

# ENGAGING STAKEHOLDERS

John Feldt  
Hydrologist in Charge



## SOUTHEAST RIVER FORECAST CENTER

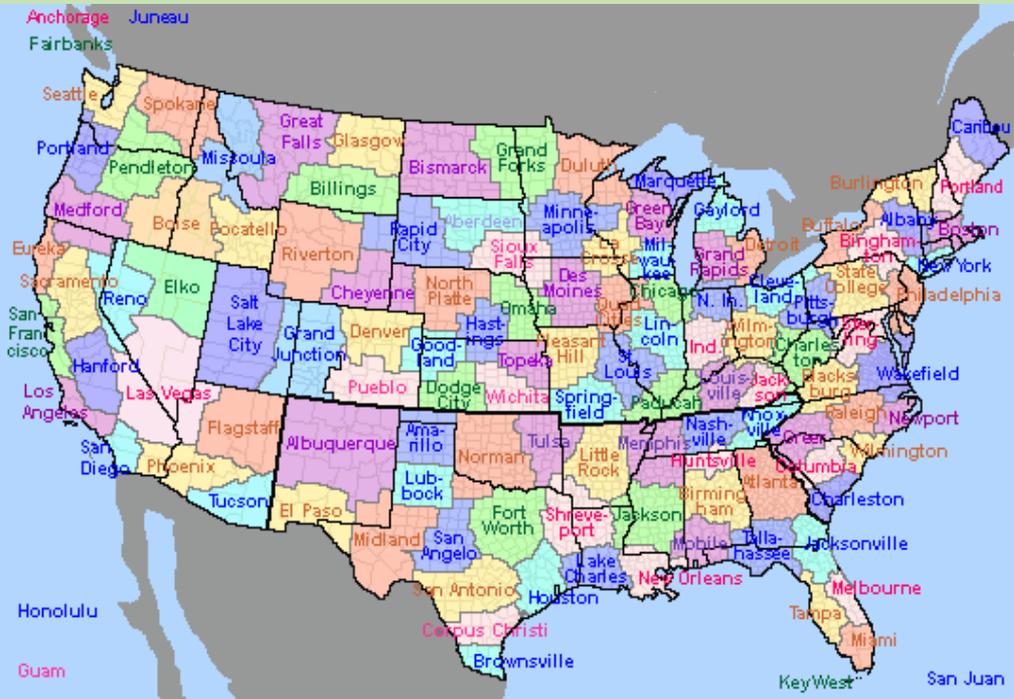




# River Forecast Centers



# Weather Forecast Offices



# (Knowing) Who Are Our Stakeholders



ACCOUNT: NOAA's National Weather Service

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Southern  
Data  
Hydrology  
In



Florida

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National  
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# Spectrum of Vital Water Information

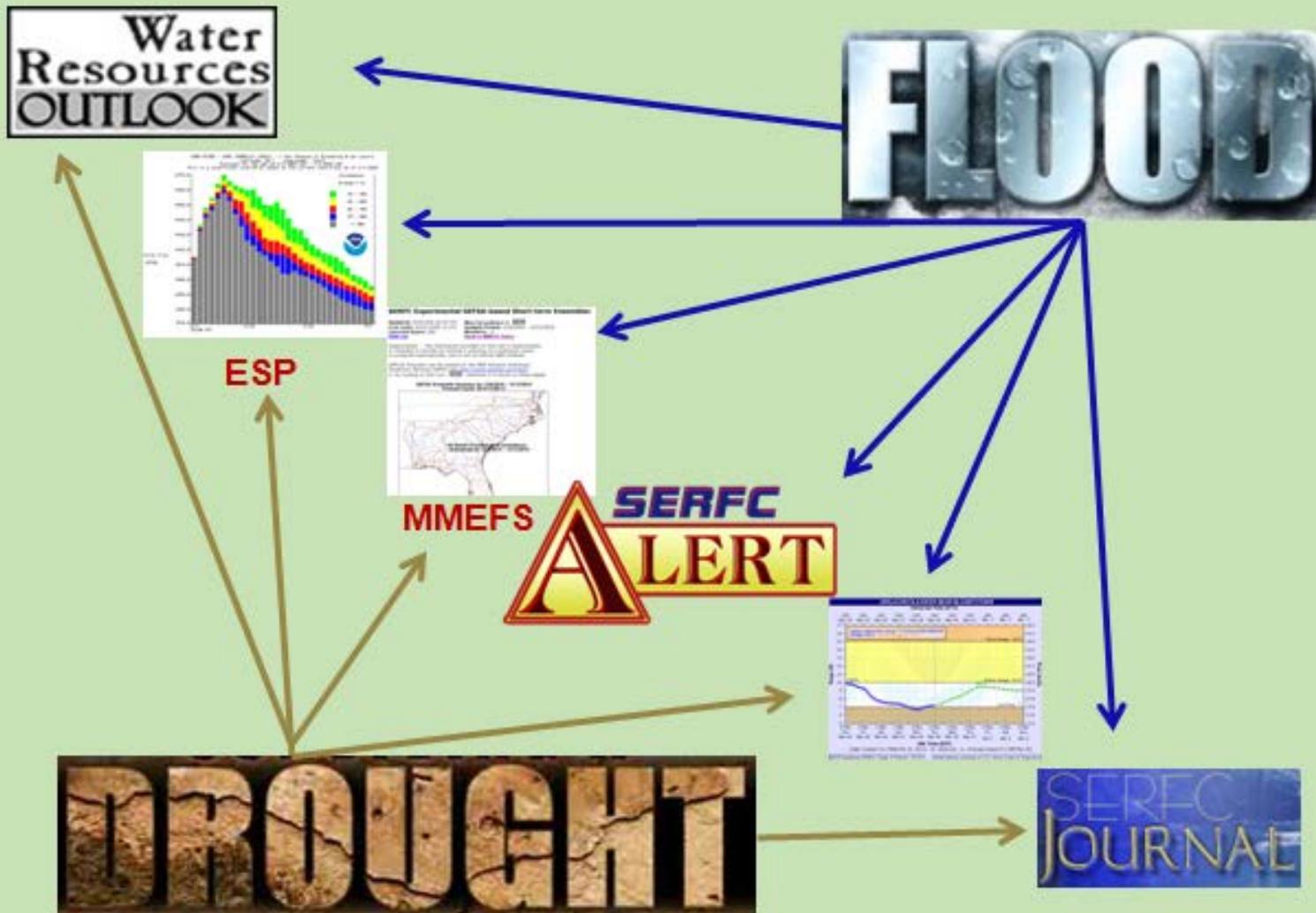
**FLOOD**

**HOURS** ▶ **DAYS** ▶ **WEEKS** ▶ **SEASONS** ▶ **YEARS**

**DROUGHT**



# And...What Do They Need...



# PRE-SEASON TROPICAL HYDROMET BRIEFING

Please Stand By  
Audio: Dial in # 866 231-8384  
access code 7704860028



**Jeff Dobur**  
Senior Hydrologist



**Todd Hamill**  
Service Coordination Hydrologist



**John Feldt**  
Hydrologist in Charge

**JUNE 6, 2011**

 **SOUTHEAST RIVER FORECAST**

Current Conditions

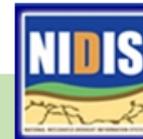
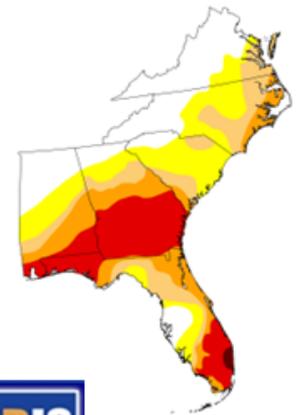
## U.S. Drought Monitor Southeast

May 31, 2011  
Valid 7 a.m. EST

	Drought Conditions (Percent Area)					
	None	D0-D4	D1-D4	D2-D4	D3-D4	D4
Current	27.03	72.97	50.55	34.62	19.75	0.46
Last Week (05/24/2011 map)	27.51	72.49	49.14	30.69	10.67	0.00
3 Months Ago (03/01/2011 map)	5.82	94.18	75.79	27.10	4.43	0.00
Start of Calendar Year (12/28/2010 map)	23.01	76.99	51.84	23.55	5.63	0.00
Start of Water Year (09/26/2010 map)	18.18	81.82	38.04	10.32	0.90	0.00
One Year Ago (05/25/2010 map)	94.18	5.82	0.00	0.00	0.00	0.00

Intensity:

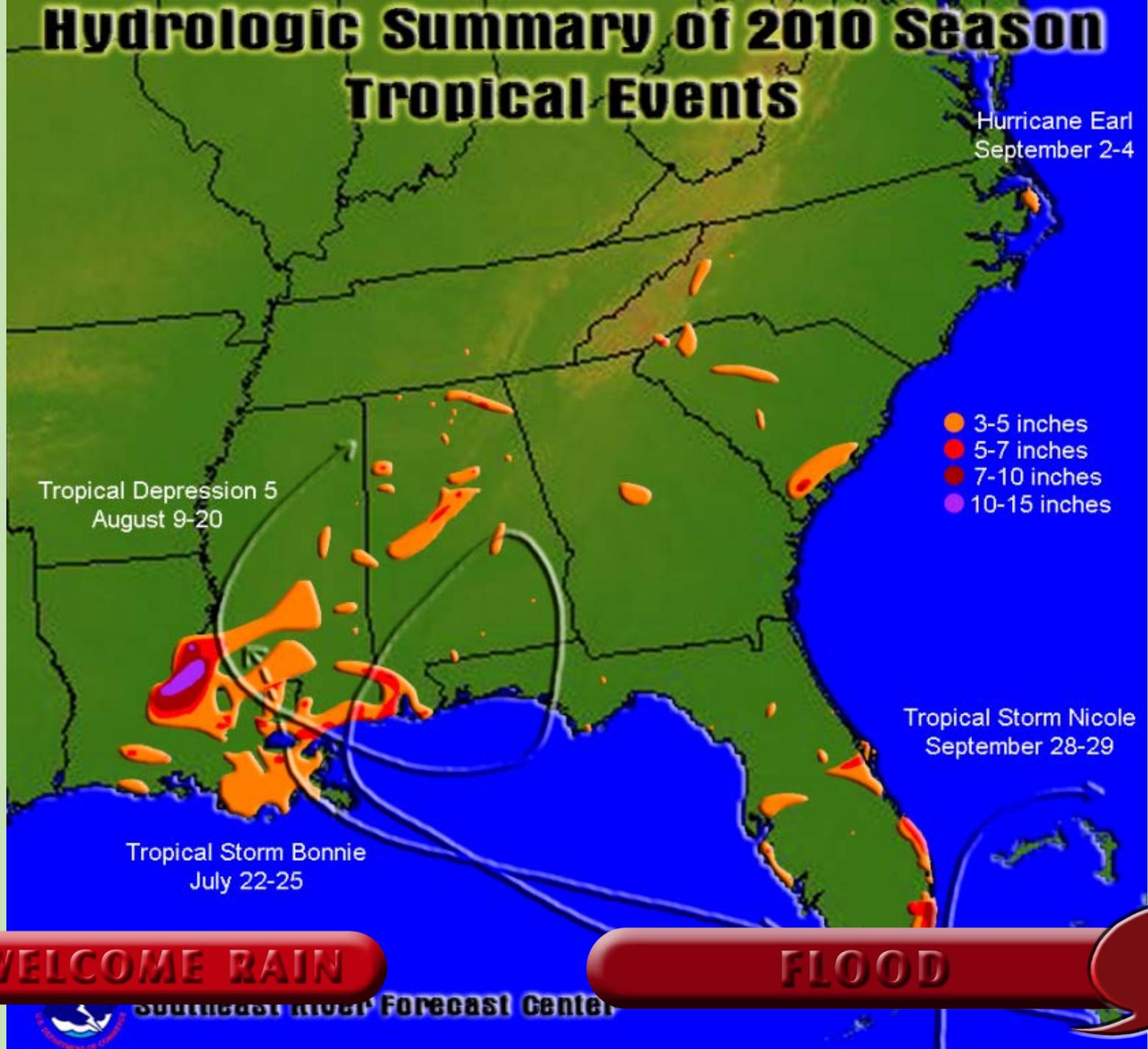
- D0 Abnormally Dry
- D1 Drought - Moderate
- D2 Drought - Severe
- D3 Drought - Extreme
- D4 Drought - Exceptional



Much of the Southeast U.S. Is In Drought

# Hydrologic Summary of 2010 Season

## Tropical Events



**WELCOME RAIN**

**FLOOD**

Southwest River Forecast Center





# SERFC JOURNAL

John Feldt, Hydrologist-In-Charge



SOUTHEAST RIVER FORECAST CENTER, PEACHTREE CITY, GEORGIA

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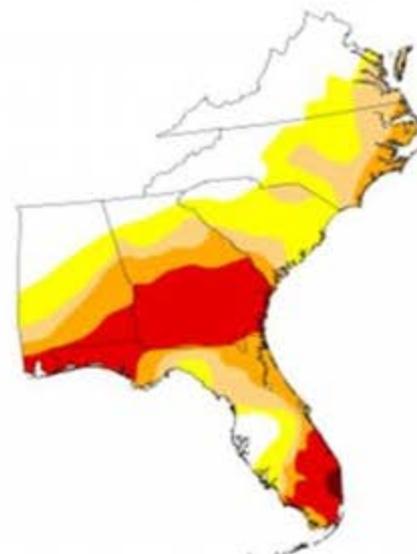
## 3/4 of Southeast U.S. in Drought

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Southeast

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### US National Weather Service Southeast River Forecast Center

Interesting System off the Florida Coast



#### SERFC Journal

[blog.citizen.apps.gov](http://blog.citizen.apps.gov)

June 1st is the start of hurricane season. Interestingly, there is an area of low pressure off the northeast Florida coast that has some tropical traits. According to the National Hurricane Center, there is a 30 percent chance that this system could become a very weak tropical cyclone before it mo

[Wednesday at 12:26pm](#) · Like · Comment · Share



### US National Weather Service Southeast River Forecast Center

Hail with these storms - only modest rainfall...



#### SERFC Journal

[blog.citizen.apps.gov](http://blog.citizen.apps.gov)

A front will pass through parts of the Southeast U.S. tonight and Friday but diminish in intensity as it pushes east. Precipitable Water (PW) values are fairly high in a narrow band just ahead of this system. Note the pooling of PW values in excess of 1.5 inches along the immediate Gulf Coast. An

57 Impressions · 1.75% Feedback

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# 0.5-Month Streamflow

## Forecasts

### Apalachicola Watershed

Southeast River Forecast Center

Lake Lanier Inflows

Whitesburg

Lovejoy

West Point

Carsonville

Columbus

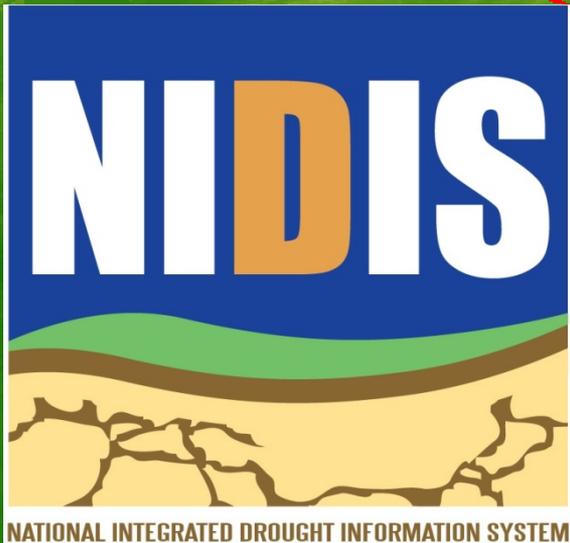
WF George

Albany

Columbus

Woodruff

Blountstown





# Challenges

- Expanding mission.
  - Changing stakeholder needs for water decision support
- Expanding science.
  - New predictive science
- Increasing number of stakeholders.
  - Awareness of information
- Interactive communication.



# Strategy

- Our stakeholders choose us – we don't choose them.
- Efficient & effective (big area to cover).
- Must be robust (crisis operations).
- “Push” appropriate information when it is needed most.
- Importance of partnerships (NIDIS expertise)



## Questions??

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**SERFC ALERTS**

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notice of important  
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