

NOTICE OF OFFICE OF MANAGEMENT AND BUDGET ACTION

Diana Hynek
Departmental Paperwork Clearance Officer
Office of the Chief Information Officer
14th and Constitution Ave. NW.
Room 6625
Washington, DC 20230

11/22/2005

In accordance with the Paperwork Reduction Act, OMB has taken the following action on your request for approval of a new information collection received on 07/22/2005.

TITLE: Evaluation of the Coastal Services Magazine and the Coastal Connections Newsletter

AGENCY FORM NUMBER(S): None

ACTION : APPROVED WITHOUT CHANGE

OMB NO.: 0648-0532

EXPIRATION DATE: 11/30/2008

BURDEN:	RESPONSES	HOURS	COSTS(\$,000)
Previous	0	0	0
New	292	59	0
Difference	292	59	0
Program Change		59	0
Adjustment		0	0

TERMS OF CLEARANCE: None

OMB Authorizing Official	Title
Donald R. Arbuckle	Deputy Administrator, Office of Information and Regulatory Affairs

PAPERWORK REDUCTION ACT SUBMISSION

Please read the instructions before completing this form. For additional forms or assistance in completing this form, contact your agency's Paperwork Clearance Officer. Send two copies of this form, the collection instrument to be reviewed, the supporting statement, and any additional documentation to: Office of Information and Regulatory Affairs, Office of Management and Budget, Docket Library, Room 10102, 725 17th Street NW, Washington, DC 20503.

1. Agency/Subagency originating request	2. OMB control number b. <input type="checkbox"/> None a. _____ - _____
3. Type of information collection (<i>check one</i>) a. <input type="checkbox"/> New Collection b. <input type="checkbox"/> Revision of a currently approved collection c. <input type="checkbox"/> Extension of a currently approved collection d. <input type="checkbox"/> Reinstatement, without change, of a previously approved collection for which approval has expired e. <input type="checkbox"/> Reinstatement, with change, of a previously approved collection for which approval has expired f. <input type="checkbox"/> Existing collection in use without an OMB control number For b-f, note Item A2 of Supporting Statement instructions	4. Type of review requested (<i>check one</i>) a. <input type="checkbox"/> Regular submission b. <input type="checkbox"/> Emergency - Approval requested by _____ / _____ / _____ c. <input type="checkbox"/> Delegated
7. Title	5. Small entities Will this information collection have a significant economic impact on a substantial number of small entities? <input type="checkbox"/> Yes <input type="checkbox"/> No
8. Agency form number(s) (<i>if applicable</i>)	6. Requested expiration date a. <input type="checkbox"/> Three years from approval date b. <input type="checkbox"/> Other Specify: _____ / _____
9. Keywords	
10. Abstract	
11. Affected public (<i>Mark primary with "P" and all others that apply with "x"</i>) a. ___ Individuals or households d. ___ Farms b. ___ Business or other for-profit e. ___ Federal Government c. ___ Not-for-profit institutions f. ___ State, Local or Tribal Government	12. Obligation to respond (<i>check one</i>) a. <input type="checkbox"/> Voluntary b. <input type="checkbox"/> Required to obtain or retain benefits c. <input type="checkbox"/> Mandatory
13. Annual recordkeeping and reporting burden a. Number of respondents _____ b. Total annual responses _____ 1. Percentage of these responses collected electronically _____ % c. Total annual hours requested _____ d. Current OMB inventory _____ e. Difference _____ f. Explanation of difference 1. Program change _____ 2. Adjustment _____	14. Annual reporting and recordkeeping cost burden (<i>in thousands of dollars</i>) a. Total annualized capital/startup costs _____ b. Total annual costs (O&M) _____ c. Total annualized cost requested _____ d. Current OMB inventory _____ e. Difference _____ f. Explanation of difference 1. Program change _____ 2. Adjustment _____
15. Purpose of information collection (<i>Mark primary with "P" and all others that apply with "X"</i>) a. ___ Application for benefits e. ___ Program planning or management b. ___ Program evaluation f. ___ Research c. ___ General purpose statistics g. ___ Regulatory or compliance d. ___ Audit	16. Frequency of recordkeeping or reporting (<i>check all that apply</i>) a. <input type="checkbox"/> Recordkeeping b. <input type="checkbox"/> Third party disclosure c. <input type="checkbox"/> Reporting 1. <input type="checkbox"/> On occasion 2. <input type="checkbox"/> Weekly 3. <input type="checkbox"/> Monthly 4. <input type="checkbox"/> Quarterly 5. <input type="checkbox"/> Semi-annually 6. <input type="checkbox"/> Annually 7. <input type="checkbox"/> Biennially 8. <input type="checkbox"/> Other (describe) _____
17. Statistical methods Does this information collection employ statistical methods <input type="checkbox"/> Yes <input type="checkbox"/> No	18. Agency Contact (person who can best answer questions regarding the content of this submission) Name: _____ Phone: _____

19. Certification for Paperwork Reduction Act Submissions

On behalf of this Federal Agency, I certify that the collection of information encompassed by this request complies with 5 CFR 1320.9

NOTE: The text of 5 CFR 1320.9, and the related provisions of 5 CFR 1320.8(b)(3), appear at the end of the instructions. *The certification is to be made with reference to those regulatory provisions as set forth in the instructions.*

The following is a summary of the topics, regarding the proposed collection of information, that the certification covers:

- (a) It is necessary for the proper performance of agency functions;
- (b) It avoids unnecessary duplication;
- (c) It reduces burden on small entities;
- (d) It used plain, coherent, and unambiguous terminology that is understandable to respondents;
- (e) Its implementation will be consistent and compatible with current reporting and recordkeeping practices;
- (f) It indicates the retention period for recordkeeping requirements;
- (g) It informs respondents of the information called for under 5 CFR 1320.8(b)(3):
 - (i) Why the information is being collected;
 - (ii) Use of information;
 - (iii) Burden estimate;
 - (iv) Nature of response (voluntary, required for a benefit, mandatory);
 - (v) Nature and extent of confidentiality; and
 - (vi) Need to display currently valid OMB control number;
- (h) It was developed by an office that has planned and allocated resources for the efficient and effective management and use of the information to be collected (see note in Item 19 of instructions);
- (i) It uses effective and efficient statistical survey methodology; and
- (j) It makes appropriate use of information technology.

If you are unable to certify compliance with any of the provisions, identify the item below and explain the reason in Item 18 of the Supporting Statement.

Signature of Senior Official or designee

Date

Agency Certification (signature of Assistant Administrator, Deputy Assistant Administrator, Line Office Chief Information Officer, head of MB staff for L.O.s, or of the Director of a Program or StaffOffice)

Signature

Date

Signature of NOAA Clearance Officer

Signature

Date

**SUPPORTING STATEMENT
EVALUATION OF THE *COASTAL SERVICES* MAGAZINE AND
THE *COASTAL CONNECTIONS* NEWSLETTER
OMB CONTROL NO. 0648-xxxx**

A. JUSTIFICATION

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

One of the cornerstones of the NOAA Coastal Services Center is a commitment to serve the needs of our customers, the coastal resource management community. As part of this effort, the Center produces two publications for coastal resource managers, the bi-monthly *Coastal Services* magazine and the bi-monthly *Coastal Connections* newsletter. The purpose of the magazine is to highlight information about coastal resource management issues and successful management programs as a way to help coastal managers communicate with and learn from each other. The magazine provides profiles of programs that the coastal management community can use to educate their agency and constituents. Currently, the magazine has a subscription base of 8,750 and subscriptions are free.

The newsletter focuses on the tools, information resources, and methodologies that coastal management staff uses to address a specific coastal management issue. The newsletter is intended to serve as a starting point for readers interested in a particular topic, providing basic information about the subject and related products and resources. Current circulation for the newsletter is 650 readers and subscriptions are free.

Neither publication has undergone a formalized customer satisfaction evaluation. In order to evaluate our standing with our subscribers and identify ways to enhance these publications, we need customer feedback. The NOAA Coastal Services Center (Center) requests clearance to conduct a survey of magazine/newsletter subscribers in compliance with Executive Order 12862, Setting Customer Service Standards.

The proposed evaluation should cover the areas of customer satisfaction, learning, and application. It will be used to understand the impact the publications are having on their readers and will also be used to help refine the publications, enhancing their relevance to coastal resource managers, as well as their secondary audiences, such as coastal professionals in related federal agencies, as well as state and local governments, academia, researchers, and associated nonprofit organizations nationwide. The information will be used by the Center to gauge the extent to which these publications fulfill their intended purposes, understand relevancy, credibility, appeal, variety, interest and newsworthiness of the publications, ascertain customer information needs and uses, and measure subscriber interest in various additional issues/resources not currently featured in the magazine and the newsletter.

Other offices within NOAA and the National Ocean Service (NOS) have collected information from segments of the universe of respondents this survey will target. Every attempt has been made to customize the questions contained in the Evaluation Survey to pertain specifically to the objectives described above. No other office within NOAA has collected the same information from the same universe of respondents.

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.

Purpose, Delivery, and Frequency

The Evaluation Survey is the first one of its kind. It will be administered in the summer of 2005, pending approval. The Survey will target subscribers to the *Coastal Services* magazine and the *Coastal Connections* newsletter. The purpose of the *Coastal Services* magazine is to highlight information about coastal resource management issues and successful management programs as a way to help coastal managers communicate with and learn from each other. It also aims to profile programs that the coastal resource management community can use to educate their bosses and constituents, maintain the visibility of the NOAA Coastal Services Center with its audience and illustrate the Center's goal of linking managers with information that they can use to help them make better management decisions. The primary audience for *Coastal Services* is non-technical state coastal managers, as well as state managers of National Estuarine Research Reserves, National Marine Sanctuaries, and Sea Grant Programs. Secondary audiences include coastal professionals in related federal agencies, as well as state and local governments, academia, researchers, and associated nonprofit organizations.

The primary audience for *Coastal Connections* is comprised of mid-level state coastal resource managers who use or are familiar with many of the technologies of the industry but may not be experts on them. Secondary audiences include coastal professionals who are extremely familiar with these technologies, as well as the upper-level managers of coastal programs.

The research will incorporate a three-tiered evaluation of the two publications, which will address customer satisfaction, learning, and application.

We have developed two versions of the survey questionnaire, each targeting specific subscribers to *Coastal Connections* and *Coastal Services*. Structural differences between these two versions of the questionnaire are minor. The instrument was designed using one of two generally accepted modes: (a) a statement for which the respondent uses a scaled answer (e.g., strongly agree, strongly disagree, not applicable, etc., based on a Likert Scale) or (b) a question that asks for a specific response (e.g., yes/no, demographics, open-ended improvement question, etc.). For questions that use the Likert scale and a preset list of options, the data will be reported in a numeric fashion, including average response and percent favorable. Open-ended questions will be subjected to a content analysis and be reported on accordingly.

We designed the instrument to address all three key tiers of exploration (customer satisfaction, learning, and application). As described below, the survey will help address the following focus areas:

- Gauge the extent to which these publications fulfill their intended purposes;
- Profile/segment publication subscribers;
- Understand *relevancy*, *credibility*, *appeal*, *variety*, *interest* and *newsworthiness* of the publications;

- Ascertain customer information needs and uses;
- Measure subscriber interest in various additional issues/resources not currently featured in the magazine and the newsletter;
- Provide feedback from readers to further refine content/implementation; and
- Measure and track intent to continue subscriptions.

Projected Use of Results

Understanding customer satisfaction, learning, and application are of key importance to the NOAA Coastal Services Center. To assess these key areas, the Center needs subscriber feedback about the experiences they have with the magazine/the newsletter, how Center customers use the information that they receive, whether it answers their key requirements, whether the publications help coastal managers communicate with and learn from each other, what additional issues they would like to see addressed, and what other needs/gaps exist.

The first question (in both newsletter evaluation and magazine evaluation versions) asks respondents for their length of subscription. The information requested in the final five questions (questions 24-28 in the newsletter evaluation version and questions 25-29 in the magazine evaluation version) will be used for classification purposes and will allow the Center to characterize their subscribers and gain insights into the perceptions of subscribers.

Question 2 (in both versions) asks respondents to indicate their level of satisfaction with the publication they are evaluating. Question 3 (in both versions) relates to question two by asking respondents to indicate what they consider to be the key benefits of the publication. Question 4 asks respondents to rate specific aspects of the publication and question 5 asks them to suggest specific avenues for improvement. The combination of these variables can depict a more complete picture than any of these variables alone. The results will indicate whether subscribers are satisfied with these publications (and to what extent), and whether any specific areas require improvements.

Questions 6 to 9 (in both versions) assess readers' interest in various subject areas to develop a deeper understanding of what subscribers look for in these publications and whether these needs are being met. This information will aid the Center in evaluating its publications' ability to meet the needs of the coastal resource management community pertaining to a variety of coastal management tools, techniques, skill, abilities, and subject areas, and help the Center focus its efforts on enhancing its publications and making them more useful for their readers.

Question 10 and 11 (in both versions) are designed to determine whether these publications meet their goal of building a stronger community among coastal resource managers and help them share ideas and learn from each other. As noted above, this is one of the goals the magazine and the newsletter aim to accomplish, so the information obtained with this question will have direct relevance to achieving this goal.

Question 12 in the magazine evaluation instrument is designed to measure how frequently readers pay attention to the advertisements in *Coastal Services* (most of which are for the Center's services and programs).

Questions 13-15 in the *Coastal Services* evaluation instrument are designed to understand readers' interaction with the magazine, or, more precisely, their *involvement* with the publications. *Frequency* of reading and *time spent* reading are the key components of the *reader involvement* measurement – an important diagnostic in publications evaluation research which has long been considered a key indicator of a publication's well-being. Questions 12 and 13 in the *Coastal Connections* evaluation instrument pursue the same objective (the question on time spent is omitted as irrelevant for the newsletter format). Question 14 in the *Coastal Connections* evaluation instrument ask respondents for a feedback on the newsletter layout.

Question 16 in the *Coastal Services* evaluation instrument (question 15 in the *Coastal Connections* evaluation instrument), as well as follow-up questions 17 and 18 (and 16 and 17, respectively) are designed to estimate how subscribers *use* their copies of each publication (whether they save them as a reference, pass on to others, etc.). Many publication evaluation studies employ the publication's "pass-on" ratio (that will be calculated using the data obtained from these questions) as an important diagnostic. Question 20 in the *Coastal Services* evaluation instrument (question 19 in the *Coastal Connections* evaluation instrument) asks respondents whether they ever requested back copies of these publications. The information obtained from these questions will aid the Center in further identification of information exchange pathways and help the Center to better understand various uses of their publications.

Question 19 in the *Coastal Services* evaluation instrument (question 18 in the *Coastal Connections* evaluation instrument) asks respondents which other professional/trade publications they read regularly. This information will be used by the Center to fully understand their readers' spectrum of interests and professional involvement.

Question 21 in the *Coastal Services* evaluation instrument (question 20 in the *Coastal Connections* evaluation instrument) employ the "*actionability*" diagnostic (e.g. whether or not readers took actions concerning the publication's advertising and editorial). It is also a key diagnostic in publication evaluation research, one that is of key importance to the Center. As noted above, one of the goals of both the magazine and the newsletter is to link coastal resource managers with specific information that they can use to help them make better management decisions. The information obtained from this question will have direct relevance to this effort, both in terms of identifying where these opportunities exist and/or are being utilized, and in terms of identifying new opportunities.

Question 22 and 23 in the *Coastal Services* evaluation instrument (questions 21 and 22 in the *Coastal Connections* evaluation instrument) provide another measurement of customer satisfaction through assessing their intention to continue with their subscription; additionally, it will be useful for the Center to know what percentage of one publication's audience also reads the Center's other publication. The Center will use this information to further streamline the content of these two publications.

Question 23 in the *Coastal Services* evaluation instrument (22 in the *Coastal Connections* evaluation instrument) is designed to determine respondents' familiarity with the Center and its offerings. As noted earlier, both publications strive to maintain the visibility of the Center with its audience as well as to promote its services, so this question is essential for determining how well they fulfill this objective. The Center will use this information to assess whether any changes in the way the publications portray the Center and its offerings are required, and if so, to

direct such changes.

As explained in the preceding paragraphs, the information gathered has utility. NOAA's National Ocean Service 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 #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.

The Evaluation Survey will be administered in paper form. This decision was reached after careful considerations of prior surveys conducted by the Center. Thus, our 1999 CRM Survey was made available in paper and Web-based forms. The proportion of the overall 1999 surveys completed via the Web-based version was sufficiently small to reconsider this method for the 2002 survey. Difficulties related to electronic submissions were discussed during the planning phase of the Evaluation Survey. No substantial reduction of burden would be realized by the implementation of an electronic version of the Evaluation Survey. Costs for the development of an electronic version with sufficient tracking and confidentiality features would increase the total Federal cost of the project.

4. Describe efforts to identify duplication.

No other existing similar information collections were found.

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

The completion of the proposed collection will not have a "significant economic impact" on the respondents. The collection does not require record keeping or expenditure of funds, only information about existing responsibilities, needs, and technical capabilities. The individual response time for the questionnaire is estimated to be 12 minutes.

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

To this date, neither publication has undergone a formalized customer satisfaction evaluation. Without evaluation input from customers (coastal resource management professionals), the Center would risk investing in the publications that have little relevance to the customers' needs or that are delivered in formats not usable by the customer. Conducting this survey will provide

the Center with consistent information from its subscribers and enable the publication staff to be more efficient pursuing their objectives, described above. The Center will be better positioned to develop content that matches the needs and requirements of our customers.

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

The collection will be conducted consistently with OMB guidelines.

8. Provide a copy of 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 copy of the Federal Register notice is included. No public comments were submitted.

Technical literature consulted in the planning and development of the questionnaire and survey administration included a study aimed at understanding readers' interaction with magazines conducted by the Media Management Center at Northwestern University, on behalf of the Magazine Publishers of America (MPA) and the American Society of Magazine Editors, as well as numerous other publication evaluation survey instruments and technical references. Numerous comparable studies were also reviewed.

Pilot testing of the questionnaire was completed this winter. Pilot testing participants included survey research professionals. Pilot testing included timing of responses, identification and discussion of unclear instructions and question content, asking respondents about the length of the questionnaire, and discussing suggestions for improvements to the questionnaire. Fewer than 10 external, non-federal employees participated in the pilot testing and subsequent discussions.

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

No plans exist for payment or gifts to survey respondents.

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

All surveys will contain a survey identification number for tracking and response rate calculations. Responses will not be reported individually, only in aggregate. Respondents are

assured that their names will not appear on any questionnaires or subsequent reports. There are no plans to publish the results of this information collection.

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.

The questionnaire contains no “questions of a sensitive nature.”

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

Random samples of 803 and 446 will be drawn from the magazine and newsletter subscriber lists, respectively. Based on previous information collections with this audience, we estimate a 70% response rate. Therefore we estimate that we will obtain a total of 874 completed questionnaires: 562 from *Coastal Services* magazine subscribers and 312 from *Coastal Connections* newsletter subscribers. Respondents will be asked to complete the survey only one time during the approval period; therefore, the total estimated annualized number of respondents for this information collection is 292 (i.e., 188 for *Coastal Services*; 104 for *Coastal Connections*).

The average questionnaire response time is 12 minutes (0.2 hour). The estimated total response time (burden hours) for this information collection is 175 hours (i.e., $[562+312]*0.2$). The estimated annualized response time for this information collection is 59 hours (i.e., $292*0.2$).

Respondents are likely to be program managers, department heads, and content area specialists within their respective organizations, equivalent on average to a Government Service Pay Grade 12 Step 3. Using this grade to estimate the hourly rate of the respondent (\$25.53/hour), the estimated cost to the respondent for the hour burden of completing the questionnaire (i.e., 0.2 hours) is \$5.11 per respondent. Therefore the estimated total cost of this collection is \$4466.14 (i.e., 874 respondents@5.11 each). The estimated annualized cost for this information collection is \$1,492.12 (i.e., 292 respondents@\$5.11 each).

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 #12 above).

Responding to the questionnaire requires no record keeping. Return postage will be pre-paid by the Center.

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

This information collection effort is supported through external contract services for data collection and analysis and in-house staff time. The estimated total cost for this information collection is \$60,000 (i.e., contract services @\$57,235.84; 80 hours in-house staff time @\$2,761.60). The estimated annualized cost of this information collection is \$20,000 for the stated actions and associated data analysis.

15. Explain the reasons for any program changes or adjustments reported in Items 13 or 14 of the OMB 83-I.

This is a new program, therefore there are no changes.

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

There are no plans to publish the results of this information collection.

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.

The expiration date and OMB Control Number will be displayed on the questionnaire.

18. Explain each exception to the certification statement identified in Item 19 of the OMB 83-I.

There are no exceptions to the certification statement identified in Item 19.

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

(If your collection does not employ statistical methods, just say that and delete the following five questions from the format.)

1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection method to be used. Data on the number of entities (e.g. establishments, State and local governmental units, households, or persons) in the universe and the corresponding sample are to be provided in tabular form. The tabulation must also include expected response rates for the collection as a whole. If the collection has been conducted before, provide the actual response rate achieved.

The Coastal Services magazine has a subscription base of 8,750, and the Coastal Connection newsletter has 650 subscribers. We will use the random number generator feature in Microsoft Excel to assign random numbers to subscribers for each publication, and then select respondents at random from each list (803 and 446). The expected response rate is >70%, based on the response rate from previous Center survey efforts.

2. Describe the procedures for the collection, including: the statistical methodology for stratification and sample selection; the estimation procedure; the degree of accuracy needed for the purpose described in the justification; any unusual problems requiring specialized sampling procedures; and any use of periodic (less frequent than annual) data collection cycles to reduce burden.

No statistical methodology has been applied to stratify the sample. A random number generator (e.g., feature in Microsoft Excel) will be used to assign random numbers to subscribers for each publication; samples of 803 and 446 will be drawn from the magazine and newsletter subscriber lists, respectively. To increase response rates, we will send preliminary notification and follow-up mailings to respondents.

3. Describe the methods used to maximize response rates and to deal with nonresponse. The accuracy and reliability of the information collected must be shown to be adequate for the intended uses. For collections based on sampling, a special justification must be provided if they will not yield "reliable" data that can be generalized to the universe studied.

Methods used to maximize response rates and deal with nonresponse include the following:

- Questionnaire length was kept relatively short (e.g., 30 questions).
- Required response time was kept relatively short (e.g., 15 minutes per respondent).
- Prior to the fielding of the survey, both Center publications will run an announcement, encouraging their subscribers to participate in the survey—this is expected to have a positive effect on respondent cooperation.
- A preliminary notification letter will be sent to respondents.
- The initial mailing will contain a personalized cover letter (i.e., with respondent name) cordially inviting participation and describing the purpose of the survey and one copy of the questionnaire.
- A series of two (or three if necessary) follow-up reminders will be mailed to respondents following the initial mailing.
- All mailings will be personally addressed.
- Postage-paid return envelopes will be enclosed.
- Respondents will be given multiple ways to contact Center representatives with questions regarding the survey (i.e., phone, FAX, web, email).
- If a survey has been lost, the respondent can request that another be sent to them.
- For expediency, electronic mail may sometimes be used instead of postal mail to communicate with customers.
- If response rates are below 70 percent, nonrespondents will be contacted to test for nonresponse bias.

4. Describe any tests of procedures or methods to be undertaken. Tests are encouraged as effective means to refine collections, but if ten or more test respondents are involved OMB

must give prior approval.

Pilot testing of the questionnaire was completed this spring. Pilot testing participants included trained survey research professionals. The goals of the pilot test were to confirm that the time necessary for the questionnaire was approximately 12 minutes and to ensure that directions were clearly stated and questions were easy to respond to. Pilot testing included timing of respondents, identification and discussion of unclear instructions and question content, asking respondents about the length of the questionnaire, and discussing suggestions for improvements to the questionnaire. Fewer than 10 external, non-federal employees participated in the pilot testing and subsequent discussions. Comments from the pilot testing participants were extremely helpful and resulted in design, content, and wording changes to clarify responses.

5. Provide the name and telephone number of individuals consulted on the statistical aspects of the design, and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.

Administration of the survey, data entry, and descriptive statistics will be completed by an external contractor (Natalia Klimentova at StrategyOne: 202-371-0200). Additional analysis will be completed by the NOAA Coastal Services Center (Tom Fish at 843-740-1271).

Surveys and Related Documents

In order of appearance:

Prenotification letter, Coastal Services

Prenotification letter, Coastal Connections

Cover letter and survey, Coastal Services

Cover letter and survey, Coastal Connections

Reminder 1, Coastal Services

Reminder 2, Coastal Services

Reminder 1, Coastal Connections

Reminder 2, Coastal Connections

Date TBA, 2005

Fname Lname, Title
Affiliation
Address1
Address2
City, State Zip

Dear Fname Lname:

The National Oceanic and Atmospheric Administration's Coastal Services Center is committed to serving the information, technology, and training needs of its customers, the coastal resource management community. The Center's *Coastal Services* magazine is one of the chief mechanisms we use to deliver relevant information to our customers. In order to assure that the magazine provides the best available information and accessible format for its readers, the Center is currently conducting an evaluation of the magazine and needs input from coastal management professionals like you.

Within the next few days, you will receive a request to complete a brief questionnaire. We are mailing it to you in an effort to better understand the impact *Coastal Services* has on its readers. The information collected will be used to help refine the magazine and its relevance to coastal resource managers.

We would greatly appreciate your taking the few minutes necessary to complete and return your questionnaire.

Thank you in advance for your help.

Sincerely,

Margaret A. Davidson
Director
NOAA Coastal Services Center

Date TBA, 2005

Fname Lname, Title
Affiliation
Address1
Address2
City, State Zip

Dear Fname Lname:

The National Oceanic and Atmospheric Administration's Coastal Services Center is committed to serving the information, technology, and training needs of its customers, the coastal resource management community. The Center's *Coastal Connections* newsletter is one of the mechanisms we use to deliver relevant information to our customers. In order to assure that the newsletter provides the best available information and accessible format for its readers, the Center is currently conducting an evaluation of the newsletter and needs input from coastal management professionals like you.

Within the next few days, you will receive a request to complete a brief questionnaire. We are mailing it to you in an effort to better understand the impact *Coastal Connections* has on its readers. The information collected will be used to help refine the newsletter and its relevance to coastal resource managers.

We would greatly appreciate your taking the few minutes necessary to complete and return your questionnaire.

Thank you in advance for your help.

Sincerely,

Margaret A. Davidson
Director
NOAA Coastal Services Center

Date TBA, 2005

Fname Lname, Title
Affiliation
Address1
Address2
City, State Zip

Dear Fname Lname:

One of the cornerstones of the National Oceanic and Atmospheric Administration's Coastal Services Center is a commitment to serve the information, technology, and training needs of its customers, the coastal resource management community. The Center's *Coastal Services* magazine is one of the chief mechanisms we use to deliver relevant information to our customers. In order to assure that the magazine provides the best available information in the best possible way to the coastal management community, we need input from coastal management professionals like you. Your name was randomly selected from a list of all *Coastal Services* subscribers to provide feedback about the magazine. Because only a small number of subscribers have been selected to participate in this study, your input is especially important. The information collected will be used enhance the magazine for its readers.

Please complete the enclosed questionnaire and return it by **DATE/TBA** in the prepaid return envelope provided. The questionnaire should only take about 10-15 minutes to complete. Each questionnaire has an identification number for mailing purposes only. This is so we may check your name off the mailing list when your questionnaire is returned. Your name will never be placed on the questionnaire itself, released to others, or appear on any reports or other documents.

Thank you in advance for your participation. Your input is extremely valuable and will help us do a better job of planning for and serving your needs. If you have questions or comments about the survey, please contact our survey coordinator, Tom Fish, by telephone at (843) 740-1271, or by e-mail at Tom.Fish@noaa.gov.

Sincerely,

Margaret A. Davidson
Director
NOAA Coastal Services Center

4. How do you rate the following aspects of *Coastal Services*? Please check one box for each aspect.

	Excellent	Good	Fair	Poor	No opinion
Overall content					
Overall design/look					
Quality of writing					
Timeliness of information					
Credibility of information					
Newsworthiness of information					
Frequency of publication					
Relevance to the work that you do					
Topic Selection/Variety					

5. What can be done, if anything, to improve or enhance each of the following areas?

	Please insert your comments below
Overall content	
Overall design/look	
Quality of writing	
Timeliness of information	
Credibility of information	
Newsworthiness of information	
Frequency of publication	
Relevance to the work that you do	
Topic Selection/Variety	
Other (please specify)	

6. Please indicate your degree of interest in each of the following *Coastal Services* subject areas:

	Very interested	Somewhat interested	Not too interested	Not at all interested
Information about coastal resource management issues				
Information about successful management programs				
Profiles of programs that coastal managers can use to educate their supervisors and constituents				
Information about the NOAA Coastal Services Center and its services				
The Coastal Services Center's mission and role in the community				
Ads for the NOAA Coastal Services Center products and services				
Information from other regions and territories				
Notices about upcoming Coastal Services Center events				
Notices about upcoming educational opportunities				
Announcements of upcoming conferences				
Information about the National Oceanic and Atmosphere Administration (NOAA)				

7. What is your opinion of *Coastal Services'* coverage of the following?

	Excellent	Good	Fair	Poor	No opinion
Information about coastal resource management issues					
Information about successful management programs					
Profiles of programs that coastal managers can use to educate their supervisors and constituents					
Information about the NOAA Coastal Services Center and its services					
The Coastal Services Center's mission and role in the community					
Ads for the NOAA Coastal Services Center products and services					
Information from other regions and territories					
Notices about upcoming Coastal Services Center events					
Notices about upcoming educational opportunities					
Announcements of upcoming conferences					
Information about the National Oceanic and Atmosphere Administration (NOAA)					

8. What subject areas would you like to see *Coastal Services* cover that it currently does not? Please list as many as you like.
9. How can the editors/writers of *Coastal Services* improve the publication to make it more useful for readers such as yourself?
10. In your opinion, does *Coastal Services* help build a sense of community among coastal resource managers?
 - Yes
 - No
 - No opinion
11. Does *Coastal Services* help facilitate the sharing of ideas among coastal resource managers?
 - Yes
 - No
 - No opinion
12. Do you read the advertisements in *Coastal Services*?
 - Always
 - Sometimes
 - Rarely
 - Never
13. Of the last four issues of *Coastal Services*, how many have you read or looked through? Please circle one answer.
 - 0 of 4
 - 1 of 4
 - 2 of 4
 - 3 of 4
 - 4 of 4
 - Don't remember
14. Which of the following best describes how you read a typical issue of *Coastal Services*? Please circle one answer.
 - Read entire issue
 - Read articles of interest and look through remaining pages
 - Read articles of interest only
 - Skim or look through quickly
 - Don't read it

15. Approximately how much time do you spend reading or looking through a typical issue of *Coastal Services*? Please circle one answer.

- Less than 15 minutes
- 15 to 30 minutes
- 31 to 45 minutes
- 46 to 60 minutes
- More than 60 minutes
- Do not read it

16. What do you usually do with your copies of *Coastal Services* after you have finished reading them? Please circle as many as apply to you.

- Save entire issues
- Clip/copy articles of interest
- Pass along to someone else within your organizations
- Pass along to someone else outside of your organizations
- Discard/recycle
- Other (please specify)_____

17. Including yourself, how many people read your copy of *Coastal Services*?

- One
- Two
- Three
- Four
- Five
- Other (please specify)_____

18. Other than yourself, who reads your copy of *Coastal Services*? Please circle as many as apply.

- Colleagues(s)
- Employees of other departments
- Assistant(s)
- Student(s)
- Constituents
- Legislators
- Other (please specify)_____

19. Which other professional/trade publications do you read regularly (that is, at least 3 out of 4 issues)?

20. Have you ever requested back copies or extra copies of *Coastal Services*?
- Yes
 - No
 - Don't remember
21. What actions have you taken as a result of reading *Coastal Services*? Please circle all that apply.
- Implemented a new program
 - Requested additional information about a program
 - Used contact information listed after an article
 - Sought additional information about an issue or a region
 - Contacted another professional
 - Educated constituents
 - Educated legislator(s)/policy maker(s)
 - Discussed an issue with colleagues
 - Sought additional information about the NOAA Coastal Services Center and/or its offerings
 - Contacted the NOAA Coastal Services Center
 - Used Coastal Services Center's products and/or services
 - Visited the NOAA Coastal Services Center's website
 - Visited another website featured in the publication
 - Attended an event featured in the magazine
 - Other (please specify)_____
22. Do you intend to continue your subscription to *Coastal Services*? Please circle one answer.
- Definitely yes
 - Probably yes
 - Probably no
 - Definitely no
23. Do you currently subscribe to *Coastal Connections*, a free newsletter published by the NOAA Coastal Services Center?
- Yes, am a subscriber
 - No, and am not interested in becoming a subscriber
 - No, but would like to become a subscriber

24. How familiar are you with the NOAA Coastal Services Center and its offerings?

- Very familiar
- Somewhat familiar
- Not too familiar
- Not at all familiar

25. Which of the following best describes your occupation?

- Program Manager
- Educator
- Researcher
- Enforcement
- Planner
- Technology manager
- Academic
- Elected or appointed government official
- Other (please specify)_____

26. Which one of the following best describes your employer?

- Coastal Zone Program
- National Estuarine Research Reserve
- National Marine Sanctuary
- Sea Grant
- Federal Agency (please specify) _____
- State Agency (please specify) _____
- Local Government
- Emergency Preparedness Organization
- Nonprofit
- Private Company
- Media
- University
- Other (please specify)_____

27. How long have you worked at your present job?

- A year or less
- Two to five years
- Six to ten years
- Ten to fifteen years
- Sixteen to twenty years
- Twenty one year or longer

28. What is your state of residence? _____

29. What is your age, please?

- 18 – 24
- 25 – 29
- 30 – 34
- 35 – 44
- 45 – 54
- 55 – 64
- 65 and older

30. What is the highest level of education that you achieved?

- Some high school
- Graduated high school
- Vocational school/Technical school
- Some college
- Graduated college
- Post-graduate degree [e.g. MA, MBA, LLD, or PhD]

31. Are you male or female?

- Male
- Female

Thank you very much for your participation!

Paperwork Reduction Act Statement

Public reporting burden for this collection of information is estimated to average 12 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other suggestions for reducing this burden to Tom Fish, NOAA National Ocean Service, at 843-740-1271.

Respondents are not identified on their questionnaires, and any reports will present data in aggregate form only. Notwithstanding any other provisions of the law, no person is required to respond to, nor shall any person be subjected to a penalty for failure to comply with, a collection of information subject to the requirements of the Paperwork Reduction Act, unless that collection of information displays a currently valid OMB Control Number.

Date TBA, 2005

Fname Lname, Title
Affiliation
Address1
Address2
City, State Zip

Dear Fname Lname:

One of the cornerstones of the National Oceanic and Atmospheric Administration's Coastal Services Center is a commitment to serve the information, technology, and training needs of its customers, the coastal resource management community. The Center's *Coastal Connections* newsletter is one of the mechanisms we use to deliver relevant information to our customers. In order to assure that the newsletter provides the best available information in the best possible way to the coastal management community, we need input from coastal management professionals like you. Your name was randomly selected from a list of all *Coastal Connections* subscribers to provide feedback about the newsletter. Because only a small number of subscribers have been selected to participate in this study, your input is especially important. The information collected will be used enhance the newsletter for its readers.

Please complete the enclosed questionnaire and return it by **DATE/TBA** in the prepaid return envelope provided. The questionnaire should only take about 10-15 minutes to complete. Each questionnaire has an identification number for mailing purposes only. This is so we may check your name off the mailing list when your questionnaire is returned. Your name will never be placed on the questionnaire itself, released to others, or appear on any reports or other documents.

Thank you in advance for your participation. Your input is extremely valuable and will help us do a better job of planning for and serving your needs. If you have questions or comments about the survey, please contact our survey coordinator, Tom Fish, by telephone at (843) 740-1271, or by e-mail at Tom.Fish@noaa.gov.

Sincerely,

Margaret A. Davidson
Director
NOAA Coastal Services Center

4. How do you rate the following aspects of *Coastal Connections* Newsletter? Please check one box for each aspect.

	Excellent	Good	Fair	Poor	No opinion
Overall content					
Overall design/look					
Quality of writing					
Timeliness of information					
Credibility of information					
Newsworthiness of information					
Frequency of publication					
Relevance to the work that you do					
Topic Selection/Variety					

5. What can be done, if anything, to improve or enhance each of the following areas?

	Please insert your comments below
Overall content	
Overall design/look	
Quality of writing	
Timeliness of information	
Credibility of information	
Newsworthiness of information	
Frequency of publication	
Relevance to the work that you do	
Topic Selection/Variety	
Other (please specify)	

6. Please indicate your degree of interest in each of the following *Coastal Connections* subject areas:

	Very interested	Somewhat interested	Not too interested	Not at all interested
Information about tools and technology				
Information about new information resources				
Profiles of individual regional coastal managers				
Information about the NOAA Coastal Services Center				
Information about the Coastal Services Center's offerings				
Expert opinions				
Information about the National Oceanic and Atmosphere Administration (NOAA)				

7. What is your opinion of *Coastal Connections*' coverage of the following?

	Excellent	Good	Fair	Poor	No opinion
Information about tools and technology					
Information about new information resources					
Profiles of individual regional coastal managers					
Information about the NOAA Coastal Services Center					
Information about the Coastal Services Center's offerings					
Expert opinions					
Information about the National Oceanic and Atmosphere Administration (NOAA)					

8. What subject areas would you like to see *Coastal Connections* cover that it currently does not? Please list as many as you like.

9. How can the editors/writers of *Coastal Connections* improve the publication to make it more useful for readers such as yourself?

10. In your opinion, does *Coastal Connections* help build a sense of community among coastal resource managers?

- Yes
- No
- No opinion

11. Does *Coastal Connections* help facilitate the sharing of ideas among coastal resource managers?

- Yes
- No
- No opinion

12. Of the last four issues of *Coastal Connections*, how many have you read or looked through? Please circle one answer.
- 0 of 4
 - 1 of 4
 - 2 of 4
 - 3 of 4
 - 4 of 4
 - Don't remember
13. Which of the following best describes how you read a typical issue of *Coastal Connections*? Please circle one answer.
- Read entire issue
 - Read articles of interest and look through remaining pages
 - Read articles of interest only
 - Skim or look through quickly
 - Don't read it
14. Do the categories currently used in *Coastal Connections* (Coastal Management Profile, This Issue's Focus, News and Notes) help you find what you are looking for? Please circle one answer.
- Yes
 - No (please explain)_____
15. What do you usually do with your copies of *Coastal Connections* after you have finished reading them? Please circle as many as apply to you.
- Save entire issues
 - Clip/copy articles of interest
 - Use as long-term reference materials
 - Pass along to someone else within your organization
 - Pass along to someone else outside of your organization
 - Discard/recycle
 - Other (please specify)_____

16. Including yourself, how many people read your copy of *Coastal Connections*? Please circle one answer.
- One
 - Two
 - Three
 - Four
 - Five
 - Other (please specify)_____
17. Other than yourself, who reads your copy of *Coastal Connections*? Please circle as many as apply.
- Colleagues(s)
 - Employees of other departments
 - Assistant(s)
 - Student(s)
 - Constituents
 - Legislators
 - Other (please specify)_____
18. Which other professional/trade publications do you read regularly (that is, at least 3 out of 4 issues)?
19. Have you ever requested back copies or extra copies of *Coastal Connections*?
- Yes
 - No
 - Don't remember

20. What actions have you taken as a result of reading *Coastal Connections*? Please circle all that apply.

- Utilized a new tool/technology
- Used products, services, or resources featured in the publication
- Requested additional information about an issue
- Contacted another professional
- Discussed an issue with colleagues
- Educated constituents
- Educated legislator(s)/policy makers
- Sought additional information about the NOAA Coastal Services Center/its offerings
- Contacted the NOAA Coastal Services Center
- Used Coastal Services Center's products and/or services
- Consulted an outside expert recommended by Center specialist
- Visited the NOAA Coastal Services Center's website
- Visited another website featured in the publication
- Other (please specify)_____

21. Do you intend to continue your subscription to *Coastal Connections*? Please circle one answer.

- Definitely yes
- Probably yes
- Probably no
- Definitely no

22. Do you currently subscribe to *Coastal Services*, a free bimonthly magazine published by the NOAA Coastal Services Center?

- Yes, am currently a subscriber
- No, and am not interested in becoming a subscriber
- No, but would like to become a subscriber

23. How familiar are you with the NOAA Coastal Services Center and its offerings?

- Very familiar
- Somewhat familiar
- Not too familiar
- Not at all familiar

24. Which of the following best describes your occupation?

- Program Manager
- Educator
- Researcher
- Enforcement
- Planner
- Technology manager
- Academic
- Elected or appointed government official
- Other (please specify)_____

25. Which one of the following best describes your employer?

- Coastal Zone Program
- National Estuarine Research Reserve
- National Marine Sanctuary
- Sea Grant
- Federal Agency (please specify) _____
- State Agency (please specify) _____
- Local Government
- Emergency Preparedness Organization
- Nonprofit
- Private Company
- Media
- University
- Other (please specify)_____

26. How long have you worked at your present job?

- A year or less
- Two to five years
- Six to ten years
- Ten to fifteen years
- Sixteen to twenty years
- Twenty one year or longer

27. What is your state of residence?_____

28. What is your age, please?

- 18 – 24
- 25 – 29
- 30 – 34
- 35 – 44
- 45 – 54
- 55 – 64
- 65 and older

29. What is the highest level of education that you achieved?

- Some high school
- Graduated high school
- Vocational school/Technical school
- Some college
- Graduated college
- Post-graduate degree [e.g. MA, MBA, LLD, or PhD]

30. Are you male or female?

- Male
- Female

Thank you very much for your participation!

Paperwork Reduction Act Statement

Public reporting burden for this collection of information is estimated to average 12 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other suggestions for reducing this burden to Tom Fish, NOAA National Ocean Service, at 843-740-1271.

Respondents are not identified on their questionnaires, and any reports will present data in aggregate form only. Notwithstanding any other provisions of the law, no person is required to respond to, nor shall any person be subjected to a penalty for failure to comply with, a collection of information subject to the requirements of the Paperwork Reduction Act, unless that collection of information displays a currently valid OMB Control Number.

Date TBA, 2005

Fname Lname, Title
Affiliation
Address1
Address2
City, State Zip

Dear Fname Lname:

About two weeks ago, we sent you a *Coastal Services Magazine* Evaluation Survey. As of today, we have not received your completed questionnaire. We realize that you are busy and might not yet have had time to complete the questionnaire. However, we would genuinely appreciate hearing from you.

The NOAA Coastal Services Center is committed to serving the information, technology, and training needs of the coastal resource management community. The *Coastal Services Magazine* Evaluation Survey is being conducted so that coastal management professionals like you can offer input related to your efforts. The information you and others provide will help us do a better job of planning for and serving your needs. Please complete and return your questionnaire by **DATE/TBA**. In the event that your questionnaire has been misplaced, a replacement is enclosed.

Thank you in advance for your participation. We appreciate your time and value your input. If you have questions or comments about the survey, please contact our survey coordinator, Tom Fish, by telephone at (843) 740-1271, or by e-mail at Tom.Fish@noaa.gov.

Sincerely,

Margaret A. Davidson
Director
NOAA Coastal Services Center

Date TBA, 2005

Fname Lname, Title
Affiliation
Address1
Address2
City, State Zip

Dear Fname Lname:

I am writing to you about our *Coastal Services Magazine* Evaluation Survey. About four weeks ago, we sent you a questionnaire to complete. As of today, we have not received your completed questionnaire.

The large number of completed questionnaires returned is very encouraging, but our ability to accurately depict the full range of opinions reflective of *Coastal Services* magazine subscribers depends upon our receiving completed questionnaires from those who have not yet responded. I mention this point because past experience suggests that those who have not yet responded may have quite different opinions than those who have. We want to have representation from as many participants as possible. I urge you to please complete and return your questionnaire as soon as possible and encourage your staff to do the same.

In the event that our previous correspondence did not reach you or if your questionnaire has been misplaced, a replacement copy is enclosed. Should you have questions or comments about the survey, please contact our survey coordinator, Tom Fish, by telephone at (843) 740-1271, or by e-mail at Tom.Fish@noaa.gov.

If you have recently completed and returned your questionnaire, please disregard this reminder and accept our sincere thanks. Your participation and contribution to this effort is greatly appreciated.

Sincerely,

Margaret A. Davidson
Director
NOAA Coastal Services Center

Date TBA, 2005

Fname Lname, Title
Affiliation
Address1
Address2
City, State Zip

Dear Fname Lname:

About two weeks ago, we sent you a *Coastal Connections* Newsletter Evaluation Survey. As of today, we have not received your completed questionnaire. We realize that you are busy and might not yet have had time to complete the questionnaire. However, we would genuinely appreciate hearing from you.

The NOAA Coastal Services Center is committed to serving the information, technology, and training needs of the coastal resource management community. The *Coastal Connections* Newsletter Evaluation Survey is being conducted so that coastal management professionals like you can offer input related to your efforts. The information you and others provide will help us do a better job of planning for and serving your needs. Please complete and return your questionnaire by **DATE/TBA**. In the event that your questionnaire has been misplaced, a replacement is enclosed.

Thank you in advance for your participation. We appreciate your time and value your input. If you have questions or comments about the survey, please contact our survey coordinator, Tom Fish, by telephone at (843) 740-1271, or by e-mail at Tom.Fish@noaa.gov.

Sincerely,

Margaret A. Davidson
Director
NOAA Coastal Services Center

Date TBA, 2005

Fname Lname, Title
Affiliation
Address1
Address2
City, State Zip

Dear Fname Lname:

I am writing to you about our *Coastal Connections* Newsletter Evaluation Survey. About four weeks ago, we sent you a questionnaire to complete. As of today, we have not received your completed questionnaire.

The large number of completed questionnaires returned is very encouraging, but our ability to accurately depict the full range of opinions reflective of *Coastal Connections* newsletter subscribers depends upon our receiving completed questionnaires from those who have not yet responded. I mention this point because past experience suggests that those who have not yet responded may have quite different opinions than those who have. We want to have representation from as many participants as possible. I urge you to please complete and return your questionnaire as soon as possible and encourage your staff to do the same.

In the event that our previous correspondence did not reach you or if your questionnaire has been misplaced, a replacement copy is enclosed. Should you have questions or comments about the survey, please contact our survey coordinator, Tom Fish, by telephone at (843) 740-1271, or by e-mail at *Tom.Fish@noaa.gov*.

If you have recently completed and returned your questionnaire, please disregard this reminder and accept our sincere thanks. Your participation and contribution to this effort is greatly appreciated.

Sincerely,

Margaret A. Davidson
Director
NOAA Coastal Services Center

Presidential Documents

Title 3—

Executive Order 12862 of September 11, 1993

The President

Setting Customer Service Standards

Putting people first means ensuring that the Federal Government provides the highest quality service possible to the American people. Public officials must embark upon a revolution within the Federal Government to change the way it does business. This will require continual reform of the executive branch's management practices and operations to provide service to the public that matches or exceeds the best service available in the private sector.

NOW, THEREFORE, to establish and implement customer service standards to guide the operations of the executive branch, and by the authority vested in me as President by the Constitution and the laws of the United States, it is hereby ordered:

Section 1. *Customer Service Standards.* In order to carry out the principles of the National Performance Review, the Federal Government must be customer-driven. The standard of quality for services provided to the public shall be: Customer service equal to the best in business. For the purposes of this order, "customer" shall mean an individual or entity who is directly served by a department or agency. "Best in business" shall mean the highest quality of service delivered to customers by private organizations providing a comparable or analogous service.

All executive departments and agencies (hereinafter referred to collectively as "agency" or "agencies") that provide significant services directly to the public shall provide those services in a manner that seeks to meet the customer service standard established herein and shall take the following actions:

- (a) identify the customers who are, or should be, served by the agency;
- (b) survey customers to determine the kind and quality of services they want and their level of satisfaction with existing services;
- (c) post service standards and measure results against them;
- (d) benchmark customer service performance against the best in business;
- (e) survey front-line employees on barriers to, and ideas for, matching the best in business;
- (f) provide customers with choices in both the sources of service and the means of delivery;
- (g) make information, services, and complaint systems easily accessible; and
- (h) provide means to address customer complaints.

Sec. 2. *Report on Customer Service Surveys.* By March 8, 1994, each agency subject to this order shall report on its customer surveys to the President. As information about customer satisfaction becomes available, each agency shall use that information in judging the performance of agency management and in making resource allocations.

Sec. 3. *Customer Service Plans.* By September 8, 1994, each agency subject to this order shall publish a customer service plan that can be readily understood by its customers. The plan shall include customer service standards and describe future plans for customer surveys. It also shall identify the private and public sector standards that the agency used to benchmark

its performance against the best in business. In connection with the plan, each agency is encouraged to provide training resources for programs needed by employees who directly serve customers and by managers making use of customer survey information to promote the principles and objectives contained herein.

Sec. 4. *Independent Agencies.* Independent agencies are requested to adhere to this order.

Sec. 5. *Judicial Review.* This order is for the internal management of the executive branch and does not create any right or benefit, substantive or procedural, enforceable by a party against the United States, its agencies or instrumentalities, its officers or employees, or any other person.

A handwritten signature in black ink, reading "William J. Clinton". The signature is written in a cursive, flowing style with a prominent loop at the end of the name.

THE WHITE HOUSE,
September 11, 1993.

Affected Public: Business or other for-profit organizations.

Estimated Number of Respondents: 7,082.

Estimated Time Per Response: 5 minutes for an application of inspection services; 5 minutes for an application for an appeal; 5 minutes for submitting a contract; 30 minutes to submit a label and specification; 105 hours for a Hazard Analysis Critical Control Point (HACCP) plan; and 80 hours for HACCP monitoring and recordkeeping.

Estimated Total Annual Burden Hours: 13,065.

Estimated Total Annual Cost to Public: \$3,579.

IV. Request for Comments

Comments are invited on: (a) whether the proposed collection of information is necessary for the proper performance of the functions of the agency, including whether the information shall have practical utility; (b) the accuracy of the agency's estimate of the burden (including hours and cost) of the proposed collection of information; (c) ways to enhance the quality, utility, and clarity of the information to be collected; and (d) ways to minimize the burden of the collection of information on respondents, including through the use of automated collection techniques or other forms of information technology.

Comments submitted in response to this notice will be summarized and/or included in the request for OMB approval of this information collection; they also will become a matter of public record.

Dated: January 28, 2005.

Gwellnar Banks,

Management Analyst, Office of the Chief Information Officer.

[FR Doc. 05-2286 Filed 2-4-05; 8:45am]

BILLING CODE 3510-22-S

DEPARTMENT OF COMMERCE

[I.D. 020105L]

Submission for OMB Review; Comment Request

The Department of Commerce has submitted to the Office of Management and Budget (OMB) for clearance the following proposal for collection of information under the provisions of the Paperwork Reduction Act (44 U.S.C. Chapter 35).

Agency: National Oceanic and Atmospheric Administration (NOAA).

Title: Steller Sea Lion Protection Pretest Economic Survey.

Form Number(s): None.

OMB Approval Number: None.

Type of Request: Regular submission.

Burden Hours: 143.

Number of Respondents: 330.

Average Hours Per Response: 30 minutes for mail survey; 6 minutes for phone follow-up.

Needs and Uses: The objective of the pretest is to test a survey instrument that will be used to collect data for measuring the preferences, and economic values, that U.S. residents have for protecting Steller sea lions, a listed species under the Endangered Species Act. These preferences are currently not known, but are needed to improve Steller sea lion management decisions. The pretest consists of conducting a small-scale mail survey of U.S. households that will collect information needed to evaluate the survey instrument and implementation.

Affected Public: Individuals or households.

Frequency: One time.

Respondent's Obligation: Voluntary.

OMB Desk Officer: David Rostker, (202) 395-3897.

Copies of the above information collection proposal can be obtained by calling or writing Diana Hynek, Departmental Paperwork Clearance Officer, (202) 482-0266, Department of Commerce, Room 6625, 14th and Constitution Avenue, NW, Washington, DC 20230 (or via the Internet at dHynek@doc.gov).

Written comments and recommendations for the proposed information collection should be sent within 30 days of publication of this notice to David Rostker, OMB Desk Officer, FAX number (202) 395-7285, or David_Rostker@omb.eop.gov.

Dated: January 28, 2005.

Gwellnar Banks,

Management Analyst, Office of the Chief Information Officer.

[FR Doc. 05-2287 Filed 2-4-05; 8:45 am]

BILLING CODE 3510-22-S

DEPARTMENT OF COMMERCE

National Oceanic and Atmospheric Administration

[I.D. 020105M]

Proposed Information Collection; Comment Request; Evaluation of the Coastal Services Magazine and the Coastal Connections Newsletter

AGENCY: National Oceanic and Atmospheric Administration (NOAA).

ACTION: Notice.

SUMMARY: The Department of Commerce, as part of its continuing

effort to reduce paperwork and respondent burden, invites the general public and other Federal agencies to take this opportunity to comment on proposed and/or continuing information collections, as required by the Paperwork Reduction Act of 1995.

DATES: Written comments must be submitted on or before April 8, 2005.

ADDRESSES: Direct all written comments to Diana Hynek, Departmental Paperwork Clearance Officer, Department of Commerce, Room 6625, 14th and Constitution Avenue, NW, Washington, DC 20230 (or via the Internet at dHynek@doc.gov).

FOR FURTHER INFORMATION CONTACT: Requests for additional information or copies of the information collection instrument and instructions should be directed to: Donna McCaskill, NOAA Coastal Services Center, 2234 South Hobson Avenue, Charleston, SC 29405 (or via the Internet at Donna.Mccaskill@noaa.gov).

SUPPLEMENTARY INFORMATION:

I. Abstract

The Coastal Services Center (Center) produces two publications for coastal resource managers, the bi-monthly Coastal Services magazine and the bi-monthly Coastal Connections newsletter. This research will be used by the NOAA Coastal Services Center to obtain information from our subscribers to evaluate customer satisfaction, learning, and application regarding the two publications.

II. Method of Collection

A paper survey to subscribers.

III. Data

OMB Number: None.

Form Number: None.

Type of Review: Regular submission.

Affected Public: Publication subscribers including Federal government; State, Local, or Tribal government staff (e.g., natural resource management agencies); not-for-profit institutions; academia.

Estimated Number of Respondents: 900.

Estimated Time Per Response: 20 minutes.

Estimated Total Annual Burden Hours: 300 minutes.

Estimated Total Annual Cost to Public: \$0.

IV. Request for Comments

Comments are invited on: (a) Whether the proposed collection of information is necessary for the proper performance of the functions of the agency, including whether the information shall have

practical utility; (b) the accuracy of the agency's estimate of the burden (including hours and cost) of the proposed collection of information; (c) ways to enhance the quality, utility, and clarity of the information to be collected; and (d) ways to minimize the burden of the collection of information on respondents, including through the use of automated collection techniques or other forms of information technology.

Comments submitted in response to this notice will be summarized and/or included in the request for OMB approval of this information collection; they also will become a matter of public record.

Dated: January 28, 2005.

Gwellnar Banks,

Management Analyst, Office of the Chief Information Officer.

[FR Doc. 05-2288 Filed 2-4-05; 8:45 am]

BILLING CODE 3510-JE-S

DEPARTMENT OF COMMERCE

National Oceanic and Atmospheric Administration

[I.D. 020105N]

Proposed Information Collection; Comment Request; Atlantic Highly Migratory Species Observer Notification Requirements

AGENCY: National Oceanic and Atmospheric Administration (NOAA).

ACTION: Notice.

SUMMARY: The Department of Commerce, as part of its continuing effort to reduce paperwork and respondent burden, invites the general public and other Federal agencies to take this opportunity to comment on proposed and/or continuing information collection, as required by the Paperwork Reduction Act of 1995.

DATES: Written comments must be submitted on or before April 8, 2005.

ADDRESSES: Direct all written comments to Diana Hynek, Departmental Paperwork Clearance Officer, Department of Commerce, Room 6625, 14th and Constitution Avenue, NW, Washington, DC 20230 (or via the Internet at dHynek@doc.gov).

FOR FURTHER INFORMATION CONTACT: Requests for additional information or copies of the information collection instrument(s) and instructions should be directed to Chris Rilling, National Marine Fisheries Service (NMFS), Highly Migratory Species Management Division, 1315 East-West Highway,

Silver Spring, MD 20910 (phone 301-713-2347).

SUPPLEMENTARY INFORMATION:

I. Abstract

Under current regulations NMFS may select for observer coverage any fishing trip by a vessel that has a permit for Atlantic Highly Migratory Species (HMS). NMFS notifies vessel owners, in writing, when their vessels have been selected. The owners of those vessels are then required to notify NMFS before commencing any fishing trip for Atlantic HMS. This notification allows NMFS to arrange for observer placements and assignments. The notification may be made by phone, fax, or in writing prior to each trip for which a vessel is selected. A form is provided by NMFS for written responses. It is estimated that it would require approximately two minutes to provide the response. The estimated number of responses exceeds the number of respondents due to multiple trips taken within a particular season.

The vessels are selected randomly from a list of active vessels that have reported landings of targeted species during the previous year. Observers are placed aboard vessels to collect, among other things, information on species caught, catch disposition, gear, effort, and bycatch. The information is used in stock assessments, to estimate rates of bycatch of non-targeted and protected species such as sea turtles, and to improve overall management of the fishery. A Biological Opinion (BiOp) issued on June 1, 2004, under the Endangered Species Act, requires a minimum of eight percent observer coverage in the pelagic longline fishery. The shark bottom longline observer program has set a target of five percent observer coverage in the shark bottom longline fishery. A BiOp issued in October 2003, requires NMFS to maintain or increase this level of observer coverage. Observer coverage for the shark gillnet fishery fluctuates from approximately 50 percent to 100 percent, depending on the time of year. Vessels operating in other HMS fisheries are not observed currently but are subject to observer coverage under the regulations. Burden estimates include a ten percent adjustment upward from current levels to account for future expansion of other fisheries.

II. Method of Collection

Notification can be made by phone, fax, or letter.

III. Data

OMB Number: 0648-0374.
Form Number: None.

Type of Review: Regular submission.
Affected Public: Business or other for-profit organizations (vessel owners).
Estimated Number of Respondents: 471.

Estimated Time Per Response: 2 minutes.

Estimated Total Annual Burden Hours: 513.

Estimated Total Annual Cost to Public: \$7,780.

IV. Request for Comments

Comments are invited on: (a) Whether the proposed collection of information is necessary for the proper performance of the functions of the agency, including whether the information shall have practical utility; (b) the accuracy of the agency's estimate of the burden (including hours and cost) of the proposed collection of information; (c) ways to enhance the quality, utility, and clarity of the information to be collected; and (d) ways to minimize the burden of the collection of information on respondents, including through the use of automated collection techniques or other forms of information technology.

Comments submitted in response to this notice will be summarized and/or included in the request for OMB approval of this information collection; they also will become a matter of public record.

Dated: January 28, 2005.

Gwellnar Banks,

Management Analyst, Office of the Chief Information Officer.

[FR Doc. 05-2289 Filed 2-4-05; 8:45 am]

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DEPARTMENT OF COMMERCE

National Oceanic and Atmospheric Administration

[I.D. 020205A]

Proposed Information Collection; Comment Request; Deep Seabed Mining Regulations for Exploration Licenses

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