

Supplemental Questions for DOC/NOAA Customer Survey Clearance

(OMB Control Number 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 survey will be distributed electronically by the U.S. Global Change Research Program National Coordination Office (USGCRP NCO), the entity charged with coordinating climate change research across 13 Federal agencies. The customers will be participants in USGCRP activities such as the National Climate Assessment and interagency working groups. The survey will be delivered via electronic means including email and a voluntary mechanism on USGCRP website GlobalChange.gov and subsites.

- 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?**

The survey is a synthesis of several surveys previously administered to measure satisfaction and effectiveness in the development of National Climate Assessment products. Additionally, a number of longstanding questions from USGCRP staff and member agencies regarding the utilization of USGCRP products were incorporated.

- 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?**

The survey will be targeted toward users of the National Climate Assessment. They will be asked to take the survey on the USGCRP websites GlobalChange.gov and subsites.

- 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.)**

Response options in the survey will correspond to a numerical survey instrument. Beyond the use of averaged score, survey responses will also be analyzed to determine trends among customer subgroups, as determined by collected demographic information. Satisfaction, use, and distribution among customer subgroups will be used to better tailor USGCRP products and activities. This survey is not intended to measure a GPRA performance measure.

B. 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 potential universe contains 47,000 respondents, representing a 20% sample of projected website visitors in a one year period. With an expected response rate of 15%, estimated sample size is 7,050 respondents. The breakdown of entities is not known at this time and will be derived from continued data collection.

- 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.**

Invitation to participate in collection will be presented to up to 20% of website visitors, as well as made available on an opt-in basis.

- 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.**

As a voluntary collection, response rates will be driven by the desire of respondents to improve USGCRP products and processes. Because the primary purpose of the collection is evaluation of a USGCRP product, nonresponse poses a challenge to the identification of trends. While this could hinder data-driven decision making, nonresponse does not render the gathered data unreliable.

- 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.**

A review of this collection was conducted among internal staff to represent the perspectives of product authors, product users, communications professionals, and program leadership. Elements of the collection were guided by an assessment of known strengths and deficiencies in current knowledge base. Lastly, responses from previous collections were used to identify additional information collection needs.

- 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.

Collection and analysis to be performed by:

David Reidmiller, USGCRP

Katie Reeves, ICF on behalf of USGCRP

Bradley Akamine, ICF on behalf of USGCRP

Chris Avery, ICF on behalf of USGCRP

Kristin Lewis, ICF / Straughan Environmental on behalf of USGCRP