



NOAA OFFICE OF WEATHER AND AIR QUALITY
Supporting world-class research to advance timely and accurate weather information

Social and Behavioral Science Research to Operations Workshop



PARTICIPANT GUIDE

September 4th - 6th, 2019
Silver Spring, MD



NOAA's Office of Weather and Air Quality Social and Behavioral Science Research to Operations Workshop

Welcome!

“There are profound differences in the knowledge, roles, goals, and capacities of people who comprise the SBS and weather communities ... they can manifest through specialized languages and terminologies for programs, projects, and job positions, and by research instruments, tools, theories, concepts, and methodologies.” (p.73)

National Academies of Sciences, Engineering, and Medicine. 2018. Integrating Social and Behavioral Sciences Within the Weather Enterprise. Washington, DC: The National Academies Press. <https://doi.org/10.17226/24865>.

Social and behavioral science (SBS) integration into the weather enterprise has a long and meaningful history. However, The National Academies of Science report on Integrating Social and Behavioral Sciences into the Weather Enterprise identifies barriers to transitioning SBS research, including a lack of shared understanding between social and physical scientists, cultural differences between research and operations, and a lack of shared language. This workshop aims to help!

At this SBS Research to Operations (R2O) workshop, we hope to foster lively and interactive discussion to nurture an understanding of the roles, goals, and capacities of people and organizations comprising the SBS and weather communities. We hope that by building shared languages, terminologies, theories, concepts, and methodologies, we will enhance the research to operations process. Throughout the process we may develop best practices, identify research gaps, and discover new approaches to our challenges. In doing so, we will foster relationships between SBS researchers and the weather community and identify R2O recommendations that spark a path forward to maximize the value of SBS research.

Workshop goal: To nurture an understanding of the unique roles, goals, and capacities of people and organizations comprising the SBS and weather communities by building shared languages, terminologies, theories, concepts, and methodologies to enhance the research to operations process.

NOAA's Office of Weather and Air Quality Social and Behavioral Science Research to Operations Workshop



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Connect With Us



Twitter

Connect with the workshop and other participants via Twitter when you use #SBSR20



Sli.do

We will be using Sli.do to collect questions and allow you to express your opinion in live polls.

Using your phone, tablet, or laptop, visit [slido.com](https://www.slido.com) and enter the event code #sbsr20



GoToWebinar

If you are unable to join us in person, join us remotely for our kickoff event on Wednesday, September 4th by registering [here](#)

Note. We are unable to provide remote access for Thursday, September 5th and Friday, September 6th at this time



Wifi Information:

NOAA Auditorium:

- For NOAA employees, login to NOAAGuest using your NOAA Credentials
- For non-NOAA employees, login information will be provided at the venue

Silver Spring Civic Building:

- **Note.** Wifi at the Civic Building is unsecure
 - Network: MCGUEST
 - No password is required



Workshop Ground Rules

1. Be collaborative
2. Introduce yourself before you speak
3. Use the microphone
4. Cell phones off or on vibrate
5. Listen to everyone's ideas
6. Try not to use acronyms
7. One person talks at a time
8. No side conversations
9. Be concise – get to the point

NOAA's Office of Weather and Air Quality Social and Behavioral Science Research to Operations Workshop



Agenda

Workshop goal: To nurture an understanding of the unique roles, goals, and capacities of people and organizations comprising the SBS and weather communities by building shared languages, terminologies, theories, concepts and methodologies to enhance the research to operations process.

Day 1  **September 4, 2019**  **NOAA Auditorium**

- 2:00 pm** **Welcome and Opening Remarks**
Dr. Gina Eosco, *Social Science Program Manager, Office of Weather and Air Quality*
- 2:05 pm** **Fireside Chat  : A Historical Overview and Round Table Discussion on NOAA R2O Policies**
Dr. Gary Matlock, *Deputy Assistant Administrator for Science, Oceanic and Atmospheric Research*
Mary Erickson, *Deputy Director, National Weather Service*
- 3:00 pm** **What Guides NOAA Weather Funding: Policy, Priorities, and Process**
Dr. Hendrik Tolman, *Senior Advisor for Advanced Modeling Systems, National Weather Service, Office of Science and Technology Integration*
Dr. Bill Lapenta, *Acting Director, Office of Weather and Air Quality*
Dr. Gina Eosco and Jennifer Sprague-Hilderbrand, *Social Science Program Managers, Office of Weather and Air Quality and National Weather Service, respectively.*
- 3:45 pm** **Panel Perspectives on the Meaning of R2O Transitions**
Dr. Julie Demuth, *National Center for Atmospheric Research
Castle Williams, University of Georgia*
Robbie Berg, *National Weather Service National Hurricane Center*
Dr. Dave Myrick, *National Weather Service Office of Science and Technology Integration*
Dr. Pam Heinselman, *National Severe Storms Laboratory*
- 5:00 pm** **Kickoff Concludes**


**NOAA's Office of Weather and Air Quality
Social and Behavioral Science
Research to Operations Workshop**



Workshop goal: To nurture understanding of the unique roles, goals, and capacities of people and organizations comprising the SBS and weather communities by building shared languages, terminologies, theories, concepts and methodologies to enhance the research to operations process.

Day 2 🍀 September 5, 2019 🍀 Silver Spring Civic Building's Great Hall

- 8:00 am Registration Opens**
- 8:30 am Welcome & Day 1 Recap**
Dr. Gina Eosco and Micki Olson, *Office of Weather and Air Quality Social Science Team*
- 9:00 am Session 1: Measuring Mission: Constructs, Metrics, and Policy, Oh My! Lightning Talks on Key Concepts**
Goal: Introducing people, organizations, terminology, and methods to enhance the research to operations process.
- Katie LaBelle Edwards, *National Weather Service, Analyze, Forecast, and Support Office*
Dr. Joe Trainor, *University of Delaware*
Dr. Joe Ripberger, *University of Oklahoma*
Dr. Hendrik Tolman, *National Weather Service, Office of Science and Technology Integration*
Dr. John Ten Hoeve, *National Weather Service, Office of Organizational Excellence*
- 10:00 am Break & Networking**
- 10:15 am Breakout #1**
- 11:15 am Report out**
- 12:15 pm Lunch** (check the guide for local restaurants)
- 1:30 pm Reconvene and Introduction to Session 2**

- 
- 1:40 pm** **Session 2: Measuring Mission: Exploring the Need for Collecting, Managing, and Archiving Social and Behavioral Science Data**
Goal: Introducing ways to collect, manage, and archive social and behavioral science data to allow people and organizations to measure the societal impact of our research to operations progress.
- Dr. Vankita Brown & Michael Scotten, *National Weather Service*
Dr. Lou Nadeau, *Eastern Research Group*
Dr. Brenda Philips, *University of Massachusetts Amherst*
Dr. Lori Peek, *Natural Hazards Center*
- 2:30 pm** **Break & Networking**
- 2:45 pm** **Breakout Session #2**
- 3:45 pm** **Report out**
- 4:45 pm** **Wrap up**
- 5:00 pm** **Networking Happy Hour at All Set Restaurant & Bar**



*Join us for Happy Hour at 5:00 pm
at All Set Restaurant & Bar
8630 Fenton Street, Plaza 5, Silver Spring, MD 20910*

NOAA's Office of Weather and Air Quality Social and Behavioral Science Research to Operations Workshop



Workshop goal: To nurture understanding of the roles, goals, and capacities of people and organizations comprising the SBS and weather communities by building shared languages, terminologies, theories, concepts, and methodologies to enhance the research to operations process.

Day 3 🍀 **September 6, 2019** 🍀 **Silver Spring Civic Building's Great Hall**

- 8:30 am** **Welcome & Day 2 Recap**
- 9:00 am** **“When do you know that you know enough?” A Discussion Panel about Research Generalizability and Operational Viability**
Goal: Building skills to combine research methods and data with operational needs, costs, and infrastructure to assess how and when we know enough to implement.
- Dr. Scott Miles, *Impact360 Alliance*
Dr. Julie Demuth, *National Center for Atmospheric Research*
Elliott Jacks, *National Weather Service, Analyze, Forecast, and Support Office*
Dr. Hendrik Tolman, *National Weather Service, Office of Science and Technology Integration*
- 10:00 am** **Break**
- 10:15 am** **Lessons Learned**
Goal: To identify recommendations for roles or goals for people and organizations to continue to build shared languages, terminologies, theories, concepts and methodologies to enhance the research to operations process.
- 12:15 pm** **Closing Remarks and Evaluation**
- 12:30 pm** **Workshop concludes**



Speakers

Wednesday, September 4, 2019



Dr. Gary Matlock is the Deputy Assistant Administrator for Science for Oceanic and Atmospheric Research (OAR). He is responsible for guiding and evaluating NOAA's research and development portfolio. Throughout his career, Gary has successfully led an effort to base fisheries management decisions on scientific information. He has and continues to publish in the national and international scientific literature on the biological, ecological, social, and economic aspects of fisheries science and management.



Mary C. Erickson is the Deputy Director of the National Weather Service (NWS). Her primary responsibilities include leading the agency's major change initiatives, ensuring accurate and timely service delivery to key stakeholders, supporting management-labor relations, and building important relationships with America's Weather Industry. Previously, as the Director of the National Centers for Coastal Ocean Science, Mary ensured the timely and effective transition of ecosystem science solutions from research and development to operations and applications.



Dr. William "Bill" Lapenta is the Acting Director of the Office of Weather and Air Quality (OWAQ), a dynamic program within NOAA's Oceanic and Atmospheric Research that supports world-class weather and air quality research, accelerating its transition to the National Weather Service (NWS) to benefit the American public. Bill comes to NOAA Research from NWS, where he served as the Director of the National Centers for Environmental Prediction (NCEP), delivering national and global weather, water, climate and space weather guidance, forecasts, warnings and analyses to help save lives and protect property.



Dr. Hendrik L. Tolman is the Senior Advisor for Advanced Modeling Systems for the National Weather Service (NWS) in the Office of Science and Technology Integration (STI), leading the development and implementation of NWS scientific strategies and capabilities for advanced modeling systems. He also provides guidance and advice on the scientific basis for operational weather, water and climate models, products and services in NWS and NOAA, and reviews all phases of scientific work in the NWS, leading to improved operational models. Prior to this position, Hendrik served as Director of the Environmental Modeling Center (EMC), one of nine centers that make up NOAA's National Centers for Environmental Prediction (NCEP).



Castle Williams is currently a Ph.D. Candidate in the Department of Geography at the University of Georgia. His research interests lie at the intersection of risk communication, societal impacts, and meteorology, and is currently examining how meteorologists communicate weather information and hazards to members of the public. Castle's dissertation examines the importance of consistent messaging and/or visual design when communicating weather-related risk, uncertainty, and probabilistic information to members of the public. Castle holds an M.S. degree in Geography, and B.S. degrees in Atmospheric Sciences, Geography, and Psychology from the University of Georgia.



Dr. Julie Demuth is a Research Scientist at the National Center for Atmospheric Research (NCAR) in the Mesoscale and Microscale Meteorology (MMM) Lab with the Weather Risks and Decisions in Society (WRaDS) research group. She has been working for nearly 15 years on integrating social science research with the meteorological research and practitioner communities. With a hybrid background in atmospheric science and communication, Julie conducts research on hazardous weather risk communication, risk perceptions, and responses; working with both experts (i.e., weather forecasters) and members of the public. Her work centers on understanding how forecast information, in conjunction with other factors, influence what people think and feel, and how they respond.



Robbie Berg is a Hurricane Specialist at NOAA's National Hurricane Center (NHC), serving as the NHC focal point for the social science aspects of hurricane forecasting and outreach. He is also an alum of the Weather and Society Integrated Studies (WAS*IS) program, sponsored by the National Center for Atmospheric Research (NCAR) Societal Impacts Program. As a part of that role, Robbie and his team members coordinate NHC's social media activities. He holds B.S. degrees in Meteorology and Marine Science from North Carolina State University, an M.A. degree in Communication from Johns Hopkins University, and has also completed graduate coursework at the University of Miami Rosenstiel School of Marine and Atmospheric Science.



Dr. David Myrick is the National Science and Operations Officer (SOO) and the Office of Science and Technology Integration (STI) Field Driven Research to Operations (R2O) Team Lead. The team is responsible for coordination and management of NWS field-driven innovation and research to operations transition programs. Prior to this appointment, he served as a Lead Physical Scientist and Verification Team Lead at the Meteorological Development Laboratory. David holds a B.S. degree in Atmospheric Science from Cornell University, and M.S. and Ph.D. degrees in Meteorology from the University of Utah.



Dr. Pam Heinselman is Chief of the Forecast Research and Development Division, and Manager of the Warn-on-Forecast (WoF) Program at the National Severe Storms Laboratory (NSSL). She also serves as an affiliate Associate Professor at the University of Oklahoma School of Meteorology. Her work involves supervising a diverse, multi-generational and multi-disciplinary division of scientific and technical personnel that accomplish research focused on data assimilation, convection-allowing and convection-resolving ensemble modeling systems, and the post-processing, visualization, verification, and evaluation of probabilistic forecast guidance. Pam manages the Division's and WoF Program's strategic plans, milestones, and budgets. Her responsibilities include building relationships and partnerships with internal and external collaborators, universities, NOAA line offices, and other government agencies in order to achieve NSSL's short-to-long-term research goals and vision.

Thursday, September 5, 2019



Katie LaBelle Edwards is a Meteorologist at the National Weather Service (NWS) Headquarters in Silver Spring, MD, and is currently serving as the Impact-Based Decision Support Services (IDSS) Program Manager. She is responsible for managing national IDSS policy, training development, and the national Deployment-Ready Program, and also works occasional weather shifts for the NWS National Operations Center. Prior to her current position, Katie served as the Executive Officer in the NWS Communications Office, where she led communications efforts for large scale projects such as the NWS Headquarters Reorganization and the Operations and Workforce Analysis (OWA) project, later assumed leadership of the OWA project to its completion in 2016.



Dr. Joe Trainor is an Associate Professor in the School of Public Policy and Administration at the University of Delaware, and a Core Faculty Member of the Disaster Research Center, where he conducts research, provides consultation, teaches, and mentors students. Currently, Joe conducts multi-disciplinary, mixed methods, qualitative, and quantitative research focused on various dimensions of disasters and crises through “basic” science, applied research, and rapid reconnaissance post-disaster fieldwork studies. His recent projects include warnings, risk perception, and protective action decision making for short-fuse hazards, post-hurricane housing decisions; household insurance and mitigation decision; and multi-organizational response.



Dr. Joe Ripberger is an Assistant Professor of Political Science, and the Deputy Director for Research at the Center for Risk and Crisis Management at the University of Oklahoma. Prior to his appointment in the Department of Political Science, Joe was a Postdoctoral Research Associate and Research Scientist at the Cooperative Institute for Mesoscale Meteorological Studies (CIMMS), where he worked with the National Severe Storms Laboratory (NSSL) and National Weather Service on severe weather policy. He holds a Ph.D. in Political Science from the University of Oklahoma, and is currently working on risk and public policy with an emphasis on weather, climate, and water policy.



Dr. John Ten Hoeve is the Deputy Director of the Office of Organizational Excellence at NOAA's National Weather Service (NWS), which leads the development of NWS strategies, manages partnerships with the Weather, Water, and Climate Enterprise, and enables NWS to become a more agile and effective organization by improving organizational processes and culture. John holds a B.S. degree in Meteorology from Penn State and M.S. and Ph.D degrees from Stanford University in Civil and Environmental Engineering, and has authored over a dozen peer-reviewed publications on topics ranging from aerosol-cloud-climate interactions to renewable and nuclear energy.



Dr. Lori Peek is the Director of the Natural Hazards Center, and Professor in the Department of Sociology at the University of Colorado Boulder. Lori has conducted field investigations in the aftermath of the 9/11 terrorist attacks, Hurricane Katrina, the BP Oil Spill, the Christchurch earthquakes, the Joplin tornado, Superstorm Sandy, and Hurricane Matthew. She is currently leading a National Science Foundation (NSF)-funded project to establish two initiatives for the hazards and disaster research community: the Social Science Extreme Events Reconnaissance (SSEER) and Interdisciplinary Science and Engineering Extreme Events Reconnaissance (ISEEER) platform and network. Lori is also co-leading an NSF effort on interdisciplinary disaster research methods, and is a member of the social science team for the National Institute of Standards and Technology Center of Excellence for Risk Based Community Resilience Planning.



Dr. Lou Nadeau is the Vice President of the Eastern Research Group (ERG), and is an expert in Econometrics, Statistical Analysis, Survey Design, and Process Analysis. Since joining the organization in 1996, Lou worked to develop and currently manages ERG's program evaluation and performance measurement practice, focusing on evaluating the impacts of federal programs (including developing performance metrics) and valuing ecosystem services. Multiple government agencies including NOAA, the Food and Drug Administration (FDA), and U.S. Environmental Protection Agency (EPA) have utilized his services to identify program impact areas, improve program effectiveness, and provide a data-based foundation for enhanced management decision-making.



Brenda Philips is currently co-Director of the Center for Collaborative Adaptive Sensing of the Atmosphere (CASA), at the University of Massachusetts Amherst. Her research focuses on high spatio-temporal resolution severe weather warning systems as a socio-technical process, and is motivated by her interest in bridging the human and environmental/environmental dimensions of warning systems. Brenda's work also focuses on developing platforms such as the CASA Dallas Fort Worth Living Lab, a socio-technical warning system where research can be developed, evaluated, and transitioned into practice in live environments. Other topics that her work covers include public response to "everyday" severe weather, urban flash flood warning, practitioner researcher collaborations, and personalized warnings. Brenda holds a Master's in Public and Private Management from Yale University, and is pursuing a doctoral degree in Economics at the University of Massachusetts.



Dr. Vankita Brown is a Research Social Scientist at the National Weather Service (NWS) in the Operations Division of the Chief Operating Officer. She leads the societal impacts component on National Service Assessment Teams, evaluating the decision-making and behavior of partners and stakeholders after significant weather events. Vankita provides social science consult in the development and enhancement of products and services, and facilitates social science training for NWS staff. She also currently leads the Measuring Impacts Decision Support Services (IDSS) Impacts Team that is responsible for developing internal and external performance measures for IDSS. Vankita holds a Ph.D. in Mass Communication from Howard University, and is a Fellow at the University of Alabama's Center for Advanced Public Safety (CAPS).



Michael Scotten is currently the Performance and Evaluation Branch Chief of the National Weather Service (NWS), which includes overseeing Government Performance and Results Act (GPRA) metrics, verification data, service assessments, customer satisfaction, and the StormData program. Throughout his 20-year career in NWS, Michael has successfully delivered Impact-Based Decision Support Services during numerous weather events, including the May 20, 2013 EF5 Moore/Oklahoma City tornado and Hurricane Katrina. Additionally, he has been instrumental in collaborating on several projects and hazardous weather testbeds to successfully transfer research into operations. Michael holds a B.S. degree in Meteorology from Penn State University, and B.S. degree in Computer Science from American Sentinel University.

Friday, September 6, 2019



Dr. Scott Miles is a Research Scientist in the Department of Human Centered Design and Engineering at the University of Washington, and an expert on disaster risk reduction, community resilience, and lifeline infrastructure. He is also the Director of Impact360 Alliance and a private consultant, with extensive experience working with federal, state, and local agencies to improve their mitigation and recovery planning efforts. Scott possesses a unique set of skills and expertise across the fields of Human Geography, Civil Engineering, Geomorphology, Geographic Information Systems, and Human-Centered Design.



Eli Jacks is Chief of the National Weather Service (NWS) Forecast Services Division at NOAA Headquarters. In this role, he leads requirements development and oversees policy for 11 National Service Programs, and serves as the Lead for the World Meteorological Organization's "IMPACT" Expert Team which recommends best practices to advance the Impact-Based Forecast and Warning Services concept to both developed and developing countries across the globe. Eli is also the Lead of the NWS "Hazard Simplification Project," the goal of which is to clarify and simplify the organization's messaging system for expected weather and water-based hazards.

NOAA's Office of Weather and Air Quality Social and Behavioral Science Research to Operations Workshop



Logistical Information

Meeting Venues

Note This workshop will be split between two (2) venues.



**Venue for
Wednesday, September 4:**

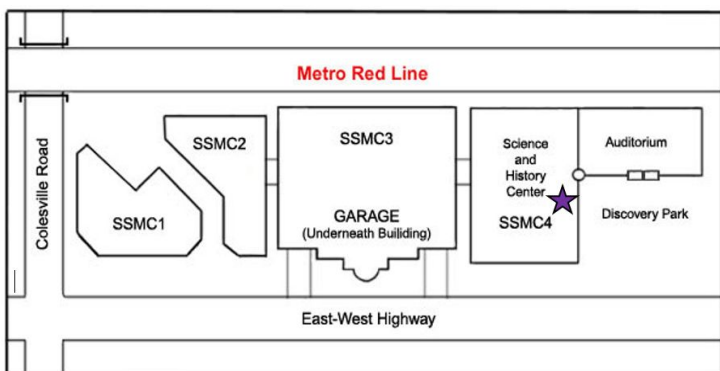
**NOAA Auditorium
1301 East West Highway
Silver Spring, MD 20910**

Visitor Access

A visitor must provide the Security Officer a valid photo identification and destination. Valid identification may be a Driver's License, employer identification or other photo ID if you do not have a Department of Commerce or NOAA issued badge. Visitors must be prepared to follow security procedures that may include search and/or x-ray of their personal items.

Walking Directions From Silver Spring Metro Station (0.2 miles): Exit on Colesville Rd. Turn left onto MD-410 E ("East West Hwy"). Destination will be on the left behind the wave pond.

Parking at NOAA Auditorium: Public Parking is available underneath SSMC3 at 1315 East-West Highway. Additional nearby public parking garages on Cameron Street and Ramsey Avenue at 8530 Cameron St, Silver Spring, MD 20910.





Venue for Thursday and Friday, September 5-6, 2019:

Silver Spring Civic Building, Great Hall

1 Veterans Plaza

(GPS Address: 8525 Fenton Street)

Silver Spring, MD 20910

240-777-5350

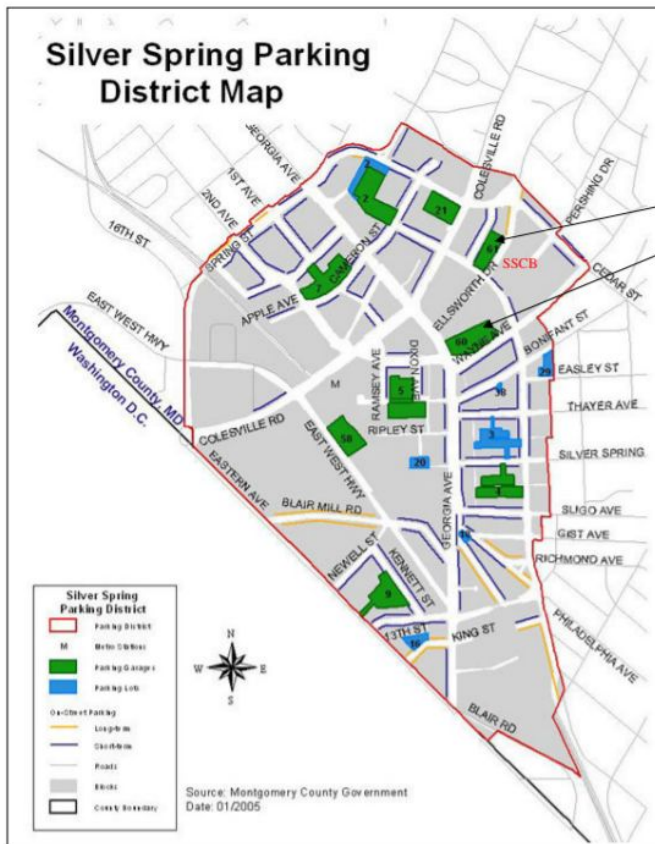
Across the street from the Regal IMAX Theater and next to Cava Grill

Please note: You may want to dress in layers. The Silver Spring Civic Building can be chilly at times.



Parking Information for Silver Spring Civic Building:

Here are nearby garages for parking in downtown Silver Spring area:



Suggested Parking for Silver Spring Civic Building
Garage 61: [Town Square Garage \(801 Ellsworth Dr\)](#)
Garage 60: [Wayne-Ellsworth Garage \(921 Wayne Ave\)](#)

Limited street parking is also available. Mobile Payment options are offered by two vendors - MobileNow! and Parkmobile. Flexible Payment Options are offered by both vendors.

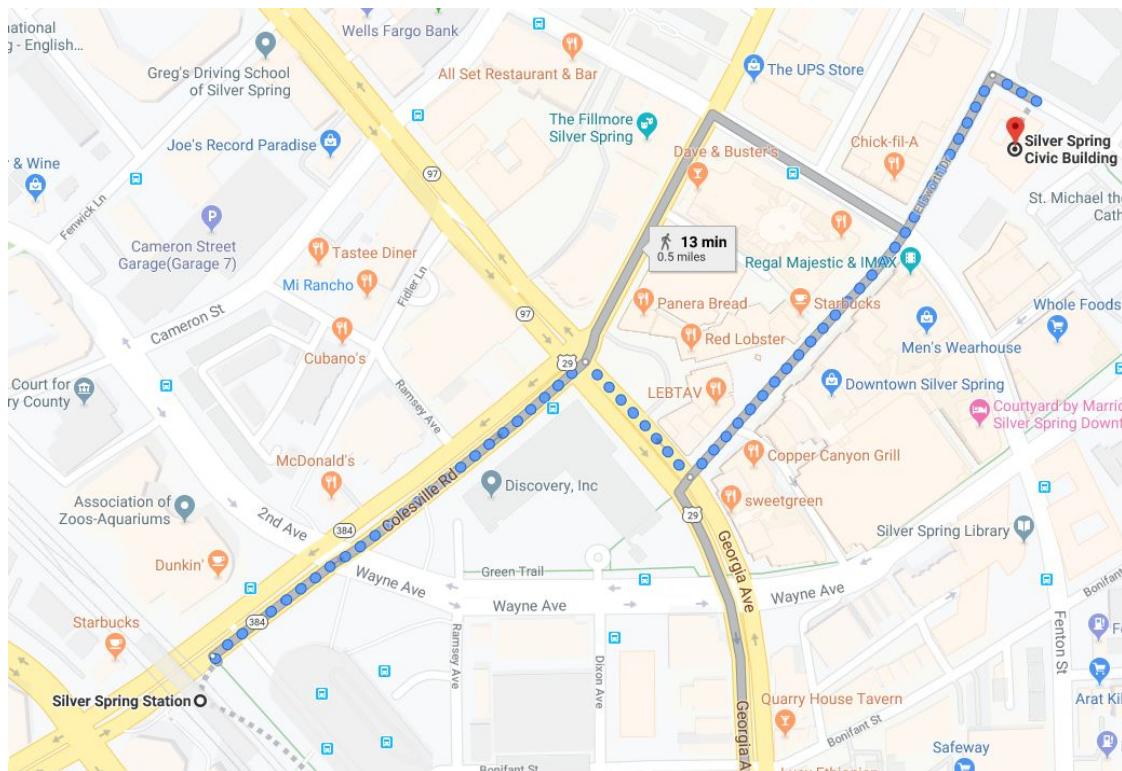
Parking Rates:

On-street (Metered) Parking: \$1.00 per hour
Garage 60 & 61: \$1.00 per hour



Walking Directions to Civic Building from Silver Spring Metro Station:

Exit the Silver Spring Metro Station on Colesville Rd, and head northeast on Colesville Rd toward Metropolitan Branch trail (0.2 miles). Turn right on Georgia Ave, and then turn left onto Ellsworth Dr. at the New York & Company store. Continue on Ellsworth Dr. (0.2 miles), and then turn right onto Veteran Place. The Silver Spring Civic Building will then be on your right.





Accessibility

Travel

Wheelchair accessible taxicab vans are available in Silver Spring, MD, and can be requested by contacting *Regency Taxi* at **301-990-9000** or by making a reservation online at reservations.regencytaxi.com.

All Metrorail stations and rail cars are accessible. All stations have elevators and directional signs indicating elevator locations. Rail cars feature gap reducers between the car and the platform, barriers between cars, priority seating for people with disabilities and senior citizens, and emergency intercoms accessible to wheelchair users that also include instructions in Braille and raised alphabet.

All buses in the Metro fleet are accessible, with the ability to kneel or lower; all have either low floor ramps or lifts. Major stops, landmarks, and intersections are either announced by an automated stop announcement system or the bus operator. All buses feature two wheelchair securement areas and priority seating for senior citizens and people with disabilities near the front of the bus.

Venues

Both the NOAA Auditorium and Silver Spring Civic Center meet the ADA's 2010 [Standards for Accessible Design](#)

Transportation options from Ronald Reagan National Airport

Washington Metropolitan Area Transit Authority (WMATA):

- Metrorail and bus fares vary by time of day and the distance between stations. Use Metro's [Trip Planner](#) to calculate the fare for your trip.
- Each person needs his/her own SmarTrip® card to enter and exit Metrorail

Airport Station: Take the yellow line from Ronald Reagan Airport (towards Fort Totten) to the Fort Totten station. Then go upstairs to transfer to red line (towards Glenmont) to the Silver Spring station. Uber and Lyft are also available in the DC, Virginia and Maryland area.



Transportation options from Dulles International Airport

Washington Metropolitan Area Transit Authority (WMATA):

- Metrorail and bus fares vary by time of day and the distance between stations. Use Metro's [Trip Planner](#) to calculate the fare for your trip.
- Each person needs his/her own SmarTrip® card to enter and exit Metrorail

Take bus 5A from Dulles International Airport to Rosslyn Station. Then walk to the Rosslyn Station and get on either the Blue, Orange, or Silver lines (towards Largo Town Center) to Metro Center station. Transfer to the red line (towards Glenmont) to Silver Spring station. Uber and Lyft are also available in the DC, Virginia and Maryland area.



Transportation options from Baltimore/Washington International Airport

Washington Metropolitan Area Transit Authority (WMATA):

- Metrorail and bus fares vary by time of day and the distance between stations. Use Metro's [Trip Planner](#) to calculate the fare for your trip.
- Each person needs his/her own SmarTrip® card to enter and exit Metrorail

Take bus B30 from Baltimore/Washington International Airport to Greenbelt Station. Then get on the green line (toward Branch Ave) to Fort Totten station. Transfer to the red line (towards Glenmont) to Silver Spring station. Uber and Lyft are also available in the DC, Virginia and Maryland area.





Lodging Information:

Visit <https://cpaess.ucar.edu/meetings/2019/owaq-sbs-r2o-workshop> for accommodations near NOAA and the Silver Spring Civic Center

Nearby Restaurants and Dining (not sponsored or affiliated)

Fuddruckers - Burgers and Fries (300 feet)

Chick-fil-A - American (400 feet)

CAVA - Greek pitas, bowls, and salads (0.1 miles from Civic Building) **Gluten free, dairy free, vegan, vegetarian, and soy free options available*

Sushi Jin Next Door - Japanese Cuisine (0.2 miles from Civic Building)

Pho Tan Vinh - Vietnamese Cuisine (0.2 miles from Civic Building)

Not Your Average Joe's - American (0.2 miles from Civic Building)

Gusto Farm to Street - Farm to Street (0.2 miles from Civic Building)

McGinty's Public House - Modern European (0.2 miles from Civic Building)

Copper Canyon Grill - Contemporary American Food (0.2 miles from Civic Building)

Sweetgreen - Organic Salads, Soups, and Bowls (0.3 miles from Civic Building)

Charmed Thai - Thai Cuisine (0.4 miles from Civic Building)

Tacos, Tortas, and Tequila - Mexican Cuisine (0.4 miles from Civic Building)

Mi Rancho - Modern Mexican (0.5 miles from Civic Building)

Health and Safety Information

In case of emergency, dial 9-1-1.

Montgomery County Police Department Non-Emergency Line: 301-279-8000



SBS Workshop Coordinators



Gina Eosco is the Social Science Program Manager in NOAA's Office of Weather and Air Quality. Gina's focus is on prioritizing social and behavioral science research needs within the weather community, determining ways to translate social science research into application, and learning from operational meteorologists and practitioners to understand the next research challenge. She is the 2019 recipient of the AMS Award for Early Career Professional Achievement. Gina earned her B.S. in Environmental Science and Policy from the University of Maryland, and M.S. and Ph.D. degrees in weather risk communication from Cornell University.



Michele ("Micki") Olson is the Social Science Program Coordinator in NOAA's Office of Weather and Air Quality (OWAQ), working to integrate social science research into NOAA, meteorological operations, and the weather enterprise. Micki previously served as a research fellow at the Risk and Disaster Communication Center at the University of Kentucky, conducting social science research related to health, disasters, and meteorology. Micki holds a B.A. degree in Communication, Psychology, and Sociology, and M.A. degree in Communication from the University of Wisconsin Milwaukee. Currently, Micki is a doctoral candidate at the University of Kentucky, studying risk and weather communication on social media.



Tamara Battle is the Policy Coordinator for the Weather Act, in NOAA's Office of Weather and Air Quality (OWAQ), working with researchers and subject matter experts across NOAA to create congressional reports required by the Weather Act, and briefing NOAA leadership on supporting activities and accomplishments within Oceanic and Atmospheric Research (OAR). Tamara holds a B.S. degree in Environmental Science, M.A. degree in Geology, and M.S. degree in Atmospheric Sciences, and is currently a doctoral candidate in environmental engineering at Morgan State University, researching impacts of extreme weather events and climate change on water management strategies.



Contact Information

For inquiries specific to the Social Science Program:

Bill Lapenta, Acting OWAQ Director

(Office): (301) 734-1198

(Email): bill.lapenta@noaa.gov

Gina Eosco, Social Science and FACETs Program Manager

(Office): (301) 734-1068

(Email): gina.eosco@noaa.gov

Michele “Micki” Olson, Social Science Program Coordinator

(Office): (301) 734-1038

(Email): michele.olson@noaa.gov

For inquiries about other Office of Weather and Air Quality Programs:

Email: owaq.admin@noaa.gov

OWAQ Social Science Program Website: <https://owaq.noaa.gov/Programs/Social-Science>

Strategic Plan: <https://owaq.noaa.gov/Strategic-Plan>



NOAA OFFICE OF WEATHER AND AIR QUALITY
Supporting world-class research to advance timely and accurate weather information



Acknowledgement & Credits

A special thanks to Ayesha Wilkinson (Howard University), Castle Williams (University of Georgia), Jen Sprauge-Hilderbrand (NWS), and Christina Bargas (University Center for Atmospheric Research).

Finally, a big thank you to those who have helped shape our topics and discussion. You helped create a workshop that we believe will nurture the SBS R2O process.

Image Credits

Logo Images Courtesy of Twitter, Slido, Go-To-Meetings, All Set Restaurant and Bar, Mobile Now!, Park Mobile, and the NOAA Office of Weather and Air Quality.

Google Map Images Courtesy of Google.

Silver Spring Metro Center Map Courtesy of National Weather Service.

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