Collaborating Within NOAA
Working Together to Enhance Public Services

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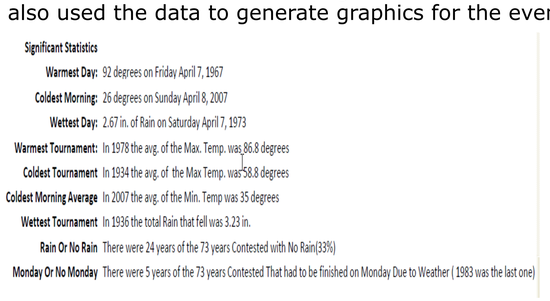
Public Products

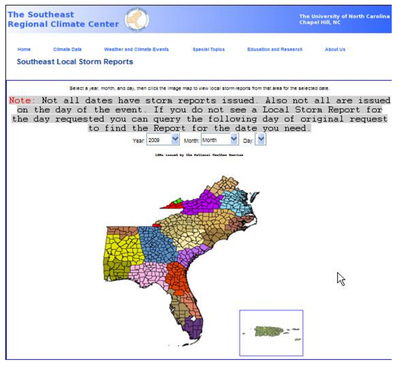
The Masters Golf Climatology

Before the 2009 Masters, the product was used by the NWS with details placed on the Augusta River Walk information Board. It was displayed in the USA Today Weather Page, local media, and in blogs by Accuweather and the Weather Channel. In the 2010 version, The Charlotte Observer and Augusta Chronicle both ran stories on the work. The Columbia SC NWSFO placed the information on their webpage. The Weather Channel also used the data to generate graphics for the event.



Local Storm Report Archive

This Product was generated to assist SERCC customers, NWS public viewers, legal, and insurance experts view any LSR(Local Storm Report) generated by a Southeast NWSFO through a GIS Map. Archived LSR products date back to July 2005.



Local Holiday Climatologies and Monthly Climate Averages

CHS CLIMATOLOGY FOR NEW YEARS' DAY

Month	Day	Year	Day of Week	Max Temp	Min Temp	Precip	Snowfall	Snow Depth
1	1	1939	Sunday	65	40	0.00	0	0
1	1	1940	Monday	54	30	0.00	0	0
1	1	1941	Wednesday	68	37	0.00	0	0
1	1	1942	Thursday	65	47	0.42	0	0
1	1	1943	Friday	64	32	0.00	0	0
1	1	1944	Saturday	54	31	0.00	0	0
1	1	1945	Monday	65	37	0.15	0	0
1	1	1946	Tuesday	48	26	0.00	0	0
1	1	1947	Wednesday	46	41	0.05	0	0
1	1	1948	Thursday	76	47	0.20	0	0
1	1	1949	Saturday	55	27	0.00	0	0
1	1	1950	Sunday	65	34	0.00	0	0
1	1	1951	Monday	56	30	0.00	0	0
1	1	1952	Tuesday	80	53	0.00	0	0

Public and Media request for more detailed climate information led to this collaborative effort. The media can use the information in print and television. The NWS can issue Public Information Statements about specific climate events.

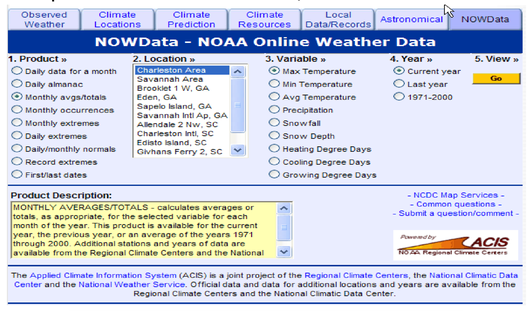
Promoting new partnerships and outreach activities through International, National and Regional Events that take place within the Carolinas. These efforts will promote and improve NOAA services throughout the Southeast region.

Tools

The Applied Climate Information System (ACIS) developed and maintained by the NOAA Regional Climate Centers is designed to manage the complex flow of information from climate data collectors to the end users. The purpose is to alleviate the burden of climate information management by decision makers and to manipulate data for research. ACIS brings together historical climate data and near real-time data under one umbrella system.

Three main products from ACIS are:

xmACIS – Tool between RCC's and the National Weather Service
CLIMOD – Paid subscription database for customers of the SERCC
NOWData – Online tool within each NWS Office Web Page. Quick and easy tool for the public to access current/archived climate data



ThreadEX is an effort among NCDC, RCC's and the NWS to expand data time series. For example, the Columbia Airport data goes back to 1948 and the downtown station location from 1887 to 1947. By "Threading" the two together, we get a singular time series from 1887 to 2010. This creates a longer climate record for each station. It also allows the generation of multiple climate products based on a much longer period of data.

Benefits

Access to the highest quality meteorological data available.

Meeting the needs of the public, media and specific user groups.

Detailed information for specific groups.

The ability to interact and explain the information, so it is well understood by the users.

Enhanced Community Visibility.

To continue the interaction within NOAA to benefit the NWS, State Climate Offices and Regional Climate Centers.