



CO-OPS Outreach to Local Maritime Communities

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NOAA Navigation Services Office Updates

Hydrographic Services Review Panel Public Meeting

Charleston, SC

September 16-18, 2014

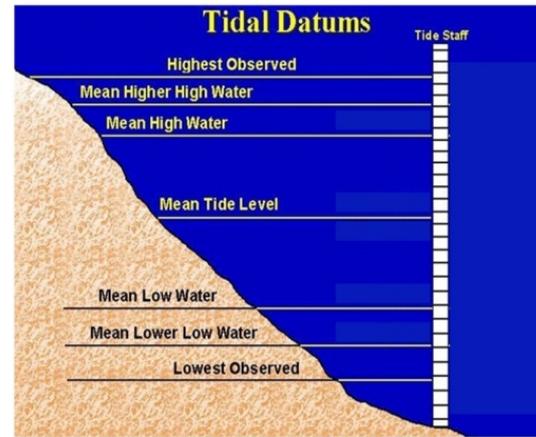
Turning operational oceanographic data into meaningful information for the Nation



CO-OPS Programs

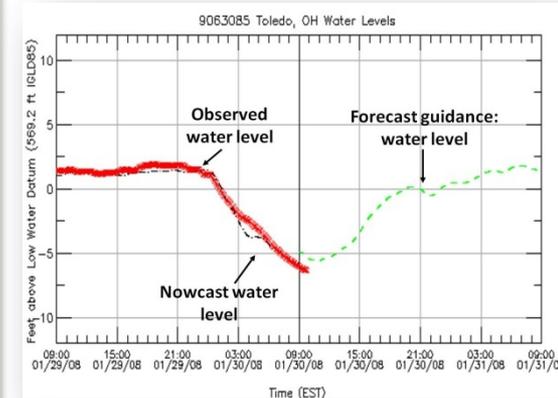
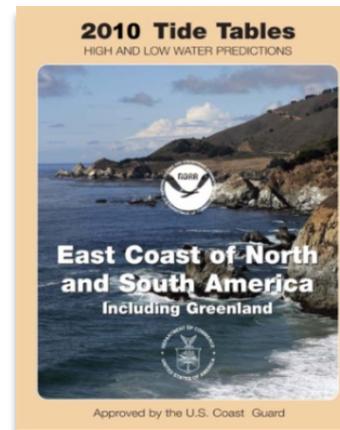
Mapping and Charting Services

- National Water Level Observation Network (NWLON)
- Supports hydrographic and shoreline mapping missions, including VDatum
- Supports other federal MTS partners



Maritime Services

- Physical Oceanographic Real-Time System (PORTS®)
- National Current Observation Program
- Nowcast and forecast models



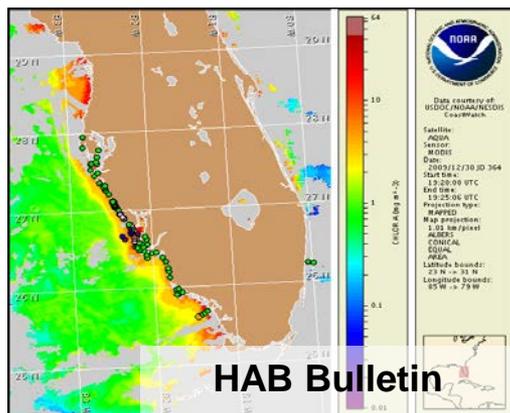
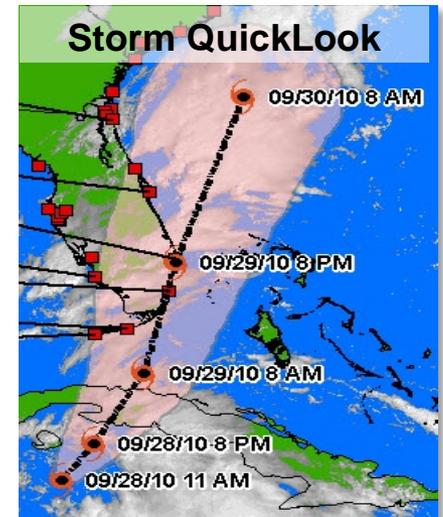
CO-OPS Programs

Resilience

- Coastal hazards – support warnings and planning for storm surge, tsunamis, etc.
- Climate – long-term sea level trends
- Ecosystem – habitat management and restoration

Ecological Forecasting (NOAA wide)

- Forecasting Harmful Algal Blooms (HAB)



Outreach Infrastructure

CO-OPS FY15-19 Strategic Plan Goal 1

- Customer Service focused on outreach, education, and customer satisfaction

CO-OPS Outreach Personnel

- Program Managers, Communications Specialist, Chief Scientist, Project Leads and Field Crews

Partnerships and Collaborations

- Navigation Managers, IOOS RAs, NWS WFOs, NOAA Regional Coordinators, IDIQ Contractors, PORTS[®] Partners, TCOON, GLERL, NERRS, other Federal agencies, local media

Outreach Tools

- Tides and Currents website, surveys, brochures and publications, press releases, media, and events.



Navigation Community Outreach

Attend Regional and National Professional Meetings (exhibits, presentations, etc.)

- AAPA, APA, Great Lakes Waterways Conference, Lake Carriers' Association, CMA Shipping, Passenger Vessels Association, Harbor Safety and Security Conference

Check-in on Local Customer Satisfaction

- Attend local Harbor Safety Committee Meetings
- Lake Captains Meeting

Targeted Regional Outreach

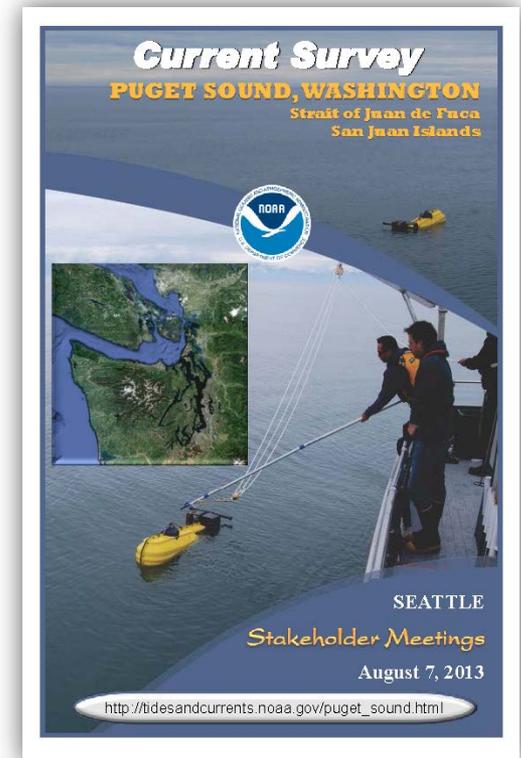
- Program Managers and oceanographers visit one or two regions each year to highlight new and updated products and get feedback
- In FY14, Northern Gulf of Mexico



Navigation Community Outreach

Project Driven

- New PORTS®
- Upcoming Current Surveys
- Model Forecast Development



Navigation Community Outreach

Event Driven

- Historic low waters in Great Lakes
- PORTS[®] dedications
- San Francisco Bay new product event
- 150 Years of Tides
- 200th NWLON Station



Enhancing the Online Experience

ForeSee Surveys

- CO-OPS contract
- Data available quarterly since Sept. 2013
- Benefit: audience insights, demographics, satisfaction score



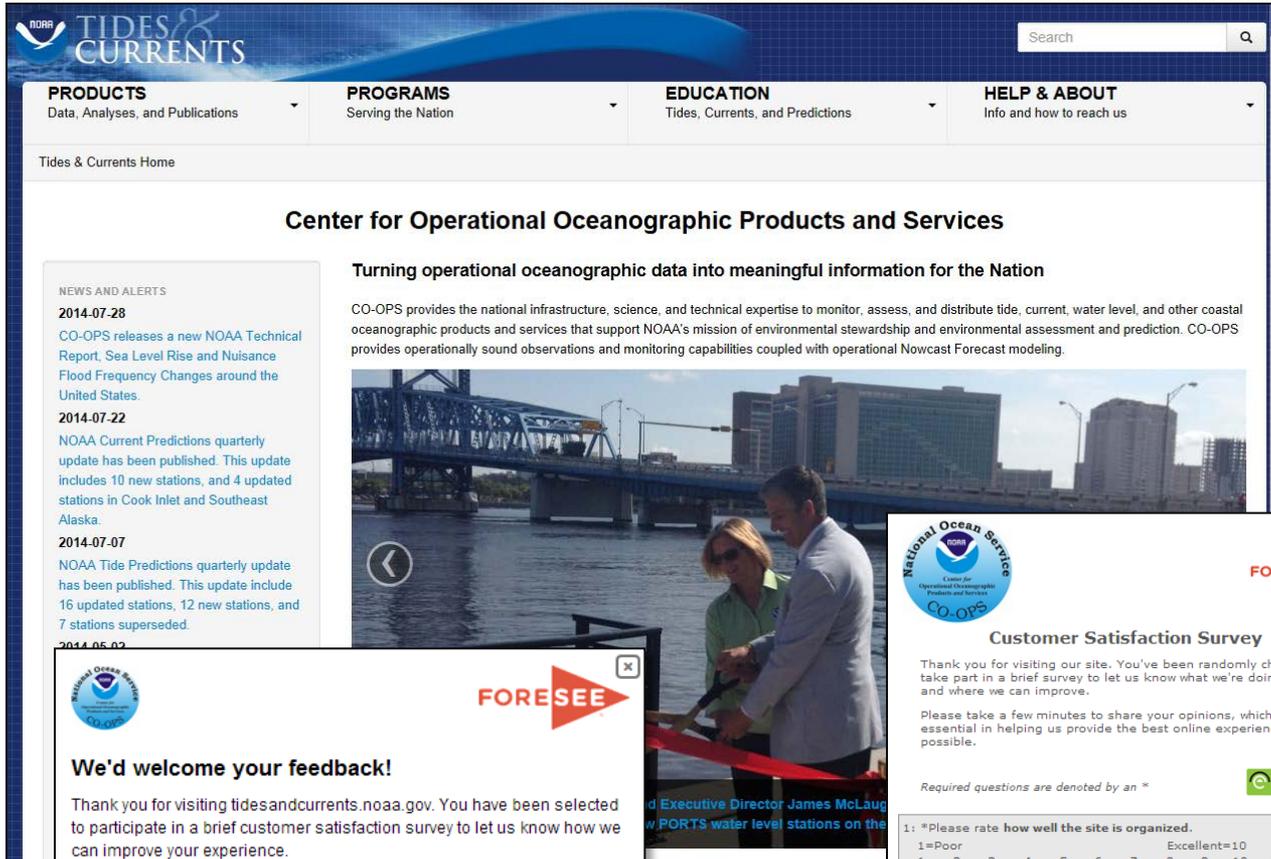
NOS Monthly Log Files

- Compiled monthly
- Data available for 2000-present
- Benefit: web traffic, most popular content, data transferred/downloaded

Google Analytics

- Data available since Jan. 2014
- Represents sample
- Benefit: audience location, real-time data, trends





We'd welcome your feedback!

Thank you for visiting tidesandcurrents.noaa.gov. You have been selected to participate in a brief customer satisfaction survey to let us know how we can improve your experience.

The survey is designed to measure your entire experience, please look for it at the [conclusion](#) of your visit.

This survey is conducted by an independent company ForeSee, on behalf of the site you are visiting.

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National Ocean Service
Center for Operational Oceanographic Products and Services
CO-OPS

FORESEE

Customer Satisfaction Survey

Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

Required questions are denoted by an *

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- *Please rate how well the site is organized.
1=Poor Excellent=10
1 2 3 4 5 6 7 8 9 10 Don't Know
- *Please rate the options available for navigating this site.
1=Poor Excellent=10
1 2 3 4 5 6 7 8 9 10 Don't Know
- *Please rate the visual appeal of this site.
1=Poor Excellent=10
1 2 3 4 5 6 7 8 9 10 Don't Know
- *Please rate the balance of graphics and text on this site.
1=Poor Excellent=10
1 2 3 4 5 6 7 8 9 10 Don't Know

Vital Statistics

Start of Data Collection:
September 5, 2013

Survey Placement:
On-exit browse

Reporting Period:
September 5, 2013 –
July 31, 2014

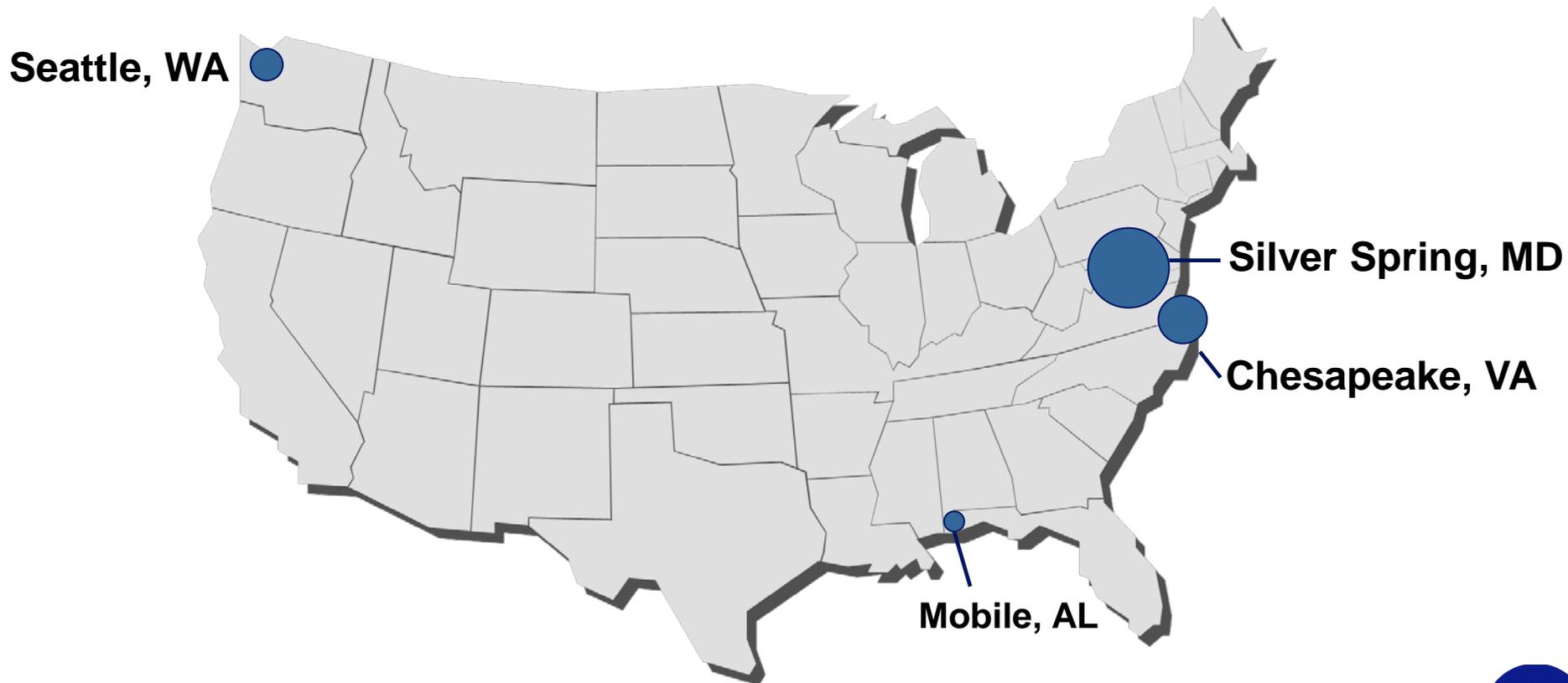
Surveys Completed:
3,663

Completion Percentage:
57%

Sampling Conditions:
The survey is randomly chosen to be presented to 20% of visitors who view at least 2 pages on the site. A persistent cookie prevents visitors from being invited to take the survey again for at least 90 days.

Greatest Outreach Need

- Physical presence and representation at the regional level



How Can the HSRP Help?

Offer perspectives on how the NOS Navigation Services can enhance our outreach efforts and effectiveness given lack of robust local and regional presence.



Questions



Jacksonville PORTS Dedication
July 2014

Backup Slides



Monitoring Customer Satisfaction

Web Analytics Data

1. **ForeSee Survey** (November 2013–March 2014)
 - >1,400 response in 5 months
 - Satisfaction score = 77 (above federal average)
 - 43% recreational user
 - 63% tides/tide predictions
2. **NOS Monthly Log Files** (January-May 2014 with baseline data from 2012-2013)
 - Traffic trends: 2013 peaks in summer months, web services is ~60% of hits so far in 2014
 - 28% traffic in 2014 from mobile devices
 - Top 5 directories: API, PORTS, home page, tide predictions, IOOS SOS home
3. **Google Analytics** (January-May 2014)
 - Top entrance pages: home page, tide pred., PORTS
 - Top 5 cities: NYC, Jax, Seattle, Houston
 - Top 5 regions: FL, VA, CA, WA, TX

