



**HSRP
Strategic and 2009 Planning**

November 20, 2008

Session Results

November 24, 2008

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Reflections

Long-Term (3-4 Years)	Short-Term (12-24 months)
PORTS system support	More attention on mapping charting and back-log
Be most efficient with limited budget	Expanding PORTS system and find funding
Find a long-term funding mechanism such as trust fund for navigation	Catch up survey back-log
Expertise to carry on the work we're doing	GRAV-D will allow GPS to get accurate elevations
Establish requirements of Navigational Services	Make your voice heard in the new administration (top 5 priorities)
Educate public and politicians on MTS	Expanding PORTS system and find funding
Developing budget process for NOAA, annual and 5-year- get more involved in the budget	Better awareness of Hydro Services within NOAA
Reduce vertical error in Hydro Services	Implementing use of GPS for water levels and a V-DATUM
Help NOAA improve products/services in support of navigation	Better awareness of Hydro Services both externally and within
Attention to technical innovation getting beyond government ability to keep up in navigation services	Better equate navigation services to int'l trade functions with DOC/Congress
Greater public awareness of hydro information -- get other groups involved beyond MTS	Expanding PORTS system and find funding
Continued participation in strategic planning process for navigation services	Better awareness of Hydro Services for navigation and other science e.g. climate change
Eliminate ping to chart delays	Implementing use of GPS for water levels a V-DATUM
Educate about NOAA, get HS/kids involved for future scientists/hydrographers etc.	Every port that wants PORTS gets it, fully funded
Public awareness -- duplication of effort, common path into future by multiple federal efforts -- internationally also	Public awareness -- duplication of effort, common path into future by multiple federal efforts -- internationally also
Help NOAA improve products/services in support of navigation	GRAV-D will allow GPS to get accurate elevations
Identify ways to leverage other fed resources for navigation services	Describe how navigation services critical to climate service -- foundational data, funding coming for climate

Current and Emerging Trends

- New administration
 - Democratic President and Congress
- Millions and millions of baby boomers retiring
- The economy
- Climate change
- Sea level rise
- Rapid changes in technology
- More needs, less money
- Evolution of real-time networks and GPS→ implications for positioning
- Use of new web technology and services
- New technology for data acquisition and dissemination
- Keeping up with training and education with new technology and services
- New technology for data delivery
- User expectation on product delivery
- I-phone, YouTube era
- Resumption of trade with Cuba and others
- Increase demand and stress on coastal environment
- Increase in marine transportation system- more ships



**Strategic and 2009 Action Plan
2009-2011**

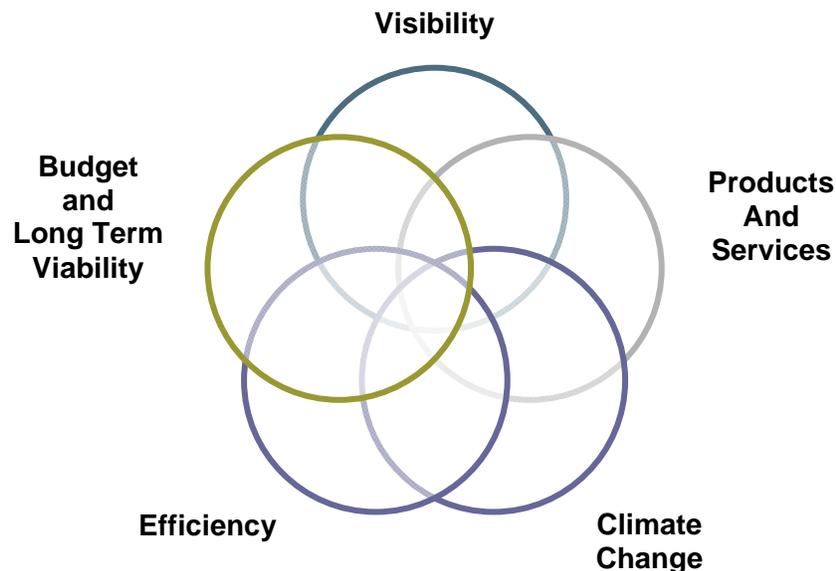
November 24, 2008

Overarching Desired Outcome

An overall increase in long-term support, improvement, and delivery of NOAA's Hydrographic Services

Strategic Goals

- 1.0 **Visibility & Awareness**
Increase the visibility and awareness of the value of NOAA's hydrographic and navigation services.
- 2.0 **Budget and Long-Term Viability**
Participate in the NOAA budget process and provide advice from planning to execution.
- 3.0 **Products and Services**
Make recommendations for the improvement of Hydrographic products and services.
- 4.0 **Climate Change**
Emphasize the role that NOAA's Hydrographic Services can provide to climate change policy.
- 5.0 **Efficiency**
Recommend innovative strategies and best in class practices to increase overall efficiencies.



1.0 Visibility and Awareness

Increase the visibility and awareness of the value of NOAA's hydrographic and navigation services.

1.1 Raise visibility to national decision-makers and funding agencies.

Year 1 Actions

- ✚ *Develop a playbook of consistent messages.*
- ✚ *Work with constituent groups to ensure that they understand Panel recommendations.*
 - *Develop simple one pagers from panel perspective for the uninformed.*
- ✚ *Develop and implement a legislative strategy with NOAA and DOC to include but not limited to:*
 - *Identify key staff on Hill.*
 - *Focus on appropriations committees.*
 - *Conduct hill visits.*
 - *Orchestrate senator questions to NOAA/DOC nominees on Hydro Services for visits and confirmation hearings.*
 - *Invite DOC/Congressional staffer to HSRP meeting.*
 - *Set up briefings with OMB, hill, etc. (post transition).*
 1. *Decide commitment of HSRP representation.*
- ✚ *Distribute recommendations to "State" delegations.*
- ✚ *Continue stakeholder panels.*

1.2 Provide NOAA with guidance and feedback on outreach plans and products.

Year 1 Actions

- ✚ *Review existing outreach materials and plans. Offer candid and constructive feedback on accuracy, language, relevance and impact.*
- ✚ *Educate HSRP Panel about new communication technologies.*
 - *Invite someone to talk about technology.*
 - *Optimize iPhone and YouTube technology.*

2.0 Budget and Long-Term Viability

Participate in the NOAA budget process and provide advice from planning to execution.

Year 1 Actions

- ✚ *Examine specific ports with PORTS.*
 - *Study funding mechanisms.*
 - *Explore alternative funding mechanisms.*
 - *Make recommendation on best model to use.*
- ✚ *Educate the Panel on NOAA and larger funding process.*
 - *Receive briefings on trust funds and government MTS spending.*
 - *Review the "political" process and drivers.*

- ✚ *Participate in PPBES and provide advice on the 2011 budget and beyond.*

3.0 Products and Services

Make recommendations for the improvement of hydrographic products and services.

3.1 Assess and provide an annual report card on the HSRP 5 Most Wanted and other recommendations.

Year 1 Actions

- ✚ *Update and validate recommendations.*
- ✚ *Deliver the annual report card for 2008.*

3.2 Evaluate the quality and usefulness of selected products and services.

Year 1 Actions

- ✚ *Select products and services for evaluation.*
- ✚ *Begin evaluation.*

3.3 Continue to recommend actions to advance progress on the HSRP 5 Most Wanted

Year 1 Actions

(insert current recommendations – Ashley)

3.4 Capitalize on IOOS to benefit Hydrographic Services.

3.5 Promote leveraging new technology for product and service enhancements.

Year 1 Actions

- ✚ *Evaluate and recommend use of new technologies to:*
 - *Reduce survey backlog.*
 - *Reduce time Ping-to-Chart.*
 - *Modify standards and practices of GPS derived water levels.*
- ✚ *Support GRAV-D to improve vertical accuracies.*

3.6 Facilitate opportunities for continuous understanding of user and stakeholder needs and requirements.

Year 1 Actions

- ✚ *Funnel more stakeholder input to NOAA.*
- ✚ *Continue stakeholder meetings and presentations.*
- ✚ *Continue Panel member attendance at events and document results for Panel use.*
- ✚ *Plan an annual calendar of key events for Panel members to attend.*

4.0 Climate Change Impacts

Emphasize the role that NOAA's Hydrographic Services can provide to climate change policy.

Year 1 Actions

-  *Provide more Panel education on NOAA and other federal agencies' roles in climate change.*
-  *Identify Hydrographic Services which are important to climate change.*
-  *Review NOAA's requirements for Hydrographic Services in the Arctic.*

5.0 Efficiency

Recommend innovative strategies and "best in class" practices to increase overall efficiencies.

Year 1 Actions

-  *Set a goal for improved contracting timeline.*
-  *Promote shared standards.*

5.1 Recommend public and private sector strategic partnerships.

Year 1 Actions

-  *Inventory and prioritize opportunities for partnerships.*

5.2 Identify opportunities to reduce duplication of efforts.

Year 1 Actions

-  *Recommend a NOAA review for identifying and eliminating duplication of efforts.*

Subgroup Products

Group 1

Brainstorming

1. Integrating and expanding PORTS (coastal model)
2. Increase annual survey backlog (increase contracting out)
3. Integration and collaboration within NOAA and outside (including international)
4. Maintain accuracy and level standards
5. Increase awareness of Navigation products/services to non-navigation users
6. Increase funding for NOAA Navigation Services programs
7. Make NOAA a “household” word
8. Factor in I-phone, YouTube generation
9. More effective distribution and dissemination of products
10. Improve vertical accuracies and National Spatial Reference System
11. More effectively raise visibility with NOAA/DOC and Congress
12. Participate in NOAA and budget process (PPBES)
13. Process of determining and evaluating effectiveness of products
14. Effective internal implementation plan
15. HSRP Panel→ with other NOAA FACAs and other Federal FACA
16. Increase data gathering on hydro vessels, thru Integrated Ocean and Coastal Mapping
17. Increase horizon and vertical positioning (use of new technology)
18. Maintain internal “core” capability of NOAA Corps, physical scientists and others
19. Funnel more stakeholder input to NOAA
20. Copy Glackin letter to congressional board
21. Monitor implementation of HSRP recommendations

Top Items

1. Increase and enhance public and national decision-makers appreciation for NOAA’s value and contribution to the Nation.
 - Increase awareness of Nav products/services to non-nav
 - Make NOAA “household” word
 - Factor in I-phone, U-tube generation
 - More effective distribution and disseminate product
 - More effectively raise visibility with NOAA/DOC and Congress
 - HSRP Panel→ with other NOAA FACAs and other Federal FACA
 - Funnel more stakeholder input to NOAA
 - Copy Glackin letter to congressional board
2. Expand delivery, accuracy, efficiency and production of the hydro services
 - Integrating and expanding PORTS (coastal model)
 - Increase annual survey back lob (increase contracting out)
 - Maintain accuracy and level standards
 - More effective distribution and disseminate product
 - Improve vertical accuracies and national spatial referencing system
 - Increase data gathering on hydro vessel IOCM
 - Increase horizon and vertical positioning (use of new technology)
 - Maintain internal “core” capability of NOAA Corps, physical scientists and others

3. Promote increased funding for NOAA
 - Increase funding
 - Participate in NOAA and budget process (PPBES)
4. HSRP Management
 - Process of determining and evaluating effectiveness of products
 - Monitor implementation of HSRP recommendations
 - Funnel more stakeholder input to NOAA
 - Copy Glackin letter to congressional board
5. Execution
 - Integrating and expanding PORTS (coastal model)
 - Integration and collaboration within NOAA and outside (including international)
 - Effective- internal implementing plan

Strategies

1. Increase and enhance public and national decision-makers appreciation for NOAA's value and contribution to the Nation.
 - More effectively raise visibility with NOAA/DOC and Congress
 - Factor in I-phone, You-Tube generation
 - Funnel more stakeholder input to NOAA

Action/Deliverable:

- HSRP educated new communication's technology
 - Invite someone to talk about technology
- Invite DOC/Congressional staffers to HSRP meeting
- Distribute recommendations to State delegations
- Continue stakeholder panels
- Visits to Hill

2. Expand delivery, accuracy, efficiency and production of the hydro services
 - Increase annual survey back-log (increase contracting out)
 - Integrating and expanding PORTS (coastal model)
 - Improve vertical accuracies and national spatial referencing system

Action/Deliverable:

- Increase survey production to 3,000-10,000
- Fully fund PORTS
- Support GRAV-D by improving vertical accuracies
- Evaluate and recommend use of new technologies:
 - Reduce survey backlog
 - Reduce time Ping-to-Chart
 - Review program plans and budgets before finalized and submittal to NOAA budget
 - Mark recommendations
 - Review "political" process and drivers

3. Promote increased funding for NOAA
 - Increase funding
 - Participate in PPBES

Group 2

Brainstorming

1. Make NOAA listen to our recommendations
2. Develop protocol for outreach standards
3. Shorten time to issue a contract
4. Add individual professional input to NOAA
5. Make specific product improvement recommendations
6. Do more with more
7. Help articulate relevance of Hydrographic Services
8. New standards for new technology
9. Help with ideas to become more efficient
10. Help ensure products meet customer needs
11. Tell NOAA what customer requirements are
12. Translate "NOAA-speak" into English
13. Prevent duplication of effort among Federal/State/Industry/Academia
14. Provide input on NOAA's strategic direction

Top Items

1. Efficiency
 - Shorten time to issue a contract
 - Help with ideas to become more efficient
 - Do more with more
 - Prevent duplication of effort among Federal/State/Industry/Academia
2. Outreach
 - Develop protocol for outreach standards
 - Translate "NOAA-speak" into English
 - Add individual professional input to NOAA
 - Help articulate relevance of Hydrographic Services
3. Product and Service Enhancement
 - Make specific product improvement recommendations
 - New standards for new technology
 - Help ensure products meet customer needs
 - Tell NOAA what customer requirements are
4. New Technology Recognition
 - New standards for new technology
5. Strategic Direction of Hydro Services
 - Make NOAA listen to our recommendations
 - Provide input on NOAA's strategic direction

Strategies

1. Promote creative and innovative strategies to achieve enhanced efficiency
 - Recommend strategic partnerships for increased efficiency
 - Recommend industry and government best practices for improved contracting
 - Identify opportunities to reduce duplication

Action/Deliverable:

- Inventory and prioritize opportunities for partnerships

- Set a goal for improved contracting timeline
 - Promote shared standards
 - Recommend a NOAA review for identifying and eliminating duplication of efforts
2. Promote innovative strategies to enhance outreach
 - Help NOAA communicate in accurate, plain language
 - Help NOAA communicate the importance of hydrographic services to the Nation
 - Make suggestions to NOAA for outreach plans and templates

Action/Deliverable:

- Review existing outreach material and plans and offer candid and constructive feedback

3. Promote improvement in NOAA's Hydrographic Services and Products
 - Identify product and service improvement needs
 - Offer feedback on NOAA products and services
 - Identify new technologies to improve NOAA's products and services
 - Recommend standards for new technology

Action/Deliverable:

- Assess and provide feedback on selected products and services
- Recommend modification of standards and practices of GPS derived water levels

Group 3

Brainstorming

1. Climate change- NOAA role in measuring trends, forecasting adaptation strategies
2. Survey backlog
3. Support for HLS
4. PORTS-common knowledge and awareness
5. Briefings-Hill, SAB, CMPs, DOC, OSTP, Transition, NOAA
6. Develop a playbook- modify by audience
 - a. 2-3 people or teams
7. Green
8. Long-term funding
 - a. Trust fund and other mechanisms
9. Report card on 5MW annual, bi-assessment
10. NOAA report on JMW
11. Consolidation of duplicative programs-within and externally
12. Strategy for promoting awareness- DOC and Congress
13. NOAA role in climate and sea level rise
14. Role in commerce and economy

Top Items

1. Promoting Hydro Navigation Services
 - Briefings-Hill, SAB, CMPs, DOC, OSTP, Transition, NOAA

- Develop a playbook- modify by audience
 - 2-3 people or teams
- Green
- Strategy for promoting awareness- DOC and Congress
- 2. Budget Strategies and Solutions
 - Consolidation of duplicative programs-within and externally
- 3. Report Card
 - Report card on 5MW annual, bi-assessment
- 4. Climate
 - Climate change- NOAA role in measuring trends, forecasting adaptation strategies
 - NOAA role in climate and sea level rise

Strategies

Promoting Hydro and Navigation Services

1. Develop playbook
 - a. Consistent story packaged for sale
2. Set up briefings with OMB, Hill, etc
 - a. Decide commitment of HSRP representation
3. Work with constituent groups for letters of support to Hill, support and testimony, etc.
4. Develop legislative strategy
 - a. Identify key staff on Hill
 - b. Focus on appropriations committees
5. Develop simple one pagers from panel perspective for uninformed
6. Orchestrate senator questions to NOAA/DOC nominees on Hydro Services for visits and confirmation hearings

Budget Strategies and Solutions

1. Examine specific PORTS
 - a. Study funding mechanisms
 - b. Make recommendation on best model to use
2. Be part of process before decisions made
3. Help NOAA prioritize what/where to fund
4. Get up to speed on Trust funds and government MTS spending

Report Card

1. Update and validate requirements annually
2. Deliver annual assessment of budget and actions accomplished

Climate

1. More panel education on NOAA, other federal roles and Hydro Services role in sea level rise
2. Tie into IOOS and capitalize on IOOS to benefit Hydro Services
3. Identify which Hydro Services are important to sea level rise

**Summary
of
Meeting Evaluations**

