CO-OPS Outreach to Local Maritime Communities

Richard Edwing
Director, NOAA Center for Operational Oceanographic Products and Services

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
Capturing the Voice of Visitor

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 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

Seattle, WA
Silver Spring, MD
Chesapeake, VA
Mobile, AL
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