

Please provide the following information, and submit to the NOAA DM Plan Repository.

### Reference to Master DM Plan (if applicable)

As stated in Section IV, Requirement 1.3, DM Plans may be hierarchical. If this DM Plan inherits provisions from a higher-level DM Plan already submitted to the Repository, then this more-specific Plan only needs to provide information that differs from what was provided in the Master DM Plan.

URL of higher-level DM Plan (if any) as submitted to DM Plan Repository:

## 1. General Description of Data to be Managed

### 1.1. Name of the Data, data collection Project, or data-producing Program:

Encouraging Respectful Wildlife Viewing Among Tourists: Roles for Social Marketing, Regulatory Information, Symbolic Barriers, and Enforcement

### 1.2. Summary description of the data:

This dataset includes data on the number of people who complied with or violated sea turtle distance viewing guidelines under different communication messaging conditions as well as descriptive notes that provide more context for the interactions. Data were collected at two locations, Alii and Punaluu. There is a separate data file for each site.

### 1.3. Is this a one-time data collection, or an ongoing series of measurements?

One-time data collection

### 1.4. Actual or planned temporal coverage of the data:

2020-03-04 to 2020-03-21, 2021-11-22 to 2021-12-28

### 1.5. Actual or planned geographic coverage of the data:

Alii Beach, Oahu Island

Punaluu Beach, Hawaii Island

### 1.6. Type(s) of data:

(e.g., digital numeric data, imagery, photographs, video, audio, database, tabular data, etc.)  
Table (digital)

### 1.7. Data collection method(s):

(e.g., satellite, airplane, unmanned aerial system, radar, weather station, moored buoy, research vessel, autonomous underwater vehicle, animal tagging, manual surveys, enforcement activities, numerical model, etc.)

### 1.8. If data are from a NOAA Observing System of Record, indicate name of system:

#### 1.8.1. If data are from another observing system, please specify:

**2. Point of Contact for this Data Management Plan (author or maintainer)****2.1. Name:**

Kirsten M Leong

**2.2. Title:**

Metadata Contact

**2.3. Affiliation or facility:****2.4. E-mail address:**

kirsten.leong@noaa.gov

**2.5. Phone number:**

(808)725-5398

**3. Responsible Party for Data Management**

*Program Managers, or their designee, shall be responsible for assuring the proper management of the data produced by their Program. Please indicate the responsible party below.*

**3.1. Name:**

Kirsten M Leong

**3.2. Title:**

Data Steward

**4. Resources**

*Programs must identify resources within their own budget for managing the data they produce.*

**4.1. Have resources for management of these data been identified?****4.2. Approximate percentage of the budget for these data devoted to data management (specify percentage or "unknown"):****5. Data Lineage and Quality**

*NOAA has issued Information Quality Guidelines for ensuring and maximizing the quality, objectivity, utility, and integrity of information which it disseminates.*

**5.1. Processing workflow of the data from collection or acquisition to making it publicly accessible**

*(describe or provide URL of description):*

Lineage Statement:

This dataset includes two data tables of observations of interactions between people and sea turtles and descriptions of context. The first covers data collected at Alii Beach on

Oahu collected in March 2020. The second covers data collected at Punaluu Beach on Hawaii Island in November and December 2021.

Process Steps:

- We collected primary data through observations of people's interactions on beaches with basking sea turtles. Behavior of all individuals within 25 feet of turtles during the observation period were recorded.

**5.1.1. If data at different stages of the workflow, or products derived from these data, are subject to a separate data management plan, provide reference to other plan:**

**5.2. Quality control procedures employed (describe or provide URL of description):**  
multiple observers recorded data and were trained on protocols and inter-observer reliability

## 6. Data Documentation

*The EDMC Data Documentation Procedural Directive requires that NOAA data be well documented, specifies the use of ISO 19115 and related standards for documentation of new data, and provides links to resources and tools for metadata creation and validation.*

**6.1. Does metadata comply with EDMC Data Documentation directive?**

No

**6.1.1. If metadata are non-existent or non-compliant, please explain:**

Missing/invalid information:

- 1.7. Data collection method(s)
- 4.1. Have resources for management of these data been identified?
- 4.2. Approximate percentage of the budget for these data devoted to data management
- 7.1. Do these data comply with the Data Access directive?
- 7.1.1. If data are not available or has limitations, has a Waiver been filed?
- 7.1.2. If there are limitations to data access, describe how data are protected
- 7.4. Approximate delay between data collection and dissemination
- 8.1. Actual or planned long-term data archive location
- 8.3. Approximate delay between data collection and submission to an archive facility
- 8.4. How will the data be protected from accidental or malicious modification or deletion prior to receipt by the archive?

**6.2. Name of organization or facility providing metadata hosting:**

NMFS Office of Science and Technology

**6.2.1. If service is needed for metadata hosting, please indicate:**

**6.3. URL of metadata folder or data catalog, if known:**

<https://www.fisheries.noaa.gov/inport/item/69087>

**6.4. Process for producing and maintaining metadata**

*(describe or provide URL of description):*

Metadata produced and maintained in accordance with the NOAA Data Documentation Procedural Directive: [https://nosc.noaa.gov/EDMC/DAARWG/docs/EDMC\\_PD-Data\\_Documentation\\_v1.pdf](https://nosc.noaa.gov/EDMC/DAARWG/docs/EDMC_PD-Data_Documentation_v1.pdf)

**7. Data Access**

*NAO 212-15 states that access to environmental data may only be restricted when distribution is explicitly limited by law, regulation, policy (such as those applicable to personally identifiable information or protected critical infrastructure information or proprietary trade information) or by security requirements. The EDMC Data Access Procedural Directive contains specific guidance, recommends the use of open-standard, interoperable, non-proprietary web services, provides information about resources and tools to enable data access, and includes a Waiver to be submitted to justify any approach other than full, unrestricted public access.*

**7.1. Do these data comply with the Data Access directive?**

**7.1.1. If the data are not to be made available to the public at all, or with limitations, has a Waiver (Appendix A of Data Access directive) been filed?**

**7.1.2. If there are limitations to public data access, describe how data are protected from unauthorized access or disclosure:**

**7.2. Name of organization of facility providing data access:**

Pacific Islands Fisheries Science Center (PIFSC)

**7.2.1. If data hosting service is needed, please indicate:****7.2.2. URL of data access service, if known:**

[https://oceanwatch.pifsc.noaa.gov/xfer/PIFSC\\_PIRO\\_bulk\\_data\\_download\\_InPort\\_69087.tgz](https://oceanwatch.pifsc.noaa.gov/xfer/PIFSC_PIRO_bulk_data_download_InPort_69087.tgz)

**7.3. Data access methods or services offered:**

contact Point of Contact or Data Steward

**7.4. Approximate delay between data collection and dissemination:**

**7.4.1. If delay is longer than latency of automated processing, indicate under what authority data access is delayed:**

**8. Data Preservation and Protection**

*The NOAA Procedure for Scientific Records Appraisal and Archive Approval describes how to identify, appraise and decide what scientific records are to be preserved in a NOAA archive.*

**8.1. Actual or planned long-term data archive location:**

*(Specify NCEI-MD, NCEI-CO, NCEI-NC, NCEI-MS, World Data Center (WDC) facility, Other, To Be Determined, Unable to Archive, or No Archiving Intended)*

**8.1.1. If World Data Center or Other, specify:**

**8.1.2. If To Be Determined, Unable to Archive or No Archiving Intended, explain:**

**8.2. Data storage facility prior to being sent to an archive facility (if any):**

Pacific Islands Fisheries Science Center - Honolulu, HI

Alii Beach, Oahu; Punaluu, Hawaii Island

**8.3. Approximate delay between data collection and submission to an archive facility:**

**8.4. How will the data be protected from accidental or malicious modification or deletion prior to receipt by the archive?**

*Discuss data back-up, disaster recovery/contingency planning, and off-site data storage relevant to the data collection*

**9. Additional Line Office or Staff Office Questions**

*Line and Staff Offices may extend this template by inserting additional questions in this section.*