALE

LANG Language or other barrier:

- 1 YES, POSSIBLE LANGUAGE BARRIER
- 2 YES, DEFINITE LANGUAGE BARRIER
- 3 NO LANGUAGE, BUT OTHER TYPE OF BARRIER *[SPECIFY]*
- 4 NO BARRIERS

OTHER RESPONDENT COMMENTS

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## QUESTIONS/COMMENTS AND ANSWERS

***[If concerned about purpose of the call]*** This is not a marketing or sales call. We are collecting public input for government, industry, and citizen groups to consider when evaluating ways to manage fish species, like halibut, that are targeted by charter businesses in Alaska. I want to assure you that your answers will be kept confidential and your name will not be revealed to anyone.

***[If asking about the study sponsor]*** This survey is sponsored by NOAA Fisheries, also known as the National Marine Fisheries Service, a U.S. government agency charged with understanding the effects of federal management actions and policies affecting the nation's saltwater and freshwater fisheries.

## **ONLINE SURVEY INFORMATION**

The following are instructions for accessing and using the online Charter Operator Survey, which provides a safe, quick method for completing the survey. This secure method will allow you to login to the survey and work at your own pace. At any time, you can save your answers and re-login at a later time to pick up where you left off.

If you would like to use the online version of the survey, please point your web browser to:

<http://www.psmfc.org/am80edr/edr>

### **For ADF&G Saltwater Charter License No: 1111**

**Your Login ID is: 2015A-1000A**

**Your password is: 4we7i5b**

Please keep your Login ID and password secure. If this information gets misplaced or you are concerned about unauthorized access, please contact PSMFC and password will be reset.

We have taken several measures to protect the confidentiality of the data you submit through the online survey. These include:

1. Access to data you enter is password protected, and your user id and password are delivered to you by certified mail.
2. All logins to the website (successful and unsuccessful) are logged and the log will be monitored for signs of unauthorized access.
3. The database is password-protected on PSMFC's secure network.
4. Data traveling between your PC and the PSMFC Web server is encrypted for security using an SSL certificate from GoDaddy.com, Inc. (<http://www.godaddy.com/gdshop/ssl/ssl.asp>). The GoDaddy web site certificate safeguards sensitive data by securing online

If you have any questions about the online version of the EDR or need assistance with any questions on the EDR, please call toll free (877) 741-8913 and speak with Geana Tyler.