Discussion Group Questions
February 12, 2013

WELCOME: (5 minutes) Introductions of the facilitators and explanation of the purpose/focus of the meeting.

1. **How would you describe your community's storm surge vulnerability and past experience with hurricanes? (Limit to 15 minutes)**
   - How vulnerable is your community or jurisdiction to storm surge?
   - To what extent do you think your customers understand storm surge and their surge vulnerability?
   - Have there been any surge events or threats in recent years? If so, how did those located in the surge zones respond?
   - Have there been any special community initiatives to educate the public about storm surge (such as markers and other visuals, workshops, etc.)? If so, how would you rate their success?

2. **How do you currently communicate about storm surge? (20-25 minutes)**
   - What language do you currently use to communicate what storm surge is and what threats a storm surge can pose? Probe how this information is received by public/decision-makers; what works? Probe if they do anything different for special vulnerable populations (e.g., with disabilities)?
   - What graphical products do you use? Probe what products have they used to help themselves understand storm surge; what product do they use to communicate storm surge to decision-makers/public?
   - Were you aware of the NOAA resources available at http://www.nhc.noaa.gov/ssurge/ssurge_resources.shtml or http://www.stormsurge.noaa.gov/impact.html? Do you use any of these resources?
   - What barriers do you face in communicating about storm surge to your customers? Probe for successes/challenges in communicating with special populations within community?
   - What do you need to better communicate about storm surge and its threats?

BREAK (10 minutes)

3. **What do you need to implement a storm surge warning/watch (20 minutes)?**
   The National Weather Service (NWS) is in the process of developing a storm surge warning/watch, which will be in addition to the hurricane warning/watches already issued. A storm surge warning/watch is defined as "a significant risk of life-threatening flooding from rising water moving inland from the shoreline." The warning (watch) would be generally issued within 36 hours (48 hours) of the arrival of tropical cyclone conditions that would hinder evacuation or other surge preparedness actions.
   - Do you think the new storm surge watch/warning will be useful to you? Probe for how this map will complement/complicate what they already have.
   - How will you use the new storm surge warning/watch? Probe for differences in how they might use it for decision-makers/public.
   - Do you think people will need to be educated about it?
   - If so, do you have any ideas about how this can best be done? What would help get the message across?

(Show storm surge warning map and ask following questions.)
- Do you think this map will be effective in showing a specific area under a watch/warning from a specific storm?
- Do you have any ideas for improvement (focus on design issues)?
- What are some ways this map might be provided to the public/decision-makers?

4. **What do you need to implement the new storm surge inundation map?** (20-25 minutes)
   NWS's National Hurricane Center (NHC) is planning to provide local storm surge inundation maps when it releases public advisories (every 6 hours) during a hurricane. NHC expects this process will begin in 2013 or 2014. (Show inundation map and ask the following questions.)
   - How effective do you think maps like this will be in educating the public/decision-makers about the surge risk? Will people understand them?
   - Do you believe these maps add value compared to your other graphical products? Probe for how this map will complement/complicate what they already have.
   - Do you have specific suggestions for improving the inundation maps (focus on design issues)?
   - How do you think these inundation maps should be made available to the public/decision-makers?
   - Can you think of ways these maps might be used to educate the public about storm surge?

   Uses
   - When do you think you are likely to use such a product? Probe for hurricanes, Nor'easters, other?
   - If the product is issued for a hazard other than a hurricane, what do you need and who do you need to work with to make this graphical product work for you?
   - What kinds of formats do you need this map in? Probe for to put on website, to be able to view in a tablet or smart phone, to include in a briefing, to share via social media, etc.

5. **What other storm surge needs do you have?** (5 minutes)
   - What else could the NWS do to assist you in both outreach and actual storm surge event response?
   - In general do you have any suggestions for ways to teach people in your community about storm surge? Can you think of any visuals, teaching methods, etc. that might be useful? Probe for considerations and needs for special vulnerable populations.

Additional Questions for Emergency Managers
Vulnerability and experience
- What communities or areas are at greatest risk?
- With new products, would you have to change your evacuation plans based on storm surge?
- What residential areas and socioeconomic groups are located in the surge zone?

Training for product
- What do you need from the NHC to learn about a new product?
  - Training classes? Webinars? Sessions at conferences?

Additional Questions for Broadcast Meteorologists
Training for product
- What do you need from the NHC to learn about a new product?

      o   Training classes? Webinars? Sessions at conferences?

Software capability
- Which software product(s) do you use?
- What do you need to make the new graphical product compatible with your software package?

TV suitability
- Do you feel this graphical product is fit to show on TV?
- Do you believe it adds value compared to your other graphical products?

TV description on air
- How would you describe this product to your audience?
- Do you feel that they will understand its meaning?
- What would help you further clarify its meaning?

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