



NATIONAL WEATHER SERVICE

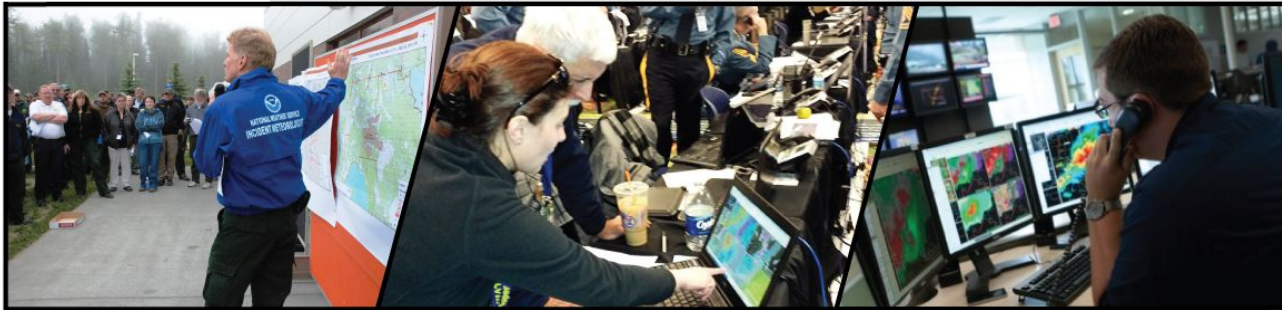
Protecting Lives and Property for 150 Years

Reflection Remarks:

Moving into the next 150 years with our Partners

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Presenter: Mary Erickson, NWS Deputy Director



U.S. 2019 Billion-Dollar Weather and Climate Disasters



This map denotes the approximate location for each of the 14 separate billion-dollar weather and climate disasters that impacted the United States during 2019.



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Connection to our Partners



- Public/private partnerships are woven into the National Weather Service genetic code, from our foundation 150 years ago to today.
- Weaving the Weather Enterprise partnerships into the decision fabric of diverse sectors.
- We depend on the entire Weather Enterprise. It supports local decision-making to improve resilience to extreme weather events.
- Our recent shift to highlight the impact of weather events in forecasts and briefings is making the nation more resilient to extreme events.



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Follow Through

Leveraging the Ambassador program to increase awareness of forecasts and preparedness, impact, and response information?

What are the opportunities to collaborate to improve R2O and B2B relationship-building? How can we combine efforts to better educate and advertise job opportunities in our Enterprise?

Excited by new AMS Wildland Fire Committee to improve collaboration, solicit input, and coordinate community feedback regarding critical fire weather, air quality, and weather and climate risk issues. Partner opportunity with Natl Interagency Fire Center - bridging wx and fire communities.



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High Impact Events in NE

- Low frequency, high impact events such as hurricanes are particularly challenging
- A key challenge is communicating forecast & impact information to EMs and the public to enable individual preparedness and response.
 - Coordination across the enterprise is critical
- Freshwater forecasting may be the most important area in need of improvement
- Factors such as timing, antecedent conditions, and the time since last event matter just as much as an event's intensity.
- Stronger storms/SLR + aging infrastructure + public without memory of previous events = increasing vulnerability



Resilience across the Enterprise

Fed - National Scale

State - Regional Scale

Local - Community networks



MAYOR'S OFFICE OF
**EMERGENCY
MANAGEMENT**
MARTIN J. WALSH
MAYOR



Bucks County
Voluntary Organizations
Active in Disaster

COOPERATION | COMMUNICATION | COORDINATION | COLLABORATION



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Partnering in the Future

Working well:

- Transparency, dialogue
- Serving different customers - amplify & spread same core message

Change is going to come:

- Open Data/ Data Rights
- Cloud - computing, dissemination
- Technology acceleration



Core Investments

IDSS, Water Services, NIC, Social Science integration with Phys Science, Pub-Priv part, EPIC, Space Weather, Observation - SLEP, Mesonets, Satellite



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Partnering in the Future



Challenges:

- Software Engineering
- Integrating human factors on decision-making prior to, and during, life- threatening extreme events
- Alerting systems, delivery mechanisms of the future, role of social communication channels

Evolution in partnership

- International — private sector able to provide solutions
- AI, quantum computing, personal delivery, visualization
- Sharing social/behavioral communication



Thank You!!!

