

# National Oceanic and Atmospheric Administration

***Weather-Ready Nation  
Saving Lives and Livelihoods***



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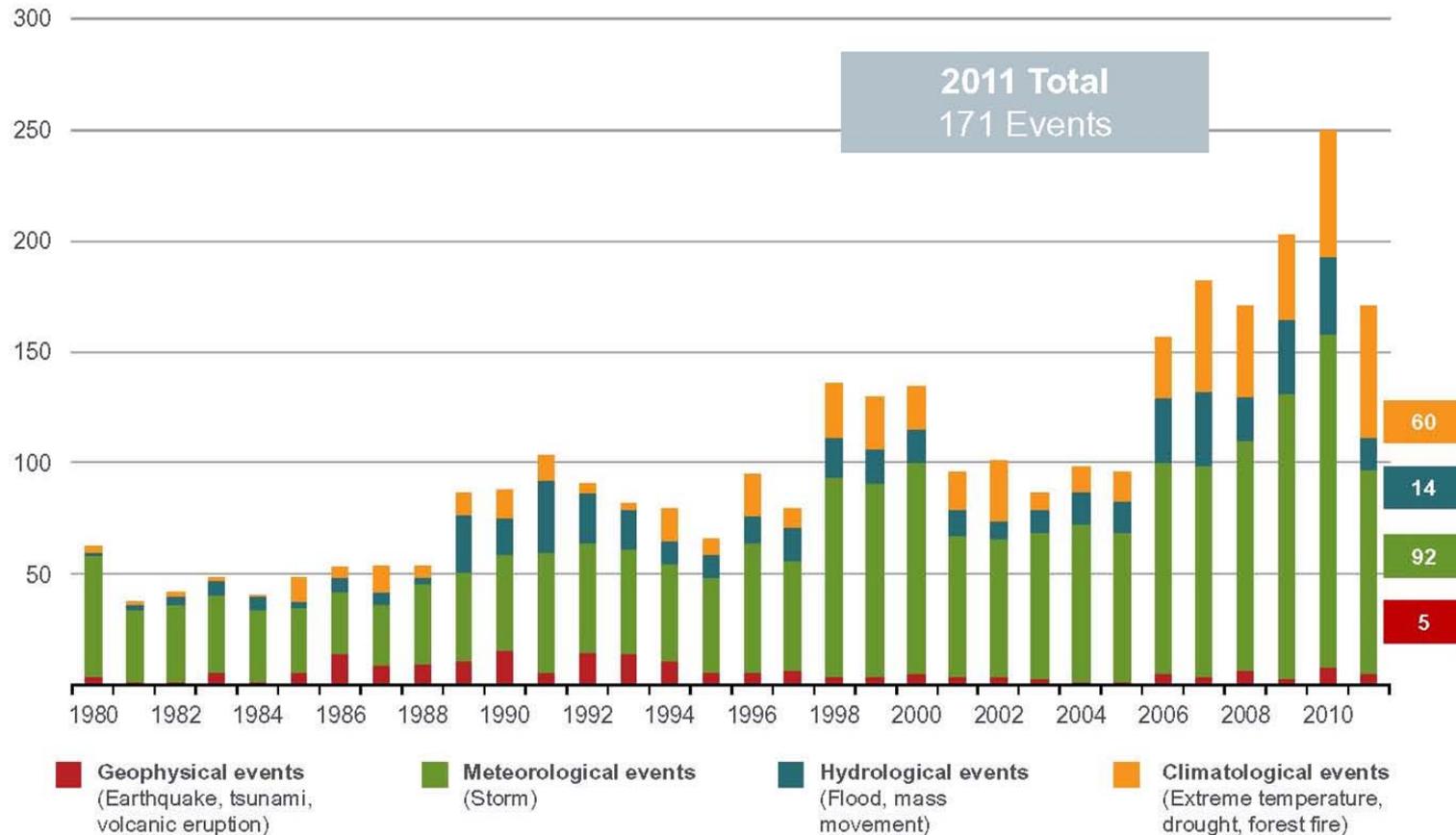
# A Changing World

## *Increased Vulnerability to High-Impact Weather*

U.S. Natural Catastrophe Update

Natural Disasters in the United States, 1980 – 2011

Number of Events, Annual Totals

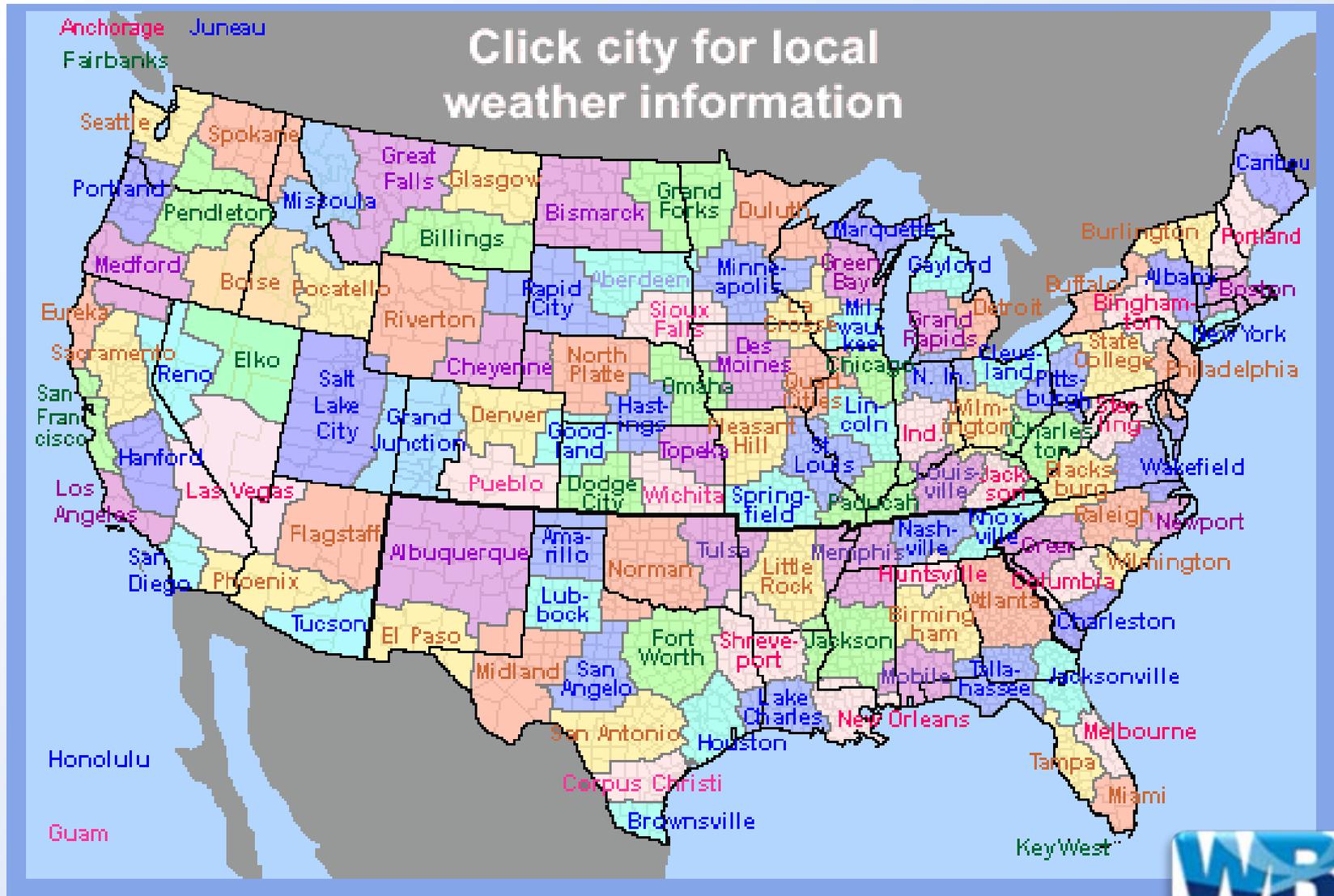


# 2011: A Year of Extremes

**14 Billion Dollar Weather and Climate Disasters**



# Our Strength: Community Presence



# NOAA's Response

## Build a Weather-Ready Nation

### What is a Weather-Ready Nation?

- **Society is Prepared for and Effectively Responds to Weather-Dependent Events**

### What will it take to build a Weather-Ready Nation?

#### ➤ **NOAA Evolves Operations**

- Enhanced decision support services, a common operating picture from latest observation platforms and models, community risk assessments
- NOAA leads integration of Weather, Water, Climate IDSS with help from social scientists

#### ➤ **NOAA Creates National Movement for Weather-Readiness**

- National Dialogue with partners: series of symposiums to assess why the nation is more vulnerable and identify how to improve preparedness
- NWS leads partnered public education initiative to improve societal response to weather information and warnings
- Americans will know how and when to take action

# NWS Roadmap and Pilot Projects

## *Roadmap has four plans:*

- Business
- Services
- Workforce Evolution
- Science and Technology

## *Six pilot projects test principles:*

- Decision Support Services
- Integrated environmental services
- Local Science



# Impact-based Decision Support Services

Flexible response to meet contingencies



- Focus on decision support to emergency managers, community leaders and first responders



- Place a high emphasis on science and technology infusion to improve foundational information



# Initiated a National Conversation



Improve public understanding of increasing vulnerability to extreme weather

Stimulate discussion with public, partners, and stakeholders on solutions for reducing impacts

**Evaluate opportunities for improving:**

- **User-driven impact-based forecasts/warnings**
- **Integration of social and natural sciences into services**
- **Service delivery across the weather enterprise**
- **Community planning and impacts mitigation**

# WRN Conversations



Ready  
Responsive  
Resilient

## Past

13-15 December 2011

Weather Ready Nation – A Vital Conversation (held in Norman)

23 January 2012

AMS Town Hall to report on Norman Workshop outcomes to the community

## Future

1-3 March 2012

National Severe Weather Workshop in Norman

10-12 April 2012

AMS Washington Forum “Towards a Weather, Water, and Climate Ready Nation”

24-26 April 2012

Workshop on Social and Physical Sciences

# Norman WRN National Conversation

## *Key Actions*

- 1. Integrate social and physical sciences – from research to operations**
- 2. Review strategies to reduce false alarms**
- 3. Update warning dissemination strategy**
- 4. Advance physical modeling of severe weather (Warn on Forecast)**
- 5. Improve outreach and education to supported agencies and groups: FEMA, emergency managers, threatened communities**
- 6. Evolve the NWS Service Assessment following major severe weather outbreaks into one more like the NTSB assessments following major transportation disasters**

# Joplin Tornado

*May 22, 2011*

- **Nearly 160 fatalities**
- **Outlooks days in advance, watch hours in advance and nearly 20-min lead time**
- **Service Assessment findings:**
  - **Societal response is complex**
  - **Confirmation seeking common**
- **Recommendations:**
  - **Urgency in communication**
  - **Advanced dissemination**
  - **Partner collaboration**
  - **Attention to community preparedness**



# Improving communication

## *Impact Based Warning Demonstration*

- **5 Weather Forecast Offices**

- Wichita, KS
- Topeka, KS
- Kansas City/Pleasant Hill, MO
- Springfield, MO
- Saint Louis, MO

- **Begins April 2, 2012**





**Photo Credit: Associated Press**

