

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0579-0377)

TITLE OF INFORMATION COLLECTION: Traveler Outreach Site Intercept Survey

PURPOSE: APHIS relies on consumer support (voluntary compliance) to prevent the spread of invasive species given it is not possible to inspect every bag, suitcase, and crate that enters the United States. Past work with domestic and international travelers, however, indicates most Americans hardly think about what it means to keep our plant and forest resources safe from pests and our animal agriculture free from disease. At the heart of this issue is a two-pronged perception of risk: perceived risk of penalty (if caught) and perceived risk of environmental harm (if not caught). Previous APHIS efforts have sought to identify the behavioral motivations of various audience segments to develop a communication plan to make those risks relevant and adequately severe to facilitate improved voluntary compliance.

The present information collection is intended to allow APHIS to evaluate the effectiveness of communication efforts. Evaluation can play two crucial roles in communication campaigns: improving campaign design and implementation, and demonstrating campaign impact. Any information collected as part of this program will be used by APHIS to identify differences in key awareness, knowledge, and behavioral measures before and after campaign exposure. This information will aid in the optimization of APHIS communication regarding the threat of invasive species and, ultimately, to reduce the number of people who attempt to bring prohibited food or plant items into the U.S.

APHIS is asking OMB to approve its use of these information collection activities in connection with APHIS’ efforts to prevent the introduction or spread of pests and diseases of concern to both regulated and non-regulated areas.

DESCRIPTION OF RESPONDENTS: A segmentation analysis was completed to identify key priority groups for targeted communication. The present information collection will be comprised of field-intercept surveys conducted with respondents that meet the criteria of two particularly high-risk groups:

- Hispanic travelers of Mexican heritage/descent entering California via the San Ysidro port of entry
- Residents of the U.S. mainland returning from Hawaii via the Lihue airport

A site-intercept survey will be conducted with these two groups at two points in time. First, the survey will be administered prior to campaign launch to gauge baseline knowledge and behaviors. Approximately 12 months from the initial baseline measurement, the survey will be administered again in the same locations (i.e., departing airline gates at the Lihue airport and U.S. shops near the San Ysidro port of entry).

TYPE OF COLLECTION: (Check one)

Customer Comment Card/Complaint Form
 Usability Testing (e.g., Website or Software)
 Focus Group

Customer Satisfaction Survey
 Small Discussion Group
 Other: Site Intercept Survey

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: Heather Curlett

To assist review, please provide answers to the following questions:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? [] Yes [X] No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? [] Yes [] No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? [] Yes [] No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [X] Yes [] No

The proposed incentive amount differs based on location. Respondents surveyed at the Lihue Hawaiian airport will not be incentivized. Based on previous experience with this location and the wait time inherent to airport travel, we anticipate being able to recruit the desired number of respondents without providing an incentive. Due to anticipated challenges recruiting Hispanic travelers of Mexican heritage/descent, those surveyed at the San Ysidro border will receive a \$5 cash incentive for completing the survey. The proposed incentive for respondents at the San Ysidro border is necessary to minimize sampling bias and ensure adequate representation among a harder-to-recruit population.¹ The use of incentives treats participants justly and with respect by recognizing and acknowledging their commitment to science and the effort they expend to participate. When applied in a reasonable manner, incentives are not an unjust inducement and provide a way to acknowledge research participants for their participation.² Incentives equalize the burden placed on research participants with respect to their time and cost of participation.³

¹ Groth, S.W. (2010). Honorarium or coercion: use of incentives for participants in clinical research. Journal of the New York State Nurses Association.

² Halpern, S.D., Karlawish, J.H., Casarett, D., Berlin, J.A., & Asch, D.A. (2004). Empirical assessment of whether moderate payments are undue or unjust inducements for participation in clinical trials. Archives of Internal Medicine, 164(7), 801-803.

³ Russell, M.L., Moralejo, D.G., & Burgess, E.D. (2000). Paying research subjects: Participants' perspectives. Journal of Medical Ethics, 26(2), 126-130.

BURDEN HOURS

| Category of Respondent | No. of Respondents | Participation Time | Burden |
|--|--------------------|--------------------|------------|
| Hispanic travelers of Mexican heritage/descent entering California via the San Ysidro port of entry (Time 1) | 500 | .17 | 85 |
| Residents of the U.S. mainland returning from Hawaii via the Lihue airport (Time 1) | 500 | .17 | 85 |
| Hispanic travelers of Mexican heritage/descent entering California via the San Ysidro port of entry (Time 2) | 500 | .17 | 85 |
| Residents of the U.S. mainland returning from Hawaii via the Lihue airport (Time 2) | 500 | .17 | 85 |
| Totals | 2000 | .17 | 340 |

FEDERAL COST: The estimated annual cost to the Federal government is \$15,281.28

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?

Yes No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

In 2012, a segmentation analysis was completed to identify key priority groups for targeted communication. The present information collection will be comprised of field-intercept surveys conducted with respondents that meet the criteria of two particularly high-risk groups:

- Hispanic travelers of Mexican heritage/descent entering California via the San Ysidro port of entry
- Residents of the U.S. mainland returning from Hawaii via the Lihue airport

Respondents will be screened for participation eligibility on the basis of age, heritage, and primary residence. See screener (Appendix A). Consent will be obtained from participants prior to completion of the survey (Appendix B).

Administration of the Instrument

1. How will you collect the information? (Check all that apply)

Web-based or other forms of Social Media

Telephone

In-person

Mail

Other, Explain

2. Will interviewers or facilitators be used? Yes No

Please make sure that all instruments, instructions, and scripts are submitted with the request.

Instructions for completing Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback”

TITLE OF INFORMATION COLLECTION: Provide the name of the collection that is the subject of the request. (e.g., Comment card for soliciting feedback on xxxx)

PURPOSE: Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

DESCRIPTION OF RESPONDENTS: Provide a brief description of the targeted group or groups for this collection of information. These groups must have experience with the program.

TYPE OF COLLECTION: Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

CERTIFICATION: Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

Personally Identifiable Information: Provide answers to the questions. Note: Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

Gifts or Payments: If you answer yes to the question, please describe the incentive and provide a justification for the amount.

BURDEN HOURS:

Category of Respondents: Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households; (2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected per row.

No. of Respondents: Provide an estimate of the Number of respondents.

Participation Time: Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)

Burden: Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.

FEDERAL COST: Provide an estimate of the annual cost to the Federal government.

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents. Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

Administration of the Instrument: Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g., for surveys) or facilitators (e.g., for focus groups) used.

Submit all instruments, instructions, and scripts with the request.