

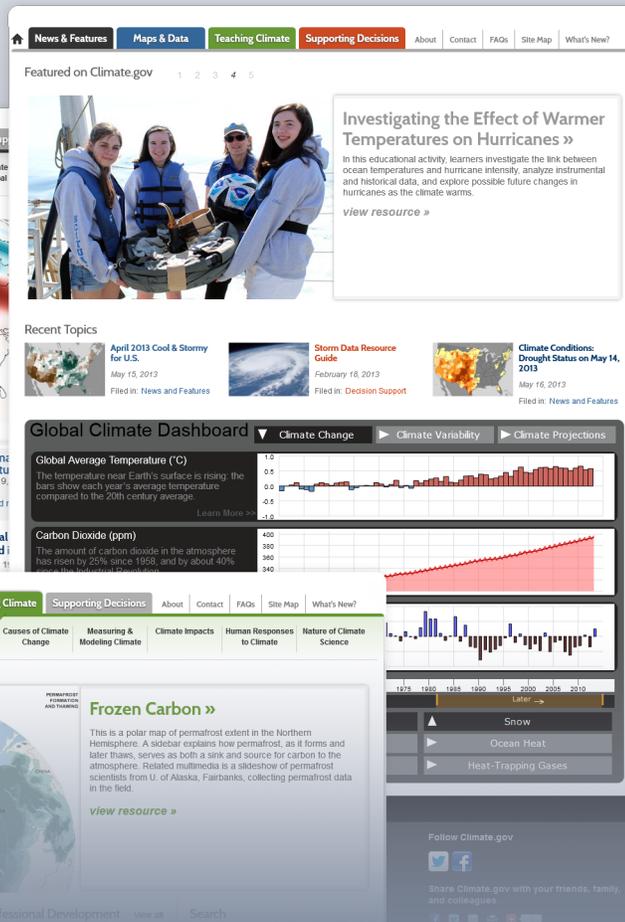
Who We Serve

- Science-interested citizens who want to know more about changing climate conditions, new science results, and new initiatives to mitigate or adapt to climate impacts;
- Planners & policy leaders seeking authoritative tools and information to help them manage climate-related risks and opportunities;
- Scientists and specialists seeking climate maps and data for research and development work;
- Educators seeking resources to help them teach others about climate; and
- Broadcast meteorologists and journalists seeking climate maps, data, and information to use in their reports.

How We Serve

Different people have different interests and needs for climate data and information. NOAA Climate.gov meets the public's diverse needs by providing four portals in one easy online point of access, designed to:

- Help business and community decision makers improve resilience to climate impacts in ways that save lives, money, and valuable natural resources.
- Promote public awareness and understanding of past, present, and future climate conditions.
- Simplify the public's ability to find and use our climate data and information services.
- Inform and inspire the public with narratives on how we're advancing scientific understanding of climate, and how we leverage the science to benefit society.
- Promote public climate literacy, in partnerships with formal and informal educators.

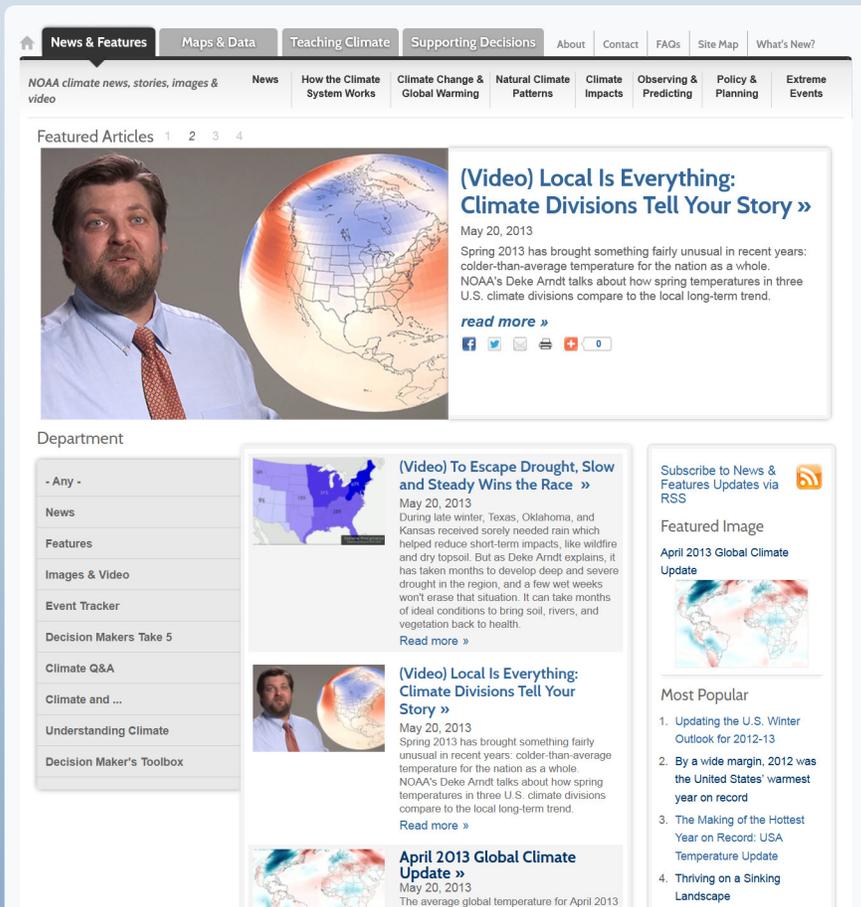


Do Americans understand how climate affects their lives, and how humans influence climate?

Americans' health, security, and economic well-being are tied to climate and weather. Every day communities and businesses grapple with environmental challenges due to unusual, extreme, or changing climate and weather conditions. People want and need actionable information to help them understand climate-related changes, and to help them make more informed decisions.

Can the public easily access climate data & information they need to make more informed decisions?

NOAA Climate.gov offers user-friendly resources designed to meet the public's rapidly rising demand. Our mission is to provide timely data and information to help build a climate-smart nation.



The screenshot shows the NOAA Climate.gov website interface. At the top, there are navigation tabs for 'News & Features', 'Maps & Data', 'Teaching Climate', 'Supporting Decisions', 'About', 'Contact', 'FAQs', 'Site Map', and 'What's New?'. Below these are sub-categories: 'NOAA climate news, stories, images & video', 'News', 'How the Climate System Works', 'Climate Change & Global Warming', 'Natural Climate Patterns', 'Climate Impacts', 'Observing & Predicting', 'Policy & Planning', and 'Extreme Events'. The main content area features a 'Featured Articles' section with a large article titled '(Video) Local Is Everything: Climate Divisions Tell Your Story' by Deke Arndt, dated May 20, 2013. To the left is a 'Department' sidebar with links like 'Any -', 'News', 'Features', 'Images & Video', 'Event Tracker', 'Decision Makers Take 5', 'Climate Q&A', 'Climate and ...', 'Understanding Climate', and 'Decision Maker's Toolbox'. To the right of the featured article are smaller article teasers for '(Video) To Escape Drought, Slow and Steady Wins the Race' and 'April 2013 Global Climate Update'. A 'Most Popular' list is also visible.

News & Features

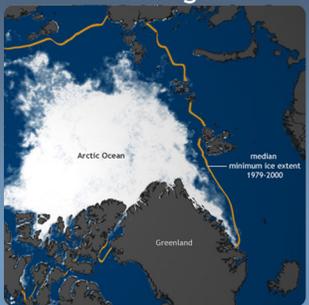
Produced in the style of a popular magazine, the News & Features section tells stories of people and climate. Through in-depth articles, high-quality images, and engaging videos, we help readers understand how the climate system works, how scientists study it, and how people all over the world are trying to adapt to and reduce climate risks. Unless specifically restricted, anything we produce can be re-used.

The News & Features writing style may be casual, but the editorial process is not. We work closely with scientists and other subject matter experts to make sure that everything we publish is based on the best available science and that we have interpreted it in a plain, honest, and accurate way.

Our goal is simple: to explain how climate affects people and how people affect climate. We set our stories in the places our readers care about most—where we live, work, visit, and play—to show how important climate is to our lives, livelihoods, and the things we value.

News & Features is updated weekly, so check back often. Better yet, subscribe to our RSS feed or follow us on Facebook, Twitter, and YouTube.

Understanding Climate



News & Features



Event Tracker

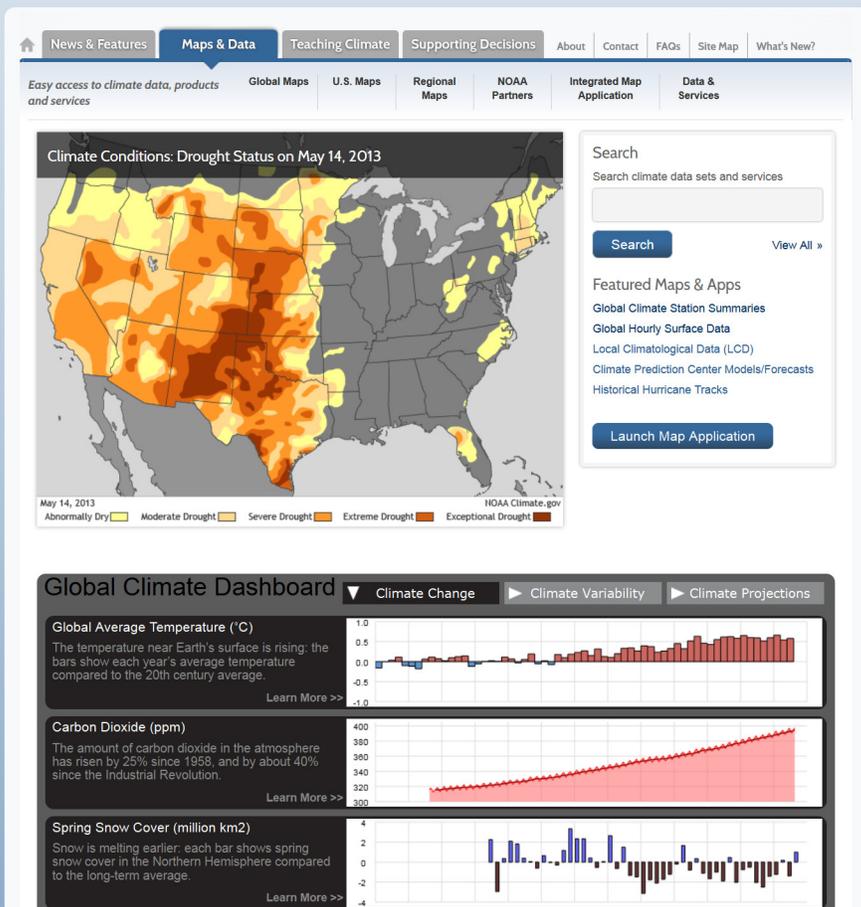


Maps & Data

We publish maps and graphs to help people visualize where and how climate conditions are changing. We annotate and explain our visuals in plain language to make them easy to interpret and use. Our products are formatted to be extensible so others can use them in their own endeavors.

Maps & Data offers multiple ways to find and use climate data. At a glance, the Global Climate Dashboard allows users to take in trends of change in Earth's climate system. Users can select from menus of measurements showing indicators of climate change and variability in the past, present and future. For any measurement, click "Learn more" to find out how the data are collected and processed, or to jump to our data source.

Not seeing what you want at a glance? Refer to the Featured Maps & Apps list of our most popular tools and datasets. Each link takes you into a Geographical Information System (GIS) interface displaying the data product you selected. GIS-savvy users will recognize the app's usefulness right away, and appreciate the growing list of climate-relevant datasets. If you're still not seeing the data or tool you want, type in a keyword to search among hundreds of available climate datasets.



The screenshot shows the NOAA Climate.gov website interface. At the top, there are navigation tabs: News & Features, Maps & Data (selected), Teaching Climate, Supporting Decisions, About, Contact, FAQs, Site Map, and What's New?. Below the navigation is a menu with categories: Easy access to climate data, products and services; Global Maps; U.S. Maps; Regional Maps; NOAA Partners; Integrated Map Application; and Data & Services.

The main content area features a map titled "Climate Conditions: Drought Status on May 14, 2013". The map shows the United States with color-coded regions indicating drought severity: Abnormally Dry (light yellow), Moderate Drought (yellow), Severe Drought (orange), Extreme Drought (dark orange), and Exceptional Drought (red). A legend at the bottom of the map identifies these categories. To the right of the map is a search box with the text "Search climate data sets and services" and a "Search" button. Below the search box is a "Featured Maps & Apps" section with links to "Global Climate Station Summaries", "Global Hourly Surface Data", "Local Climatological Data (LCD)", "Climate Prediction Center Models/Forecasts", and "Historical Hurricane Tracks". A "Launch Map Application" button is also present.

Below the drought map is the "Global Climate Dashboard" with three panels:

- Global Average Temperature (°C):** A bar chart showing annual temperature anomalies from 1958 to 2013. The text states: "The temperature near Earth's surface is rising; the bars show each year's average temperature compared to the 20th century average." A "Learn More >>" link is provided.
- Carbon Dioxide (ppm):** A line graph showing CO2 levels from 1958 to 2013. The text states: "The amount of carbon dioxide in the atmosphere has risen by 25% since 1958, and by about 40% since the Industrial Revolution." A "Learn More >>" link is provided.
- Spring Snow Cover (million km²):** A bar chart showing annual spring snow cover anomalies from 1958 to 2013. The text states: "Snow is melting earlier; each bar shows spring snow cover in the Northern Hemisphere compared to the long-term average." A "Learn More >>" link is provided.

Integrated Map Application



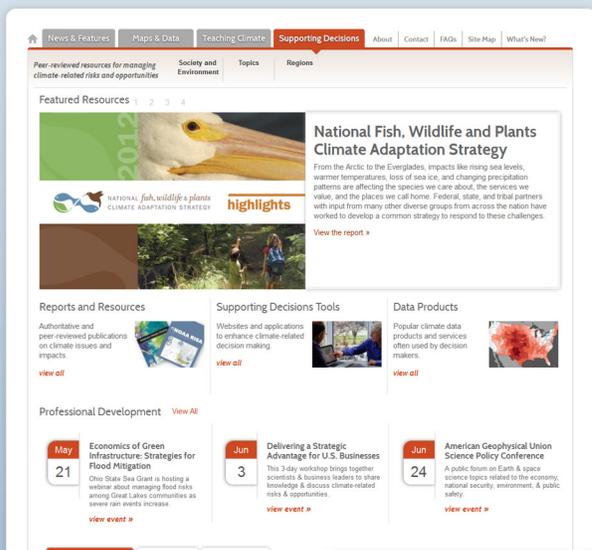
The screenshot shows the "Integrated Map Application" interface. On the left is a sidebar menu with categories: Temperature (current and historical conditions), Snowfall (show more), Precipitation, Climate Indices (displays index information), Marine, and Normals (US Normals Data 1981-2010). The main area displays a map of the United States with numerous yellow dots representing data points. An inset window shows a "Search Statistics" panel with a line graph of "Temperature Current" data from 1950 to 2010. The graph shows a clear upward trend in temperature over the period.

Supporting Decisions

This section provides authoritative and peer-reviewed resources to help planners, businesses, resource managers, and policy leaders understand and manage climate-related risks and opportunities. Decision makers want relevant, actionable climate science information they can use to reduce their vulnerability and improve their resilience to extreme events.

Supporting Decisions is a clearinghouse of reports, decision-support tools, datasets, and professional development opportunities. All of these content types are tagged to be discoverable in frames of interest, including:

- **Sectors** — agriculture, economy, energy, fisheries, human health, insurance, litigation, national security, policy, tourism, transportation, and water.
- **Topics** — causes of climate change, climate impacts, climate system, human responses to climate, and measuring & modeling climate.
- **Regions** — U.S. states, continents, ocean basins, and global.



Peer-reviewed resources for managing climate-related risks and opportunities

Featured Resources

National Fish, Wildlife and Plants Climate Adaptation Strategy

From the Arctic to the Everglades, impacts like rising sea levels, warmer temperatures, loss of sea ice, and changing precipitation patterns are affecting the species we care about, the services we value, and the places we call home. Federal, state, and tribal partners with input from many other diverse groups from across the nation have worked to develop a common strategy to respond to these challenges.

Reports and Resources

Authoritative and peer-reviewed publications on climate issues and impacts.

Supporting Decisions Tools

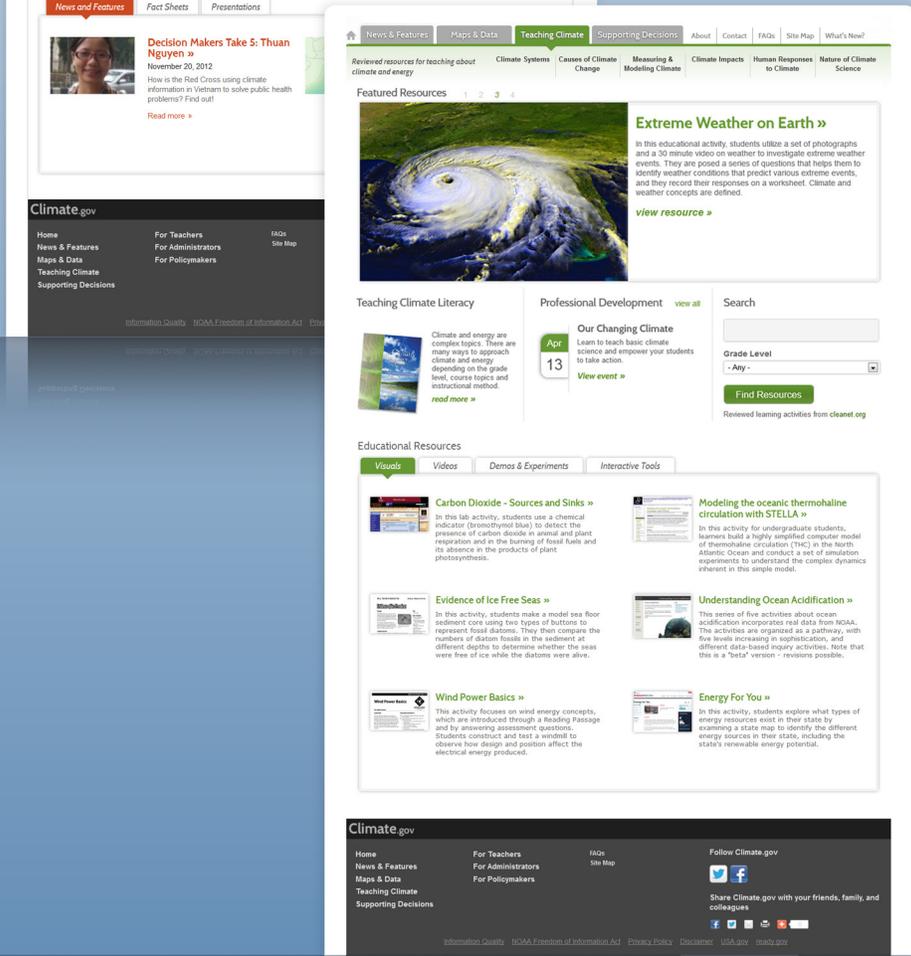
Websites and applications to enhance climate-related decision making.

Data Products

Popular climate data products and services often used by decision makers.

Professional Development

- May 21** Economics of Green Infrastructure: Strategies for Flood Mitigation
- Jun 3** Delivering a Strategic Advantage for U.S. Businesses
- Jun 24** American Geophysical Union Science Policy Conference



Reviewed resources for teaching about climate and energy

Featured Resources

Extreme Weather on Earth

In this educational activity, students utilize a set of photographs and a 30 minute video on weather to investigate extreme weather events. They are posed a series of questions that helps them to identify weather conditions that predict various extreme events, and they record their responses on a worksheet. Climate and weather concepts are defined.

Teaching Climate Literacy

Climate and energy are complex topics. There are many ways to approach climate and energy depending on the grade level, course topics and instructional method.

Our Changing Climate

Learn to teach basic climate science and empower your students to take action.

Educational Resources

- Carbon Dioxide - Sources and Sinks**
- Evidence of Ice Free Seas**
- Wind Power Basics**
- Modeling the oceanic thermohaline circulation with STELLA**
- Understanding Ocean Acidification**
- Energy For You**

Search

Grade Level: Any

Find Resources

Reviewed learning activities from cleanet.org

Teaching Climate

In partnership with the Climate Literacy and Energy Awareness Network (or CLEAN, at cleanet.org), this section was designed for people who want to teach others about climate and energy. Teaching Climate offers over 510 educational resources — all reviewed and certified by CLEAN to be scientifically accurate, pedagogically sound, and easy to use. These resources are tagged to be discoverable according to science education standards, grade ranges, climate literacy principles, and climate system concepts.

Teaching Climate supports an evolving public-private partnership to train and equip educators who want to use real-world climate science data, tools, and information in classrooms and informal science learning institutions. Scientists, subject matter specialists and educators who would like to participate in the review of CLEAN resources, or who would like to feature their education resources in the CLEAN collection, should contact the Teaching Climate team.

Partnerships Are Essential to Our Success

We collaborate with a wide range of government, academic, business, and NGO partners. Let us know if you would like to contribute a dataset, a decision-support tool, an article or image idea, or an educational resource to Climate.gov.

Want to partner with us or give us feedback? Let us know! Visit the "About" section in NOAA Climate.gov for more details, or email us at climate-portal@noaa.gov.