

SUPPORTING STATEMENT
U.S. Department of Commerce
National Oceanic & Atmospheric Administration
The Ocean Enterprise: A study of US business activity in ocean measurement,
observation, and forecasting.
OMB Control No. 0648-0712

A. JUSTIFICATION

1. Explain the circumstances that make the collection of information necessary.

This request is for reinstatement, with changes, of an information collection supported by Section 12302 (3) of the Integrated Coastal and Ocean Observation System Act (ICOOS Act), part of the Omnibus Public Land Management Act of 2009 ([Pub. L. 111-11](#)). In 2015, the Ocean Enterprise Study investigated the scale and scope of commercial activity in the for-profit and not-for-profit business sectors that support ocean measurement, observation, and forecasting. The objective of this study was to raise visibility and awareness of this important industry cluster, and understanding of its linkages with the National Oceanic and Atmospheric Administration (NOAA) and the U.S. Integrated Ocean Observing System (IOOS®) Program. This study was the first of its kind and estimated this industry cluster generates revenue of seven billion dollars annually.

In order to better understand and interact with this important industry cluster it is vital to examine how this landscape changes over time. The original study, while ground breaking, was only a snapshot in time. This collection seeks to update the data previously gathered and better understand the changes and developments in this sector since the original survey was conducted.

2. Explain how, by whom, how frequently, and for what purpose the information will be used. If the information collected will be disseminated to the public or used to support information that will be disseminated to the public, then explain how the collection complies with all applicable Information Quality Guidelines.

In 2015, an initial study utilized a web survey instrument to collect information from respondents. The information collected from this voluntary survey was analyzed to develop the estimate of the Ocean Enterprise industry cluster size and annual estimated revenue. This project seeks to update this original dataset to understand the changes to this industry cluster over time.

The project is funded by NOAA and is being conducted on its behalf by the contractor, ERISS Corporation. A one-time web survey will be utilized as the primary survey instrument. Each voluntary respondent will only be asked to complete the survey once.

The web survey is necessary in order to collect demographic, financial, and functional information for each organization with regard to their involvement with IOOS. The final deliverable of this project is an analytic report detailing the findings of the web survey and analyzing the trends since the previous survey.

It is anticipated that the information collected will be used to support publicly disseminated

information. NOAA/NOS/IOOS will retain control over the information and safeguard it from improper access, modification, and destruction, consistent with NOAA standards for confidentiality, privacy, and electronic information. See response to Question 10 of this Supporting Statement for more information on confidentiality and privacy. The information collection is designed to yield data that meet all applicable information quality guidelines. Prior to dissemination, the information will be subjected to quality control measures and a pre-dissemination review pursuant to Section 515 of Public Law 106-554.

3. Describe whether, and to what extent, the collection of information involves the use of automated, electronic, mechanical, or other technological techniques or other forms of information technology.

This is a web-based survey; however, respondents may answer survey questions over the telephone if they prefer.

4. Describe efforts to identify duplication.

This project is being coordinated with NOAA's Chief Economist Office to ensure it is not duplicative with other economic valuation studies being conducted by NOAA. We are also working with this group to ensure that data collection is consistent with NOAA practices. This data will be available to other valuation efforts in NOAA helping to reduce duplication of requests for information from the public.

5. If the collection of information involves small businesses or other small entities, describe the methods used to minimize burden.

It is recognized that the burden of responding to a survey can take a special toll on small businesses where resources can often be scarce. To minimize this burden for businesses of all sizes, extra care was taken to design a survey that in most cases will take 25-30 minutes to complete. Through the use of survey logic and other advanced web-survey techniques, the web-survey will be designed to ensure respondents are only asked the minimum number of questions possible. Additionally, businesses will be able to save their progress on the survey and come back to it at a later time. The majority of business will have under 100 employees, but the percentage is unknown. Finally, the web survey format enables survey respondents to complete the survey at a time of their choosing. Most significantly, the survey asks for information that should be readily at hand and take no special research.

6. Describe the consequences to the Federal program or policy activities if the collection is not conducted or is conducted less frequently.

The marine technology industry is an important partner and stakeholder within IOOS. In 2015, the Ocean Enterprise Study estimated this business sector generated revenue of close to seven billion dollars. It is critical for IOOS to understand the changes to this industry over time in order to better support and articulate IOOS's contribution to it. This survey seeks to update the original data collection in order to analyze the composition and revenue changes in this important business sector. Failure to conduct this survey or delay it will affect IOOS's ability to identify critical trends and better understand the value of this industry to IOOS and the nation.

7. Explain any special circumstances that require the collection to be conducted in a manner inconsistent with OMB guidelines.

None.

8. Provide information on the PRA Federal Register Notice that solicited public comments on the information collection prior to this submission. Summarize the public comments received in response to that notice and describe the actions taken by the agency in response to those comments. Describe the efforts to consult with persons outside the agency to obtain their views on the availability of data, frequency of collection, the clarity of instructions and recordkeeping, disclosure, or reporting format (if any), and on the data elements to be recorded, disclosed, or reported.

A Federal Register Notice published on April 19, 2018 (83 FR 17366) solicited public comments. No comments were received.

9. Explain any decisions to provide payments or gifts to respondents, other than remuneration of contractors or grantees.

None.

10. Describe any assurance of confidentiality provided to respondents and the basis for assurance in statute, regulation, or agency policy.

Survey respondents will be informed of the uses of the data and also informed the level of confidentiality the data will be treated with: all raw survey data will be accessible only by NOAA and designated entities who will be analyzing the data and providing summary reporting. Results of the survey data will only be published at the aggregate, summary level. Therefore no individual responses will be provided, and nothing attributable to any single company will be reported. The raw survey database is the property of NOAA, and will not be shared with any external organizations.

11. Provide additional justification for any questions of a sensitive nature, such as sexual behavior and attitudes, religious beliefs, and other matters that are commonly considered private.

None.

12. Provide an estimate in hours of the burden of the collection of information.

The survey is estimated to take 30 minutes per respondent. We expect 200 respondents to complete the survey. The total estimated burden is 100 hours.

13. Provide an estimate of the total annual cost burden to the respondents or record-keepers resulting from the collection (excluding the value of the burden hours in Question 12 above).

There are no recordkeeping/reporting costs.

14. Provide estimates of annualized cost to the Federal government.

The total estimate cost for this project is \$154,126.40

Cost Breakdown

Contract to conduct all efforts associated with the survey, analysis, and report generation = \$150,000

Federal Project Manager Time: ZP-4 Base Hr Rate \$51.58 @ 80 hrs = \$4,126.40

15. Explain the reasons for any program changes or adjustments.

Minor changes to the original survey instrument have been made to 1) reduce the burden on respondents, and 2) allow for interoperability of data with other complimentary economic valuation studies in NOAA. The number of respondents decreased from 300 to 200 to reflect the actual number expected to complete the survey.

In order to reduce the overall burden on respondents, the survey instrument was revised to be adaptive based on a respondent's answers. This method eliminates questions that may not be applicable to a respondent, based on previous answers. While the question bank has a total of 31 questions, it is expected that the majority of respondents will only need to answer a subset of these. Included in this submission is the full test bank, an example of the most burdensome survey possible, and an example of the least burdensome survey expected. Although the previous time burden estimate was 25 minutes and this reinstatement request estimates 30 minutes, the 30 minutes reflects the largest possible burden should a respondent complete the most burdensome survey possible.

16. For collections whose results will be published, outline the plans for tabulation and publication.

No complex hypothesis testing or statistical tests are planned. Our analysis will be descriptive, describing proportions of respondents who chose each specific answer.

Data collection will take place over a two-month period and is anticipated to occur in August-September of 2019. Data analysis and creation of the descriptive report is projected to take place October – December 2019. Delivery of the final report is anticipated for February 2020. The final report will be available on the IOOS website at www.ioos.noaa.gov.

17. If seeking approval to not display the expiration date for OMB approval of the information collection, explain the reasons why display would be inappropriate.

N/A.

18. Explain each exception to the certification statement.

None.