

## Questions for Tropical Cyclone Impact Graphics (TCIG) Focus Groups

### *Questions for Focus Groups with Core Partners (Emergency Managers/Personnel, Broadcast Media)*

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#### **I. Introductions and Opening Remarks About Project**

#### **II. General Discussion**

A. *How concerned is your community about hurricanes?*

B. *What hurricane hazard concerns you the most? Why?*

Probe for: wind, inland flooding, surge, tornadoes

C. *When a tropical storm or hurricane threatens your area, do you feel you get sufficient NWS forecast information to complete your duties?*

Explore any perceived gaps and suggestions for improvement

#### **III. Threats versus Impacts**

A. *Do you think NWS local forecast offices (WFOs) should focus on the potential **threat** from each hazard associated with an impending hurricane or its potential **impacts**?*

Provide examples of wind threat and wind impact statements

Probe for reasons for preferences

See if they suggest both (don't mention it)

B. *Do you think the focus should be on what is **expected** to occur (most likely scenario), or what **could possibly** occur with each storm (potential threat)?*

#### **IV. Regional versus Local Thresholds**

A. *Should each WFO establish and use local thresholds to determine potential threat levels or should regional or national thresholds be established?*

Probe for reasons

#### **IV. Tropical Cyclone Impacts Graphics (maps)**

A. *WFOs are experimenting with color-coded maps that illustrate what **could** occur related to each hazard. To what extent do you think these maps are useful?*

Show Tropical Cyclone Impact Graphics maps for each hazard (4)

- B. *Do you have suggestions for improvement?*
- C. *How would you use these?*
- D. *What about the labels? Do you have suggestions for different wording for any of the levels?*  
 After discussion of 1<sup>st</sup> set of labels (No, Low, Moderate, High and Extreme Impacts) show and discuss alternative set (No, Limited, Significant, Considerable, Devastating Impacts)
- E. *Do you have any suggestions or comments about the colors used?*
- F. *The lowest category indicates no impacts. Should it be a neutral gray or green?*  
 Show examples of both.

#### **V. Tropical Cyclone Potential Impacts (combined regional graph)**

- A. *How useful would it be to have the potential regional impacts for each hazard combined into one graphic?*  
 Show regional graph.
- B. *Is there anything about this graphic you would change?*
- C. *Do you think potential marine impacts should be included in this graphic or reported separately?*

#### **VI. Summary and Thanks**

### **Questions for Focus Groups with Community Members**

#### **I. Self-Introductions and Opening Remarks About Project**

##### **II. General Discussion**

- A. *How concerned are you about hurricanes?*
- B. *What hurricane hazard concerns you the most? Why?*  
 Probe for: wind, inland flooding, surge, tornadoes
- C. *When a tropical storm or hurricane threatens your area, do you feel you get sufficient forecast information to know how you should prepare or respond?*  
 Explore any perceived gaps and suggestions for improvement

##### **III. Threats versus Impacts**

- A. *Which would you find more useful when deciding on what, if any, protective action to take, a description of the threat or a description of the potential impacts?*  
 Provide a wind example of each  
 Probe for reasons for preferences  
 See if they suggest both (don't mention it)
- B. *When preparing for a possible hurricane landfall, which is most useful to you, a description of what is **expected** to occur (most likely scenario), or what **could possibly** occur with this storm (potential threat)?*

##### **IV. Tropical Cyclone Impacts Graphics (maps)**

- A. *Local NWS forecast offices are experimenting with color-coded maps that show what **could** occur related to each hazard. To what extent do you think these maps are useful?*  
 Show Tropical Cyclone Impact Graphics maps for each hazard
- B. *Do you have suggestions for improvement?*
- C. *How would you use these? What actions would you take?*
- D. *What about the labels? Do you have suggestions for different wording for any of the levels?*  
 After discussion of 1<sup>st</sup> set of labels (No, Low, Moderate, High and Extreme Impacts), show and discuss alternative set (No, Limited, Significant, Considerable, Devastating Impacts)
- E. *Do you have any suggestions or comments about the colors used?*
- F. *The lowest category indicates no impacts. Should it be a neutral gray or green?*

Show examples of both.

**V. Tropical Cyclone Potential Impacts (combined regional graph)**

A. *How useful would it be to have the potential regional impacts for each hazard combined into one graphic?*

Show Tropical Cyclone Potential Impacts graph.

B. *Is there anything about this graphic you would change?*

C. *Do you think the potential marine impacts should be included in this graphic or reported separately?*

**VI. Summary and Thanks**