Customer Thresholds

Recognize Impacts

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Questions to Address

- What are Thresholds?
- How are thresholds determined/found?
- Use of Operational Significance?
- Use of Operational/planning Cycles?

UNDERSTANDING PERSPECTIVES
a good place to start

Meteorologist *Focus on* Conditions	General Public *Focus on* Personal Protection	Decision Makers *Focus on* Impacts
What is expected storm surge, flooding, wind, etc?	Am I safe? What is going to happen to me?	What protective actions need be taken? (what's gonna break)
What is timing and duration of event?	Do I leave or Stay?	Where will we need to respond?
How to communicate weather hazards?	What do I do? (needs instruction)	What type of recovery will be needed?

(7 ft Storm Tide -> inundation of coast -> Evacuation of coastal communities)

What are Thresholds?

- Thresholds are critical values (time, space, impact-condition) which represent decision points where customers will take action.
- Threshold values represent coordinated information.
  - They do not come from us.
  - Local Mitigation Studies/Traffic Studies
- Some thresholds are hard wired/some not.
  - Examples of hard wired vs soft wired??

Critical Thresholds Values

Timing

- C130 to evacuate special needs – 84hrs
- National Guard activation – 54hrs
- Multiphase evacuation, tourists – 48hrs
- Mobile home residents – 30hrs
- All residents – 24hrs
- Arrival of TS winds – Evacuation terminates
  - Refuges of last resort open

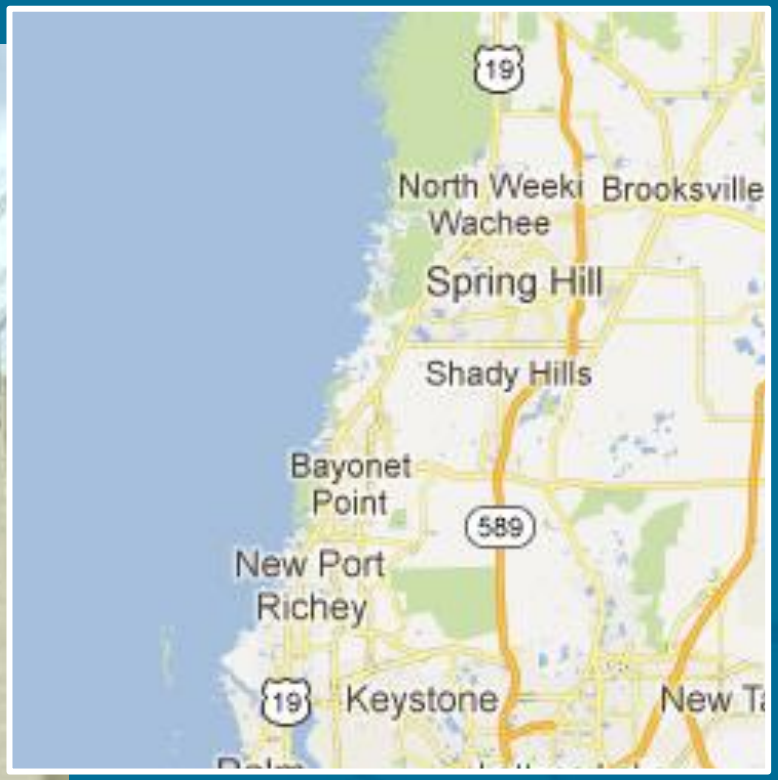
Customer Thresholds Exceedence

Conditions -> Impacts

- 35mph – School buses cannot cross bridges
- 35mph – Electrical bucket boom trucks
- 40mph – Law enforcement, public works, Aqueduct authority cease operations
- 45mph – All Electrical, Public Works, and Routine emergency/fire rescue response ceases
- Critical services may occur on case by case up to 60mph

Pinellas County

72hr Clearance Time



Sunshine Skyway Bridge Closed!

winds greater than 34kt/39 mph

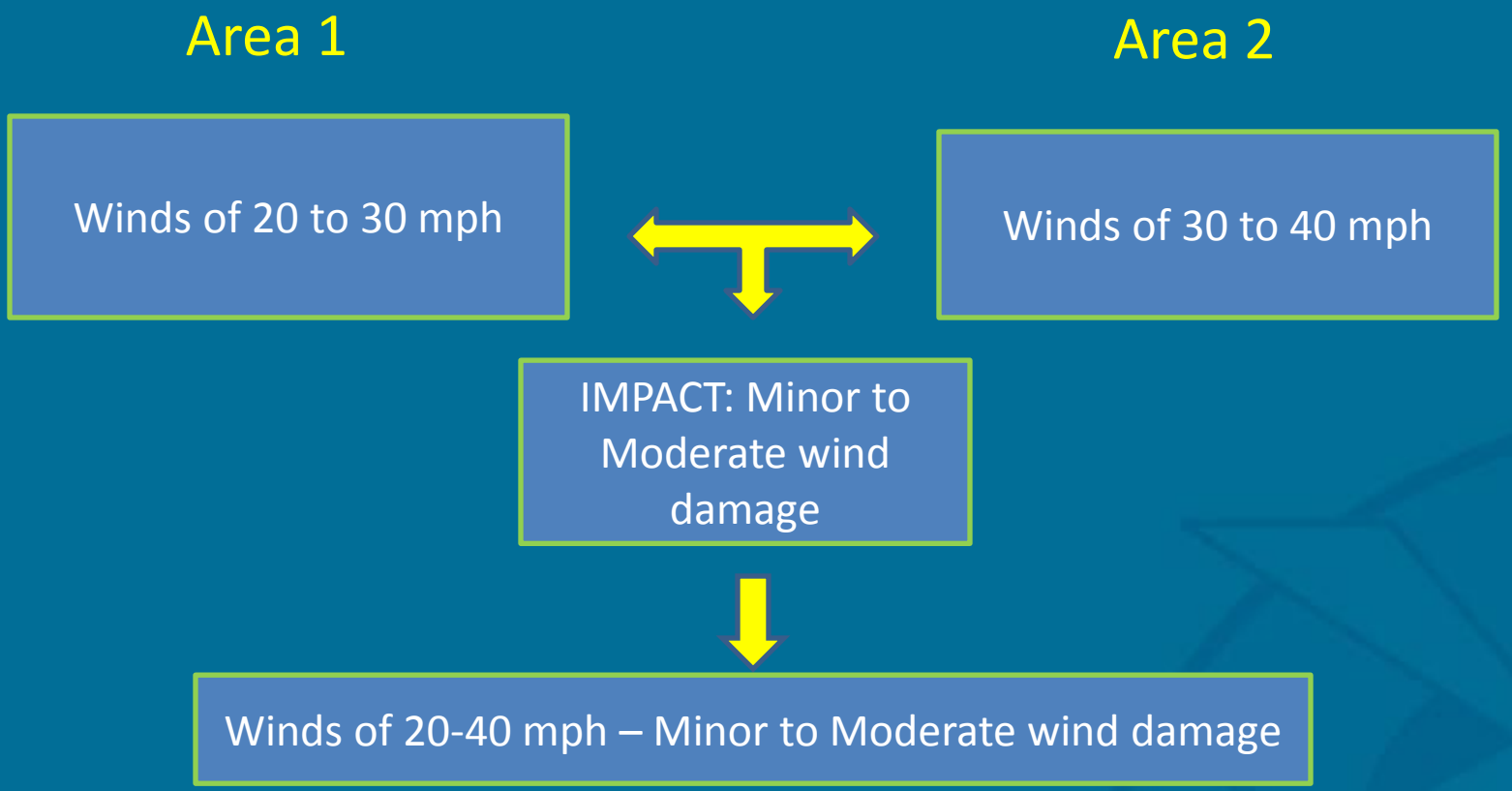
Determining Thresholds

- Ask
- Participate
- Anticipate
- Coordinate

Operational Significance

Operational significance can be defined where similar protective and precautionary actions will be necessary based on the impact of meteorological events.

Operational Significance Example



Operational Significance

- Use to avoid thin slicing.
- Use to avoid broad brushing.
- Use to avoid over-briefing (operational cycles).
- Use to temper condition ranges.
- Use to focus on the what, not the why.

Operational Cycles

Planning Cycles

- What are the customer planning cycles?
  - When (how often) is IAP written/updated.
- What determines planning cycles?
- Stay in phase with planning cycles.
  - Briefings, emails, conference calls.
- Flash updates (briefings) outside of PC should ONLY be for significant changes.
- Their planning cycles = their decision cycles.

Example:

- NHC operational cycle is every 6 hrs.
- EMs in your region are running Alpha/Bravo shifts, doing one IAP per day with mid-day update.

- *You sent out an email to EMs stating you'll do a briefing every 4 hrs.*

Impact Based Decision Support
It's all about decision points

- What is the customer role?
  - What is the difference between state, local, federal?
- What is the customers planning cycle?
  - What are temporal and spatial needs?
- What is operationally significant? (thresholds)
  - What matters, and what doesn't?

Takeaway Concepts

- Inherently, thresholds from outside sources
- Use thresholds to temper forecasts/briefings
- Avoid Thin Slicing (Operational Significance)
- Pay attention to customer planning (Operational Cycles)

Don’t Let The Customer Sort It Out