

SUPPORTING STATEMENT
U.S. Department of Commerce
National Oceanic & Atmospheric Administration
Weather.gov Visitor Experience Survey
OMB Control No. 0648-XXXX

Abstract

This is a request for a new information collection. Weather.gov is the main entry point to National Weather Service (NWS) forecasts, warnings, and other information for a diverse user community, including the public, partners and emergency managers, academia, researchers, and employees. The user interface is intended to serve many purposes for these audiences. The purpose of this collection is to help determine the appropriate web content for Weather.gov so the customer experience can be improved and the content can be better accessed and used. NWS is looking to improve functionality, ease of use, and formatting but feedback on any other areas of Weather.gov that NWS should consider updating is welcome as well. The collection will create a high-level data requirements document that identifies a set of high-priority NWS products, services, and observations that provide mission-critical, timely, and reliable information to make decisions with when seconds count. The document will also identify high-level partner requirements for accessibility (mobile versus desktop), timeliness, and reliability.

Justification

- 1. Explain the circumstances that make the collection of information necessary. Identify any legal or administrative requirements that necessitate the collection. Attach a copy of the appropriate section of each statute and regulation mandating or authorizing the collection of information.**

The purpose of this collection is to help determine the appropriate web content for weather.gov so the customer experience can be improved and the content can be better accessed and used. This information is necessary because NWS is looking to improve functionality, ease of use, and formatting. The agency will welcome feedback on any other areas of Weather.gov that NWS should consider updating.

The Weather.gov Survey is permitted under 15 USC Ch. 111, Weather Research and Forecasting Information. It also advances the NWS Strategic Plan (2019-2022) “Transformative Impact-Based Decision Support Services (IDSS) and Research to Operations and Operations to Research (R2O/O2R). The Survey also addresses the NWS Weather Ready Nation (WRN) Roadmap (2013) Sections 1.1.1, 1.1.2, 1.1.3, 1.1.8, and 3.1.4.

- 2. Indicate how, by whom, and for what purpose the information is to be used. Except for a new collection, indicate the actual use the agency has made of the information received from the current collection.**

This information would be collected on a one-off basis and analyzed by Forrester Research, who has assisted NWS in creating a survey instrument and would provide NWS with a summary of findings, raw data, and access to interactive “dashboards”, or tools, to visualize the aggregated data. Respondents include the general public, defined as (adults ages 18+) who reside in the United States, as well as NWS partners. Forrester will oversee recruitment of U.S. adults by an online market research company that aggregates large panels of people who sign up to complete internet surveys. This is a survey about website access, therefore only respondents who have access to the Internet will receive the survey.

Respondents will be asked questions about their preferred way of getting weather information (including weather on regular days and during severe/hazardous weather), their use of Weather.gov and other weather websites, interest in different types of weather information on a website, priorities and preferences in accessing weather-related information online, and preferred format of receiving weather information.

This data collection serves many purposes, including gaining a better understanding of the online weather information needs (including information about hazardous weather) of different customer groups, including historically underserved and socially vulnerable communities, how they prefer to receive this information, how they would like Weather.gov's main page to be organized, what additional functionality they expect that would make them feel better prepared for hazardous weather, and has the potential to explore possible correlations and causal relationships with other observed variables of interest. This data will only be used internally by the NWS to develop a set of website content requirements to improve the structure and navigation on Weather.gov.

3. Describe whether, and to what extent, the collection of information involves the use of automated, electronic, mechanical, or other technological collection techniques or other forms of information technology, e.g. permitting electronic submission of responses, and the basis for the decision for adopting this means of collection. Also, describe any consideration of using information technology to reduce burden.

The survey collection will be conducted electronically in its entirety, as an Internet-based survey. Respondents will be invited via email, and they will be provided with a link to respond to the Web-based survey that will use the online survey platform Qualtrics. No in-person or paper-based methods will be used. Using an electronic survey reduces the burden on NWS, Forrester, and the general public taking the survey.

4. Describe efforts to identify duplication. Show specifically why any similar information already available cannot be used or modified for use for the purposes described in Question 2.

The National Weather Service searched its own collections, those occurring at NOAA, and those occurring at other Federal agencies, and in the private sector. NWS does not have a duplicate collection among its collections. No other Line Office at NOAA is conducting a similar collection. No collections by other Federal agencies and in the private sector are relevant to this proposed effort.

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

The collection of this information will be addressed to individuals and households and will not impact small businesses or other small entities.

6. Describe the consequence to Federal program or policy activities if the collection is not conducted or is conducted less frequently, as well as any technical or legal obstacles to reducing burden.

The website provides real or near-real time communication on current hazardous conditions and their impacts. Therefore an online presence of an agency like NWS is important because our website provides information that is critical for making life-saving decisions. If this collection is not conducted, NWS will be unable to provide the information that people can use to protect their lives and livelihoods. It is mission-critical for NWS to get their information out especially when people are facing severe weather

events.

7. Explain any special circumstances that would cause an information collection to be conducted in a manner inconsistent with OMB guidelines.

The proposed effort is designed to produce valid and reliable results that can be generalized to the population of the United States. Generalizability is sought because it will give a representative picture across the United States of the information people need from Weather.gov that they can use to make decisions to protect their lives and livelihoods. The proposed effort is not designed to produce generalizable results from NWS core partners who will also be surveyed as part of this effort.

All other information will be collected according to OMB Guidelines.

8. If applicable, provide a copy and identify the date and page number of publications in the Federal Register of the agency's notice, required by 5 CFR 1320.8 (d), soliciting comments on the information collection prior to submission to OMB. Summarize public comments received in response to that notice and describe actions taken by the agency in response to these comments. Specifically address comments received on cost and hour burden.

The 60-day Federal Register Notice that solicited public comment on this request was published on July, 19, 2022 (87 FR 43007). No comments were received.

9. Explain any decision to provide any payment or gift to respondents, other than remuneration of contractors or grantees.

Respondents to the general population survey sign up to take surveys with online survey companies and will receive non-monetary compensation in the form of reward points that they can redeem for a variety of tokens of appreciation. Respondents to the NWS partner survey will not receive payments or gifts.

10. Describe any assurance of confidentiality provided to respondents and the basis for the assurance in statute, regulation, or agency policy. If the collection requires a systems of records notice (SORN) or privacy impact assessment (PIA), those should be cited and described here.

No personally identifiable information (PII) will be collected so response will be attributable to any specific individual.

11. Provide additional justification for any questions of a sensitive nature, such as sexual behavior or attitudes, religious beliefs, and other matters that are commonly considered private. This justification should include the reasons why the agency considers the questions necessary, the specific uses to be made of the information, the explanation to be given to persons from whom the information is requested, and any steps to be taken to obtain their consent.

Some people could be sensitive to the questions in the survey related to age, gender, race, zip code, highest level of education, and income. These questions are asked to ensure that the survey meets the quotas set to reach a naturally representative sample.

12. Provide estimates of the hour burden of the collection of information.

Information Collection	Type of Respondent (e.g., Occupational Title)	# of Respondents/year (a)	Annual # of Responses / Respondent (b)	Total # of Annual Responses (c) = (a) x (b)	Burden Hrs / Response (d)	Total Annual Burden Hrs (e) = (c) x (d)	Hourly Wage Rate (for Type of Respondent) (f)	Total Annual Wage Burden Costs (g) = (e) x (f)
NWS Weather.gov Visitor Experience Survey	General Public	2750	1	2750	0.17 hours	468	28.01*	\$13,109
NWS Weather.gov Visitor Experience Survey	General and Operations Managers	12000	1	12000	0.17 hours	2040	55.41**	\$113,036
Totals				14750		2,508		\$126,145

*00-0000 code used for the general population given the variety of potential occupations among the respondents

**11-1021 code used for the partner survey, whose respondents consist of emergency managers

13. Provide an estimate for the total annual cost burden to respondents or record keepers resulting from the collection of information. (Do not include the cost of any hour burden already reflected on the burden worksheet).

There are no capital/start-up or ongoing operation/maintenance costs associated with this information collection. There are no costs incurred by the respondents in answering this survey as it will be conducted online.

14. Provide estimates of annualized cost to the Federal government. Also, provide a description of the method used to estimate cost, which should include quantification of hours, operational expenses (such as equipment, overhead, printing, and support staff), and any other expense that would not have been incurred without this collection of information.

Cost Descriptions	Grade/Step	Loaded Salary /Cost	% of Effort	Fringe (if Applicable)	Total Cost to Government
Federal Oversight	GS-2210-14	\$217,464	3%		\$6,523.92
Meteorologists	GS-1340-14	\$217,464	3%		\$6,523.92
Program Analyst	GS-0343-14	\$217,464	3%		\$6,523.92
Physical Scientist (2)	GS-1301-13	\$141,560	3% (2)		\$8,493.60
Contractor Cost		\$625,430	100		\$625,430
Travel					
Other Costs:					
TOTAL					\$653,495.36

15. Explain the reasons for any program changes or adjustments reported in ROCIS.

This is a new information collection

16. For collections of information whose results will be published, outline plans for tabulation and publication. Address any complex analytical techniques that will be used. Provide the time schedule for the entire project, including beginning and ending dates of the collection of

information, completion of report, publication dates, and other actions.

No publications from this collection are planned. Results will be internal to NWS.

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

The expiration date for OMB approval of the information collection will be displayed on all instruments.

18. Explain each exception to the certification statement identified in “Certification for Paperwork Reduction Act Submissions.”

The agency certifies compliance with [5 CFR 1320.9](#) and the related provisions of [5 CFR 1320.8\(b\)\(3\)](#).