



NOAA Western Region Collaboration Team (NOAA West) Collaboration with the Western States Water Council

WSWC Water Resources Committee Meeting

July 17, 2014

Helena, MT

Agenda



- NOAA Western Regional Collaboration Team background
- Collaboration Highlights
- Lessons Learned
- Looking Ahead
- Q&A

NOAA Mission & Vision



Mission: Science, Service & Stewardship

*Understand and predict changes in climate, weather, oceans, and coasts,
Share such knowledge and information with others, and
Conserve and manage marine resources*

Vision

Resilient Ecosystems, Communities, and Economies

NOAA Line Office Organization



National Oceanic & Atmospheric Administration

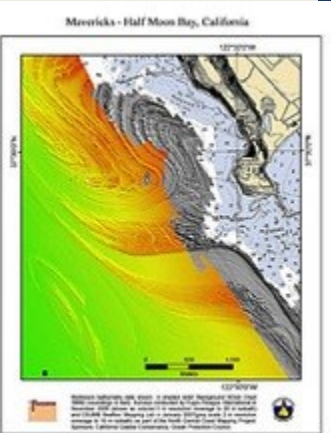
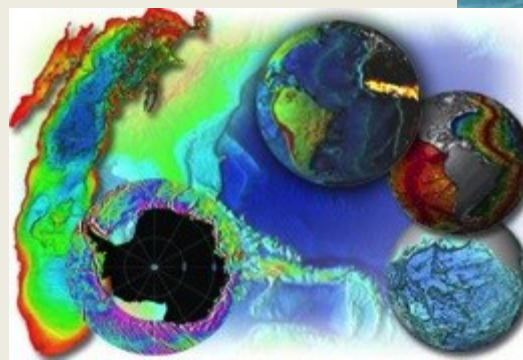
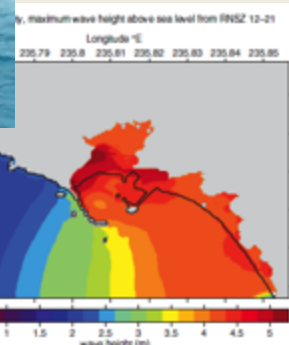
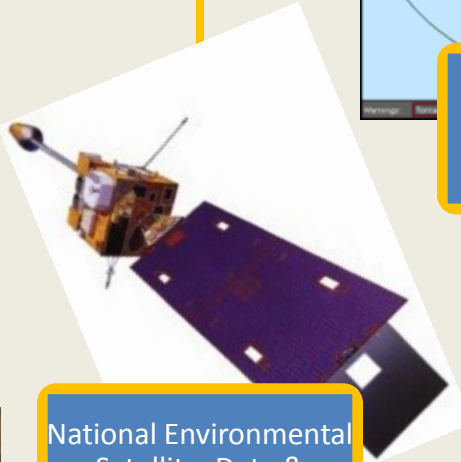
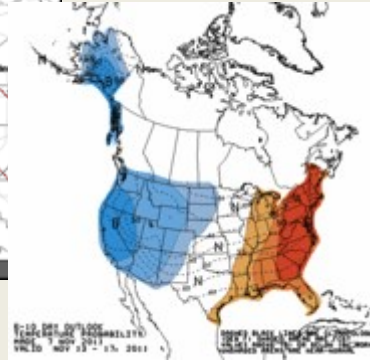
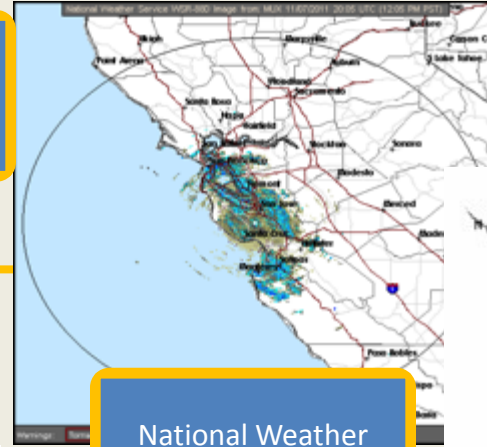
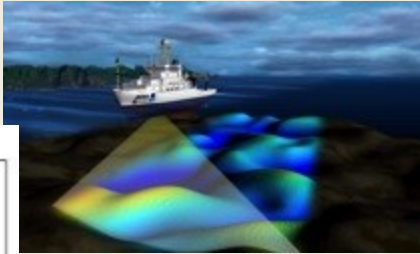
National Ocean Service

National Weather Service

National Environmental Satellite, Data & Information Service

Office of Oceanic & Atmospheric Research

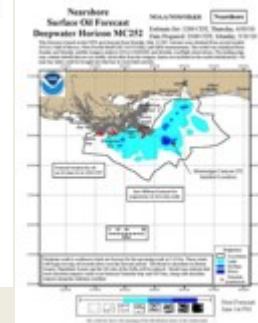
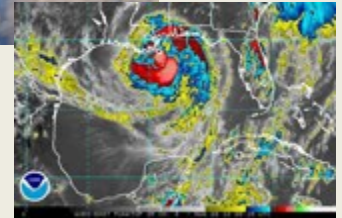
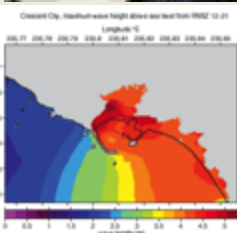
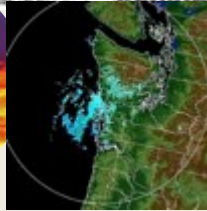
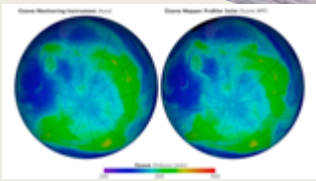
National Marine Fisheries Service



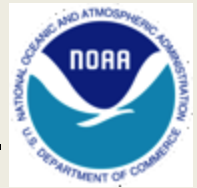
Why Regional Collaboration?



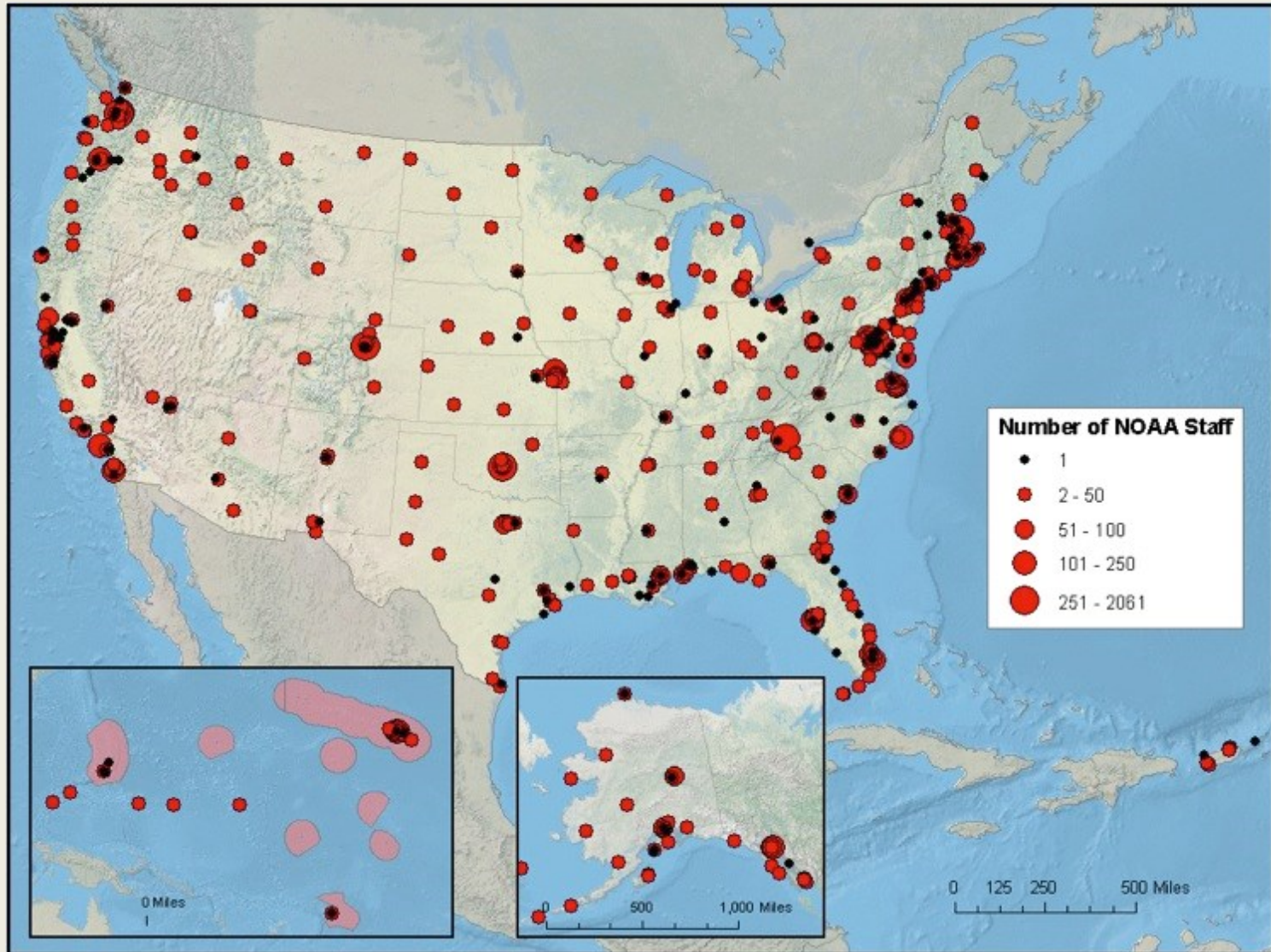
Science, Service and Stewardship Mission



Why Regional Collaboration?

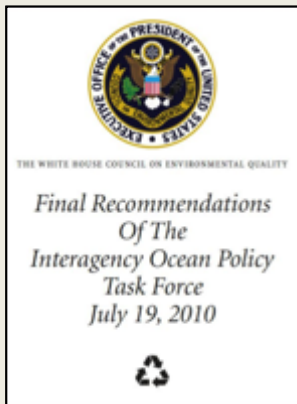
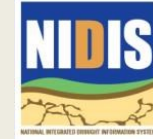
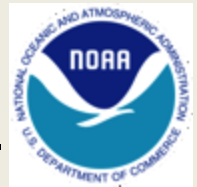


Many people, many places



Why Regional Collaboration?

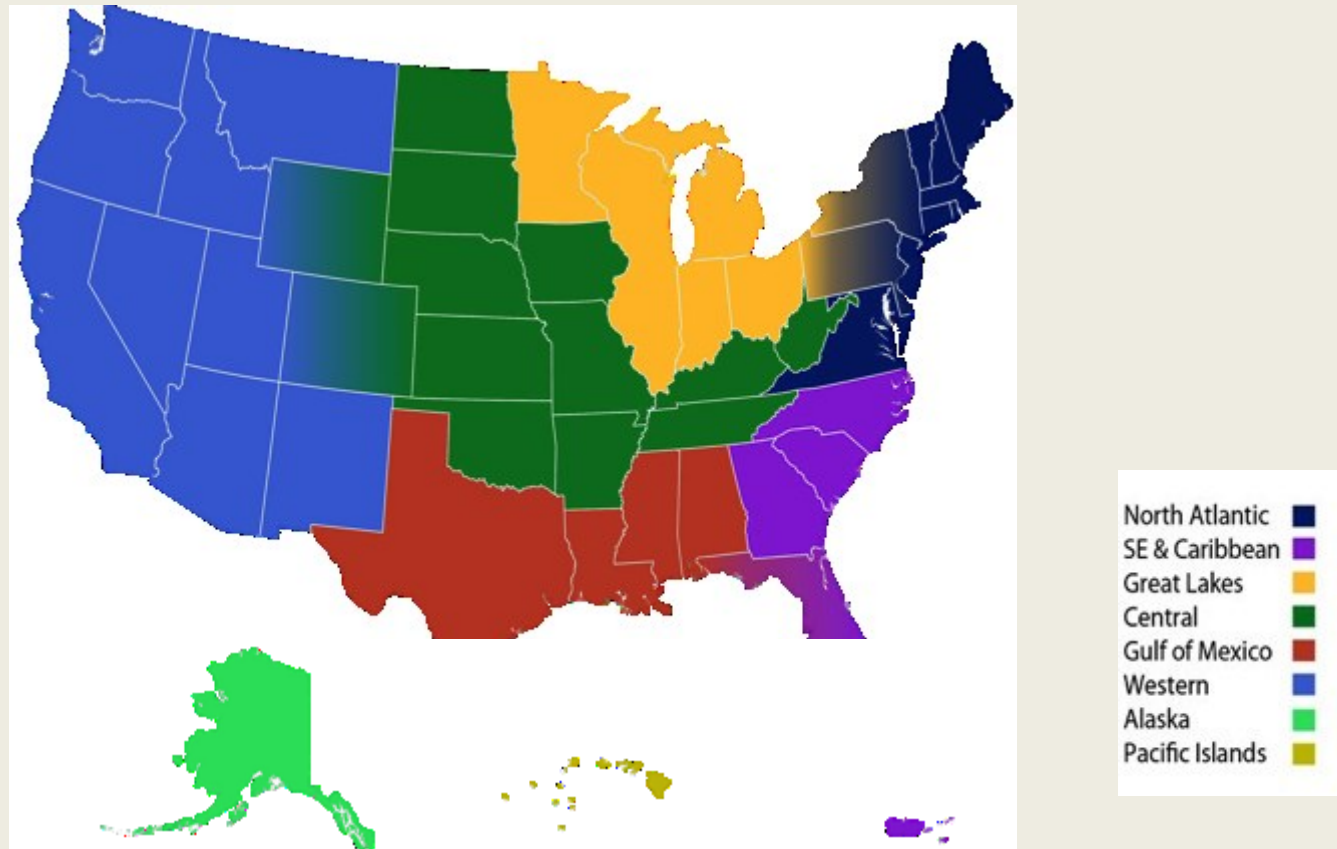
Many partners, many needs



Regional Collaboration Goals & Objectives



Goal: Meet the evolving needs of regional stakeholders through improved integration of NOAA science and services.



Objectives:

- Address mission priorities at appropriate geographic scales;
- Facilitate cross-NOAA connections leading to improved science and service integration
- Foster and grow relationships with stakeholders in the regions

The Western Collaboration Region



Quick Facts:

- 11 states, 33% of the total U.S. Land area
- 70 million people; 23% of the total U.S. population
- Region of extremes:
 - ✓ Hoh Rainforest to Death Valley
 - ✓ Mount Whitney to Badwater Basin
 - ✓ Most populous and least populous states
- 7,863 miles of tidal shoreline; CA Current LME
- 221 of 564 federal recognized tribes
- Key Partnerships: West Coast Governors' Alliance on Ocean Health; Western Governors' Association; Western States Water Council

NOAA Facts:

- Over 4,500 federal and non-federal NOAA staffs distributed over 95 cities in the region
- Seattle is home to largest concentration of NOAA workforce outside of Silver Spring (1,407 staff)



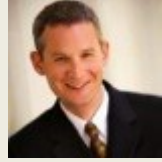
Meet The NOAA West Team



John Stein, NMFS/Northwest Fisheries Science Center
Crescent Moegling, NOS/Office of Coast Survey
Jennifer Steger, NMFS Restoration Center
Steve Ignell, NMFS/Alaska Fisheries Science Center
Mark Koehn, OAR/Pacific Marine Environmental Lab
Kevin Werner, NESDIS Regional Climate Services



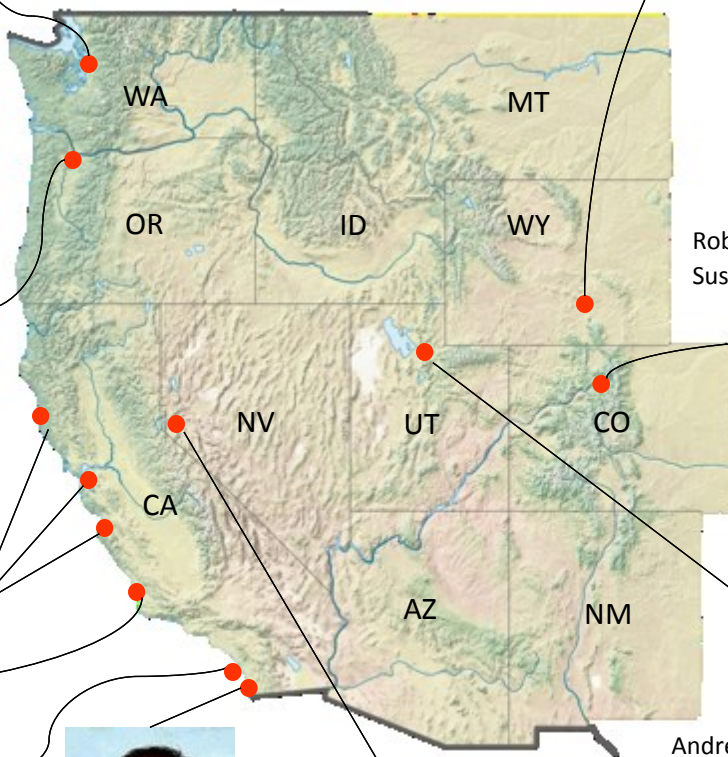
Chad McNutt, OAR/NIDIS



Kris Wall, NOS/Coastal Management Office
Barry Thom, NMFS/Northwest Regional Office



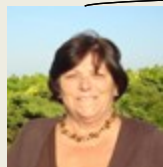
Robin Webb, OAR/Earth System Research Lab
Susan McLean, NESDIS/National Geophysical Data Center



Patrick Rutten, NMFS/Restoration Center
Becky Smyth, NOS/Coastal Management Office
Dave Lott, NOS/National Marine Sanctuaries



Andrea Bair, NWS/Western Region HQ
Michelle Stokes, NWS/Colorado Basin River Forecast Center



Linda Duguay,
OAR/Sea Grant

Kristen Koch, NMFS/Southwest
Fisheries Science Center

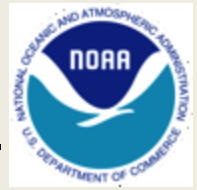


Roger Pierce, NWS/Weather
Forecast Office San Diego



Tim Brown, Western
Regional Climate Center

NOAA West Work Approach



Characterize and understand “big picture” organizational drivers

- Leadership priorities
- Political environment (regional and national)
- Budget environment
- Policy environment

Identify High Visibility Regional Issues that benefit from interdisciplinary exchange and approaches

- Drought, Flooding and Water Resources
- Ocean Acidification
- Emerging El Niño
- Habitat Conservation & Protected Species Recovery
- Community resilience to natural hazards and changing environmental conditions

Utilize cross-NOAA network to identify data, information, service gaps

Develop enduring trust relationships with regional partners

- Communicate
- Coordinate
- Collaborate

NOAA West Partnership Approach



What our partners told us:

- Get to know your partner network
- Partnerships must make sense in terms of shared issues, interests, needs and priorities
- Partnerships will only happen when each side brings something that the other one needs
- Successful partnerships start with a clear understanding of each other's incentives for partnership and well defined outcomes that align well to the missions of the partnering organizations
- Involve partners early, get "buy-in" and work collectively to define approaches
- Timing is as important as frequent and open communications
- Successful partners are patient, manage expectations, talk through iterations and evolutions, and are honest about strengths and weaknesses.

Partner Recommendations:

- 1.Improve partner understanding of NOAA plans and intentions coming out of HQ, as well as analysis of regional implications
- 2.Take advantage of partner capabilities to do things that we might not otherwise be able to do
- 3.Consider strategic communications to elevate awareness among elected officials (WA DC and locally)

WSWC-NOAA Collaboration



Regional issue: Western water (too much, too little, poor water quality) – a NOAA “unifying” issue

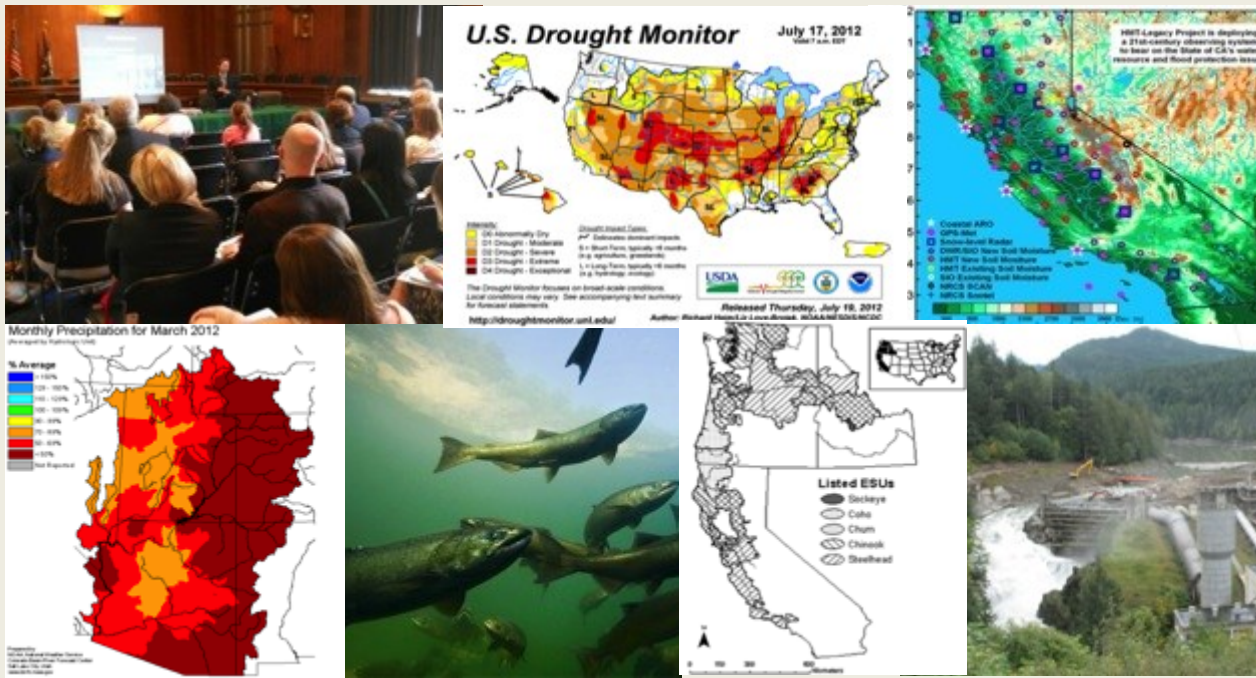
Regional partner: Western States Water Council

Target audience: Elected officials & decision-makers



Mutual Goals of Partnership:

1. Raise awareness of Western water issues from management and scientific perspectives;
2. Advocate for current or needed observations, data and collaborative partnerships;
3. Improve the visibility and value of NOAA in the region in the context of a significant priority issue



Collaboration Highlights

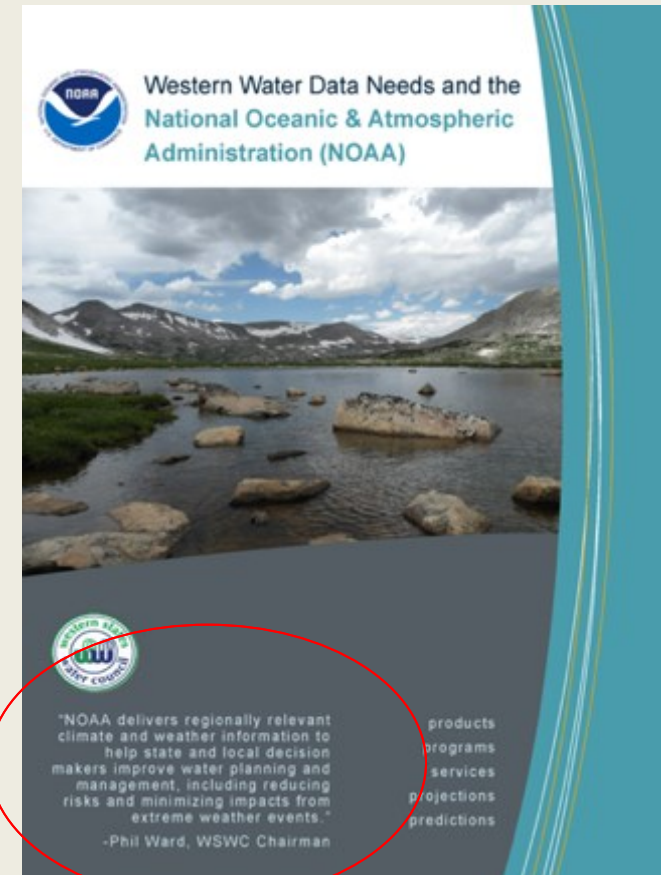


The “Strategy” from NOAA’s perspective...

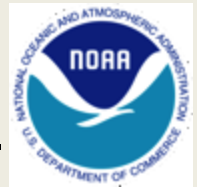
1. We can’t expect our Congressional sponsors to know or care about Western water issues and NOAA’s work in this subject area if we don’t talk to them about it and how it directly affects their constituents.
2. It is better to hear from the people who are impacted by these issues, who rely on NOAA data and information, and who live in the States and districts for which elected officials are beholden.

Three prong approach:

1. Strategic Communications: For joint Council and NOAA distribution. Published Sept. 2013
2. WSWC – NOAA Leadership Engagements: Dr. Sullivan, NWS (L. Uccellini) and NESDIS (M. Paese)
3. Congressional outreach and partner panel brief: *Western Water Issues, Actions and Partnerships: A Seminar for the 113th Congress*. Completed May 2014



Collaboration Highlights



INVITATION

Western Water Issues, Actions & Partnerships

Please join us for a panel briefing that brings State and local management experts together with experts from the National Oceanic and Atmospheric Administration (NOAA) to discuss some of the most pressing water resource issues facing the West, actions that are being taken in response, and the partnerships that will make the region more resilient to future changes in our water resources.

What: Western Water Issues, Actions & Partnerships Panel Briefing

When: May 8, 2014, 10:00 am

Where: 2103 Rayburn House Office Building

PROGRAM:

Welcome & Opening Remarks

Tony Willardson, Executive Director, Western States Water Council

NOAA's Hydrometeorology Testbed, Atmospheric Rivers, & Improving Sub-seasonal to Seasonal Forecasting: California Case Study

Jeanine Jones, California Department of Water Resources

Allen White, NOAA/Office of Oceanic and Atmospheric Research

Colorado River Water Management: Snowpack, Spring Melt & Water Supply Forecasts

Eric Kuhn, Colorado River District

Michelle Stokes, NOAA/National Weather Service

Habitat, Harvest, Hatcheries & Hydropower: Achieving Balanced Solutions to Salmon Recovery

Derek Van Marter, Upper Columbia Salmon Recovery Board

Scott Rumsey, NOAA/National Marine Fisheries Service

Connecting Drought Early Warning with Long Term Planning

Michael Hayes, National Drought Mitigation Center

Veva Deheza, NOAA/National Integrated Drought Information System

Synthesis & Concluding Remarks

Will Stelle, West Coast Regional Administrator, NOAA/National Marine Fisheries Service

Tony Willardson, Executive Director, Western States Water Council



Rep. Grace Napolitano D-CA, 32



Tony Willardson, Western States Water Council

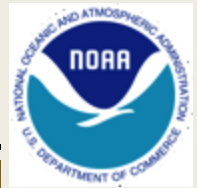


Kevin Werner, NOAA Regional Climate Services



Will Stelle, NOAA NMFS

Collaboration Highlights



Dr. Allen White, NOAA ESRL



Jeanine Jones, CA DWR

Panel 1: NOAA's Hydrometeorology Testbed, Atmospheric Rivers, and Improving Sub-seasonal to Seasonal Forecasting – California Case Study



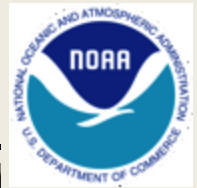
Eric Kuhn, CO River District



Michelle Stokes, NOAA NWS

Panel 2: Colorado River Water Management – Snowpack, Spring Melt and Water Supply Forecasts

Collaboration Highlights



Derek Van Marter
Upper Columbia Salmon Recovery Board



Dr. Scott Rumsey, NOAA NMFS

Panel 3: Habitat, Harvest, Hatcheries and Hydropower: Achieving Balanced Solutions to Salmon Recovery



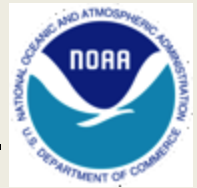
Dr. Michael Hayes, National Drought Mitigation Center



Veva Deheza, NOAA NIDIS

Panel 4: Connecting Drought Early Warning with Long Term Planning

Event Wrap



Deliverables:

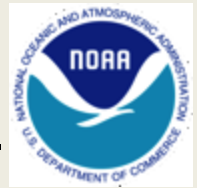
- 3 publications
- 12 Member office visits
- House & Senate panel briefings
 - ✓ One Member attended
 - ✓ 25 staffers signed in
 - ✓ 1 NOAA HQ attended

Time to Complete: 27 months

Total Cost: \$32,409

- Purchase Order for material development: \$12,000
- Travel: \$20,409

Timeline



2010: Met partner (T. Willardson), developed understanding of organization and interests

2012:

- Engaged partner (T. Iseman/WGA) to assess interests and motivation
- NOAA West Western water sub-team scopes project
- Outreach to WSWC; WSWC agrees to participate and partner. Event targeted for Spring 2013.
- \$10K Purchase Order issued for printed material development

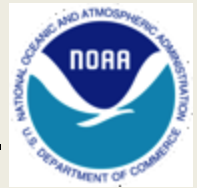
2013:

- Project panel partners identified; panel scope and goals finalized
- Draft event schedule developed
- Briefing canceled due to sequestration and travel restrictions
- Team agrees to complete printed publications; Purchase Order revised to add \$2K
- Government shutdown

2014:

- Print materials completed & distributed
- Event date re-scheduled for May 2014
- Panel partner pairs confirmed
- WSWC works Congressional sponsorship and outreach

Lessons Learned



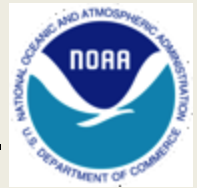
Successes:

- Staffers that attended liked the briefing.
- All partners would do this again.
- Partners felt project was well coordinated and organized, and that partner pairing model worked well.
- Partners appreciated the opportunity to get to know each other.
- Partners are engaging team on other issues (e.g., hydromet & NOAA observing systems).

Challenges:

- Congressional turnout was low.
- Project “fits and starts” due to Government dysfunction are hard to manage and can wear on project partners.
- Distributed project partnership, inclusion of multiple NOAA HQ entities, and inability to control logistics from the field make the project difficult to manage.
- Use of volunteer help is mixed. Divided time can affect quality. Trust relationships require continuity.
- NOAA HQ legislative affairs oversight of field activities changed the project framing.

Lessons Learned



Participant Feedback:

Think about ways to set up field visits by staffers. In-person field visits could be more effective than WA DC talks.

It was fascinating to see the great work my other colleagues are doing. It may be worthwhile to give similar seminar(s) or brown bags to line offices in Silver Spring (to include line office budget folks), NOAA Budget Office, DOC budget officers, and perhaps even OMB. It could be very valuable for them to see successful examples of programs as they formulate recommended presidential budgets.

Given the rapid turnover, particularly in personal offices, we would be wise to focus more on committee staff or consider doing this more frequently to educate new personal office staffs.

We could consider a "Western Water Week" on the Hill, perhaps in collaboration with the WestFAST. We could hold this over 3 days, with a specific focus for each day. We could also improve attendance by Hill staffs and federal agency leadership by scheduling this to coincide with the WSWC annual meeting (March).

Consider utilizing NOAA's Science on a Sphere (SOS), there are significant logistical concerns associated with transit and set up but we could consider a "canned" set of SOS catalog presentations or a short clip that conveys the Western water issues, actions and partnerships story for use in more user-friendly SOS settings.

Take-Away Messages



1. Western water issues and NOAA's work in this issue area will remain a critical regional priority. The Council is an important regional partner. NOAA West welcomes future opportunities to work with the Council to address critical water resources issues facing the West, and the on-going needs for science, data and information.
2. Regional teams should not change the interactions you currently have with NOAA. The teams are an additional resource you can draw on to gain information, connect to agency experts – including our partner network, and to collaborate on activities of mutual interest and benefit.
3. NOAA sincerely appreciates the work of the Council and its member states. Thank you for your partnership!

Questions?