Performance Measurement in the National Weather Service

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We cannot become what we need to be by remaining what we are.
~Max Dupree
Overview

- Government Performance and Results Act (GPRA) Measures
- Other Performance Measures
- Improving Performance Measurement
- Satisfaction Feedback
- Summary
### GPRA Measures

#### FY10 Summary

<table>
<thead>
<tr>
<th>GPRRA Measure</th>
<th>FY10 Goal</th>
<th>FY10 Actual</th>
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#### FY10 GPRA Measure Summary

- **Blue = exceeded by >25%, 2**
- **Red = Goal NOT met, 2**
- **Yellow = missed within 10%, 1**
- **Green = Met, 10**

- **Red** indicates that the goal was not met.
- **Yellow** indicates performance within 10% of the target.
- **Green** indicates performance met or exceeded the target.
- **Blue** indicates performance exceeded the target by more than 25%.

- **Met or exceeded 80% of GPRA targets**
- **Missed 20% of GPRA targets**
GPRA Measures

Tornado Warnings

* New performance measures to coincide with the implementation of more precise storm-based warnings.
GPRA Measures
Flash Flood Warnings

Exceeded goal by more than 25% since FY08 (Lead Time)
Re-baselining goal

Modernization
GPRA Measures
Hurricane Track Error

- Exceeded goal by >20% since 2004
- Re-baselined goal for FY11
Other Performance Measures

- NCEP on-time delivery
- SBN availability
- Data buoy availability
- Service assessments
Improving Performance Measurement
Measures in Development

• Tsunami

• Space Weather

• Impact-based climate, water, and weather measures
  – Must communicate to stakeholders and decision makers
Improving Performance Measurement
Future Measures

Aviation Weather Delays
1 June – 31 August

- Reduced weather-related flight delays by 40% to 55% through improved forecasts and FAA collaboration

*Operational Cost Differences

$51M*

$50M*

$85M*
Customer Satisfaction

• Uses NWS American Customer Satisfaction Index (ACSI) administered by CFI (Claes Fornell Int’l) Group

• Accepted as government standard to measure citizen satisfaction

• ACSI coverage of federal government continues to grow with more than 100 federal government agencies using the ACSI methodology to measure citizen satisfaction

• ACSI also produces scores for the causes and consequences of customer satisfaction and their relationships
Why Measure Customer Satisfaction?

"Unless you have 100% customer satisfaction… you must improve." ~ Horst Schulze

- Surveys provide a sustained, standardized, and quantitative method for gathering user feedback to:
  - Validate existing services and support
  - Ensure products and services continually evolve to meet user needs and expectations
  - Ensure program resources are used to address highest priority needs
  - Baseline and track performance, and compare performance with other public and private agencies
Satisfaction Feedback
Analyzing Results

• Satisfaction portal provided by CFI Group allows NWS to view, parse, track, and search feedback data
Satisfaction Feedback
Tracking and Benchmarking

- ACSI measures government agencies annually
  - Allows government entities to track user satisfaction and compare these results to other organizations in both the private and public spheres.
  - Survey completed in 2010 with NWS score 20 points higher than federal agency aggregate
Summary

- GPRA Measures used to actively manage NWS services
- Other performance measures used to monitor and evaluate many other agency processes
- Future Improvement
  - Current GPRA measures only tell part of the story
  - NWS working to measure customer-based impacts
  - Annually measuring customer satisfaction
## NWS FY10 GPRA Measures Summary

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ACSI Model

- Administered by CFI Group, developers of the ACSI.
- Web-based (or mixed mode)
- Survey components include: