



Personal Weather Advisor (concept idea)

Decision Support in Weather-Sensitive Situations

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Background

- Forecast uncertainty products capture the range of potential weather events and impact scenarios
- Weather events can disrupt business operations, cause economic losses in areas of commerce, construction, agriculture, etc and disrupt recreational plans
- Proactive decisions and actions can protect assets, minimize losses and increase safety

NOAA's Vision

- Informed people make better social and economic decisions
- Predicting changes help people meet economic, social and environmental needs
- Application and use of NWS forecast uncertainty products need to be explored
- GSD initiative grant made development of prototype forecast uncertainty application possible

GSD Initiative

- Exploratory web-based decision support tool
- Decision guidance based on individual requirements for a given activity, in weather sensitive situations
- Risk assessment interface, including economic (cost-loss) module
- Risk tolerance affects Yes/No guidance by associating forecast uncertainty and risk limits
- Results are created on demand

Impact

- In weather sensitive situations tool provides clear Yes/No decision guidance allowing user to meet risk-associated decision goals

Benefits

- Usable anywhere; Interactive Google Maps™ Interface
- Allows customization specific to each situation
- Demonstrates possible use of NOAA's forecast uncertainty
- Web app is scheduled for evaluation in Spring 2010

