

Engaging the Applied Science Community and the General Public with GPM



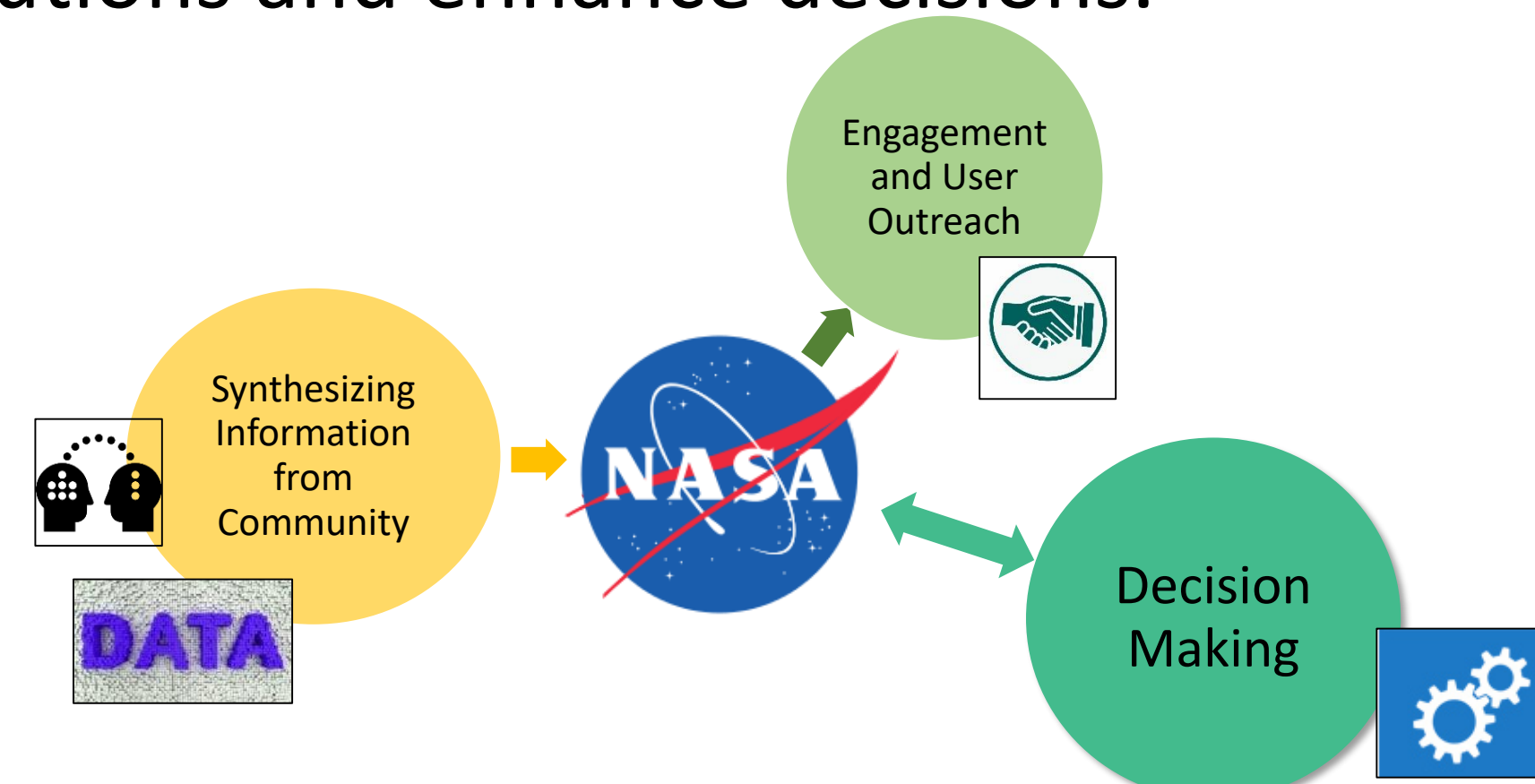
GPM Applications Coordinator

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GPM Applications and How It Works at NASA

We work with end users to apply insights from the GPM mission. We help them combine data, knowledge, tools, and experience to develop solutions and enhance decisions.

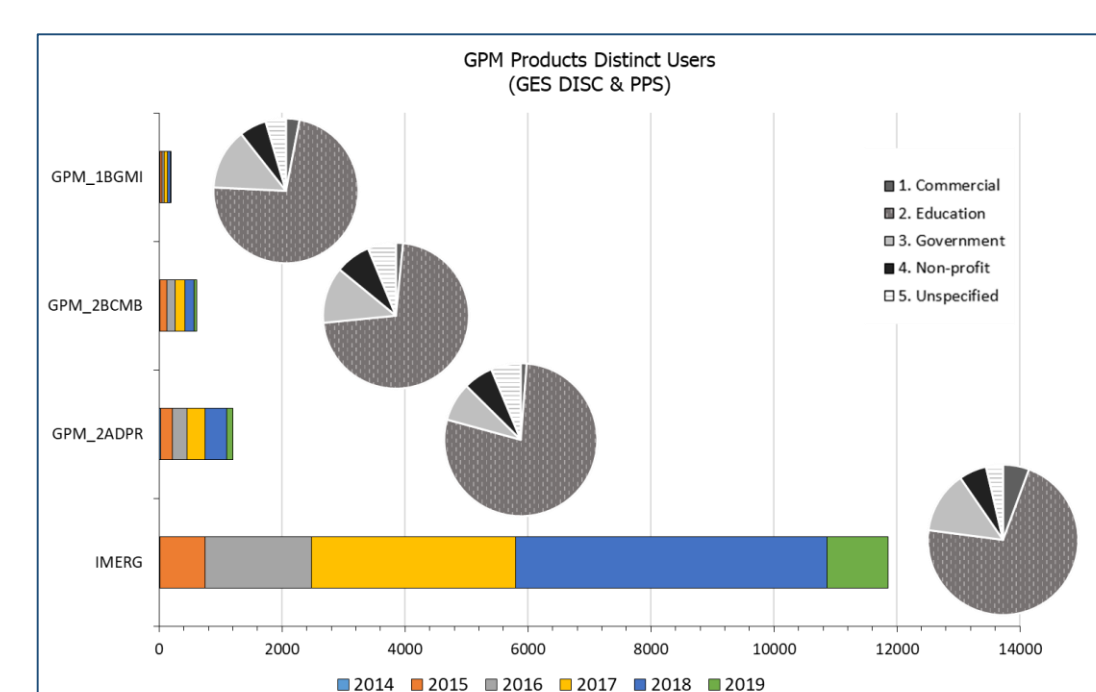


The “IN” Reach Component of Applications

Applications approach is not just outreach to community:

- We explore the “who”, “what”, and “why” end users use GPM data and products
- We hold discussions (at workshops and conferences) with end users to help us identify new opportunities to pursue

Synthesizing Information from Community



Data Analysis of Users

NASA Biological Diversity and Ecological Forecasting Annual Team Meeting
May 21-23, 2019
Washington, DC



Participate at NASA Team Meetings

The “OUT” Reach Component of Applications

Understanding the GPM community allows us to develop high quality products (Viz, videos, one-pagers) and plan trainings/ workshops:

- Helps improve awareness and use of data
- We gain feedback in how the data products are used for decision making

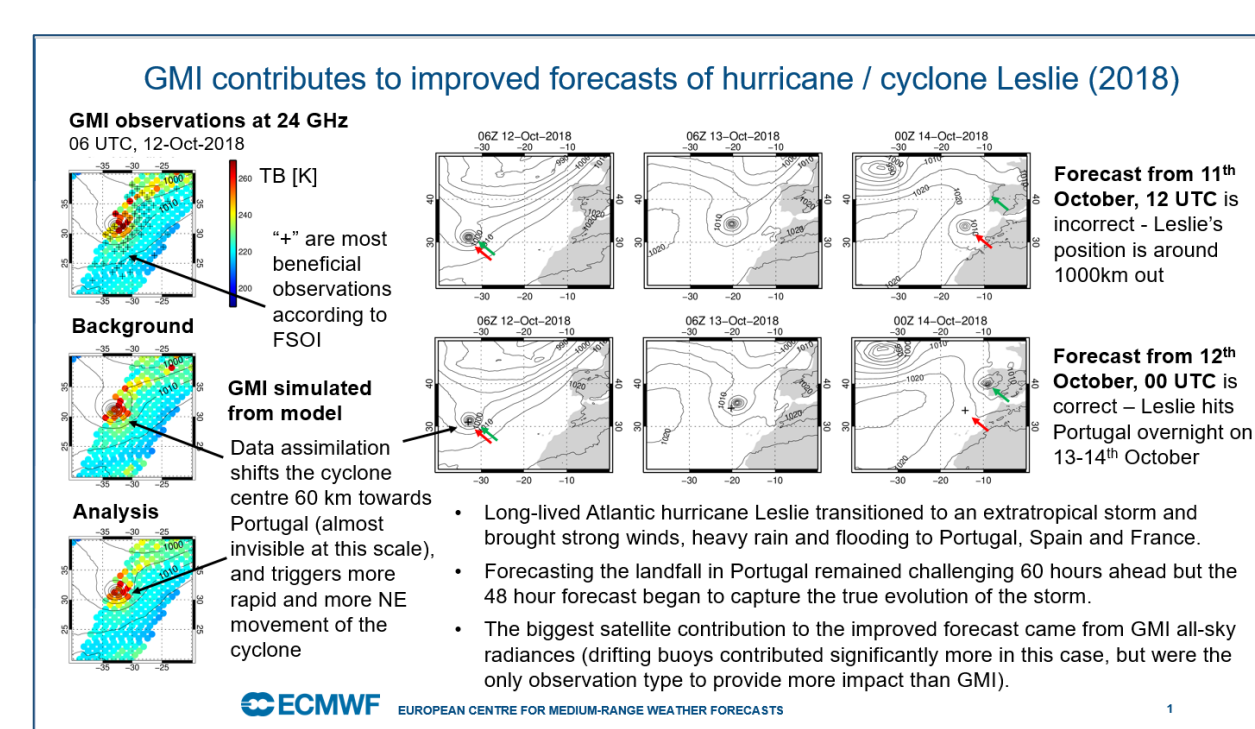
Engagement and User Outreach

NASA.gov feature



2019 IMERG Webinar

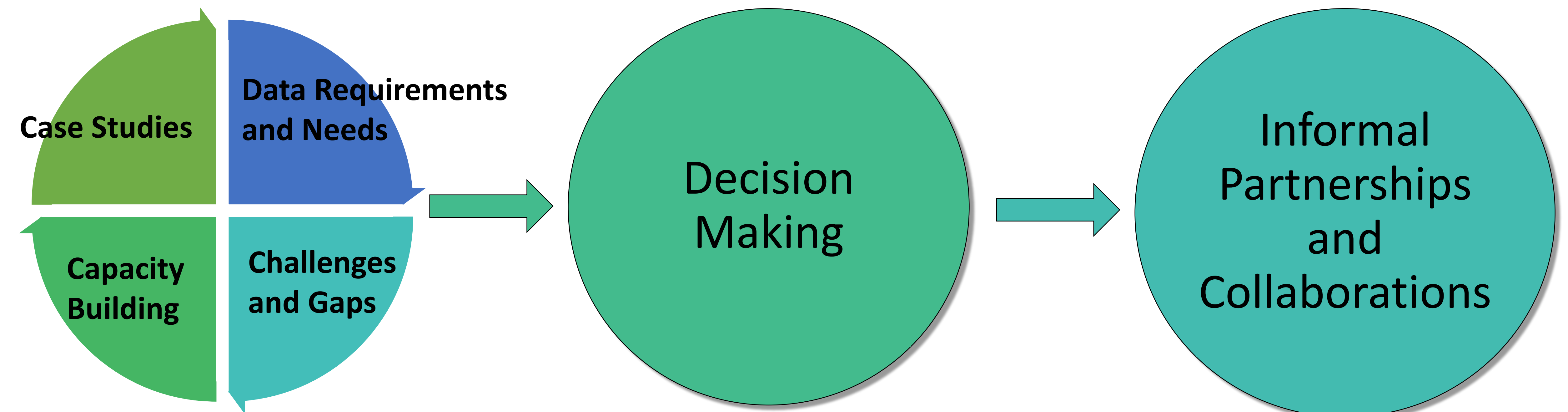
2019 Fall IMERG Campaign!



Highlight from the July 2019 Weather and AQ Workshop

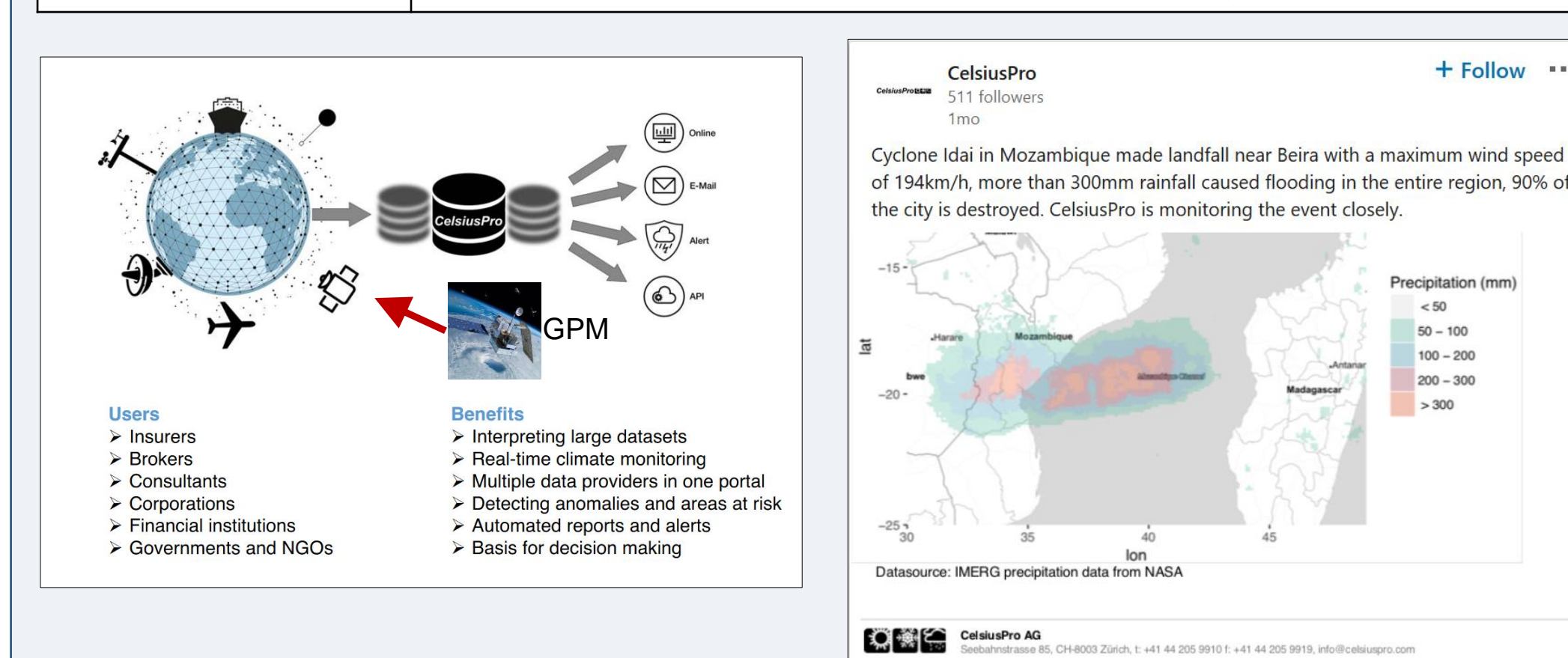
IN and OUT reach help make decisions

Tracing Applications to Support Decision Making



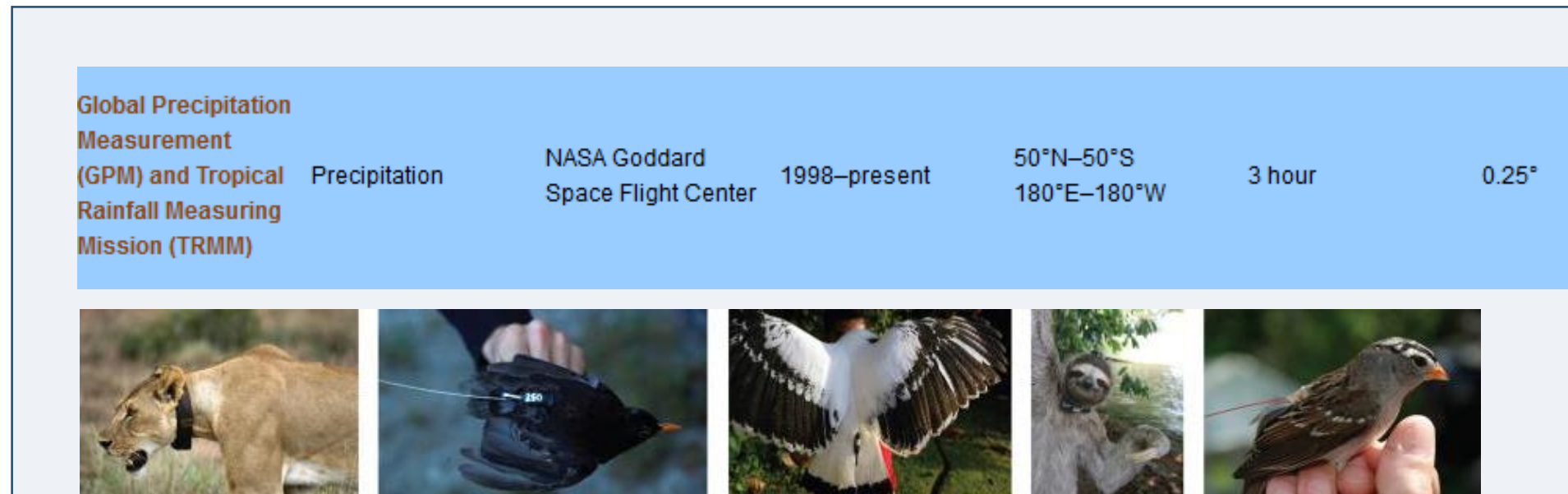
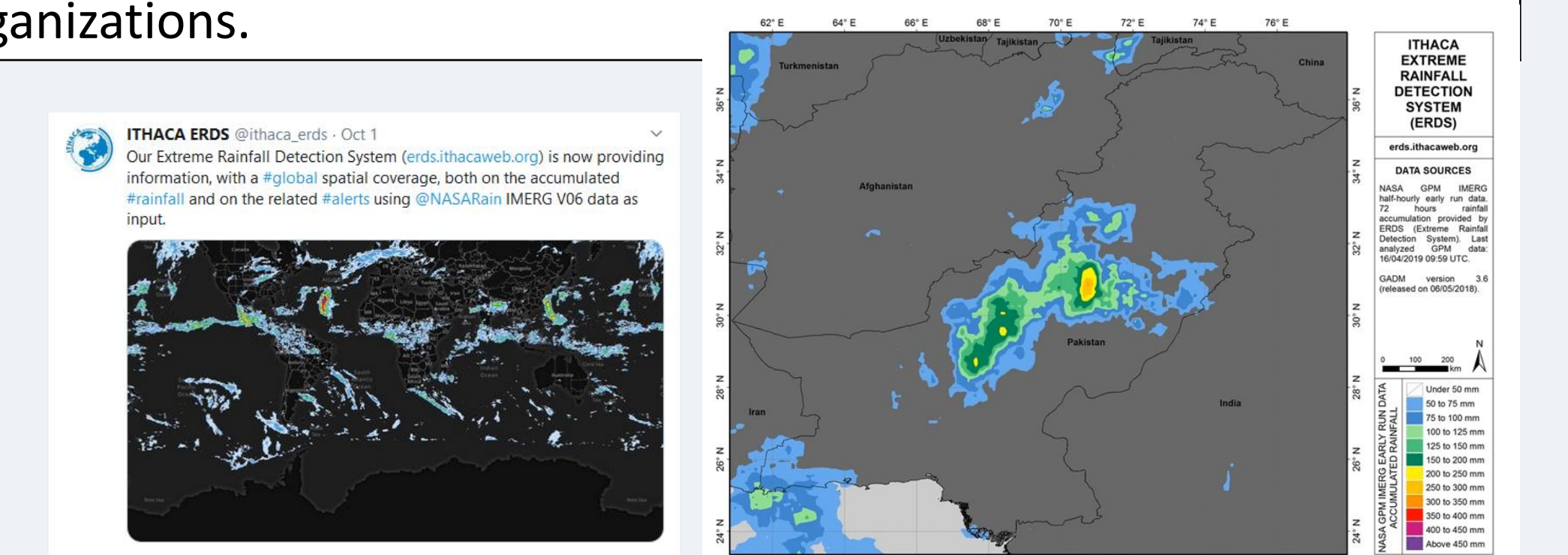
CelsiusPro

Issue	Insurance Tech Solutions for Climate Risks and Natural Catastrophes
Objective	Develop index insurance solutions to mitigate the effects of adverse weather, climate change and natural catastrophes
Solution	Uses GPM to develop rainfall index products for their clients through an online data platform, Environmental Monitoring System (EMS) 2.0
Results/ Benefit	The system allows analysts, risk managers and claims officers to access, analyze, visualize and download climate, vegetation and Nat Cat data from different providers on one single platform.



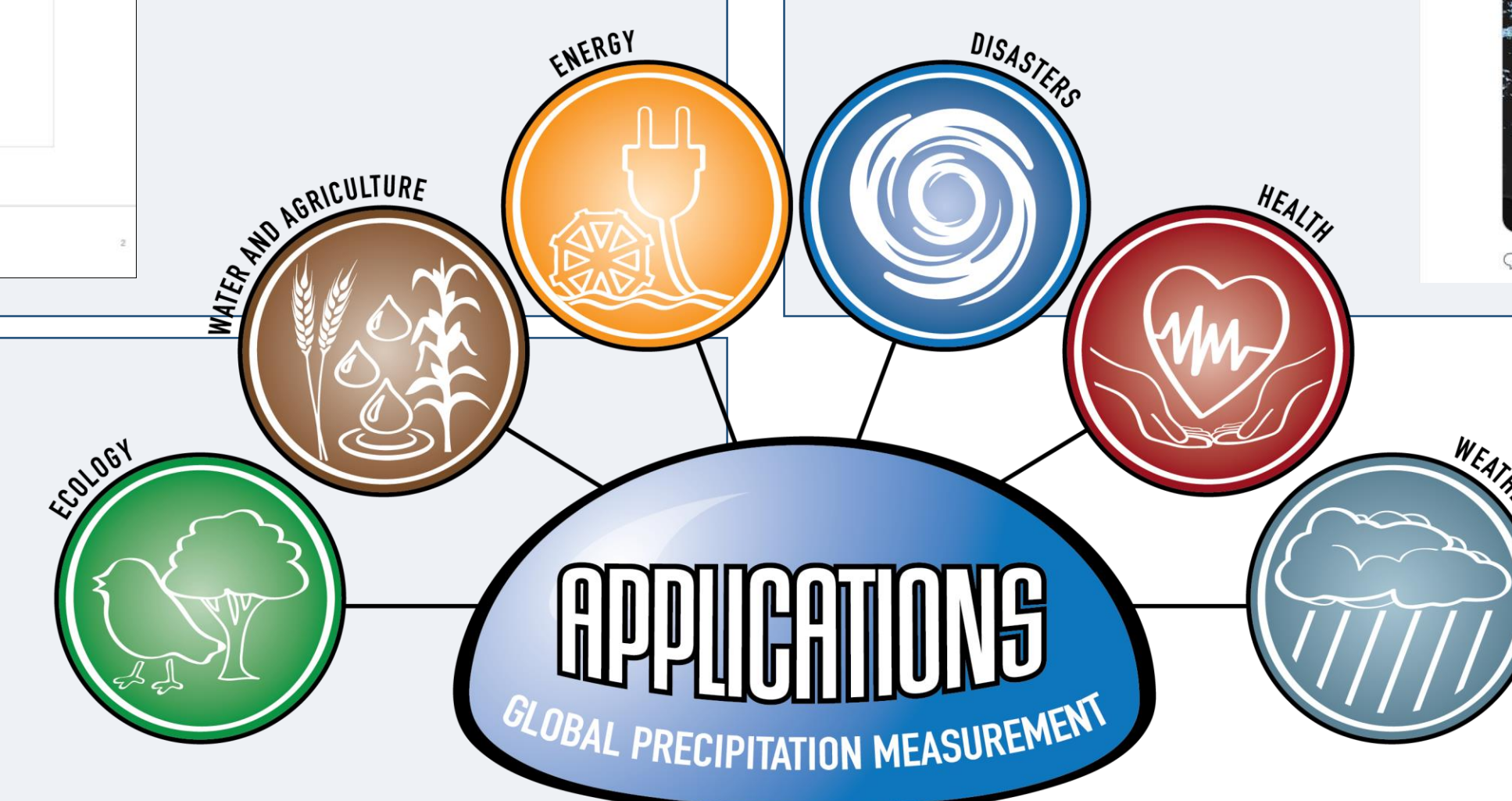
Extreme Rainfall Detection System (ERDS)

Issue	Monitoring and forecasting extreme rainfall events
Objective	Provide immediate information about potential extreme hydrological events throughout the world through a web application
Solution	Use GPM IMERG data as input within the Extreme Rainfall Detection System (ERDS), web GIS applications service
Results/ Benefit	ERDS is developed and implemented by the Information Technology for Humanitarian Assistance, Cooperation, and Action (ITHACA) - http://www.ithacaweb.org/ - and used by the UN World Food Programme (WFP) Emergency Preparedness Unit and multiple emergency management service organizations.



Movebank

Issue	The Env-DATA System for animal tracking
Objective	Environmental Data Automated Track Annotation System (Env-DATA) tool to help link animal movement data with information from global environmental datasets, like weather models and satellite imagery.
Solution	Connect animal movement with a range of environmental parameters to make it easier to explore how animals' movements relate to their environment
Results/ Benefit	Used by a range of researchers and non-profit organizations for ecological and biodiversity management and conservation



Example End Users



?? GET INVOLVED? HAVE IDEAS?

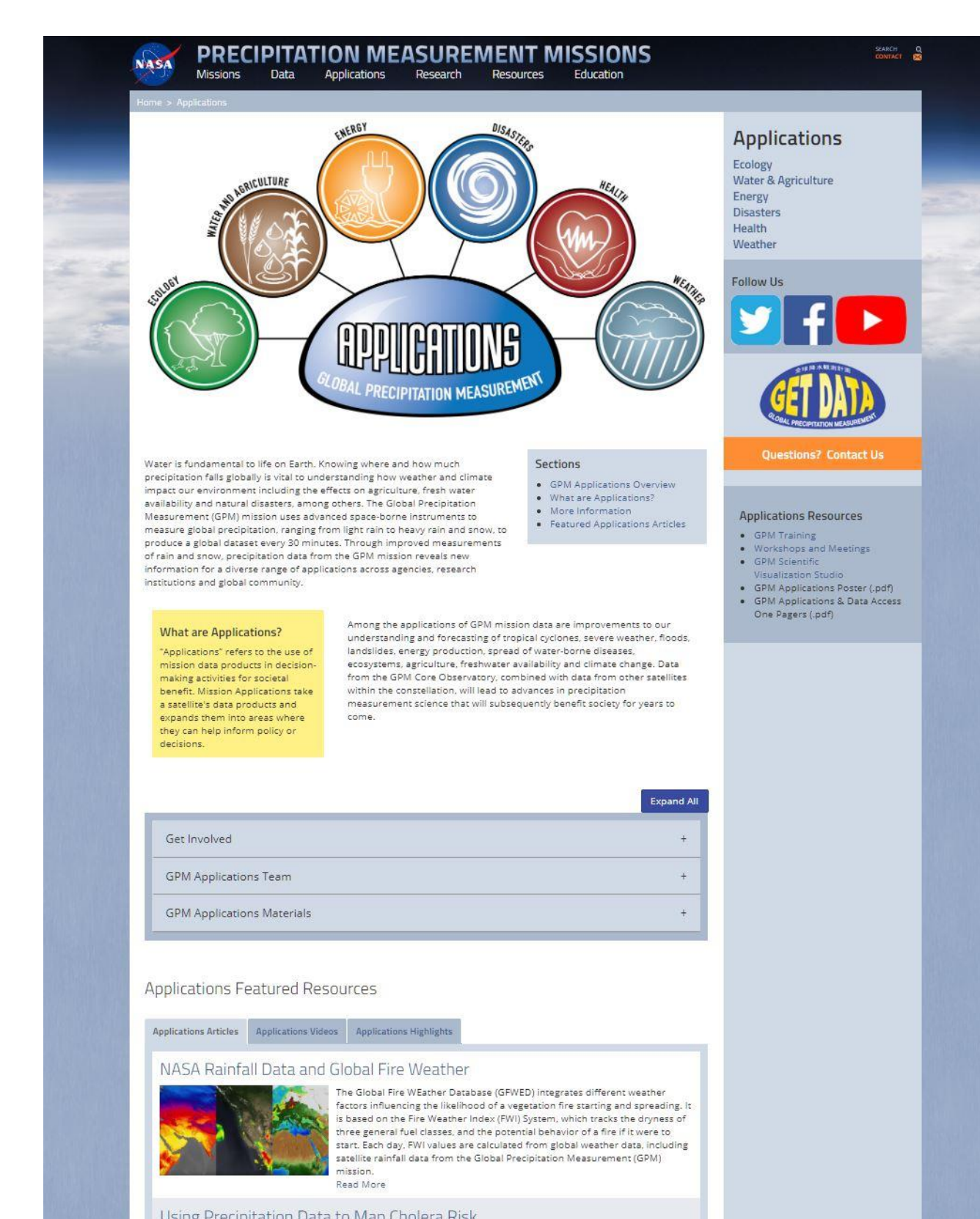
The GPM Applications team is always looking for case studies to expand our portfolio and provide examples of how GPM data are supporting decision making. Please contact us at gpm.nasa.gov/contact.

Website Redesign

The PMM website at pmm.nasa.gov is currently undergoing a complete redesign and restructuring, which is scheduled for launch in late 2019 – early 2020.

Site Features:

- Responsive layout which seamlessly adapts to all screen sizes from mobile phones to tablets to desktops.
- Powered by the cutting edge Drupal 8 content management system (CMS).
- Clean modern design and simplified navigation structure.
- Major revisions and restructuring of the GPM Applications and Data Access sections.



Social Media and Viz Tools

GPM social media outlets consist of the @NASARain Facebook and Twitter accounts

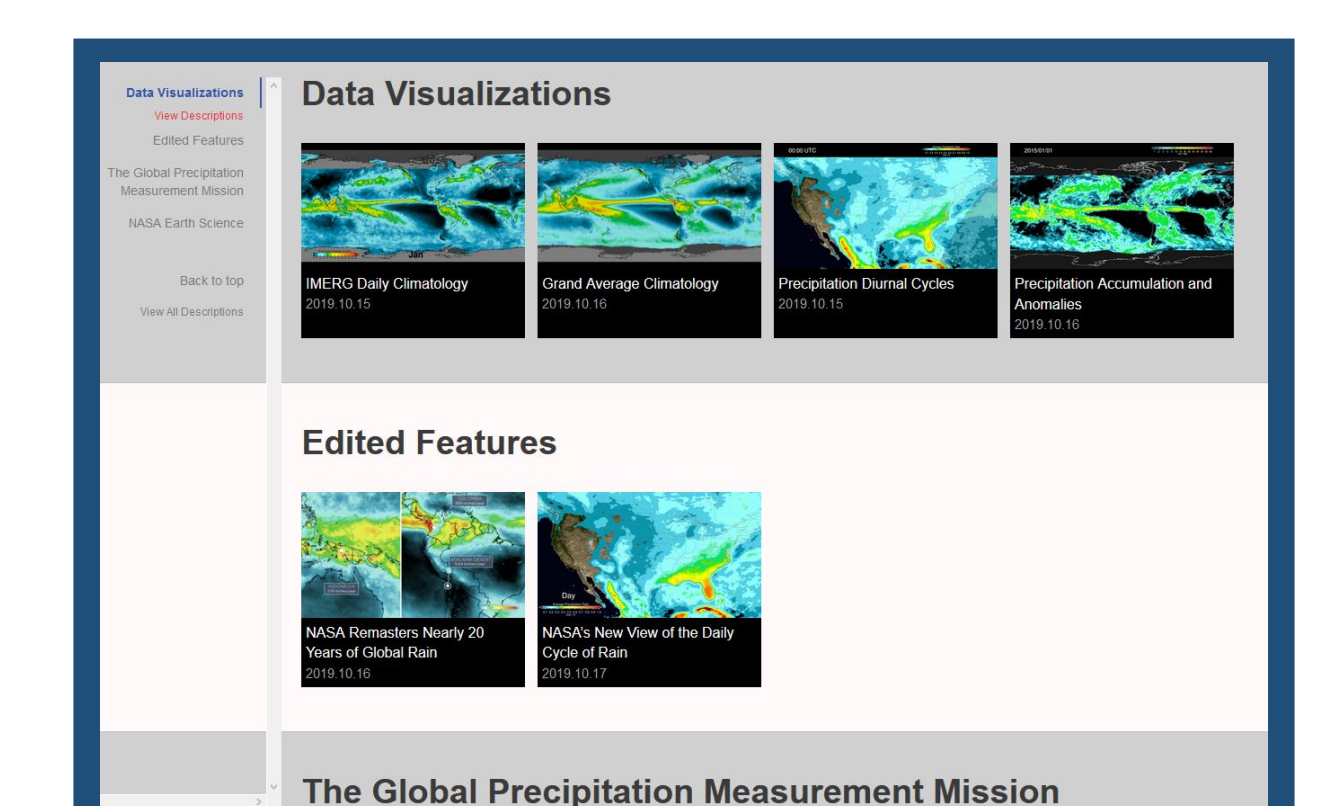
- Engage directly with the public and science communities
- Distribute the latest GPM data visualizations and news stories



facebook.com/NASARain
52,500+ Followers



twitter.com/NASARain
27,000+ Followers



<https://svs.gsfc.nasa.gov/Gallery/GPM.html>

The NASA Goddard Scientific Visualization Studio works with GPM to create high quality data visualizations and edited features to demonstrate complex scientific topics in a way the general public can understand.