



Climate Program Office Review

May 24-26, 2022

Pre-Recorded Presentation Supporting Review
Activity Area #4: Integrated Information Systems

U.S. Drought Portal ([Drought.gov](https://drought.gov))

Kelsey Satalino, Digital Communications Coordinator
NIDIS, CIRES

Overview



- **Purpose:** To demonstrate the quality, relevance, and performance of NIDIS through the U.S. Drought Portal in support of CPO and our Nation.
- **Context:** The U.S. Drought Portal (Drought.gov) is an interagency website that integrates reliable drought data, maps, and decision support resources from government, academic, and state/local organizations in one centralized location, helping communities proactively understand and manage drought risks and impacts.

About the U.S. Drought Portal



- Launched in 2008 as an online clearinghouse for drought information and science, per NIDIS Public Law (115-423)
- Supports NIDIS' mission to enable the Nation to move from a reactive to a proactive approach to drought risk management
- Provides a “one-stop shop” for government and private sector decision makers, the media, and the public
- In 2021, Drought.gov served **1.25 million users***, and **127 local & national media outlets** used maps and information from Drought.gov in their reporting
- NIDIS partners with NCEI to manage the U.S. Drought Portal
- Drought Portal Team: NIDIS Communications Staff (2), Drought Portal Manager (1), GIS Specialists (2), and Front End Developers (2)

** Google Analytics calculates unique site visitors based on browser cookies, so some people who access Drought.gov through different devices (e.g., a laptop and a phone) may be counted twice*

January 2021 Redesign



- **The only federal government site dedicated to drought early warning**
- **Localized drought information** (city, county, state, watershed, DEWS region, tribal nation)
- **Interactive maps & data** that don't exist anywhere else
- **New “By Sector” section**, showing cascading drought impacts on different economic sectors
- **Research & Learn section**, which coordinates and integrates the results of federally supported research
- **Improved usability & accessibility**
- **Shift to cloud-based hosting**



Key Accomplishments: Quality (FY17-21)



Leave slide deck to screenshare Drought.gov - see talking points in the notes below:

<https://www.drought.gov>

<https://www.drought.gov/historical-information>

<https://www.drought.gov/drought-research>

Key Accomplishments: Relevance (FY17-21)



Screenshare Drought.gov - see talking points in the notes below:

<https://www.drought.gov/states/california/county/fresno>

<https://www.drought.gov/drought-alerts/signup>

<https://www.drought.gov/drought-in-action/national-coordinated-soil-moisture-monitoring-network>



“The new Drought.gov site is truly transformational”

– Kyle Bocinsky, Crow Canyon Archaeological Center, Desert Research Institute, Montana Climate Office

1.25 Million*

users (108% increase
over 2020)

157%

increase in mobile phone
users (vs. 2020)

3.45 Million

page views in 2021 (82%
increase over 2020)



Strategic Lookahead

- Interactive [Drought Planning Platform](#)
- Addressing gaps in monitoring and prediction resources
- Expanding resources for tribal nations
- Improving communication of forecast uncertainty
- Building out and expanding the “By Sector” section
- Optimizing resources for the media to communicate accurate, timely drought information to the public

Advancing Drought Science and Preparedness Across the Nation



Drought.gov

National Integrated Drought Information System



Search



Data and Maps ▾

By Sector ▾

By Location ▾

Research and Learn ▾

About ▾

News and Events ▾

Special Edition Drought Update for California-Nevada and the Pacific Northwest

January precipitation was a bust, and February is looking the same. Drought intensification is likely for California-Nevada and the Pacific Northwest, and impacts may be severe for some areas. Learn more in this special edition drought update.

FEATURED NEWS AND ARTICLES

Research Spotlight: Climate-Driven Megadrought

2021 Pacific Northwest Water Year Impacts Assessment

New ACF Basin Drought and Water Dashboard

How is drought affecting your neighborhood?

Thank You

Explore the website:

www.drought.gov

Sign up for drought alert emails:

<https://drought.gov/drought-alerts/signup>

Follow us on social media:



@DroughtGov



@DroughtGov



**National Integrated Drought
Information System**

