

## NOTICE OF OFFICE OF MANAGEMENT AND BUDGET ACTION

Department of Commerce

National Oceanic and Atmospheric Administration

FOR CERTIFYING OFFICIAL: Suzanne Hilding

FOR CLEARANCE OFFICER: Diana Hynek

In accordance with the Paperwork Reduction Act, OMB has taken action on your request received  
12/19/2008

ACTION REQUESTED: New collection (Request for a new OMB Control Number)

TYPE OF REVIEW REQUESTED: Regular

ICR REFERENCE NUMBER: 200811-0648-007

AGENCY ICR TRACKING NUMBER:

TITLE: Bottlenose Dolphin Conservation Outreach Survey

LIST OF INFORMATION COLLECTIONS: See next page

OMB ACTION: Approved with change

OMB CONTROL NUMBER: 0648-0594

The agency is required to display the OMB Control Number and inform respondents of its legal significance in accordance with 5 CFR 1320.5(b).

EXPIRATION DATE: 09/30/2012

DISCONTINUE DATE:

BURDEN:	RESPONSES	HOURS	COSTS
Previous	0	0	0
New	375	188	0
Difference			
Change due to New Statute	0	0	0

## NOTICE OF OFFICE OF MANAGEMENT AND BUDGET ACTION

Change due to Agency Adjustment	0	0	0
Change Due to Potential Violation of the PRA	0	0	0

### TERMS OF CLEARANCE:

OMB Authorizing Official: Kevin F. Neyland  
Deputy Administrator,  
Office Of Information And Regulatory Affairs

List of ICs

IC Title	Form No.	Form Name	CFR Citation
Tourist survey	NA	Wild Dolphin Conservation Survey, tourist version	
Business survey	NA	Wild dolphin conservation survey, business version	

# 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.**

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

## 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  
BOTTLENOSE DOLPHIN CONSERVATION OUTREACH SURVEY  
OMB CONTROL NO. 0648-xxxx**

**A. JUSTIFICATION**

This request is for a new information collection.

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

These surveys will be used to achieve two main goals. These are:

- 1) To assess the effectiveness of various outreach tools that were implemented as part of the NMFS “Protect Dolphins” campaign, which educates the public that feeding and harassment of wild dolphins is illegal and harmful; and
- (2) To determine if there are more applicable and appropriate outreach tools to convey the “Protect Dolphins” campaign message to the intended audience.

The Marine Mammal Protection Act (MMPA) and its implementing regulations at 50 CFR 216 prohibit harassment and feeding of wild marine mammals. Feeding is specifically identified as a “take,” which means to harass, hunt, capture, or kill, or attempt to harass, hunt, capture, or kill any marine mammal. The harmful effects of feeding and harassing wild dolphins are well documented by scientific researchers. Feeding wild marine mammals alters their natural behavior; reduces their wariness of people and boats, which increases their risk of getting hit by a propeller and/or entangled in fishing line; harms them by feeding contaminated or inappropriate food and non-food items; and poses a significant safety risk to humans.

Due to the proliferation of illegal feeding and harassment activities, the National Marine Fisheries Service (NMFS) initiated a nationwide campaign in 1997, called “Protect Dolphins,” to educate the public about the legalities and harm of feeding and harassing dolphins in the wild. The NMFS Southeast Regional Office (SERO) also developed marine mammal and sea turtle viewing guidelines to help recreational and commercial boaters view marine mammals responsibly and avoid harmful interactions. Since the initiation of the Protect Dolphins campaign, the SERO has also worked collaboratively with stakeholders on various outreach and education efforts to raise awareness about the harmful impacts of feeding and harassing dolphins in the wild, as well as how to responsibly view them.

Despite these outreach efforts, feeding and harassment of wild dolphins continue to increase in the southeast region, which may be attributed to both commercial and recreational user groups and the ability to enjoy water activities year-round. Florida has several known “hot-spots” in which commercial dolphin tours are prevalent, such as Panama City/Destin, the Florida Keys, and St.Petersburg/Tampa/Sarasota. In some cases, tourists are brought to locations where dolphins are known to aggregate and provided with the opportunity to closely interact with dolphins in the wild. The extent to which dolphin feeding is encouraged on commercial dolphin tours is unknown, but it is certain these activities occur at some level, despite outreach efforts.

Prevalent feeding of wild dolphins by all user groups may also be contributing to other conservation concerns, such as dolphins stealing bait and catch from recreational angler's gear. These interactions are increasingly evident with recreational boaters and anglers in locations such as Panama City, Indian River Lagoon, and Sarasota, Florida. This behavioral change in the dolphin's foraging strategy results in fishing line entanglement and ingestion of both fishing line and lures/hooks. This is evident by a marked increase in dolphin strandings in 2006 with recreational gear attached in Florida.

Due to the increases in harmful human interactions with dolphins in the wild, coupled with a diversity of user groups and target audiences, NMFS recognizes more information is still needed about the human dimension of this management issue. An effective way to collect this information is by directly asking those user groups and target audiences about their knowledge and attitudes of issues concerning harassment of dolphins and how that information was acquired. This can be accomplished through surveys administered in locations where these groups work or recreate. This project will assist NMFS in gathering information about the target audience and help determine more effective management and outreach strategies to decrease the prevalence of dolphin feeding and harassment in Florida, as well as measure the effectiveness of existing outreach strategies. Specifically, the collection of this information will aid and enhance NMFS' ability to reduce harmful and illegal interactions between humans and dolphins in the wild; foster public awareness about harmful interactions; and encourage responsible viewing of dolphins in the wild, thus aiding in their conservation. This project may also help raise awareness for more effectively targeted outreach efforts throughout other areas of the southeast with similar dolphin/human interactions.

People's age, race, gender, educational background, income level, place of residence, and other variables may influence their understanding and perspective of the natural environment. Other user group characteristics, such as where they get their information, current knowledge level, and perceptions and opinions regarding interacting with captive and wild dolphins are also critically important to discern for effective outreach and education tools. Understanding and defining user groups who feed and harass dolphins in the wild will assist in developing a more effective outreach approach targeting the appropriate audience, as well as the ability to measure its success. Clarifying and defining the target audience and objectives for the outreach program will also aid in more readily measuring the success of the program. Furthermore, understanding the target audiences' knowledge, perceptions, attitudes, and opinions before and after the implementation of the outreach program will provide a useful tool for measuring success.

This data collection effort is focused on the Panama City Beach, FL area because it has been a hotspot for illegal feeding and harassment of wild dolphins for almost two decades.

NMFS believes assessing the effectiveness of current outreach tools is crucial to determine if the conservation messages are being conveyed and received by the intended audiences for two main reasons: (1) illegal feeding and harassment of wild dolphins continues to increase in Panama City and throughout the southeast region; and (2) educational messages have been implemented for well over a decade, and to date, there has not been an attempt to see if the messages have been received by the target audience.

Some of the specific questions these surveys are designed to answer to help achieve the stated goal are as follows:

What general categories of existing outreach tools appear to have been effective in educating visitors, residents, and employees of recreation-based businesses in Panama City, FL of the legality and harm caused by feeding and harassing wild dolphins? Which existing categories of outreach tools have been ineffective at reaching the intended audiences with the intended outreach messages?

What currently underutilized outreach tools are potentially an effective means of educating visitors, residents, and employees of recreation-based businesses in Panama City, FL of the legality and harm caused by feeding and harassing wild dolphins?

Do demographic characteristics, such as household income and education level influence the effectiveness of various outreach tools?

Do the knowledge and attitudes of issues related to dolphin feeding and harassment differ according to the type of recreation-based business? Are certain types of recreation-based businesses more prone or more willing to provide education on these issues to their customers than other types of recreation-based businesses?

**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.**

The collection effort consists of intercept surveys at various piers, tourist visitor centers, marinas, and beach-side hotels in Panama City, FL. There are two surveys: (1) one survey administered to visitors to these areas and local residents; and (2) a separate survey administered to relevant commercial businesses operating in the Panama City Beach metro area. The two surveys will be administered at various times throughout the year based on their target audience.

The survey for visitors and local residents will be administered throughout the year to ensure all months in which tourists visit the area are captured. The surveys will be administered in locations in the Panama City Beach metro area that target respondents who are most likely to participate in water-based activities that may lead to close interactions with wild dolphins (i.e. marina, docks, piers, etc).

The commercial business survey will be administered to businesses that provide water-based activities during medium peak season, such as July. Medium peak season is preferred over peak season, such as spring break, to avoid unduly burdening business owners to complete a survey during times when business is extremely high. Medium peak season is also preferred in the event some businesses close during non-peak seasons. Surveyors may, during subsequent trips to Panama City, follow up with businesses that were not available during the first survey timeframe.

NMFS will use collected information to assess the effectiveness of various education and outreach efforts under the Protect Dolphins campaign. It will also be crucial in directing the development of future education and outreach efforts in Panama City, Florida, as well as potentially for other areas throughout the southeast with similar human/dolphin interaction issues.

Justifications for questions on each survey follow.

### **TOURISM/LOCAL RESIDENTS SURVEY**

Q1: Asks respondent the level at which s/he is concerned with the protection of dolphins in the wild. Identifies the level of concern and provides a simple identification about the respondent's general feelings about protecting dolphins in the wild.

Q2: Identifies whether respondent has knowledge about the legality of feeding dolphins in the wild, as well as the potential harm caused to dolphins from feeding or attempting to feed.

Q3: If such knowledge is identified in Q2, the respondent is requested to identify which outreach tool(s) provided this knowledge. An extensive list is provided to help the respondent recall, as well as indicate if they cannot recall and why. The information from this question provides information as to whether a particular outreach tool may have been more effective in providing the desired outreach message(s) from Q2. The list of outreach methods provided in Q3 were merged, rather than provided separately, for the responses to Q2. Merging the list of outreach methods shortens the survey length, while enabling NMFS to collect the information needed to better assess the overall effectiveness of various outreach tools.

Q4-Q5: The respondent is asked whether s/he has heard it is acceptable to engage in particular activities of concern with dolphins in the wild. These questions help identify sources of misinformation for engaging in activities that are illegal, potentially illegal, and harmful to dolphins in the wild. If the respondent answers Q4 affirmatively, we ask for the source(s) of the erroneous information (Q5) and provide a list to help the respondent recall. The information obtained from these questions will help determine where these sources of misinformation were generated or provided, rather than speculating, and additional outreach needs to prevent those sources of misinformation.

Q6: Identify whether respondent has knowledge about the potential legality (i.e., harassment) and harm caused by swimming with, touching, or petting dolphins in the wild, as well as whether the respondent has knowledge of the potential for injuries inflicted to humans and dolphins by interacting with dolphins in the wild. This question is separate from Q2 because Q2 asks about the respondents' general knowledge as to whether feeding is illegal and harmful. Feeding is explicitly stated as illegal in the Marine Mammal Protection Act, whereas, swimming, petting, or touching dolphins in the wild is not explicitly stated as illegal but has the potential to be illegal and cause harm to dolphins. Separating these questions allows us to understand the respondents' general level of knowledge and perceptions about these various types of human interactions; those that are illegal and not illegal; and those that are harmful to dolphins and humans.

Q7: If such knowledge is identified in Q6, the respondent is requested to identify which outreach tool(s) provided this knowledge. An extensive list is provided to help the respondent recall. This will help determine if a specific outreach tool has been particularly effective in providing the desired outreach message(s), knowledge, and perceptions associated with Q6.

Q8: The respondent is asked to provide their personal opinion on the effectiveness of various outreach methods, as well as rating each of the 14 outreach tools as "very effective", "somewhat effective", "not very effective", or "not at all effective". The "other" category is provided in the event the respondent feels there is another effective means of outreach that was not provided. Common methods of outreach (i.e., brochures, articles, etc) were provided to rank their

effectiveness, as well as innovative techniques, such as billboards and Podcasts. These innovative techniques were included because they have the potential to reach broad-scale audiences, and in the case of Podcasts, reach younger generations.

Q9: This question asks the respondent to indicate which form of media may have contributed to their interest and desire to engage in feeding, petting, touching, and/or swimming with dolphins in the wild. It also allows the respondent to indicate that they are not interested in these activities with dolphins in the wild. The goal of this question is to obtain information on what motivates people to want to engage in behavior that is illegal, potentially illegal, and harmful to themselves or dolphins.

Q10: This question is to determine if the respondent is a full-time or part-year resident of the Panama City Beach metro area in Florida, or if they are a first-time visitor to the area or a repeat visitor.

Q11-17: These questions categorize the respondent's current visit to the Panama City Beach metro area. To aid in categorizing their visit, respondents are asked: the length of the visit (Q11); the reason for the trip (Q12); how they traveled to Panama City (Q14); and the type of lodging they stayed in during their visit (Q15). The respondent is asked the following questions to gain information on why they traveled to Panama City and if part of their motivation for choosing Panama City as a destination was the opportunity to participate in dolphin tourism activities; if viewing dolphins in the wild was the motivation for visiting the area (Q13); how many others were traveling with them (Q16); and in which water-based/shore-based recreational activities they intend to participate during the current visit (Q17). Full-time and part-year residents are not asked these questions because their levels of participation in dolphin tourism activities in Panama City are determined by Q18. Including full-time and part-year residents in this series of questions may become duplicative.

Q18: This question asks respondents who are repeat visitors to Panama City, including year-round and part-year residents, the number of times they participated in wild dolphin tourism activities. This helps gauge the level of interest of year-round, part-year residents, and visitors for participation in tourism-style activities. It also helps determine if dolphin tourism is part of their motivation for living in the area year-round or visiting.

Q19-20: Identifies whether the respondent previously participated in wild dolphin viewing activities outside of the Panama City Beach metro area (Q19), and if so, where and what activities (Q20). These questions are intended to collect information on where the respondent may have gained additional perceptions or received information related to the appropriateness of interacting with dolphins in the wild and how to interact with (responsibly or inappropriately) with dolphins in the wild. They are also helpful in identifying other potential locations for conducting outreach campaigns.

Q21-22: Respondents are asked if they would be more willing to participate in a dolphin viewing tour that practices responsible viewing of dolphins in the wild, as well as provides additional educational and conservation information. If the respondent answers “no” or “none of the above” to Q21, they are asked to answer Q22 and check all potential reasons that best characterizes their answer or provide an additional description. This information is helpful to gauge whether participants see the value in promoting responsible viewing of wild dolphins,

especially if programs, such as Dolphin SMART, were implemented locally<sup>1</sup>. If participants do not feel responsible viewing and associated information are worthwhile, the information from Q22 helps to identify potential reasons and barriers to these conservation measures and programs.

Q23: Respondents who are year-round or part-year residents are asked whether they own a boat or jet-skis. Those who take out their own vessels on a regular basis and do not know about safe dolphin viewing practices, may repeatedly engage in behavior harmful to dolphins, suggesting the importance of targeting outreach activities for this group.

Q24: Respondents are also asked about memberships in recreation-based or conservation-based organizations, to identify the potential for other avenues for distributing outreach/education messages and products.

Q25-32: Demographic and socioeconomic questions. The questions were written to mirror those of the U.S. Census to the highest extent possible. The demographic and socioeconomic information collections include: zip code/country of residence (Q25); employment status (Q26); total household income (Q27); ethnicity and race (Q28 and Q29); primary language (Q30); gender (Q31), and level of education (Q32).

## **TOURISM-RELATED COMMERCIAL BUSINESS SURVEY**

Q1: Asks respondent the level at which s/he is concerned with the protection of dolphins in the wild. Identifies the level of concern and provides a simple identification about the respondent's general feelings about protecting dolphins in the wild.

Q2: Identifies whether respondent has knowledge about the legality of feeding dolphins in the wild, as well as the potential harm caused to dolphins from feeding or attempting to feed.

Q3: If such knowledge is identified in Q2, the respondent is requested to identify which outreach tool(s) provided this knowledge. An extensive list is provided to help the respondent recall, as well as indicate if they cannot recall and why. The information from this question provides information as to whether a particular outreach tool may have been more effective in providing the desired outreach message(s) from Q2. The list of outreach methods provided in Q3 were merged, rather than provided separately, for the responses to Q2. Merging the list of outreach methods shortens the survey length, while enabling NMFS to collect the information needed to better assess the overall effectiveness of various outreach tools.

---

<sup>1</sup> Dolphin SMART is a voluntary education program for commercial operators to promote responsible viewing of dolphins in the wild. Dolphin SMART is currently being piloted in Key West, FL, with the goal of implementing in other areas of the southeast region. For more information, please visit [www.dolphinSMART.org](http://www.dolphinSMART.org).

Q4-Q5: The respondent is asked whether s/he has heard it is acceptable to engage in particular activities of concern with dolphins in the wild. These questions help identify sources of misinformation for engaging in activities that are illegal, potentially illegal, and harmful to dolphins in the wild. If the respondent answers Q4 affirmatively, we ask for the source(s) of the erroneous information (Q5) and provide a list to help the respondent recall. The information obtained from these questions will help determine where these sources of misinformation were generated or provided, rather than speculating, and additional outreach needs to prevent those sources of misinformation.

Q6: Identify whether respondent has knowledge about the potential legality (i.e., harassment) and harm caused by swimming with, touching, or petting dolphins in the wild, as well as whether the respondent has knowledge of the potential for injuries inflicted to humans and dolphins by interacting with dolphins in the wild. This question is separate from Q2 because Q2 asks about the respondents' general knowledge as to whether feeding is illegal and harmful. Feeding is explicitly stated as illegal in the Marine Mammal Protection Act, whereas, swimming, petting, or touching dolphins in the wild is not explicitly stated as illegal but has the potential to be illegal and cause harm to dolphins. Separating these questions allows us to understand the respondents' general level of knowledge and perceptions about these various types of human interactions; those that are illegal and not illegal; and those that are harmful to dolphins and humans.

Q7: If such knowledge is identified in Q6, the respondent is requested to identify which outreach tool(s) provided this knowledge. An extensive list is provided to help the respondent recall. This will help determine if a specific outreach tool has been particularly effective in providing the desired outreach message(s), knowledge, and perceptions associated with Q6.

Q8: The respondent is asked to provide their personal opinion on the effectiveness of various outreach methods, as well as rating each of the 14 outreach tools as "very effective", "somewhat effective", "not very effective", or "not at all effective". The "other" category is provided in the event the respondent feels there is another effective means of outreach that was not provided. Common methods of outreach (i.e., brochures, articles, etc) were provided to rank their effectiveness, as well as innovative techniques, such as billboards and Podcasts. These innovative techniques were included because they have the potential to reach broad-scale audiences, and in the case of Podcasts, reach younger generations.

Q9: Basic background information about the respondent and business to help characterize the nature of their business. Information collected includes category of water-based or wildlife-based commercial business.

Q10-13: These four questions ask the respondent specific information related to their business to better understand the demographics of the tourism business in Panama City, particularly related to wild dolphin tourism. General questions include: the number of years the business has been operating (Q10); the average size of vessels (Q11); if the business operates year-round (Q12); and if the business was initially started for wild dolphin tourism (Q13).

Q14-15: Those respondents identifying themselves as businesses engaged in wild dolphin tourism (Q13) are asked additional questions regarding whether there is an educational component to their trips or operations pertaining to responsibly viewing dolphins in the wild (Q14). If respondents answered affirmatively to Q14, they are asked which types of outreach methods/materials they provide (Q15). These questions will help gauge how many businesses

participating in wild dolphin tourism provide some means of education pertaining to dolphin conservation and what type of products they use to provide their educational messages.

Q16-18: These questions assess the respondent's interest in participating in training pertaining to responsibly viewing dolphins in the wild for no cost or a low cost (Q16) and providing educational materials that are free of charge to promote responsible dolphin viewing (Q17). If respondents answer “yes” to Q17, they are asked what type of media products they would be willing to distribute, display, or play to their guest (Q18). These questions help identify the general level of interest in promoting responsible viewing of wild dolphins to their guests and other potential avenues for providing outreach tools to the general public. If they answered “no,” they are asked to go to Q19.

Q19-20: Respondents are asked if they see the value in programs that enhance wild dolphin conservation by promoting responsible viewing and advertising techniques, while benefitting from participation incentives. If the respondent answers “no,” they are asked to go to Q20 to check all potential reasons that may characterize why they answered “no.” This information is helpful to gauge whether participants see the value in promoting responsible viewing and advertising of viewing wild dolphins. Specifically, it provides useful information to determine potential interest for implementing, locally, voluntary education and recognition programs, such as Dolphin SMART. If participants do not feel such programs are worthwhile, the information from Q20 helps identify potential reasons and barriers to these conservation measures and programs.

All data will be kept confidential and will not be released for public use except in aggregate statistical form (and without providing any personally identifying characteristics). Only authorized NMFS personnel will have access to this information as necessary to analyze the effectiveness of various components of the existing education and outreach program, as well as use the information to make improvements to the existing program.

It is anticipated that the information collected will be disseminated to the public or used to support publicly disseminated information. As explained in the preceding paragraphs, the information gathered has utility. National Oceanic and Atmospheric Administration (NOAA)/NMFS will retain control over the information and safeguard it from improper access, modification, and destruction, consistent with NOAA standards for confidentiality, privacy, and electronic information. See response to Question 10 of this Supporting Statement for more information on confidentiality and privacy. This 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 survey will not involve the use of information technology. Responses will be collected in-person or by mail. The survey will not be available on the Internet for the public to print.

#### **4. Describe efforts to identify duplication.**

This survey collection is the first one through NMFS to gather information on identifying user groups potentially interacting with wild dolphins in Florida; assessing their level of knowledge or perception about the potential concerns with those interactions; where that knowledge or perception was gained; and how they prefer to receive their educational information. Since the launch of the Protect Dolphins campaign in 1997, the effectiveness of such outreach efforts -- especially those targeted to Panama City -- have not been evaluated. Therefore, no information will be collected that can be available through other means, and collecting this information will not create duplication of effort or information collected and assessed.

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

This survey will have negligible impact to small businesses. The survey effort will target those user groups who potentially interact with dolphins in the wild. The results may be made available on the Internet in summary form. The estimated 30 minutes completion time includes 15 minutes to complete and review the survey and an additional 15 minutes to mail the survey, using the pre-addressed stamped envelope provided, should the respondent choose to send back the survey, rather than completing it onsite. The survey requires a one-time completion.

Only the minimum data to meet the requirements of the above data needs are requested from participants. Most of the respondents for the survey targeting commercial businesses are considered small businesses; therefore, separate requirements based on the size of the business have not been developed.

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

Throughout the past decade, NMFS developed public education and outreach tools, such as marine mammal viewing guidelines and the Dolphin SMART program, to encourage voluntary compliance with implementing regulations under the MMPA. Despite numerous outreach efforts within NMFS and with various stakeholders, feeding and harassment activities of wild bottlenose dolphins continue to increase, particularly in Florida. The collection of this information will aid and enhance NMFS' ability to reduce the harmful and illegal interactions between humans and wild dolphins; foster awareness to the public on these interactions and their harmful nature to both humans and dolphins; and encourage responsibly viewing wild dolphins.

If the information collection is not conducted through this survey, NMFS' ability to develop more effective outreach tools targeting appropriate user groups and a potentially more cost-effective public education and outreach campaign will be significantly reduced. As financial and personnel resources become more limited, it is increasingly important to engage in the most efficient and effective use of outreach tools and mitigation efforts to aid in the conservation of wild dolphins, as mandated under the MMPA. Without the information collected, NMFS will not be able to assess whether existing outreach tools were not effective in their application, or will NMFS be able to effectively create and disseminate future outreach and education information to intended audiences and in the format that will enhance its utility. Furthermore, as illegal feeding of wild dolphins in Florida continues to increase, despite consistent outreach

efforts, additional conservation issues are arising, such as dolphins stealing bait/catch from recreational gear and becoming entangled. The information collected will aid NMFS in understanding human behaviors that create and reinforce additional conservation challenges that may not be otherwise understood, as well as provide potential avenues for mitigation strategies to curtail additional conservation challenges.

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

This information collection is consistent with Office of Management and Budget (OMB) guidelines.

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

A Federal Register Notice soliciting comments on the information collection was published on two separate occasions: (1) September 12, 2006 (71 FR 53667); and (2) July 17, 2008 (73 FR 41040). The second notice was issued because of the length of time elapsed from the first issuance to completion of the PRA requirements.

A total of two comments was received:

One commenter stated that since “commercial fish profiteers are shooting all kinds of marine life because they say they [marine life] eat fish.” This commenter felt that notices should be sent immediately to all licensed fishermen to notify them that it is illegal to kill or harass dolphins and subsequently that “NOAA personnel should not issue any license at any time, anywhere, without making sure the profiteer knows that these activities are against Federal law.” Response: The current information collection effort focuses on issues specific to impacts of tourism-related activities on bottlenose dolphins and improving outreach and education tools to prevent harmful interactions from both commercial and recreational dolphin viewing operations. NMFS is engaged in separate efforts under the MMPA to prevent dolphin interactions in commercial fisheries.

The other commenter expressed belief that dolphins are the ones that need to be trained to stay away from fishing and charter boats, since dolphins constantly interfere with commercial and recreational fishing activities. This commenter stated that “prior to the late 1980s to early 1990s [dolphins] did not steal fish off the fisherman's hook or even come close to boats in general, unless underway riding the bow or wake of your boat....Then someone got the great idea to have dolphin cruises and feed the dolphins in the local area and eventually all over the Gulf.” The commenter suggested issuing licenses to professional charter guides to enable them to carry deterrents, such as guns and fire crackers to chase away dolphins on an as-needed basis. Response: The dolphins’ behavior of stealing fish is a learned response that we believe is partially caused by illegal dolphin feeding activities. Feeding dolphins in the wild habituates them to humans, causes them to lose their natural wariness of humans and vessels, and teaches

them to associate people with food, which alters their natural foraging strategies. Providing outreach to the public on the subsequent harm and potential behavioral changes resulting from illegal feeding of dolphins in the wild and ways to avoid these interactions is one focus of this information collection and subsequent outreach efforts. There are currently no approved or suggested avoidance devices to actively deter or prevent dolphins from depredating on fishing gear.

This survey collection is the first effort by NMFS to gather information on identifying user groups potentially interacting with wild dolphins in Florida; assessing their level of knowledge or perception about the potential concerns with those interactions; where that knowledge or perception was gained; and how they prefer to receive their educational information.

In an effort to ensure these data collection efforts are relevant, consistent, and clear in instruction, NMFS requested feedback from three partners involved in related dolphin outreach efforts. Specifically, NMFS consulted with a: (1) nature tourism specialist; (2) representative from the Whale and Dolphin Conservation Society; and (3) representative from The World Society for the Protection of Animals. The survey was modified based on received feedback. NMFS also provided a draft version of the survey, at request, to the National Association of Charterboat Operators and requested feedback. The requestor did not provide comments or additional feedback on the draft survey.

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

We will not provide payments or gifts to respondents.

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

All data will be protected and will not be released for public use except in aggregate statistical form (and without providing any personally identifying characteristics). The initial page of the survey will contain the following statement:

*Your participation in this survey is voluntary. Any material identifying you will be destroyed at the end of the study.*

**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.**

No questions of a sensitive nature are asked in either survey.

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

The estimated total number of respondents for this survey is approximately 1,125. Respondents will number approximately 900 individuals visiting marinas in Panama City (out of 1,200 approached) and 225 commercial tourism and recreation businesses operating nearby (out of 300 approached). We estimate that the actual number of commercial businesses in the target group to be closer to 150, based on an online search. However, we state that there are 300 potential respondents in these specific business categories in order to cover unlisted businesses. The

estimated burden for the one-time response is 1/2 hour per respondent, which accounts for the respondent's time to answer and submit the survey (NMFS conservatively estimates that it would take the respondent 10-15 minutes to complete the survey and another 15 minutes to submit the survey if the respondent chose to complete it later and mail it in a stamped envelope provided by NMFS).

Estimating a 75% response rate from the sample of individuals and a 75% response rate from the census of up to 300 businesses would generate a total of 563 hours (450 hours (900 x 30 minutes) for visitors/local residents and 113 hours (225 x 30 minutes) for commercial businesses) for this collection. The collection effort will take place over the course of one year during various seasons. Thus, this burden will be annualized over the entire period authorized for this collection. The annualized burden is 188 hours (150 hours for visitors/local residents and 38 for commercial businesses). Annualized respondents and responses would be 300 for individuals and 75 for businesses, totaling 375.

The estimated annualized cost to all respondents assumes a respondent wage value of \$15/hour. Using this assumed value, the annualized cost to respondents would be approximately \$2,820.

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

No additional cost burden will be imposed on respondents.

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

Two different estimates of annualized cost to the Federal government are provided, depending on whether funds will be made available to allow the survey instruments to be administered by a professional survey research firm. If funds are not available, NMFS Southeast Regional Protected Resources Staff will administer the survey.

NMFS administers the survey instruments

Annualized cost to the Federal government of this collection effort under this scenario is estimated to be \$22,547. NMFS Southeast Regional Staff would administer the survey in Panama City and costs associated with the program reflect a cost of \$30/hour to the government at the ZP-03 level.

We seek approval to collect information from 900 visitor/local residents and 225 businesses. In order to obtain 1,200 completed surveys, we anticipate that three employees from the NMFS Southeast Regional Office would need to be in Panama City to administer the survey for approximately two weeks each trip (one trip for low season, one for medium season, one for high season). Costs associated with this scenario include three airline tickets to Panama City at approximately \$600 per ticket and lodging and meals and incidentals.<sup>2</sup> Staff time to administer the survey would likely require eleven full survey days per trip in Panama City. This results in an estimated cost of \$48,140 to administer the survey, which includes \$25,920 for salaried staff

---

<sup>2</sup> Lodging and meals and incidental (M&I) expenses were calculated based on the following per diem rates in effect until September 30, 2009: 1) \$85/night lodging and \$49/day M&I during low season, 2) \$125/night lodging and \$49/day M&I during medium-peak season, and 3) \$146/night lodging and \$49/day M&I for peak season.

time, \$16,820 lodging, meals and incidentals for three people over three trips, and \$5,400 for travel (\$600 per trip \* three trips\*three people).

Compiling survey responses is expected to require 30 minutes per survey. This results in an estimated total cost to the government of \$16,875 (1125 surveys x 30 minutes/response x \$30/hour), to compile survey responses.

Additional resource costs likely to be incurred by the government include printing and other administrative costs. We estimate the total cost to be about \$1,500 for paper, toner cartridge, office supplies, and postage and envelopes for those respondents who choose to mail back the survey (assuming 1/3 of respondents choose to return the survey by mail).

The annualized costs to the government from this information collection would be approximately \$22,172  $((\$48,140 + \$16,875 + \$1,500) / 3)$ .

Professional survey research company administers the survey instruments

NMFS obtained three quotes from professional survey research companies. A typical proposal resulted in an annualized estimated cost of roughly \$22,000. However, this quote also included the services of compiling survey responses electronically. Assuming the additional resource costs are the same as described for the NMFS administered surveys (at an annualized cost of \$500), the estimated annualized cost of implementing the survey using a professional survey research firm is \$22,500. The quotes for proposals that contained detailed information on survey implementation and analysis, ranged from \$22,500 to under \$40,000. Higher quotes reflected the provision of more services after the electronic compilation of responses (analysis, charts, and write-ups), that NMFS would provide whether or not a contractor is used for survey administration.

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

This is a new collection.

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

Results from this study will primarily be used for the purposes of program evaluation. The information gained through the surveys will be used internally by NOAA to help direct effective outreach strategies and measure their effectiveness. Results from this collection may also be used in scientific or management reports published by the agency. If results are published in any format, the results will only be presented in a statistical summary form (means, variances, and frequencies of categorical responses). Data may be available only to NOAA employees on a need-to-know basis.

**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.**

All surveys will contain the expiration date for OMB approval.

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

There are no exceptions to Item 19 of OMB 83-I.

**B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS**

**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 potential respondent universe for the tourism/local resident survey is all local residents and tourists in Panama City, FL. The number of residents in Panama City, FL is estimated to be 36,417 according to the 2000 Census (148,217 residents in Bay County). Tourism is Bay County's largest industry. According to the Panama City Beach Convention and Visitors Bureau website, each year, Panama City Beach attracts an estimated 4.1 million leisure visitors and an additional 2.1 million visitors associated with business travel and special events. Therefore, the total potential respondent universe (Bay County residents, leisure visitors, and visitors traveling for purposes other than leisure) for the tourism/local resident survey is estimated to be about 6.3 million people.

Some basic demographic information on Panama City, FL residents are available through:  
<http://www.fedstats.gov/qf/states/12/1254700.html>

Information concerning Panama City, FL residents is as follows:

The population in 2006 was 36,807; in 2000, it was 36,417.

The number of residents who are both age 25 years or older and are high school graduates is 19,522 (based on 2000 data).

18.9% of those age 25 years or older have a college degree (based on 2000 data).

In 1999, the median household income was \$31,562 (\$40,975 in current dollars)

The racial composition of Panama City residents in 2000 was 73.6% White, 21.5% Black, 0.6% American Indian and Alaska Native, 1.6% Asian, Native Hawaiian or some other Pacific Islander, and 2.7% some other race or two or more races. 2.9% are Hispanic or Latino origin.

Demographic profiles of tourists to the Panama City beaches are not readily available. However, we did receive some basic information on visitor patterns in 2008 from the Panama City Beach Convention and Visitors Bureau. Some of this information is as follows:

The average length of stay is 5.8 days.

The average age of the head of household is 43.1.

The average number of people in travel party is 2.7.

The median annual household income is \$73,613.

8.7% of visitors are Florida residents.

42.8% reside in the Southeast, 27.2% in the Midwest, 7.1% in the Southwest, and 5.2% in the Northeast.

8.9% are either from other parts of the US, Canada or Europe.

Because demographic information for this population is limited, we included questions on this survey to gain greater insight on characteristics of Panama City beach visitors in order to help us achieve the goal of ensuring our outreach messages are reaching target audiences.

The tourist/local resident survey will be conducted over the course of approximately nine days per year, and will be stratified by season (low, medium and peak season), type of day of the week (weekday and weekend), and time of day (morning and afternoon). Table 1 tabulates the anticipated aggregate number of completed surveys, based on an anticipated response rate of 75%. Table 2 tabulates the estimated number of completed surveys by stratified samples.

Table 1: Intercept Surveys for Tourists/Local Residents and Anticipated Number of Completions

<b>Approximate Number of Tourists/Local Residents Approached</b>	<b>Anticipated Response Rate</b>	<b>Number Surveys Completed</b>
1,200	75%	900

Table 2: Anticipated Number of Completions by Subgroup

	<b>Approximate Number of Completed Surveys (Total and by Subgroups)</b>	<b>Approximate Proportion of Total Completed Surveys</b>
<b>Total</b>	900	
<b>Stratification</b>		
<i>Morning</i>	450	1/2
<i>Afternoon</i>	450	1/2
<i>Weekday</i>	300	1/3
<i>Weekend</i>	600	2/3
<i>Low season</i>	100	1/9
<i>Medium-peak season</i>	200	2/9
<i>Peak season</i>	600	2/3

For the collection as a whole, a response rate (i.e., number of those approached who comply) in the range of 70-80% is anticipated, based on reference materials and recent examples of intercept surveys. A book on survey design reports that in-person surveys have typical response rates of about 70%-75%, and in-person surveys tend to have higher response rates than telephone surveys (Kalton (1983)). In addition, a committee formed to evaluate the pros and cons of face-to-face interview versus phone interviews for the American National Election Studies, indicated that in-person surveys tend to have a response rate that is about 15% higher than telephone surveys (NESACSM, 1999).

While examples of surveys similar to this data collection effort are not readily available, a few of the following examples of recent intercept surveys demonstrate that the estimated response rate for this study is in line with other intercept studies:

A study commissioned by the Oregon Department of Transportation and carried out as intercept surveys to collect truck data using a roadside intercept survey method at an interstate highway weigh station, a Port of Portland marine terminal, and a private freight warehouse/distribution center, all in the Portland, OR metro area in 2003. The response rate for those who were asked to participate was 95% at the highway weigh station, 93% at the Port of Portland and 100% at the Distribution Center. This survey, designed to be two minutes in length, was much shorter than ours.

McCluskey, et al (2005) carried out a study in 2003 using an intercept survey approach at conventional supermarkets and natural foods markets in order to determine what attributes consumers consider when making beef purchases, with a special focus on attributes that may lead to the purchase of grass-fed beef. The response rate for this was approximately 50%.

Shivlani, et al (2008) completed a recent study to determine knowledge, attitudes and perceptions of Florida Keys National Marine Sanctuary management strategies among stakeholders. The stakeholder groups, mode, and response rates were commercial fishermen (86.2%) through intercept surveys, diver operators (77.5%) through either phone or intercept surveys, and members of a specific environmental group (11.6%) through mail survey.

Miller, et al (1997) conducted a street-intercept survey to assess the feasibility of street-intercept surveys versus random digit-dial telephone surveys in terms of its use in reaching population segments in urban areas that were considered difficult to reach, for example urban areas with high rates of crime. The street-intercept survey was carried in 1992, and again in 1993. It asked for demographic information and health related questions. In 1992, the survey consisted of 64 items and took about 10 to 15 minutes to complete. The 1993 version consisted of 91 items and took about 15 to 20 minutes to complete. The authors only provided the response rate for the 1993 survey, which was 80.2%.

A census approach, rather than a sampling approach, will be used for the commercial business survey. We will attempt to find, and provide a survey to, all businesses in the water-based recreation industry operating in the vicinity of Panama City Beach, FL. These businesses include diveshops, as well as snorkel, canoe rental, boat rental, jetski, cruise and commercial tour operations, fishing charters/headboats, etc. We expect the number of businesses within these categories and located in Bay County not to exceed 300, This expectation is based on a search of

the yellow pages online for Panama City Florida, which yielded the following numbers of each type of business: tours and charters (63), diving tours (7), recreational trips and guides (4), fishing boat charters, tours, and rental (2), raft trips and tours (1), personal watercraft sales and rental (2), boat and yacht charters, rental and leasing (4), diving equipment and supplies (19). Our plan is to locate relevant businesses through a local telephone directory and through online searches, as well as actually visiting locations near the marinas and beaches of Panama City, FL in order to find businesses operating in a tourism-related industry that are unlisted. The response rate is anticipated to be about 70-80%. Table 2 shows the tabulated anticipated number of completions based on the expected response rate and total number of existing businesses.

Table 2: Surveys (Census) for Commercial Businesses and Anticipated Number of Completions

Commercial Businesses	Total Number of businesses is 150	Total Number of Businesses is 300
75% response rate	113	225

**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.**

The purpose of this data collection is to evaluate the effectiveness of NMFS’ outreach techniques and determine if there are more appropriate outreach tools to convey NMFS’ Protect Dolphin conservation messages. Panama City has been a national hot-spot for illegal feeding and harassing of wild dolphins for almost two decades, and a well-known tourist destination where many people participate in water-based activities or tours that may promote or conduct potentially illegal activities. These activities mainly take place from commercial dolphin viewing tours, ecotours, charter tours, and either rental platforms for recreational use by tourists or privately owned vessels/platforms by residents. Therefore, NMFS routinely places outreach materials at locations such as boat ramps; marinas where dolphin viewing and tours dock their vessels; beach-side hotels; etc.

The data collection for local residents and tourists will occur as an intercept survey. This data collection effort will occur at or near sites in Panama City Beach where visitor interactions with wild dolphins, such as dolphin-viewing or participating in water-sports in dolphin habitat, have been known or are likely to occur. We chose to target the data collection efforts to those respondents who are likely to participate in these water-related activities in order to ensure the survey results yield the intended results of evaluating NMFS’ education and outreach efforts that are targeted to these audiences and in these locations.

We anticipate data collection to take place at the marinas or visitor centers, where the survey administrator will notify, after the completion of the previous survey, the n<sup>th</sup> (or some set number) passerby that the individual had been randomly selected and to ask if this individual would be able to complete the survey. The data collector will also stress that because the respondent was randomly selected, it is important that this person participate and answer honestly so that the responses provided by him and other respondents are informative and useful. Data collection will occur primarily through in-person surveys provided by survey

administrators. The survey administrators will be on hand to explain the survey, answer questions, and either collect the survey upon completion or provide a prepaid postage return envelope, if the respondent is unable to complete the survey until a later time.

Our primary goal is to obtain a general assessment of the level of knowledge and attitudes that visitors and residents have of issues related to dolphin conservation, therefore we do not need a high degree of accuracy in terms of targeting the respondents or with a large sample size. We are using a sample size for which we have the resources, given that our goal is to gain information of the effectiveness of various outreach tools. A sample size of 400 would achieve a 95% level of confidence and 5% margin of error. With our proposed sample size of 900 for the visitor survey, we would improve on these margins of error.

We anticipate using a quota of intercepts, of roughly 100 approaches per day across several intercept locations. The tourist/local resident survey will be stratified by season (low, medium and peak season), type of day of the week (weekday and weekend), and time of day (morning and afternoon), as summarized in Table 1 (see the response to the previous question). However, we will not attempt to stratify sampling based on respondent characteristics. Summary statistics and information (mainly frequencies/percentages of individual responses to particular questions and means/medians) will be calculated for survey responses. In addition, responses to questions will be used to estimate the likelihood of knowledge of issues concerning harassment of wild dolphins based on various characteristics and attributes of the respondent (for instance, demographic variables or past incidence of dolphin interactions)

The data collection for commercial businesses will also occur at or near locations where visitor interactions with wild dolphins have been known or are likely to occur. However, because the potential respondent universe for this survey is not large (estimated to be 100-150, but less than 300), we will attempt to census the entire universe of water-based businesses operating on or near Panama City Beach, FL.

Survey administrators will visit all businesses that are identified as providing water-based recreation activities, during non-peak seasons and times. If the business owner or manager cannot complete the survey at the time s/he is contacted, but is willing to do so, the survey administrator will return at a mutually agreed-upon time. If the business owner or manager is not available, the survey administrator will return repeatedly until contact with the appropriate party is made.

For many of the questions, responses will primarily be reported as means (for quantitative answers) or frequencies (for categorical answers).

A few of the survey questions did contain a large list of outreach tools that were provided to aid recall. When evaluating the effectiveness of one tool over another, we will find natural aggregation of categories to condense the number of categories to 11 (including “other” and “cannot recall”). So as an example, consider the survey question which asks the respondent to check the box next to various categories of outreach tools. If one or more of the posted sign subcategories (located at docks, fishing piers, visitor centers, or other) is marked, any of those subcategories will be treated as a posted sign category. We will then evaluate the percentage of respondents who learned particular messages through a particular tool according to both the original categories as well as to the higher level of aggregation.

Both surveys will be a one-time data collection conducted over the course of a year, rather than a repeated collection.

**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.**

Each of the two survey instruments, as well as the survey implementation, incorporates various elements to help increase response rates. The surveys, designed to be easily understood at a junior high reading level, are respondent-friendly, with clear and easy-to-comprehend questions. To further aid in ease of reading and responding to questions, we incorporated suggested changes to simplify the language and visual presentation of the survey. The suggested changes were provided through several rounds of review by those who were mindful that the population of respondents were likely to have at least an 8<sup>th</sup> grade education. The survey topic and related questions may also be interesting to respondents. Each survey makes ample use of listing options to allow the respondent to answer by checking the appropriate boxes, which may aid in recall. In addition, an in-person survey should increase response rate over other methods, such as mail or Internet surveys (Dillman (2000) and Kalton (1983)). For those randomly selected individuals who are unable to complete the survey at that time, but who are willing to be surveyed, a postage-paid return envelope will be provided.

In addition to the design of the survey itself, some measures will be taken in order to attempt to minimize the number of nonresponses through the interaction with the potential survey respondent. Survey administrators will briefly explain, to the randomly selected respondent, the value of the survey itself as well as the importance of having as high a response rate as possible in order to generate meaningful results. Reassuring respondents that their responses are completely anonymous should also help increase response rates. We will not collect personally identifying information from local residents/tourists. For the business survey, we will keep a separate list of the names and addresses of those businesses that had already completed a survey and those that declined, solely for tracking which businesses had already been contacted. This list will not be matched with the survey responses and will be destroyed at the end of the data collection effort.

Finally, we will not ask members of the business community to complete the survey during peak season. Businesses will be approached to complete the survey during slow or medium-peak season, so as to enhance the likelihood that the employee or business owner will cooperate and complete the survey. In addition, visits will be repeated until contact is made with the appropriate person, which would be someone who has sufficient knowledge of the business to answer the survey questions. We will make efforts to provide respondents from the commercial sector to participate at their convenience, and if the survey could not be completed at that time, to set up a mutually convenient time.

In terms of evaluating non-response bias, we plan to ask those who decline to participate in the survey effort to answer two questions, in order to see if their answers to those questions differed significantly from those who choose to participate. The questions are taken from the surveys.

For those who decline to participate in the tourist/local resident survey, the two questions we

intend to ask are:

- 1) How concerned are you, if at all, about protecting dolphins? (Same as Q1 on the tourist/local resident survey)
- 2) What is the highest level of education you have attained? (Same as Q32)

The same category choices from Q1 and Q32 in the main survey will also be provided on the non-response bias questionnaire.

For those who decline to participate in the commercial business survey, we intend to ask the following:

- 1) How concerned are you, if at all, about protecting dolphins? (Same as Q1 on the commercial business survey)
- 2) Which of the following best describes your business? (Same as Q9)

Again, these non-response questions will mirror their counterparts on the larger survey, so the response categories will be the same.

**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.**

No formal tests were undertaken. Six NMFS employees and three non-Federal individuals reviewed the survey to provide feedback on the clarity of the survey. The survey design and implementation have also benefited from reviews by several NMFS employees with expertise in survey design and implementation.

**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.**

The following individuals were consulted on the statistical aspect of the survey design:

Michelle McGregor  
National Marine Fisheries Service  
Office of Protected Resources  
301-713-2319

Daniel Lew  
National Marine Fisheries Service  
Alaska Fisheries Science Center  
530-752-1746

Justin Hospital  
National Marine Fisheries Service  
Pacific Islands Science Center  
808-983-5742

Kristy Wallmo  
National Marine Fisheries Service  
301-713-2328

The following individuals will analyze the information for the agency:

Stacey Carlson  
Fishery Biologist  
National Marine Fisheries Service,  
Southeast Regional Office  
727-824-5312

Michelle McGregor  
Economist  
National Marine Fisheries Service  
(301)713-2319 ext. 169

Cheryl Bonnes  
Outreach Specialist  
National Marine Fisheries Service,  
Southeast Regional Office  
727-824-5312

NMFS plans to hire a professional survey research firm to administer the survey, pending funding.

## REFERENCES:

- Dillman, Don A. (2000) Mail and Internet Surveys: The Tailored Design Method. New York: John Wiley & Sons.
- Jessup, E, KL Casavant, and CT Lawson (2004). Truck Trip Data Collection Methods. Final Report written for the Oregon Department of Transportation and the Federal Highway Administration. Report available at [http://www.oregon.gov/ODOT/TD/TP\\_RES/docs/Reports/TruckTripData.pdf](http://www.oregon.gov/ODOT/TD/TP_RES/docs/Reports/TruckTripData.pdf)
- Kalton, Graham (1983) Introduction to Survey Sampling. Newbury Park, CA: SAGE Publications, Inc.
- McCluskey, JJ, TI Wahl, Q Li, and PR Wandschneider (2005). U.S. Gras-Fed Beef: Marketing Health Benefits, *Journal of Food Distribution Research*. November Vol. 36, No. 3, pp. 1-8.
- Miller, Kevin, LB Wilder, FA Stillman and DM Becker (1997). The Feasibility of a Street-Intercept Survey Method in an African-American Community. *American Journal of Public Health*. April , Vol. 87, No. 4. pp. 655
- NESACSM (1999) The State of Scientific Knowledge on the Advantages and Disadvantages of Telephone vs. Face-to-face Interviewing. American National Election Studies Technical Report Series, No. nes010173
- Shivlani, M, Leeworthy VR, Murray, TJ, Suman, DO, and F Tonioli (2008). Knowledge, Attitudes and Perceptions of Management Strategies and Regulations of the Florida Keys National Marine Sanctuary by Commercial Fishers, Dive Operators, and Environmental Group Members: A Baseline Characterization and 10-year Comparison. *Marine Sanctuaries Conservation Series ONMS-08-06*. U.S. Department of Commerce, National Oceanic and Atmospheric Administration, Office of National Marine Sanctuaries, Silver Spring, MD. 170 pp.

**SUPPORTING STATEMENT**  
**BOTTLENOSE DOLPHIN CONSERVATION OUTREACH SURVEY**  
**OMB CONTROL NO. 0648-xxxx**

**A. JUSTIFICATION**

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

The Marine Mammal Protection Act (MMPA) and its implementing regulations at 50 CFR 216 prohibit harassment and feeding of wild marine mammals. Feeding is specifically identified as a “take,” which means to harass, hunt, capture, or kill, or attempt to harass, hunt, capture, or kill any marine mammal. The harmful effects of feeding and harassing wild dolphins are well documented by scientific researchers. Feeding wild marine mammals alters their natural behavior; reduces their wariness of people and boats, which increases their risk of getting hit by a propeller and/or entangled in fishing line; harms them by feeding contaminated or inappropriate food and non-food items; and poses a significant safety risk to humans.

Due to the proliferation of illegal feeding and harassment activities, the National Marine Fisheries Service (NMFS) initiated a nationwide campaign in 1997, called “Protect Dolphins,” to educate the public about the legalities and harm of feeding and harassing dolphins in the wild. The NMFS Southeast Regional Office (SERO) also developed marine mammal and sea turtle viewing guidelines to help recreational and commercial boaters view marine mammals responsibly and avoid harmful interactions. Since the initiation of the Protect Dolphins campaign, the SERO has also worked collaboratively with stakeholders on various outreach and education efforts to raise awareness about the harmful impacts of feeding and harassing dolphins in the wild, as well as how to responsibly view them.

Despite these outreach efforts, feeding and harassment of wild dolphins continue to increase in the southeast region, which may be attributed to both commercial and recreational user groups and the ability to enjoy water activities year-round. Florida has several known “hot-spots” in which commercial dolphin tours are prevalent, such as Panama City/Destin, the Florida Keys, and St.Petersburg/Tampa/Sarasota. In some cases, tourists are brought to locations where dolphins are known to aggregate and provided with the opportunity to closely interact with dolphins in the wild. The extent to which dolphin feeding is encouraged on commercial dolphin tours is unknown, but it is certain these activities occur at some level, despite outreach efforts.

Prevalent feeding of wild dolphins by all user groups may also be contributing to other conservation concerns, such as dolphins stealing bait and catch from recreational angler’s gear. These interactions are increasingly evident with recreational boaters and anglers in locations such as Panama City, Indian River Lagoon, and Sarasota, Florida. This behavioral change in the dolphin’s foraging strategy results in fishing line entanglement and ingestion of both fishing line and lures/hooks. This is evident by a marked increase in dolphin strandings in 2006 with recreational gear attached in Florida.

Due to the increases in harmful human interactions with dolphins in the wild, coupled with a diversity of user groups and target audiences, NMFS recognizes more information is still needed about the human dimension of this management issue. An effective way to collect this information is by directly asking those user groups and target audiences about their knowledge

and attitudes of issues concerning harassment of dolphins and how that information was acquired. This can be accomplished through surveys administered in locations where these groups work or recreate. This project will assist NMFS in gathering information about the target audience and help determine more effective management and outreach strategies to decrease the prevalence of dolphin feeding and harassment in Florida, as well as measure the effectiveness of existing outreach strategies. Specifically, the collection of this information will aid and enhance NMFS' ability to reduce harmful and illegal interactions between humans and dolphins in the wild; foster public awareness about harmful interactions; and encourage responsible viewing of dolphins in the wild, thus aiding in their conservation. This project may also help raise awareness for more effectively targeted outreach efforts throughout other areas of the southeast with similar dolphin/human interactions.

People's age, race, gender, educational background, income level, place of residence, and other variables may influence their understanding and perspective of the natural environment. Other user group characteristics, such as where they get their information, current knowledge level, and perceptions and opinions regarding interacting with captive and wild dolphins are also critically important to discern for effective outreach and education tools. Understanding and defining user groups who feed and harass dolphins in the wild will assist in developing a more effective outreach approach targeting the appropriate audience, as well as the ability to measure its success. Clarifying and defining the target audience, and objectives for the outreach program will also aid in more readily measuring the success of the program. Furthermore, understanding the target audiences' knowledge, perceptions, attitudes, and opinions before and after the implementation of the outreach program will provide a useful tool for measuring success.

This request is for a new information collection.

**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.**

The collection effort consists of intercept surveys at various piers, tourist visitor centers, marinas, and beach-side hotels in Panama City, FL. There are two surveys: (1) one survey administered to visitors to these areas and local residents; and (2) a separate survey administered to relevant commercial businesses operating in the Panama City Beach metro area. The two surveys will be administered at various times throughout the year based on their target audience.

The survey for visitors and local residents will be administered throughout the year to ensure all months in which tourists visit the area are captured. The surveys will be administered in locations in the Panama City Beach metro area that target respondents who are most likely to participate in water-based activities that may lead to close interactions with wild dolphins (i.e. marina, docks, piers, etc).

The commercial business survey will be administered to businesses that provide water-based activities during medium peak season, such as July. Medium peak season is preferred over peak season, such as spring break, to avoid unduly burdening business owners to complete a survey during times when business is extremely high. Medium peak season is also preferred in the event some businesses close during non-peak seasons. Surveyors may, during subsequent trips

to Panama City, follow up with businesses that were not available during the first survey timeframe.

NMFS will use collected information to assess the effectiveness of various education and outreach efforts under the Protect Dolphins campaign. It will also be crucial in directing the development of future education and outreach efforts in Panama City, Florida, as well as potentially for other areas throughout the southeast with similar human/dolphin interaction issues.

Justifications for questions on each survey follow.

### **TOURISM/LOCAL RESIDENTS SURVEY**

Q1: Asks respondent the level at which s/he is concerned with the protection of dolphins in the wild. Identifies the level of concern and provides a simple identification about the respondent's general feelings about protecting dolphins in the wild.

Q2: Identifies whether respondent has knowledge about the legality of feeding dolphins in the wild, as well as the potential harm caused to dolphins from feeding or attempting to feed.

Q3: If such knowledge is identified in Q2, the respondent is requested to identify which outreach tool(s) provided this knowledge. An extensive list is provided to help the respondent recall, as well as indicate if they cannot recall and why. The information from this question provides information as to whether a particular outreach tool may have been more effective in providing the desired outreach message(s) from Q2. The list of outreach methods provided in Q3 were merged, rather than provided separately, for the responses to Q2. Merging the list of outreach methods shortens the survey length, while enabling NMFS to collect the information needed to better assess the overall effectiveness of various outreach tools.

Q4-Q5: The respondent is asked whether s/he has heard it is acceptable to engage in particular activities of concern with dolphins in the wild. These questions help identify sources of misinformation for engaging in activities that are illegal, potentially illegal, and harmful to dolphins in the wild. If the respondent answers Q4 affirmatively, we ask for the source(s) of the erroneous information (Q5) and provide a list to help the respondent recall. The information obtained from these questions will help determine where these sources of misinformation were generated or provided, rather than speculating, and additional outreach needs to prevent those sources of misinformation.

Q6: Identify whether respondent has knowledge about the potential legality (i.e, harassment) and harm caused by swimming with, touching, or petting dolphins in the wild, as well as whether the respondent has knowledge of the potential for injuries inflicted to humans and dolphins by interacting with dolphins in the wild. This question is separate from Q2 because Q2 asks about the respondents' general knowledge as to whether feeding is illegal and harmful. Feeding is explicitly stated as illegal in the Marine Mammal Protection Act, whereas, swimming, petting, or touching dolphins in the wild is not explicitly stated as illegal but has the potential to be illegal and cause harm to dolphins. Separating these questions allows us to understand the respondents' general level of knowledge and perceptions about these various types of human interactions; those that are illegal and not illegal; and those that are harmful to dolphins and humans.

Q7: If such knowledge is identified in Q6, the respondent is requested to identify which outreach tool(s) provided this knowledge. An extensive list is provided to help the respondent recall. This will help determine if a specific outreach tool has been particularly effective in providing the desired outreach message(s), knowledge, and perceptions associated with Q6.

Q8: The respondent is asked to provide their personal opinion on the effectiveness of various outreach methods, as well as rating each of the 14 outreach tools as "very effective", "somewhat effective", "not very effective", or "not at all effective". The "other" category is provided in the event the respondent feels there is another effective means of outreach that was not provided. Common methods of outreach (i.e., brochures, articles, etc) were provided to rank their effectiveness, as well as innovative techniques, such as billboards and Podcasts. These innovative techniques were included because they have the potential to reach broad-scale audiences, and in the case of Podcasts, reach younger generations.

Q9: This question asks the respondent to indicate which form of media may have contributed to their interest and desire to engage in feeding, petting, touching, and/or swimming with dolphins in the wild. It also allows the respondent to indicate that they are not interested in these activities with dolphins in the wild. The goal of this question is to obtain information on what motivates people to want to engage in behavior that is illegal, potentially illegal, and harmful to themselves or dolphins.

Q10: This question is to determine if the respondent is a full-time or part-year resident of the Panama City Beach metro area in Florida, or if they are a first-time visitor to the area or a repeat visitor.

Q11-17: These questions categorize the respondent's current visit to the Panama City Beach metro area. To aid in categorizing their visit, respondents are asked: the length of the visit (Q11); the reason for the trip (Q12); how they traveled to Panama City (Q14); and the type of lodging they stayed in during their visit (Q15). The respondent is asked the following questions to gain information on why they traveled to Panama City and if part of their motivation for choosing Panama City as a destination was the opportunity to participate in dolphin tourism activities; if viewing dolphins in the wild was the motivation for visiting the area (Q13); how many others were traveling with them (Q16); and in which water-based/shore-based recreational activities they intend to participate during the current visit (Q17). Full-time and part-year residents are not asked these questions because their levels of participation in dolphin tourism activities in Panama City are determined by Q18. Including full-time and part-year residents in this series of questions may become duplicative.

Q18: This question asks respondents who are repeat visitors to Panama City, including year-round and part-year residents, the number of times they participated in wild dolphin tourism activities. This helps gauge the level of interest of year-round, part-year residents, and visitors for participation in tourism-style activities. It also helps determine if dolphin tourism is part of their motivation for living in the area year-round or visiting.

Q19-20: Identifies whether the respondent previously participated in wild dolphin viewing activities outside of the Panama City Beach metro area (Q19), and if so, where and what activities (Q20). These questions are intended to collect information on where the respondent may have gained additional perceptions or received information related to the appropriateness of interacting with dolphins in the wild and how to interact with (responsibly or inappropriately)

with dolphins in the wild. They are also helpful in identifying other potential locations for conducting outreach campaigns.

Q21-22: Respondents are asked if they would be more willing to participate in a dolphin viewing tour that practices responsible viewing of dolphins in the wild, as well as provides additional educational and conservation information. If the respondent answers “no” or “none of the above” to Q21, they are asked to answer Q22 and check all potential reasons that best characterizes their answer or provide an additional description. This information is helpful to gauge whether participants see the value in promoting responsible viewing of wild dolphins, especially if programs, such as Dolphin SMART, were implemented locally<sup>1</sup>. If participants do not feel responsible viewing and associated information are worthwhile, the information from Q22 helps to identify potential reasons and barriers to these conservation measures and programs.

Q23: Respondents who are year-round or part-year residents are asked whether they own a boat or jet-skis. Those who take out their own vessels on a regular basis and do not know about safe dolphin viewing practices, may repeatedly engage in behavior harmful to dolphins, suggesting the importance of targeting outreach activities for this group.

Q24: Respondents are also asked about memberships in recreation-based or conservation-based organizations, to identify the potential for other avenues for distributing outreach/education messages and products.

Q25-32: Demographic and socioeconomic questions. The questions were written to mirror those of the U.S. Census to the highest extent possible. The demographic and socioeconomic information collections include: zip code/country of residence (Q25); employment status (Q26); total household income (Q27); ethnicity and race (Q28 and Q29); primary language (Q30); gender (Q31), and level of education (Q32).

## **TOURISM-RELATED COMMERCIAL BUSINESS SURVEY**

Q1: Asks respondent the level at which s/he is concerned with the protection of dolphins in the wild. Identifies the level of concern and provides a simple identification about the respondent's general feelings about protecting dolphins in the wild.

Q2: Identifies whether respondent has knowledge about the legality of feeding dolphins in the wild, as well as the potential harm caused to dolphins from feeding or attempting to feed.

Q3: If such knowledge is identified in Q2, the respondent is requested to identify which outreach tool(s) provided this knowledge. An extensive list is provided to help the respondent recall, as well as indicate if they cannot recall and why. The information from this question provides information as to whether a particular outreach tool may have been more effective in providing the desired outreach message(s) from Q2. The list of outreach methods provided in Q3 were merged, rather than provided separately, for the responses to Q2. Merging the list of outreach

---

<sup>1</sup> Dolphin SMART is a voluntary education program for commercial operators to promote responsible viewing of dolphins in the wild. Dolphin SMART is currently being piloted in Key West, FL, with the goal of implementing in other areas of the southeast region. For more information, please visit [www.dolphinSMART.org](http://www.dolphinSMART.org).

methods shortens the survey length, while enabling NMFS to collect the information needed to better assess the overall effectiveness of various outreach tools.

Q4-Q5: The respondent is asked whether s/he has heard it is acceptable to engage in particular activities of concern with dolphins in the wild. These questions help identify sources of misinformation for engaging in activities that are illegal, potentially illegal, and harmful to dolphins in the wild. If the respondent answers Q4 affirmatively, we ask for the source(s) of the erroneous information (Q5) and provide a list to help the respondent recall. The information obtained from these questions will help determine where these sources of misinformation were generated or provided, rather than speculating, and additional outreach needs to prevent those sources of misinformation.

Q6: Identify whether respondent has knowledge about the potential legality (i.e, harassment) and harm caused by swimming with, touching, or petting dolphins in the wild, as well as whether the respondent has knowledge of the potential for injuries inflicted to humans and dolphins by interacting with dolphins in the wild. This question is separate from Q2 because Q2 asks about the respondents' general knowledge as to whether feeding is illegal and harmful. Feeding is explicitly stated as illegal in the Marine Mammal Protection Act, whereas, swimming, petting, or touching dolphins in the wild is not explicitly stated as illegal but has the potential to be illegal and cause harm to dolphins. Separating these questions allows us to understand the respondents' general level of knowledge and perceptions about these various types of human interactions; those that are illegal and not illegal; and those that are harmful to dolphins and humans.

Q7: If such knowledge is identified in Q6, the respondent is requested to identify which outreach tool(s) provided this knowledge. An extensive list is provided to help the respondent recall. This will help determine if a specific outreach tool has been particularly effective in providing the desired outreach message(s), knowledge, and perceptions associated with Q6.

Q8: The respondent is asked to provide their personal opinion on the effectiveness of various outreach methods, as well as rating each of the 14 outreach tools as "very effective", "somewhat effective", "not very effective", or "not at all effective". The "other" category is provided in the event the respondent feels there is another effective means of outreach that was not provided. Common methods of outreach (i.e., brochures, articles, etc) were provided to rank their effectiveness, as well as innovative techniques, such as billboards and Podcasts. These innovative techniques were included because they have the potential to reach broad-scale audiences, and in the case of Podcasts, reach younger generations.

Q9: Basic background information about the respondent and business to help characterize the nature of their business. Information collected includes category of water-based or wildlife-based commercial business.

Q10-13: These four questions ask the respondent specific information related to their business to better understand the demographics of the tourism business in Panama City, particularly related to wild dolphin tourism. General questions include: the number of years the business has been operating (Q10); the average size of vessels (Q11); if the business operates year-round (Q12); and if the business was initially started for wild dolphin tourism (Q13).

Q14-15: Those respondents identifying themselves as businesses engaged in wild dolphin tourism (Q13) are asked additional questions regarding whether there is an educational

component to their trips or operations pertaining to responsibly viewing dolphins in the wild (Q14). If respondents answered affirmatively to Q14, they are asked which types of outreach methods/materials they provide (Q15). These questions will help gauge how many businesses participating in wild dolphin tourism provide some means of education pertaining to dolphin conservation and what type of products they use to provide their educational messages.

Q16-18: These questions assess the respondent's interest in participating in training pertaining to responsibly viewing dolphins in the wild for no cost or a low cost (Q16) and providing educational materials that are free of charge to promote responsible dolphin viewing (Q17). If respondents answer "yes" to Q17, they are asked what type of media products they would be willing to distribute, display, or play to their guest (Q18). These questions help identify the general level of interest in promoting responsible viewing of wild dolphins to their guests and other potential avenues for providing outreach tools to the general public. If they answered "no," they are asked to go to Q19.

Q19-20: Respondents are asked if they see the value in programs that enhance wild dolphin conservation by promoting responsible viewing and advertising techniques, while benefitting from participation incentives. If the respondent answers "no," they are asked to go to Q20 to check all potential reasons that may characterize why they answered "no." This information is helpful to gauge whether participants see the value in promoting responsible viewing and advertising of viewing wild dolphins. Specifically, it provides useful information to determine potential interest for implementing, locally, voluntary education and recognition programs, such as Dolphin SMART. If participants do not feel such programs are worthwhile, the information from Q20 helps identify potential reasons and barriers to these conservation measures and programs.

All data will be kept confidential and will not be released for public use except in aggregate statistical form (and without providing any personally identifying characteristics). Only authorized NMFS personnel will have access to this information as necessary to analyze the effectiveness of various components of the existing education and outreach program, as well as use the information to make improvements to the existing program.

It is anticipated that the information collected will be disseminated to the public or used to support publicly disseminated information. As explained in the preceding paragraphs, the information gathered has utility. National Oceanic and Atmospheric Administration (NOAA)/NMFS will retain control over the information and safeguard it from improper access, modification, and destruction, consistent with NOAA standards for confidentiality, privacy, and electronic information. See response to Question 10 of this Supporting Statement for more information on confidentiality and privacy. This 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 survey will not involve the use of information technology. Responses will be collected in-person or by mail. The survey will not be available on the Internet for the public to print.

#### **4. Describe efforts to identify duplication.**

This survey collection is the first one through NMFS to gather information on identifying user groups potentially interacting with wild dolphins in Florida; assessing their level of knowledge or perception about the potential concerns with those interactions; where that knowledge or perception was gained; and how they prefer to receive their educational information. Since the launch of the Protect Dolphins campaign in 1997, the effectiveness of such outreach efforts -- especially those targeted to Panama City -- have not been evaluated. Therefore, no information will be collected that can be available through other means, and collecting this information will not create duplication of effort or information collected and assessed.

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

This survey will have negligible impact to small businesses. The survey effort will target those user groups who potentially interact with dolphins in the wild. The results may be made available on the Internet in summary form. The estimated 30 minutes completion time includes 15 minutes to complete and review the survey and an additional 15 minutes to mail the survey, using the pre-addressed stamped envelope provided, should the respondent choose to send back the survey, rather than completing it onsite. The survey requires a one-time completion.

Only the minimum data to meet the requirements of the above data needs are requested from participants. Most of the respondents for the survey targeting commercial businesses are considered small businesses; therefore, separate requirements based on the size of the business have not been developed.

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

Throughout the past decade, NMFS developed public education and outreach tools, such as marine mammal viewing guidelines and the Dolphin SMART program, to encourage voluntary compliance with implementing regulations under the MMPA. Despite numerous outreach efforts within NMFS and with various stakeholders, feeding and harassment activities of wild bottlenose dolphins continue to increase, particularly in Florida. The collection of this information will aid and enhance NMFS' ability to reduce the harmful and illegal interactions between humans and wild dolphins; foster awareness to the public on these interactions and their harmful nature to both humans and dolphins; and encourage responsibly viewing wild dolphins.

If the information collection is not conducted through this survey, NMFS' ability to develop more effective outreach tools targeting appropriate user groups and a potentially more cost-effective public education and outreach campaign will be significantly reduced. As financial and personnel resources become more limited, it is increasingly important to engage in the most efficient and effective use of outreach tools and mitigation efforts to aid in the conservation of wild dolphins, as mandated under the MMPA. Without the information collected, NMFS will not be able to assess whether existing outreach tools were not effective in their application, or will NMFS be able to effectively create and disseminate future outreach and education information to intended audiences and in the format that will enhance its utility. Furthermore, as illegal feeding of wild dolphins in Florida continues to increase, despite consistent outreach

efforts, additional conservation issues are arising, such as dolphins stealing bait/catch from recreational gear and becoming entangled. The information collected will aid NMFS in understanding human behaviors that create and reinforce additional conservation challenges that may not be otherwise understood, as well as provide potential avenues for mitigation strategies to curtail additional conservation challenges.

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

This information collection is consistent with Office of Management and Budget (OMB) guidelines.

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

A Federal Register Notice soliciting comments on the information collection was published on two separate occasions: (1) September 12, 2006 (71 FR 53667); and (2) July 17, 2008 (73 FR 41040). The second notice was issued because of the length of time elapsed from the first issuance to completion of the PRA requirements.

A total of two comments was received:

One commenter stated that since “commercial fish profiteers are shooting all kinds of marine life because they say they [marine life] eat fish.” This commenter felt that notices should be sent immediately to all licensed fishermen to notify them that it is illegal to kill or harass dolphins and subsequently that “NOAA personnel should not issue any license at any time, anywhere, without making sure the profiteer knows that these activities are against Federal law.” Response: The current information collection effort focuses on issues specific to impacts of tourism-related activities on bottlenose dolphins and improving outreach and education tools to prevent harmful interactions from both commercial and recreational dolphin viewing operations. NMFS is engaged in separate efforts under the MMPA to prevent dolphin interactions in commercial fisheries.

The other commenter expressed belief that dolphins are the ones that need to be trained to stay away from fishing and charter boats, since dolphins constantly interfere with commercial and recreational fishing activities. This commenter stated that “prior to the late 1980s to early 1990s [dolphins] did not steal fish off the fisherman's hook or even come close to boats in general, unless underway riding the bow or wake of your boat...Then someone got the great idea to have dolphin cruises and feed the dolphins in the local area and eventually all over the Gulf.” The commenter suggested issuing licenses to professional charter guides to enable them to carry deterrents, such as guns and fire crackers to chase away dolphins on an as-needed basis. Response: The dolphins’ behavior of stealing fish is a learned response that we believe is partially caused by illegal dolphin feeding activities. Feeding dolphins in the wild habituates them to humans, causes them to lose their natural wariness of humans and vessels, and teaches

them to associate people with food, which alters their natural foraging strategies. Providing outreach to the public on the subsequent harm and potential behavioral changes resulting from illegal feeding of dolphins in the wild and ways to avoid these interactions is one focus of this information collection and subsequent outreach efforts. There are currently no approved or suggested avoidance devices to actively deter or prevent dolphins from depredating on fishing gear.

This survey collection is the first effort by NMFS to gather information on identifying user groups potentially interacting with wild dolphins in Florida; assessing their level of knowledge or perception about the potential concerns with those interactions; where that knowledge or perception was gained; and how they prefer to receive their educational information.

In an effort to ensure these data collection efforts are relevant, consistent, and clear in instruction, NMFS requested feedback from three partners involved in related dolphin outreach efforts. Specifically, NMFS consulted with a: (1) nature tourism specialist; (2) representative from the Whale and Dolphin Conservation Society; and (3) representative from The World Society for the Protection of Animals. The survey was modified based on received feedback. NMFS also provided a draft version of the survey, at request, to the National Association of Charterboat Operators and requested feedback. The requestor did not provide comments or additional feedback on the draft survey.

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

Depending on our final budget, we hope to offer a token NOAA logo item (valued at \$5 or less) as an incentive to participate in the survey.

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

All data will be protected and will not be released for public use except in aggregate statistical form (and without providing any personally identifying characteristics). The initial page of the survey will contain the following statement:

*Your participation in this survey is voluntary. Any material identifying you will be destroyed at the end of the study.*

**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.**

No questions of a sensitive nature are asked in either survey.

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

The estimated total number of respondents for this survey is approximately 1,125. Respondents will number approximately 900 individuals visiting marinas in Panama City (out of 1,200 approached) and 225 commercial businesses operating nearby (out of 300 approached). We estimate that the actual number of commercial businesses to be closer to 150, based on an online search. However, we state 300 to cover unlisted businesses. The estimated burden for the one-

time response is 1/2 hour per respondent, which accounts for the respondent's time to answer and submit the survey (NMFS conservatively estimates that it would take the respondent 10-15 minutes to complete the survey and another 15 minutes to submit the survey if the respondent chose to complete it later and mail it in a stamped envelope provided by NMFS).

This is a conservative estimate and would generate a total of 563 hours (450 hours for visitors/local residents and 113 hours for commercial businesses) for this collection. The collection effort will take place over the course of one year during various seasons. Thus, this burden will be annualized over the entire period authorized for this collection. The annualized burden is 188 hours (150 hours for visitors/local residents and 38 for commercial businesses).

The estimated annualized cost to all respondents assumes a respondent wage value of \$15/hour. Using this assumed value, the annualized cost to respondents would be approximately \$2,820.

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

No additional cost burden will be imposed on respondents aside from the burden hours indicated in the response to Question 12.

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

Two different estimates of annualized cost to the Federal government are provided, depending on whether funds will be made available to allow the survey instruments to be administered by a professional survey research firm. If funds are not available, NMFS Southeast Regional Protected Resources Staff will administer the survey.

NMFS administers the survey instruments

Annualized cost to the Federal government of this collection effort under this scenario is estimated to be \$22,547. NMFS Southeast Regional Staff would administer the survey in Panama City and costs associated with the program reflect a cost of \$30/hour to the government at the ZP-03 level.

In order to obtain 1,200 completed surveys, we anticipate that three employees from the NMFS Southeast Regional Office would need to be in Panama City to administer the survey for approximately two weeks each trip (one trip for low season, one for medium season, one for high season). Costs associated with this scenario include three airline tickets to Panama City at approximately \$600 per ticket and lodging and meals and incidentals.<sup>2</sup> Staff time to administer the survey would likely require eleven full survey days per trip in Panama City. This results in an estimated cost of \$48,140 to administer the survey, which includes \$25,920 for salaried staff time, \$16,820 lodging, meals and incidentals for three people over three trips, and \$5,400 for travel (\$600 per trip \* three trips\*three people).

---

<sup>2</sup> Lodging and meals and incidental (M&I) expenses were calculated based on the following per diem rates in effect until September 30, 2009: 1) \$85/night lodging and \$49/day M&I during low season, 2) \$125/night lodging and \$49/day M&I during medium-peak season, and 3) \$146/night lodging and \$49/day M&I for peak season.

Compiling survey responses is expected to require 30 minutes per survey. This results in an estimated total cost to the government of \$18,000 (1200 surveys x 30 minutes/response x \$30/hour), to compile survey responses.

Additional resource costs likely to be incurred by the government include printing and other administrative costs. We estimate the total cost to be about \$1,500 for paper, toner cartridge, office supplies, and postage and envelopes for those respondents who choose to mail back the survey (assuming 1/3 of respondents choose to return the survey by mail).

The annualized costs to the government from this information collection would be approximately \$22,547  $((\$48,140 + \$18,000 + \$1,500) / 3)$ .

Professional survey research company administers the survey instruments

NMFS obtained three quotes from professional survey research companies. A typical proposal resulted in an annualized estimated cost of roughly \$22,000. However, this quote also included the services of compiling survey responses electronically. Assuming the additional resource costs are the same as described for the NMFS administered surveys (at an annualized cost of \$500), the estimated annualized cost of implementing the survey using a professional survey research firm is \$22,500. The quotes for proposals that contained detailed information on survey implementation and analysis, ranged from \$22,500 to under \$40,000. Higher quotes reflected the provision of more services after the electronic compilation of responses (analysis, charts, and write-ups), that NMFS would provide whether or not a contractor is used for survey administration.

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

This is a new collection.

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

Results from this study will primarily be used for the purposes of program evaluation. The information gained through the surveys will be used internally by NOAA to help direct effective outreach strategies and measure their effectiveness. Results from this collection may also be used in scientific or management reports published by the agency. If results are published in any format, the results will only be presented in a statistical summary form (means, variances, and frequencies of categorical responses). Data may be available only to NOAA employees on a need-to-know basis.

**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.**

All surveys will contain the expiration date for OMB approval.

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

There are no exceptions to Item 19 of OMB 83-I.

## B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

**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 potential respondent universe for the tourism/local resident survey is all local residents and tourists in Panama City, FL. The number of residents in the Panama City, FL is estimated to be 36,417 according to the 2000 Census (148,217 residents in Bay County). Tourism is Bay County's largest industry. According to the Panama City Beach Convention and Visitors Bureau website, each year, Panama City Beach attracts an estimated 4.1 million leisure visitors and an additional 2.1 million visitors associated with business travel and special events. Therefore, the total potential respondent universe (Bay County residents, leisure visitors, and visitors traveling for purposes other than leisure) for the tourism/local resident survey is estimated to be about 6.3 million people.

The tourist/local resident survey will be conducted over the course of approximately nine days per year, and will be stratified by season (low, medium and peak season), type of day of the week (weekday and weekend), and time of day (morning and afternoon). Table 1 tabulates the anticipated aggregate number of completed surveys, based on an anticipated response rate of 75%. Table 2 tabulates the estimated number of completed surveys by stratified samples.

Table 1: Intercept Surveys for Tourists/Local Residents and Anticipated Number of Completions

<b>Approximate Number of Tourists/Local Residents Approached</b>	<b>Anticipated Response Rate</b>	<b>Number Surveys Completed</b>
1,200	75%	900

Table 2: Anticipated Number of Completions by Subgroup

	<b>Approximate Number of Completed Surveys (Total and by Subgroups)</b>	<b>Approximate Proportion of Total Completed Surveys</b>
<i>Total</i>	900	
<i>Stratification</i>		
<i>Morning</i>	450	1/2
<i>Afternoon</i>	450	1/2
<i>Weekday</i>	300	1/3
<i>Weekend</i>	600	2/3
<i>Low season</i>	100	1/9
<i>Medium-peak season</i>	200	2/9
<i>Peak season</i>	600	2/3

For the collection as a whole, a response rate (i.e., number of those approached who comply) in the range of 70-80% is anticipated. Kalton (1983) reports that in-person surveys have typical response rates of about 70%-75%, and in-person surveys tend to have higher response rates than telephone surveys. We do not have any information regarding previous surveys of this population.

A census approach, rather than a sampling approach, will be used for the commercial business survey. We will attempt to find, and provide a survey to, all businesses in the water-based recreation industry operating in the vicinity of Panama City Beach, FL. These businesses include diveshops, as well as snorkel, canoe rental, boat rental, jetski, cruise and commercial tour operations, fishing charters/headboats, etc. The number of businesses that may fall in this category in Bay County is approximately 100-150, although we seek approval for 300 in the event that there are many more businesses than anticipated. This estimate is based on a search of the yellow pages online for Panama City Florida, which yielded the following numbers of each type of business: tours and charters (63), diving tours (7), recreational trips and guides (4), fishing boat charters, tours, and rental (2), raft trips and tours (1), personal watercraft sales and rental (2), boat and yacht charters, rental and leasing (4), diving equipment and supplies (19). Our plan is to locate relevant businesses through a local telephone directory and through online searches, as well as actually visiting locations near the marinas and beaches of Panama City, FL in order to find businesses operating in a tourism-related industry that are unlisted. The response rate is anticipated to be about 70-80%. Table 2 shows the tabulated anticipated number of completions based on the expected response rate and total number of existing businesses.

Table 2: Surveys (Census) for Commercial Businesses and Anticipated Number of Completions

<b>Commercial Businesses</b>	<b>Total Number of businesses is 150</b>	<b>Total Number of Businesses is 300</b>
75% response rate	113	225

**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.**

The data collection for local residents and tourists will occur as an intercept survey. This data collection effort will occur at or near sites in Panama City Beach where visitor interactions with wild dolphins, such as dolphin-viewing or participating in water-sports in dolphin habitat, have been known or are likely to occur. We anticipate data collection to take place at the marinas or visitor centers, where the survey administrator will notify, after the completion of the previous survey, the n<sup>th</sup> (or some set number) passerby that the individual had been randomly selected and to ask if this individual would be able to complete the survey. Data collection will occur primarily through in-person surveys provided by survey administrators. The survey administrators will be on hand to explain the survey, answer questions, and either collect the survey upon completion or provide a prepaid postage return envelope, if the respondent is unable to complete the survey until a later time.

Our primary goal is to obtain a general assessment of the level of knowledge and attitudes that visitors and residents have of issues related to dolphin conservation, therefore we do not need a high degree of accuracy in terms of targeting the respondents or with a large sample size. The tourist/local resident survey will be stratified by season (low, medium and peak season), type of day of the week (weekday and weekend), and time of day (morning and afternoon), as summarized in Table 1 (see the response to the previous question). However, we will not attempt to stratify sampling based on respondent characteristics. Summary statistics and information (mainly frequencies/percentages of individual responses to particular questions and means/medians) will be calculated for survey responses. In addition, responses to questions will be used to estimate the likelihood of knowledge of issues concerning harassment of wild dolphins based on various characteristics and attributes of the respondent (for instance, demographic variables or past incidence of dolphin interactions)

The data collection for commercial businesses will also occur at or near locations where visitor interactions with wild dolphins have been known or are likely to occur. However, because the potential respondent universe for this survey is not large (estimated to be 100-150, but less than 300), we will attempt to census the entire universe of water-based businesses operating on or near Panama City Beach, FL.

Both surveys will be a one-time data collection conducted over the course of a year, rather than a repeated collection.

**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.**

Each of the two survey instruments, as well as the survey implementation, incorporates various elements to help increase response rates. The surveys are both respondent-friendly, with clear and easy-to-comprehend questions. The survey topic and related questions may also be interesting to respondents. Each survey makes ample use of listing options to allow the respondent to answer by checking the appropriate boxes, which may aid in recall. In addition, an in-person survey should increase response rate over other methods, such as mail or Internet surveys (Dillman (2000) and Kalton (1983)). For those randomly selected individuals who are unable to complete the survey at that time, but who are willing to be surveyed, a postage-paid return envelope will be provided. We also plan to offer a token gift (NOAA logo item valued at less than \$5), as an incentive for the respondent to complete the survey onsite.

In addition to the design of the survey itself, some measures will be taken in order to attempt to minimize the number of nonresponses through the interaction with the potential survey respondent. Survey administrators will briefly explain, to the randomly selected respondent, the value of the survey itself as well as the importance of having as high a response rate as possible in order to generate meaningful results. Reassuring respondents that their responses are completely anonymous should also help increase response rates. We will not collect personally identifying information from local residents/tourists. For the business survey, we will keep a separate list of the names and addresses of those businesses that had already completed a survey and those that declined, solely for tracking which businesses had already been contacted. This

list will not be matched with the survey responses and will be destroyed at the end of the data collection effort.

Finally, we will not ask members of the business community to complete the survey during peak season. Businesses will be approached to complete the survey during slow or medium-peak season, so as to enhance the likelihood that the employee or business owner will cooperate and complete the survey. We will make efforts to provide respondents from the commercial sector to participate at their convenience, and if the survey could not be completed at that time, to set up a mutually convenient time.

In terms of evaluating non-response bias, we plan to ask those who decline to participate in the survey effort to answer two questions, in order to see if their answers to those questions differed significantly from those who choose to participate. The questions are taken from the surveys.

For those who decline to participate in the tourist/local resident survey, the two questions we intend to ask are:

- 1) How concerned are you, if at all, about protecting dolphins? (Same as Q1 on the tourist/local resident survey)
- 2) What is the highest level of education you have attained? (Same as Q32)

The same category choices from Q1 and Q32 in the main survey will also be provided on the non-response bias questionnaire.

For those who decline to participate in the commercial business survey, we intend to ask the following:

- 1) How concerned are you, if at all, about protecting dolphins? (Same as Q1 on the commercial business survey)
- 2) Which of the following best describes your business? (Same as Q9)

Again, these non-response questions will mirror their counterparts on the larger survey, so the response categories will be the same.

**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.**

No formal tests were undertaken. Six NMFS employees and three non-Federal individuals reviewed the survey to provide feedback on the clarity of the survey. The survey design and implementation have also benefited from reviews by several NMFS employees with expertise in survey design and implementation.

**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.**

The following individuals were consulted on the statistical aspect of the survey design:

Michelle McGregor  
National Marine Fisheries Service  
Office of Protected Resources  
301-713-2319

Daniel Lew  
National Marine Fisheries Service  
Alaska Fisheries Science Center  
530-752-1746

Justin Hospital  
National Marine Fisheries Service  
Pacific Islands Science Center  
808-983-5742

Kristy Wallmo  
National Marine Fisheries Service  
301-713-2328

The following individuals will analyze the information for the agency:

Stacey Carlson  
Fishery Biologist  
National Marine Fisheries Service,  
Southeast Regional Office  
727-824-5312

Michelle McGregor  
Economist  
National Marine Fisheries Service  
(301)713-2319 ext. 169

Cheryl Bonnes  
Outreach Specialist  
National Marine Fisheries Service,  
Southeast Regional Office  
727-824-5312

NMFS plans to hire a professional survey research firm to administer the survey, pending funding.

REFERENCES:

Dillman, Don A. (2000) Mail and Internet Surveys: The Tailored Design Method. New York: John Wiley & Sons.

Kalton, Graham (1983) Introduction to Survey Sampling. Newbury Park, CA: SAGE Publications, Inc.



# WILD DOLPHIN CONSERVATION SURVEY

Your participation in this survey is voluntary.  
Any material identifying you will be destroyed at the end of the study.

NOAA

Sponsored by NOAA Fisheries Service (National Marine Fisheries Service)



U.S. Department of Commerce | National Oceanic and Atmospheric Administration | National Marine Fisheries Service

OMB Control No. \_\_\_\_\_

Expiration Date: \_\_\_\_\_

NOAA Fisheries Service (NMFS) is conducting a survey for more information on the public's awareness and knowledge about **wild dolphin conservation**. The questions in this survey are about dolphins in the wild rather than dolphins in public display facilities (i.e., zoos and aquaria); therefore, any reference to the word "dolphin" means dolphins in the wild. The results of the survey will be used to help determine the effectiveness of NMFS' public outreach efforts for wild dolphin conservation and guide future outreach activities.

**Q1** How concerned are you, if at all, about protecting dolphins? (Please check one box)

- Very concerned
- Somewhat concerned
- Not very concerned
- Not at all concerned

**Q2** To the best of your knowledge, which statement is true? (Please check one box)

- It is illegal but not harmful to feed dolphins in the wild → **please go to Q3**
- It is not illegal but harmful to feed dolphins in the wild → **please go to Q3**
- It is illegal and harmful to feed dolphins in the wild → **please go to Q3**
- It is not illegal nor harmful to feed dolphins in the wild → **please go to Q4**

**Q3 Please tell us where you heard or read the information about feeding dolphins in the wild. (Please check all that apply)**

- A. Posted signs on or at:
- Docks or marinas
  - Fishing Piers
  - Visitor centers
  - Other (please describe) \_\_\_\_\_
- B. Brochure from:
- Visitor Centers
  - Hotel
  - Boat rental company
  - Zoo or Aquarium
  - Federal, State, or Local Government
  - Other (please describe) \_\_\_\_\_
- C. Public Service Announcement (PSA) through:
- Animal related television channel/show
  - Non-wildlife related television channel
  - Radio Station
  - Newspaper
  - Magazine
- D. Zoological or nature center:
- Zoo, aquarium, or a wildlife theme park such as Gulf World or Sea World
  - City, county, or state park
  - Other (please describe) \_\_\_\_\_
- E. Internet:
- Florida Visitor Bureau or local tourism website
  - Environmental conservation or non-profit organization website
  - Federal, State, or Local Government website
  - News related website
  - Other (please describe) \_\_\_\_\_
- F. Television news:
- Local
  - National
  - Other (please describe) \_\_\_\_\_
- G. Newspaper article:
- Local
  - National
  - Other (please describe) \_\_\_\_\_
- H. Other:
- Educational workshops
  - Nature/wildlife tour
  - Word of mouth (i.e., friends and family)
  - Billboard
  - Other (please describe) \_\_\_\_\_
  - Cannot recall

**Q4** Have you ever heard or read that it is all right to feed, pet, touch, or swim with dolphins in the wild? (Please check one box)

- Yes → please go to Q5
- No → please go to Q6
- Don't know → please go to Q6

**Q5** If you answered "Yes" to Q4, please tell us where you heard or read the information. (Please check all that apply)

- Television
- Newspaper
- Magazines
- Radio
- Movies
- Advertisements
- Aquarium
- Zoos or wildlife parks
- Commercial tour operations
- Word of mouth (i.e., friends and family)
- Other (please describe) \_\_\_\_\_
- Cannot recall

**Q6** To the best of your knowledge, which statement is true? (Please check one box)

- Swimming with, touching, or petting dolphins is potentially illegal but not harmful to you or dolphins → please go to Q7
- Swimming with, touching, or petting dolphins is not illegal but harmful to both dolphins and you → please go to Q7
- Swimming with, touching, or petting dolphins is potentially illegal and harmful to both you and dolphins → please go to Q7
- Swimming with, touching, or petting dolphins is not illegal nor harmful to you or dolphins → please go to Q8

**Q7 Please tell us where you heard or read the information about swimming with, touching, or petting dolphins. (Please check all that apply)**

- A. Posted signs on or at:
- Docks or Marinas
  - Fishing Piers
  - Visitor Centers
  - Other (please describe) \_\_\_\_\_
- B. Brochure from:
- Visitor Centers
  - Hotel
  - Boat rental company
  - Zoo or Aquarium
  - Federal, State, or Local Government
  - Other (please describe) \_\_\_\_\_
- C. Public Service Announcement (PSA) through:
- Animal related television channel/show
  - Non-wildlife related television channel
  - Radio station
  - Newspaper
  - Magazine
- D. Zoological or nature center:
- Zoo, aquarium, or a wildlife theme park such as Gulf World or Sea World
  - City, county, or state park
  - Other (please describe) \_\_\_\_\_
- E. Internet:
- Florida Visitor Bureau or local tourism website
  - Environmental conservation or non-profit organization website
  - Federal, state, or local government website
  - News related website
  - Other (please describe) \_\_\_\_\_
- F. Television news:
- Local
  - National
  - Other (please describe) \_\_\_\_\_
- G. Newspaper article:
- Local
  - National
  - Other (please describe) \_\_\_\_\_
- H. Other:
- Educational workshops
  - Nature/Wildlife Tour
  - Word of mouth (i.e., friends and family)
  - Billboard
  - Other (please describe) \_\_\_\_\_
  - Cannot Recall

**Q8 In your opinion, what are the best outreach methods for educating the public on safely viewing dolphins. (Please check one box for each category)**

	Very effective	Somewhat effective	Not very effective	Not at all effective
Educational brochures and pamphlets.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TV Public Service Announcements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio Public Service Announcements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Print Public Service Announcement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signs.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Billboards.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local newspaper articles.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National magazine articles.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local television stories.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National television stories.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boater training courses.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workshops or town hall meetings.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Podcasts.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please explain)				

**Q9** If feeding, petting, touching, and/or swimming with dolphins interests you, what do you think created this interest or desire (i.e, TV shows, aquaria/zoos, dolphins' friendly appearance, etc)? (Please describe or else state if this does not interest you)

---

**Q10** Which statement below best describes your living situation? (Please check one box).

- I live in the Panama City Beach metro area → please go to Q18
- I am a resident for part of the year in the Panama City Beach metro area → please go to 18)
- I am a first-time visitor to the Panama City Beach metro area → please go to Q11
- I am a repeat visitor to the Panama City Beach metro area → please go to Q11

**Q11** How many total days will you be in the Panama City Beach metro area for your current trip? \_\_\_\_\_ day(s)

**Q12** Which of the following best describes the purpose of your current trip to the Panama City Beach metro area? (Please check one box)

- Work
- Vacation
- Visit family or friends
- Other (please describe) \_\_\_\_\_

**Q13** For your current trip, did you come to the Panama City Beach metro area specifically to view dolphins? (Please check one box)

- Yes
- No

**Q14** By what means did you travel to the Panama City Beach metro area for your current trip? (Please check one box)

- Airline
- Car
- Bus
- Other (please specify) \_\_\_\_\_

**Q15** Where did you stay while in the Panama City Beach metro area during your current trip? (Please check one box)

- Hotel
- Motel
- Time-share/condo
- Resort
- Rented cottage
- Motor home
- Camp in state park
- Stayed with local friends/family
- Other (please describe) \_\_\_\_\_

**Q16** How many people, including yourself, are traveling with you to the Panama City Beach metro area \_\_\_\_\_ Adults? \_\_\_\_\_ Children under 18?

**Q17** During your current trip, which of the following activities do you plan to participate in while you are in the Panama City Beach metro area? (Please check all that apply)

- A. Fishing from:
  - A boat belonging to you or someone in your group
  - A rented boat
  - A paid charter boat
  - The beach
  - Piers
- B. Swimming from:
  - Boats
  - The beach
- C. Viewing Dolphins from a:
  - Boat belonging to you or someone in your group
  - Rented boat
  - Paid charter boat
  - Paid jet skis tour
- D. Other:
  - Jet Ski
  - Snorkel
  - Scuba Dive
  - Kayak
  - Swim-with Dolphins Excursion

**Q18 How many times have you participated in dolphin viewing activities in the Panama City Beach metro area? (Please check one box)**

- Never
- Once
- 2-3 times
- 4-7 times
- 8-10 times
- 11 or more times

**Q19 Have you ever participated in dolphin viewing activities in other areas of Florida, the United States, or internationally?**

- Yes → please go to Q20
- No → please go to Q21

**Q20 If you checked “yes” in Q19 to participating in dolphin viewing activities in other areas of Florida, the United States, or internationally:**

**(a) In what location did you participate in these activities? (Please specify)**

---

**(b) In these other areas, which of the following dolphin activities did you participate? (Please check all that apply)**

- Viewing dolphins from a boat
- Viewing dolphins from jet-skis
- Viewing dolphins from kayaks
- Swimming with dolphins in the wild
- Scuba-diving with dolphins in the wild
- Other (please describe) \_\_\_\_\_

**Q21 Would you prefer to go on a dolphin viewing tour that: (Please check all that apply)**

- Practices responsible viewing techniques and remains a safe distance from dolphins → please go to Q23
- Provides educational information on dolphins biology and research → please go to Q23
- Provides information on how to help with dolphin conservation → please go to Q23
- No or None of the above → please go to Q22

**Q22** **If you answered “no” or “none of the above” to Q21, which reason(s) below best describes why?** (Please check all that apply)

- It may cost more.
- I want to get as close to dolphins as possible.
- I don't see the value in responsible viewing techniques.
- Dolphins don't need conservation measures.
- Other (please describe) \_\_\_\_\_

**Q23** **If you live in the Panama City Beach metro area year-round or for part of the year, do you own a boat or jet-skis?** (Please check one box)

- Yes
- No
- I'm a visitor

**Q24** **Are you a member of any organizations or associations related to the activities listed below?** (Please check all that apply)

- Boating
- Fishing
- Water-based recreational sports
- Athletics
- Conservation
- Other (please describe) \_\_\_\_\_

**Q25** **What is your home zip code, or if you are from another country, where is your home country?** (Please describe) \_\_\_\_\_

**Q26** **Which of the following describes your employment status?** (Please check one box)

- Employed full-time
- Employed part-time
- Homemaker
- Student
- Retired
- Currently unemployed
- Other (please describe) \_\_\_\_\_

**Q27** What was your total household income (before taxes) in 2008? (Please check one box)

- |   |  |
|---|--|
| <input type="checkbox"/> Less than \$10,000 | <input type="checkbox"/> \$50,000-\$74,999   |
| <input type="checkbox"/> \$10,000-\$14,999  | <input type="checkbox"/> \$75,000-\$99,999   |
| <input type="checkbox"/> \$15,000-\$24,999  | <input type="checkbox"/> \$100,000-\$149,000 |
| <input type="checkbox"/> \$25,000-\$34,999  | <input type="checkbox"/> \$150,000-\$199,999 |
| <input type="checkbox"/> \$35,000-\$49,999  | <input type="checkbox"/> \$200,000 or more   |

**Q28** Are you Hispanic or Latino? (Please check "No" if not Hispanic or Latino)

- Yes  
 No

**Q29** What is your race? (Please select one or more)

- Asian  
 American Indian or Alaska Native  
 Black or African American  
 Native Hawaiian or other Pacific Islander  
 White

**Q30** What language do you primarily speak at home? (Please check one box)

- English  
 Spanish  
 Other (please specify) \_\_\_\_\_

**Q31** Are you:

- Male  
 Female

**Q32** What is the highest level of education you have attained? (Please check one box)

- Less than 9<sup>th</sup> grade
- 9<sup>th</sup> grade to 12<sup>th</sup> grade, no diploma
- High school graduate (includes equivalency)
- Some college, no degree
- Two year college degree (AA, AS) or technical school
- Four year college graduate (BA, BS)
- Some graduate work, but did not receive a graduate degree
- Graduate degree (MA, MS, PhD, JD, MD, etc)

**Thank you for taking the time to complete this survey. Your participation is greatly appreciated!**

**Public reporting burden for this information collection is estimated at 15 minutes, including time for reviewing instruction and completing and reviewing the collection of information. An additional 15 minutes is estimated for those respondents who choose to mail in their responses by the stamped and pre-addressed envelope provided. All responses will be handled as confidential in accordance with NOAA Administrative Order 216-100, Protection of Fishery Statistics. Notwithstanding any other provision of the law, no person is required to respond to, nor shall any person be subject 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.**



# WILD DOLPHIN CONSERVATION SURVEY

Your participation in this survey is voluntary.  
Any material identifying you will be destroyed at the end of the study.

NOAA

Sponsored by NOAA Fisheries Service (National Marine Fisheries Service)



U.S. Department of Commerce | National Oceanic and Atmospheric Administration | National Marine Fisheries Service

OMB Control No. \_\_\_\_\_  
Expiration Date: \_\_\_\_\_

NOAA Fisheries Service (NMFS) is conducting a survey for more information on the public's awareness and knowledge about **wild dolphin conservation**. The questions in this survey are about dolphins in the wild rather than dolphins in public display facilities (i.e., zoos and aquaria); therefore, any reference to the word "dolphin" means dolphins in the wild. The results of the survey will be used to help determine the effectiveness of NMFS' public outreach efforts for wild dolphin conservation and guide future outreach activities.

**Q1 How concerned are you, if at all, about protecting dolphins?** (Please check one box)

- Very concerned
- Somewhat concerned
- Not very concerned
- Not at all concerned

**Q2 To the best of your knowledge, which statement is true?** (Please check one box)

- It is illegal but not harmful to feed dolphins in the wild → **please go to Q3**
- It is not illegal but harmful to feed dolphins in the wild → **please go to Q3**
- It is illegal and harmful to feed dolphins in the wild → **please go to Q3**
- It is not illegal nor harmful to feed dolphins in the wild → **please go to Q4**

**Q3 Please tell us where you heard or read the information about feeding dolphins in the wild. (Please check all that apply)**

- A. Posted signs on or at:
- Docks or Marinas
  - Fishing Piers
  - Visitor Centers
  - Other (please describe) \_\_\_\_\_
- B. Brochure from:
- Visitor Centers
  - Hotel
  - Boat rental company
  - Zoo or Aquarium
  - Federal, State, or Local Government
  - Other (please describe) \_\_\_\_\_
- C. Public Service Announcement (PSA) through:
- Animal related television channel/show
  - Non-wildlife related television channel
  - Radio Station
  - Newspaper
  - Magazine
- D. Zoological or nature center:
- Zoo, Aquarium, or a wildlife theme park such as Gulf World or Sea World
  - City, County, or State Park
  - Other (please describe) \_\_\_\_\_
- E. Internet:
- Florida Visitor Bureau or local tourism website
  - Environmental conservation or non-profit organization website
  - Federal, state, or local government website
  - News related website
  - Other (please describe) \_\_\_\_\_
- F. Television news:
- Local
  - National
  - Other (please describe) \_\_\_\_\_
- G. Newspaper article:
- Local
  - National
  - Other (please describe) \_\_\_\_\_
- H. Other:
- Educational Workshops
  - Nature/Wildlife Tour
  - Word of mouth (i.e., friends and family)
  - Billboard
  - Other (please describe) \_\_\_\_\_
  - Cannot recall

**Q4** Have you ever heard or read that it is all right to feed, pet, touch, or swim with dolphins in the wild? (Please check one box)

- Yes → please go to Q5
- No → please go to Q6
- Don't know → please go to Q6

**Q5** If you answered "Yes" to Q4, please tell us where you heard or read the information. (Please check all that apply)

- Television
- Newspaper
- Magazines
- Radio
- Movies
- Advertisements
- Aquarium
- Zoos or Wildlife Parks
- Commercial tour operations
- Word of mouth (i.e., friends and family)
- Other (please describe) \_\_\_\_\_
- Cannot recall

**Q6** Which statement is true to the best of your knowledge? (Please check one box)

- Swimming with, touching, or petting dolphins is potentially illegal but not harmful to you or dolphins → please go to Q7
- Swimming with, touching, or petting dolphins is not illegal but harmful to both dolphins and you → please go to Q7
- Swimming with, touching, or petting dolphins is potentially illegal and harmful to both you and dolphins → please go to Q7
- Swimming with, touching, or petting dolphins is not illegal nor harmful to you or dolphins → please go to Q8

**Q7 Please tell us where you heard or read the information about swimming with, touching, or petting dolphins. (Please check all that apply)**

- A. Posted signs on or at:
  - Docks or Marinas
  - Fishing Piers
  - Visitor Centers
  - Other (please describe) \_\_\_\_\_
- B. Brochure from:
  - Visitor Centers
  - Hotel
  - Boat rental company
  - Zoo or Aquarium
  - Federal, State, or Local Government
  - Other (please describe) \_\_\_\_\_
- C. Public Service Announcement (PSA) through:
  - Animal related television channel/show
  - Non-wildlife related television channel
  - Radio Station
  - Newspaper
  - Magazine
- D. Zoological or nature center:
  - Zoo, aquarium, or a wildlife theme park such as Gulf World or Sea World
  - City, county, or state park
  - Other (please describe) \_\_\_\_\_
- E. Internet:
  - Florida Visitor Bureau or local tourism website
  - Environmental conservation or non-profit organization website
  - Federal, state, or local government website
  - News related website
  - Other (please describe) \_\_\_\_\_
- F. Television news:
  - Local
  - National
  - Other (please describe) \_\_\_\_\_
- G. Newspaper article:
  - Local
  - National
  - Other (please describe) \_\_\_\_\_
- H. Other:
  - Educational workshops
  - Nature/wildlife tour
  - Word of mouth (i.e., friends and family)
  - Billboard
  - Other (please describe) \_\_\_\_\_
  - Cannot recall

**Q8 In your opinion, what are the best outreach methods for educating the public on safely viewing dolphins. (Please check one box for each category)**

	Very effective	Somewhat effective	Not very effective	Not at all effective
Educational brochures and pamphlets.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TV Public Service Announcements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio Public Service Announcements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Print Public Service Announcement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signs.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Billboards.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local newspaper articles.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National magazine articles.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local television stories.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National television stories.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boater training courses.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workshops or town hall meetings.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Podcasts.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please explain)				

**Q9 Which of the following best describes your business?** (Please check all that apply)

- A. Rental for:
- Boat
  - Jet Ski
  - Kayak
- B. Chartered boat rentals:
- for fishing
  - diving excursions
  - Other (please describe) \_\_\_\_\_
- C. Other:
- Public Display Facility (for example, zoo or aquarium)
  - Passenger ferry
  - Wildlife viewing
  - Dolphin tour
  - Marina
  - Pier
  - Other (please describe) \_\_\_\_\_

**Q10 How many years has this business been in operation?** (Please describe) \_\_\_\_\_  
years

**Q11 If your business is vessel-based, how many people is the vessel(s) designed to hold?**  
(If your business includes more than one vessel, please provide the average vessel size)  
\_\_\_\_\_

**Q12 Does your business operate year-round?** (Please check one box)

- Yes
- No

**Q13 Is your commercial business primarily intended to take people to view dolphins or provide them with a way to view dolphins (i.e. boat or jet-skis rental)?** (Please check one box)

- Yes → please go to Q14
- No → please go to Q16

**Q14** If you answered “yes” to Q13, do you tell your guests how to view dolphins without disturbing them and why this is important? (Please check one box)

- Yes → please go to Q15
- No → please go to Q16

**Q15** If you answered yes to Q14, what educational methods and/or materials do you provide? (Please check all that apply)

- Educational brochures or pamphlets
- Signs
- Internet materials
- Fact sheets
- Onboard educational commentary
- Other (please describe) \_\_\_\_\_

**Q16** **Would you be willing to participate in a one-time training/educational workshop on how to view dolphins without disturbing them?**

(a) **At no cost?** (Please check one box)

- Yes
- No

(b) **At low cost?** (Please check one box)

- Yes → please go to Q16(c)
- No → please go to Q17

(c) **If you answered “yes” to Q16(b), please indicate the most you are willing to pay?**  
(Please check one box)

- \$5 maximum
- \$10 maximum
- \$15 maximum
- \$20 maximum
- More than \$20

**Q17** **Are you willing to provide, display, or play pre-recorded educational materials to guests if provided to you free of charge?** (Please check one box)

- Yes → please go to Q18
- No → please go to Q19

**Q18** If you answered “yes” to Q17, please tell us which educational materials you would be willing to distribute, display, or play if provided free of charge. (Please check all that apply)

- Educational brochures or pamphlets
- Fact Sheets
- Signs
- Scientific articles
- Audio-visual Public Service Announcements
- Podcasts
- Internet materials
- Posters
- Stickers/vessel decals
- Other (please describe) \_\_\_\_\_

**Q19** Do you see the value in a program that provides incentives for businesses who voluntarily helping to enhance conservation of dolphins by promoting responsible viewing and advertising? (Please check one box)

- Yes → end
- No → please go to Q20

**Q20** If you answered “no” to Q19, which reason(s) below best describes why? (Please check all that apply)

- It may cost me money to participate.
- I may lose businesses.
- I don't see the value in responsible viewing techniques.
- Dolphins don't need conservation measures.
- Other (please describe) \_\_\_\_\_

**Thank you for taking the time to complete this survey. Your participation is greatly appreciated!**

Public reporting burden for this information collection is estimated at 15 minutes, including time for reviewing instruction, gathering the information needed and completing and reviewing the collection of information. An additional 15 minutes is estimated for those respondents who choose to mail in their responses by the stamped and pre-addressed envelope provided. All responses will be handled as confidential in accordance with NOAA Administrative Order 216-100, Protection of Fishery Statistics. Notwithstanding any other provision of the law, no person is required to respond to, nor shall any person be subject 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.

**Title 50: Wildlife and Fisheries**

**PART 216—REGULATIONS GOVERNING THE TAKING AND IMPORTING OF MARINE MAMMALS**

**Subpart A—Introduction**

**§ 216.3 Definitions.**

In addition to definitions contained in the MMPA, and unless the context otherwise requires, in this part 216:

*Acts* means, collectively, the Marine Mammal Protection Act of 1972, as amended, 16 U.S.C. 1361 *et seq.*, the Endangered Species Act of 1973, as amended, 16 U.S.C. 1531 *et seq.*, and the Fur Seal Act of 1966, as amended, 16 U.S.C. 1151 *et seq.*

*Active sportfishing* means paying passengers have their terminal fishing gear (lures, hooks, etc.) in the water in an attempt to catch fish or, in the case of fishing involving chumming, fishing is considered to be in progress from the instant fish have been sighted taking bait (boiling) during that chumming process.

*Administrator, Southwest Region* means the Regional Administrator, Southwest Region, National Marine Fisheries Service, 501 W. Ocean Blvd., Suite 4200, Long Beach, CA 90802–4213, or his or her designee.

*Agreement on the International Dolphin Conservation Program (Agreement on the IDCP)* means the Agreement establishing the formal binding IDCP that was signed in Washington, DC on May 21, 1998.

*Alaskan Native* means a person defined in the Alaska Native Claims Settlement Act (43 U.S.C. 1602(b)) (85 Stat. 588) as a citizen of the United States who is of one-fourth degree or more Alaska Indian (including Tsimishian Indians enrolled or not enrolled in the Metlakla Indian Community), Eskimo, or Aleut blood or combination thereof. The term includes any Native, as so defined, either or both of whose adoptive parents are not Natives. It also includes, in the absence of proof of a minimum blood quantum, any citizen of the United States who is regarded as an Alaska Native by the Native village or group, of which he claims to be a member and whose father or mother is (or, if deceased, was) regarded as Native by any Native village or Native group. Any such citizen enrolled by the Secretary of the Interior pursuant to section 5 of the Alaska Native Claims Settlement Act shall be conclusively presumed to be an Alaskan Native for purposes of this part.

*Article of handicraft* means items made by an Indian, Aleut or Eskimo from the nonedible byproducts of fur seals taken for personal or family consumption which—

(1) Were commonly produced by Alaskan Natives on or before October 14, 1983;

(2) Are composed wholly or in some significant respect of natural materials, and;

(3) Are significantly altered from their natural form and which are produced, decorated, or fashioned in the exercise of traditional native handicrafts without the use of pantographs, multiple carvers, or similar mass copying devices. Improved methods of production utilizing modern implements such as sewing machines or modern tanning techniques at a tannery registered pursuant to §216.23(c) may be used so long as no large scale mass production industry results. Traditional native handicrafts include, but are not limited to, weaving, carving, stitching, sewing, lacing, beading, drawing, and painting. The formation of traditional native groups, such as a cooperative, is permitted so long as no large scale mass production results.

*Assistant Administrator* means the Assistant Administrator for Fisheries, National Marine Fisheries Service, National Oceanic and Atmospheric Administration, Silver Spring, MD 20910, or his/her designee.

*Authentic native articles of handicrafts and clothing* means items made by an Indian, Aleut or Eskimo which (a) were commonly produced on or before December 21, 1972, and (b) are composed wholly or in some significant respect of natural materials, and (c) are significantly altered from their natural form and which are produced, decorated, or fashioned in the exercise of traditional native handicrafts without the use of pantographs, multiple carvers, or similar mass copying devices. Improved methods of production utilizing modern implements such as sewing machines or modern tanning techniques at a tannery registered pursuant to §216.23(c) may be used so long as no large scale mass production industry results. Traditional native handicrafts include, but are not limited to, weaving, carving, stitching, sewing, lacing, beading, drawing, and painting. The formation of traditional native groups, such as a cooperative, is permitted so long as no large scale mass production results.

*Bona fide scientific research:* (1) Means scientific research on marine mammals conducted by qualified personnel, the results of which:

(i) Likely would be accepted for publication in a refereed scientific journal;

(ii) Are likely to contribute to the basic knowledge of marine mammal biology or ecology. (Note: This includes, for example, marine mammal parts in a properly curated, professionally accredited scientific collection); or

(iii) Are likely to identify, evaluate, or resolve conservation problems.

(2) Research that is not on marine mammals, but that may incidentally take marine mammals, is not included in this definition (see sections 101(a)(3)(A), 101(a)(5)(A), and 101(a)(5)(D) of the MMPA, and sections 7(b)(4) and 10(a)(1)(B) of the ESA).

*Carrying capacity* means the Regional Director's determination of the maximum amount of fish that a vessel can carry in short tons based on the greater of the amount indicated by the builder of the vessel, a marine surveyor's report, or the highest amount reported landed from any one trip.

*Certified charter vessel* means a fishing vessel of a non-U.S. flag nation, which is operating under the jurisdiction of the marine mammal laws and regulations of another, harvesting, nation by a formal declaration entered into by mutual agreement of the nations.

*Co-investigator* means the on-site representative of a principal investigator.

*Commercial fishing operation* means the lawful harvesting of fish from the marine environment for profit as part of an ongoing business enterprise. Such terms may include licensed commercial passenger fishing vessel (as defined) activities, but no other sportfishing activities, whether or not the fish so caught are subsequently sold.

*Commercial passenger fishing vessel* means any vessel licensed for commercial passenger fishing purposes within the State out of which it is operating and from which, while under charter or hire, persons are legally permitted to conduct sportfishing activities.

*Custody* means holding a live marine mammal pursuant to the conditional authority granted under the MMPA, and the responsibility therein for captive maintenance of the marine mammal.

*Declaration of Panama* means the declaration signed in Panama City, Republic of Panama, on October 4, 1995.

*Director, Office of Protected Resources* means Director, Office of Protected Resources, National Marine Fisheries Service, 1315 East-West Highway, Silver Spring, MD 20910.

*Dolphin Mortality Limit (DML)* means the maximum allowable number of incidental dolphin mortalities per calendar year assigned to a vessel, unless a shorter time period is specified.

*Endangered Species* means a species or subspecies of marine mammal listed as "endangered" pursuant to the Endangered Species Act of 1973, 87 Stat. 884, Pub. L. 93–205 (see part 17 of this title).

*ESA* means the Endangered Species Act of 1973, as amended, 16 U.S.C. 1531 *et seq.*

*ETP* means the eastern tropical Pacific Ocean which includes the Pacific Ocean area bounded by 40° N. latitude, 40° S. latitude, 160° W. longitude and the coastlines of North, Central and South America.

*Facility* means, in the context specific to captive marine mammals: (1) One or more permanent primary enclosures used to hold marine mammals captive (i.e., pools, lagoons) and associated infrastructure (i.e., equipment and supplies necessary for the care and maintenance of marine mammals) where these enclosures are either located within the boundaries of a single contiguous parcel of land and water, or are grouped together within the same general area within which enclosure-to-enclosure transport is expected to be completed in less than one hour; or

(2) A traveling display/exhibit, where the enclosure(s) and associated infrastructure is transported together with the marine mammals.

*Feeding* is offering, giving, or attempting to give food or non-food items to marine mammals in the wild. It includes operating a vessel or providing other platforms from which feeding is conducted or supported. It does not include the routine discard of bycatch during fishing operations or the routine discharge of waste or fish byproducts from fish processing plants or other platforms if the discharge is otherwise legal and is incidental to operation of the activity.

*First exporter* means the person or company that first exports the fish or fish product, or, in the case of shipments that are subject to the labeling requirements of 50 CFR part 247 and that only contain fish harvested by vessels of the United States, the first seller of the fish or fish product.

*Fisheries Certificate of Origin*, or *FCO*, means NOAA Form 370, as described in §216.24(f)(4).

*Force majeure* means forces outside the vessel operator's or vessel owner's control that could not be avoided by the exercise of due care.

*FSA* means the Fur Seal Act of 1966, as amended, 16 U.S.C. 1151 *et seq.*

*Fur seal* means North Pacific fur seal, scientifically known as *Callorhinus ursinus*.

*Hard part* means any bone, tooth, baleen, treated pelt, or other part of a marine mammal that is relatively solid or durable.

*Harvesting nation* means the country under whose flag one or more fishing vessels are documented, or which has by formal declaration agreed to assert jurisdiction over one or more certified charter vessels, from which vessel(s) fish are caught that are a part of any cargo or shipment of fish to be imported into the United States, regardless of any intervening transshipments.

*Humane* means the method of taking, import, export, or other activity which involves the least possible degree of pain and suffering practicable to the animal involved.

*Import* means to land on, bring into, or introduce into, or attempt to land on, bring into, or introduce into, any place subject to the jurisdiction of the United States, whether or not such landing, bringing, or introduction constitutes an importation within the Customs laws of the United States; except that, for the purpose of any ban issued under 16 U.S.C. 1371(a)(2) on the importation of fish or fish products, the definition of "import" in §216.24(f)(1)(ii) shall apply.

*Incidental catch* means the taking of a marine mammal (1) because it is directly interfering with commercial fishing operations, or (2) as a consequence of the steps used to secure the fish in connection with commercial fishing operations: *Provided*, That a marine mammal so taken must immediately be returned to the sea with a minimum of injury and further, that the taking of a marine mammal, which otherwise meets the requirements of this definition shall not be considered an incidental catch of that mammal if it is used subsequently to assist in commercial fishing operations.

*Intentional purse seine set* means that a tuna purse seine vessel or associated vessels chase marine mammals and subsequently make a purse seine set.

*International Dolphin Conservation Program (IDCP)* means the international program established by the agreement signed in La Jolla, California, in June 1992, as formalized, modified, and enhanced in accordance with the Declaration of Panama and the Agreement on the IDCP.

*International Dolphin Conservation Program Act (IDCPA)* means Public Law 105-42, enacted into law on August 15, 1997.

*International Review Panel (IRP)* means the International Review Panel established by the Agreement on the IDCP.

*Intrusive research* means a procedure conducted for bona fide scientific research involving: A break in or cutting of the skin or equivalent, insertion of an instrument or material into an orifice, introduction of a substance or object into the animal's immediate environment that is likely either to be ingested or to contact and directly affect animal tissues (i.e., chemical substances), or a stimulus directed at animals that may involve a risk to health or welfare or that may have an impact on normal function or behavior (i.e., audio broadcasts directed at animals that may affect behavior). For captive animals, this definition does not include:

(1) A procedure conducted by the professional staff of the holding facility or an attending veterinarian for purposes of animal husbandry, care, maintenance, or treatment, or a routine medical procedure that, in the reasonable judgment of the attending veterinarian, would not constitute a risk to the health or welfare of the captive animal; or

(2) A procedure involving either the introduction of a substance or object (i.e., as described in this definition) or a stimulus directed at animals that, in the reasonable judgment of the attending veterinarian, would not involve a risk to the health or welfare of the captive animal.

*Label* means a display of written, printed, or graphic matter on or affixed to the immediate container of any article.

*Land or landing* means to begin offloading any fish, to arrive in port with the intention of offloading fish, or to cause any fish to be offloaded.

*Large-scale driftnet* means a gillnet that is composed of a panel or panels of webbing, or a series of such gillnets, with a total length of 2.5 kilometers or more that is used on the high seas and allowed to drift with the currents and winds for the purpose of harvesting fish by entangling the fish in the webbing of the net.

*Level A Harassment* means any act of pursuit, torment, or annoyance which has the potential to injure a marine mammal or marine mammal stock in the wild.

*Level B Harassment* means any act of pursuit, torment, or annoyance which has the potential to disturb a marine mammal or marine mammal stock in the wild by causing disruption of behavioral patterns, including, but not limited to, migration, breathing, nursing, breeding, feeding, or sheltering but which does not have the potential to injure a marine mammal or marine mammal stock in the wild.

*Marine environment* means the oceans and the seas, including estuarine and brackish waters.

*Marine mammal* means those specimens of the following orders, which are morphologically adapted to the marine environment, and whether alive or dead, and any part thereof, including but not limited to, any raw, dressed or dyed fur or skin: Cetacea (whales, dolphins, and porpoises) and Pinnipedia, other than walrus (seals and sea lions).

*MMPA* means the Marine Mammal Protection Act of 1972, as amended, 16 U.S.C. 1361 *et seq.*

*Native village or town* means any community, association, tribe, band, clan or group.

*Optimum sustainable population* is a population size which falls within a range from the population level of a given species or stock which is the largest supportable within the ecosystem to the population level that results in maximum net productivity. Maximum net productivity is the greatest net annual increment in population numbers or biomass resulting from additions to the population due to reproduction and/or growth less losses due to natural mortality.

*Per-stock per-year dolphin mortality limit* means the maximum allowable number of incidental dolphin mortalities and serious injuries from a specified stock per calendar year, as established under the IDCP.

*Pregnant* means pregnant near term.

*Pribilovians* means Indians, Aleuts, and Eskimos who live on the Pribilof Islands.

*Principal investigator* means the individual primarily responsible for the taking, importation, export, and any related activities conducted under a permit issued for scientific research or enhancement purposes.

*Public display* means an activity that provides opportunities for the public to view living marine mammals at a facility holding marine mammals captive.

*Regional Director* means the Regional Administrator, Northeast Regional Office, NMFS, One Blackburn Drive, Gloucester, MA 01930; or Regional Administrator, Northwest Regional Office, NMFS, 7600 Sandpoint Way, N.E., Building 1, Seattle, WA 98115; or Regional Administrator, Southeast Regional Office, NMFS, 9721 Executive Center Drive North, St. Petersburg, FL 33702; or Regional Administrator, Southwest Regional Office, NMFS, 501 West Ocean Boulevard, Suite 4200, Long Beach, CA 90802; or Regional

Administrator, Pacific Islands Regional Office, NMFS, 1601 Kapiolani Boulevard, Suite 1110, Honolulu, HI 96814; or Regional Administrator, Alaska Regional Office, NMFS, PO Box 21668, Juneau, AK 99802.

*Rehabilitation* means treatment of beached and stranded marine mammals taken under section 109(h)(1) of the MMPA or imported under section 109(h)(2) of the MMPA, with the intent of restoring the marine mammal's health and, if necessary, behavioral patterns.

*Secretary* shall mean the Secretary of Commerce or his authorized representative.

*Serious injury* means any injury that will likely result in mortality.

*Sexual harassment* means any unwelcome sexual advance, request for sexual favors, or other verbal and physical conduct of a sexual nature which has the purpose or effect of substantially interfering with an individual's work performance or creating an intimidating, hostile, or offensive working environment.

*Soft part* means any marine mammal part that is not a hard part. Soft parts do not include urine or fecal material.

*South Pacific Ocean* means any waters of the Pacific Ocean that lie south of the equator.

*South Pacific Tuna Treaty* means the Treaty on Fisheries Between the Governments of Certain Pacific Island States and the Government of the United States of America (50 CFR part 300, subpart D).

*Stranded or stranded marine mammal* means a marine mammal specimen under the jurisdiction of the Secretary:

- (1) If the specimen is dead, and is on a beach or shore, or is in the water within the Exclusive Economic Zone of the United States; or
- (2) If the specimen is alive, and is on a beach or shore and is unable to return to the water, or is in the water within the Exclusive Economic Zone of the United States where the water is so shallow that the specimen is unable to return to its natural habitat under its own power.

*Subsistence* means the use of marine mammals taken by Alaskan Natives for food, clothing, shelter, heating, transportation, and other uses necessary to maintain the life of the taker or those who depend upon the taker to provide them with such subsistence.

*Subsistence uses* means the customary and traditional uses of fur seals taken by Pribilovians for direct personal or family consumption as food, shelter, fuel, clothing, tools or transportation; for the making and selling of handicraft articles out of nonedible byproducts of fur seals taken for personal or family consumption; and for barter, or sharing for personal or family consumption. As used in this definition—

(1) *Family* means all persons related by blood, marriage, or adoption, or any person living within a household on a permanent basis.

(2) *Barter* means the exchange of fur seals or their parts, taken for subsistence uses—

(i) For other wildlife or fish or their parts, or

(ii) For other food or for nonedible items other than money if the exchange is of a limited and noncommercial nature.

*Take* means to harass, hunt, capture, collect, or kill, or attempt to harass, hunt, capture, collect, or kill any marine mammal. This includes, without limitation, any of the following: The collection of dead animals, or parts thereof; the restraint or detention of a marine mammal, no matter how temporary; tagging a marine mammal; the negligent or intentional operation of an aircraft or vessel, or the doing of any other negligent or intentional act which results in disturbing or molesting a marine mammal; and feeding or attempting to feed a marine mammal in the wild.

*Threatened species* means a species of marine mammal listed as "threatened" pursuant to the Endangered Species Act of 1973, 87 Stat. 884, Pub. L. 93–205.

*Trip* means a voyage starting when a vessel leaves port with all fish wells empty of fish and ending when a vessel unloads all of its fish.

*Tuna product* means any food product processed for retail sale and intended for human or animal consumption that contains an item listed in §216.24(f)(2)(i) or (ii), but does not include perishable items with a shelf life of less than 3 days.

*Wasteful manner* means any taking or method of taking which is likely to result in the killing of marine mammals beyond those needed for subsistence, subsistence uses, or for the making of authentic native articles of handicrafts and clothing, or which results in the waste of a substantial portion of the marine mammal and includes, without limitation, the employment of a method of taking which is not likely to assure the capture or killing of a marine mammal, or which is not immediately followed by a reasonable effort to retrieve the marine mammal.

[39 FR 1852, Jan. 15, 1974]

**Editorial Note:** For Federal Register citations affecting §216.3, see the List of Sections Affected, which appears in the Finding Aids section of the printed volume and on GPO Access.

**Title 50: Wildlife and Fisheries**

**PART 216—REGULATIONS GOVERNING THE TAKING AND IMPORTING OF MARINE MAMMALS**

**Subpart B—Prohibitions**

**§ 216.11 Prohibited taking.**

Except as otherwise provided in subparts C, D, and I of this part 216 or in part 228 or 229, it is unlawful for:

- (a) Any person, vessel, or conveyance subject to the jurisdiction of the United States to take any marine mammal on the high seas, or
- (b) Any person, vessel, or conveyance to take any marine mammal in waters or on lands under the jurisdiction of the United States, or
- (c) Any person subject to the jurisdiction of the United States to take any marine mammal during the moratorium.

[39 FR 1852, Jan. 15, 1974, as amended at 47 FR 21254, May 18, 1982; 54 FR 21921, May 19, 1989]

### Cash-Deposit Requirements

The following cash-deposit requirements will be effective upon publication of the final results of this administrative review for all shipments of the subject merchandise from the PRC entered, or withdrawn from warehouse, for consumption on or after the publication date, as provided by section 751(a)(2)(C) of the Act: (1) for CPZ, the cash deposit rate will be that established in the final results of this review, except if the rate is zero or de minimis no cash deposit will be required; (2) for previously investigated or reviewed PRC and non-PRC exporters not listed above that have separate rates, the cash deposit rate will continue to be the exporter-specific rate published for the most recent period; (3) for all PRC exporters of subject merchandise which have not been found to be entitled to a separate rate, the cash deposit rate will be the PRC-wide rate of 60.95 percent; and (4) for all non-PRC exporters of subject merchandise which have not received their own rate, the cash deposit rate will be the rate applicable to the PRC exporters that supplied that non-PRC exporter. These deposit requirements, when imposed, shall remain in effect until further notice.

#### Notification to Importers

This notice also serves as a preliminary reminder to importers of their responsibility under 19 CFR 351.402(f) to file a certificate regarding the reimbursement of antidumping duties prior to liquidation of the relevant entries during this review period. Failure to comply with this requirement could result in the Secretary's presumption that reimbursement of antidumping duties occurred and the subsequent assessment of double antidumping duties.

We are issuing and publishing these preliminary results of review in accordance with sections 751(a)(2)(B) and 777(i)(1) of the Act, and 19 CFR 351.221(b).

Dated: June 30, 2008.

**David M. Spooner,**

*Assistant Secretary for Import Administration.*

[FR Doc. E8-16376 Filed 7-16-08; 8:45 am]

**BILLING CODE 3510-DS-S**

### DEPARTMENT OF COMMERCE

#### National Oceanic and Atmospheric Administration

#### Proposed Information Collection; Comment Request; Scientific Research, Exempted Fishing, and Exempted Activity Submissions

**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 September 15, 2008.

**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](mailto:dHynek@doc.gov)).

**FOR FURTHER INFORMATION CONTACT:** Requests for additional information or copies of the information collection instrument and instructions should be directed to Jason Blackburn, (301) 713-2341 or [Jason.Blackburn@noaa.gov](mailto:Jason.Blackburn@noaa.gov).

#### SUPPLEMENTARY INFORMATION:

##### I. Abstract

Fishery regulations do not generally affect scientific research activities conducted by a scientific research vessel. Any persons planning to conduct research must submit a scientific research plan to ensure that the activities are considered research and not fishing. The researchers are required to submit reports of their scientific research activity after its completion. The National Marine Fisheries Service (NMFS) may also grant exemptions from fishery regulations for educational or other activities (e.g., the testing of fishing gear). The applications for these exemptions must be submitted, as well as reports on activities.

##### II. Method of Collection

Information may be submitted on paper or via e-mail, and in some cases by telephone.

##### II. Data

*OMB Control Number:* 0648-0309.  
*Form Number:* None.  
*Type of Review:* Regular submission.

*Affected Public:* Business or other for-profit organizations; individuals or households; not-for-profit institutions; state, local or tribal government.

*Estimated Number of Respondents:* 91.

*Estimated Time per Response:* Scientific research plans, 113 hours; scientific research reports, 3 hours; exempted fishing permit requests, 95 hours; exempted fishing permit reports, 47 hours; exempted educational requests, 3 hours; and exempted educational reports, 2 hours.

*Estimated Total Annual Burden Hours:* 11,003.

*Estimated Total Annual Cost to Public:* \$232.

#### 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: July 14, 2008.

**Gwellnar Banks,**

*Management Analyst, Office of the Chief Information Officer.*

[FR Doc. E8-16310 Filed 7-16-08; 8:45 am]

**BILLING CODE 3510-22-P**

### DEPARTMENT OF COMMERCE

#### National Oceanic and Atmospheric Administration

#### Proposed Information Collection; Comment Request; Southeast Region Bottlenose Dolphin Conservation Outreach Survey

**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 September 15, 2008.

**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](mailto:dHynek@doc.gov)).

**FOR FURTHER INFORMATION CONTACT:** Requests for additional information or copies of the information collection instrument and instructions should be directed to Stacey Carlson, (727) 824-5312 or [Stacey.carlson@noaa.gov](mailto:Stacey.carlson@noaa.gov) and Michelle McGregor, (301) 713-1406 or [michelle.mcgregor@noaa.gov](mailto:michelle.mcgregor@noaa.gov).

**SUPPLEMENTARY INFORMATION:**

**I. Abstract**

The objective of these surveys is to assess the level of awareness on issues related to regulations preventing feeding/harassment of wild bottlenose dolphins, which are protected under the Marine Mammal Protection Act. In particular, the surveys are designed to determine what commercial operators and the general public know about specific regulations prohibiting feeding and harassment of bottlenose dolphins, and how they gained their knowledge and/or perceptions on the topic. The initial geographic region for this survey is Panama City, Florida, where numerous incidences of dolphin harassment and feeding have been documented. The intent is to also use this survey in other areas of the southeast region to gain a similar understanding and ensure outreach messages are appropriate for intended audiences.

The recordkeeping and reporting requirements at 50 CFR part 679 form the basis for this collection of information. The National Marine Fisheries Service (NMFS) will request information from local residents, tourists and commercial businesses through a one-time survey. This information, upon receipt, will be used to develop effective and better-targeted outreach efforts in order to enhance bottlenose dolphin conservation in Florida.

**II. Method of Collection**

Participants voluntarily complete paper questionnaires and methods of submittal include on-site, mail, and facsimile transmission of paper forms.

**III. Data**

*OMB Control Number:* None.

*Form Number:* None.

*Type of Review:* Regular submission.

*Affected Public:* Individuals or households; business or other for-profit organizations.

*Estimated Number of Respondents:* 1,200.

*Estimated Time per Response:* 30 minutes.

*Estimated Total Annual Burden*

*Hours:* 600.

*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: July 14, 2008.

**Gwellnar Banks,**

*Management Analyst, Office of the Chief Information Officer.*

[FR Doc. E8-16311 Filed 7-16-08; 8:45 am]

**BILLING CODE 3510-22-P**

**DEPARTMENT OF COMMERCE**

**National Oceanic and Atmospheric Administration**

**Availability of Seat for the Florida Keys National Marine Sanctuary Advisory Council**

**AGENCY:** Office of National Marine Sanctuaries (ONMS) National Ocean Service (NOS), National Oceanic and Atmospheric Administration (NOAA), Department of Commerce (DCC).

**ACTION:** Notice and request for applications.

**SUMMARY:** The Florida Keys National Marine Sanctuary (FKNMS) is seeking applications for the following vacant seat on its Sanctuary Advisory Council

(council): Tourism—Lower Keys (alternate).

Applicants are chosen based upon their particular expertise and experience in relation to the seat for which they are applying; community and professional affiliations; residency in the Sanctuary area; and philosophy regarding the protection and management of marine resources. Applicants who are chosen for seats normally serve three-year terms, pursuant to the Council's charter.

**DATES:** Applications are due by August 15, 2008.

**ADDRESSES:** Application packages may be obtained from the Sanctuary Advisory Council and Volunteer Coordinator at [Lilli.Ferguson@noaa.gov](mailto:Lilli.Ferguson@noaa.gov), from the Web site at <http://www.floridakeys.noaa.gov>, by telephone at (305) 292-0311 x 245 or in writing to Florida Keys National Marine Sanctuary, 33 East Quay Rd., Key West, FL 33040. Completed applications should be sent to the same address listed above.

**FOR FURTHER INFORMATION CONTACT:** Lilli Ferguson at the above address, e-mail or telephone number.

**SUPPLEMENTARY INFORMATION:** Information concerning the council, including past meeting minutes and member contact information can be found at the Sanctuary Web site.

**Authority:** 16 U.S.C. Sections 1431, *et seq.* (Federal Domestic Assistance Catalog Number 11.429 Marine Sanctuary Program)

Dated: June 19, 2008.

**Daniel J. Basta,**

*Director, Office of National Marine Sanctuaries, National Oceanic and Atmospheric Administration.*

[FR Doc. E8-15778 Filed 7-16-08; 8:45 am]

**BILLING CODE 3510-22-M**

**DEPARTMENT OF COMMERCE**

**National Oceanic and Atmospheric Administration**

**Availability of Seats for the Stellwagen Bank National Marine Sanctuary Advisory Council**

**AGENCY:** National Marine Sanctuary Program (NMSP), National Ocean Service (NOS), National Oceanic and Atmospheric Administration, Department of Commerce (DOC).

**ACTION:** Notice and request for applications.

**SUMMARY:** The Stellwagen Bank National Marine Sanctuary (SBNMS or sanctuary) is seeking applicants for the following vacant seats on its Sanctuary Advisory Council (council): *Conservation*

Awards for members of the Senior Executive Service.

The Under Secretary for International Trade, Franklin L. Lavin, has named the following members of the International Trade Administration Performance Review Board:

1. Thomas A. McGinty, National Director (new).
2. Barbara E. Tillman, Senior Director (new).\*
3. Seward L. Jones Jr., Director, Office of Multilateral Affairs (new).
4. Patricia A. Sefcik, Senior Director for Manufacturing (new).
5. Ronald A. Glaser, Human Resources Officer, Executive Secretary (new).
6. Sean M. Reilly, Chief of Staff, At-Large (new).
7. Matthew S. Borman, Deputy Assistant Secretary for Export Enforcement, Bureau of Industry and Security, Outside Reviewer (new).

Dated: September 8, 2006.

**Deborah Martin,**

*Acting, Human Resources Officer.*

[FR Doc. E6-15200 Filed 9-11-06; 8:45 am]

BILLING CODE 3510-25-P

## DEPARTMENT OF COMMERCE

### National Oceanic and Atmospheric Administration

#### Proposed Information Collection; Comment Request; Coral Reefs—Economic Valuation Study

**AGENCY:** National Oceanic and Atmospheric Administration (NOAA), Commerce.

**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 November 13, 2006.

**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](mailto:dHynek@doc.gov)).

\* Joseph A. Spetrini, Deputy Assistant Director for Anti-Dumping and Countervailing Duty Policy and Negotiations, Alternate (new).

#### FOR FURTHER INFORMATION CONTACT:

Requests for additional information or copies of the information collection instrument and instructions should be directed to Dr. Vernon R. Leeworthy, NOS/Special Projects, 1305 East West Highway, SSMC 4, 9th Floor, Silver Spring, Maryland 20910 (or [Bob.Leeworthy@noaa.gov](mailto:Bob.Leeworthy@noaa.gov)).

#### SUPPLEMENTARY INFORMATION:

##### I. Abstract

The purpose of this data collection is to provide information on the value of Hawaii's coral reef habitats to specific segments of the U.S. population. This is a national survey using a panel based on a nationally representative, list-assisted, random digit-dial (RDD) sample drawn from all 10-digit telephone numbers in the U.S. The survey is designed to yield information that can be used to estimate non-use or passive economic use values for Hawaii's coral reef ecosystems. The survey addresses the public's preferences and economic values regarding the use of no-take areas as a management tool and their preferences regarding several alternative methods of restoring damaged coral reefs. A large scale pre-test of the survey has been conducted (200 survey responses) under OMB Approval Number 0648-0531, expiration date 8/31/2006.

##### II. Method of Collection

Members of the panel will complete the survey on-line using either WebTV technology supplied by Knowledge Networks, Inc. or their own Internet service.

##### III. Data

*OMB Number:* None.

*Form Number:* None.

*Type of Review:* Regular submission.

*Affected Public:* Individuals or households.

*Estimated Number of Respondents:* 2,000.

*Estimated Time Per Response:* 30 minutes.

*Estimated Total Annual Burden Hours:* 1,000.

*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: September 5, 2006.

**Gwellnar Banks,**

*Management Analyst, Office of the Chief Information Officer.*

[FR Doc. E6-15032 Filed 9-11-06; 8:45 am]

BILLING CODE 3510-NK-P

## DEPARTMENT OF COMMERCE

### National Oceanic and Atmospheric Administration

#### Proposed Information Collection; Comment Request; Southeast Region Bottlenose Dolphin Conservation Outreach Survey

**AGENCY:** National Oceanic and Atmospheric Administration (NOAA), Commerce.

**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 November 13, 2006.

**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](mailto:dHynek@doc.gov)).

#### FOR FURTHER INFORMATION CONTACT:

Requests for additional information or copies of the information collection instrument and instructions should be directed to Michelle McGregor, (301) 713-1406 ext. 169 or [michelle.mcgregor@noaa.gov](mailto:michelle.mcgregor@noaa.gov).

#### SUPPLEMENTARY INFORMATION:

##### I. Abstract

The objective of this survey is to assess the level of awareness on issues related to regulations preventing feeding/harassment of wild bottlenose

dolphins, which are protected under the Marine Mammal Protection Act. In particular, the survey is designed to determine what commercial operators and the general public know about specific regulations prohibiting feeding and harassment of bottlenose dolphins, and how they gained their knowledge and/or perceptions on the topic. The initial geographic region for this survey is Panama City, Florida, where numerous incidences of dolphin harassment and feeding have been documented. The intent, in the future, is to use this survey in other areas of the southeast region to gain a similar understanding and ensure outreach messages are appropriate for intended audiences.

The recordkeeping and reporting requirements at 50 CFR part 679 form the basis for this collection of information. The National Marine Fisheries Service will request information from local residents, tourists and commercial businesses through a one-time survey. This information, upon receipt, will be used to develop effective and better-targeted outreach efforts in order to enhance bottlenose dolphin conservation in Florida.

## II. Method of Collection

Participants voluntarily complete paper questionnaires, and methods of submittal include on-site, mail, and facsimile transmission of paper forms.

## III. Data

*OMB Number:* None.

*Form Number:* None.

*Type of Review:* Regular submission.

*Affected Public:* Individuals or households; business or other for-profit organizations.

*Estimated Number of Respondents:* 1,200.

*Estimated Time Per Response:* 30 minutes.

*Estimated Total Annual Burden Hours:* 600.

*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: September 5, 2006.

**Gwellnar Banks,**

*Management Analyst, Office of the Chief Information Officer.*

[FR Doc. E6-15033 Filed 9-11-06; 8:45 am]

**BILLING CODE 3510-22-P**

## DEPARTMENT OF COMMERCE

### National Oceanic and Atmospheric Administration

#### Proposed Information Collection; Comment Request; Regional Economic Data Collection Program for Southwest Alaska

**AGENCY:** National Oceanic and Atmospheric Administration (NOAA), Commerce.

**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 November 13, 2006.

**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](mailto:dHynek@doc.gov)).

**FOR FURTHER INFORMATION CONTACT:** Requests for additional information or copies of the information collection instrument and instructions should be directed to Chang Seung, (206) 526-4250 or [Chang.Seung@noaa.gov](mailto:Chang.Seung@noaa.gov).

#### SUPPLEMENTARY INFORMATION:

##### I. Abstract

The regional or community economic analysis of proposed fishery management policies is required by the Magnuson-Stevens Fishery Conservation and Management Act (MSA), National Environmental Policy Act (NEPA), and Executive Order 12866,

among others. To satisfy these mandates and inform policymakers and the public of the likely regional economic impacts associated with fishery management policies, appropriate economic models and the data to implement these models are needed.

Much of the data required for regional economic analysis associated with Southwest Alaska fisheries are either unavailable or unreliable. Accurate fishery-level data on employment, labor income, and expenditures in the Southwest Alaska fishery and related industries are not currently available but are needed to estimate the effects of fisheries on the economy of Southwest Alaska. In this survey effort, data on these important regional economic variables will be collected and used to develop models that will provide more reliable estimates and significantly improve policymakers' ability to assess policy effects on fishery-dependent communities in Southwest Alaska. The survey will be for one-time only.

The survey (mailed) will be used to request data on employment and labor income from 2,200 vessel owners whose boats delivered fish to Southwest Alaska processors. In-person interviews and telephone calls (120) with businesses involved in the fishery and related industries will be used to obtain (a) Vessel expenditure/cost data; (b) regional economic data for non-fishery industries; and (c) regional economic data for fish processing sector.

## II. Method of Collection

Mail surveys will be used.

## III. Data

*OMB Number:* None.

*Form Number:* None.

*Type of Review:* Regular submission.

*Affected Public:* Business or other for-profit organizations.

*Estimated Number of Respondents:* 2,320.

*Estimated Time Per Response:* Mail survey: 10 minutes; phone call or local interview with fish processors: 30 minutes; phone calls with local small businesses: 10 minutes.

*Estimated Total Annual Burden Hours:* 393.

*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