NOAA’s Regional Collaboration
NOAA Leadership Seminar

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Program Planning & Integration

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Motivation for a Regional Approach
Motivation for a Regional Approach

• External trends and stakeholder demands called for a regional approach

• Other existing regional networks
Evolution of NOAA’s Regional Focus

- 2002: The NOAA Administrator established five Regional Coordination *pilot programs*

- 2006: NOAA Executive Council assessed pilot programs and provided guidance to establish **NOAA’s Regional Collaboration** effort
Goals of Regional Collaboration

Success will be measured by NOAA’s ability to achieve improvements in...

- Services for the benefit of NOAA’s customers
- Value and productivity of partnerships
- Stakeholder relations and support
- Internal communications and efficiency across line offices and programs
- Visibility and value of NOAA
National Perspective: Executive Oversight Group

- Chaired by the Assistant Administrator for the Office of Program Planning and Integration (PPI)

- Composed of NOAA leadership primarily at the level of the Deputy Assistant Administrators (DAA) of NOAA Line Offices

- Maintains a national perspective, evaluates and supports the effort, and is responsible for the overall success towards the five Goals
Regional Collaboration Teams

- Are led by **Regional Team Leads**, assisted by full-time **Coordinators**
- Are **networked** to NOAA’s diverse assets in the region through LO representation
- Maintain and develop relationships with **partners** in the region
- **Engage** with regional stakeholders and understand their needs
- Communicate **regional priorities** through existing organizational structure
- Support **integrated, regionally-tailored** NOAA products and services
# Regional Team Leads & Coordinators for 2009

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<tr>
<th>Region</th>
<th>RTL (LO)</th>
<th>Coordinator (LO)</th>
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<tbody>
<tr>
<td>Alaska</td>
<td>Doug DeMaster (NMFS)</td>
<td>Amy Holman (NOS)</td>
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<tr>
<td>Central</td>
<td>Lynn Maximuk (NWS)</td>
<td>Bethany Hale (NWS)</td>
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<tr>
<td>Great Lakes</td>
<td>Marie Colton acting (OAR)</td>
<td>Jennifer Day (OAR)</td>
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<tr>
<td>Gulf of Mexico</td>
<td>Buck Sutter (NMFS)</td>
<td>Kristen Laursen (NMFS)</td>
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<td>North Atlantic</td>
<td>Peyton Robertson (NMFS)</td>
<td>Nicole Bartlett (NMFS)</td>
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<td>Pacific</td>
<td>Bill Thomas (NOS)</td>
<td>Laura Hamilton (NESDIS)</td>
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<td>SE &amp; Caribbean</td>
<td>Jeff Payne (NOS)</td>
<td>Geno Olmi (NOS)</td>
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<tr>
<td>Western</td>
<td>John Stein (NMFS)</td>
<td>Timi Vann (NWS)</td>
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Regional Solutions for Regional Issues: Alaska

- Appointments to Governor’s Climate Change Advisory Groups
- New arctic activities generate new requirements for NOAA
- Scouting future trends to identify needed investments today
Regional Solutions for Regional Issues: Central

• Promote social science issues related to effective communication of scientific information
• Coordinating fresh watersheds in the region
• Promote NIDIS and drought resiliency
Regional Solutions for Regional Issues: Great Lakes

- Developed Great Lake Restoration Initiative FY10 budget proposal
- Creation of the Center of Excellence for Great Lakes Restoration
- Progress toward an Improved Beach Water Quality Forecasting System in the Great Lakes
Regional Solutions for Regional Issues: Gulf of Mexico

- Integrated NOAA's capabilities with the Gulf of Mexico Governors’ Alliance Regional Plan
- Expanded engagement activities in conjunction with Sea Grant
- Enhanced regional resiliency capabilities through workshops, Coastal Storms Program, and development of the NOAA Disaster Response Center
Regional Solutions for Regional Issues: North Atlantic

- Serves on Northeast Regional Ocean Council (NROC) steering committee
- Addressing hazards through development of a Coastal Inundation Visualization Tool
- Ecosystem assessment of the Penobscot River watershed and the Gulf of Maine in conjunction with the Penobscot River Restoration Project
Regional Solutions for Regional Issues: Pacific Islands

- Strengthening and sustaining hazard resilient communities through the Pacific Risk Management ‘Ohana (PRiMO)
- Bringing more science curriculum to Pacific Island citizens through environmental literacy initiative
- Efficiency gains through Pacific Regional Grants Cooperative (PRGC) solutions
Regional Solutions for Regional Issues: SE & Caribbean

- Improving flood warnings for coastal areas
- NOAA SE & Caribbean Data Explorer Pilot Project for comprehensive access to NOAA geospatial data
- Synthesis of existing needs assessments for the region complete, partnered with SE Sea Grant regional research plan development
Regional Solutions for Regional Issues: Western

- Supports the West Coast Governors' Agreement on Ocean Health through Action Coordination Teams
- Supports the National Integrated Drought Information System
- Community outreach through “NOAA and Our Planet” aquarium events
Regional Input to PPBES

- Find the connection between regional priorities and program missions for “win-win”
- Encourage ongoing dialogue between Goal Teams and Regional Collaboration Teams to develop strong business cases for each priority
- Strong business cases characterize compelling needs through
  - stakeholder engagement,
  - assessing and bridging organizational capability,
  - identification of partnerships with broad support, and
  - presentation of realistic plans.
Regional Contributions to the National Climate Service

• Role in establishing and executing a NCS
  - Stakeholder engagement and relationship building
  - Synthesized priorities based on stakeholder needs, existing NOAA capabilities, and potential partners
  - Integration of service/product execution within NOAA and with partners
  - Communicating progress and other information back to the stakeholders

• FY10 RFP for Regional Teams and Sea Grant directors to jointly develop climate engagement projects
Engagement: National Coordination

- **Goal**: A strong dialog and two-way relationship with society that enables NOAA to identify, develop and improve products and services to meet society’s needs

- The **Executive Committee on Engagement** provides a mechanism to unite NOAA’s local and regional assets on the ground
  - Regional Collaboration
  - Communications
  - Education
  - NOAA Extension and Training Services (NETS)
Next Generation Strategic Plan

Phase 1: Develop Scenarios
- PPI, Scenario Team
- SES
- FACs, CIls, other externals
- Line Offices (via workforce)
- Councils
- Goal Teams
- Regional Teams

Phase 2: Engage Stakeholders
- PPI, Steering Committee

Phase 3: Analyze & Synthesize
- PPI, Steering Committee

Phase 4: Assess Strategy Options
- SES
- FACs, CIls, other externals
- Line Offices (via workforce)
- Councils
- Goal Teams
- Regional Teams

Phase 5: Draft & Public Review
- NEP & NEC
- PPI, Steering Committee

NOAA Regional Collaboration
Next Generation Strategic Plan
Regional Forum Dates

- Alaska Region
  - 2/5/09: Alaska Forum on the Environment
  - 6/1-9/09: NW Pacific Regional Fisheries Council Meeting (pending Council approval)

- Southeast & Caribbean Region
  - 5/13/09: Southeastern Coastal Ocean Observing Regional Association
  - 5/20/09: Southeastern Regional Partnership for Planning and Sustainability
  - 6/15-17/09: Hydrometeorological Testbed - SE Science Plan Workshop

- Great Lakes Region
  - 5/18/09: International Association of Great Lakes Research Conference
Next Generation Strategic Plan
Regional Forum Dates

- **Gulf of Mexico Region**
  - 5/19/09 Northern Gulf Institute annual conference
  - 8/7/09: Gulf of Mexico Alliance annual meeting

- **Central Region**
  - 6/24/09: Boulder, CO (Boulder City Council, academia/researchers)
  - 6/30/09: Norman, OK (Weather focus: researchers, private interests)

- **Western Region**
  - 7/14/09 Exec Committee for the West Coast Governors Association (WebEx)
  - 8/14/09 Western States Water Association (WebEx/in person)
  - 8/24-27/09 National meeting of IOOS RAs
Regional Forum Dates

- **Pacific Region**
  - 7/30/09: Hawaii Conservation Alliance annual meeting
  - Additional engagement with island territories

- **North Atlantic Region**
  - Mid-Atlantic Fisheries Management Council
  - Gulf of Maine Regional Ocean Science Council
  - Atlantic States Marine Fisheries Commission
Next Generation Strategic Plan
We want your input!

- Two opportunities to join a discussion to help shape a new strategic course for NOAA
  - Thursday; 8:30am - 9:15am; Federal Room
  - Thursday; 9:35am - 10:20am; Federal Room
Questions?

For more information on NOAA Regional Collaboration visit:
http://www.ppi.noaa.gov/reco
2nd Annual Regional Collaboration Workshop

- March 31 - April 2, 2009 in Boulder, CO
- Theme: Engaging your internal & external networks

- Workshop covered:
  - Internal dialog and team building
  - Dialog on regional input to PPBES
  - NOAA’s Communication Strategy
  - Dialog on regional input to National Climate Service (NCS)
  - Training to conduct NGSP regional forums
  - Learning about the Boulder facility
Synthesis of workshop discussions revealed Regional Collaboration is well positioned to fill a common set of needs

Regional Teams can add value to NOAA’s mission by:

1) Understanding stakeholder needs and NOAA’s capabilities,
2) Being aware of the activities and capabilities of NOAA’s current and prospective partners,
3) Synthesizing regional needs and capabilities into a list of achievable and nationally significant priorities,
4) Integration of service/product execution within NOAA and with partners, and
5) Building and maintaining relationships with stakeholders and partners.
Climate Engagement: Sea Grant/Regional Team Mini Grant

- **FY10 RFP** for Regional Teams and Sea Grant directors to jointly develop climate engagement projects

- Call for projects that demonstrate new insights or approaches to climate engagement with stakeholders at the **regional level** and **links to national** principles and direction for an NCS
  - Delivery of regionally targeted climate information and services
  - Enhancing climate literacy in order to increase the receptivity of climate services
NGSP Stakeholder Input

1. What trends will shape our long-term future?

What long-term trends (scientific, technological, socio-economic, etc.) will shape the future of NOAA over the next 25 years?

2. What challenges or opportunities will we face?

In light of the trends that you have identified, what challenges or opportunities will NOAA face over the next 25 years?

3. What should NOAA strive to accomplish?

Given the long-term trends, challenges, and opportunities that you identified, what should the agency seek to accomplish in the next 25 years?

http://www.ppi.noaa.gov/PPI_Capabilities/ngsp.html