



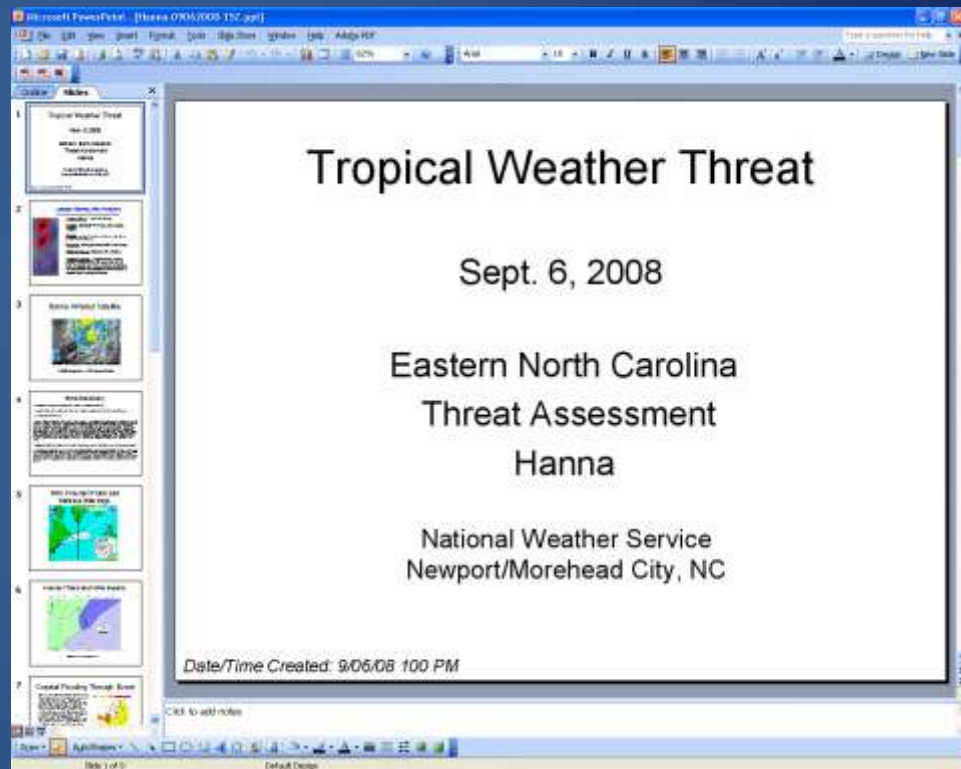
# **NCEM-ECU Annual Hurricane Workshop Panel May 23, 2012**

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# Threat Assessment Briefings

- WFO MHX began issuing PowerPoint briefing presentations to the emergency management community via e-mail in the Spring of 2008.
- Initially used to support significant severe weather outbreaks, the program was expanded to support Tropical Operations.
- In 2010 the briefings were expanded to the media.
- In 2011 for Irene, we began disseminating them to the public, posing them on our Top News of the Day and on Facebook.





# DSS Initiative

- RENCI and ECU Social Scientists spearheaded effort to identify gaps between hazard identification and risk communication provided by the NWS for 12 coastal counties during Hurricane Irene.
- Results indicated there was some misinterpretation of the NHC cone of uncertainty.
- Probabilistic surge was confusing.
- Some graphical products displayed in briefings, like radar and satellite were insignificant to EM operations.
- Main points of consideration should be placed in the front of the briefing.
- Local graphical HLS products were useful.
- Significant winds, such as tropical storm force beginning and ending times were very useful to operations, especially when displayed graphically.
- Hurricane track model guidance useful, but should be zoomed in.



# Media/NWS Interaction



- WFO Newport began having weather seminars for the Media, including tropical, starting in 2011.
- In addition to EBO NCEM conference calls, specialized DSS briefings were conducted for the Media and other partners via GoTo Meeting prior to Hurricane Irene.



# Hurricane Irene Town Hall Meetings



- Conducted by NWS Newport last December in collaboration with ECU Social Scientists, County EM's, and local Media.
- Town Hall Meetings given for decision makers and public in some of the hardest hit counties including Pamlico, Beaufort, and Dare counties to explain NWS products and services including surge products in AGL with survey questions administered.
- Similar meetings are being planned this year to promote public hurricane awareness and preparedness.



# Storm Surge Survey



**19. When Hurricane Irene was downgraded to a Category 1 storm, did this change your perceptions of the potential impacts associated with storm surge?**

#	Answer		Response	%
1	Yes		14	61%
2	No		9	39%
	Total		23	100%

**20. How much did it change your perceptions of what the impacts from storm surge might be?**

#	Answer		Response	%
1	Very much		1	7%
2	Somewhat		13	93%
3	A little		0	0%
4	Very little		0	0%
	Total		14	100%



# Storm Surge Survey



## 21. How different did you think storm surge would be?

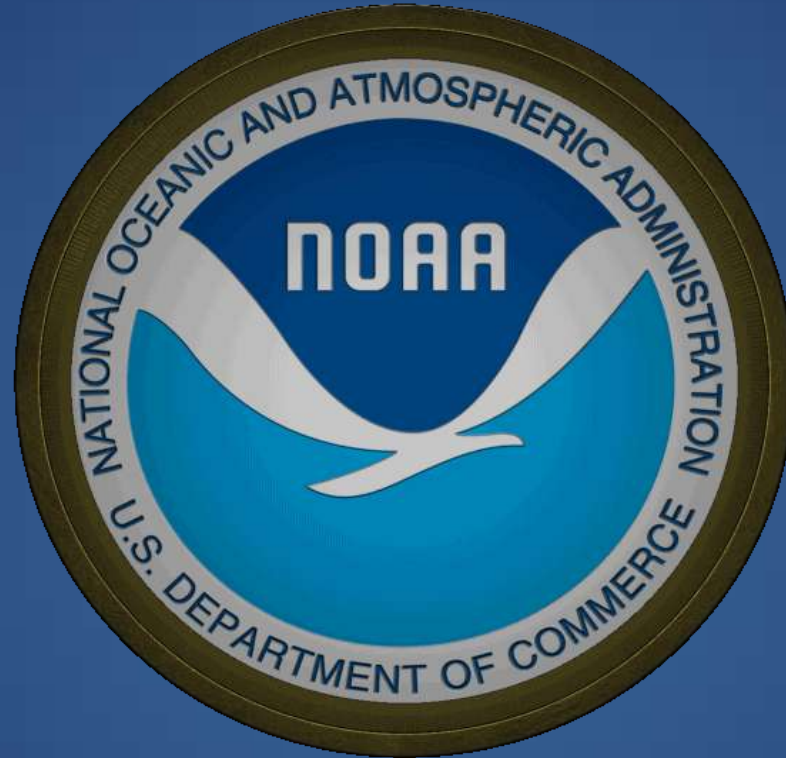
#	Answer		Response	%
1	Much lower		2	14%
2	Somewhat lower		11	79%
3	Not very different at all		1	7%
	Total		14	100%

## 22. Were you surprised by the magnitude of the storm surge that Hurricane Irene caused?

#	Answer		Response	%
1	Yes		18	78%
2	No		5	22%
	Total		23	100%



# Thankyou!



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