

SUPPORTING STATEMENT
U.S. Department of Commerce
National Oceanic & Atmospheric Administration
NOAA Customer Surveys
Web-based NOAA CoastWatch Products and Services User Feedback Survey
OMB Control No. 0648-0342

**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?**

CoastWatch-Central Support staff will conduct the survey and evaluation via Constant Contact to gain user feedback on products and services we offer. The NOAA CoastWatch/OceanWatch/PolarWatch Program (hereafter “CoastWatch”) is within the Satellite Oceanography and Climatology Division of NOAA/NESDIS/STAR. NOAA CoastWatch adds value to global and regional satellite data products by facilitating access and collaborating on downstream applications with users for understanding, managing and protecting ocean and coastal resources and for assessing impacts of environmental change in ecosystems, weather, and climate. Customers (users) range from researchers in federal, state, and local agencies (including the military), and academic researchers, but also include commercial users and the general public. Products and Services are provided online via the [NOAA CoastWatch website](#).

- 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 was developed by a NOAA contractor providing support services to NOAA CoastWatch, with input and guidance from past and present CoastWatch Program Managers. The survey platform is Constant Contact, sent to users via email. Program needs were identified from prior internal NOAA/NESDIS management inquiries about users and their requirements. This survey was then reviewed by a Contractor for clarity. Suggestions on the survey were provided by NOAA CoastWatch Node Managers, who advised what sort of information they want or generally acquire from training workshop participants to better inform future training. Statistics employed to evaluate responses will be simple ratios/percentages for answers.

- 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 is open to anyone. The universe of potential respondents is anyone who has elected to receive our email list (currently 190) or who has submitted an issue to the HelpDesk (in approximately the past 2 years; <40), or those website visitors that voluntarily click the survey link (unknown, but not likely to be many). The sampling plan will be emailing the survey link embedded within a newsletter to past, current, or future users of the CoastWatch products and services who have signed up for this newsletter, the survey link will also be emailed to those who have submitted HelpDesk Inquiries as part of the HelpDesk response, or the link will be posted on the website where users are prompted to voluntarily provide their feedback. Respondents complete the survey and do not provide any personally identifiable information (PII). The survey is 6 questions long and takes 7 minutes (or less) to complete. Results will not be publicly released or lead to policy formation or change. We anticipate 10% response rate. Because no PII is collected, we will not be able to tell who has responded.

The survey will be provided online and with links distributed by email to mailing lists. Announcements, online, and social media notices will be distributed to encourage survey participation. CoastWatch services are provided via the web, making the web-based survey acceptable in scope.

- 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.)**

Statistics employed to evaluate responses will be simple ratios/percentages for answers. This survey will primarily affirm CoastWatch's understanding of user requirements ascertained through sporadic and limited direct communication through multiple choice answers. Programmatically, CoastWatch will ensure products and services continue to meet the majority of respondent's needs. Respondant's freeform text answers might inform new products, tools, or features to develop. Responses may be sorted by sector to look for patterns or trends. This survey is NOT intended to measure a GPRA performance measure.