

**SUPPLEMENTAL QUESTIONS PART B**  
**U.S. Department of Commerce**  
**National Oceanic & Atmospheric Administration**  
**DOC/NOAA Customer Surveys**  
**Ecological Forecast Products**  
**OMB Control No. 0648-0342**

**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.**

The respondent universe for these three surveys are the individuals who signed up to receive the NOAA HAB Bulletins for Lake Erie or the Gulf of Mexico and the Chesapeake Bay website updates. All individuals on each list will receive a survey request.

**Table 1. Expected Survey Response Summary**

<b>Area</b>	<b>Number of Individuals on the NOAA Distribution List</b>	<b>Expected Response Rate</b>	<b>Total Expected Responses</b>
Lake Erie	3,083	20%	617
Gulf of Mexico	600	20%	120
Chesapeake Bay	782	20%	157
<b>Total</b>	<b>4,465</b>	<b>20%</b>	<b>894</b>

Note: The total for each list includes a small number of federal email addresses.

Individuals who sign up to receive the survey are those who have an interest in the information, usually from a professional standpoint. This can include public health officials, state and local government officials, federal officials, businesspeople, researchers, and members of the public.

- 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 collected by sending a link to an online survey via email to each person on the distribution lists. The survey will be programmed into ERG’s online Qualtrics account, a state-of-the-art survey software that allows for tracking response.

NOAA will not be using statistical sampling and will not need to stratify the sample. No special statistical estimation procedures are needed beyond basic tabulation and cross-tabulations. No level of accuracy has been assessed since there is no need for statistical procedures.

There are no unusual problems requiring specialized sampling.

This is a one-time data collection effort.

**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.**

NOAA and ERG expect a 20 percent response rate since (1) most of those who receive the emails are actively involved in HAB- or waterborne pathogen-related issues, (2) HABs and waterborne pathogens are a growing concern in each area, and (3) those who receive the products signed up to receive it. Nevertheless, NOAA and ERG will continue to follow good survey practices to ensure high participation, including the following:

- NOAA will “advertise” the survey well in advance to ensure the potential respondents are aware a survey is coming. This will involve sending the distribution lists an announcement that the survey is coming. This email will constitute a “pre-notification email” for the survey.
- ERG will send the email with the survey link 3-4 days after the NOAA pre-notification email.
- ERG will send 2-3 reminders to non-responders over the next 2-3 weeks to increase response.

**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.**

NOAA’s subcontractor ERG interviewed several individuals from different sectors – including drinking water facility managers, commercial fishing operators, resource managers, public health officials, and academia – who use the products to better define the survey instrument. These interviews allowed ERG to understand how the product is used and potential issues to ask about in the survey.

**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.**

NOAA has contracted with Eastern Research Group, Inc. (ERG) of Lexington, MA to design the survey instrument and implement the survey. ERG’s project manager for this work is Lou Nadeau (781-674-7316; [lou.nadeau@erg.com](mailto:lou.nadeau@erg.com)).