

Climate Program Office Review May 24-26, 2022

Pre-Recorded Presentation Activity Area 3 Communication, Education & Engagement Subactivity: Climate.gov / Climate Literacy

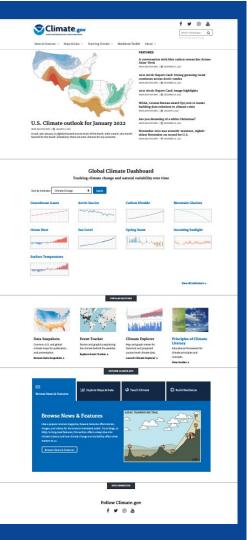
NOAA/OAR Climate Program Office

Rebecca Lindsey*, Climate.gov Managing Editor Tom DiLiberto*, Meteorologist/Writer/Social Media

* Collabralink Technologies, contactor to CPO

** NOAA Climate Program Office

Frank Niepold**, Climate Education Coordinator Mary Lindsey*, Data Visualization Coordinator







Our goals

- Establish NOAA as an authoritative source of climate information.
- Foster public climate literacy
- Provide easy access to frequently requested climate data, tools, and visualizations.



of the Northwest Pacific, a water plan that protects people and nature After facing 5 years of drought in 15 years arr in Warbington'r Yakima Rhae Basin developed a new water plan that aims to make farms fish and families in th

In the agricultural heartland

CLIMATE Q&A

What's the coldest the Earth's ever been?

¿Qué no hay mucho

desacuerdo entre los

científicos del clima sobre el

CLIMATE TECH

eet 5 NOAA buows that



CLIMATE AND

CE / 64. 101 423 629 2021 U.S. climate recar

help scientists understand eather. climate, and cean health N VALENTINE | 1 ptable and driven by

Climate & French fries NICHON SCOTT | M NOVEMBER 13, 20 fourth-warmest year or Climate & skiing HICHON SCOTT | M NOVEMBER 18, 201 Climate & allergie

record, 20 billion-dollar disasters REBECCA LINDSEY | # U.S. Climate outlook fo

UNDERSTANDING CLIMATE

Guides for Teaching Climate and **Energy Science**

Climate and energy are complex topics with rapidly developing science and technology and the potential for controversy. See the following pages for relevant principles concepts teaching materials and pedagogic appr for each grade level.

Partnership with the Clean collection

anakina climata

Maps & Data

Tools and Interactives >> limate Data Prime ata Spanshots (Image ataset Galler & Advanced Tool





by State

at least 1 inch of snow on the ground in the Lower 48 states on December 25 based on the

county-specific drought impacts ranked by U.S. Drought Monitor categories, including impacts to industry, human health View this tool a





Target audiences

- News & Features for the climate- \bigcirc interested public
- Maps & Data for beginning data users \bigcirc
- Teaching Climate for formal and informal educators

Climate.gov: News & Features

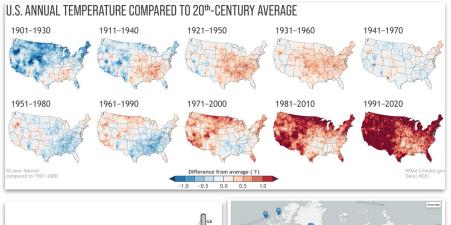


• Mission

- To promote climate literacy
- Brand NOAA as an authoritative source of climate information

• What we do

- Write & illustrate magazine-style features, Q&As, explainers, and blogs
- Provide graphics & video support to other programs and labs





Climate.gov: News & Features

Videos



Scientists and growers work together to help preserve a region's farming heritage Department: Videos

Published: November 26, 2018

Farmers in southern Idaho pair up with NOAAfunded scientists to become more resilient to the basin's wide swings in snowpack, runoff, and groundwater recharge-today and in a warmer future.



Expanding on the Almanac: Farmer's Bet on Climate Forecast Pays Off

Department: Videos Published: April 19, 2012

Alabama farmer Myron Johnson talks about how adding seasonal climate outlooks to his decisions about when to plant and harvest his cover crops helped produce a bumper cotton crop during the 2010 growing season.



Leaving Leeville: Losing a Coastal Community

Department: Videos Published: November 27, 2012

On this tour of the remains of Leeville, Louisiana. long-time resident Windell Curole explains how storms and rising sea level have forced people to retreat inland several times in the last century.

Climate Case Studies



Quinault Indian Nation plans for

Author: U.S. Climate Resilience Toolkit Published: March 01, 2016

As the threats of tsunamis and sea level rise are ioined by real and potential climate impacts, the Ouinault community looks to move the lower village of Taholah to higher ground.

Built to Last: Climate Data Ensure **Oil Supply Route in Gulf of Mexico**

Department: Climate Case Studies Author: Caitlyn Kennedy, LuAnn Dahlman Published: August 27, 2015

For three days in 2005, flooding from Hurricane Katrina cut off the only road to Port Fourchon. Officials had to decide: did the risk of future flooding justify the cost of raising the roadway out of the Gulf's rising waters?

Protecting People from Sweltering City Summers

Department: Climate Case Studies Author: Jennifer Freeman Published: August 11, 2015

NOAA is helping the CDC build a new heat-health information system to help protect Americans from sweltering summers.

Climate and

The connection between climate and everyday things



Climate & French fries Department: Climate and ... Author: Michon Scott Published: November 19, 2020

Warmer conditions will pose new challenges producers of Americans' favorite side dish bu advance knowledge and innovation will help potato growers prepare.



Climate & skiing Department: Climate and ... Author: Michon Scott Published: November 19, 2018

From retreating snow elevations to rain-soak powder, warming due to human-caused climchange will radically transform U.S. skiing over remainder of the twenty-first century.



Climate & allergies Department: Climate and ... Author: Michon Scott Published: June 07, 2018

Hay fever might leave you wanting to live nort that Westeros Wall, but the farther north you li the contiguous United States, the worse your allergies may get in a warming climate.

Climate & construction



Department: Climate and ... Author: Jennifer Freeman Published: September 27, 2017

Climate Q&A

Myths, misconceptions, and questions about climate



What's the hottest Earth's ever been?



Author: Michon Scott, Rebecca Lindsev Published: June 18, 2020

Earth's hottest periods occurred before humans existed. Those ancient climates would have been like nothing our species has ever seen.



If carbon dioxide hits a new high every year, why isn't every year hotter than the last?

Department: Climate Q&A Author: Rebecca Lindsev Published: February 12, 2020

Thanks to the global oceans, Earth's surface temperature doesn't react instantly to the full impact of a climate disturbance. That delayed reaction has pros and cons.



¿Cuál es la diferencia entre el calentamiento global y el cambio climático?

Department: Climate O&A Author: Caitlyn Kennedy, Rebecca Lindsey Published: April 10, 2018

El calentamiento global es un síntoma del problema mucho más grande del cambio climático causado por los humanos.









• Mission

• Provide straightforward access to commonly used climate data and maps to help novice data users understand past, present, and future climate change.

• How we do it

- Highlight simple, easy to use data interfaces and tools.
- Provide a "climate data 101" primer that explains basic concepts.
- Offer a dashboard view of key global indicators of climate change and variability.
- Generate suites of visually appealing, shareable images of climate maps suitable for reuse in news articles, blogs, presentations, and reports.
- Enhance the discoverability, accessibility, and utility of commonly requested climate data through a context-rich visual catalog of datasets and portals.

Climate.gov: Maps & Data



Learn more



Explorer

Over 100 climate and

allows you to see, query,

data.

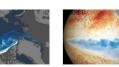
View this tool

Temperature

Precipitation

Outlooks

Drought





Datasets and Portals Gallerv



Future Climate Projections -Graphs & Maps

 $\langle \rangle$ U.S. Climate Resilience Toolkit – Climate Explore

Explore this Dataset

Check future climate projections for any county in the contiguous United States or borough in Alaska, Generate graphs or maps to compare projections against conditions observed in the recent past.

Drought.gov - Maps, Graphs, and More

> National Integrated Drought Information System

A one-stop shop for current reliable and useful information and resources related to drought conditions and associated risks.

Explore this Dataset



Monthly Climate Conditions -Interactive Map



Generate maps showing data for each of the 344 climate divisions in the U.S. Climate Divisional Database.

Explore this Dataset

Climate at a Glance: U.S. Mapping

Ice & Snow

Oceans

Severe Weather

Projections

Carbon Dioxide

Mountain Glaciers



Since 1980, the cumulative ice loss from a reference network of mountain glaciers is equivalent to slicing an 87-foot-thick slab off each glacier. The rate of loss is roughly doubling each decade.

Learn more

began burning fossil fuels for energy. It hit a new high of 412.5

The amount of carbon dioxide in the atmosphere has risen more than 45 percent since people

parts per million in 2020.

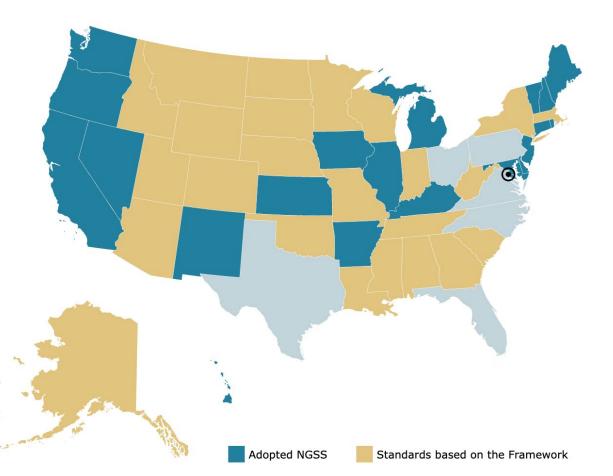
Climate.gov: Trends in Climate Education Standards

Forty-four states (**representing 71% of U.S. students)** have education standards influenced by the Framework for K-12 Science Education and/or the Next Generation Science Standards.

The new education standards have significantly more climate related standards from K-12th grades.

K–12 Science Standards Adoption

Click on a state for more information!





• Purpose

Support states and school districts across the nation to increase the nations climate literacy by developing and providing easy access to rigorously reviewed digital and free learning activities, curriculum materials, multimedia resources, guidance, and professional development opportunities.



Climate.gov: Teaching Climate



Reviewed Educational Resources

All

Demos & Experiments

Interactive Tools

Learning Activities

Multimedia

Teaching Climate

Teaching Energy

Toolbox for Teaching Climate & Energy



summary: Inis is a short experiment to demonstrate the concept of thermal expansion of water when heated, as an analogy to thermal expansion of oceans due to global warming.

This is a short experiment to demonstrate the concept of thermal expansion of water when heated, as an analogy to thermal expansion of oceans due to global warming. Guides for Teaching Climate & Energy

Teaching Climate

What is Climate Science Literacy? Humans can take action 1. The Sun Provides Energy 2. Climate is Complex 3. Climate and Life

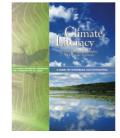
4. Climate is Variable 5. Understanding Climate

6. Humans Affect Climate

Consequences Teaching Energy Toolbox for Teaching Climate & Energy

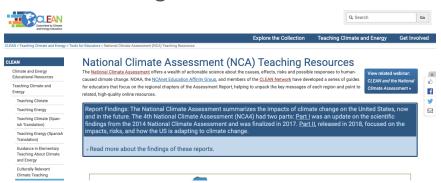
Partnership with CLEAN

The Essential Principles of Climate Literacy



Climate Literacy: The Essential Principles of Climate Science presents information that is deemed important for individuals and communities to know and understand about Earth's climate, impacts of climate change, and approaches to adaptation or mitigation. Principles in the guide can serve as discussion starters or launching points for scientific inquiry. The guide aims to promote greater climate science literacy by providing this educational framework of poinciples and

• NCA4 Teaching Resources



<section-header><section-header><section-header><complex-block><complex-block><complex-block><complex-block>

Get Started Teaching Climate and Energy Easy-to-read explanations of science and policy, designed to step students through the key principles of climate and energy

Suggested teaching approaches, selected for various grade levels
 Spanish-language versions
 Supporting materials from the CLEAN reviewed collection



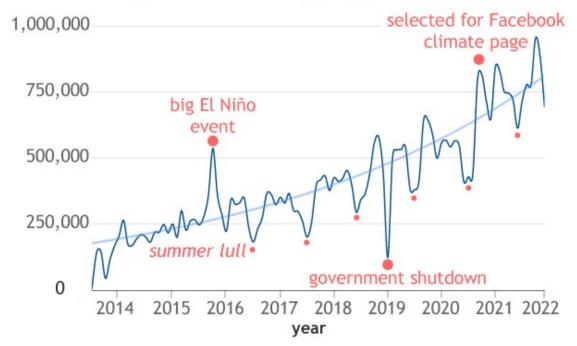
Engagement for two-way communication

- Social media engagement Facebook, Twitter, Instagram and Youtube
 - Followed by over 400,000 users, posts viewed on average 1-2 million times a month
 - Interact with our followers via comment sections and topic-focused Tweet chats.
- Live engagements let stakeholders inform us what type of content is desired, informing future Climate.gov stories/directions
 - Ex: Department of Commerce Climate 101 Brown Bag
 - Ex: NWS IPCC WG1 Briefing
 - Ex: COP26 US Center Master of Ceremony



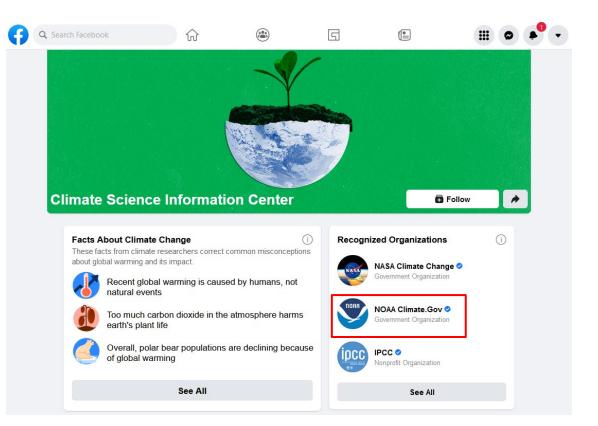
 >130% increase in page views to 770k per month

Exponential growth in monthly page views



NORR

- >130% increase in page views to 770k per month
- Chosen by Facebook for their Climate Science Information Center

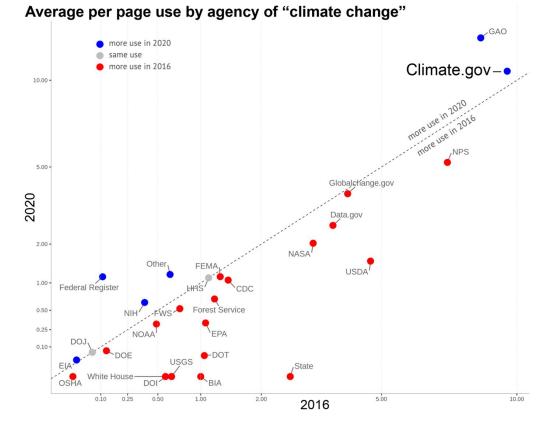


- >130% increase in page views to 770k per month
- Chosen by Facebook for their Climate Science Information Center
- Global Warming FAQ adopted by NWS for meteorologist guidance

NOAA CLIMATE.GOV GLOBAL WARMING FAO NOAA CLIMATE.GOV GLOBAL WARMING FAO 24. How will global warming harm human health and well-being in the United States? Table of Contents 25. How will global warming harm natural and agricultural resources in the United Global Warming Frequently Asked Questions Basics 26. How will global warming harm U.S. communities, infrastructure, and the economy? 1. Is the globe warming? 27. Are there benefits from global warming? 2. Did global warming stop in 1998? Actions 3. Can we trust NOAA's global temperature data record? 28. Can we slow or stop human-caused global warming? 4. Are humans causing or contributing to global warming? 29. What is NOAA's climate mission? 5. What is the difference between global warming and climate change? 30. What actions can we take to stop or slow global warming? 6. What scientific evidence exists that Earth is warming and that humans are the main 31. What actions can we take to adapt to global warming? cause? References 7. How do we know the build-up of carbon dioxide in the atmosphere is caused by humans? 8. Isn't there a lot of debate and disagreement among climate scientists about global warming? 9. What is the difference between weather and climate? 10. Why should I trust scientists' climate projections for 50-100 years from now when they can't accurately forecast the weather more than 2 weeks from now? Causes 11. How do greenhouse gases such as carbon dioxide cause global warming? 12. Which greenhouse gas is most important to Earth's temperature: water vapor or carbon dioxide? 13. Hasn't Earth warmed and cooled naturally throughout history? 14. Doesn't carbon dioxide in the atmosphere come from natural sources? 15. Do volcanoes emit more carbon dioxide than humans? 16. Couldn't the Sun cause the globe to warm? 17. Do humans also exert a cooling influence on Earth's climate? 18. What role does the ocean play in global warming? Impacts 19. Does global warming mean it's warming everywhere? 20. What is an "extreme event"? 21. Was this or that extreme weather or climate event caused by global warming? 22. If Earth has warmed and cooled naturally, why are scientists so concerned about today's global warming? 23. A global warming of 1.8°F (1°C) seems small, given that some locations experience temperature swings of 30°F or more in a single day. Why is this change in global temperature a concern? Herring, D., and Lindsey, R. (2020). Global warming frequently asked question. NOAA Climate gov website. Herring, D., and Lindsey, R. (2020). Global warming frequently asked question. NOAA Climate.gov website. [https://www.climate.gov/news-features/understanding-climate/global-warming-frequently-asked-questions] [https://www.climate.gov/news-features/understanding-climate/global-warming-frequently-asked-questions]



- >130% increase in page views to 770k per month
- Chosen by Facebook for their Climate Science Information Center
- Global Warming FAQ adopted by NWS for meteorologist guidance
- One of only three executive agency websites to increase per page use of "climate change" from 2016-2020.





• High Google search result rankings.

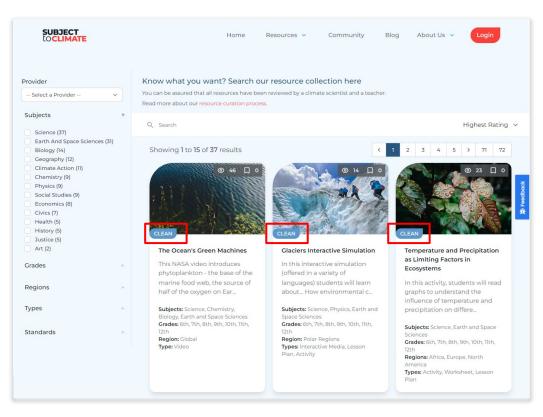
Google X J Q global temperature Q All Images Videos O Maps : More Tools About 1150,000,000 results (0,51 seconds) https://climate.nasa.gov > vital-signs > global-temperature Global Temperature | Vital Signs - NASA Climate Change Earth's surface continues to significantly warm, with recent global temperatures being the hottest in the past 2,000-plus years. https://www.climate.gov > understanding-climate > clim... Climate Change: Global Temperature by R Lindsey · Cited by 107 - Earth's temperature has risen by 0.14° F (0.08° C) per decade since 1880, and the rate of warming over the past 40 years is more than twice that: 0.32° F (0.18° ... https://www.ncdc.noaa.gov > sotc > global : Global Climate Report - Annual 2021 - National Centers for ... Global Temperatures - Overall, the global annual temperature has increased at an average rate of 0.08°C (0.14°F) per decade since 1880 and over twice that ... https://www.epa.gov > climate-indicators > climate-chan... Climate Change Indicators: US and Global Temperature - US ... Jul 21, 2021 - Global average surface temperature has risen at an average rate of 0.17°F per decade since 1901 (see Figure 2), similar to the rate of warming ... https://www.ipcc.ch > chapter > chapter-1 Chapter 1 – Global Warming of 1.5 °C - IPCC Since 1970 the global average temperature has been rising at a rate of 1.7°C per century, compared to a long-term decline over the past 7,000 ...



- High Google search result rankings.
- Widely and increasingly shared and re-used data visualizations, graphics and text content.

E Forbes Create Account Sign in Q Terretr PCC Mathematical And a Mathematical Celeborator Carbon Dioxide Levels Just Hit	PBSO E Menu Live	The Weather Channel An IBM Business Search City or Zip Code P
417ppm, Highest In Human History	2019 Arctic Report Card warns of California- sized algal blooms and imperiled livelihoods	Weather explainers We're Now Passing the Hottest Time of the Year in Much of the U.S.
#≽ NEWS ≡	Science Dec 10, 2019 3:50 PM EDT	July 30, 2021
	USA	
What happened to winter? Jet stream science explains unseasonable warmth in U.S. If the mild conditions in the U.S persist through Fehruary, this could be the country's warmar where in exceeded habory.	Fact check: Scientific consensus says humans are dominant cause of climate change Rick Rouan	January 2020 was the hottest in modern recorded history, NOAA says There has never been a warmer January in 141 years of climate records.
	USA TODAY Published 3:31 p.m. ET April 22, 2021 Updated 3:22 p.m. ET April 28, 2021	By Julia Jacobo February 13, 2020, 2:26 PM • 6 min read
AP Scientists expect spring floods to be milder than last year CHRISTINA LARSON March 19, 2020	= The New York Times	= The Washington Post Democracy Dies in Darkness
E tostine Cos Angeles Times UNE Q Courses If a warm U.S. winter was 'a preview of global	A Sense of Duty to Teach Climate Change By Amy Harmon Ame 28, 2017	Capital Wanther Gang One-third of the Lower 48 faces risk of flooding this spring, Weather Service says The Upper Moment, Northern Plana and Southeast are most likely to deal with flooding
warming,' what part did a polar vortex play?	Weather . LIVE TV (Ω) Ξ	
Lessons from the front line — Florida's fight with sea level rise	Climate change is threatening winter sports' very existence By Derek Van Dam, CNN Metaorologist © Updated 204 PM ET, Saf February 29, 2020	What Is La Niña Weather and What Does it Mean for Winter in the U.S.?
Ni Grupp I Is Hudek + I Burley Seni Jess Kara I <mark>→ Elimites Jopin Spin I Gener Ayer</mark> <u>Elimina</u> Q. Sench <u>Bloomberg</u> Spin In Green Quick Take	FOX NEWS Login Watch TV =	Print subscriptions Search jobs @ Sign in Q. Search The US edition- Guardian
Ice, Fire, Floods: Extreme Weather and Climate Change ≡ ucross Chicago Cribune ●	White Christmas in the forecast? Here's what history and forecasters	Guardian stoff Sat 19 Aug 2007 21:56 E01 Greenland for two weeks
Awaiting Chicago's 1st fall freeze	say are the chances	INSIDER MARKETS My Waddaat
and the return of La Niña. Here's what to expect this winter.	GIZMODO	New Flood Vent Can Reduce Flood Insurance Cost by Up to 85% © Aug. 6, 2019, 07:00 AM
BBC O Home News Sport More V	CLIMATE CHANGE	ECHRON. Neveriterities Statum Q.
NEWS E Menu	NOAA's New Climate Normals Show	Climate disaster maps shows Texas is
Polar vortex: What role does	the U.S. Has Never Been Hotter	clearly the most apocalyptic state in the nation
climate change play? © 31 January 2019	5/04/2110:15AM Comments (3) Alerts	June 15, 2017

- High Google search result rankings.
- Widely and increasingly shared and re-used data visualizations, graphics and text content.
- Our CLEAN resources were the first added to a new Harvard-led, online teaching climate resource portal.





- High Google search result rankings.
- Widely and increasingly shared and re-used data visualizations, graphics and text content.
- Our CLEAN resources were the first added to a new Harvard-led, online teaching climate resource portal.
- Launched an updated and improved version of Climate.gov in 2021.

HIGHLIGHTS

- Sea level has risen 8–9 inches (21–24 centimeters) since 1880.
- In 2020, global sea level set a new record high—91.3 mm (3.6 inches) above 1993 levels.
- The rate of sea level rise is accelerating: it has more than doubled from 0.06 inches (1.4 millimeters) per year throughout most of the twentieth century to 0.14 inches (3.6 millimeters) per year from 2006– 2015.
- In many locations along the U.S. coastline, high-tide flooding is now 300% to more than 900% more frequent than it was 50 years ago.
- Even if the world follows a low greenhouse gas pathway, global sea level will likely rise at least 12 inches (0.3 meters) above 2000 levels by 2100.

NEWS & FEATURES

level

Rise

m 07/12/2014

ff 11/05/2012

Rise Viewer

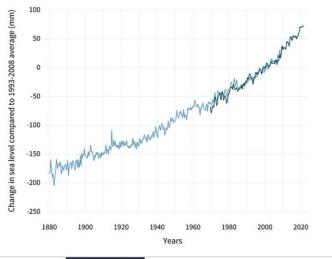
10/29/2013

2013 State of the Climate: Sea

Superstorm Sandy and Sea Level

Explaining the NOAA Sea Level

GLOBAL SEA LEVEL



RELATED CONTENT

MAPS & DATA

Global Mean Sea Level - Graph

SST - Sea Surface Temperature

Ocean - Oceanic Climate

m 02/25/2015

Variables

m 01/20/2015

m 03/05/2015

TEACHING CLIMATE

Global Climate Change and Sea Level Rise

■ 12/19/2012
Clobal Climate: Estimativ

Global Climate: Estimating How Much Sea Level Changes When Continental Ice Sheets Form

Toolbox for Teaching Climate & Energy

CLIMATE RESILIENCE TOOLKIT

Sea Level Rise

Coastal Risk Screening Tool

m 05/26/2021

Sea Level is Rising 11/30/2016

The future of Climate.gov



CONTENT Portal or content producer?

CLIMATE.GOV & THE CLIMATE RESILIENCE TOOLKIT Together or separate? BRAND NOAA or all gov?

MAP SERVER In-house or outsource?

> AUDIENCE Narrow or expand? Which gets priority?



BONUS SLIDES

Our team



Content News & Features and Maps & Data

○ Full time

- Rebecca Lindsey: managing editor, News & Features lead (contractor)
- Tom Di Liberto: science expert, writer, social media editor, on-camera/in-person talent (contractor)
- Mary Lindsey: data visualization, Maps & Data lead (contractor)
- Hunter Allen: data visualization, GIS (contractor)
- Anna Eshelman: graphic artist (contractor)

O Part time

- Michon Scott: writer, graphics support, liaison with science experts at NSIDC (1 day/week, contractor)
- Ned Gardiner: video production (3-4 times per year)
- Larry Belcher: data wrangling (50 hours/month contractor)
- John Dos Passos Coggin: writer, newsletter (1-2 hours per week)

Content Teaching Climate

○ Full time

- Gina Fiorile (CIRES, University of Colorado, Boulder) professional development & web content (grantee)
- Part time
- Frank Niepold, Education section lead (NOAA federal)
- Anne Gold (CIRES, University of Colorado, Boulder) CLEAN team lead and monitoring (grantee)
- Kathryn Boyd (CIRES, University of Colorado, Boulder), CLEAN Program Manager (grantee)

Web development

- Full time contractor
- Michael Myers: back-end & user interface lead

O Part time contractor

- Richard Glupker: front-end developer (half-time)
- Ada Uzoma : front-end developer (half time)



News & Features

 New blog partners; shareable climate glossary; offer partners new ways of being featured on Climate.gov; partner with other agencies to develop cross-cutting stories.

• Maps & Data

 Increased use of Google analytics and feedback forms to better understand what novice users want from 'climate data'; more data interactivity and new data formats; more datasets in existing sections; new blog based on reader questions.

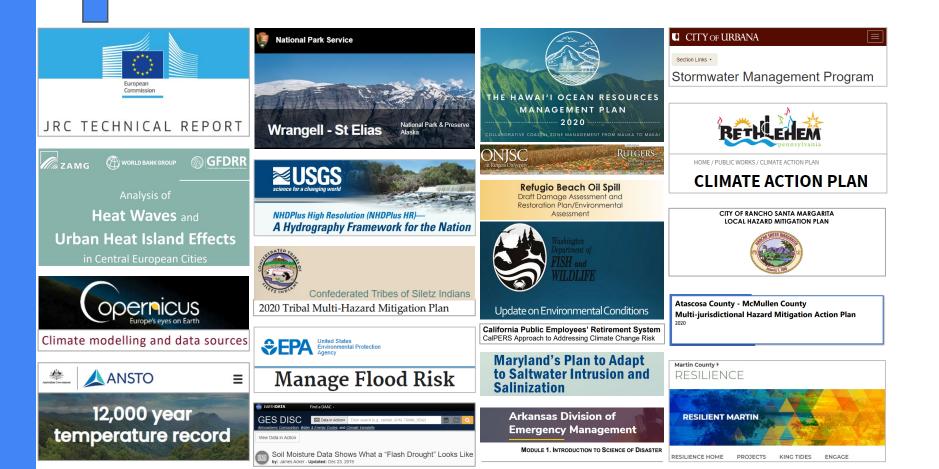
• Teaching Climate

 CPO-CEE funds <u>CIRES</u> to develop and curate the <u>CLEAN Portal</u>. In FY22, CEE will be syndicating more of the trusted and <u>rigorously reviewed</u> content from the CLEAN portal to Teaching Climate, develop a professional development strategy, and increasing marketing.

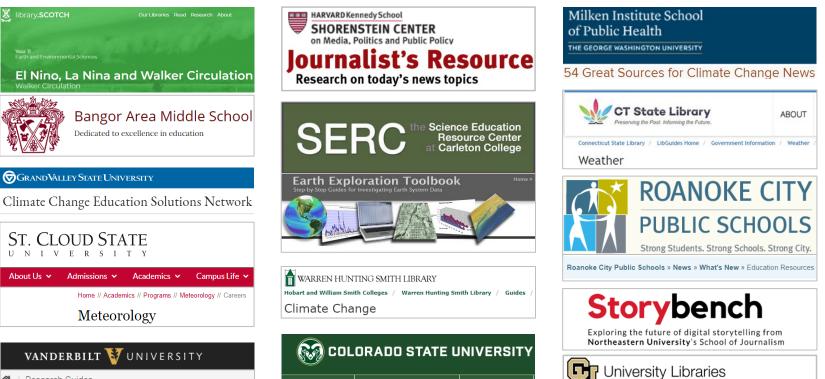
• Climate.gov overall

• This audience-focused model for Climate.gov could be expanded to an inter-agency effort and include the federal government's entire climate portfolio.

Governmental re-use of content



Library and curriculum re-use of content



🖀 / Research Guides

Public Policy Hot Topics [A-C]: Climate Change

ENSO and Colorado

Colorado's Climate

Data Access

UNIVERSITY OF COLOBADO BOULDER

Local

National

Cite

International

Geospatial Data: National

Get Started

General Info

Use in scholarly journal articles and books

Climate.gov references in scholarly journal articles between Dec 2019 and June 2020

