DHS Coastal Resilience Center
Years 5 – ADCIRC Prediction System Business Plan Development

1. **Project Title**. ADCIRC Prediction System Business Plan Development

2. **Principal Investigator**. Tom Richardson, Jackson State University

3. **Other Research Participants/Partners**: Nancy Maron, Blue Sky to Blue Print, LLC; Jason Fleming, Seahorse Coastal Consulting; Carola Kaiser, Louisiana State University; Brian Blanton, University of North Carolina at Chapel Hill; Robert Twilley, Louisiana State University; Rick Luettich, University of North Carolina at Chapel Hill

4. **Short Project Description**.

We intend to transition products and services associated with the real-time 24/7 ADCIRC Prediction System (APS), comprised of the ADCIRC Surge Guidance System (ASGS), the Coastal Emergency Risks Assessment decision support web portal (CERA) and the ADCIRC storm surge model. Based on several years of development and pilot testing supported by the Coastal Resilience Center of Excellence (CRC), we believe a base of stakeholders exists who place high value on the products and services the APS can provide. The challenge is to develop a viable business model for the APS that will allow us to transition innovations from CRC projects into stakeholder desired products and services and to ensure their continued operation and expansion past the end of the CRC funding cycle in 2020. Setting up the APS business model involves three primary activities: (i) the development of a business plan to support the APS; (ii) the continued build out of the APS by transitioning recent CRC innovations into its product offerings; and (iii) stakeholder identification and the expansion of the stakeholder community via enhanced outreach and training activities. This scope of work describes the first of these activities, the development of an APS business plan. The continued buildout of the APS and the identification / expansion of stakeholders are described in scopes of work to Seahorse Coastal Consulting (Jason Fleming, PI) and Louisiana State University, (Robert Twilley, PI).

5. **Abstract**.

Over the past several years, CRC researchers have developed significant innovations for predicting coastal hazards and providing decision support to enhance coastal resilience. We are at the stage of defining a means for delivering the products and services derived from these innovations into the hands of end users and sustaining their availability and continued development over the longer term. Challenges range from market assessment and expansion, governance, product and service expansion to providing the round-the-clock reliability that is key for emergency operations. This project proposes to assist with the transition of the ADCIRC Prediction System (APS), comprised of the ADCIRC Surge Guidance System (ASGS), the Coastal Emergency Risks Assessment decision support web portal (CERA) and the ADCIRC storm surge model. The APS allows us to deliver existing products and services to stakeholders and will serve as a conduit to enhance these offerings with future innovations developed in the CRC or via other means. Added benefits include breaking down silos separating CRC PIs by aggregating and integrating their projects using a common delivery system and raising the profile

of DHS OUP as a sponsor of innovation. Successful transition will require focused effort in three areas: (i) the development of a business plan to support the APS; (ii) the continued build out of the APS by transitioning recent CRC innovations into its product offerings; and (iii) stakeholder identification and the expansion of the stakeholder community via enhanced outreach and training activities. This scope of work describes the first of these activities, the development of an APS business plan. The continued buildout of the APS and the identification / expansion of stakeholders are described in scopes of work to Seahorse Coastal Consulting (Jason Fleming, PI) and Louisiana State University, (Robert Twilley, PI).