

David Hogg

Research Associate at the Cooperative Institute for Severe and High-Impact Weather Research and Operations, University of Oklahoma

Speaker Bio:

David Hogg is a Research Associate at the Cooperative Institute for Severe and High-Impact Weather Research and Operations (CIWRO) at the University of Oklahoma, as well as an affiliate and collaborator with NOAA's National Severe Storms Laboratory. In his role as a member of the Behavioral Insights Unit, Hogg seeks to foster relationships, identify collaboration opportunities, and bring together the emergency management practitioner community and the severe weather research community. Prior to joining CIWRO, Hogg's background included research and practical emergency management experience, including work with the National Agricultural Biosecurity Center and as the Emergency Management Coordinator for Kansas State University. His experience includes developing tools and leading projects for DHS, USDA, and numerous state and local governments. Hogg has a diverse background, including experience in farming, ranching, non-profit and volunteer management, emergency planning and response, and television severe weather coverage. He holds a B.S. in Geography from Oklahoma State University and an M.A. in Emergency Management from Arizona State University.

Presentation:

Co-Developing the Next Generation of Severe Weather Messaging

The Warn-on-Forecast System (WoFS) is a numerical weather model designed to provide frequent updates during severe weather events, with output that describes both the likelihood of occurrence and potential intensity of storms at the local level. Such information is already allowing National Weather Service Forecast Offices to sometimes communicate in more detail, with greater confidence, at longer lead times. It has become increasingly important to understand the impact this new tool, and the information it provides, may have on end-users of forecast information. Among these end-users, emergency managers often represent the front-line communicators and translators between NWS forecasts and products

and their downstream partners like jurisdictional leaders, first responders, or members of the public. In an effort to identify and develop application and messaging strategies that meet the needs and workflows of emergency managers, researchers at the University of Oklahoma's Cooperative Institute for Severe and High Impact Weather Research and Operations (CIWRO) are working alongside federal scientists at the NOAA National Severe Storms Laboratory to intentionally engage with local, regional, and national emergency management groups to both introduce WoFS capabilities and to gather EM feedback through real-world and simulated activities.