

Draft Interview Guide for Hurricane Arthur Social Science Research Project

Interview Scheduling Script:

My name is XX. I am with Eastern Research Group (ERG), and I am calling to schedule an interview with you on behalf of NOAA's National Weather Service. I am hoping to ask you some questions about an experimental storm surge map that was used for the first time during Hurricane Arthur in North Carolina in 2014. The interview should be 40 to 60 minutes long. Do you have any availability over the next couple of weeks to schedule this interview? We will not release your name or information that could identify you as part of this interview process or in our subsequent reports to the National Weather Service.

Introduction for Interviews:

- **What will be done with this information:** The NWS/NHC will use the information from these interviews to help guide refinements (e.g., colors, confidence levels, flooding threshold levels) to the “Potential Storm Surge Flooding” map. This information will also help NWS/NHC determine if additional education, marketing, training, or partner coordination is warranted to ensure that organizations and individuals are aware of the map, know how to access it, know how to use it, and are being consistent and accurate in their communications about the map.
- **Why we asked you to participate:** As one of the very first users of the “Potential Storm Surge Flooding” map in real-time operations, you offer valuable insights and feedback that can help the NWS/NHC improve the map while it is still in an experimental form.

Proposed Questions for Expert Interviews for Assessment of Experimental Storm Surge Flooding Map Issued for Hurricane Arthur

1. What actions, if any, did your organization take in response to the threat from Tropical Storm/Hurricane Arthur?
2. Did you see the Arthur Storm Surge Flooding Map at any time during the response? [If no, discontinue interview.]
3. How did you access the map? (Probe for more than one way)
4. When did you access it? Did you access it more than once?
5. Explain the ways you used the map as Arthur threatened your area.
6. Who, if anyone, did you share it with?
7. Did you post it on a website? Did you use it in social media? (For broadcast meteorologists, also ask if they used it on air).
8. Please describe if you encountered any difficulties in presenting or sharing the map.
9. Please describe any feedback you received.
10. Based on the map, how did you assess the threat potential for your region?
11. Did that seem realistic to you? Explain why or why not.
12. Please explain any effects you think this map had on the preparedness decisions (including evacuations) of authorities? Of the public?
13. The map reflects potential, not expected, storm surge levels. There's a 1 in 10 chance that the storm surge will be higher than what is shown on the map at individual locations. Does 10% seem like a reasonable threshold to depict potential storm surge flooding?

14. The current version of the experimental Potential Storm Surge Flooding Map uses four categories to depict how much storm surge could occur from a particular tropical cyclone: blue (less than 3 feet), yellow (greater than 3 feet), orange (greater than 6 feet), and red (greater than 9 feet). Do you think the lowest category (blue, less than 3 feet) covers an appropriate range of flooding? (If yes, go directly to next question). Additional probing questions if answer to 12 is “no”:
 - a. Should the map depict (a) all areas that have a chance of flooding, or (b) only those areas that meet a certain criteria?
 - i. If (a), Should the lowest category be left as is, or should it be split into two categories (e.g., less than 1 foot, and between 1 and 3 feet)?
 - ii. If (b): What should the criterion be (e.g., 6 inches, 1 foot, 1 feet, etc.)
15. What do you think about the colors used on the map?
16. Please describe any specific suggestions for improving the map.
17. Do you think this map should be used the next time your area is threatened by a tropical storm or hurricane? Explain why or why not.
18. Is there someone else you feel would be beneficial to interview regarding use of this map during Arthur?

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Statement on confidentiality:

Eastern Research Group will not release your name or information that could identify you as part of this interview process or in our subsequent reports to NOAA NWS/NHC.

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