

# Artificial Light at Night - Feedback on USFWS Messaging and Digital Communications (Draft)

OMB Control No. 1040-0001

Expires 09/30/2024

The U.S. Fish and Wildlife Service (USFWS) is conducting research to better understand how Lights Out Programs interact with communications efforts led by the agency's Migratory Bird Program and your level of satisfaction with the information and messages we share. We also seek the input of Lights Out Programs nationwide to inform an upcoming communications project focused on artificial light at night (ALAN). Your participation is voluntary. This research has been approved by the U.S. Office of Management and Budget under control number 1040-0001.

<sup>\*</sup> Required

1. What is the name of your organization? <sup>\*</sup>

2. How often do you interact or consult with U.S. Fish and Wildlife Service (USFWS) staff and / or USFWS content for your work? \*

- ☐ Never
- ☐ Rarely
- ☐ Occasionally
- ☐ Frequently
- ☐ Always

3. I consider the USFWS Migratory Bird Program to be important leaders in the following (check all that apply): \*

- ☐ Bird conservation
- ☐ Creating and administering policies, regulations, and permit programs
- ☐ Habitat conservation
- ☐ Management of hunting programs and regulations
- ☐ Engaging in partnerships
- ☐ Conducting scientific research on birds
- ☐ Communicating important bird information and messages
- ☐ All of the above
- ☐ None of the above
- ☐ Other

4. Are you a current grantee, permittee, or partner with the USFWS? If yes, in which way are you connected to us? \*

5. Which USFWS sources do you use to get information (check all that apply)? \*

- ☐ USFWS website
- ☐ Talk with USFWS staff
- ☐ Social media of USFWS (Facebook, Instagram, Twitter, Youtube, etc...)
- ☐ Conferences and meetings
- ☐ Webinars
- ☐ The Urban Bird Treaty program
- ☐ I don't get information from the USFWS
- ☐ Other

6. How satisfied are you with the information you receive from the USFWS?

\*

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neutral
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied
- ☐ Not sure

7. Where would you like to see the USFWS Migratory Bird Program improve their bird conservation communications and information more generally? \*

8. We recently created a webpage about how nighttime lighting can be a threat to birds (please see [www.fws.gov/story/threats-birds-collisions-nighttime-lighting](https://www.fws.gov/story/threats-birds-collisions-nighttime-lighting)). What do you think of this page? \*

## Messaging on Artificial Light at Night

In this next section, we seek feedback to improve our future messaging and understand the most effective approaches for Lights Out programs. We intend to use this information to develop USFWS videos and materials about artificial light at night (ALAN).

9. How do your Lights Out efforts relate to your organization's missions and objectives? \*

10. What do you think are your program's most successful approaches and tactics for reducing ALAN? \*

11. For any or all of these, what approaches, metrics, or assessments have you used to determine success? Please include information on your target audiences and messages. \*

12. For people who are aware of the negative effects of ALAN, what do you think are the primary motivations for taking action? \*

13. What do you think are the most significant barriers to people taking action? \*

14. If you had to recommend one audience for the USFWS to focus on for a video about effects of ALAN and steps to reduce it, who would you choose and why? \*

15. Please rank the following messages for motivating audience engagement on ALAN. You can drag and drop each option. \*

Lights at night can negatively impact bird migration patterns, leading to bird deaths.

Lights from buildings can cause birds to collide with buildings, which kills nearly a billion birds each year.

Lights have negative impacts on human health, including the potential to diminish the quality of our sleep.

When lights are turned off at night, it's possible to see many more stars.

While people associate more lights at night with safety and security, studies do not conclusively indicate whether more lights at night do improve safety. It's possible to adapt lighting so that it's more bird friendly and still helps give people a sense of safety.

Turning off lights saves money and reduces carbon emissions.

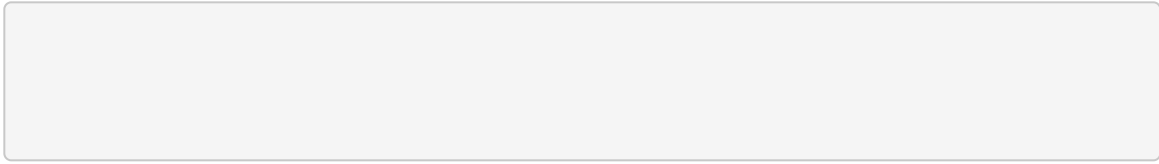
How to start a Lights Out Program.

16. Which platforms or media outlets do you recommend we use to share videos or reels on this issue? (e.g. specific social media channels, nightly news, etc...) \*

17. Would you be willing to distribute our communications products about ALAN through your channels? \*



18. Is there anything else you would like to let us know?



**Paperwork Reduction Act Statement:** We are collecting this information subject to the Paperwork Reduction Act (44 U.S.C. 3501 et seq.) to assess the effectiveness of communications efforts led by the Migratory Bird Program broadly and on artificial lighting. We also seek the input of Lights Out Programs nationwide to inform an upcoming communications project focused on artificial light at night. Your response is voluntary and we will not share it publicly. We may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB Control Number. OMB has reviewed and approved this survey and assigned OMB Control Number 1040-0001.

**Estimated Burden Statement:** We estimate the burden associated with this information collection to be 3 minutes for the initial contact and 15 minutes for the completion of the survey questions, including time to read

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