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# **Overview of HFIP Socio-Economic Research/Projects**

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# Purpose

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Provide overview:

- 1) HFIP Socio-Economic Working Group
- 2) HFIP Socio-Economic Research and Recommendations



# HFIP Socio-Economic Working Group

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## HFIP Socio-Economic Working Group

- Co-Lead by NHC Director Bill Read & Jennifer Sprague
- Includes the following members:
  - *NHC: Edward Rapaport, Jamie Rhome & Robbie Berg*
  - *Two NWS Regional Representatives: Lance Wood (WFO Texas), Hendricus Lofus (WFO CT)*
  - *FEMA Representative: Matthew Green*
  - *Four State Emergency Managers: Chuck Lanza (FL), Mike Sprayberry (NC), Christopher Moore (TX),*
  - *Social Scientist: Hugh Gladwin*
  - *Media Representative: Rick Knapp*
  - *Private Sector Representative: Karen Townsend (HURREVAC)*



# HFIP Socio-Economic Working Group

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## **Purpose of Working Group:**

- Collaboration with NWS Partners
- Identify need(s), determine direction, and provide guidance towards making tangible socio-economic changes to NHC information to more effectively communicate risk and uncertainty.
- Identify potentially new, replacement or updated NHC operational graphical or text products in need of social science research to better convey risk and uncertainty.



# HFIP Socio-Economic Research

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- Jointly funded by HFIP and NOS Coastal Service Center
- Eastern Research Group (ERG) Awarded Contract 09/21/11
- Project Term: September 21, 2011 – March 30, 2013
- Total Cost: \$272,000 (includes funding for a GIS Prototyper)

## **Purpose:**

- Inform NHC and NOAA HFIP efforts to effectively convey tropical cyclone risk and uncertainty, resulting in more resilient behaviors that reduce losses of life and property
- Incorporate information gained through project into the development of NHC products, information and services.



# HFIP Socio-Economic Research, cont'd

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## Two Phases:

- Phase 1:
  - Assess user needs for storm surge, wind information, including type of information, format and delivery by audience (General Public, Media, and EM Community)
  - Provide social science-based recommendations to improve NHC forecast products, information & services (including wind and storm surge information)
- Phase 2:
  - Test and retest prototypes of NHC graphics and visualizations based on research in Phase 1



# HFIP Socio-Economic Research Synergies

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Project coordinated with other NOAA Research:

- 1) HFIP Socio-Economic Impacts Assessment
- 2) Assessing Current Storm Surge Information from the Public Perspective
- 3) Collaboration with Weather and Emergency Management Decision Support (WxEM)
  - Coordination on Tropical Use Case Prototypes