

*Getting the “right”
message to the customer*

Action Items!!!

Joint Hurricane Testbed

Results of social science research needs to be an integral part of the hurricane forecast and warning program.

The tropical cyclone community needs to seek opportunities to identify social science research priorities, with the Joint Hurricane Test bed being a possible venue to attack these priorities (without compromising current projects).

Advisory Format

NOAA, in conjunction with its partners, should work with diverse user groups to develop and test format modifications.

Test messages should build upon current formats/products/procedures and change as necessary to optimize desired outcomes.

Two types of messages should be considered: technical and actionable.

Warning Categories and Terminology

Empirical research should be encouraged and supported to develop and test modifications to current terminology used to define levels of hurricane threat (e.g., watch, warning, CAT 1-5, etc.)

Timing of Hurricane Advisories

I Recommendation/Action

- NOAA/NHC should review its timing cycle for better coordination with end-users, especially for media news cycles.

Review and Improve the Emergency Warning “System”

I Recommendation

- Provide an end-to-end review of the National hurricane warning system

I Action

- The OFCM will coordinate bringing together the appropriate federal agencies to begin the process of reviewing and improving the National hurricane warning “system.”
 - Examples of elements to consider in end-to-end review include protocols, responsibilities, key organizations (including Community-based Centers of Influence), and communications.