Peak Performance Newsletter

Late Spring 2017 Edition

Performance & Evaluation Branch
Operations Division
NWS Headquarters
Office of Chief Operating Officer
Silver Spring, Maryland

This Issue

Peak Performance Quote

"It is no use saying "we are doing our best." You have to succeed in doing what is necessary." – Winston Churchill

NWS FY2017 Q1 and Q2 Customer Satisfaction Survey Updates

Sal Romano, NWS Headquarters

Here are the latest updates on our ongoing customer satisfaction surveys. This article references the FY2017 Q1 (the fall quarter) and FY2017 Q2 (the winter quarter), continuous, Pop-up surveys on NWS websites (e.g., weather.gov, forecast.gov, WFOs' web pages) that were "live" from early October 2016 to early January 2017 and from early January to early April, respectively. This article also references the Internet Panel surveys that were completed in October 2016 and January 2017.

At a glance, the number of respondents were as follows:

FY2017Q1 Pop-up Survey (3-month period) – 5,856 respondents
FY2017Q1 Customer Satisfaction Score = 82 (TREND ⇒ steady)
FY2017Q2 Pop-up Survey (3-month period) – 6,850 respondents
FY2017Q2 Customer Satisfaction Score = 82 (TREND ⇒ steady)

FY2017Q1 Internet Panel Survey – 491 respondents
FY2017Q1 Customer Satisfaction Score = 78 (TREND ⇒ rising)
FY2017Q2 Internet Panel Survey – 486 respondents
FY2017Q2 Customer Satisfaction Score = 76 (TREND ⇒ falling)

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The FY2017 Q1 and Q2 Pop-up survey respondents had an Overall Customer Satisfaction Index score of **82**. This is the same score as the previous quarter (i.e., Summer 2016).

Each quarterly survey contains approximately 25 questions. The customer satisfaction index questions to determine the satisfaction score, desired outcomes questions, and demographics questions comprise about 15 questions. These questions are never changed. In addition, there are about 10 seasonal/topical questions. These questions vary from quarter-to-quarter as follows (current article focusing on the red highlighted Fall 2016 and Winter 2017 surveys):

- **Spring 2017 (Q3 FY17)**, this version of the survey went "live" in early April 2017 and contains questions on severe thunderstorms, tornadoes, and NWs radar displays questions.
- **Winter 2017 (Q2 FY17)**, winter weather, including extreme cold/wind chill questions
- **Fall 2016 (Q1 FY17)**, tropical weather and flash flooding questions
- **Summer 2016 (Q4 FY16)**, extreme heat and weather threats to rangeland fire questions
- **Spring 2016(Q3 FY16)**, severe thunderstorms and tornado questions
- **Winter 2016 (Q2 FY16)**, winter weather and flash flooding questions
- **Fall 2015 (Q1 FY16)**, extreme heat and weather threats to rangeland fire questions
- **Summer 2015 (Q4 FY15)**, severe thunderstorms and flash flooding questions
- **Spring 2015 (Q3 FY15)**, winter weather and Weather Ready Nation questions

In addition to the Pop-up surveys, CFI selects a panel of individuals each quarter and compensates them to take a very similar survey on the Internet. These Internet panelists/respondents more closely represent the demographics of the United States according to the 2010 U.S. Census. The Internet panelists took the Fall survey, containing tropical weather and flash flooding questions, in October 2016. The October 2016 Internet Panel Overall Satisfaction score of **78** is an increase of two points from the previous quarter. The Internet panelists took the Winter survey, containing winter weather, including extreme cold/wind chill questions in January 2017. The January 2017 Internet Panel Overall Satisfaction score of **76** is a decrease of two points from the previous quarter.

PERCEPTIONS OF TROPICAL STORM UNDERSTANDING AND FORECAST ACCURACY

The Pop-up and Internet Panel survey respondents in FY2017Q1 rated the NWS very highly, 87 and 82 respectively, on its *contribution to the respondents understanding of the dangers of tropical storms*. Also, respondents from both surveys gave strong ratings for their *ability to find NWS forecast information* during a tropical storm or hurricane.

PERCEPTION OF FLASH FLOODING ACCURACY

Results of the surveys revealed that the FY2017Q1 Pop-up respondents' rating of the *NWS's accuracy of information for flood-related events* decreased slightly (declined two points) and for the FY2017Q1 Internet Panel respondents the rating increased significantly (increased by four points) as compared to respondents in FY2016Q2. *Knowledge of flash floods* improved by two points since FY2016Q1 for the Pop-up and seven points for the Internet Panel respondents. Also, the Internet Panel survey respondents in FY2017Q1 rated the NWS significantly higher (increased by seven points) than in FY2016Q2 for how well *NWS contributes to their understanding of flood-related events*. There

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was no change to the score for that question by Pop-up survey respondents.

PERCEPTIONS OF WINTER WEATHER, INCLUDING EXTREME COLD/WIND CHILL FORECAST, UNDERSTANDING AND ACCURACY

The Pop-up and Internet Panel survey respondents in FY2017Q2 rated the NWS highly, 82 and 78, respectively, on its *accuracy of information for winter weather events*. However, both of these survey scores (i.e., 82, 78) are three points lower than the last time the *accuracy of information for winter weather events* question was asked in FY2016Q2.

The Pop-up and Internet Panel survey respondents in FY2017Q2 also rated the NWS highly, 81 and 78, respectively, on its *contribution to the respondents understanding of the dangers of winter weather events*. These survey scores (i.e., 81, 78) are one point lower and six points higher, respectively, than the last time the NWS's *contribution to the respondents understanding of the dangers of winter weather events* question was asked in FY2016Q2.

The Pop-up and Internet Panel survey respondents in FY2017Q2 rated the NWS very highly, 86 and 80, respectively, on its *accuracy of information concerning extreme cold/wind chill events*. This is the first time this question was asked in these surveys. The Pop-up and Internet Panel survey respondents in FY2017Q2 also rated the NWS very highly, 84 and 81, respectively, on its providing help to respondents when they are making decisions concerning extreme cold/wind chill hazards. This is also the first time this question was asked in these surveys.

HOW TO ACCESS CUSTOMER SATISFACTION SURVEY RESULTS

The NWS Pop-up and Internet Panel survey results are available through a Web portal provided by CFI. You may access the survey results' Web portal at: https://portal.cfigroup.com/Portal

The generic username and password are:

Username: NWSwm@noaa.gov
Password: NWSportal1

Once you have gained access to the portal you will see the following survey menu selections **(Figure 1)** or in some cases you will need to first go to the upper right side of the screen and click "Exit to Portal List":

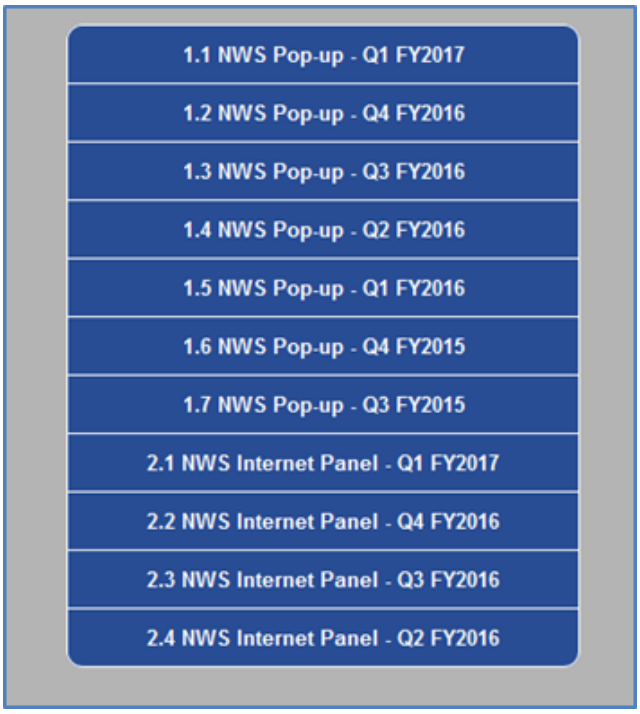

Figure 1. Survey menu selections.

If you select any of the "NWS Pop-up" options, for example "NWS Pop-up Q1 FY2017," you can then go to the far left side of the page and click on "Questions" **(Figure 2)** on next page. A scroll-down menu will appear containing three WFO options at the bottom: "WFO – Group 1," "WFO – Group 2," "WFO – Group 3." Each of these options contain WFO identifiers in alphabetical order. You can obtain the results for one or more particular WFO(s) by selecting the desired identifier(s).

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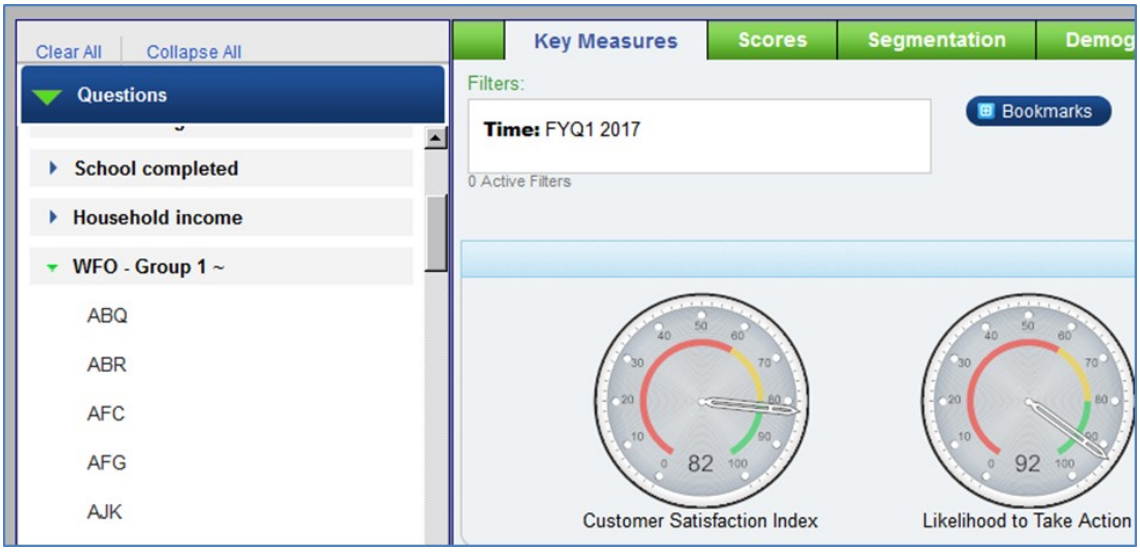

Figure 2. Example of NWS Pop-up Q1FY2017 page – Questions and WFO Menu.

You can obtain all of the respondents' comments for the selected WFOs at the center, top of the page, by clicking the "Comments" selection tab (**Figure 3**). Once the Comments" selection tab is clicked, a page will be displayed on which in the middle there will be a Comment Selection" option.

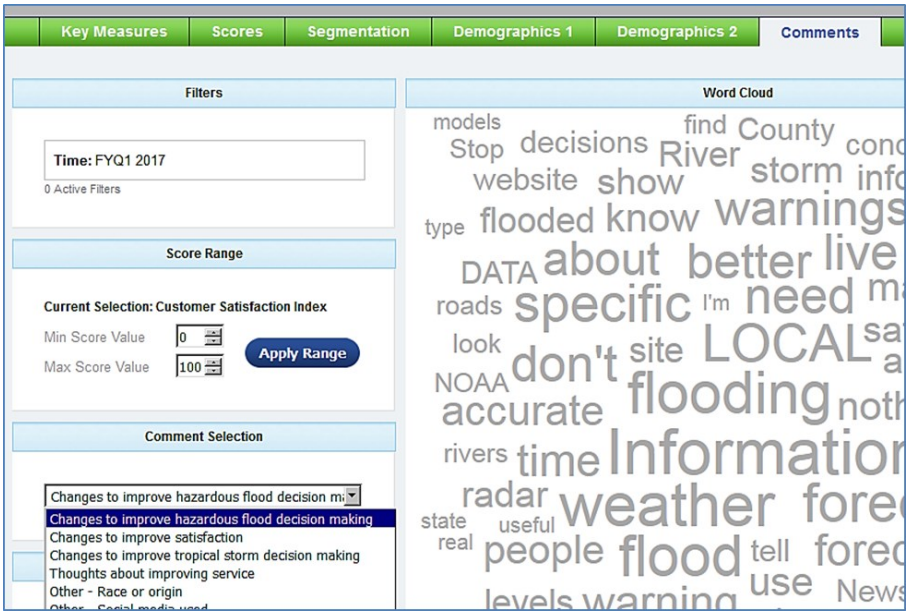

Figure 3. Screen capture of FYQ1 2017 "Comments Selection" page.

Here are explanations of two of the selection options:

First, the "Changes to improve satisfaction" selection is based on the initial question asked of respondents: "First, please consider all of your experiences with the NWS. Using a 10-point scale on which 1 means "Very Dissatisfied" and 10 means "Very Satisfied," how satisfied are you with the NWS?" If the respondent gives a low score (i.e., 6 or lower), then this follow-up question is asked: "Please indicate what the NWS should change to improve your satisfaction."

Second, the "Thoughts about improving service" selection is based on this survey question: "Please share with us any final thoughts you have about the ways the NWS could improve our services to you." This question is asked of all respondents and not just those who gave a low score.

In regard to the Internet Panel, the results are provided for example for Q1 FY2017 (October 2016) by clicking on "NWS Internet Panel – Q1 FY 2017" from the main portal menu selection screen.

Please take a few moments to complete our CFI NWS Pop-up Customer Satisfaction Survey if you receive it. **Note**: *The NWS Office of the CFO conducts a different continuous pop-up survey*

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focused on the NWS's weather.gov site using the ForeSee organization. Pop-ups only occur on that specific web page and not on all the WFOs' web pages.

BACKGROUND ON CUSTOMER SATISFACTION SURVEYS VIA CFI GROUP

The Performance and Evaluation Branch in the Operations Division of the Office of Chief Operating Officer continues to contract with the Claes Fornell International (CFI) Group to assist in the development and implementation of the NWS customer satisfaction surveys. The CFI Group staff are experts in the science of customer satisfaction and use of the American Customer Satisfaction Index (ACSI) methodology. The ACSI was created by CFI Group's founder, Claes Fornell, under the auspices of the University of Michigan. It is the only uniform measure of customer satisfaction of the U.S. economy and is used by more than 200 companies and government agencies.

GPRA Metrics National Yearly Trends Updated!

GPRA Metrics National Yearly Trends have been updated to include FY16 scores. This report contains graphics and summaries of *multi-year* GPRA trends in the following categories: Tornado Warnings, Severe Thunderstorm Warnings, Winter Storm Warnings, Aviation (TAFs), Marine Forecasts, Flash Flood Warnings **(Figure 1)**, Hurricane Track Forecasts, and Max/Min Temperature forecasts. You may view all charts and summaries on the GPRA Overview Page of the Performance Management site. Click on Yearly Trends (pdf) – Multi-year report showing GPRA trends.

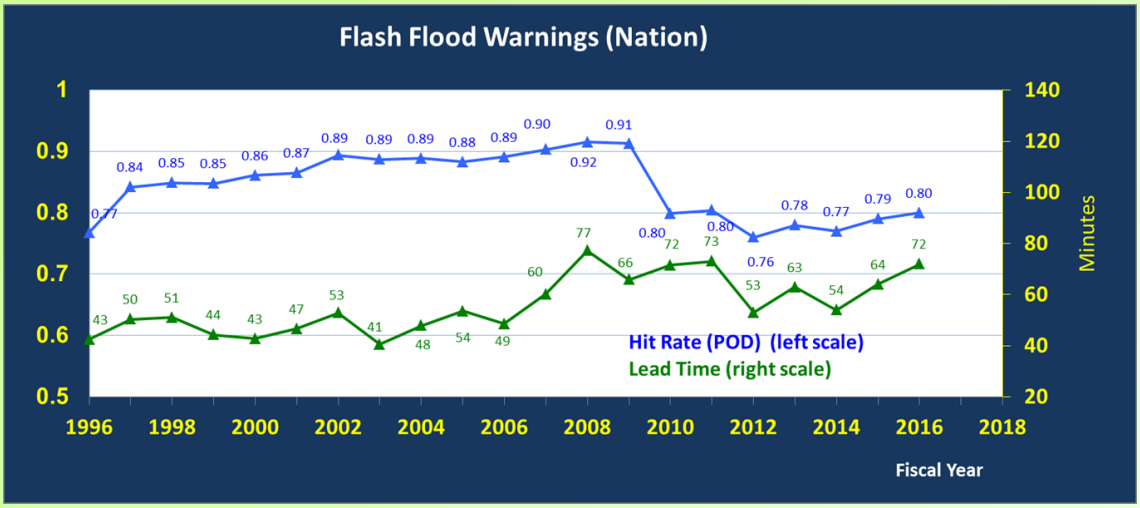


Figure 1. Graphic of GPRA Metrics National Yearly Trends for Flash Flood Warnings.

Prior to FY10, flash flood warnings were issued and verified on a county-wide basis. Since then, storm-based flash flood warnings have been issued and verified solely for the areas impacted by the warning, rather than for the entire county or counties containing the threat. The new methodology presents a greater challenge to forecasters, and was the primary reason for the initial drop in the hit rate. The warnings are now issued for smaller, more geographically-focused areas than before.

The current hit rate goal for flash floods is 0.76, and the current lead time goal is 61 minutes. The NWS has met its hit rate goal every year since the methodology change, and it has met its lead time goal most years. The exception was FY14.

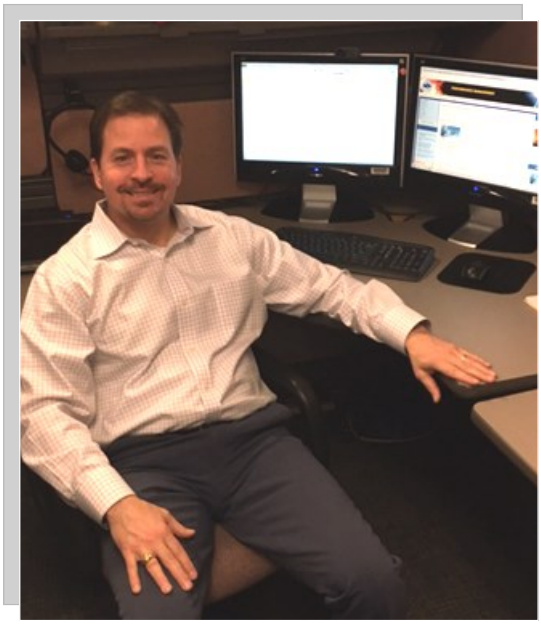
(GPRA Metrics National Yearly Trends Updated by Chuck Kluepfel and Freda Walters)

Did You KNOW ?

By Doug Young, Performance and Evaluation Branch, NWS Headquarters

Did You Know that the Performance and Evaluation Branch has a new Storm Data Program Leader?

Please welcome Kenny James as the new Storm Data Program Leader. Kenny will also play a key role in warning verification activities. Kenny replaces Brent MacAloney, who after 12 years as a federal employee leading the Storm Data Program, moved to the NOAA Office of the Chief Information Officer. Kenny is originally from Syracuse, NY and received his Master's Degree in meteorology from the University of Oklahoma (go Sooners!). Kenny also lives in Silver Spring with his wife and dog (love dogs!) and enjoys the outdoors.



Kenny has spent the last 10 years as a meteorologist for the Weather Prediction Center in College Park (NCEP/WPC), working the majority of forecast desks, including QPF, Winter Weather, Metwatch, and Medium Range. Prior to his NCEP position, Kenny worked 10 years as a Journeyman Forecaster at WFO Norman, OK, where he managed the local Storm Data and local Numerical Weather Prediction System.

While Brent is greatly missed, we are excited to have Kenny join us, where we hope his variety of operational and leadership experiences will help the Performance and Evaluation Branch meet the performance challenges of achieving a Weather Ready Nation!✦

Service Assessment Program

By Sal Romano, Performance and Evaluation Branch, NWS Headquarters

Hurricane Matthew Service Assessment under Review

From Haiti to North Carolina, Hurricane Matthew left a trail of destruction. The hurricane hugged the east coast of Florida, tracking northward, and making landfall in North Carolina. It was strongest for the United States while in the vicinity of Florida; however, its most powerful winds remained just off the coast. Port Canaveral, Florida observed the highest observed gust in the United States of 107 mph. In the southern United States, enormous amounts of rain and subsequent flooding induced the greatest damage. Savannah, Georgia received 17.49 inches of rain. In eastern North Carolina, from 10-15 inches of rain fell resulting in catastrophic flooding. Storm surge flooded roads, homes, and businesses along the coast. The highest recorded storm surge was 7.8 feet above the ground in Fort Pulaski, Georgia, near Savannah.

The service assessment team received comments on their draft report from NWS's Performance and Evaluation Branch, subject matter experts, and the two affected NWS Regions. Those comments have now been adjudicated by the team and included into the report, as appropriate. Next, the document will be reviewed by the Office of the Chief Operating Officer and other NWS Headquarters offices prior to signature, approval, and public release (targeted for July 2017).◆

Email Overload Can Affect Your Performance in the Workplace

By Doug Young, NWS Headquarters

Did You Know that email overload can affect your performance in the workplace? I know, that's a ridiculous question. I'm certain it would be no surprise to you if I shared the fact that email overload can be a significant problem in the workplace. Studies have demonstrated adverse physical and physiological effects on workers from the quantity of messages, poor targeting of messages, the presence of attachments, long discussion threads, and the propagation effect of copying messages.

While many of these issues are difficult to solve, I was considering that there are some best practices that we can all follow to help ease the burden on the recipients of our emails, maintain better relationships with our recipients, and increase efficiency. I felt the blog post **(on page 8)** was a good instructive summary of basic email etiquette and hope you find it worthwhile reading as well.

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EMAIL ETIQUETTE IN THE WORKPLACE

Purvi Bodawala March 30, 2017

GOVLOOP FEATURED BLOGGER

We all have received a wide variety of email. Because email has become so second nature in the work-place, it's easy to forget some of the etiquette that goes along with it. It's easy to send an instantaneous response to mark it off your to-do list and move on to the next item.

Keep it short and to the point – Depending on the topic, emails can get long. It's important to realize that not everyone has the time to read every word of a long email, and they may not be able to digest it all. Make it easy for them by indicating the main point of the email in the first sentence, and using bullet points to summarize what you are trying to say. You can use bold and/or colors to indicate any actions that they have to take or any response that you are expecting back. This helps organize the email and helps the reader focus on what you are trying to communicate.

Think of the urgency – Not everyone uses email the same way. Some may get their email on their phone, and respond right away, while others will take their time to respond. Consider the urgency of the topic and the response time that you would like to achieve. If it is something urgent, email may not be the right way to communicate which in case you may need to use other means of communication.

Don't make it personal – Email is open to the reader's interpretation. Because it's something that we read and process, the way that we interpret the information in the email can be different than what the author intended. Try to keep it objective and related to the topic being discussed. Let's see a simple example. I send out an email to a group of reviewers of a draft contract that I'm working on. I indicate in the email that I would like their feedback. I get responses back with edits to the document. Do I take those responses personally? Absolutely not. They are critiquing the draft contract, not me. And, the contract is something that I'm creating on behalf of the organization, so it is a team effort. Email lacks body language and tone, so we can easily end up misinterpreting the intention.

Use links and minimize attachments – Have you ever thought to yourself "I know I have that attachment in my email, somewhere?" In the workplace, usually there are shared drives where you can place your documents and provide others a link to where they are stored. This provides a common way for all to access the document rather than looking up email. This also helps reduce hoarding problems in emails. Doing this minimizes the need to use email as the primary means for looking up documents and storing them.

Use "Thank you" sparingly – Have you ever met someone who replies "Thank you" to almost every email that you send? After a while, I tend to ignore their replies and I become complacent. Therefore, save your "thank you" (and the relevant network traffic) for when you are really grateful and show them in person.

Status of Service Assessment Action Items

Summary

- There are **292** total actions from open events.
- **234** actions are closed.
- **58** actions remain open.
- In addition, there are **33** new actions from the release of The Historic Nor'easter of January 2016 Service Assessment document with 3 already closed.

Recent Service Assessments

Hurricane Matthew Service Assessment: The Hurricane Matthew Service Assessment document will be reviewed by the Office of the Chief Operating Officer and other NWS Headquarters offices prior to signature, approval, and public release; (targeted for July 2017).

Open Service Assessments

⇒ **South Carolina Historic Flooding of October 2-5, 2015**
Released July 28, 2016
44 Total Actions, 1 Unassigned, 15 (35%) Closed Actions
28 *(65%) Open Actions*

⇒ **Colorado Flooding of September 11-17, 2013**
Released June 24, 2014
26 Total Actions, 22 (85%) Closed Actions
4 (15%) Open Actions

⇒ **May 2013 Oklahoma Tornadoes and Flash Flooding**
Released March 21, 2014
29 Total Actions, 20 (69%) Closed Actions
9 (31%) Open Actions

⇒ **Hurricane and Post-Tropical Cyclone Sandy, October 22-29, 2012**
Released May 05, 2013
25 Total Actions, 24 (96%) Closed Actions
1 (4%) Open Actions

⇒ **Historic Derecho of June 29, 2012**
Released February 05, 2013
14 Total Actions, 9 (64%) Closed Actions
5 (36%) Open Actions

⇒ **Hurricane Irene in August 2011**
Released October 05, 2012
94 Total Actions, 87 (93%) Closed Actions
7 (7%) Open Actions

⇒ **The Missouri/Souris River Floods of May – August 2011 (Regional Service Assessment)**
Released June 05, 2012
29 Total Actions, 28 (97%) Closed Actions
1 (3%) Open Actions

⇒ **Spring 2011 Mississippi River Floods**
Released April 11, 2012
31 Total Actions, 29 (94%) Closed Actions

Last Closed Events (all actions completed)

- **Remnants of Tropical Storm Lee and the Susquehanna River Basin Flooding of September 6-10, 2011 (Regional Service Assessment)**
Released July 26, 2012
11 Total Actions - Closed

- **The Historic Tornado Outbreaks of April 2011**
Released December 19, 2011
32 Total Actions - Closed

- **May 22, 2011 Joplin Tornado (Regional Service Assessment)**
Released September 20, 2011
16 Total Actions - Closed

- **Washington, D.C. High-Impact, Convective Winter Weather Event of January 26, 2011**
Released April 01, 2011
6 Total Actions - Closed

- **Record Floods of Greater Nashville: Including Flooding in Middle Tennessee and Western Kentucky, May 1-4, 2010**
Released January 12, 2011
17 Total Actions - Closed

- **Southeast US Flooding of September 18-23, 2009**
Released May 28, 2010
29 Total Actions - Closed

- **South Pacific Basin Tsunami of September 29-30, 2009**
Released June 04, 2010
131 Total Actions - Closed

Updated May 2017 by Freda Walters

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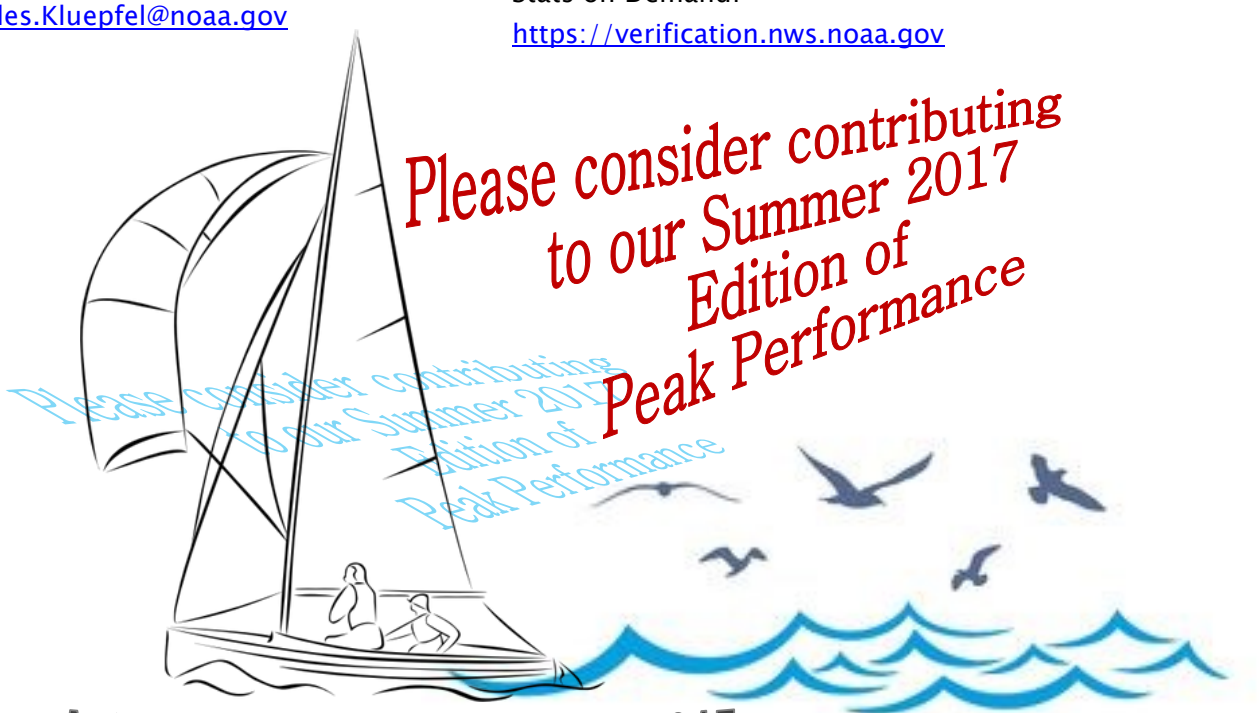

Articles due: Friday, June 30, 2017