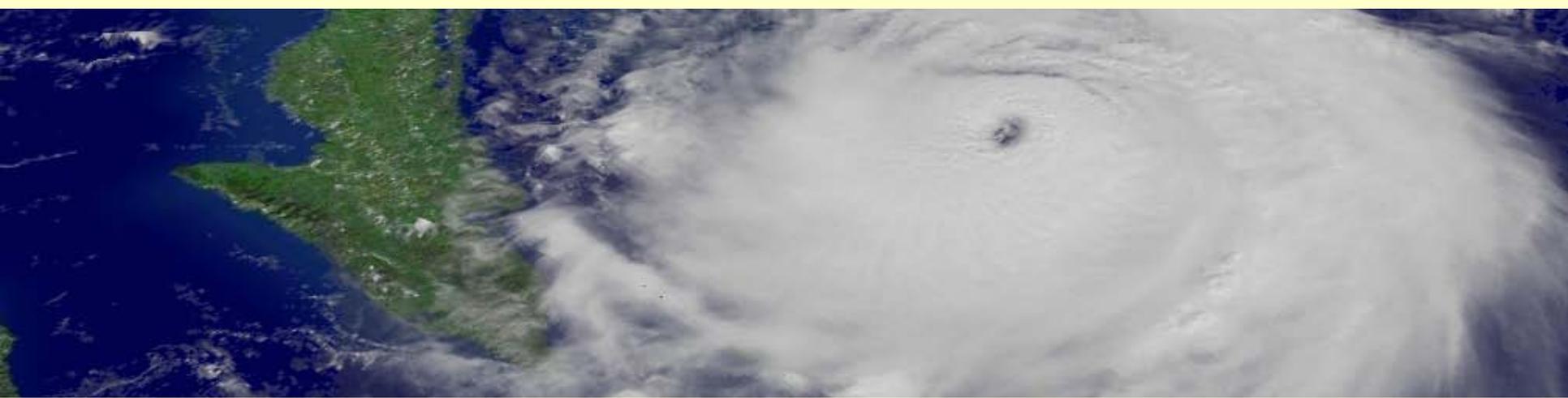


Effective Communications: Are They Hearing What we are saying?



David Caldwell
Director, NWS Office of Climate, Water & Weather Services
March 8, 2012

Weather Ready Nation

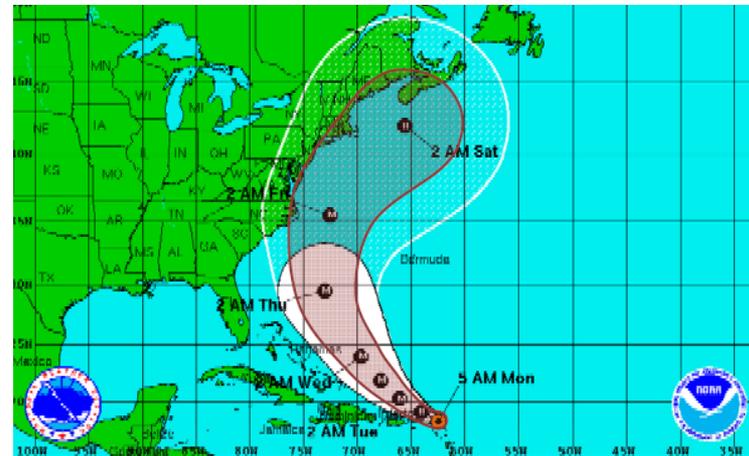
Society is prepared for and responds to weather-dependent events



Goal: Improve weather decision services for events that threaten lives and livelihoods

Impact-based Decision Support Services

- IDSS: the active provision of weather, water, and climate information for decision makers
- Participate directly in the decision-making for those weather related decisions fundamental to the role of governments (local, state and Federal)



Effective IDSS

We must be an active partner with the decision makers by:

- Building relationships
- Understanding their weather, water, and climate impacts
- Learning their critical thresholds and vulnerabilities
- Providing needed forecast and warning information based on these critical thresholds and vulnerabilities



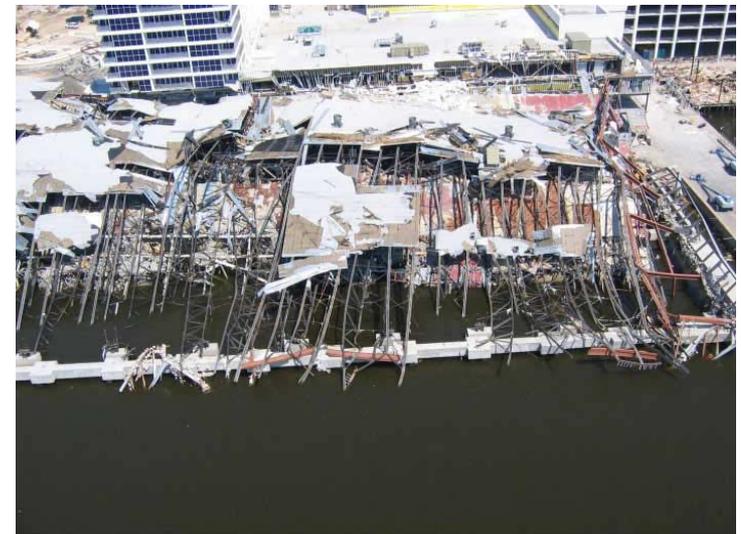
Hazard: Storm Surge

Early Socio-Economic Research Results

- Many individuals do not understand storm surge and its potential impacts
- Confuse storm surge with rainfall flooding
- Think surge only occurs at the coastline
- Tend to worry more about wind (even when living in an evacuation zone)
- Don't know the surge potential at their location



Views of inundated areas in New Orleans following breaking of the levees surrounding the city as the result of storm surge from Hurricane Katrina - 2005



Hard Rock Casino barge (Biloxi, MS) completely destroyed during Hurricane Katrina - 2005

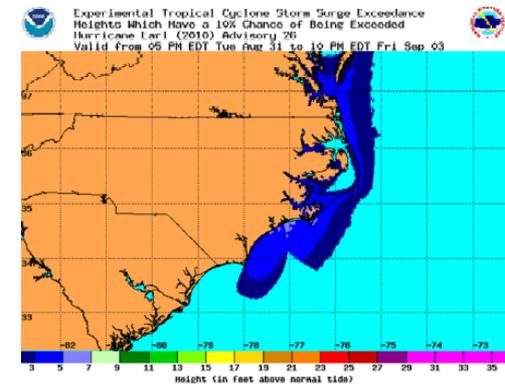
Next Steps

Assess whether the NWS should develop new storm surge informational approaches to improve the communication of storm surge risk

- Exploratory testing of inundation maps
- Testing storm surge warning at pilot WFOs

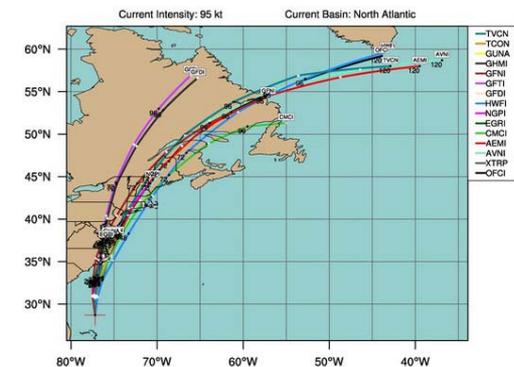
Address government partner needs

- Extend Tropical Storm track forecast to 7 days for CONUS and U.S. Territories when testing shows skill
- Prioritize Tropical Cyclone Hazards according to potential relative regional effects



HURRICANE IRENE (AL09)

Early-cycle track guidance valid 0600 UTC, 26 August 2011



This plot does not display official storm information. Use for information purposes only.
DO NOT USE FOR LIFE AND DEATH DECISIONS!