NOTICE OF OFFICE OF MANAGEMENT AND BUDGET ACTION

Date 12/20/2016

Department of Commerce
National Oceanic and Atmospheric Administration

FOR CERTIFYING OFFICIAL: Steve Cooper
FOR CLEARANCE OFFICER: Jennifer Jessup

In accordance with the Paperwork Reduction Act, OMB has taken action on your request received 10/20/2016

ACTION REQUESTED: New collection (Request for a new OMB Control Number)
TYPE OF REVIEW REQUESTED: Regular
ICR REFERENCE NUMBER: 201610-0648-006
AGENCY ICR TRACKING NUMBER:
TITLE: Rip Current Visualization Survey and Focus Groups
LIST OF INFORMATION COLLECTIONS: See next page

OMB ACTION: Approved without change
OMB CONTROL NUMBER: 0648-0747
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: 12/31/2019 DISCONTINUE DATE:

BURDEN:	RESPONSES	HOURS	COSTS
Previous	0	0	0
New	580	370	0
Difference			
Change due to New Statute	0	0	0
Change due to Agency Discretion	580	370	0
Change due to Agency Adjustment	0	0	0
Change due to PRA Violation	0	0	0

TERMS OF CLEARANCE:

OMB Authorizing Official: Howard Shelanski
Administrator,
Office Of Information And Regulatory Affairs

List of ICs			
IC Title	Form No.	Form Name	CFR Citation
Surveys for public, lilfeguards and local decision-makers	NA, NA, NA	Rip Current Visualization Public Survey, Rip Current Visualization Lifeguard Survey, Rip Current Visualization Officials Survey	
Lifeguards' and Officials' Focus Groups	NA	Focus group script	

PAPERWORK REDUCTION ACT SUBMISSION

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

1. Agency/Subagency originating request
DOC/NOAA/NWS

2. OMB control number b. [✔] None
a. 0648 -

3. Type of information collection (*check one*)
a. [✔] New Collection
b. [ ] Revision of a currently approved collection
c. [ ] Extension of a currently approved collection
d. [ ] Reinstatement, without change, of a previously approved collection for which approval has expired
e. [ ] Reinstatement, with change, of a previously approved collection for which approval has expired
f. [ ] Existing collection in use without an OMB control number
For b-f, note Item A2 of Supporting Statement instructions

4. Type of review requested (*check one*)
a. [✔] Regular submission
b. [ ] Emergency - Approval requested by ____/____/____
c. [ ] Delegated

5. Small entities
Will this information collection have a significant economic impact on a substantial number of small entities? [ ] Yes [✔] No

6. Requested expiration date
a. [✔] Three years from approval date b. [ ] Other Specify:____

7. Title Rip Current Visualization Survey and Focus Groups

8. Agency form number(s) (*if applicable*)

9. Keywords

10. Abstract

The NWS will develop variations of a Google Map-style interface to assess their ability to effectively visualize and communicate the NWS probabilistic rip current forecast model output. The NWS will develop 3-5 variations of a public-friendly interface that is easy to understand and provides necessary information on the risk of rip currents, as well as 3-5 variations of a more detailed interface that includes additional information that will be useful to lifeguards and decision makers. Input on interface variations will be gathered from the public, lifeguards, and local decision-makers (emergency managers, local officials, and broadcast meteorologists) regarding the understanding, ease of use, and utility of the interface as a risk assessment tool via an online survey and focus groups. Results from the public survey will aid the facilitator in navigating focus group responses to the same and modified graphics. The purpose is to determine the most effective means for visualizing probabilistic rip current forecast model output and communicating the associated risks, thereby resulting in the development of products and information to increase public awareness and action to protect lives and prevent injuries

11. Affected public (*Mark primary with "P" and all others that apply with "x"*)
a. X Individuals or households d. ___ Farms
b. x Business or other for-profit e. ___ Federal Government
c. ___ Not-for-profit institutions f. P State, Local or Tribal Government

12. Obligation to respond (*check one*)
a. [✔] Voluntary
b. [ ] Required to obtain or retain benefits
c. [ ] Mandatory

13. Annual recordkeeping and reporting burden
a. Number of respondents 580
b. Total annual responses 580
1. Percentage of these responses collected electronically 75 %
c. Total annual hours requested 370
d. Current OMB inventory 0
e. Difference
f. Explanation of difference
1. Program change
2. Adjustment

14. Annual reporting and recordkeeping cost burden (*in thousands of dollars*)
a. Total annualized capital/startup costs 0
b. Total annual costs (O&M) 0
c. Total annualized cost requested 0
d. Current OMB inventory 0
e. Difference
f. Explanation of difference
1. Program change
2. Adjustment

15. Purpose of information collection (*Mark primary with "P" and all others that apply with "X"*)
a. ___ Application for benefits e. x Program planning or management
b. ___ Program evaluation f. x Research
c. ___ General purpose statistics g. ___ Regulatory or compliance
d. ___ Audit

16. Frequency of recordkeeping or reporting (*check all that apply*)
a. [ ] Recordkeeping b. [ ] Third party disclosure
c. [✔] Reporting
1. [ ] On occasion 2. [ ] Weekly 3. [ ] Monthly
4. [ ] Quarterly 5. [ ] Semi-annually 6. [ ] Annually
7. [ ] Biennially 8. [ ] Other (describe) One time

17. Statistical methods
Does this information collection employ statistical methods
[✔] Yes [ ] No

18. Agency Contact (person who can best answer questions regarding the content of this submission)
Name: MIchael Churma
Phone: (301) 427-9091

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
	10/18/2016

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 BRABSON.SARAH.1365710488 Digitally signed by BRABSON.SARAH.1365710488 DN: c=US, o=U.S. Government, ou=DoD, ou=PKI, ou=OTHER, cn=BRABSON.SARAH.1365710488 Date: 2016.12.23 12:00:13 -05'00'	Date

SUPPORTING STATEMENT
Rip Current Visualization Survey and Focus Groups
OMB CONTROL NO. 0648-xxxx

A. JUSTIFICATION

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

Coastal beaches provide recreation opportunities to millions of people every year, which is why it is imperative to ensure timely, accurate and accessible information on coastal hazards and safety measures. This project supports efforts of The National Oceanographic and Atmospheric Administration's (NOAA) National Weather Service (NWS) to improve communication of rip current forecasts to the public. The ultimate goal is to increase the likelihood of the public taking appropriate action to protect themselves when faced with rip current dangers and ensure "beach-readiness." The NWS will develop variations of a Google Map-style interface to assess their ability to effectively visualize and communicate the NWS probabilistic rip current forecast model output. The NWS will develop 3-5 variations of a public-friendly interface that is easy to understand and provides necessary information on the risk of rip currents, as well as 3-5 variations of a more detailed interface that includes additional information that will be useful to lifeguards and decision makers. Input on interface variations will be gathered from the public, lifeguards, and local decision-makers (emergency managers, local officials, and broadcast meteorologists) regarding the understanding, ease of use, and utility of the interface as a risk assessment tool via an online survey and focus groups. Results from the public survey will aid the facilitator in navigating focus group responses to the same and modified graphics. The purpose is to determine the most effective means for visualizing probabilistic rip current forecast model output and communicating the associated risks, thereby resulting in the development of products and information to increase public awareness and action to protect lives and prevent injuries due to rip currents.

This information is general authorized under the Weather Service Organic Act, 15 U.S.C 313.

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.

How will the information be used?
The NWS will use the information collected to develop a visualization tool for the NWS rip current forecast model. Survey data collected on the opinions of the public, lifeguards, and decision makers will provide guidance to the preferences of how best to visualize the risk of rip currents in a specific area, as well as what type of information is most useful to include in a rip current tool for each stakeholder group (public, lifeguards, and decision makers). Specific results will aid NWS in determining which visualization has the greatest impact to convey rip current risk. Specific survey and focus group results will also provide NWS with insight to where stakeholders get their information, how it affects their decisions, and how to best show risk to each set of stakeholders. NWS will use this insight to better target efforts to increase public knowledge and awareness of rip current risk.

By whom will the information be used?
The information will be used by NWS.

How frequently will the information be used?
The information provided by this data collection will be used on an ongoing basis to provide insight and guidance for developing a visualization product for the NWS rip current forecast model, expected to be finalized by 2018. Additionally, the data collected will be used to refine and enhance the final product and to provide insight to NWS when developing future products pertaining to rip current safety over multiple years.

What purpose will the information be used?
The information will provide NWS staff with the guidance needed to develop rip current forecast products to increase public awareness and action to protect lives and prevent injuries due to rip currents. Creating easy to use visualizations and communication products will provide the public and decision-makers accurate information that is understandable and will enhance value for a variety of rip current decision processes. Survey and focus group results will define how to present the rip current risk tool clearly and concisely to best elicit the appropriate response from society.

How does the data collection comply with all applicable Information Quality guidelines?
The NWS will retain control over the information and safeguard it from improper access, modification, and destruction, consistent with NWS standards for confidentiality, privacy, and electronic information. See response to Question10 of this Supporting Statement for more information on confidentiality and privacy. The information collection is designed to yield data that meet all applicable information quality guidelines. Prior to dissemination, the information will be subjected to quality control measures and a pre-dissemination review pursuant to Section 515 of Public Law 106 554.

Survey Information
The survey to elicit public perceptions of and reactions to the variations in products will consist of three sets of questions: 1) demographic and locational characteristics of respondents; 2) current use and knowledge of NOAA/NWS products; and 3) understanding of and reactions to the various rip current products. The survey will be web-based and will display each variation of the rip current visualization and its related questions independently on a web page.

For dissemination, the survey will be posted on various websites such as the Rip Current Safety, Weather Forecast Office (WFO) Morehead City, and U.S. Lifesaving Association. In addition, the survey will be promoted widely in North Carolina through other outlets such as local weather channels via broadcast meteorologists and their social media accounts, regional interest groups (e.g. surfer and beach) and their social media accounts, and working with the emergency manager points of contacts to utilize their local contacts and list serves. Surfers/bodysurfers, swimmers, kitesurfers, and paddlers will be sought out on social media (e.g., Facebook and Twitter) using a variety of pages (NC Coastal Atlas, NC Sea Grant, SwellInfo, Surfline, and SurfChex), and a network of beach webcams with sponsored advertising. These sites will be asked to share the web survey on beach user profiles.

For the online survey, collection of demographic and locational characteristics information consists of multiple choice questions about age, gender, place of residence (if not North Carolina), when the respondent last visited North Carolina and for how long (on average), and whether the respondent or their family goes in the water when they visit the beach.

To develop an understanding of current use and knowledge of NOAA/NWS products, the respondents are asked multiple choice questions about where they get information about weather, how often they check the weather forecast, if they have ever checked an ocean wave forecast or tide prediction before going to the beach, if they have ever heard of a rip current, the statement that best describes what a rip current is, if they have ever been caught in a rip current, if they know someone who has been caught in a rip current, and what common advice they have seen/heard about what to do when caught in a rip current.

The last section of the survey presents a series of graphics showing rip current information and asks the respondent multiple choice questions about what the product tells them, what element or elements of this product are most useful in understanding rip current potential, what is their perception with respect to specific qualities (information included, format, understandability, graphics, text, and use of color), what "low risk" on the graphic suggests, how each of three categories/colors (high, moderate, and low) affect what the respondent would do, how likely the product would affect each respondent's decision to go to the beach, which beach to go to, their decision to go in the water, their decision to swim in an area with lifeguards, use of the product in the future, and whether the product would lead them to learn more about rip currents and what to do if caught in one, and if the respondent were to use the product, when they would look at it. These questions are repeated for each graphic. The online survey then asks the respondent, which of the graphics they think is most and least effective, why they think it is most/least effective (multiple choice characteristics), and additional comments about any of the products or other information they would like concerning rip currents.

Focus Group Information

In order to obtain the perspectives of lifeguards with respect to the different variations, the ECS Team will use a mixed methods approach. Early in the season (April 2017), focus groups of lifeguards will be held, one on the Outer Banks of North Carolina and one near the southern beaches, in the vicinity of Wilmington. The first part of the focus group session will use an audience response system, or "clicker" survey, where participants will be presented with questions in a PowerPoint presentation and they will have clicker devices to record their responses to each question. The questions will address years of experience, age, and other demographic characteristics, as well as questions in the same format as in the public survey. Following administration of the survey, responses will be automatically and anonymously shared with the whole group on the screen. At that point, participants will be asked to discuss the results and their reasons for the responses.

The same mixed methods approach used for the lifeguards will be used for local decision maker focus groups, with a focus group to be held near Beaufort or Morehead City and another in Wilmington. The composition of the groups mimics that of Integrated Warning Teams (IWTs) that WFOs throughout the country are developing. IWTs include emergency managers and broadcasters (along with NWS forecasters) in an area, and workshops are held to foster improved communication, strengthen relationships, and share information about past or impending weather events, among other goals. The inclusion of broadcast meteorologists is critical because they

disseminate information about rip currents through their daily broadcasts and through Facebook and Twitter. In addition, they are a regional trusted source of information and are an important source for tourists. The questions used in these focus groups will differ only slightly from the one for the lifeguards, with a few different background questions to account for the different responsibilities. It is anticipated that the discussion that flows following the survey will provide additional and different insights about the various products compared to the lifeguards' discussion.

NWS will reach out to known groups to identify lifeguard and decision-maker focus group participants. We will work with contacts in the NWS WFOs in Newport/Morehead City and Wilmington to identify emergency managers, broadcast meteorologists and other officials who are part of their IWTs. Further, we will contact local government officials and lifeguard certification organizations to identify lifeguards.

A full report of the survey results will be produced, but will not be made publicly available. The results will be presented at a conference.

NOAA 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. The information collection is designed to yield data that meet all applicable information quality guidelines. Prior to dissemination, the information will be subjected to quality control measures and a pre-dissemination review pursuant to Section 515 of Public Law 106-554.

3. Describe whether, and to what extent, the collection of information involves the use of automated, electronic, mechanical, or other technological techniques or other forms of information technology.

The information collected via the online survey, will make use of automated, electronic, mechanical and other technological techniques. The online survey will use a "responsive" web-based survey, meaning that its display will adapt to a desktop or mobile device screen allowing the public to take the survey whenever they have internet access, and will be built with a Microsoft SQL database back-end and ASP.net/C-sharp front-end. The web-based survey's "landing" page will have a brief description of the survey, and a "Completely Automated Public Turning test to tell Computers and Humans Apart" (CAPTCHA) component which will be implemented to prevent "robots" from entering multiple copies of the survey. The web-based survey will also include a "completeness meter" to inform users of how close they are to completing the survey. The survey will display an error message when the user tries to navigate to the next web page without answering all the questions on the current page. Data collected through the web survey will be downloaded via Microsoft Excel and will be available in that format for data analysis.

The focus group data will be collected manually and entered directly into a desktop computer. During the focus groups, clicker technology will be used to provide real time responses from the entire group anonymously. Data from the clicker responses will be collected manually and entered directly into a desktop computer.

4. Describe efforts to identify duplication.

Based on discussions with NWS staff and risk assessment social scientists, there is no significant duplication of effort within NWS or with other federal surveys.

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

The collection of this information does not involve small businesses or other small entities.

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

The NWS is tasked with providing weather, water, and climate data, forecasts and warnings for the protection of life and property and enhancement of the national economy. If this data is not collected, NWS will not be able to provide a public and user-friendly rip current forecasting tool that allows beachgoers to assess the dangers and risks of getting caught in a rip current prior to visiting the beach and entering the water. In turn, the public will not be able to receive near real-time data which could result continuing injuries and deaths from rip currents compared to what could otherwise occur if the products conveying rip current information were improved. Survey and focus group results will define how to present the rip current risk tool clearly and concisely to best elicit the appropriate response from society.

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

The collection will be conducted in a manner consistent with 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 published on June 7, 2016 (81 FR 36521) solicited public comments. No comments were received.

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

No payments or gifts are made.

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

As stated on the survey and at the focus groups, the data collected will not be released for public use except in aggregate statistical form.

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.

There are no questions of a sensitive nature.

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

Survey:
Total responses: 500 completed surveys
Completion time: 30 minutes
Total hours: 250 hours

Focus groups:
Total number: 80 participants and responses
Completion time: 1.5 hours
Total hours: 120 hours

An hourly rate of $45.21 is based on the average for civilians in management occupations from the January 2011 National Compensation Survey (http://www.bls.gov/ncs/ocs/sp/nctb1477.pdf). There are no other costs to respondent. A total of 370 burden hours are anticipated across all parts of the survey, resulting in a cost to respondents of approximately $16,727.70 over 5 months.

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).

There are no start-up, capital, or maintenance costs associated with this collection. No new or specialized equipment is needed to respond to this collection.

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

The estimated Cost to the Government is a one-time cost of $55,847.60 for conducting the online survey and focus groups, developing the surveys and prototypes, entering the data from the survey and focus groups, analysis of the data and creation of a final report. Any scientific publications will be developed by NWS staff as part of their regular federal duties.

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

This is a new submission.

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

All results from the survey and focus groups will be entered in a database using standard QA/QC procedures in survey research. The data will be analyzed using standard software (e.g. SPSS) and standard statistical procedures that are appropriate for survey data. Results from this collection may be used in scientific, management, technical or general informational publications, and would follow prescribed statistical tabulations and summary table formats.

Data from this survey may support research and analyses to be presented at appropriate professional meetings and may be submitted for publication in appropriate peer-reviewed journals.

17. <u>If seeking approval to not display the expiration date for OMB approval of the information collection, explain the reasons why display would be inappropriate</u>.

NA.

18. <u>Explain each exception to the certification statement</u>.

NA.

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.

For dissemination, the ECS Team will provide the web-based survey's link to NWS so that it is posted on various websites such as the Rip Current Safety, Weather Forecast Office (WFO) Morehead City, and U.S. Lifesaving Association. In addition, the survey will be promoted widely in North Carolina through other outlets such as local weather channels via broadcast meteorologists and their social media accounts, regional interest groups (e.g. surfer and beach) and their social media accounts, and working with the emergency manager points of contacts to utilize their local contacts and list serves. Surfers/bodysurfers, swimmers, kitesurfers, and paddlers will be sought out on social media (e.g., Facebook and Twitter), using a variety of pages (NC Coastal Atlas, NC Sea Grant, SwellInfo, Surfline, and SurfChex), and a network of beach webcams with sponsored advertising. These sites will be asked to share the web survey on beach user profiles and members of the public could then provide feedback. With the wide distribution, the target number of responses is 300-500 for the public survey.

Each of the three focus groups will involve 8-10 individuals.

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.

There is no statistical methodology for stratification and sample selection used or a specialized sampling procedure. The online survey is self-selected in that, the sample consists of those who access the online survey and complete it. There are no data collection cycles.

NWS will reach out to known groups to identify lifeguard and decision-maker focus group participants. We will work with contacts in the NWS WFOs in Newport/Morehead City and Wilmington to identify emergency managers, broadcast meteorologists and other officials who are part of their IWTs. Further, we will contact local government officials and lifeguard certification organizations to identify lifeguards. The first 8-10 for each focus group that respond to this outreach will be included in the focus groups.

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.

This sample is self-selected in that, the sample consists of those who access the online survey and complete it. The survey link will be kept open for as long as necessary to get a useful number of responses (300-500). While there is no expectation that the data will be able to be generalized, we do expect the data will be useful in achieving the objectives of the research.

With regards to the focus groups, we will use various contacts to encourage participation in the focus groups. Since those who are invited to participate in the focus groups are likely to benefit directly from their participation, we expect a willingness to participate.

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.

The internal prototypes have been pilot tested to obtain feedback among East Carolina University (ECU) students, staff, and faculty via an internal, web-based questionnaire. This process winnowed and refined a set of 3-5 draft NWS prototype graphics. The objective of these graphics was to ensure timeliness, completeness, compatibility with multiple viewing devices and browsers, and congruity with rip current education and awareness messaging. For each of the following, we implemented a phased-approach of 1) scoping and designing conceptual graphical mockups, 2) soliciting and calibrating alternative designs among sampled users, 3) refining final deliverable products as complete graphic symbol sets and accompanying source code, and 4) reporting the final products with inclusive discussion and potential caveats, qualifications, or considerations for 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.

Sampling Design, Data Analysis, and Report Writing:
Dr. April Bagwill, ECS Federal, LLC, 301-427-8111
Dr. Burrell Montz, East Carolina University, 252-328- 6086
Dr. Thomas Allen, Old Dominion University, 252-328- 6624

OMB Control No. 0648-0342
Expiration Date: 5/31/2018

Rip Current Public Survey

Thank you for logging into this survey. The survey is voluntary and any information you provide will be anonymous.

The purpose of this research is to understand which, among a series of graphics, best helps you understand the likelihood of hazardous rip currents. By doing this research, we hope to learn what will best motivate people to protect themselves from rip currents.

We are asking those who are willing to complete the survey that addresses knowledge of rip currents as well as perceptions of various ways to illustrate rip current potential. The amount of time it will take you to complete this survey is approximately 30 minutes.

If you agree to take part in this survey, you will be asked questions that relate to how often you visit the beach, what you know about rip currents and what aspects of several graphical warning products you like and do not like. In addition, we will be collecting some demographic information.

This research is being conducted by an independent contractor on behalf of the National Weather Service. You are not required to take part in this research, and you can stop at any time.

Thank you for taking the time to participate.

Q1 What is your age?

- under 20
- 20-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70+

Q2 Do you live in North Carolina?
Yes
No
Q2: If yes, go to Q3; if no, answer Q2a-c

Q2a In what state do you live? _____

Q2b Have you vacationed in North Carolina?
Yes
No
Q2b: If yes, go to Q2c; if no, go to Q3

Q2c In what year did you last vacation in North Carolina?

Q3 On average, how many days do you visit the beach each year?

Q4 When you visit the beach, do you or your family typically go in the water?
Yes
No

Q5 Where do you get information about the weather? (Please check all that apply)
NOAA (National Weather Service) websites
Other weather websites
TV
Radio
Smartphone app(s)
Twitter
Facebook
Other (please specify) _____

Q6 How often do you check the weather forecast?
Several times a day
Once a day
Several times a week
Once a week
I rarely check the forecast

Q7 Have you ever checked an ocean wave forecast or tide prediction before going to the beach?
Yes
No

Q8 Have you ever heard of a rip current?

Yes

No

Q8: If No Is Selected, Then Skip To End of Survey and a page with “Thank you for your time and taking our survey.”

Q9 What statement describes what a rip current is?

It is an undertow that pulls you under the water

It is a tidal movement that can carry you alongshore

It is a strong current that carries you through the surf just past the breaking waves

Don't know

Q10 Have you ever been caught in a rip current?

Yes

No

Q11 Do you know someone who has been caught in a rip current?

Yes

No

Q12 What common advice have you heard or seen about what to do when caught in a rip current? (Please check all that apply)

Swim parallel to the beach

Stay afloat

Stay calm/don't panic

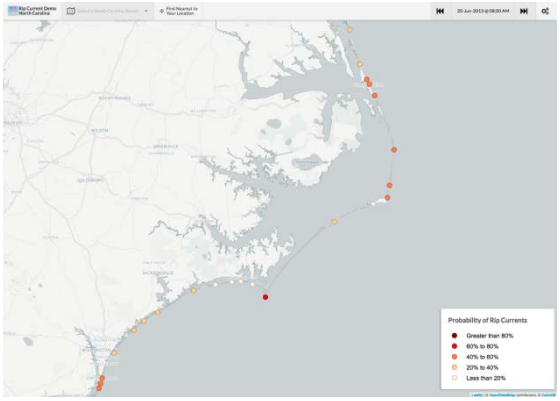
Don't swim against the rip current

Have not heard or seen advice about what to do

Other (please specify) _____

Below we provide several visualizations with questions relating to each. For each, please respond to the questions that follow the graphic.

Graphic A



Q13 What does this product tell you?

- How strong the rip current is
- How strong the rip current is likely to be
- The likelihood of a hazardous rip current
- Not sure

Q14 What element or elements of this product are most useful in understanding the rip current risk forecast? (Please check all that apply)

- Locational information
- Use of color
- Text explanations
- The area shown
- Categories used
- Other (please specify) _____

Q15 What is your perception of this product with respect to the following qualities or characteristics?

	Very negative	Somewhat negative	Neutral	Somewhat positive	Very positive	Don't know
Information included	❍	❍	❍	❍	❍	❍
Format	❍	❍	❍	❍	❍	❍
Understandability	❍	❍	❍	❍	❍	❍
Graphics/symbols	❍	❍	❍	❍	❍	❍
Text	❍	❍	❍	❍	❍	❍
Use of color	❍	❍	❍	❍	❍	❍

Q16 What does "less than 20%" on this graphic mean to you?

Rip currents are present all of the time
Rip currents can be present some of the time
Rip currents are not present
Other (please specify) _____

Q17 How would each of the following categories affect what you would do?

	Avoid that location	Still go but stay out of the water	Still go but check with a lifeguard before going in the water	Still go but check what other people are doing before going in the water	Nothing different than originally planned
Greater than 80%	❍	❍	❍	❍	❍
40-60%	❍	❍	❍	❍	❍
Less than 20%	❍	❍	❍	❍	❍

Q18 Considering all of the information shown above, how likely...

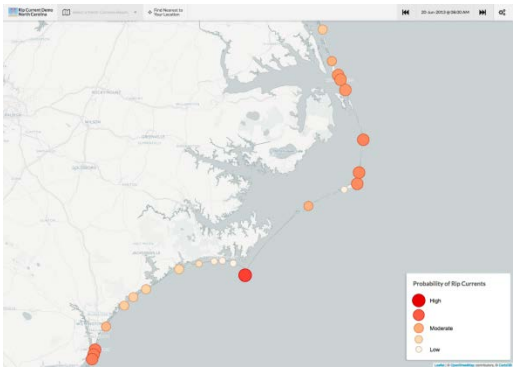
	Very likely	Somewhat likely	Undecided	Somewhat unlikely	Very unlikely	Don't know
would this product affect your decision to go to the beach?	❍	❍	❍	❍	❍	❍
would this product affect your decision on which beach to go to?	❍	❍	❍	❍	❍	❍
would this product affect your decision to go in the water if you were already at the beach?	❍	❍	❍	❍	❍	❍
would this product affect your decision to swim in an area with lifeguards?	❍	❍	❍	❍	❍	❍
is it that you would use this product in the future to understand rip current risk?	❍	❍	❍	❍	❍	❍
would this product lead you to learn more about rip currents and what to	❍	❍	❍	❍	❍	❍

do if caught in one?						

Q19 If you were to use this product, when would you look at it?

Prior to going to the beach
While at the beach
Both
I wouldn't use it

Graphic B



Q20 What does this product tell you?

How strong the rip current is
How strong the rip current is likely to be
The likelihood of a hazardous rip current
Not sure

Q21 What element or elements of this product are most useful in understanding the rip current risk forecast? (Please check all that apply)

Locational information
Use of color
Text explanations
The area shown
Categories used
Other (please specify) _____

Q22 What is your perception of this product with respect to the following qualities or characteristics?

	Very negative	Somewhat negative	Neutral (3)	Somewhat positive	Very positive	Don't know
Information included	❍	❍	❍	❍	❍	❍
Format	❍	❍	❍	❍	❍	❍
Understandability	❍	❍	❍	❍	❍	❍
Graphics/Symbols	❍	❍	❍	❍	❍	❍
Text	❍	❍	❍	❍	❍	❍
Use of color	❍	❍	❍	❍	❍	❍

Q23 What does "low" on this graphic suggest to you?

Rip currents are present all of the time
Rip currents can be present some of the time
Rip currents are not present
Other (please specify) _____

Q24 How would each of the categories shown below affect what you would do?

	Avoid that location	Still go but stay out of the water	Still go but check with a lifeguard before going in the water	Still go but check what other people are doing before going in the water	Nothing different than originally planned
High	❍	❍	❍	❍	❍
Moderate	❍	❍	❍	❍	❍
Low	❍	❍	❍	❍	❍

Q25 Considering all of the information shown above, how likely

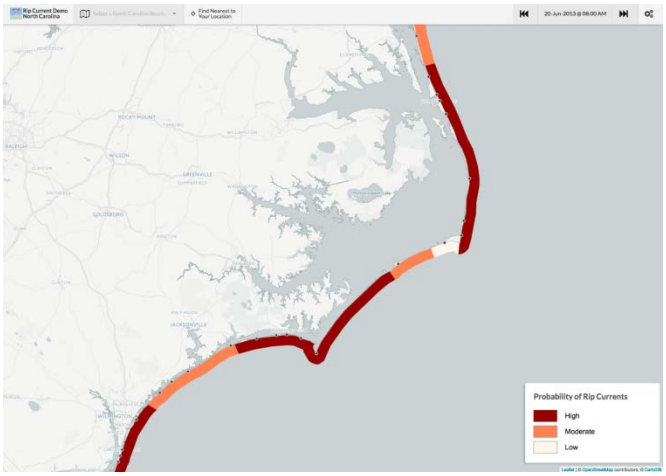
	Very likely	Somewhat likely	Undecided	Somewhat unlikely	Very unlikely	Don't know
would this product affect your decision to go to the beach?	❍	❍	❍	❍	❍	❍
would this product affect your decision on which beach to go to?	❍	❍	❍	❍	❍	❍
would this product affect your decision to go in the water if you were already at the beach?	❍	❍	❍	❍	❍	❍
would this product affect your decision to swim in an area with lifeguards?	❍	❍	❍	❍	❍	❍
is it that you would use this product in the future to understand rip current risk?	❍	❍	❍	❍	❍	❍
would this product lead you to learn more about rip currents and what to	❍	❍	❍	❍	❍	❍

do if caught in one?						

Q26 If you were to use this product, when would you look at it?

Prior to going to the beach
While at the beach
Both
I wouldn't use it

Graphic C



Q27 What does this product tell you?

How strong the rip current is
How strong the rip current is likely to be
The likelihood of a hazardous rip current
Not sure

Q28 What element or elements of this product are most useful in understanding the rip current risk forecast? (Please check all that apply)

Locational information
Use of color
Text explanations
The area shown
Categories used
Other (please specify) _____

Q29 What is your perception of this product with respect to the following qualities or characteristics?

	Very negative	Somewhat negative	Neutral	Somewhat positive	Very positive	Don't know
Information included	❍	❍	❍	❍	❍	❍
Format	❍	❍	❍	❍	❍	❍
Understandability	❍	❍	❍	❍	❍	❍
Graphics/Symbols	❍	❍	❍	❍	❍	❍
Text	❍	❍	❍	❍	❍	❍
Use of color	❍	❍	❍	❍	❍	❍

Q30 How would each of the categories shown below affect what you would do?

	Avoid that location	Still go but stay out of the water	Still go but check with a lifeguard before going in the water	Still go but check what other people are doing before going in the water	Nothing different than originally planned
High	❍	❍	❍	❍	❍
Moderate	❍	❍	❍	❍	❍
Low	❍	❍	❍	❍	❍

Q31 Considering all of the information shown above, how likely...

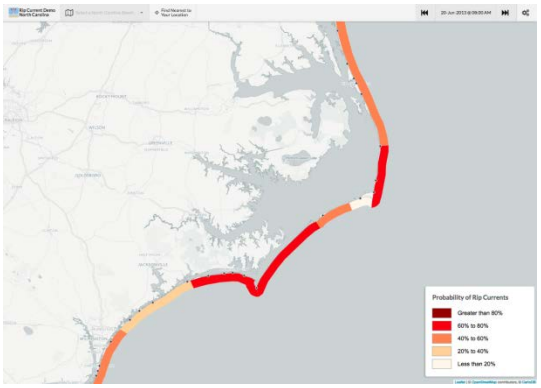
	Very likely	Somewhat likely	Undecided	Somewhat unlikely	Very unlikely	Don't know
would this product affect your decision to go to the beach?	❍	❍	❍	❍	❍	❍
would this product affect your decision on which beach to go to?	❍	❍	❍	❍	❍	❍
would this product affect your decision to go in the water if you were already at the beach?	❍	❍	❍	❍	❍	❍
would this product affect your decision to swim in an area with lifeguards?	❍	❍	❍	❍	❍	❍
is it that you would use this product in the future to understand rip current risk?	❍	❍	❍	❍	❍	❍
would this product lead you to learn more about rip currents and what to	❍	❍	❍	❍	❍	❍

do if caught in one?						

Q32 If you were to use this product, when would you look at it?

Prior to going to the beach
While at the beach
Both
I wouldn't use it

Graphic D



Q33 What does this product tell you?

How strong the rip current is
How strong the rip current is likely to be
The likelihood of a hazardous rip current
Not sure

Q34 What element or elements of this product are most useful in understanding the rip current risk forecast? (Please check all that apply)

Locational information
Use of color
Text explanations (3)
The area shown
Categories used
Other (please specify) _____

Q35 What is your perception of this product with respect to the following qualities or characteristics?

	Very negative	Somewhat negative	Neutral	Somewhat positive	Very positive	Don't know
Information included	❍	❍	❍	❍	❍	❍
Format	❍	❍	❍	❍	❍	❍
Understandability	❍	❍	❍	❍	❍	❍
Graphics/Symbols	❍	❍	❍	❍	❍	❍
Text	❍	❍	❍	❍	❍	❍
Use of color	❍	❍	❍	❍	❍	❍

Q36 How would each of the categories below affect what you would do?

	Avoid that location	Still go but stay out of the water	Still go but check with a lifeguard before going in the water	Still go but check what other people are doing before going in the water	Nothing different than originally planned
Greater than 80%	❍	❍	❍	❍	❍
40-60%	❍	❍	❍	❍	❍
Less than 20%	❍	❍	❍	❍	❍

Q37 Considering all of the information above, how likely...

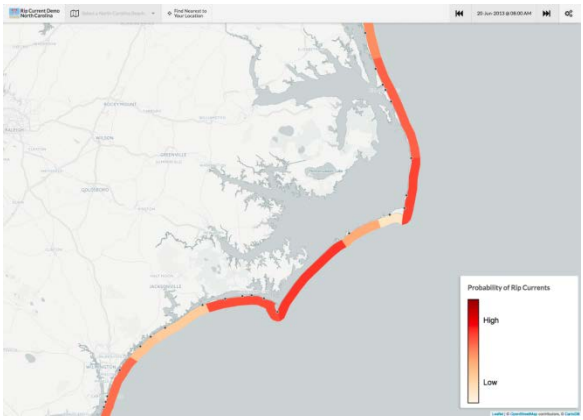
	Very likely)	Somewhat likely	Undecided	Somewhat unlikely	Very unlikely	Don't know
would this product affect your decision to go to the beach?	❍	❍	❍	❍	❍	❍
would this product affect your decision on which beach to go to?	❍	❍	❍	❍	❍	❍
would this product affect your decision to go in the water if you were already at the beach?	❍	❍	❍	❍	❍	❍
would this product affect your decision to swim in an area with lifeguards?	❍	❍	❍	❍	❍	❍
is it that you would use this product in the future to understand rip current risk?	❍	❍	❍	❍	❍	❍
would this product lead you to learn more about rip currents and what to	❍	❍	❍	❍	❍	❍

do if caught in one?						

Q38 If you were to use this product, when would you look at it?

Prior to going to the beach
While at the beach
Both
I wouldn't use it

Graphic E



Q39 What does this product tell you?

How strong the rip current is
How strong the rip current is likely to be
The likelihood of a hazardous rip current
Not sure

Q40 What element or elements of this product are most useful in understanding the rip current risk forecast? (Please check all that apply)

Locational information
Use of color
Text explanations
The area shown
Categories used
Other (please specify) _____

Q41 What is your perception of this product with respect to the following qualities or characteristics?

	Very negative	Somewhat negative	Neutral	Somewhat positive	Very positive	Don't know
Information included	❍	❍	❍	❍	❍	❍
Format	❍	❍	❍	❍	❍	❍
Understandability	❍	❍	❍	❍	❍	❍
Graphics/symbols	❍	❍	❍	❍	❍	❍
Text	❍	❍	❍	❍	❍	❍
Use of color	❍	❍	❍	❍	❍	❍

Q42 How would each of the categories shown below affect what you would do?

	Avoid that location	Still go but stay out of the water	Still go but check with a lifeguard before going in the water	Still go but check what other people are doing before going in the water	Nothing different than originally planned
High	❍	❍	❍	❍	❍
Low	❍	❍	❍	❍	❍

Q43 Considering all of the information shown above, how likely...

	Very likely	Somewhat likely	Undecided	Somewhat unlikely	Very unlikely	Don't know
would this product affect your decision to go to the beach?	❍	❍	❍	❍	❍	❍
would this product affect your decision on which beach to go to?	❍	❍	❍	❍	❍	❍
would this product affect your decision to go in the water if you were already at the beach?	❍	❍	❍	❍	❍	❍
would this product affect your decision to swim in an area with lifeguards?	❍	❍	❍	❍	❍	❍
is it that you would use this product in the future to understand rip current risk?	❍	❍	❍	❍	❍	❍
would this product lead you to learn more about rip currents and what to	❍	❍	❍	❍	❍	❍

do if caught in one?						

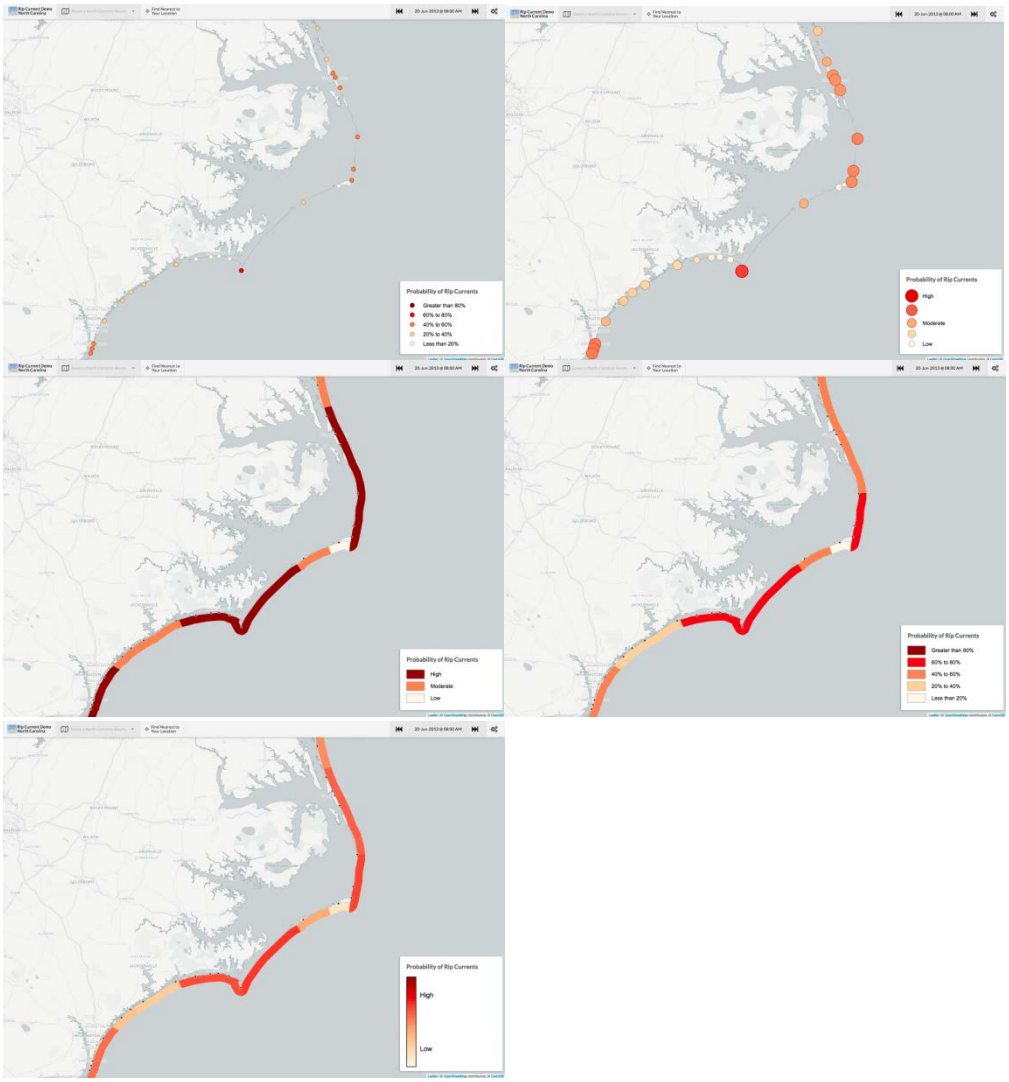
Q44 If you were to use this product, when would you look at it?

Prior to going to the beach

While at the beach

Both

I wouldn't use it



Q45 Which of the five graphics do you think is MOST effective?

A
B
C
D
E
None

Q46 Why? (Please check all that apply)

The categories make sense to me
The colors make sense to me
The symbols make sense to me
It is easy to find the situation at a particular beach
I can see what the risk is at a number of places
It is easy to interpret
Other (please specify) _____

Q47 Which of the graphics do you think is LEAST effective?

A
B
C
D
E
None

Q48 Why? (Please check all that apply)

The categories do not help me understand the risk
The colors are not helpful
The symbols do not make sense to me
It is difficult to find the situation at a particular beach
It is difficult to distinguish risk at one location from another
It is difficult to interpret
Other (please specify) _____

Q49 Please provide any additional comments about any of the products or other information you would like concerning rip currents.

OMB Control No. 0648-0342
Expiration Date: 5/31/2018

Thank you for logging into this survey. The survey is voluntary and any information you provide will be anonymous.

The purpose of this research is to understand which, among a series of graphics, best helps you understand the likelihood of hazardous rip currents. By doing this research, we hope to learn what will best motivate people to protect themselves from rip currents.

We are asking those who are willing to complete the survey that addresses knowledge of rip currents as well as perceptions of various ways to illustrate rip current potential. The amount of time it will take you to complete this survey is approximately 30 minutes.

If you agree to take part in this survey, you will be asked questions that relate to how often you visit the beach, what you know about rip currents and what aspects of several graphical warning products you like and do not like. In addition, we will be collecting some demographic information.

This research is being conducted by an independent contractor on behalf of the National Weather Service. You are not required to take part in this research, and you can stop at any time.

Thank you for taking the time to participate.

Notwithstanding any other provisions of the law, no person is required to respond to, nor shall any person be subjected to a penalty for failure to comply with, a collection of information subject to the requirements of the Paperwork Reduction Act, unless that collection of information displays a currently valid OMB Control Number. If you have any questions, please contact Michael Churma, National Weather Service, michael.churma@noaa.gov.

We are asking you to take a short survey using the clickers provided. Following the survey we will all look at the results and discuss the findings with an emphasis on understanding your needs.

Demographic Information

What is your age? ___under 20 ___20-29 ___30-39 ___40-49 ___50-59 ___60-69 ___70+

What is your gender? ___Male ___Female

How long have you been in your current position?
___Less than 5 years
___5-10 years
___10-15 years
___More than 15 years

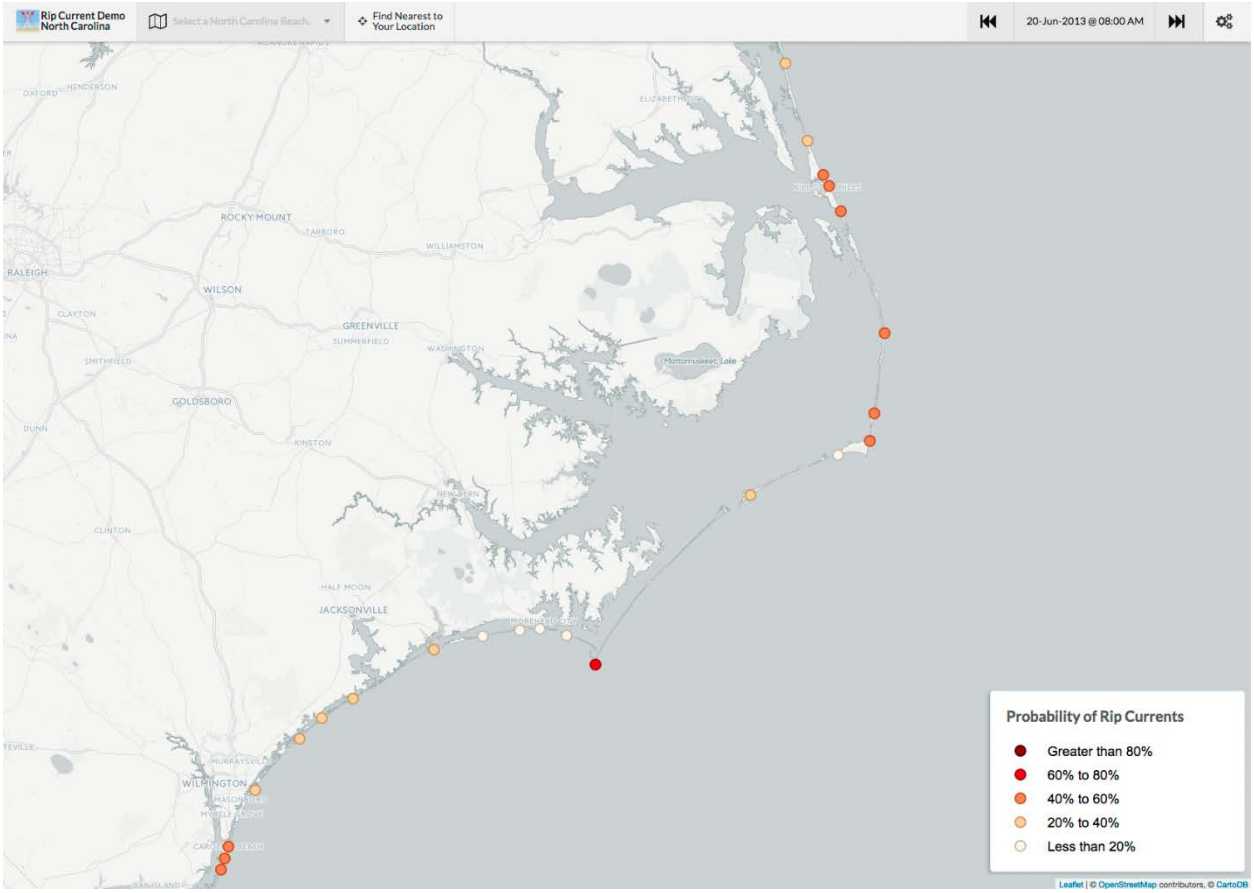
How long have you lived in coastal North Carolina?
___Less than 5 years
___5-10 years
___10-15 years
___More than 15 years

To what extent do you think the public pays attention to current rip current warnings?
___Not at all
___Somewhat
___To a great extent

How would you characterize the public's understanding of rip currents?
___No Understanding
___Very little understanding
___Some understanding
___Great understanding

Rank the following based on your sense of what aspects of rip currents the public ***least*** understands, with 1 being the factor they understand least and 4 what they understand the most.
___ What a rip current is
___ How dangerous a rip current can be
___ Their ability to get out of a rip current's pull
___ How to spot a rip current

Below, we provide several visualizations

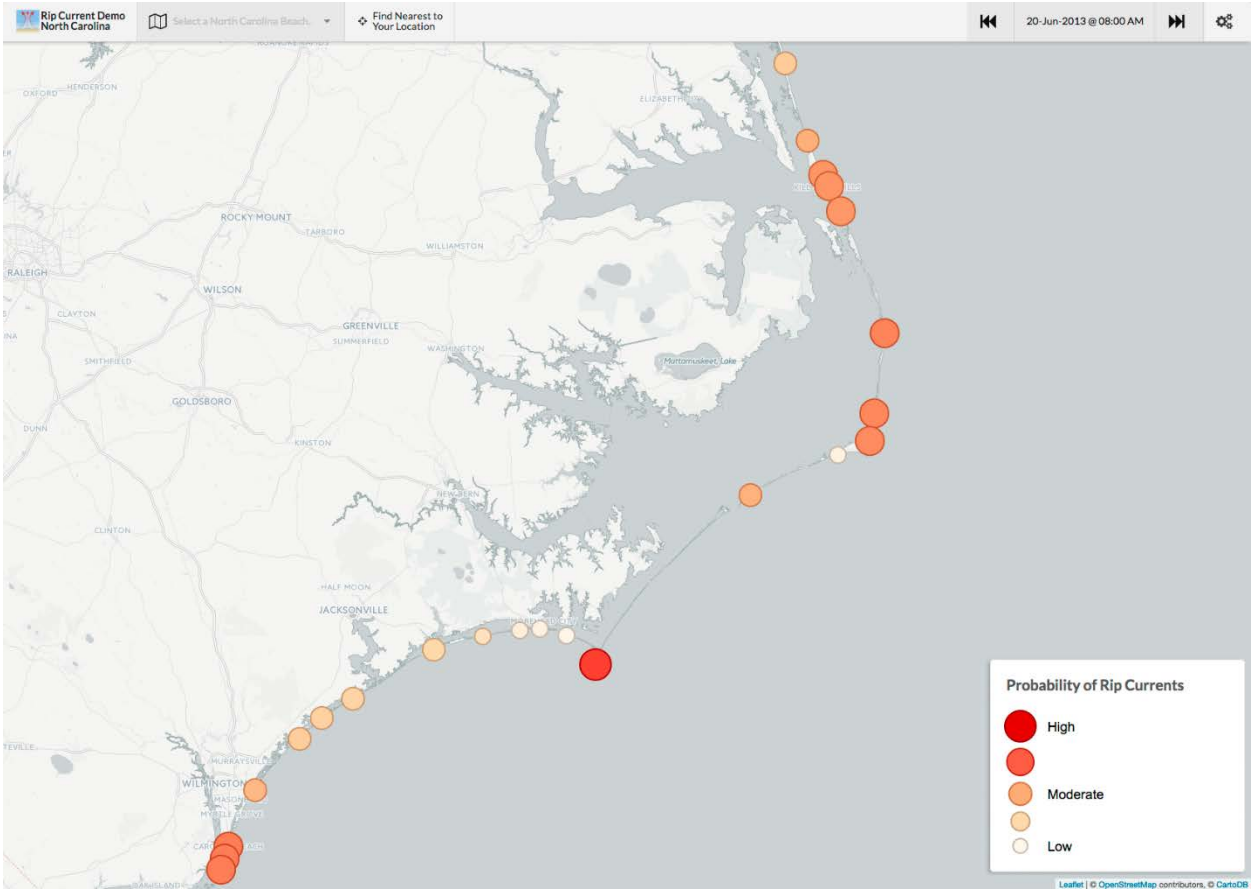


What is your perception of this product with respect to the following qualities or characteristics?

	Very negative	Somewhat negative	Neutral	Somewhat positive	Very positive	Don't know
Information included						
Format						
Understandability						
Accuracy						
Timeliness						
Graphics/Symbols						
Text						
Use of color						

How helpful is this product for your day-to-day operations?

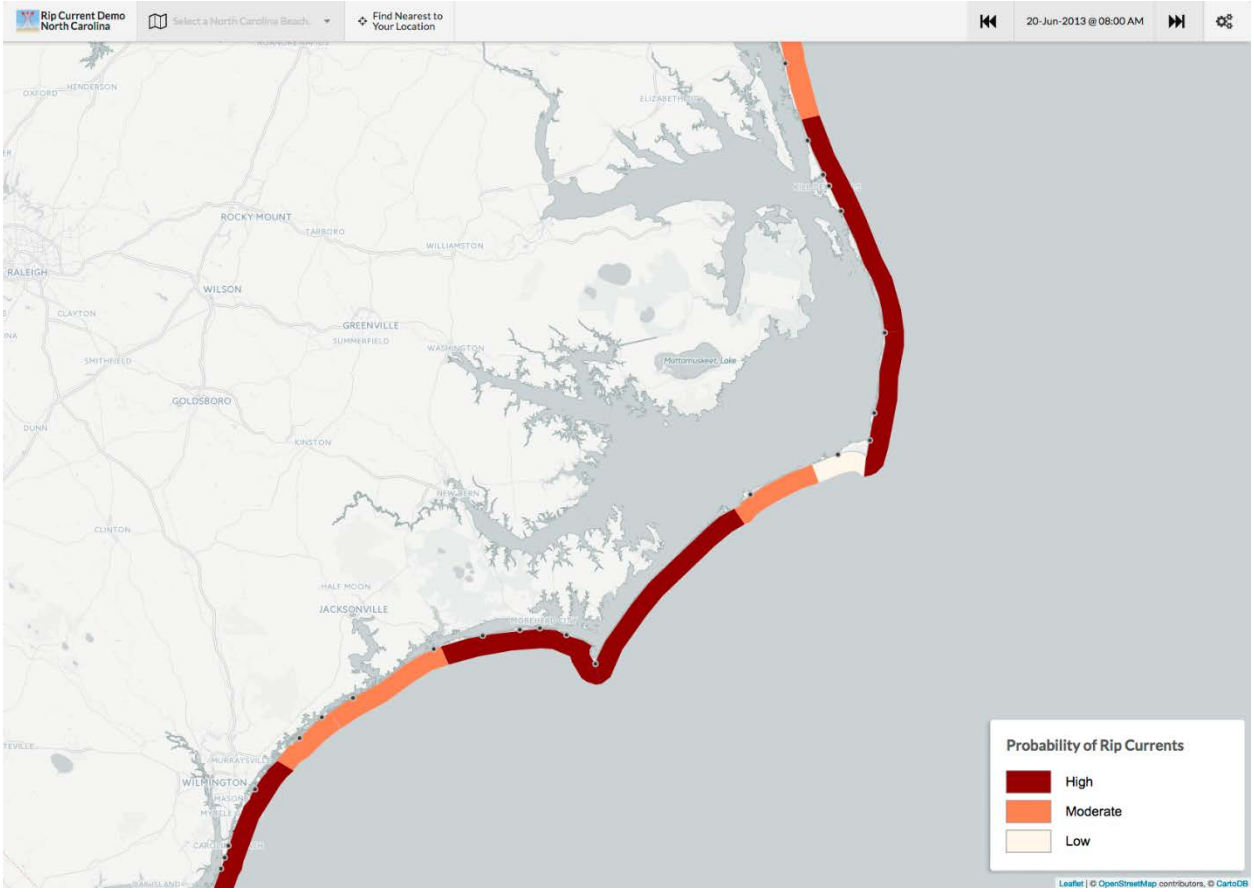
___Entirely unhelpful
___Somewhat unhelpful
___Neither helpful nor unhelpful
___A little helpful
___Very helpful



What is your perception of this product with respect to the following qualities or characteristics?

	Very negative	Somewhat negative	Neutral	Somewhat positive	Very positive	Don't know
Information included						
Format						
Understandability						
Accuracy						
Timeliness						
Graphics/Symbols						
Text						
Use of color						

How helpful is this product for your day-to-day operations?
___Entirely unhelpful
___Somewhat unhelpful
___Neither helpful nor unhelpful
___A little helpful
___Very helpful

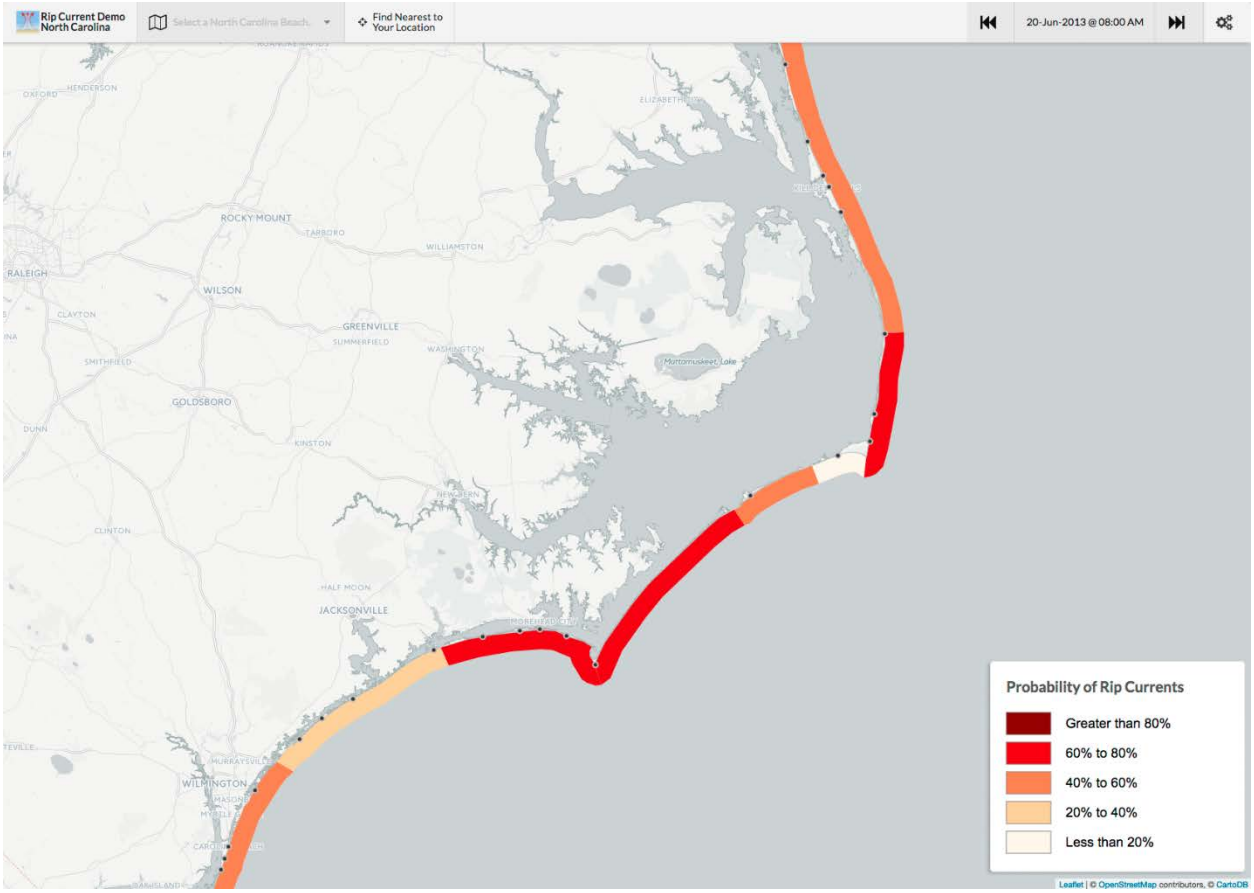


What is your perception of this product with respect to the following qualities or characteristics?

	Very negative	Somewhat negative	Neutral	Somewhat positive	Very positive	Don't know
Information included						
Format						
Understandability						
Accuracy						
Timeliness						
Graphics/Symbols						
Text						
Use of color						

How helpful is this product for your day-to-day operations?
___Entirely unhelpful
___Somewhat unhelpful

___Neither helpful nor unhelpful
___A little helpful
___Very helpful

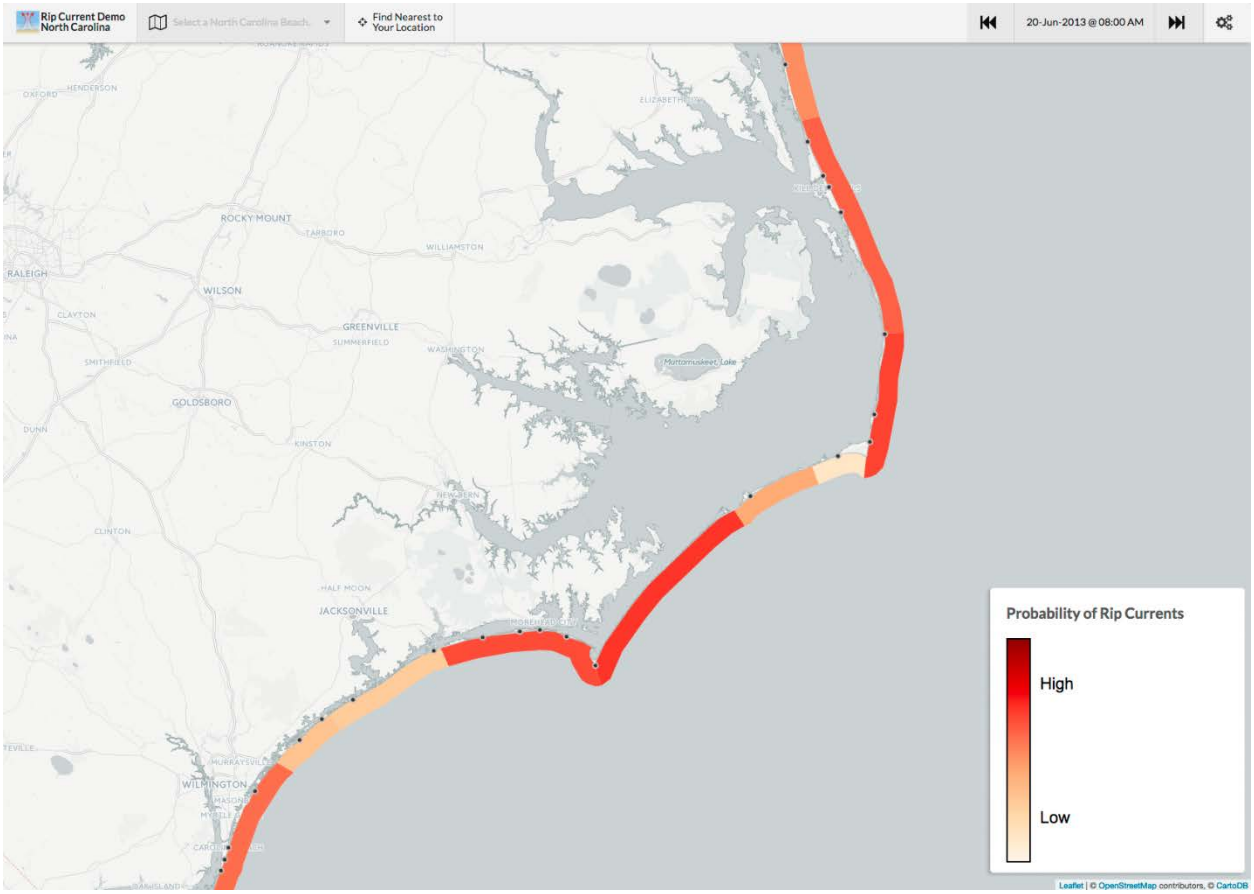


What is your perception of this product with respect to the following qualities or characteristics?

	Very negative	Somewhat negative	Neutral	Somewhat positive	Very positive	Don't know
Information included						
Format						
Understandability						
Accuracy						
Timeliness						
Graphics/Symbols						
Text						
Use of color						

How helpful is this product for your day-to-day operations?
___Entirely unhelpful
___Somewhat unhelpful

___Neither helpful nor unhelpful
___A little helpful
___Very helpful



What is your perception of this product with respect to the following qualities or characteristics?

	Very negative	Somewhat negative	Neutral	Somewhat positive	Very positive	Don't know
Information included						
Format						
Understandability						
Accuracy						
Timeliness						
Graphics/symbols						
Text						
Use of color						

How helpful is this product for your day-to-day operations?
___Entirely unhelpful
___Somewhat unhelpful

___Neither helpful nor unhelpful
___A little helpful
___Very helpful

Rank the graphics based on your order of preference, with 1 being most preferred and 4 (or whatever number of graphics we end up with) being the least preferred

Then based on responses… discuss each graphic, going through the results for each question.

For those who said “very negative” or “somewhat negative” why? Same for “very positive” and “somewhat positive.”

Same for preferred graphics

Other comments on graphics?

OMB Control No. 0648-0342
Expiration Date: 5/31/2018

Thank you for logging into this survey. The survey is voluntary and any information you provide will be anonymous.

The purpose of this research is to understand which, among a series of graphics, best helps you understand the likelihood of hazardous rip currents. By doing this research, we hope to learn what will best motivate people to protect themselves from rip currents.

We are asking those who are willing to complete the survey that addresses knowledge of rip currents as well as perceptions of various ways to illustrate rip current potential. The amount of time it will take you to complete this survey is approximately 30 minutes.

If you agree to take part in this survey, you will be asked questions that relate to how often you visit the beach, what you know about rip currents and what aspects of several graphical warning products you like and do not like. In addition, we will be collecting some demographic information.

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Weather Service, michael.churma@noaa.gov.

We are asking you to take a short survey using the clickers provided. Following the survey we will all look at the results and discuss the findings with an emphasis on understanding your needs.

Demographic Information

What is your age? ___under 20 ___20-29 ___30-39 ___40-49 ___50-59 ___60-69 ___70+

What is your gender? ___Male ___Female

What is your current position?
___Emergency Manager
___Public official
___Emergency services
___Broadcast Meteorologist
___Other (please specify) _____

How long have you been in your current position?
___Less than 5 years
___5-10 years
___10-15 years
___More than 15 years

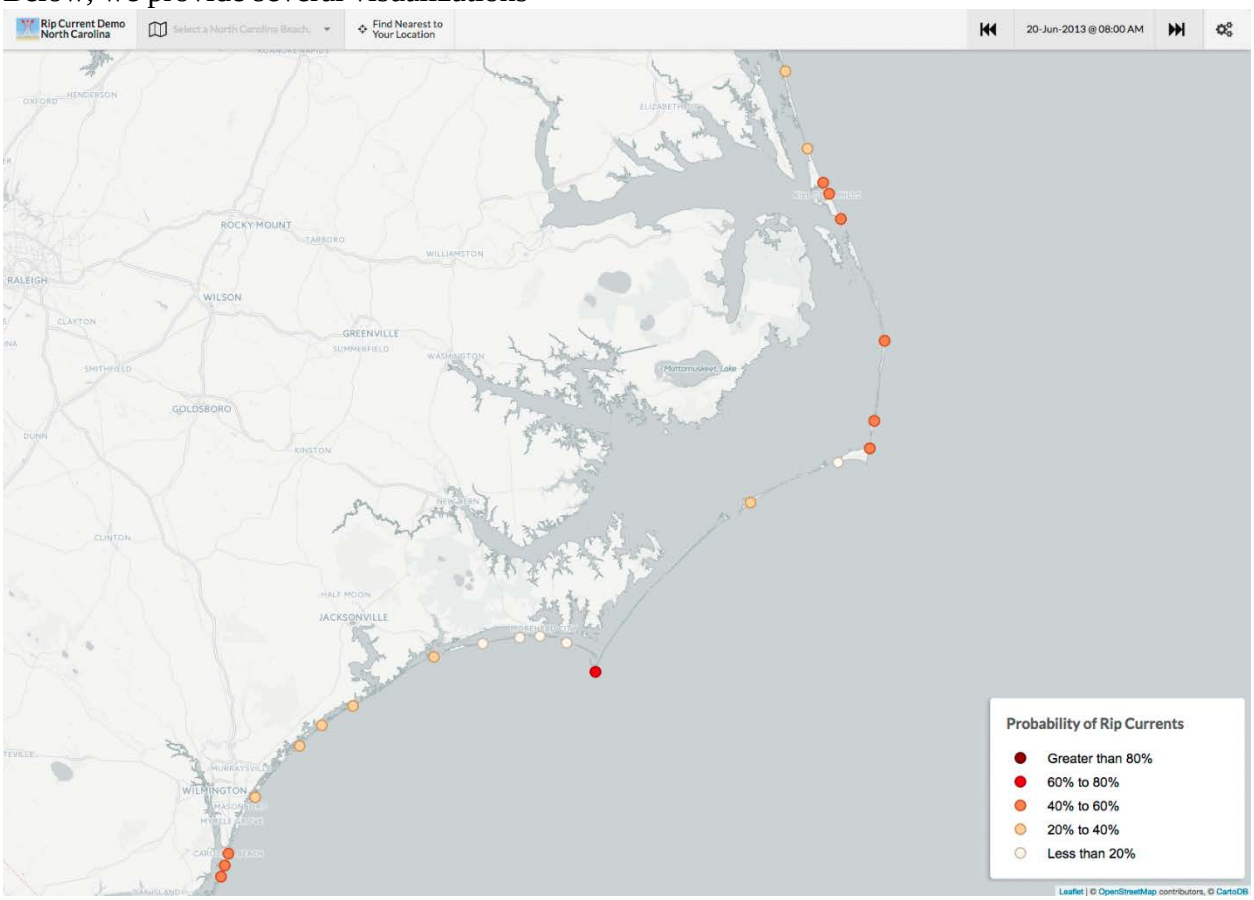
How long have you lived in coastal North Carolina?
___Less than 5 years
___5-10 years
___10-15 years
___More than 15 years

To what extent do you think the public pays attention to current rip current warnings?
___Not at all
___Somewhat
___To a great extent

How would you characterize the public's understanding of rip currents?
___No Understanding
___Very little understanding
___Some understanding
___Great understanding

Rank the following based on your sense of what aspects of rip currents the public ***least*** understands, with 1 being the factor they understand least and 4 what they understand the most.
___ What a rip current is
___ How dangerous a rip current can be
___ Their ability to get out of a rip current's pull
___ How to spot a rip current

Below, we provide several visualizations

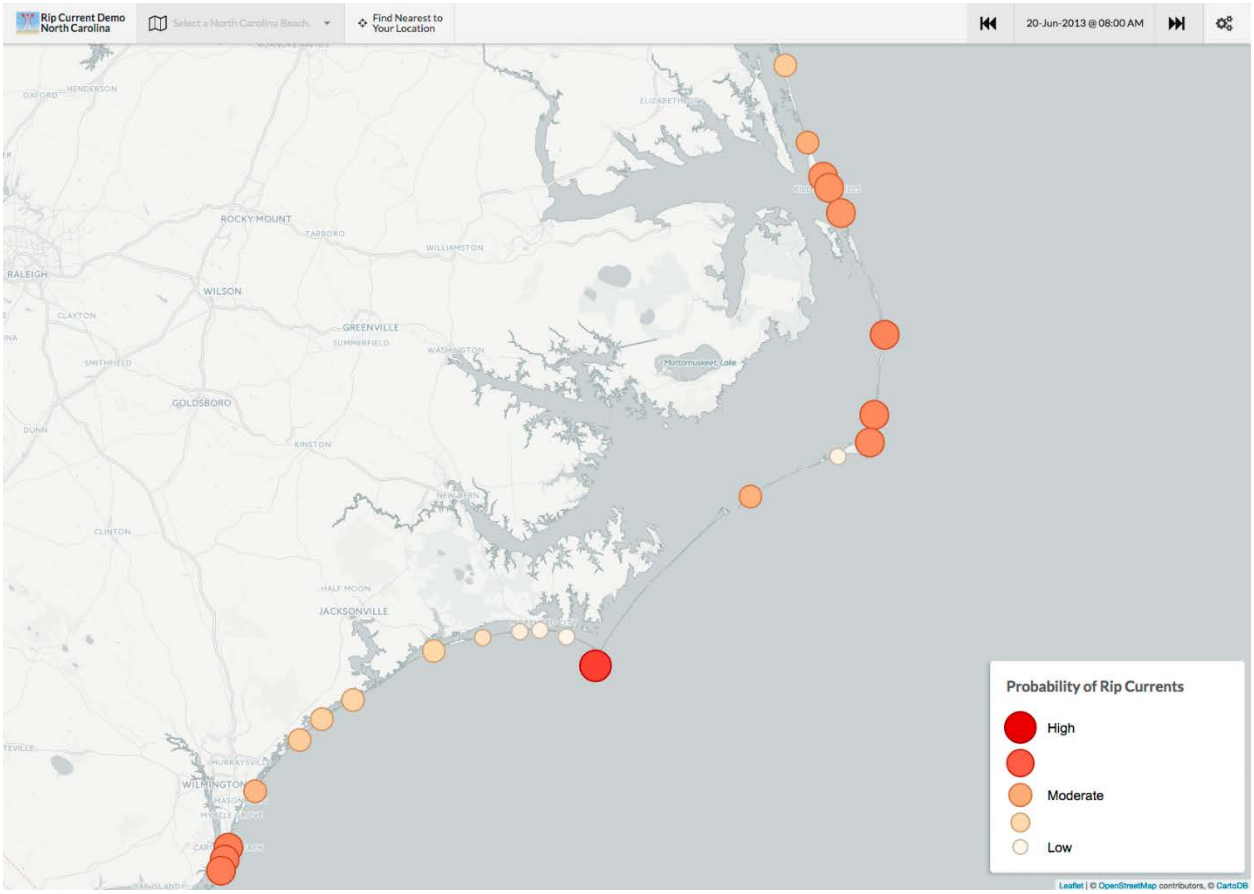


What is your perception of this product with respect to the following qualities or characteristics?

	Very negative	Somewhat negative	Neutral	Somewhat positive	Very positive	Don't know
Information included						
Format						
Understandability						
Accuracy						
Timeliness						
Graphics/Symbols						
Text						
Use of color						

How helpful is this product for your day-to-day operations?
___Entirely unhelpful
___Somewhat unhelpful
___Neither helpful nor unhelpful

___A little helpful
___Very helpful

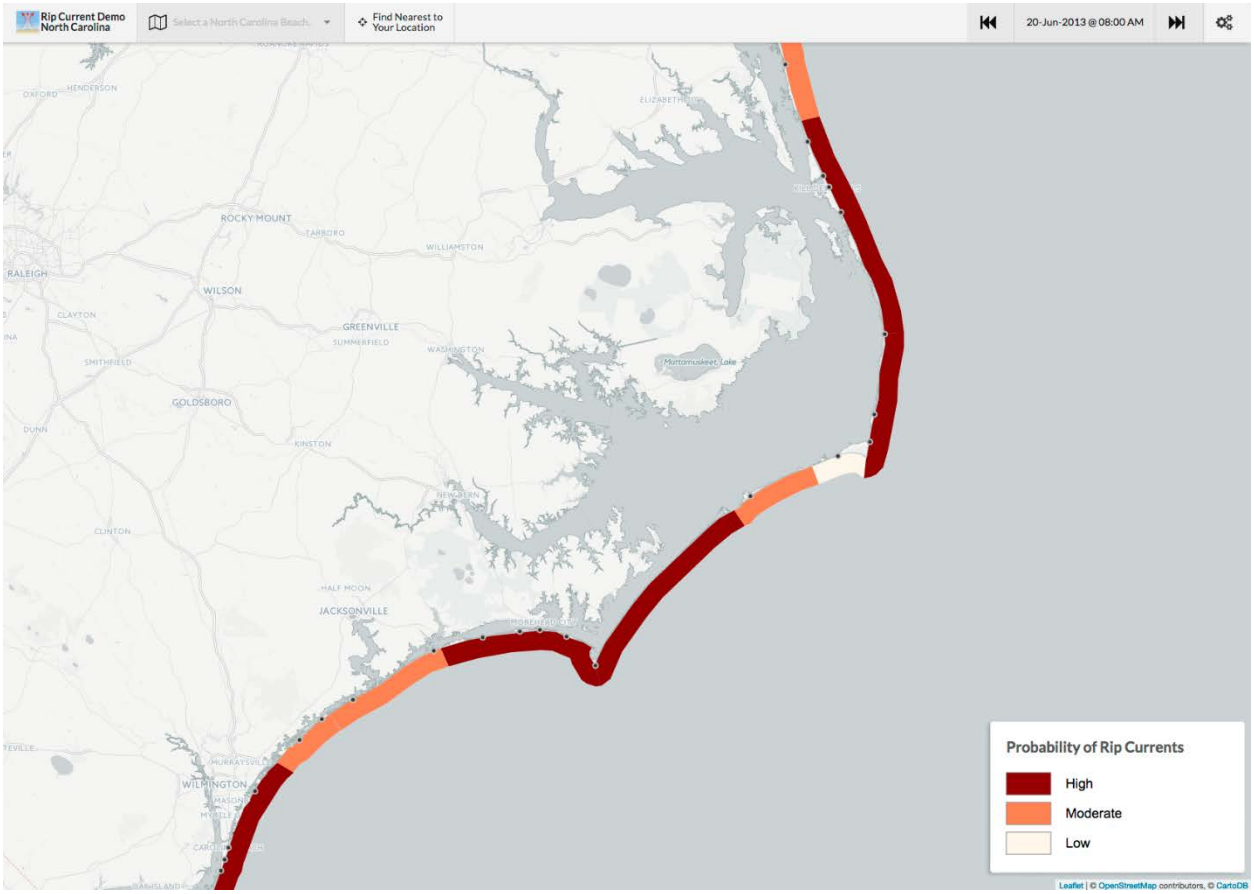


What is your perception of this product with respect to the following qualities or characteristics?

	Very negative	Somewhat negative	Neutral	Somewhat positive	Very positive	Don't know
Information included						
Format						
Understandability						
Accuracy						
Timeliness						
Graphics/Symbols						
Text						
Use of color						

How helpful is this product for your day-to-day operations?
___Entirely unhelpful
___Somewhat unhelpful

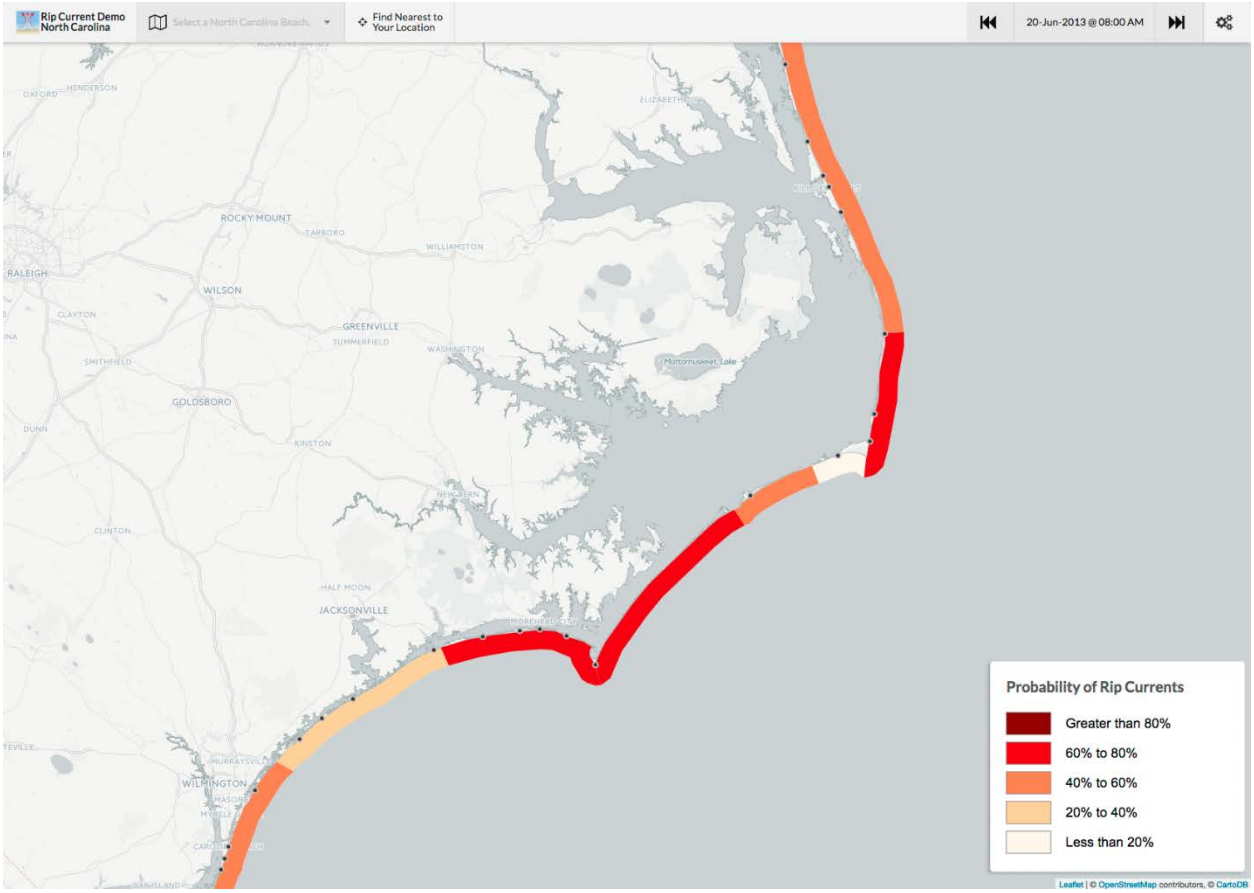
___Neither helpful nor unhelpful
___A little helpful
___Very helpful



What is your perception of this product with respect to the following qualities or characteristics?

	Very negative	Somewhat negative	Neutral	Somewhat positive	Very positive	Don't know
Information included						
Format						
Understandability						
Accuracy						
Timeliness						
Graphics/Symbols						
Text						
Use of color						

How helpful is this product for your day-to-day operations?
___Entirely unhelpful
___Somewhat unhelpful
___Neither helpful nor unhelpful
___A little helpful
___Very helpful



What is your perception of this product with respect to the following qualities or characteristics?

	Very negative	Somewhat negative	Neutral	Somewhat positive	Very positive	Don't know
Information included						
Format						
Understandability						
Accuracy						
Timeliness						
Graphics/Symbols						
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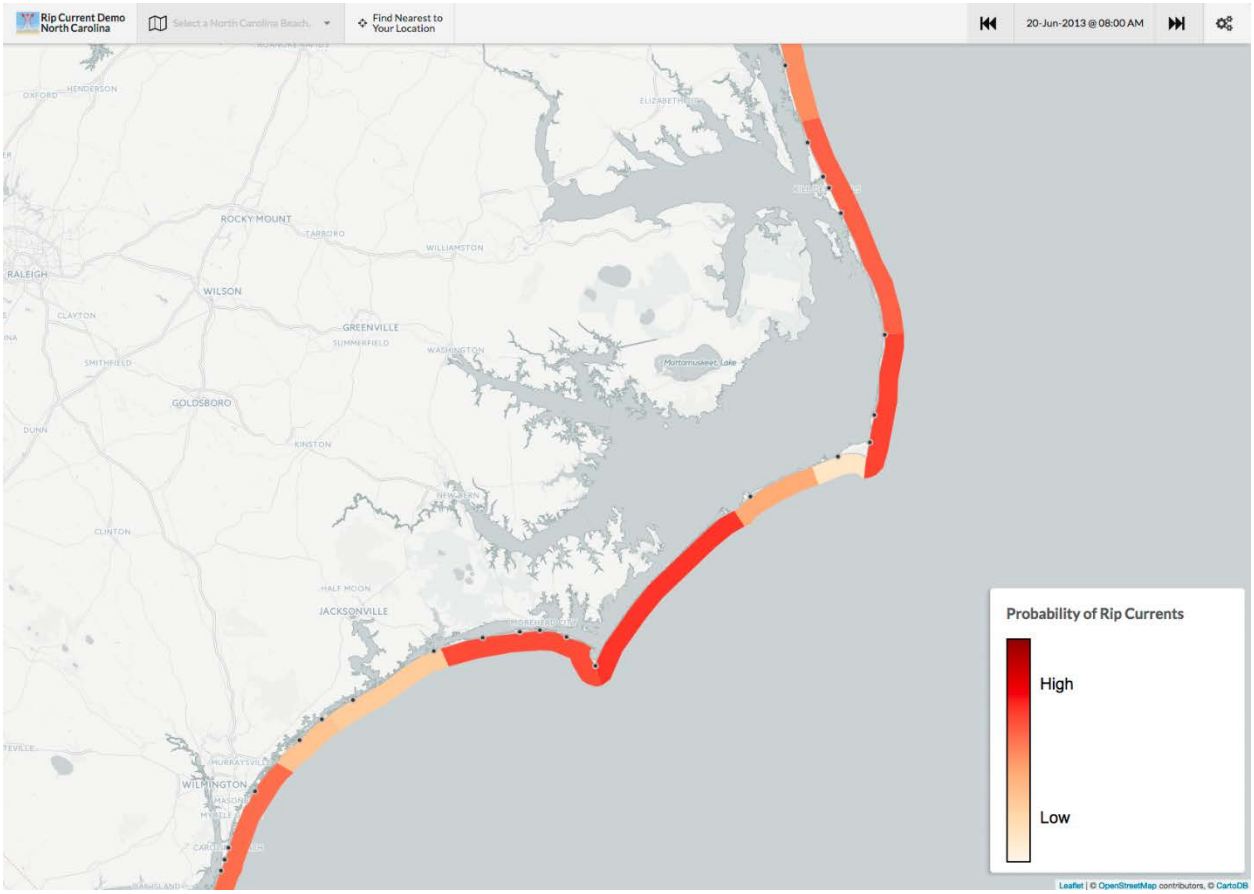

What is your perception of this product with respect to the following qualities or characteristics?

	Very negative	Somewhat negative	Neutral	Somewhat positive	Very positive	Don't know
Information included						
Format						
Understandability						
Accuracy						
Timeliness						
Graphics/symbols						
Text						
Use of color						

How helpful is this product for your day-to-day operations?
___Entirely unhelpful
___Somewhat unhelpful
___Neither helpful nor unhelpful
___A little helpful
___Very helpful

Rank the graphics based on your order of preference, with 1 being most preferred and 4 (or whatever number of graphics we end up with) being the least preferred

Then based on responses… discuss each graphic, going through the results for each question.

For those who said “very negative” or “somewhat negative” why? Same for “very positive” and “somewhat positive.”

Same for preferred graphics

Other comments on graphics?

OMB Control No. 0648-0342
Expiration Date: 5/31/2018

Script for both focus groups (following completion of IRB forms):

Thank you very much for taking the time to help us out today. We are working with the NWS to understand what you, in your official capacity/as a lifeguard, see as the most effective way to communicate hazardous rip current threats to help you in your decision-making.

We would like to start with a short survey using the clickers provided. The benefit of the clickers is that it gives us immediate results for each question. Once the survey is completed, we will look at the results together and discuss the findings with an emphasis on understanding your needs.

Are there any questions before we start the survey?

SURVEY

Before we go through each graphic, let's look at the results relating to the public's understanding of rip currents. (Foster conversation about this)

Let's work our way through each graphic and discuss the results.

Graphic A

Let's see what you all thought was positive about this graphic and what was negative. _____ was seen as particularly positive (or negative). Why?

It appears that X of you were very positive about this graphic. Why, exactly? How do you think it will help you?

For those who were not as positive about this graphic, why not? What problems do you see? What changes would you make?

X of you said that this graphic is helpful? Why? For those who said it is unhelpful, why?

Repeat for each graphic

If there is a preferred graphic, discussion will be focused on:

Why do you prefer this graphic, specifically? For those of you who do not prefer it, why not?

Then:

What information do you need that you have not seen so far? How would that information help you?

Let's get back to the public's understanding. Which if any of these graphics, if any would help you most? Why? How?

Do you have any final comments or questions? Have we left anything out in our discussion?

Thank you so much for helping us out today. If you come up with any questions or have additional thoughts, please feel free to contact me (give contact info)

redetermination was filed with the Court.

Notification to Interested Parties

This notice is issued and published in accordance with sections 516A(e) and 777(i)(1) of the Act and section 129(c)(2)(A) of the Uruguay Round Agreements Act.

Dated: June 1, 2016.

Paul Piquado,

Assistant Secretary for Enforcement and Compliance.

[FR Doc. 2016–13534 Filed 6–6–16; 8:45 am]

BILLING CODE 3510–DS–P

DEPARTMENT OF COMMERCE

National Oceanic and Atmospheric Administration

Proposed Information Collection; Comment Request; Rip Current Visualization Survey and Focus Groups

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 August 8, 2016.

ADDRESSES: Direct all written comments to Jennifer Jessup, Departmental Paperwork Clearance Officer, Department of Commerce, Room 6616, 14th and Constitution Avenue NW., Washington, DC 20230 (or via the Internet at *JJessup@doc.gov*).

FOR FURTHER INFORMATION CONTACT: Requests for additional information or copies of the information collection instrument and instructions should be directed to Nicole Kurkowski, National Weather Service, ((301) 427–9104), *nicole.kurkowski@noaa.gov.*

SUPPLEMENTARY INFORMATION:

I. Abstract

This is a request for a new collection of information. The objective of the survey and focus groups is to collect information on the current use and knowledge of NOAA's National Weather Service (NWS) products and perceptions of various rip current products. The focus groups will ask participants to explain their responses. This information will help create better rip current products used by the National Weather Service (NWS) to protect lives and prevent injury from rip currents.

II. Method of Collection

The primary data collection vehicles will be an internet-based, public survey and face to face focus groups. The focus groups will target lifeguards and decision makers. Telephone and personal interviews may be employed to supplement and verify survey responses.

III. Data

OMB Control Number: 0648–xxxx.

Form Number(s): None.

Type of Review: Regular submission (request for a new information collection).

Affected Public: Members of the public.

Estimated Number of Respondents: 500 for the survey and 80 for the focus groups.

Estimated Time per Response: 30 minutes for the survey and 1.5 hours for the focus groups.

Estimated Total Annual Burden Hours: 250 hours for the survey and 120 hours for the focus groups.

Estimated Total Annual Cost to Public: $0 in recordkeeping/reporting costs.

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: June 2, 2016.

Sarah Brabson,

NOAA PRA Clearance Officer.

[FR Doc. 2016–13368 Filed 6–6–16; 8:45 am]

BILLING CODE 3510–KE–P

DEPARTMENT OF COMMERCE

National Oceanic and Atmospheric Administration

RIN 0648–XE663

Marine Mammals; File No. 18769

AGENCY: National Marine Fisheries Service (NMFS), National Oceanic and Atmospheric Administration (NOAA), Commerce.

ACTION: Notice; receipt of application.

SUMMARY: Notice is hereby given that Sea World, LLC., 9205 South Park Center Loop, Suite 400, Orlando, FL 32819 [Christopher Dold, D.V.M., Responsible Party], has applied in due form for a permit to continue enhancement activities on three currently held non-releasable Guadalupe fur seals (*Arctocephalus townsendi*) with the option of holding up to six non-releasable furs seals at any given time.

DATES: Written, telefaxed, or email comments must be received on or before July 7, 2016.

ADDRESSES: The application and related documents are available for review by selecting ''Records Open for Public Comment'' from the ''Features'' box on the Applications and Permits for Protected Species (APPS) home page, *https://apps.nmfs.noaa.gov,* and then selecting File No. 18769 from the list of available applications.

These documents are also available upon written request or by appointment in the Permits and Conservation Division, Office of Protected Resources, NMFS, 1315 East-West Highway, Room 13705, Silver Spring, MD 20910; phone (301) 427–8401; fax (301) 713–0376.

Written comments on this application should be submitted to the Chief, Permits and Conservation Division, at the address listed above. Comments may also be submitted by facsimile to (301) 713–0376, or by email to *NMFS.Pr1Comments@noaa.gov.* Please include the File No. 18769 in the subject line of the email comment.

Those individuals requesting a public hearing should submit a written request to the Chief, Permits and Conservation Division at the address listed above. The request should set forth the specific reasons why a hearing on this application would be appropriate.

FOR FURTHER INFORMATION CONTACT: Jennifer Skidmore and Amy Sloan, (301) 427–8401.

SUPPLEMENTARY INFORMATION: The subject permit is requested under the authority of the Marine Mammal Protection Act of 1972, as amended