

**Experimental SERFC Subscription Service  
(Gov Delivery)  
Service Description Document**

**Part 1 – Mission Connection**

**1. Product Description:**

The SERFC subscription service (Gov Delivery) is an efficient means for interested partners to “sign up” for notification of the issuance of critical SERFC products. These products are often issued on an unscheduled basis and are time-sensitive. An email notification allows key partners adequate time to make informed decisions and take decisive actions. The SERFC has contracted with a private vendor, Gov Delivery, which specializes in the distribution of government information. Gov Delivery currently has contracts with many other emergency management agencies, including FEMA.

SERFC will link a number of products to the Gov Delivery web site. As the SERFC’s area covers all or part of eight states, it allows subscribers the ability to customize their subscription to receive information and products pertinent to their area and decision-making needs. Gov Delivery offers a highly-flexible approach with little overhead to both the subscriber and publisher. This capability will allow the SERFC to customize this subscriber service over time.

At this time, only a subset of SERFC products will be available for subscription. These will tend to be unscheduled products that are most conducive for email distribution. The following products are currently available for subscription notification and distribution.

**Water Resources Outlook (WRO)**

Water resources information, whether during times of drought or flood, is critical to both NWS WFOs and SERFC partners, such as the U.S. Army Corps of Engineers (USACE), U.S. Geological Survey (USGS), and other water managers. The SERFC Water Resources Outlook (WRO) is an internet-based prerecorded briefing product that addresses topics that impact water resource concerns across the SERFC’s area of responsibility, which extends across much of the Southeast U.S.

The WRO contains a variety of hydrometeorological information and it is produced both on a bi-monthly and on an as needed basis.

If one subscribes to this list he will receive an email whenever the WRO is updated – about one email every two weeks.

### **Hydrologic Vulnerability Assessment (HVA)**

The HVA is a text product that is issued on an infrequent basis to convey information regarding a flood or potential flood event. This product can provide either “outlook” information for a potential flood or information regarding on-going flooding.

The HVA is about a page or two in length and is typically issued once a day, usually in mid afternoon, during times of flooding. HVA’s are not issued during non-flood times or during isolated minor flood events. They are issued during widespread moderate or major flooding.

If one subscribes to this list, he will receive an email whenever the HVA is updated – rarely during quiet times, but once a day during floods.

### **SERFC Journal**

There are two types of SERFC Journals. The “regular” SERFC Journal is issued on the average of 1 to 2 times each week. This Journal is a type of “blog” containing small tidbits of hydrologic information regarding a wide range of issues.

If one subscribes to this list, he will receive an email whenever the “regular” SERFC Journal is issued, which can be as often as three times a week.

Other graphical products will be added for subscriber notification. These include the SERFC’s 24-hour rainfall forecast and Hydrometeorological Outlook.

### **2. Purpose/Intended Use:**

The purpose of the SERFC Subscription Service is to efficiently and effectively notify partners of critical hydrometeorological information via email notification. It will also make distribution of SERFC information much more efficient and provide partners with critical decision-making information in a timely manner. Through the use of a subscriber notification service, the SERFC hopes to increase awareness of NWS and SERFC information.

A wide variety of emergency and water managers and federal, state, and private partners need to be kept informed of developing hydrometeorological conditions, during both drought and flood. This subscription service would allow the SERFC to effectively and efficiently transmit information to an expanded number of these key officials. Ultimately, this will lead towards improved hydrometeorological warning services.

### **3. Audience:**

This service is primarily for SERFC partners, such as the U.S. Army Corps of Engineers, U.S. Geological Survey, Emergency Management Officials, water managers, and others with an interest in SERFC hydrometeorological

information. However, one benefit of Gov Delivery is to help identify and significantly expand to others with an interest in hydrometeorological information.

#### **4. Presentation:**

The SERFC will insert a “subscription” button on key product web pages that will link to Gov Delivery.

**Email Notification.** Gov Delivery allows for notification of product availability through either “automatic” or “manual” means. In “automatic” mode – a subscriber notification email is transmitted to subscribers whenever a new product is updated in on the SERFC’s web site. The SERFC can also issue information by manually editing a subscriber list. This notification will typically contain the URL of the product of interest. In some cases, it will contain the product as an attachment.

#### **5. Feedback Method:**

Comments regarding the SERFC’s Gov Delivery subscription service should be sent to the feedback email address on the webpage containing the product.

Comments may also be provided to:

Southeast River Forecast Center  
4 Falcon Drive  
Peachtree City, GA 30269  
Attn: John Feldt

Feedback can also be provided via email or telephone to John Feldt, Hydrologist-in-Charge.

Email: [John.Feldt@noaa.gov](mailto:John.Feldt@noaa.gov)

Telephone: (770) 486-0028 X 322

Experimental Feedback Period: October 1, 2008 – March 31, 2009

## **Part II – Technical Description**

### **1. Format and Science Basis:**

- a. The following link would be placed on products where the subscriber notification service is available.

## Email Alerts

Enter your email address below to subscribe to email alerts from the National Weather Service, Southeast River Forecast Center.

2.

- b. Upon entering an email address, subscribers are directed to the following screen.

[www.srh.noaa.gov](http://www.srh.noaa.gov) [weather.gov](http://weather.gov)

**National Weather Service**  
**Southeast**  
**River Forecast Center**

## Questions

First Name

Last Name

Title

Organization

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[Help](#) - [Privacy Policy](#)

- c. Upon entry of required information, subscribers see a screen showing which subscription services they are signed up for, and what is available to them.



## Quick Subscribe for john.feldt@noaa.gov

National Weather Service Southeast River Forecast Center offers updates on the topics below. Subscribe by checking the boxes; unsubscribe by unchecking the boxes.

Access your [subscriber preferences](#) to update your subscriptions or modify your password or e-mail address without adding subscriptions.

**SERFC Alerts**

- SERFC 24-Hour Hydrometeorological Outlook
- SERFC 24-Hour Rainfall Forecast
- SERFC Journal

**Hydrologic Vulnerability Assesments - HVAs are distributed to specific areas of concern.**

**Choose one or more areas that you want HVA notification via email**

- Alabama
- Florida
- Georgia
- Mississippi
- North Carolina
- Puerto Rico
- South Carolina
- Virginia

Save

Cancel

### Product Availability:

This product is always available via the SERFC web page.

c. Additional Information – Contact John Feldt (John.Feldt@noaa.gov) or Jack Bushong (Jack.Bushong@noaa.gov) at the SERFC (770) 486-0028

Screen Capture of the main SERFC Subscriber Service page.