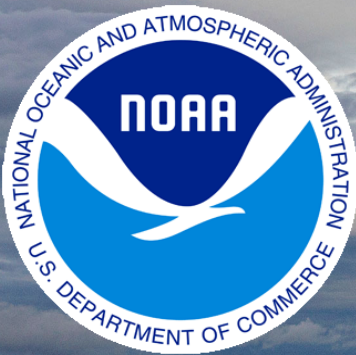
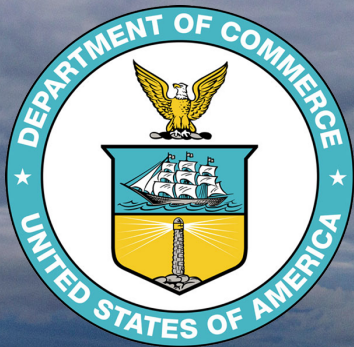


Stakeholder Engagement and Product Prioritization

Presented at the 2014 AMS Washington Forum



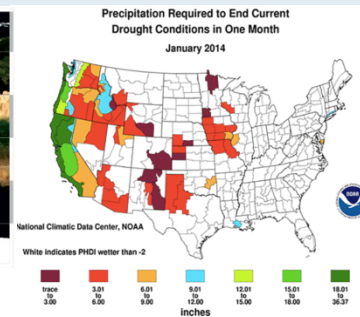
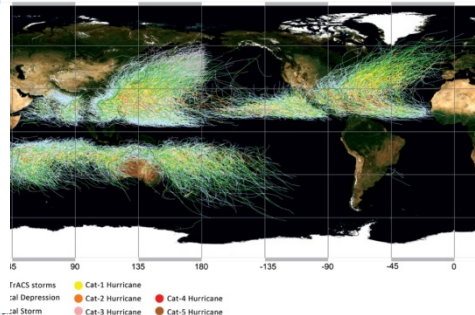
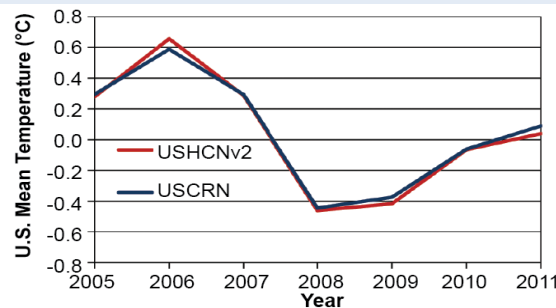
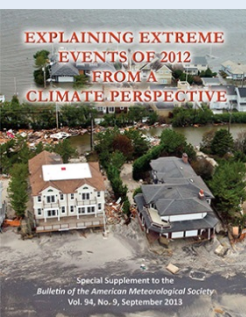
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Chair, U.S. Subcommittee on Global Change Research*

April 1, 2014

Outline

- Introduction
- Recent Product Prioritization Efforts
- Future Engagement Options
- Question for Discussion



Introduction

- **NCDC is examining and optimizing its investment in climate data and information products**
- **One key prioritization criterion is importance to the public, users, and/or scientific communities**
- **NCDC is establishing ongoing mechanisms for systematic and sustained engagement to serve as input to the priority-setting process**

Recent Prioritization Efforts

- NOAA Data Centers (NCDC, NODC, NGDC) jointly developed a methodology and set of criteria for evaluating the priorities of products

	Weekly	Monthly	Seasonal – Annual	Decadal
Local	 <p>Snowfall Impact Index — FEMA, Disaster Response</p>	 <p>Heating and Cooling Degree Days — Energy Sector</p>	 <p>Temperature and Precipitation Outlooks — Agriculture</p>	 <p>Billion-Dollar Disasters, Climate Extremes Index — Insurance</p>
Regional	 <p>Hurricane Tracks — Emergency Planners</p>	 <p>Heat Wave Prediction — Public Health Officials</p>	 <p>Drought Outlook — Agriculture</p>	 <p>Climate Normals — Construction, Infrastructure, Agriculture</p>
National and Global	 <p>Drought Monitor — Agriculture</p>	 <p>Monthly State of the Climate Reports — Decision Makers</p>	 <p>STATE OF THE CLIMATE Annual State of the Climate Reports — Decision Makers</p>	 <p>Global Climate Change Impacts in National Climate Assessment — Decision Makers</p>

Prioritization Framework:

List of Criteria

Open to edits, additions, comments on these criteria

1. Importance to the public, users, and/or scientific communities
2. Compliance with Federal law or binding international law / treaty
3. Directly supports Administration priorities or signed external agreements
4. Provides input for other products
5. Required to provide authoritative governmental standards; or preserve/steward/serve non-recoverable information; or preserve a strong legacy as national/international leader or “center of excellence”
6. Protection of life and property
7. Economic impacts
8. Uniqueness of NOAA’s contribution

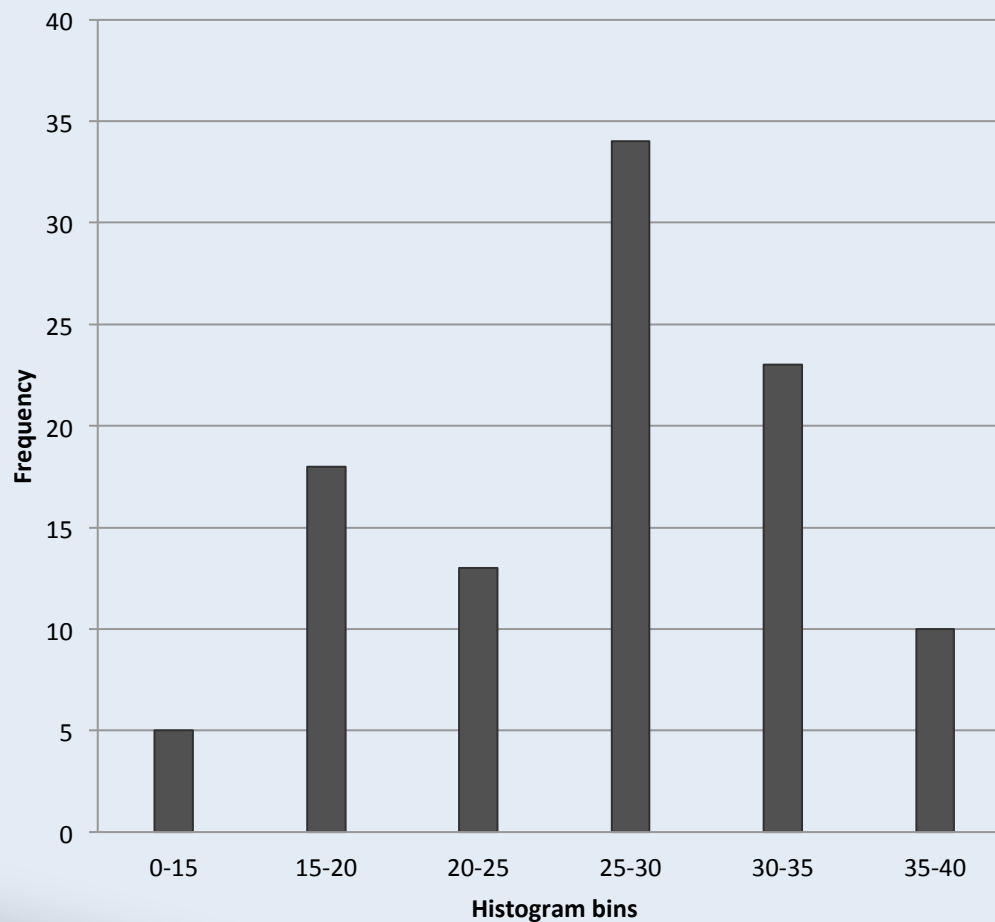
Prioritization Framework:

Example Criterion

- **Importance to the public, users, and/or scientific communities**
 - 5 = **Vital** to users. Deep, broad, engaged user community with explicit written requirements. Heavily used for critical decisions.
 - 4 = **Very important** to users. User community regularly expresses the importance of this product. User community is very well known and provides specific requirements.
 - 3 = **Important** to users. User community has expressed the importance of the product. Clear who the users are and what they need.
 - 2 = **Somewhat important** to users. The category of product is valuable to users. Somewhat clear who the users are.
 - 1 = **Unclear value** to users, user community is undefined. Usage is sparse or unclear.

Initial Results

Distribution of scores for 105 key products



Selected High Scoring Examples

- 1. Importance to the public, users, and/or scientific communities**
 - Continuously Operating Reference Stations GPS
- 2. Compliance with Federal law or binding international law / treaty**
 - Deepwater Horizon Incident Data
- 3. Directly supports Administration priorities or signed external agreements**
 - National Climate Assessment
- 4. Provides input for other products**
 - Global Historical Climatology Network-Daily



Selected High Scoring Examples

5. Required to provide authoritative governmental standards; or preserve/steward/serve non-recoverable information; or preserve a strong legacy as national/international leader or “center of excellence”.
 - Pathfinder SST Climate Data Record (CDR)
6. Protection of life and property
 - Climate Normals
7. Economic impacts
 - World Magnetic Field Model
8. Uniqueness of NOAA’s contribution
 - Climate Reference Network



Future Engagement Plans: Requests for Information

- **Requests for Information provide a means to collect a wide range of perspectives, e.g.,**
 - Views on NCDC Data and Information Products
 - Expertise in NCDC Climate Data Products
 - Climate Data Public Private Partnerships

Question for Discussion

- How would you recommend that NCDC engage non-Federal stakeholders in the product prioritization process?

	Weekly	Monthly	Seasonal – Annual	Decadal
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