NOAA Service Equity Assessment System Map

Understanding Community Needs

- Building in feedback mechanisms to ensure we can see equity impacts
- Using a wide range of data helps understand community needs
- Knowing baselines for equitable service delivery helps evaluate impact of program changes
- Using observations, quantitative data, and interviews to create a behavioral map of the application process, with a focus on the experiences of BIPOC students
- Partners can help collect and share data where bureau or program may not have direct access
- Local organizations likely have relevant knowledge about local community needs

Partnerships

- Partners may be well positioned to inform and respond to local needs
- Building in feedback mechanisms to ensure we can see equity impacts
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- Partners may be well positioned to inform and respond to local needs
- Understanding where there is lack of data on community needs helps prioritize partnership opportunities

Data

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CX Principle: Get to know the customer

CX Principle: Engage & Monitor

Evaluation Options

National Weather Service:

1. Map current community engagement and outreach events conducted by each WFO to identify patterns in which communities are currently being underserved or not.
2. Use the community engagement and outreach map to identify WFOs that are leaders in engagement with vulnerable communities, and those that are currently lagging. Contact leading WFOs to discuss engagement and outreach strategies in depth and identify what best/better practices might be applicable to other WFOs; Contact lagging WFOs to discuss barriers to engaging and reaching out to vulnerable communities.
3. Partner with a community organization to pilot outreach strategies.

Sea Grant:

1. Use observations, quantitative data, and interviews to create a behavioral map of the application process, with a focus on the experiences of BIPOC students.
2. Compare changes in the demographic composition of the group of students who completed an application for fellowship programs that institute a given strategy to a group of students who completed applications for fellowship programs that did not institute that strategy.

Sea Level Rise Viewer:

1. Use web-analytics data and publicly available measures of equity to 1) understand whether SLRV is accessed by underserved demographic groups of interest and 2) to what extent the SLRV is currently used to identify risks of SLRV within vulnerable communities.
2. Compare changes in the usage of the SLRV tool for socially vulnerable coastal communities where a given strategy was implemented, versus areas which did not receive additional support.

NOAA Programs

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