

audiences, to communicate with the public regarding other data collections, and to improve our communications and outreach materials (e.g., data products, Web sites, etc.).

Once every ten years, the Census Bureau conducts an enumeration of the United States, Puerto Rico, and U. S. territories populations and housing. It is an extremely complex undertaking that requires the participation of every household in the country, reaching people from the most remote Alaskan villages to the most crowded inner cities. The role of the IPC is to increase public awareness and motivate people to self-respond to the census promptly.

The Census Bureau developed the 2010 Census Integrated Communications Campaign (ICC) in an effort to build on the success of the Census 2000 Partnership and Marketing Program. The ICC was multi-targeted, multi-media, and multi-lingual, using traditional media like television, radio, print, and out-of-home, as well as new media, such as blogs, social media, and other online efforts, and non-traditional media like food trucks, ethnic stores, and restaurants.

The Census Bureau is planning a 2020 Census that will provide more ways to self-respond—paper, Internet, and telephone. To support this goal, the IPC will create a communications campaign with messages and media plans developed for specific audience segments with unique response behaviors, attitudes, and demographics. Targeted messages and the selection of the unique channels that these specific audiences consume will almost guarantee the visibility this campaign needs among target audiences. These audience segments will be developed using 2010 Census and American Community Survey (ACS) participation data as well as measures of knowledge, attitudes, barriers, and motivators to 2010 decennial participation documented in past CBAMS surveys. However, the environmental landscape has shifted since the Census 2010, and the Census Bureau is facing new challenges. CBAMS 2020, in conjunction with the analysis of other data sources, will measure current barriers to census data collection including:

- Distrust in federal, state and local government entities,
- Concerns about privacy and confidentiality,
- Lack of census familiarity and knowledge, and
- Limits of Internet penetration and use.

The immediate purpose of CBAMS 2020 is to inform message development

and media planning for the IPC with the ultimate goal of increasing self-response, though results will inform across the board improvements in customer communications where possible. Although collected data will not be used to produce official Census Bureau estimates, the Census Bureau will publish a report detailing results and explaining by whom this data will be used. This report will in no way identify individuals.

#### *Method of Collection*

CBAMS 2020 will be administered to a sample of addresses. First, a pre-notification letter will notify addresses of the data collection. Later mailings will give addresses a choice of filling out the survey online or via a mailed paper questionnaire. Non-responding households will be mailed reminders, and flagged-Hispanic households will receive a two-sided letter in both English and Spanish. This protocol provides no follow-up to nonrespondents in person or by phone. CBAMS 2020 will test the use of \$2, \$5, and \$10 gifts provided to sample members to increase the response rate. All participants will receive a monetary incentive, but the dollar amount will vary. CBAMS 2020 survey will focus on the following topic areas:

- Awareness and familiarity with the decennial census;
- Likelihood to participate in the decennial census;
- Attitudinal, personal, and community motivators related to decennial census participation;
- Barriers to decennial census participation;
- Internet use and skills;
- Knowledge related to the decennial census;
- Trust in federal, state and local government entities;
- Civic participation;
- Media use; and
- Sociodemographic characteristics.

For more information, please contact Gina Walejko at 301-763-1643 or by email to [gina.k.walejko@census.gov](mailto:gina.k.walejko@census.gov) or by contacting Monica Vines at 301-763-8813 or by email to [monica.j.vines@census.gov](mailto:monica.j.vines@census.gov).

#### **II. Data**

*Office of Management and Budget (OMB) Control Number:* 0607-0978.  
*Form Number:* N/A.

*Type of Review:* Nonsubstantive change request.

*Affected Public:* Individuals.

*Estimated Number of Respondents:* 35,000.

*Estimated Time per Response:* 25 minutes.

*Estimated Total Annual Burden*

*Hours:* Approximately 14,600 hours.

*Estimated Total Annual Cost:* There is no cost to the respondents other than their time.

*Confidentiality:* Yes, Title 13 U.S.C. Section 9 confidentiality applies to the information the respondent provides.

*Legal Authority:* Title 13 U.S.C. Section 182.

#### **III. 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.

Written comments and recommendations on this collection should be sent within 30 days of publication of this notice to [PRAComments@doc.gov](mailto:PRAComments@doc.gov).

**Sheleen Dumas,**

*Departmental PRA Lead, Office of the Chief Information Officer.*

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#### **DEPARTMENT OF COMMERCE**

##### **National Oceanic and Atmospheric Administration**

**RIN 0648-XF516**

##### **Pacific Island Fisheries; Marine Conservation Plan for Guam; Western Pacific Sustainable Fisheries Fund**

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

**ACTION:** Notice of agency decision.

**SUMMARY:** NMFS announces approval of a Marine Conservation Plan (MCP) for Guam.

**DATES:** This agency decision is valid from August 4, 2017, through August 3, 2020.

**ADDRESSES:** You may obtain a copy of the MCP, identified by NOAA-NMFS-2017-0075, from the Federal e-Rulemaking Portal, <http://www.regulations.gov/#!docketDetail;D=NOAA-NMFS-2017-0075>, or from the Western Pacific Fishery Management Council (Council), 1164 Bishop St., Suite 1400, Honolulu, HI 96813, tel 808-522-8220, [www.wpcouncil.org](http://www.wpcouncil.org).

**FOR FURTHER INFORMATION CONTACT:** Melanie Brown, Sustainable Fisheries, NMFS Pacific Islands Regional Office, 808-725-5171.

**SUPPLEMENTARY INFORMATION:** Section 204(e) of the Magnuson-Stevens Fishery Conservation and Management Act (Magnuson-Stevens Act) authorizes the Secretary of State, with the concurrence of the Secretary of Commerce (Secretary), and in consultation with the Council, to negotiate and enter into a Pacific Insular Area fishery agreement (PIAFA). A PIAFA would allow foreign fishing within the U.S. Exclusive Economic Zone (EEZ) adjacent to American Samoa, Guam, or the Northern Mariana Islands. The Governor of the Pacific Insular Area to which the PIAFA applies must request the PIAFA. The Secretary of State may negotiate and enter the PIAFA after consultation with, and concurrence of, the applicable Governor.

Before entering into a PIAFA, the applicable Governor, with concurrence of the Council, must develop and submit to the Secretary a 3-year MCP providing details on uses for any funds collected by the Secretary under the PIAFA. NMFS is the designee of the Secretary for MCP review and approval. The Magnuson-Stevens Act requires payments received under a PIAFA to be deposited into the United States Treasury and then conveyed to the Treasury of the Pacific Insular Area for which funds were collected.

In the case of violations by foreign fishing vessels in the EEZ around any Pacific Insular Area, amounts received by the Secretary attributable to fines and penalties imposed under the Magnuson-Stevens Act, including sums collected from the forfeiture and disposition or sale of property seized subject to its authority, shall be deposited into the Treasury of the Pacific Insular Area adjacent to the EEZ in which the violation occurred, after direct costs of the enforcement action are subtracted. The Pacific Insular Area government may use funds deposited into the Treasury of the Pacific Insular Area for fisheries enforcement and for implementation of an MCP.

Federal regulations at 50 CFR 665.819 authorize NMFS to specify catch limits

for of longline-caught bigeye tuna for U.S. territories. NMFS may also authorize each territory to allocate a portion of that limit to U.S. longline fishing vessels that are permitted to fish under the Fishery Ecosystem Plan for Pelagic Fisheries of the Western Pacific (FEP). Payments collected under specified fishing agreements are deposited into the Western Pacific Sustainable Fisheries Fund, and any funds attributable to a particular territory may be used only for implementation of that territory's MCP.

An MCP must be consistent with the Council's fishery ecosystem plans, must identify conservation and management objectives (including criteria for determining when such objectives have been met), and must prioritize planned marine conservation projects.

The Council reviewed and concurred with the Guam MCP in June 2017. On July 14, 2017, the Governor of Guam submitted the Guam MCP to NMFS for review and approval. The following describes the objectives of the MCP. Please refer to the MCP for planned projects and activities designed to meet each objective, the evaluative criteria, and priority rankings. The MCP contains six conservation and management objectives, listed below.

1. Fisheries resource assessment, research and monitoring;
2. Effective surveillance and enforcement mechanisms;
3. Promote ecosystems approach to fisheries management, climate change adaptation and mitigation, and regional cooperation;
4. Public participation, education and outreach, and local capacity building;
5. Domestic fisheries development; and
6. Recognizing the importance of island cultures and traditional fishing practices and community-based management.

This notice announces that NMFS has reviewed the MCP, and has determined that it satisfies the requirements of the Magnuson-Stevens Act. Accordingly, NMFS has approved the MCP for the 3-year period from August 4, 2017, through August 3, 2020. This MCP supersedes the MCP previously approved for the period August 4, 2014, through August 3, 2017 (79 FR 47095, August 12, 2014).

Dated: August 11, 2017.

**Emily H. Menashes,**  
*Acting Director, Office of Sustainable Fisheries, National Marine Fisheries Service.*  
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## DEPARTMENT OF COMMERCE

### National Oceanic and Atmospheric Administration

RIN 0648-XF341

#### Takes of Marine Mammals Incidental to Specified Activities; Taking Marine Mammals Incidental to Conducting Subsea Cable Operations and Maintenance Activities in the Arctic Ocean

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

**ACTION:** Notice; issuance of an incidental harassment authorization (IHA).

**SUMMARY:** In accordance with regulations implementing the Marine Mammal Protection Act (MMPA) as amended, notification is hereby given that NMFS has issued an IHA to Quintillion Subsea Operations, LLC (Quintillion) to take, by harassment, small numbers of 13 species of marine mammals incidental to conducting subsea cable-laying and maintenance activities in the Beaufort, Bering, and Chukchi seas, during the open-water season of 2017.

**DATES:** This authorization is valid from July 1, 2017, through November 15, 2017.

**FOR FURTHER INFORMATION CONTACT:** Shane Guan, Office of Protected Resources, NMFS, (301) 427-8401.

#### SUPPLEMENTARY INFORMATION:

##### Background

Sections 101(a)(5)(A) and (D) of the MMPA (16 U.S.C. 1361 *et seq.*) direct the Secretary of Commerce (as delegated to NMFS) to allow, upon request, the incidental, but not intentional, taking of small numbers of marine mammals by U.S. citizens who engage in a specified activity (other than commercial fishing) within a specified geographical region if certain findings are made and either regulations are issued or, if the taking is limited to harassment, a notice of a proposed authorization is provided to the public for review.

An authorization for incidental takings shall be granted if NMFS finds that the taking will have a negligible impact on the species or stock(s), will not have an unmitigable adverse impact on the availability of the species or stock(s) for subsistence uses (where relevant), and if the permissible methods of taking and requirements pertaining to the mitigation, monitoring and reporting of such takings are set forth.