

## NWS 2015 HURRICANE PRODUCTS SOCIAL SCIENCE RESEARCH PROJECT – INTERVIEW GUIDE

### 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. **This interview is voluntary**, [emphasize] and it focuses on hurricane forecast products used during Hurricane X in X LOCATION in 2015. Did you see the Tropical Storm/Hurricane XX Storm Surge Flooding Map from the National Hurricane Center during this storm? [If no, thank participant but discontinue scheduling. If yes, continue scheduling interview.] 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 to the “Potential Storm Surge Flooding” map and local office forecast products. 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 these products, know how to access them, know how to use them, and are being consistent and accurate in their communications about the information presented in the products.
- **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. Additionally, we are seeking your input on newly revised local office hurricane forecast products to determine if these revisions are clear and helpful.

### Proposed Questions

#### Assessment of Experimental Storm Surge Flooding Map Issued for Hurricane X

1. What actions, if any, did your organization take in response to the threat from Tropical Storm/Hurricane XX?
2. How did you access the Tropical Storm/Hurricane XX Storm Surge Flooding Map during the response? (Probe for more than one way)
3. When did you access it? Did you access it more than once?
4. Explain the ways you used the map as Tropical Storm/Hurricane XX threatened your area.
5. Did you share the map with anyone? (Depending on respondent, probe for TV stations, decision-makers, community groups, the public, etc.)
6. 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).
7. Please describe if you encountered any difficulties in presenting or sharing the map.
8. Please describe any feedback you received.
9. Based on the map, how did you assess the threat potential for your region?
10. Was the threat potential depicted on the map accurate? Explain why or why not.
11. Please explain if/how this map affected any preparedness decisions (including evacuations) of

- authorities? Of the public?
12. 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?
  13. 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 foot, etc.)
  14. What do you think about the colors used on the map?
  15. Please describe any specific suggestions for improving the map.
  16. 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.

### **Assessment of Local Hurricane Forecast Products**

1. Did you access and use the Hurricane Local Statement and/or TCV product from the local NWS office?
2. How did you access these items? (Probe for more than one way)
3. When did you access them? Did you access them more than once?
4. Who, if anyone, did you share it with?
5. What do you think about the new TCV product? (Probe for usefulness, timing, understanding, accuracy)
6. What did you think about the new format for the HLS? (Probe for input on the coverage, length, situational overview, other preparedness information section, and bullets)
7. What did you think about the impact statements? (Probe for accuracy, specificity)
8. Did you access and use any hurricane threat/impact graphics from the local NWS? Where/how did you access these products?
9. What did you think of the colors used on the maps?
10. What did you think of the categories and labels used on the maps?
11. Did you post any of these graphics on a website? Did you use them in social media? (For broadcast meteorologists, also ask if they used it on air)?
12. Please describe if you encountered any difficulties in presenting or sharing these local products.
13. Please describe any feedback you received from those with whom you shared the products.
14. Did the products help you assess the threat potential and impacts for your region?

### **Paperwork Reduction Act Statement**

Public reporting burden for this collection of information is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other suggestions for reducing this burden to Sarah Brabson, NOAA National Weather Service, SSMC 2, Room 17205, 1325 East West Highway, Silver Spring, MD.

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.

Notwithstanding any other provisions of the law, no person is required to respond to, nor shall any person be subjected to a penalty for failure to comply with, a collection of information subject to the requirements of the Paperwork Reduction Act, unless that collection of information displays a currently valid OMB Control Number.