



2013 NOAA Hurricane Season Prediction and Ready Hampton Roads Update

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2013 Hurricane Season Forecast



NOAA Forecast Issued May 23th

- 13 to 20 Named Storms
- 7 to 11 Hurricanes
- 3 to 6 Major Hurricanes

“NORMAL”

11 storms

6 hurricanes

**2 major (Cat 3+)
hurricanes**

Source and Information Provided by:
Bill Sammler
Warning Coordination Meteorologist



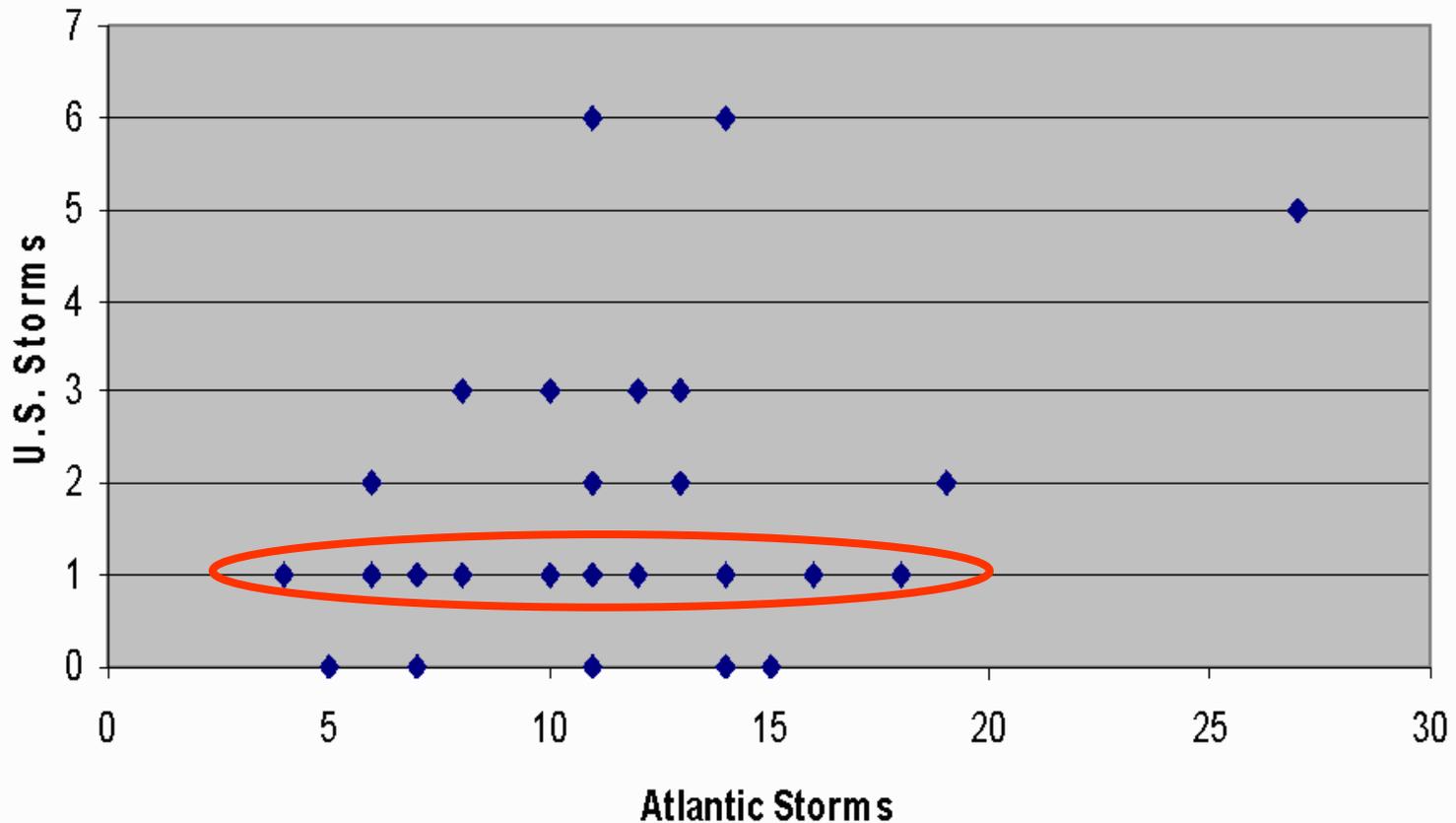
Hurricane Season Predictions

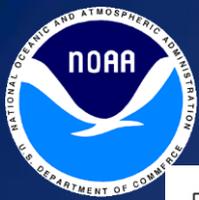


The Seasonal Forecast Fallacy

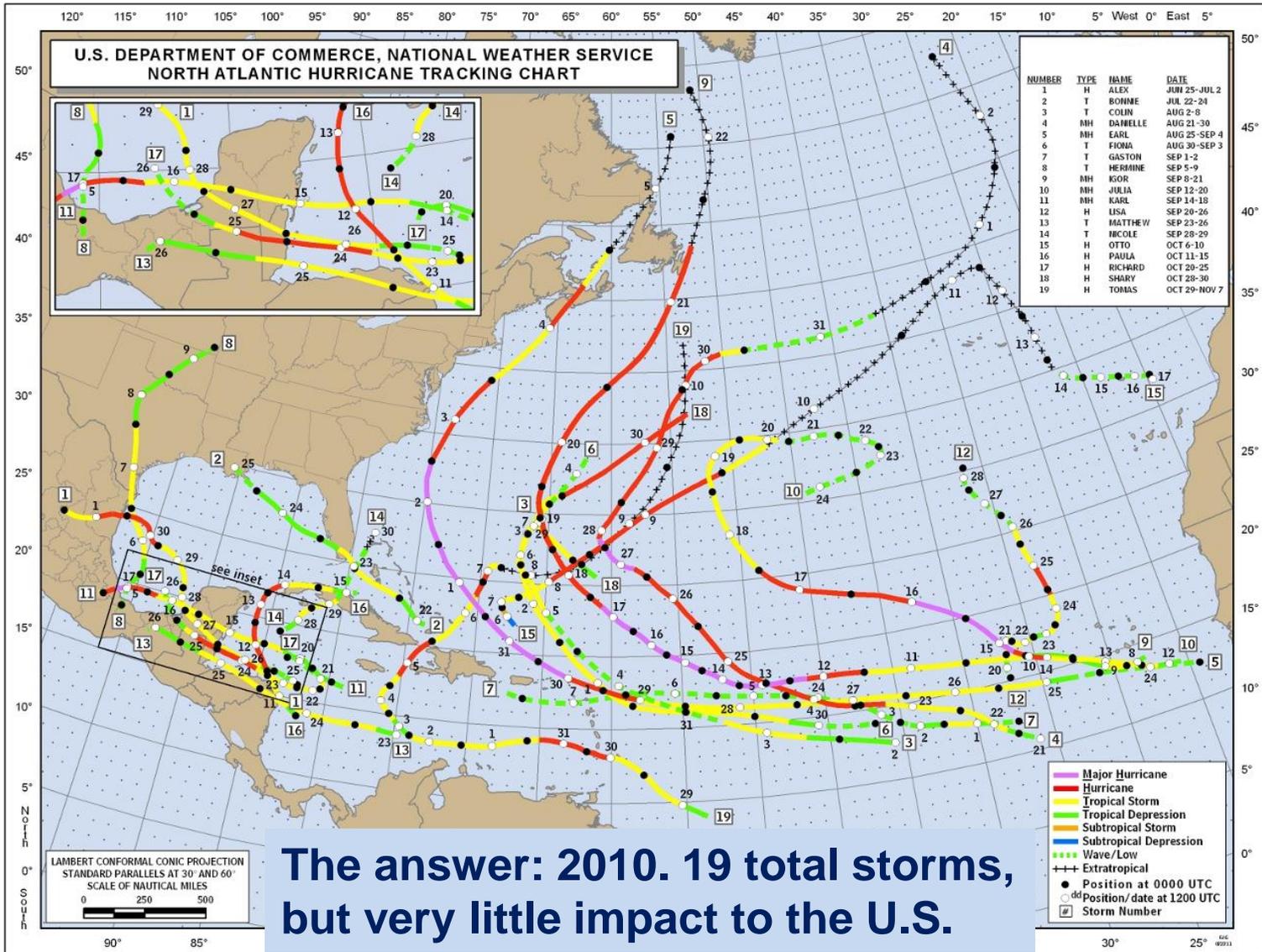
Atlantic Storms vs U.S. Storms 1966-2006

Graphic Courtesy Steve Lyons





What Season is This?



The answer: 2010. 19 total storms, but very little impact to the U.S.



www.ReadyHamptonRoads.org

One stop for comprehensive emergency preparedness information



RHR Strategy

- Provide year-round preparedness information
- Aggregate event information in one location
- Drive traffic from social media & outreach events to static site and on to local information
- Incorporate social media in cooperative monthly campaigns to build audience & increase traffic
- Develop interactive, media rich site
- Develop more accessible information for non-English speakers, Deaf/HOH, and low/no vision