



Priceless USA

Mobile
New Orleans

**“Getting the right message to the customer”
Interdepartmental Hurricane Conference,
Mobile, Alabama, March 23, 2006**

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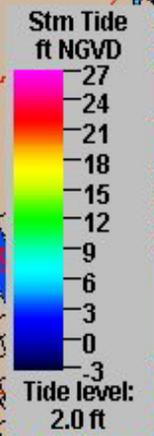
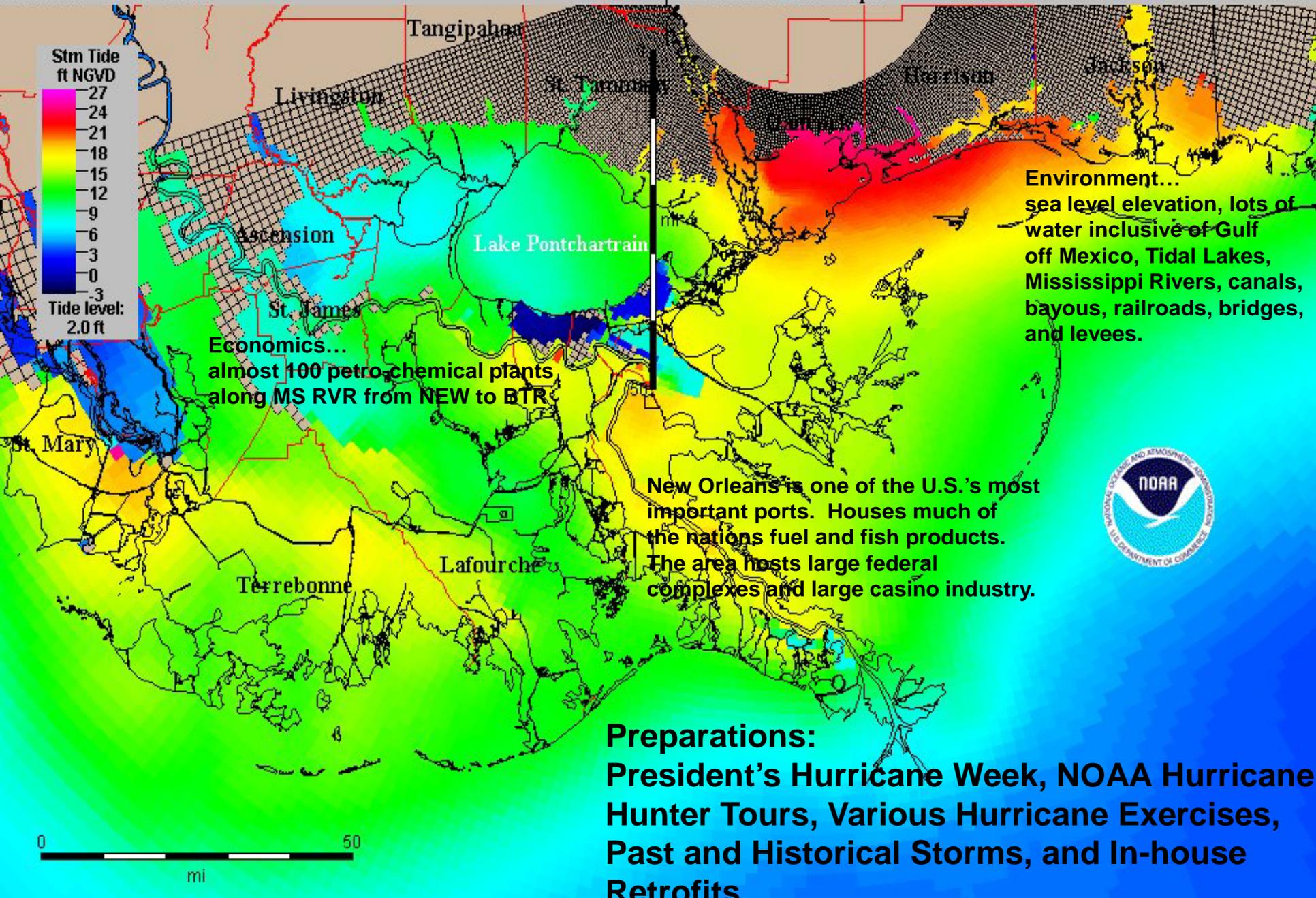


Stamp developed by FreddieZeigler.
Most photos from NOAA/NWS,
Times Picayune and Sun Herald.

Hurricane Katrina

August 2005

NOAA with AP photos



Economics...
almost 100 petro-chemical plants
along MS RVR from NEW to BTR

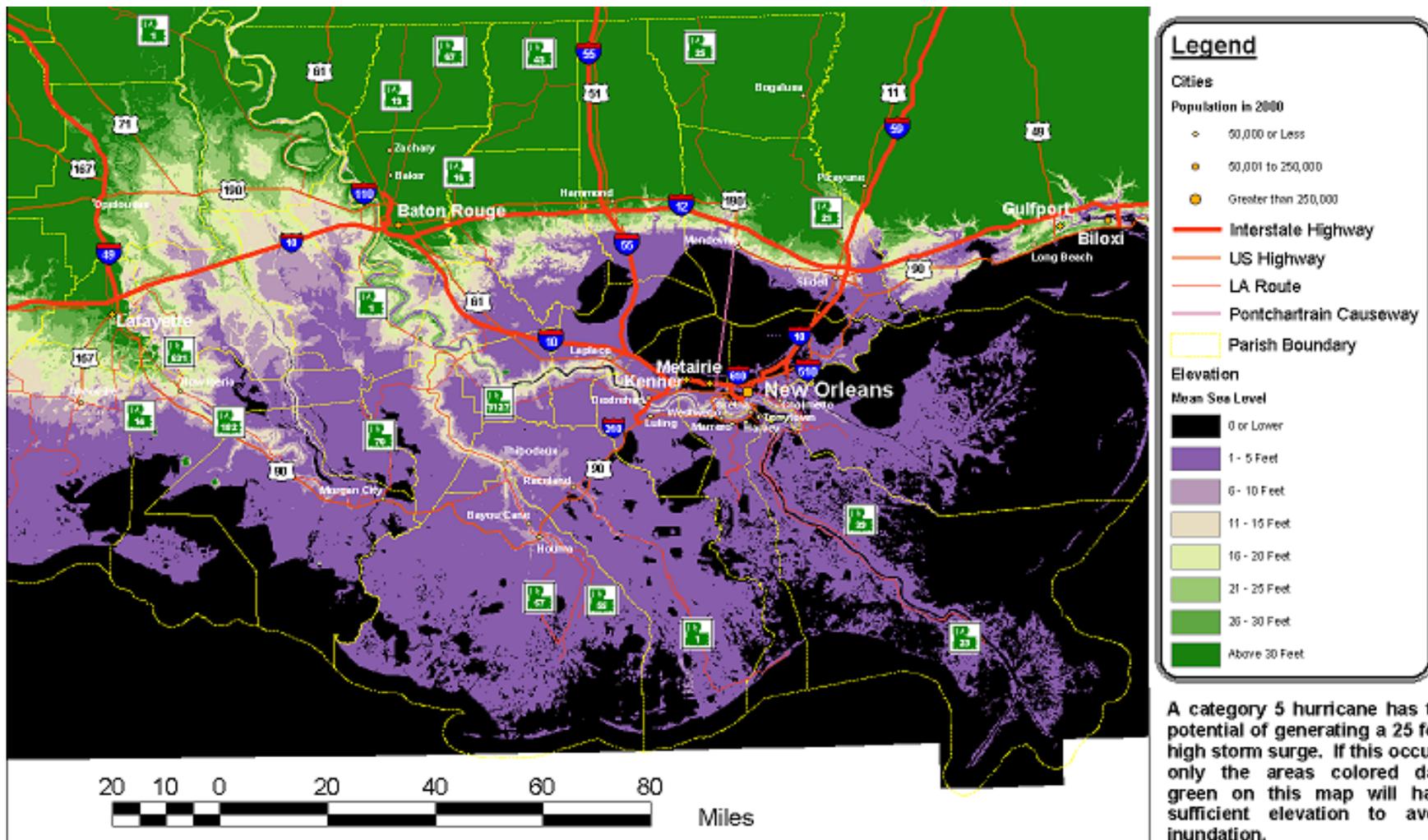
Environment...
sea level elevation, lots of
water inclusive of Gulf
off Mexico, Tidal Lakes,
Mississippi Rivers, canals,
bayous, railroads, bridges,
and levees.

New Orleans is one of the U.S.'s most
important ports. Houses much of
the nations fuel and fish products.
The area hosts large federal
complexes and large casino industry.

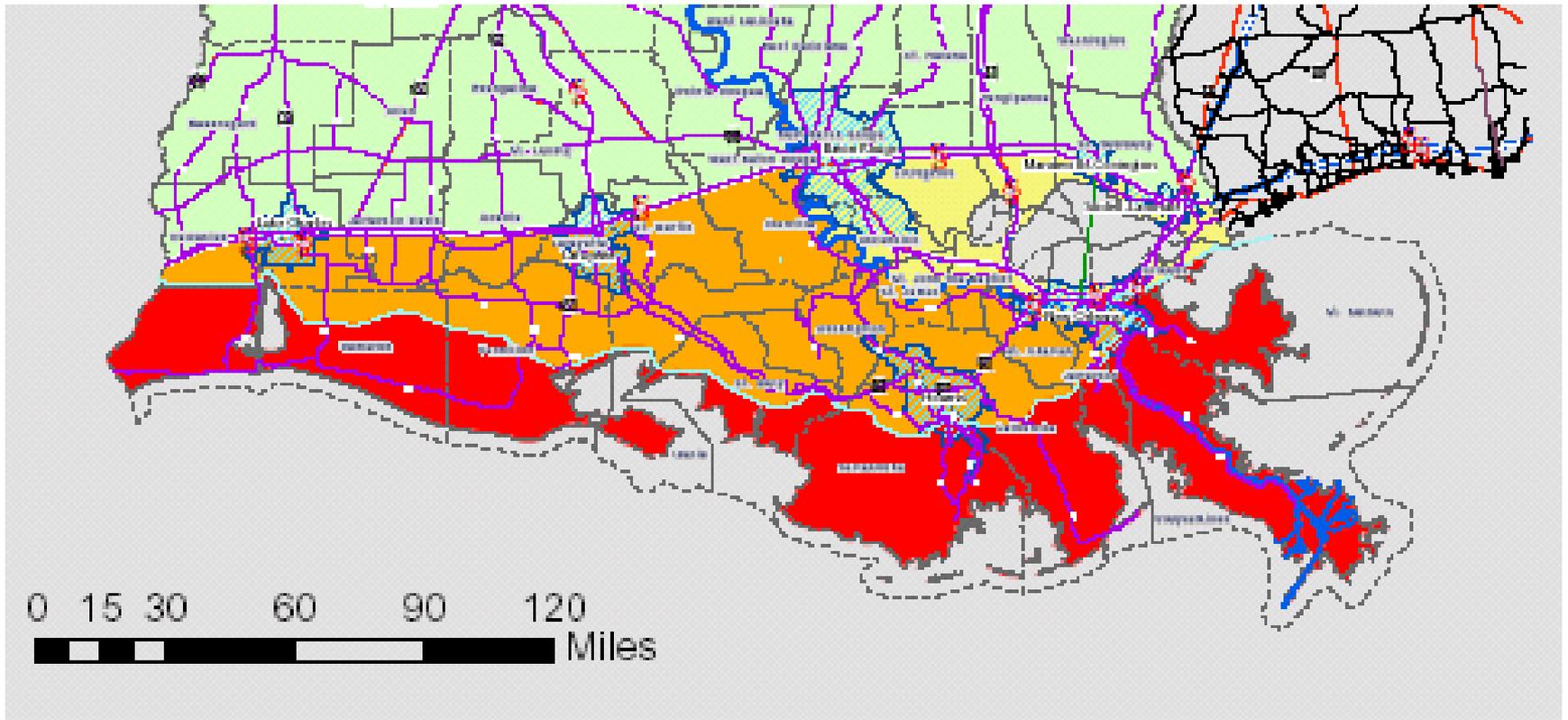


Preparations:
President's Hurricane Week, NOAA Hurricane
Hunter Tours, Various Hurricane Exercises,
Past and Historical Storms, and In-house
Retrofits.

Storm Surge Susceptibility

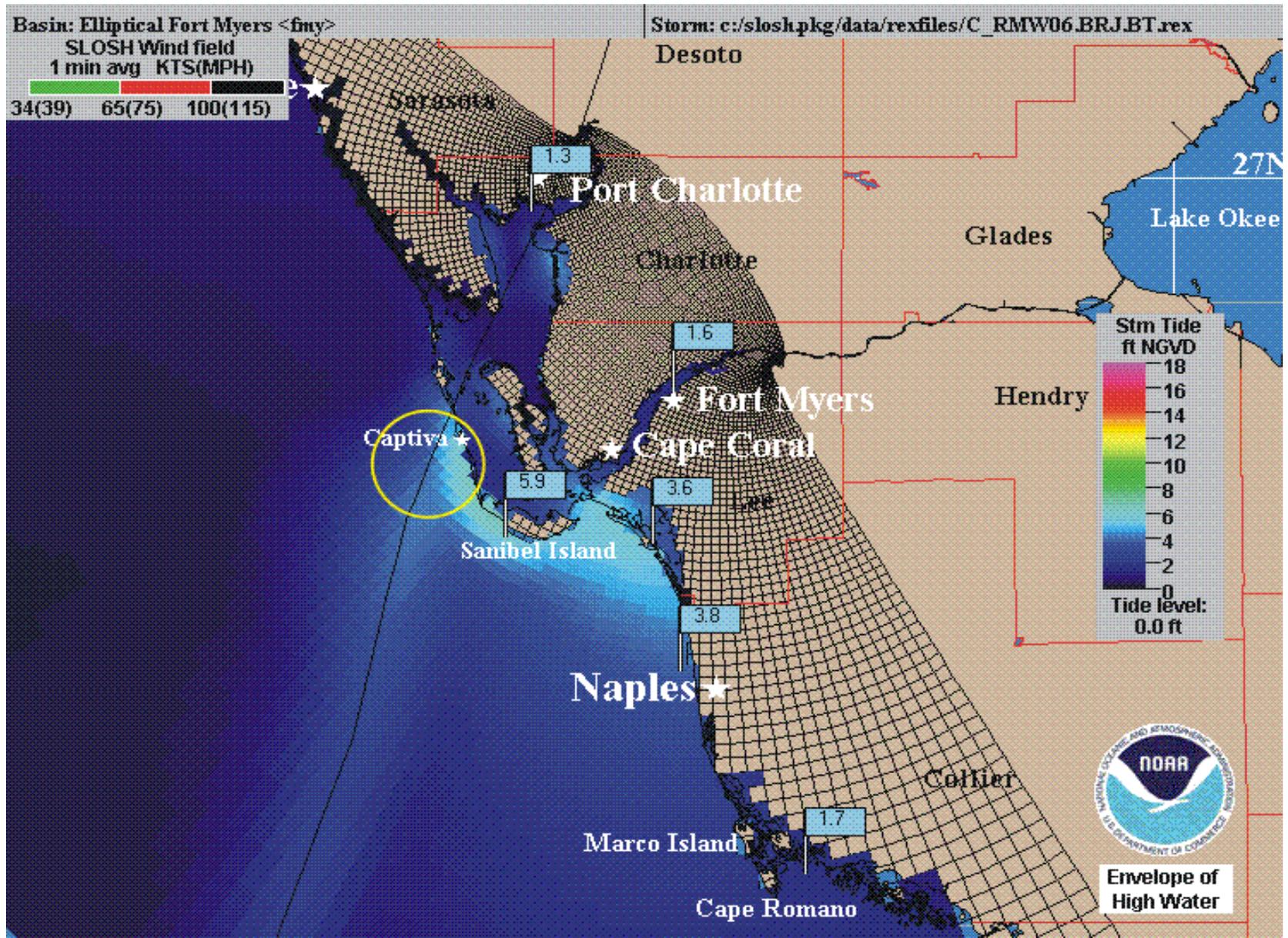


PHASED EVACUATION



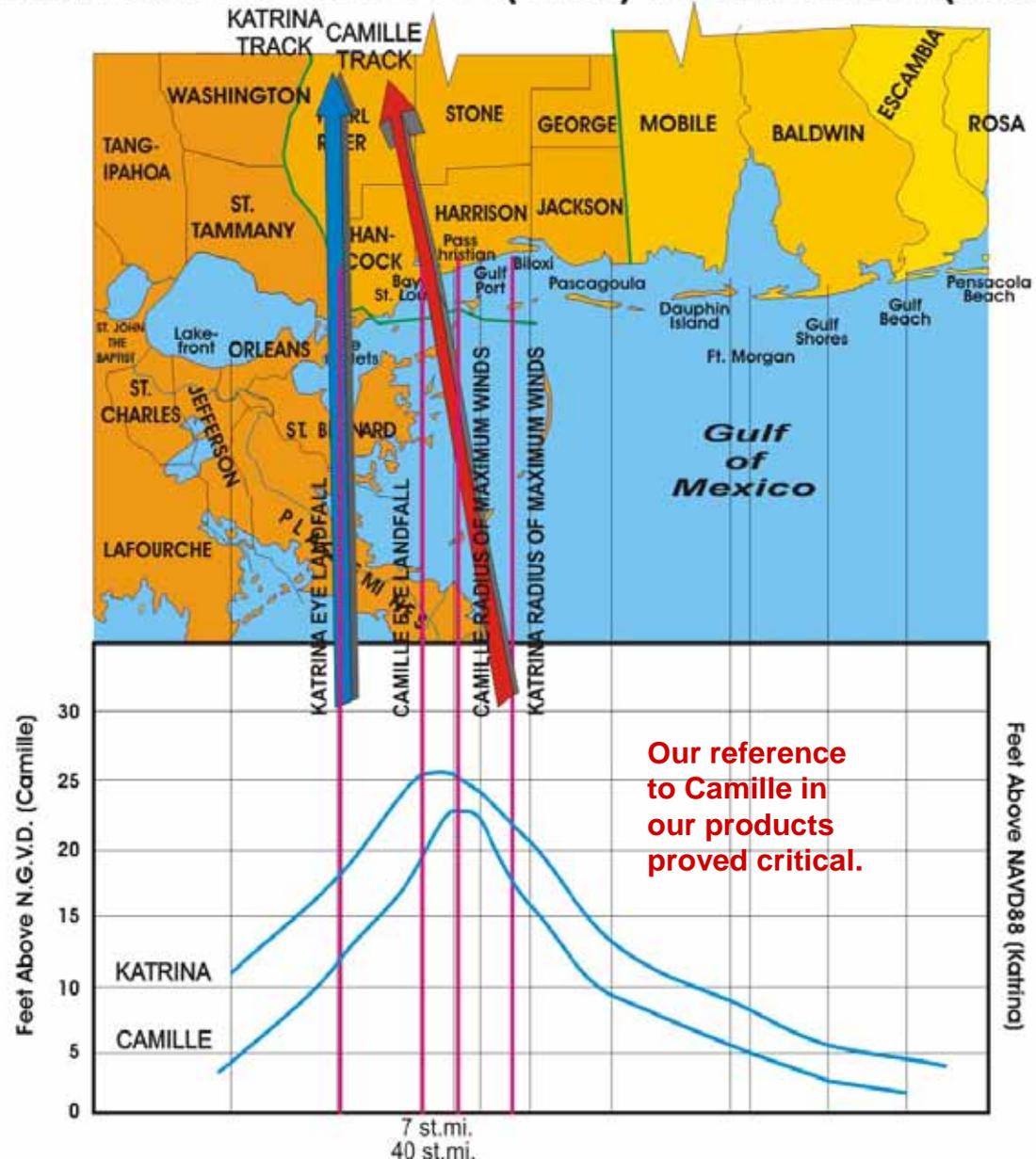
Size of storm influences storm surge

Hurricane Charley Storm Surge with different size wind field



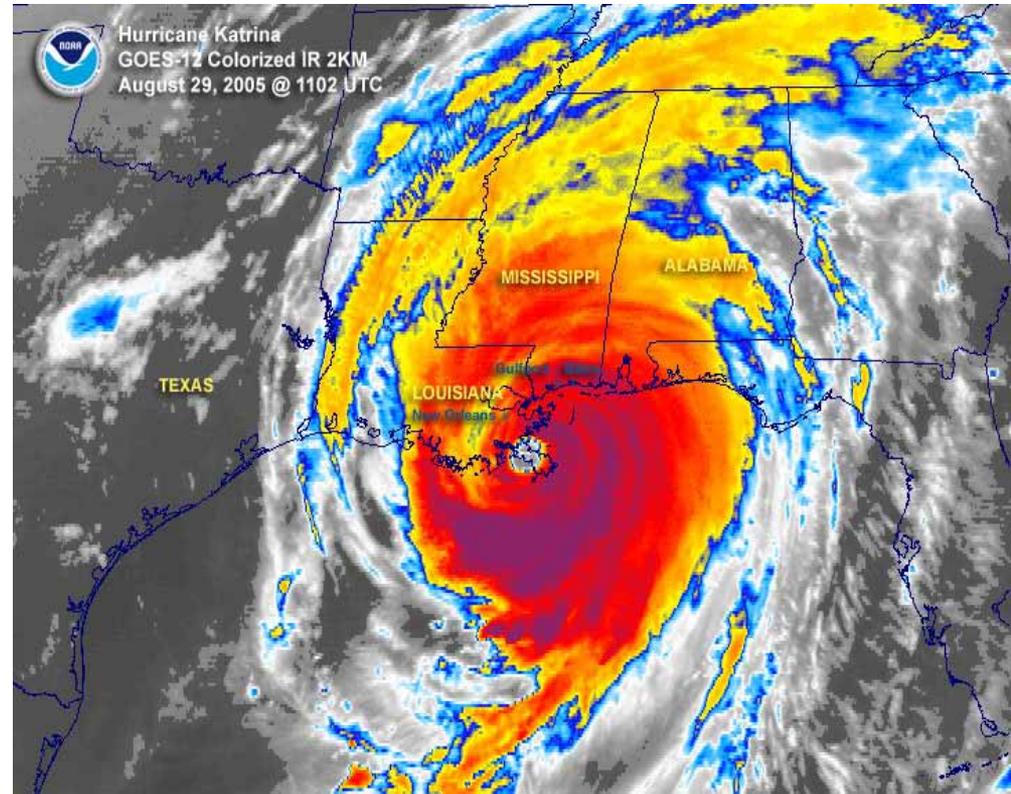
SLOSH STORM SURGE PROFILES FOR HURRICANES CAMILLE (1969) and KATRINA (2005)

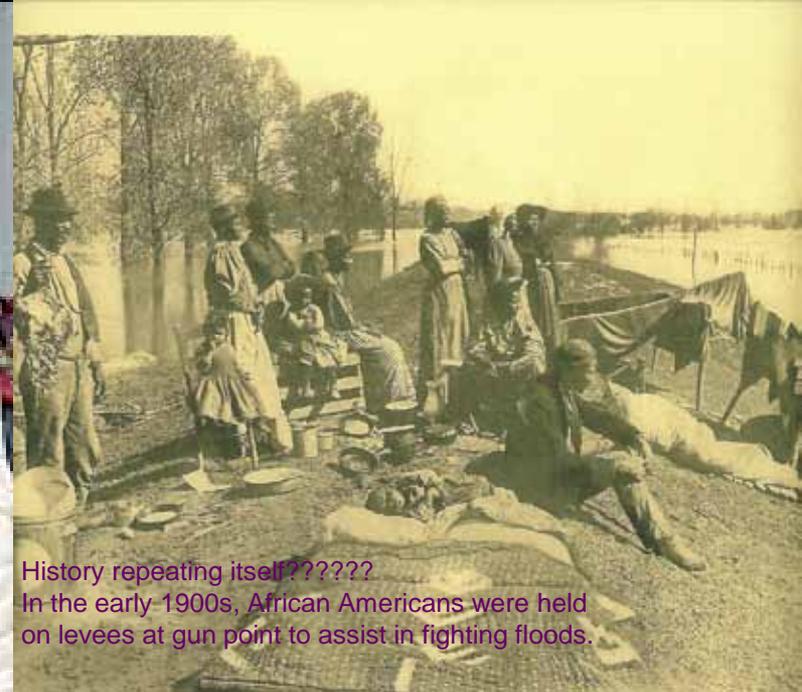
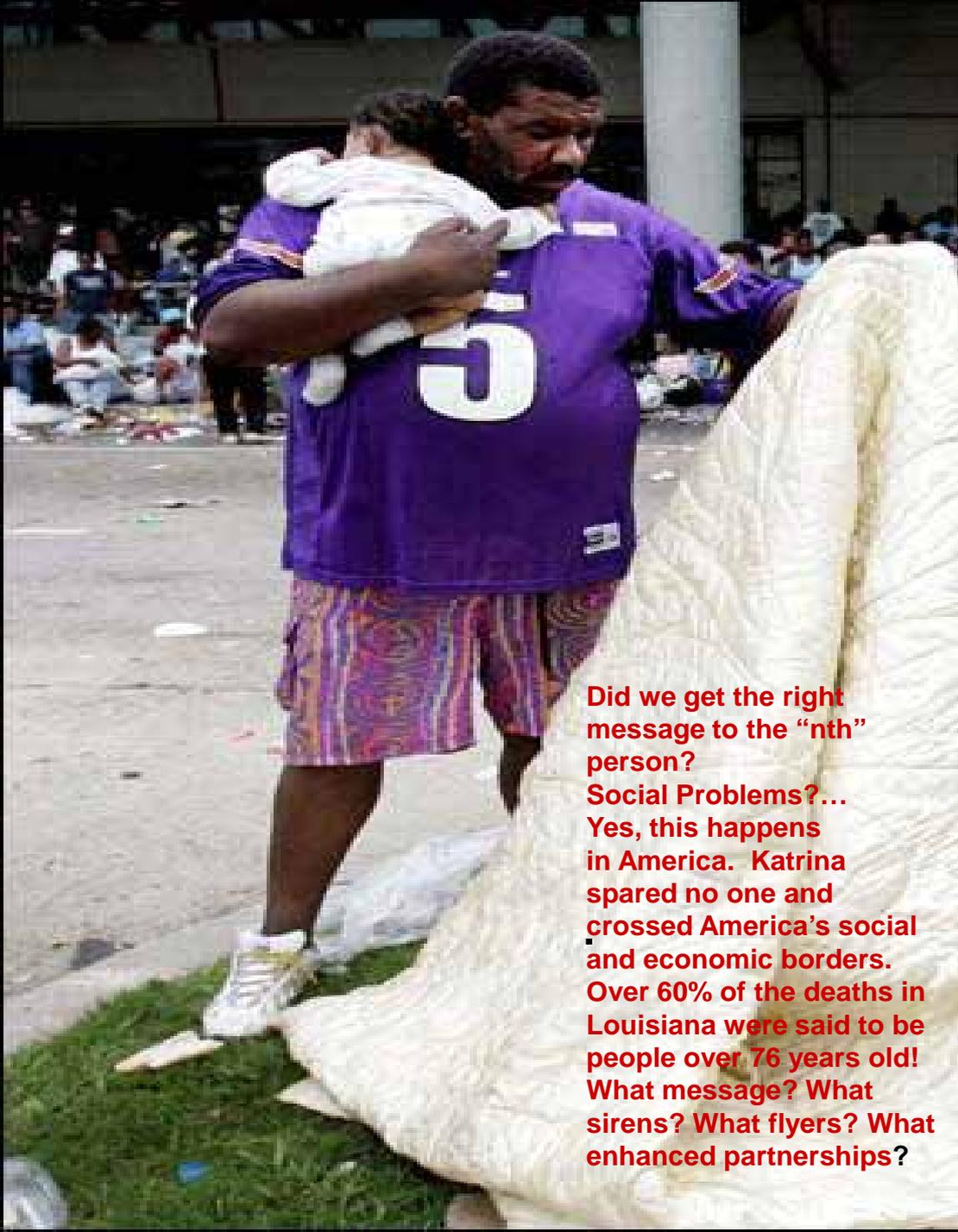
- **Katrina vs Camille**
 - Katrina was much larger
 - Radius of Maximum Wind (~eye) - 40 miles vs 7 miles
 - Slightly different angle of attack
 - Deep storm surge over larger area.



What Made Katrina So Damaging

- Unusual combination of powerful intensity and large dimension
 - Category 5 Hurricane in the mid Gulf on Sunday Aug 28
 - max wind 175 mph.
 - Hurricane force winds extended 90 to 100 miles east of the center.
 - Hurricane weakened as it moved ashore but the wind field remained very large
 - Large wind field contributed to powerful storm surge over wide area.
 - Contribution of large wave development offshore prior to landfall also a factor.
 - 55 ft wave ht recorded

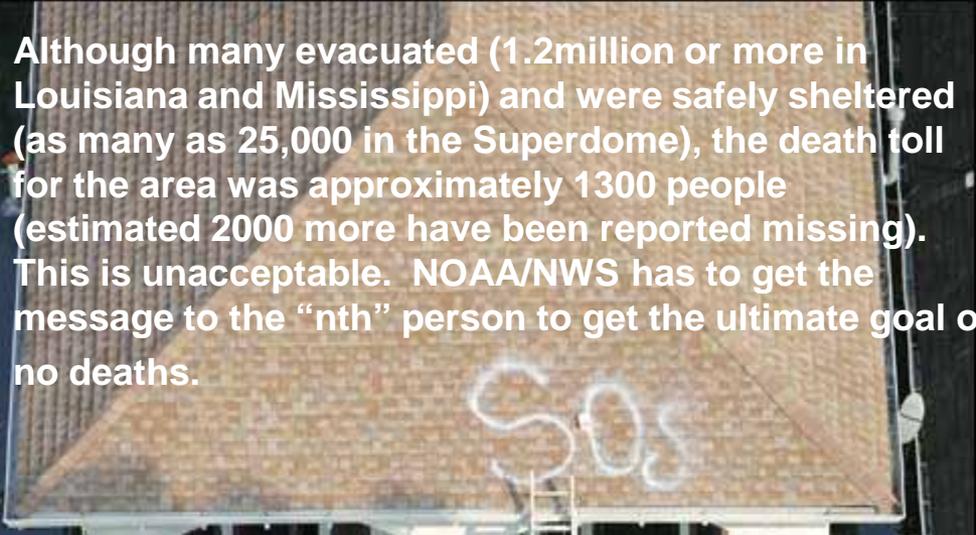
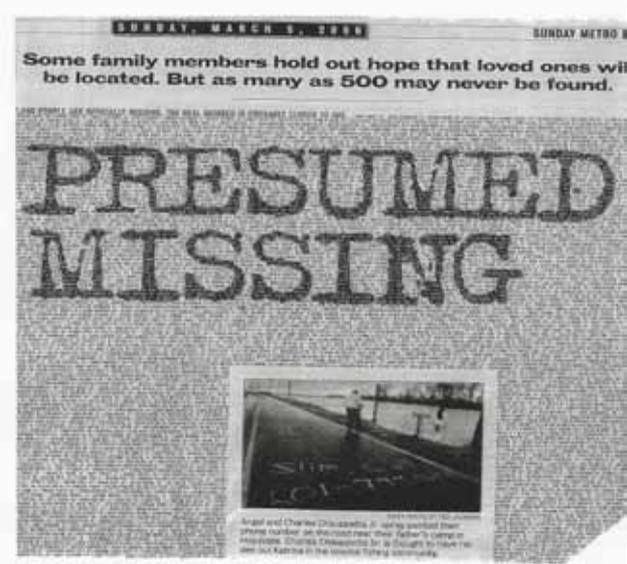




History repeating itself?????
In the early 1900s, African Americans were held on levees at gun point to assist in fighting floods.

**Did we get the right message to the “nth” person?
Social Problems?...
Yes, this happens in America. Katrina spared no one and crossed America’s social and economic borders. Over 60% of the deaths in Louisiana were said to be people over 76 years old! What message? What sirens? What flyers? What enhanced partnerships?**



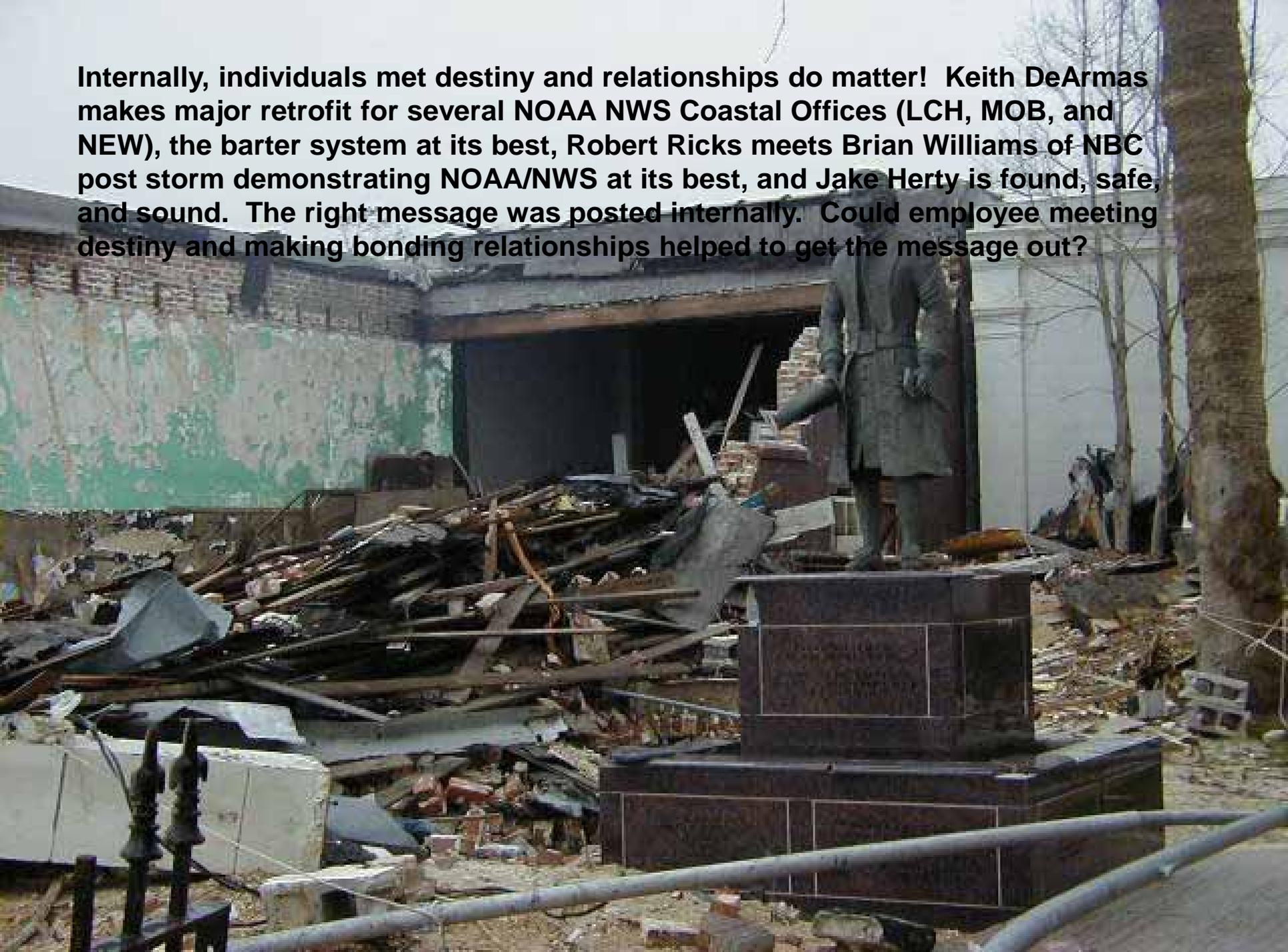


Over 6,000 homes in the city of Biloxi were leveled. Over 280,000 LA area homes were damaged or destroyed (Katrina and one month later with Rita in LA...28,000 in Andrew).



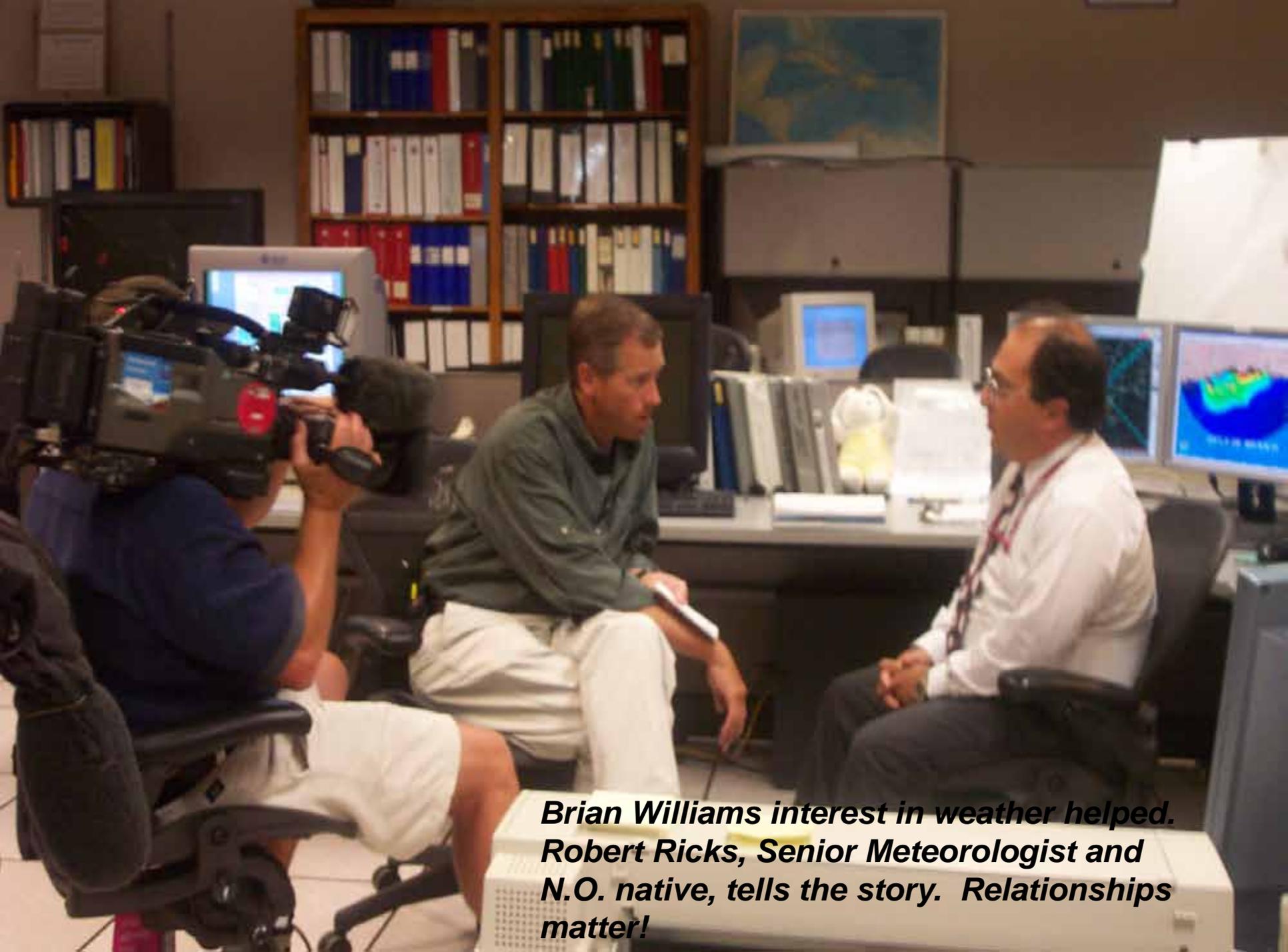
Nearly 5000 boats were lost impacting property and the fishing industry.

Internally, individuals met destiny and relationships do matter! Keith DeArmas makes major retrofit for several NOAA NWS Coastal Offices (LCH, MOB, and NEW), the barter system at its best, Robert Ricks meets Brian Williams of NBC post storm demonstrating NOAA/NWS at its best, and Jake Herty is found, safe, and sound. The right message was posted internally. Could employee meeting destiny and making bonding relationships helped to get the message out?





**A Great Relationship!
Barter system
at its best!**



Brian Williams interest in weather helped. Robert Ricks, Senior Meteorologist and N.O. native, tells the story. Relationships matter!



**RELATIONSHIPS MATTER!
Mr. Coleman held his store
open to ensure NOAA/NWS
met our mission delivery...
aiding the nation's economy,
being wise environmental
stewards, saving life and
property!**



This picture says it all. Jake Herty, III, with Jake Herty, Jr. receiving his 35 year Federal Service Award while being group briefed by Glen Covert and Marsha Nolan (Employees Assistance Program). Jake, a New Orleans native, was the lone local NWS employee unaccounted for during Katrina.



Final Thoughts



- Katrina combined powerful intensity over a large area to produce a devastating impact to residents of Louisiana and Mississippi.
- Storm surge once again proved to be the hurricane's most deadly agent in areas of low lying terrain
- Hurricane forecasts are improving...however errors in forecasted landfall location and intensity will continue.
- Upcoming Season....NOAA/NWS will issue an initial outlook for 2006 Hurricane Season in May.
- Hurricane preparedness is a year round activity in an area of high frequency of hurricane activity such as southeast Louisiana and southern Mississippi.
- The question remains, “What is the right message?”

