

Focus Group Script

1. Introductions (10 min)

- Introduce NCCOS team and purpose
 - Who we are and who we represent
 - Introduce moderator
 - Study sponsored by the National Oceanic and Atmospheric Administration (or NOAA)
- Why you have been asked to participate
 - You are a resident of the Oregon Coast who may have opinions on offshore wind energy development in the region
 - You are here today to help pilot test an upcoming NOAA survey, and share your feedback
 - We'd like to know how you interpret and understand questions and would like to gain perspectives into the types of responses that might be received
 - Pilot studies are a crucial element of good study design, and while conducting such pilot studies do not guarantee success in the main study, it does increase the likelihood of success
- How the discussion will work
 - Session will last about an hour
 - We will write a summary report based on the discussion, but no names will be used
 - Discussion will be open and informal
 - We will hear from everyone in the group
 - One person talks at a time
 - No right or wrong answers or ideas - We want YOUR opinions
 - Silence or turn off cell phones
 - Although we are talking about topics related to coastal hazards and coastal management, I am not an expert, so I may not be able to answer all of your questions
- Participant introductions
 - First name or pseudonym, where you are from, and how you relate, professionally or personally, to offshore wind energy development

2. Survey (20 min)

- You will answer a series of questions related to offshore wind energy development on the Oregon Coast
- The information from the full implementation of the survey help BOEM assess the potential human and social impacts from offshore wind energy development in your region
- Complete the survey as you would in an everyday setting
- We will have a discussion when you finish

- This is not a test and you will not be quizzed when finished, so please just navigate through the questions and respond as you would if you were doing this on your own
- If you have any questions as you are taking the survey, jot it down and hold your question until after you are done taking the survey
- We will have time to walk through the questions at the end.
- Any questions? *[If none]* Please read the instructions and begin!
[Monitor completion times and watch participants to see which questions take the greatest effort]

3. Review of Questions (25 minutes)

- Let's go over a few of the questions.
- First, looking at the items that may be impacted by offshore wind energy development.
 - Did each of these items make sense to you? Would you rephrase any of them?
 - *[If not mentioned]* Was the difference between Q7 and Q8 clear? Did the different potential impact directions make sense?
 - *[If not mentioned]* How did you interpret impacts to electricity availability?
 - *[If not mentioned]* Should views of the ocean be split into daytime views and nighttime views?
 - Were there any items you expected to see, but didn't?
 - If you were unsure about any of the impacts, what specifically were you unsure about?
 - *[If not mentioned]* Were you unsure about whether there would be an impact or the direction of the impact?
- Moving on to Question 9.
 - Were you familiar with each of these energy sources?
 - Were any energy sources confusing to you?
 - Were there any energy sources you were expecting to see, but didn't?
- Now looking at the questions related to public participation on the Oregon Coast.
 - Do you understand what is meant by "public participation?"
 - Were any of these questions difficult to answer?
 - Did you understand all of the actions?
 - *[If not mentioned]* How did you interpret "Tried to change a friend's or relative's mind"?
 - *[If not mentioned]* How did you interpret "Influenced others using social media"?
 - Were we missing any important action types?
 - Did you understand each of the goals listed in Question 14?
 - Are there any important goals that are missing from Question 14?
- *[If there is time remaining]* With the time remaining, let's open the discussion up to the rest of the survey. Are there any questions, comments, or suggestions you'd like to share?

OMB Control Number 0648-0744

Expiration Date xx/xx/20xx

- *[If not mentioned]* Did you need to read any questions more than once because you weren't sure what they were asking?
- *[If not mentioned]* Were any particularly difficult to answer?
- *[If not mentioned]* Did we use the correct terminology?
- *[If not mentioned]* Did the scales make sense?

4. Close out (5 min)

- Is there anything else you wanted to share today?
- Thank you for your time

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