

Get in Your Sanctuary (GIYS) Survey

A. 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 Office of National Marine Sanctuaries (ONMS) will be coordinating the survey's development, with the support of site staff/volunteers who will be conducting this survey itself. This survey's intent is to assess visitors' (customer) satisfaction associated with services provided as part of the National *Get into your Sanctuary (GIYS)* Day effort. These services include educational programs, access to recreational activities, and informational events and exhibits, as well as the promotional materials used to alert potential customers about the events themselves. The customers are those who visit the sanctuary, sanctuary visitor centers, or other sanctuary sponsored exhibits on GIYS Day. These services are provided to users of the resources on site. It is possible there may be some handouts or other educational/outreach materials provided at no cost to the user. Use of this data will help to improve the quality of future *Get into your Sanctuary* day activities and events. All sanctuaries are encouraged by the ONMS to participate in this event, but it is not required.

- 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?**

This survey is being developed with the ONMS HQ lead for *Get into your Sanctuary (GIYS)* day. Other HQ staff and site staff will review this survey. The information will help to better understand what GIYS participants enjoy most about the day/activities/education/ outreach and to identify areas for improvement.

- 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? (Web-based surveys are not an acceptable method of sampling a broad population. Web-based surveys must be limited to services provided by Web.)**

The survey will be conducted by ONMS site staff or volunteers on a subset of customers. The interviewers will select potential respondents at random who are completing a GIYS-related activity or leaving a sanctuary area the day of the event. The survey will be in paper format, or conducted electronically on a tablet if resources allow. Additionally, interviewers will provide a link to Survey Monkey and post the link on social media platforms.

- 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 goal is to help ONMS staff to improve the experience of GIYS participants in the future and to refine future GIYS outreach efforts to reach more people. ONMS will use the information resulting from this testing to help determine who is using GIYS day services, whether the GIYS day is meeting their needs/expectations, and if there are any suggestions for improving GIYS day services. The survey will also help to determine which services and GIYS resources users find most and least satisfying.

However, no rigorous statistical methods will be used to select participants from the population, and the data do not directly contribute to a GPRA measure.