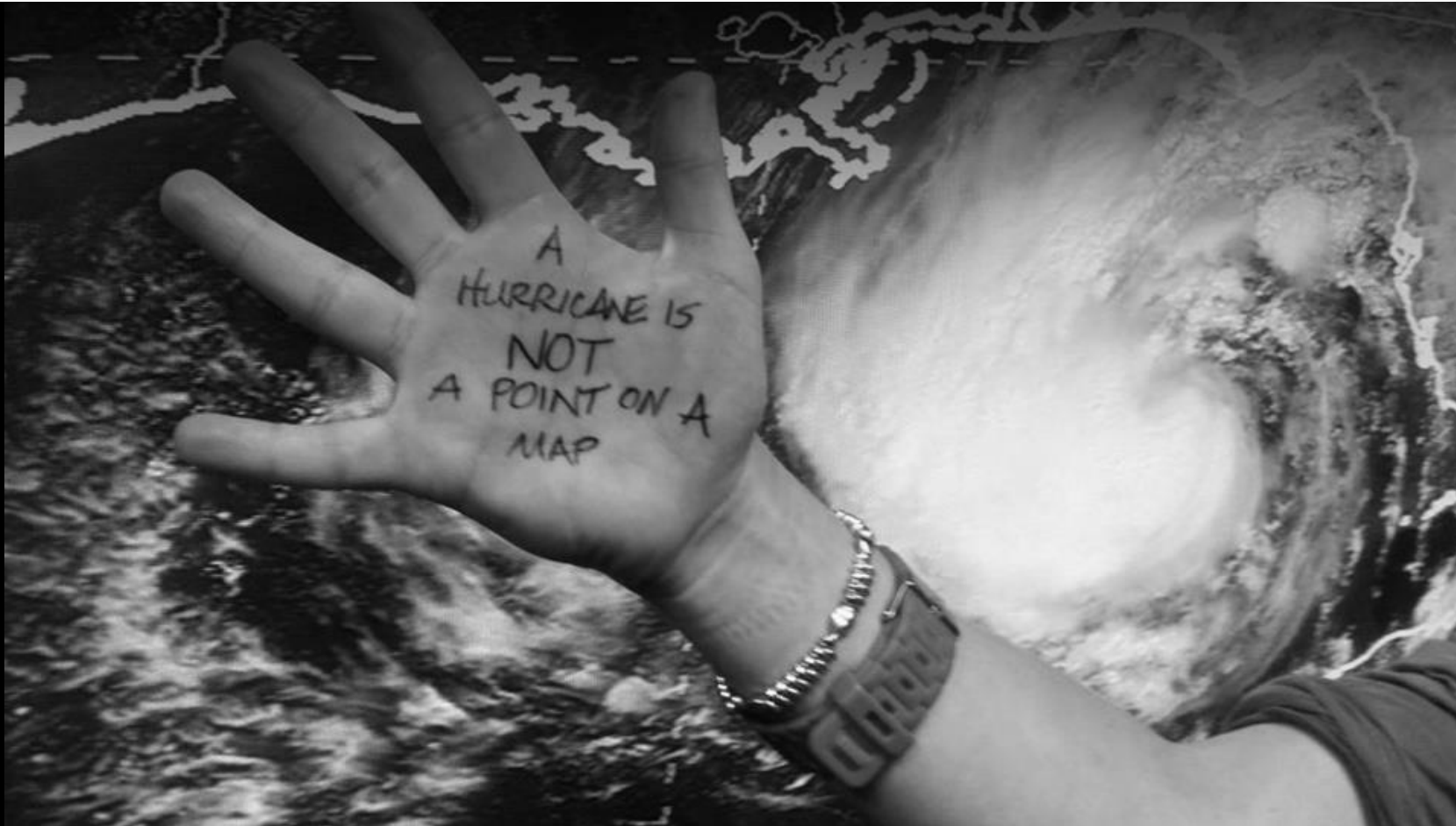


**BEYOND**

# The Perfect Forecast

Relaying Critical Hurricane Information





How do we relay  
**HURRICANE** information?





# What is critical **HURRICANE** information?







# Yesterday's technology

How do we relay hurricane information?



# Yesterday's technology

How do we relay hurricane information?





# Yesterday's technology

How do we relay hurricane information?



# Personal computers today

How do we relay hurricane information?





# FEMA/NHC Coordination

How do we relay hurricane information?



# HURRICANE LIAISON TEAM

## *Overview*



## BACKGROUND

- Initial idea in the early 1990s
- Proven during response to the 1995 Hurricane Season  
Erin and Opal
- Formalized in 1996  
Request from Governor of Florida to FEMA and NHC Director



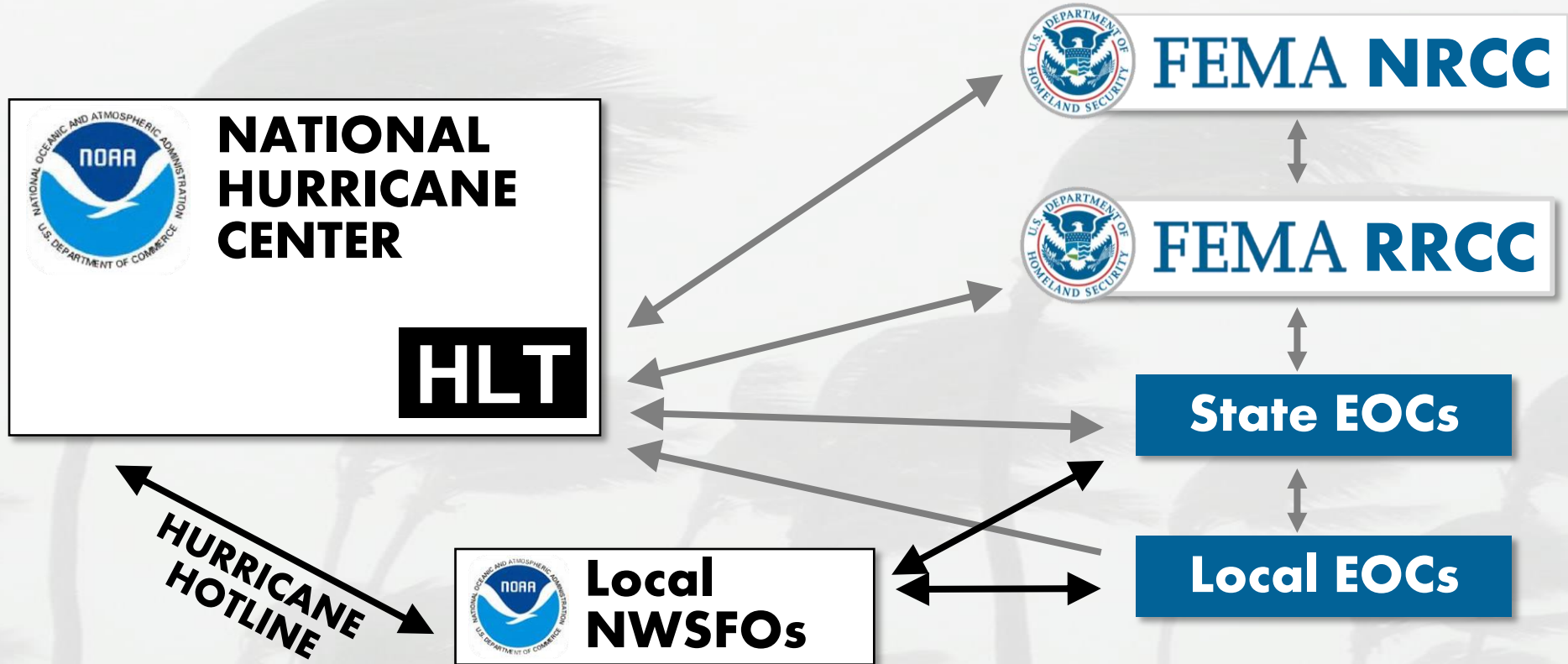
HLT Deployment (circa 1998) – pictured Kent Baxter (R6), Bill Massey (R4), Bruce Swiren (R2), Eric Gentry (Florida), Tim Putprush (IT) and Rhonda Orndoff (IT)

# FEMA/NHC Coordination

How do we relay hurricane information?

# HURRICANE LIAISON TEAM

## *Communication Flowchart*



# FEMA/NHC Coordination

How do we relay hurricane information?



# HURRICANE LIAISON TEAM

## *Overview*



### RESPONSIBILITIES

- **Provide real-time interpretation, assessment and guidance;**
  - Integrating and applying NHC forecasts with State and local response – evacuation plans
- **Provide a forum for emergency managers to ask questions,**
  - Reinforce decisions;
  - Assist with correct use of NHC forecasts and predictive modeling



# FEMA/NHC Coordination

How do we relay hurricane information?

# HURRICANE LIAISON TEAM

## *Overview*



## RESPONSIBILITIES

- **Facilitate two-way communications**
  - Between the NHC and EMs
  - Common forecast picture
  - Relay EM issues to improve NWS/NHC messaging
- **Provide NHC visibility on State and local protective actions**
  - Improve messaging



Hurricane Irma Briefing, September 8, 2017  
National Hurricane Center in Miami

# FEMA/NHC Coordination

How do we relay hurricane information?





# FEMA Video Briefings

How do we relay hurricane information?





# FEMA Video Briefings

How do we relay hurricane information?





# NWS/State Briefings

How do we relay hurricane information?

# Situation Assessment

Status → What?

Impact → So What?

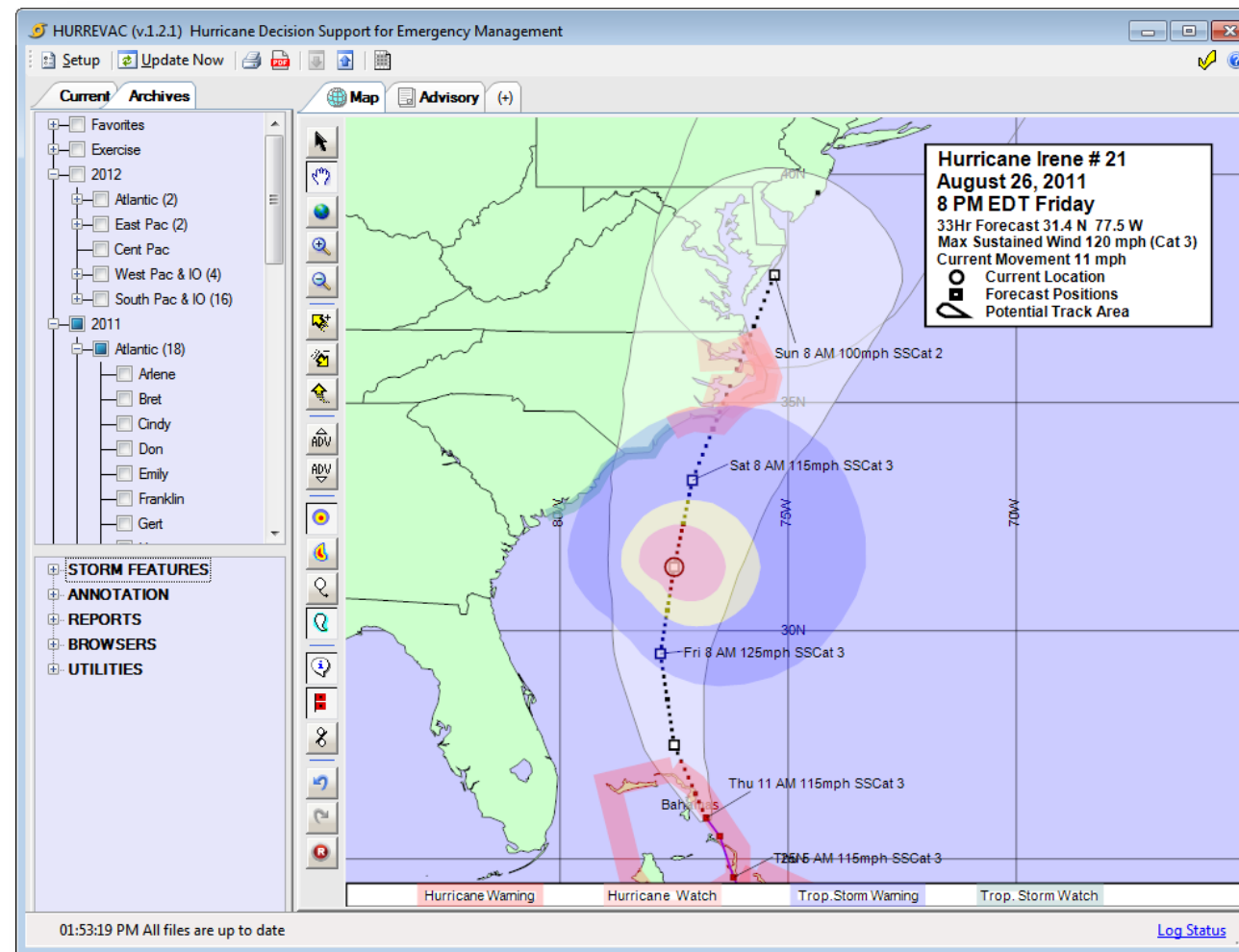
Actions → Now What?

Limiting Factors → What's the Gap?

## What is critical information?

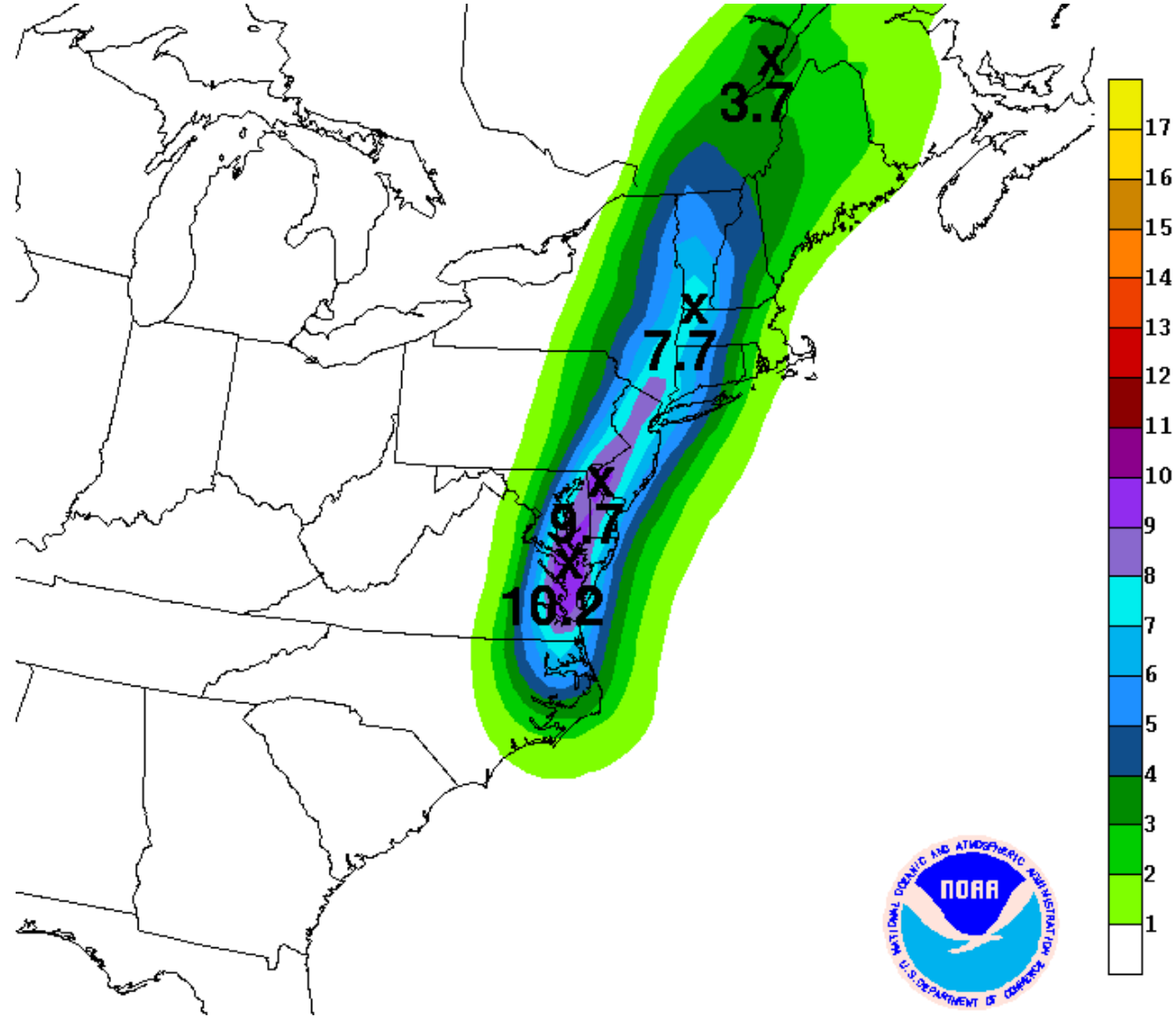
What is critical hurricane information?





# Precision vs Accuracy

What is critical hurricane information?



# Data vs Information

What is critical hurricane information?





FEMA

# Know your audience

What is critical hurricane information?



# Understand their decisions

What is critical hurricane information?



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