Onsite Recruitment Sampling Protocols

The goal of the Onsite Recruitment Survey is to recruit volunteers to take part in a short mail survey that will be sent to their home. Each completed recruitment survey will provide a respondent's name and address. Onsite recruitment sampling occurs on two days: one weekday and weekend day. Teams of two field staff will each sample at one of four pairs of beaches. In addition to recruiting mail survey participants, this sampling effort also includes recording an explanation when respondents choose to not to take the survey (refusals) and sampling information.

Your safety is important! If there are any safety concerns (including adverse weather conditions), please contact your supervisor.

General Procedure

1. Sampling at each pair of beaches will begin at 10:00 a.m. and end at 6 p.m. Usually sampling time should be divided approximately equally between beaches. However, there may be no more people to approach for sampling at one of the beaches. In this case begin or resume sampling at the other beach. Keep track of where you left off when leaving a beach, so you can pick up at the same location later if needed. Any areas reasonably accessible from the main entrance to the beach can be considered part of the same beach for sampling purposes.

2. Use the iPad provided to fill in the Onsite Recruitment Surveys. The password for the iPad is <PASSWORD>.

3. The recruitment forms are pre-loaded in the Numbers application, in spreadsheets titled, "Onsite_Recruitment_Form_1_MM.DD.YYYY", "Onsite_Recruitment_Form_2_MM.DD.YYYY", etc. There are four copies of the spreadsheet – one for each beach on each day of sampling. Change the name of the spreadsheet to reflect the sampling date. To do this, double click the spreadsheet icon.

4. Each file contains 5 tabs: a copy of these instructions, a privacy statement, information about the site, the survey form, and a form for refusals. The tabs appear on a ribbon at the top of the spreadsheet. Tap the tab to select.

5. Record responses in green cells only. Do not change other cells.

6. When arriving at a site, enter the sampling information on the tab "Site Info". Enter required information into the green fields in the box labeled, "Sampling information – Complete when arriving at site".

7. Approach each party on the beach and randomly select one adult to speak with. A party could be a group that appears to be together or a single person. Adults include anyone 18 or older. If you are unsure of a person's age you may ask upfront, with a short explanation of the reason. If the selected adult is reluctant to do the survey but another member of the party expresses an interest, conduct the interview with the willing respondent. However, do not canvass the rest of the party once the selected individual has refused.

8. Record the survey responses in the onsite recruitment form on the tab, "Survey". Survey questions are included in the header rows.

9. When conducting each interview, ask the questions as they appear on the form. Additional instructions are provided on the form in red, bold, italic font. For ease of data entry, you may use all lower-case letters, even for names and places.

10. If a party does not participate, record the time, the reason, his/her gender, the year he/she was born (if willing to provide) and the party size on the sheet titled "Refusals"

11. The goal is to recruit 50% of respondents on day trips (Q1= "No"), and 50% on multiple day trips (Q1 = "Yes"). Because there are more people on day trips, skip

multiple day trips (Q1="Yes"). Because there are more people on day trips, skip every 2nd respondent on a day trip. That is, if the previous day-trip respondent was given the full interview, for the next day-trip respondent end the interview at Q1, and vice versa. As always, thank the respondent when ending the interview.

12. After every 20 interviews, save a copy of the spreadsheet.
a. Tap the "Spreadsheets" button in the upper right hand corner to exit the spreadsheet. The spreadsheet will save automatically. Click and hold the spreadsheet icon. Once the spreadsheet is selected (the icon will wiggle), select the + icon in the upper right hand corner. This will automatically create a copy of the spreadsheet, named "Onsite_Recruitment_Form… copy".

b. Reopen the original spreadsheet and continue entering data there. Subsequent copies will automatically be named "Onsite_Recruitment_Form… copy 2", etc. There is a reminder in the Time field at every 20th survey. When entering the time for that field, use the backspace to clear the field first.

13. The goal of this survey is to collect mailing addresses for a follow up survey. If a respondent agrees to participate in the mail survey, it is imperative we have the correct address. Please clarify any questions such as spelling, Road/Street/Ave, etc. If you are unsure of a State's abbreviation, please enter the State's name. Once you have recorded the address, verify it with the respondent. If possible, zoom in and show the respondent your entry. Otherwise, verbally confirm the address.

14. For respondents who agree to do the mail survey, provide information about the mailing as it is presented on the data entry form: "the survey will be mailed to you in early September. It will come in a large envelope from the National Oceanic and Atmospheric Administration. Please complete it and mail it back as soon as you are able. There are 20 questions, and the survey should take around 10 minutes to complete. We greatly appreciate your participation in this research!"

15. At the end of the day, report the Number recruited at each beach to your supervisor. This is automatically calculated on the "Site Info" tab in cell C11.

Privacy Act Statement

Authority: The collection of this information is authorized under 33 U.S.C. 1853 et seq, the Marine Debris Research, Prevention and Reduction Act, which, along with the Marine Debris Amendments of 2012, established the NOAA Marine Debris Program to "identify, determine sources of, assess, prevent, reduce, and remove marine debris and address the adverse impacts of marine debris on the economy of the United States, the marine environment, and navigation safety."

Purpose: The information will be used to estimate economic impacts associated with marine debris on beaches.

NOAA Routine Uses: The survey data will be combined with a national model of coastal recreation, which relies on data collected for the Deepwater Horizon oil spill assessment, to estimate the economic impacts of marine debris on tourism-dependent communities. Disclosure of this information is permitted under the Privacy Act of 1974 (5 U.S.C. Section 552a) to be shared among NOAA staff for work-related purposes. Disclosure of this information is also subject to all of the published routine uses as identified in the Privacy Act System of Records Notice Commerce/NOAA-11, Contact Information for Members of the Public Requesting or Providing Information Related to NOAA's Mission.

Disclosure: Furnishing this information is voluntary; the only consequence of failure to provide accurate information is that your responses will not contribute to the success of this research.

ONSITE RECRUITMENT SURVEYS - SITE INFORMATION

Red Cells: DO NOT CHANGE
Green cells: ENTER REQUIRED INFORMATION

Sampling information - Complete when arriving at site	
Interviewer Initials	
Date	
Beach	
City	
Number recruited *(report when complete interviews)*	0

Hello my name is _____. I am doing research on beach recreation for the government. I have just a few questions. May I begin?

Interview number	Time	AM/PM	1. Is your visit here today part of a trip away from home lasting more than one day?		1a. How many days will your trip last in total?
			No *Indicate with "x". Skip to Q2 or end interview*	Yes *Indicate with "x".*	
ex1	10:30	AM	x	n/a	n/a
ex2	10:45	AM		x	7
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	1b. How many of those days will you spend time at the beach?	1c. How many nights will you pay for lodging during your trip?	1d. Is going to the beach the main reason for your trip? *Indicate with "y" or "n"*	2. How many hours in total you will spend at the beach today?	3. What year were you born?	4. What is t
						Less than high school graduate
	n/a	n/a	n/a	4	36	
	6	5	y	2	20	

he highest degree or level of school you have completed? *Indicate with "x", select one*				5. Including yourself, how many adults and children live in your household?		*6. Record responden* *Indicate with*	
High school graduate (includes GED)	Some college or Associate's degree	Bachelor's degree	Graduate or professional degree	Adults (18 and older)	Children (Under 18)	Male	Female
			x	2	2	x	
x				1	0		

	7. Record number of people in party including respondent	8. Would you be willing to take part in a short mail survey		
t gender. *"x"*		YES: Could I get your name and address? It will be used only to mail t deleted immediately after. *Record address and confirm verbally, including spelling of cities or . Provide this info:* The survey will be mailed to you in early September. It will come in a the National Oceanic and Atmospheric Administration. Please compl as soon as you are able. There are 20 questions, and the survey sho minutes to complete. We greatly appreciate your participation i		
Prefer not to record		First and last name	Street address	City and State
	4	Jane Doe	1881 Ninth St.	Boulder, CO
x	2	John Smith	20 Main St.	Denver, CO

that we will send to your home?				
this survey and will be _streets if necessary._ a large envelope from ete it and mail it back ould take around 10 in this research!"	NO: Could I get your zip code _(if refused, type "no")_	9. Lastly, I would like to ask you about beach characteristics. Please tell me how important the following three characteristics are to you when you decide which beaches to visit. On a scale of 1 to 5, where 1 is Not Important and 5 is Very Important: _(Read each characteristic and enter the response as a number 1 - 5)_		
ZIP code		Parking is free or inexpensive	Not crowded	No garbage or manmade debris on the beach
80302	n/a	3	3	3
80303	n/a	2	5	1

10. Do you think garbage or manmade debris is a problem on Orange County beaches? *Y or N*
Y
N

Refusal number	Time	Reason for not completing survey Indicate with "x"			Gen Indicate
		Refusal	Language Barrier	Other (specify)	Male
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nder with "x"		Record number of people in party including respondent	1) Could you just tell me what year you were born? Ask and record birth year
	Female		