

SUPPLEMENTAL QUESTIONS PART A
U.S. Department of Commerce
National Oceanic & Atmospheric Administration
DOC/NOAA Customer Surveys
NWS Hazard Simplification Surveys
OMB Control No. 0648-0342

- 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 results of these surveys support the National Weather Service's (NWS) Analyze, Forecast and Support Office (AFSO), Forecast Services Division (FSD). FSD, which is responsible for the development of requirements, policy, and procedures for all NWS forecast and warning services, leads the effort. These services are provided with text and graphics via a variety of dissemination means, including the internet.

The purpose of the surveys is to collect feedback on a proposed change to the current NWS hazard messaging system (Watch, Warning, and Advisory (WWA)). This proposal represents the final outcome of the Hazard Simplification (Haz Simp) project, which was initiated to evaluate strengths and weaknesses of the WWA system and propose potential improvements.

- 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?**

These surveys were developed by the AFSO in consultation with other risk communication specialists to validate the integrity of the questions and the accuracy of the meteorological/ hydrological content.

- 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?**

Surveys such as this are advertised by NWS to its partners and the public. NWS Warning Coordination Meteorologists (WCM) are engaged to publicize surveys to their local partners and the public they serve. The NWS Office of Communications also advertises the surveys on social media (e.g., Facebook, Twitter). The surveys are open to the public and are available for anyone to take.

- 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.)**

The results of the surveys are analyzed by a team of NWS experts. The findings provide the Haz Simp team with an understanding of the level of public approval and support for the proposed changes. These surveys alone do not promise any changes to products and services; instead, they provide general feedback that can guide a path forward for further refinement.

There are no structured selection/sampling methods used beyond our general outreach to the public. As such, the results are not generalizable to the broader US population. With that said, every effort is made to reach a wide variety of individuals across every locale. For instance, the survey is offered in Spanish translation.

These surveys are not intended to measure a GPRA performance measure.