

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0690-0030)

TITLE OF INFORMATION COLLECTION:

Deep Dive Into The Gulf Exhibit at Audubon Aquarium Feedback Form

PURPOSE:

To evaluate the guest experience at the new Deep Dive Into The Gulf exhibit at Audubon Aquarium created as one of the education and outreach initiatives of the Deep Water Horizon (DWH) Mesophotic and Deep Benthic Communities restoration portfolio, led by NOAA and DOI.

DESCRIPTION OF RESPONDENTS: Individuals/Households

TYPE OF COLLECTION: (Check one)

- | | |
|---|--|
| ☐ Customer Comment Card/Complaint Form | ☒ Customer Satisfaction Survey |
| ☐ Usability Testing (e.g., Website or Software | ☐ Small Discussion Group |
| ☐ Focus Group | ☐ Other: _____ |

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: Kelly Martin (kelly.martin@noaa.gov)

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

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? ☐ Yes ☒ 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? ☐ Yes ☒ No

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
Individuals/Household	500	3 minutes	25
Totals	500	3 minutes	25

FEDERAL COST: The estimated annual cost to the Federal government is \$ 1,288

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

1. 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 no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

- Sampling Plan: Audubon Aquarium staff will intercept every third adult guest as they exit the coral exhibit. If that person is in a group, staff will ask that one person help Audubon by taking this brief survey. If they respond No, thank the person and wait to approach the third visitor after that person.

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 (*with digital form on iPad*)
 - ☐ Mail
 - ☐ Other, Explain
2. Will interviewers or facilitators be used? ☒ Yes ☐ No
- Just to approach guest and provide iPad with online feedback form

Required Additional Information

1. Line of Business: Natural Resources
2. Subfunction: Conservation, Marine, and Land Management
3. Privacy Act System of Records: N/A
4. Federal Registration citation information: N/A
5. Number of respondents for small entities: 0
6. Percentage of respondents reporting electronically: 0

Please submit all instruments, instructions, correspondences (emails, letters, etc.) to respondents, and scripts as separate documents along with this request document. Every instrument must have the following displayed –

OMB Control No. 0690-0030

Expiration Date: 07/31/2026