



NOAA Regional Collaboration and Initiation of the NOAA Southeast and Caribbean Region Team

Brief for 10th Annual

Southern and Caribbean Regional Meeting

November 6, 2007

Jeff Payne – SECART Lead



Why Regional Collaboration?

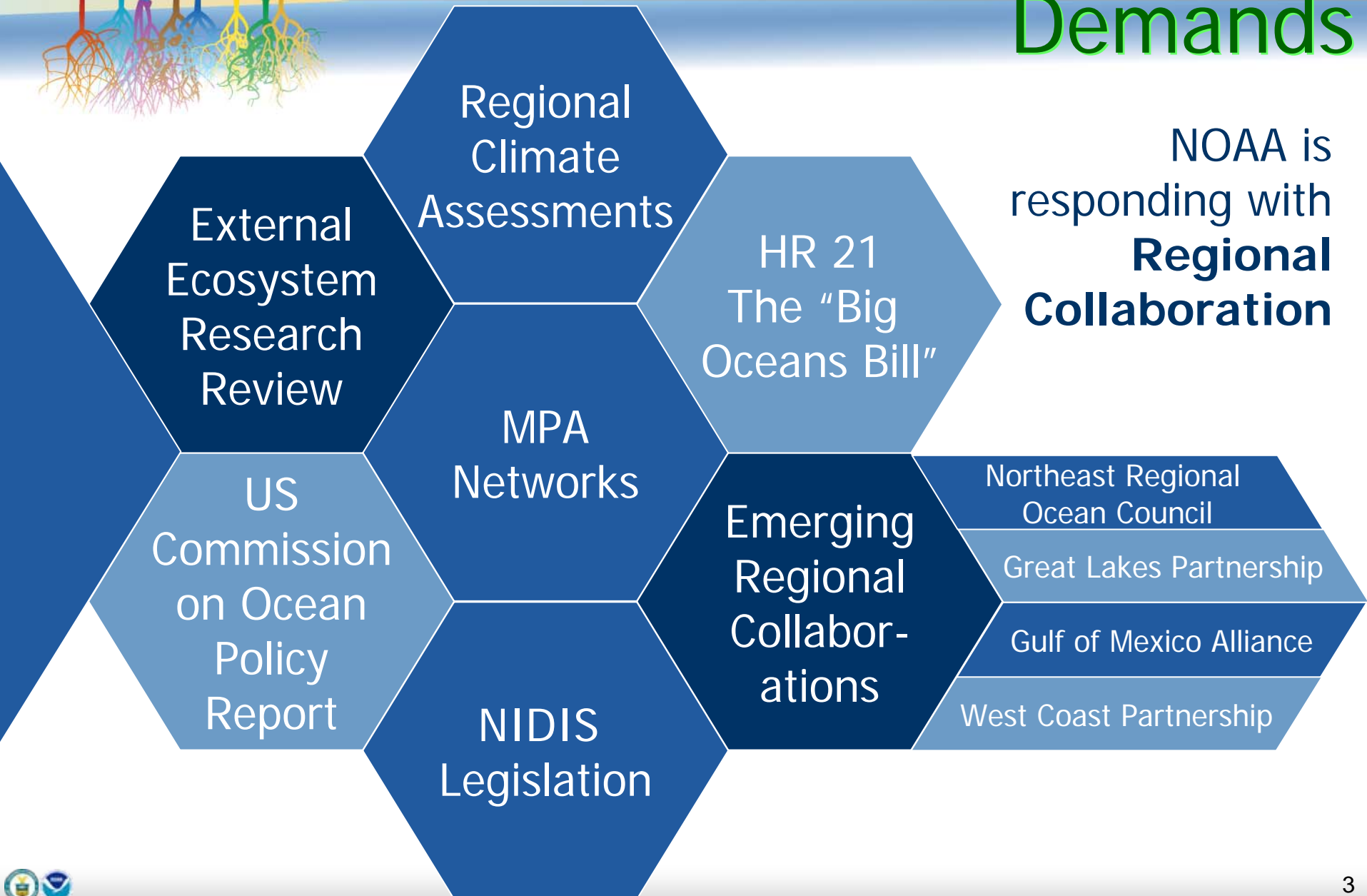



- ◆ NOAA has been experimenting with and gradually improving regional coordination
- ◆ New effort represents a significant, long-term organizational initiative
 - **Key internal issue:** blending national and regional capabilities; improving services and value through program integration on a regional scale
 - **Key external issue:** adding value to current and emerging regional partnerships and external partners' capabilities

Multiplying External Demands



NOAA is responding with **Regional Collaboration**



An illustration of several trees with colorful roots (orange, purple, yellow, green) extending into a blue body of water. The background shows a sunset or sunrise over a landscape with trees and a building.

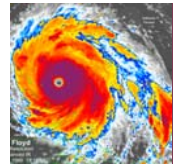
What are the Goals of Regional Collaboration?

Improvements in...

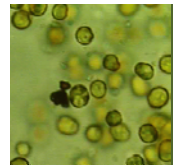
- ***Services for the benefit of NOAA's customers***
- ***Value and productivity of partnerships***
- ***Stakeholder relations and support***
- ***Internal communications and efficiency across line office and programs***
- **Visibility and value of NOAA**

Success will be measured by NOAA's ability to advance the work of the agency towards these goals

Initial Focus for NOAA's National Priorities



Hazard Resilient Coastal Communities



Integrated Ecosystem Assessments



Integrated Water Resource Services



Outreach & Communication

Weather & Water

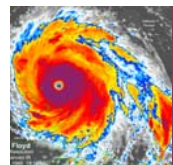
Climate

Ecosystems

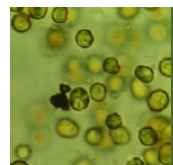
Commerce & Transportation

Initial focus areas are driven by NOAA's strategic Mission Goals and build upon existing regional efforts

Blending National and Regional Priorities



Hazard Resilient Coastal Communities



Integrated Ecosystem Assessments

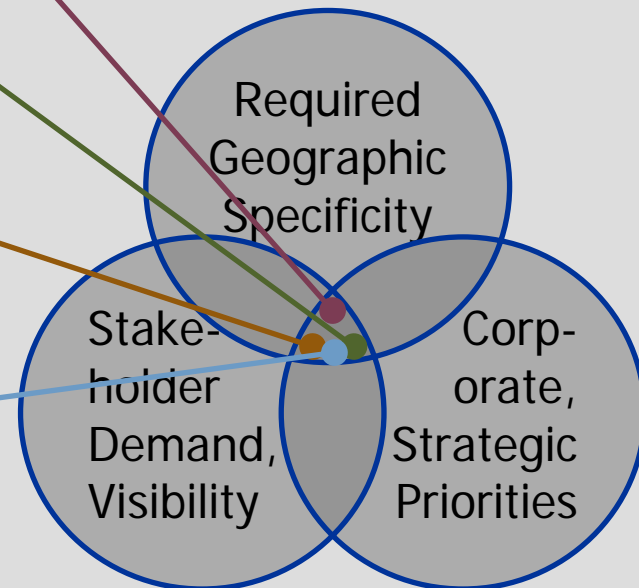


Integrated Water Resource Services



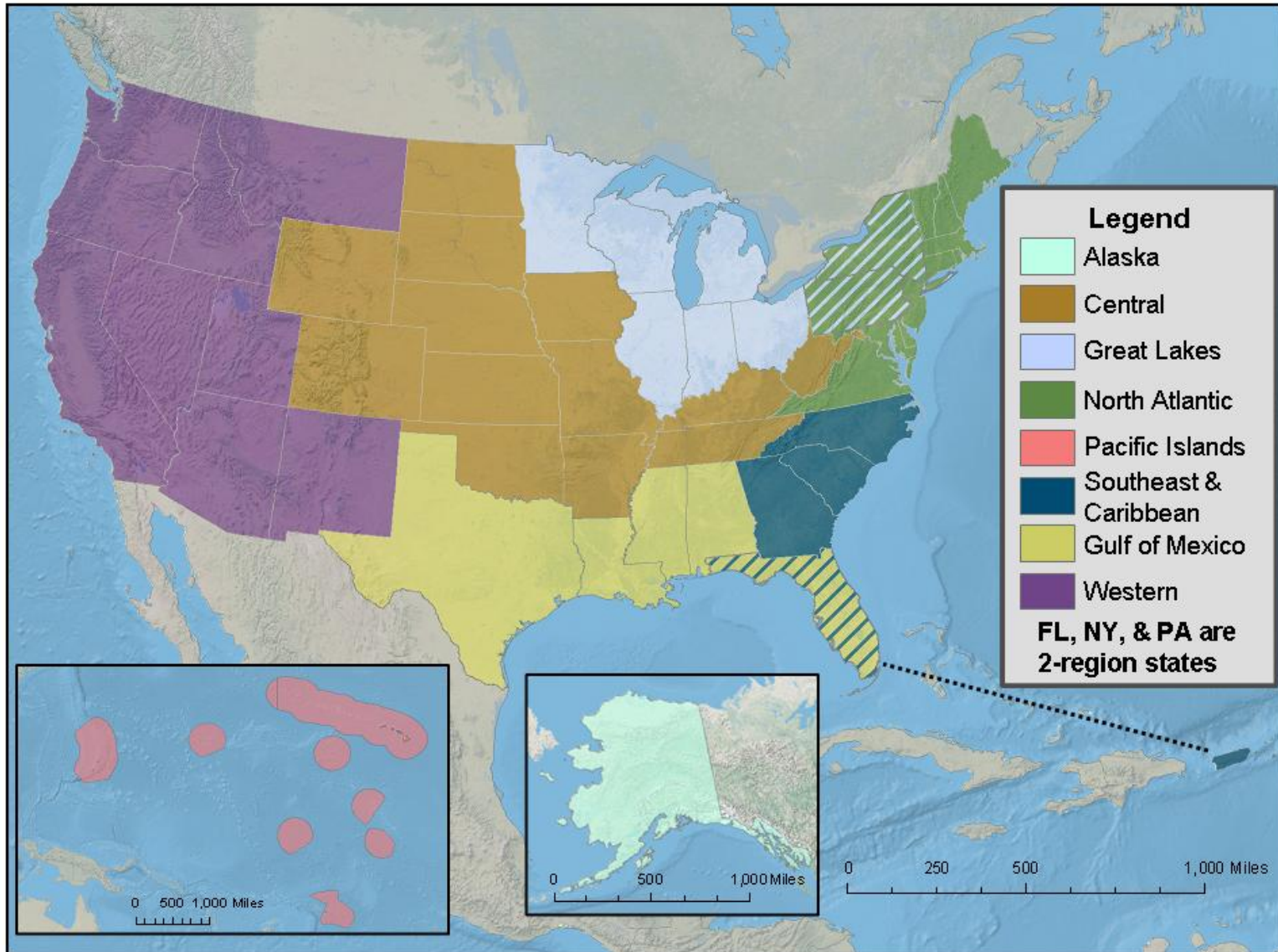
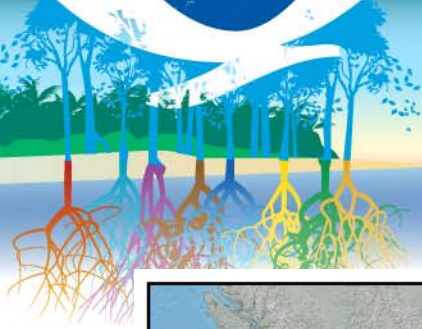
Region-specific Priorities and Existing Commitments

These programmatic priorities are at the intersection of:



NOAA is using a blended approach to execution priorities, started in FY 2007, reflecting current regional partnerships

Framework for NOAA Regional Collaboration



Team Leadership



Regional Team Leads

Alaska: *Laura Furgione* (NWS)

Pacific: *Bill Thomas* (NOS)

Western: *David Brandon* (NWS)

Central: *Lynn Maximuk* (NWS)

Gulf of Mexico: *Buck Sutter* (NMFS)

Great Lakes: *Stephen Brandt* (OAR)

North Atlantic: *Dean Gulezian* (NWS)

Southeast & Caribbean: *Jeff Payne* (NOS)

Priority Area Team Leads

Hazard Resilient Coastal Communities:

Margaret Davidson (NOS)

Integrated Ecosystems Assessments:

Steve Murawski (NMFS)

Integrated Water Resource Services:

Gary Carter (NWS)

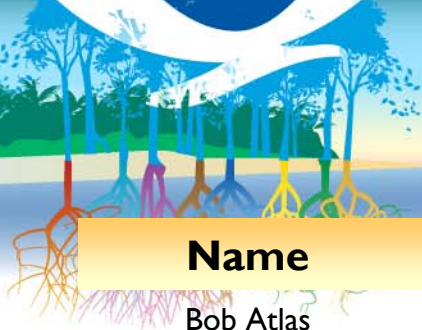
Outreach and Communications:

Louisa Koch (Education)



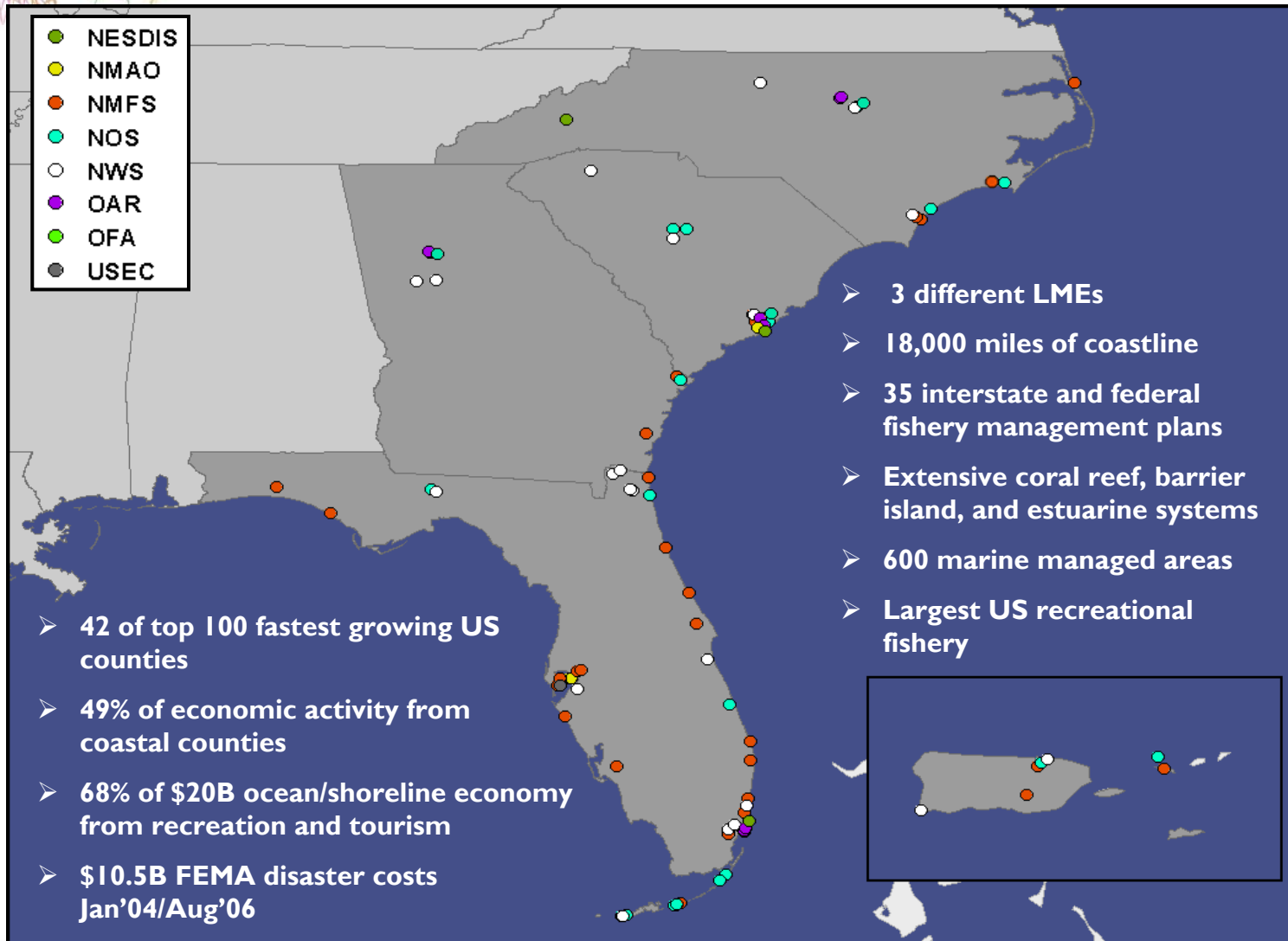
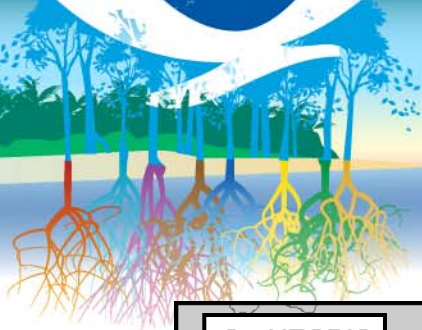
NOAA's Southeast and Caribbean Region (SECART)

Southeast and Caribbean Team Membership

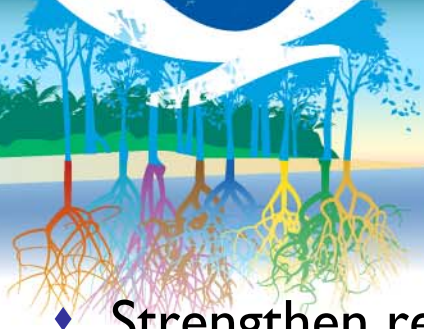


Name	Line Office	Position
Bob Atlas	OAR	Director, Atlantic Oceanographic and Meteorological Laboratory
Theo Brainerd	NMFS	Chief, Science Planning and Coordination Office, SEFSC
Mike Caropolo	NWS	Meteorologist in Charge, WFO Wilmington, NC
Billy Causey	NOS	Regional Dir., SE Atl/GoMex/Caribbean, Nat. Marine Sanctuary Prog.
Scott Cross	NESDIS	Southeast Shelf Liaison, National Coastal Data Development Center
Robin Dennis	OAR	Senior Scientist, Air Resources Laboratory
Ginny Fay	NMFS	Fish and Wildlife Administrator
Darin Figurskey	NWS	Meteorologist in Charge, WFO Raleigh, NC
Judy Gray	OAR	Deputy Director, Atlantic Oceanographic and Meteorological Laboratory
Aleta Hohn	NMFS	Director of NMFS Programs at NOAA's Beaufort Lab
Brian Keller	NOS	Science Coordinator, Florida Keys National Marine Sanctuary
Steven O'Shields	NOS	South Atlantic Team Executive Assistant, Coastal Services Center
Adam Smith	NESDIS	Physical Scientist, National Climatic Data Center, Director's Office
Rost Parsons	NESDIS	Eastern Gulf of Mexico/Caribbean Liaison, NCDDC
Arthur Paterson	NOS	International Affairs Specialist
Jeff Payne	NOS	Deputy Director, NOAA Coastal Services Center, SECART Lead
Ronnie Taylor	NOS	Chief, Geodetic Advisor Branch
Kris Wall	NOS	Office of Ocean and Coastal Resource Management
Steve Weiss	NWS	Storm Prediction Center
Pace Wilber	NMFS	Chief, Atlantic Branch, Habitat Conservation Division, SE Reg. Office

Regional Characterization



Partnership Dimensions



- ◆ Strengthen relationships with NOAA extramural partners as enablers
 - All Line Offices have extramural partners: State CZ programs, Estuarine Research Reserves, Regional Climate Centers, Fishery Management Councils, Cooperative Institutes, Sea Grant, Cooperative Observers
- ◆ Add value to regional, national, and international associations and governance structures
 - Southeast Coastal Ocean Observing System Regional Association
 - Association of State Floodplain Managers
 - State Emergency Management Association
 - Caribbean Community and Common Market (CARICOM)
- ◆ Nurture grassroots, local, state, regional and interagency activities
 - NOAA in the Carolinas
 - Community-based Restoration Program
 - Nascent Southeast Alliance – federal-state alliance for ecosystem priorities
 - Height modernization program - NC&SC
 - Sea Grant-sponsored regional research priorities assessment
 - Southeast Regional Partnership for Planning and Sustainability (SERPPAS)
- ◆ Promote emerging and non-traditional partners
 - Land trusts, alternative agriculture sector, Land Grant institutions
 - National States Geographic Information Council
 - U.S. Chamber of Commerce – Business Civic Leadership Center
 - Public health, private sector forecasting

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Regional Environmental Challenges

Regional teams foster the infrastructure and culture to expand communication channels, assist engaging new partners, and identify integration and resource sharing opportunities

Major trends in the Southeast and Caribbean region

- Increased population, urbanization, gentrification, and vulnerability
- Transformation of economic base and infrastructure
- Increased societal expectations for ecosystem services

NOAA's mission challenges

- Multiple stressors on coastal and marine ecosystems requires development and **use of ecosystem approaches to management (EAM)** and tools such as **integrated ecosystem assessments**
- Exposure to extreme and chronic hazards threatens an expanding and changing coastal population and infrastructure, requiring improved **community resilience**



FY07-08 SECART Workplan

Regional Priorities

- SECART infrastructure, functional model, and coordination strategies
- NOAA data explorer pilot for Southeast and Caribbean region
- Summary of existing needs assessments for region
- Inventory and map of regional assets and capabilities
- Expand school-based phytoplankton monitoring network in the SE and Caribbean region

Outreach and Communications

- 3rd and 4th annual NOAA in the Carolinas workshops
- Regional Outreach and Communications plan

Integrated Water Resource Services

- Coastal-Estuary-River Information System (CERIS)

Hazard Resilient Communities

- Coastal community resilience inventory – assessments and tools
- Hazards vulnerability assessment for NOAA facilities pilot
- TsunamiReady workshop
- Hurricane preparedness – regional best practices
- Impacts forecasting

Integrated Ecosystem Assessments

- Support interagency coordination of complementary ecosystem-based mapping and sustainability objectives in region including SE Alliance and Southeast Regional Partnership for Planning and Sustainability



FY07-08 SECART Highlights

Summarize Existing Needs Assessments for the Southeast and Caribbean Region

- Summary of NOAA partner and stakeholder priorities, needs, and information gaps in the region
- Coordinating with Sea Grant development of Regional Research Information Plans

Support Interagency Coordination and Regional Alliances

- Supporting southeast regional coordinating bodies (e.g. SERPPAS)
- Realizing a southeast regional alliance for ocean and coastal ecosystem-based management

Support NOAA in the Carolinas (NinC)

- 2007 workshop extended to include participants from GA and FL
- 2008 workshop to be held in Beaufort, NC

Inventory and Map of Regional Assets and Capabilities

- Developing an interactive map-based inventory of regional NOAA and partner offices and staff, with information on missions, responsibilities, assets, capabilities, and contacts

NOAA Data Explorer Pilot for Southeast and Caribbean Region

- To make more readily available the spatial data holdings of all NOAA Line Offices in the region

Coastal-Estuary-River Information System (CERIS)

- Integrated models to enhance management and mitigation of severe weather events and their impact on coastal watersheds
- Pilot in North Carolina's Tar-Pamlico River basin
- Examine transferability to other coastal watersheds

Support the NOAA TsunamiReady Program

- Supporting the effort to promote and build toward tsunami resiliency for the region
- Coordinating with Department of Homeland Security to develop competitive StormReady/TsunamiReady grants

Coastal Community Resilience Inventory

- Inventory NOAA coastal community resilience capabilities
- Develop NOAA resilience portal of data, information, tools

Role for Partners



Achieving NOAA's goals for Regional Collaboration requires a multi-year effort with regular adjustments

- Feedback is vital in shaping the future of the effort

Your support and participation is essential

- Encourage discussion about purpose and direction of effort
- Identify regional priorities that require the full scope of NOAA's assets and capabilities
- Tailor activities in the national priority areas as appropriate for the region
- Identify emerging partnership and integration opportunities and areas of product and service improvement
- Provide feedback and suggestions to SECART

Early Lessons Learned



- ◆ Understand regional drivers and constituent interests...
- ◆ Comprehend and value regional diversity...
- ◆ Develop a shared vision of service...
- ◆ Develop a shared leadership system...
- ◆ Communicate and coordinate internally...
- ◆ Coordinate and collaborate externally...
- ◆ Place staff in regions, locate with partners, and compliment existing regional structures...
- ◆ Develop flexible mechanisms for planning, budgeting, and execution...



For more information

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Visit Websites:

Internal NOAA: https://www.ppbs.noaa.gov/regional_collaboration.html

External: http://www.ppi.noaa.gov/regional_collaboration.htm

