**Gulf of Mexico Harmful Algal Bloom (HAB) Bulletin Survey**

**NOTE: The final version for the web-based survey software will feature better images than the ones used here.**

*This is a voluntary survey.*

*A Federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with an information collection subject to the requirements of the Paperwork Reduction Act of 1995 unless the information collection has a currently valid OMB Control Number. The approved OMB Control Number for this information collection is 0648-0342. Without this approval, we could not conduct this information collection. Public reporting for this information collection is estimated to be approximately 10 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the information collection. All responses to this information collection are voluntary. Send comments regarding this burden estimate or any other aspect of this information collection, including suggestions for reducing this burden to the NOAA National Ocean Service, National Centers for Coastal Ocean Science, Attn: Lonnie Gonsalves, 1305 East West Hwy., Rm 8325, Silver Spring, MD 20910.*

Thank you for taking the time to respond to this survey!

This survey is designed to collect information on the use and usefulness of the Gulf of Mexico Harmful Algal Bloom (HAB) Bulletins. The Bulletin is sent out twice per week to provide information on HABs in the Gulf of Mexico region.

This survey should take no more than 10 minutes to complete and will provide NOAA with valuable feedback on how the Bulletin is used and how it can be improved.

1. **How would you describe the sector you work in (i.e., how you might receive or use the Bulletin)?**

\_\_ Federal government

\_\_ State government

\_\_ Local government

\_\_ Commercial sector

\_\_ Non-profit

\_\_ Academic/Research

\_\_ Private citizen

1. **Which area of the Gulf of Mexico do you use the Bulletin for?**

\_\_ Southwest Florida

\_\_ Northwest Florida to Louisiana

\_\_ Texas

1. **Which of the following frequencies best describes how often do you consult the HAB Bulletins?**

\_\_ Weekly or more frequently

\_\_ Every other week

\_\_ Monthly

\_\_ Every other month

\_\_ 1-2 times per year

\_\_ Never [Skip to Q19]

1. **Do you use the Bulletin for any of the following types of advisories or decision-making?**

|  |  |  |
| --- | --- | --- |
|  | **Yes** | **No** |
| Beach closures or advisories |  |  |
| Fish or shellfish consumption |  |  |
| Recreational fishing decisions/advisories |  |  |
| Other health advisories (not listed above) |  |  |
| Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |  |

1. **How useful is the Bulletin in each of these uses for your purpose?**

**(Only asked for the ones selected in Q4.)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Not at all useful** | **Minimally useful** | **Moderately useful** | **Very useful** |
| Beach closures or advisories |  |  |  |  |
| Fish or shellfish consumption |  |  |  |  |
| Recreational fishing decisions/advisories |  |  |  |  |
| Other health advisories (not listed above) |  |  |  |  |
| Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |  |  |  |

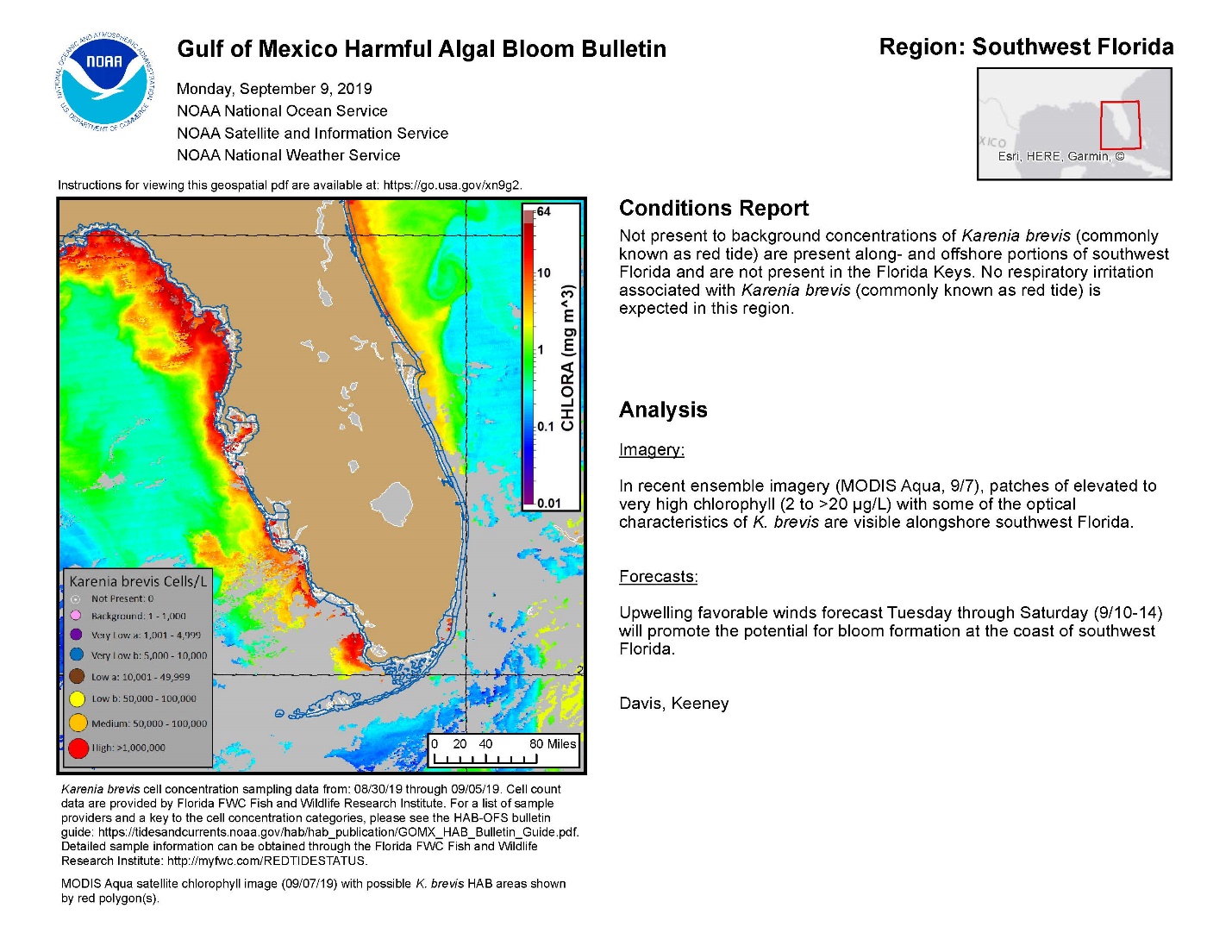
1. **How would you describe the extent to which the Bulletin is your primary/only source of information?**

\_\_ I have other sources of information that I prefer

\_\_ I use multiple sources of information on HABs, including the NOAA HAB Bulletin

\_\_ I rely primarily on the Bulletin for information on HABs

**If respondent indicated one of the two Florida regions in Q2, they are asked Q7 – Q11.**



1. **The image {above} shows the Conditions Report, Analysis (including Bloom Formation forecast), and interactive Satellite Image map in the Bulletin when there is no *Karenia brevis* bloom present. How useful do you find this part of the Bulletin when there is no bloom?**

\_\_ Very useful

\_\_ Useful

\_\_ Minimally useful

\_\_ Not useful

\_\_ Not applicable/something I don’t use

A close up of a map

Description automatically generated

A

B

**The image {above} shows the Conditions Report (“A”) and interactive Respiratory Irritation forecast (“B”) map in the Bulletin.**

1. **How useful do find the Conditions Report (“A”)?**

\_\_ Very useful

\_\_ Useful

\_\_ Minimally useful

\_\_ Not useful

\_\_ Not applicable/something I don’t use

1. **How useful do find the interactive Respiratory Irritation forecast (“B”)?**

\_\_ Very useful

\_\_ Useful

\_\_ Minimally useful

\_\_ Not useful

\_\_ Not applicable/something I don’t use

A screenshot of a cell phone

Description automatically generated

1. **The image {above} shows the Wind Conditions information in the Bulletin. How useful do you find this part of the Bulletin?**

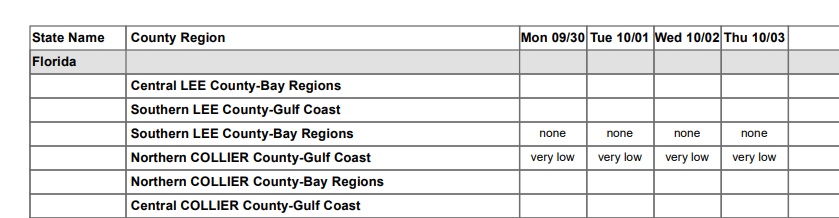
\_\_ Very useful

\_\_ Useful

\_\_ Minimally useful

\_\_ Not useful

\_\_ Not applicable/something I don’t use



1. **The image {above} shows the County and Region-specific Respiratory Irritation forecast information in the Bulletin. How useful do you find this part of the Bulletin?**

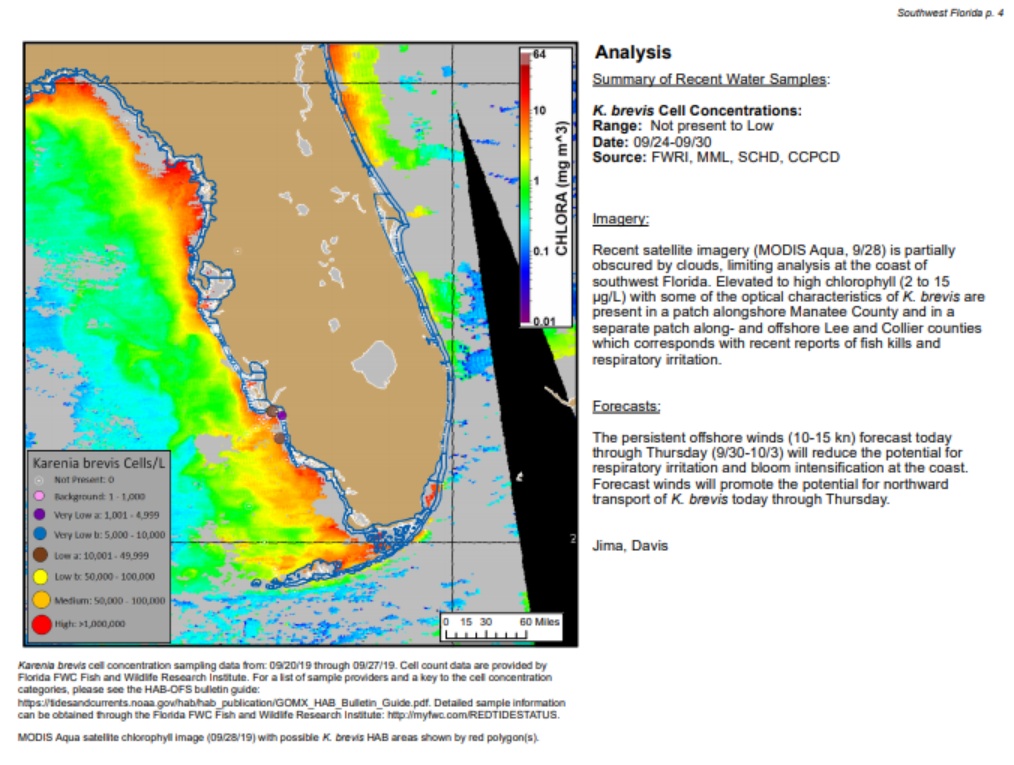
\_\_ Very useful

\_\_ Useful

\_\_ Minimally useful

\_\_ Not useful

\_\_ Not applicable/something I don’t use



1. **The image {above} shows the Analysis information in the Bulletin. How useful do you find this part of the Bulletin?**

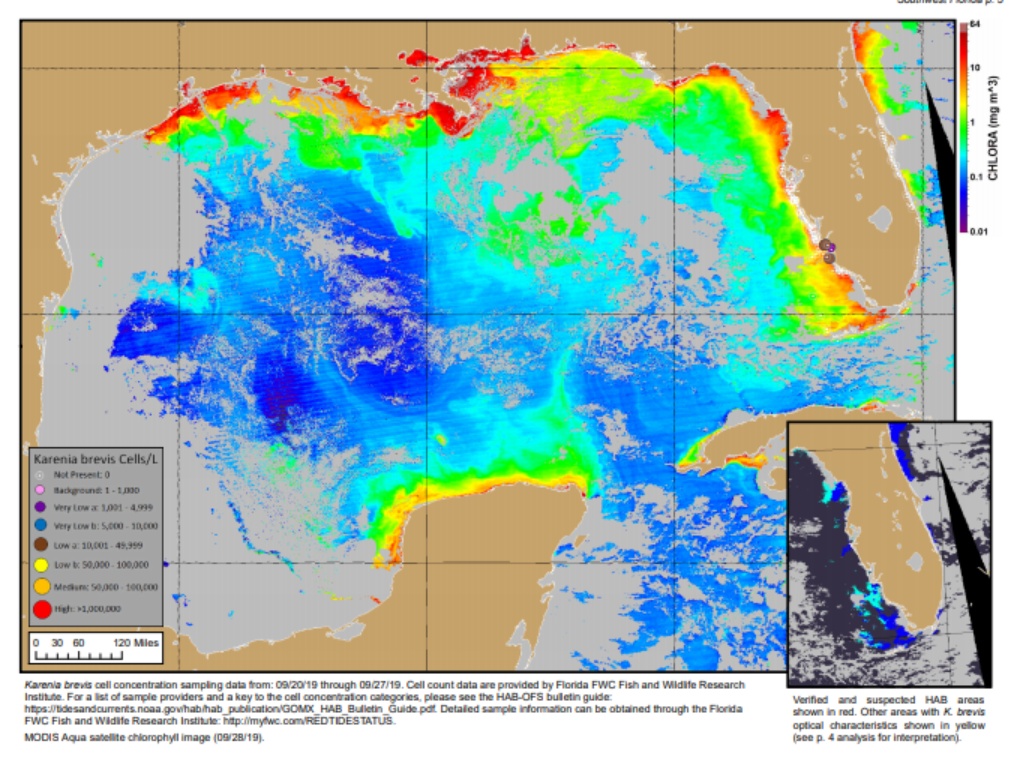
\_\_ Very useful

\_\_ Useful

\_\_ Minimally useful

\_\_ Not useful

\_\_ Not applicable/something I don’t use



B

A

**The image {above} shows the Gulf-wide information (“A”) and the Chlorophyll anomaly (“B”).**

1. **How useful do you find the Gulf-wide information (“A”)?**

\_\_ Very useful

\_\_ Useful

\_\_ Minimally useful

\_\_ Not useful

\_\_ Not applicable/something I don’t use

1. **How useful do you find the Chlorophyll anomaly (“B”)?**

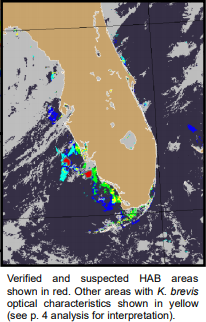
\_\_ Very useful

\_\_ Useful

\_\_ Minimally useful

\_\_ Not useful

\_\_ Not applicable/something I don’t use



1. **The image {above} shows a satellite image in the Bulletin highlighting the verified and suspected HAB areas. How useful do you find this part of the Bulletin?**

\_\_ Very useful

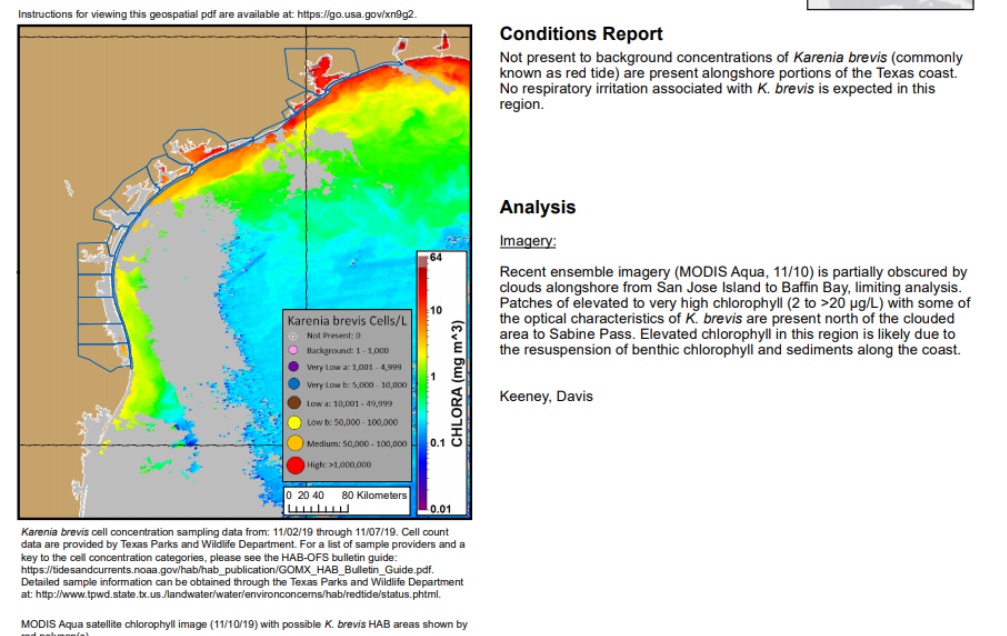
\_\_ Useful

\_\_ Minimally useful

\_\_ Not useful

\_\_ Not applicable/something I don’t use

**If respondent indicated Texas in Q2, they are asked Q12 – Q14.**



1. **The image {above} shows the Conditions Report, Analysis, and interactive Satellite Image map in the Bulletin when there is no *Karenia brevis* bloom present. How useful do you find this part of the Bulletin when there is no bloom?**

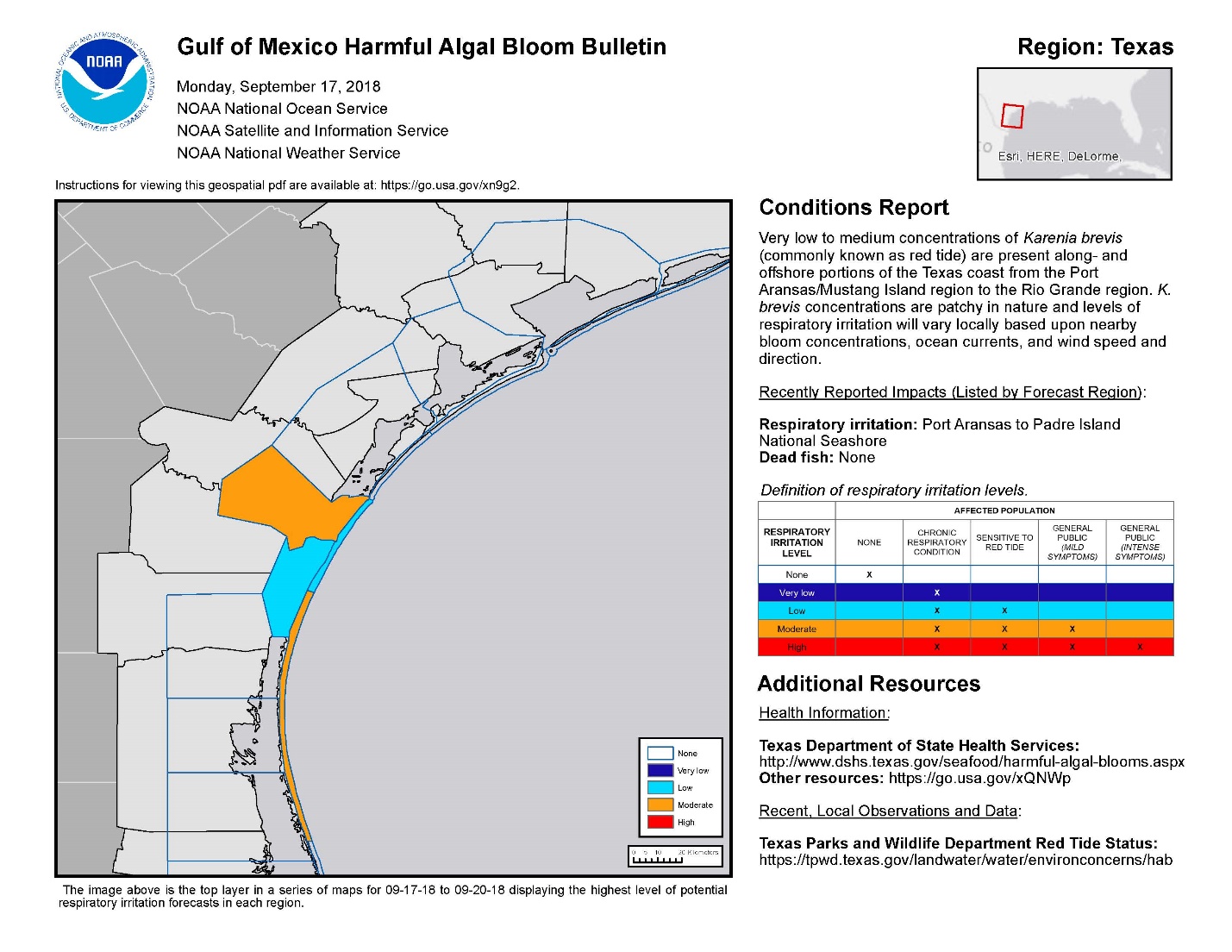
\_\_ Very useful

\_\_ Useful

\_\_ Minimally useful

\_\_ Not useful

\_\_ Not applicable/something I don’t use



B

A

**The image {above} shows the Conditions Report (“A”) and interactive Respiratory Irritation forecast map (“B”) in the Bulletin.**

1. **How useful do you find the Conditions Report (“A”)?**

\_\_ Very useful

\_\_ Useful

\_\_ Minimally useful

\_\_ Not useful

\_\_ Not applicable/something I don’t use

1. **How useful do you find the interactive Respiratory Irritation forecast map (“B”)?**

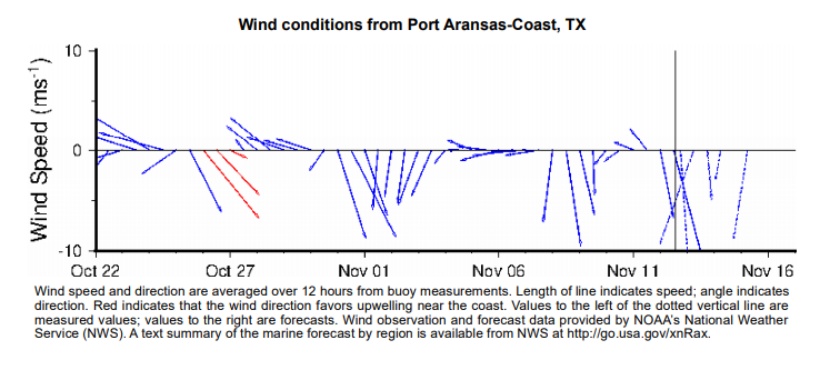
\_\_ Very useful

\_\_ Useful

\_\_ Minimally useful

\_\_ Not useful

\_\_ Not applicable/something I don’t use



1. **The image {above} shows the Wind Conditions information in the Bulletin. How useful do you find this part of the Bulletin?**

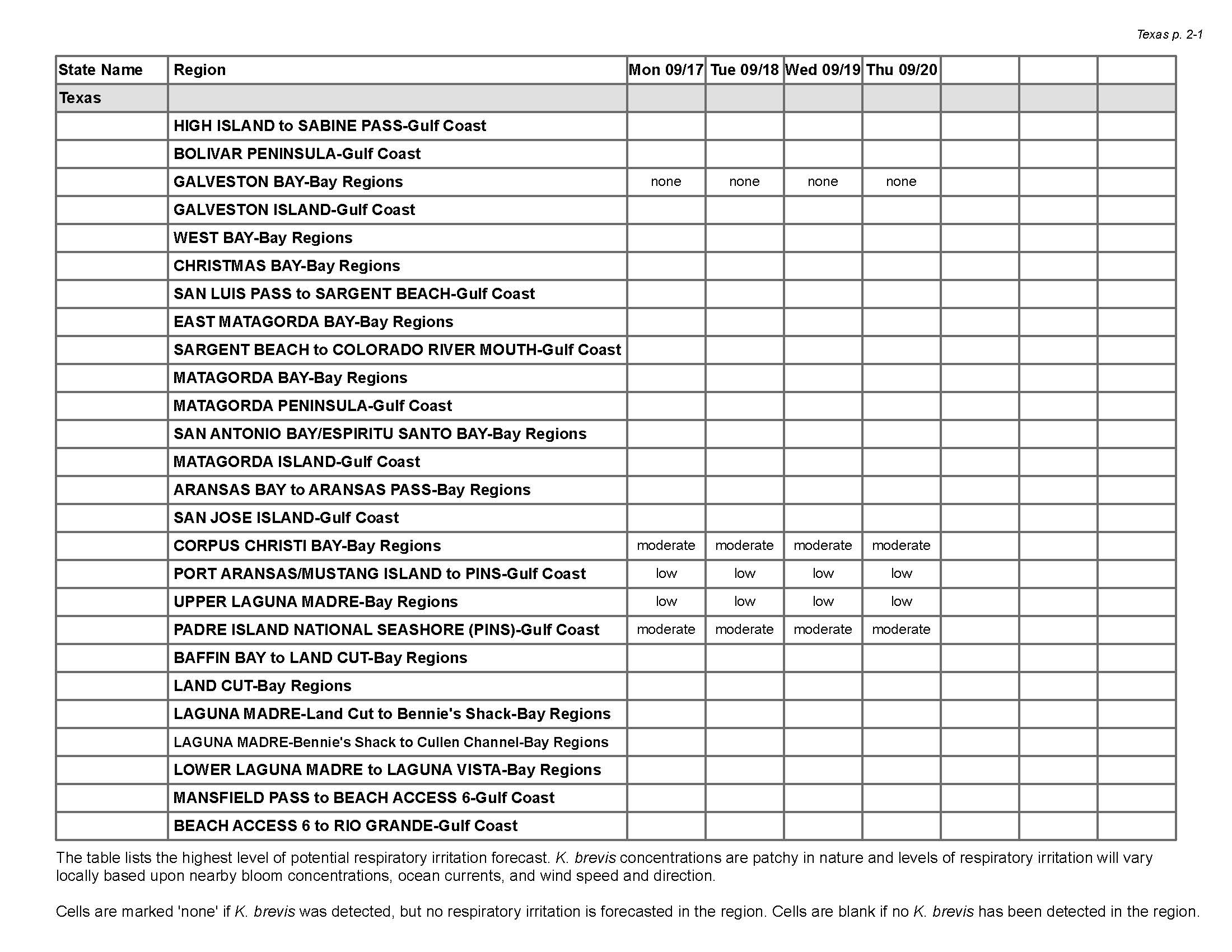
\_\_ Very useful

\_\_ Useful

\_\_ Minimally useful

\_\_ Not useful

\_\_ Not applicable/something I don’t use

1. **The image {above} shows the Region-specific Respiratory Irritation forecast information in the Bulletin. How useful do you find this part of the Bulletin?**

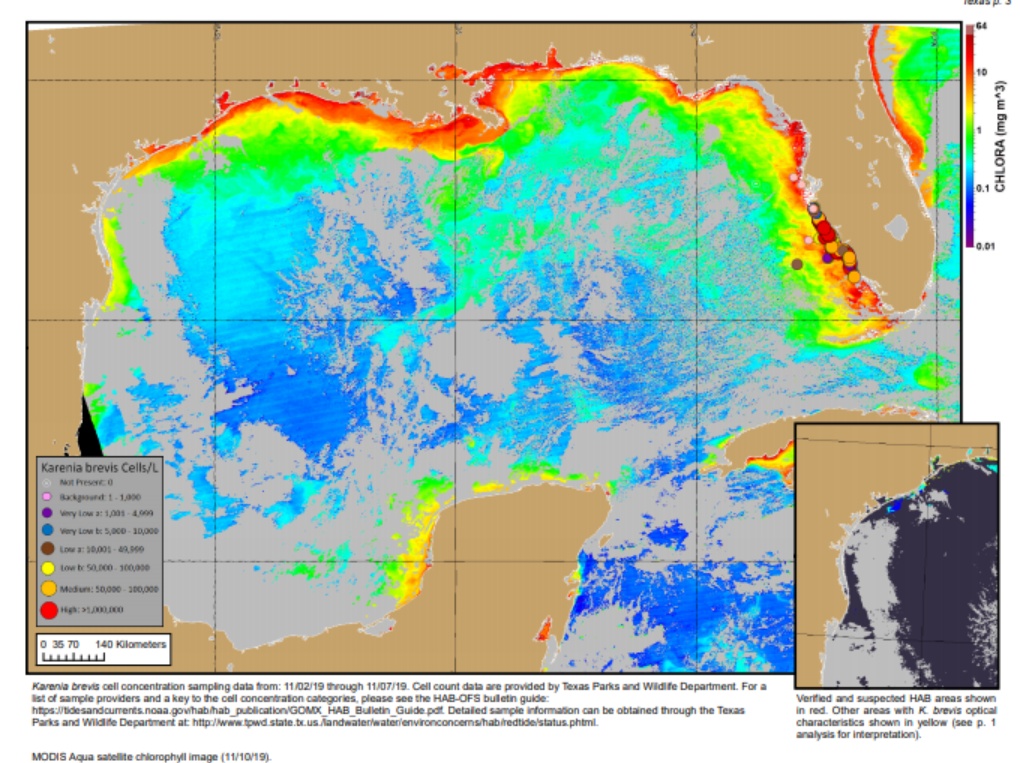
\_\_ Very useful

\_\_ Useful

\_\_ Minimally useful

\_\_ Not useful

\_\_ Not applicable/something I don’t use



A

B

**The image {above} shows the Gulf-wide information (“A”) and the Chlorophyll anomaly (“B”).**

1. **How useful do you find the Gulf-wide information (“A”)?**

\_\_ Very useful

\_\_ Useful

\_\_ Minimally useful

\_\_ Not useful

\_\_ Not applicable/something I don’t use

1. **How useful do you find the Chlorophyll anomaly (“B”)?**

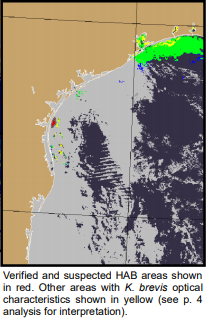
\_\_ Very useful

\_\_ Useful

\_\_ Minimally useful

\_\_ Not useful

\_\_ Not applicable/something I don’t use



1. **The image {above} shows a satellite image in the Bulletin highlighting the verified and suspected HAB areas. How useful do you find this part of the Bulletin?**

\_\_ Very useful

\_\_ Useful

\_\_ Minimally useful

\_\_ Not useful

\_\_ Not applicable/something I don’t use

1. **If NOAA were to add the following elements to the Bulletin, how useful would these new elements be to you?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Potential New Element** | **Not useful** | **Minimally useful** | **Useful** | **Very useful** |
| Real-time wind forecasts |  |  |  |  |
| Interactive web maps |  |  |  |  |
| Time slider to view the samples and forecasts by day |  |  |  |  |
| Export data (ex. satellite imagery) |  |  |  |  |

1. **To what extent do you agree with each of the following statements?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **The Bulletin…** | **Strongly disagree** | **Disagree** | **Agree** | **Strongly Agree** | **Don’t Know** |
| Is easy to read |  |  |  |  |  |
| Is understandable |  |  |  |  |  |
| Provides actionable information |  |  |  |  |  |
| Is usually correct in its forecast |  |  |  |  |  |
| Is sent too frequently |  |  |  |  |  |
| Is not sent frequently enough |  |  |  |  |  |

1. **You indicated that the Bulletin was not {category from above with a “strongly disagree” or “disagree”}, are there ways in which it can be improved?**

Note: There would be 6 of these questions that would only appear when the respondent selects a “strongly disagree” or “disagree” to one of the above.

{Open-Ended}

1. **Overall, how satisfied are you with the Gulf of Mexico HAB Bulletin?**

\_\_ Not at all satisfied

\_\_ Somewhat satisfied

\_\_ Moderately satisfied

\_\_ Very satisfied

*[Q19 is only asked of those who said “Rarely/Never” on Q3]*

1. **You said you “rarely/never” read the Bulletin. Why is that? (Select all that apply)**

\_\_ Not relevant for me

\_\_ The information is too complex

\_\_ The information is too simple

\_\_ I/my workplace generates HABs-related data

\_\_Don’t like the format

*[Q20 is asked of everyone.]*

1. **Is there a feature or additional type of information that you need for your decision-making that is not provided?**

{Open-ended}

1. **Overall, are there ways in which NOAA can improve the HAB Bulletin?**

{Open-ended}