

## ASSESSMENT QUESTIONNAIRE

### **Assessment of Store Owners/Managers Interest and Awareness Regarding Aquatic Invasive Species in Alaska**

#### **Questions we will ask the participants before supplying them with outreach material:**

- What do you value most about Alaska?
- Do you know what aquatic invasive species (AIS) are?
- Would you say that aquatic invasive species are in Alaska? Y/N
  - If yes
    - Can you name a few?
    - Do you know where they've been sighted?
- Do AIS concern you in terms of your business?
- If you were in an area with AIS, how would you prevent the spread of AIS from that area?
- Are you familiar with the concept of "Clean, Drain, Dry"? Y/N
  - If yes, briefly explain.
- Would you be willing to share information with your customers about AIS?
  - Willing
    - If so, how?
      - Pamphlet, Video, Presentations, Social Media, Workshops, Other
    - If an activity, when would you be able to participate? (weekends, evenings, summer, fall, winter, spring)
  - Not willing
    - If not, why?
- In your opinion, what is the most important message to use for communicating with your customers about AIS?
- Would you want to be involved with creation of the outreach material on AIS for your location? Y/N
  - If no, why?

**Paperwork Reduction Act Statement:** We estimate it will take 30 minutes (15 minutes each for pre- and post-surveys) to answer the questions, including time to explain the purpose and complete the interview. We will use the information in order to create effective outreach materials regarding the issue of aquatic invasive species. The response is voluntary and results will be anonymous. We may not conduct or sponsor and participants are not required to respond to a collection of information unless it displays a currently valid OMB Control Number. Participants may submit comments on any aspect of this information collection to the Information Collection Clearance Officer, U.S. Fish and Wildlife Service, 5275 Leesburg Pike, MS: BPHC, Falls Church, VA 22041-3803.

- Any additional comments or questions?

**Questions we will ask the participants after supplying them with outreach material. Many of the questions will be the same as in the first questionnaire in order to help gauge the impact of the outreach materials on the respondents:**

- What do you value most about Alaska?
- How would you describe aquatic invasive species (AIS)?
- Would you say that aquatic invasive species are in Alaska? Y/N
  - o If yes
    - Can you name a few?
    - Do you know where they've been sighted?
- Do AIS concern you in terms of your business?
- If you were in an area with AIS, how would you prevent the spread of AIS from that area?
- Are you familiar with the concept of "Clean, Drain, Dry"?
  - o If yes, briefly explain.
- In your opinion, what is the most important message to use for communicating with your customers about AIS?
- Will you continue to promote these and future outreach materials? Y/N
  - o Why or why not?
- What sort of guidance or information about AIS would you want to see in the future?
  - o Same as before
  - o More Pamphlets, Videos, Presentations, Social Media, Workshops, Other
  - o If an activity, how often would you want these activities? (weekly, monthly, annually, yearly, other)
- Any additional comments or questions?