North Carolina Environment and Climate Observing Network (ECONet)

Strategic Plan 2022-2027
ECONet is a network of research-grade, real-time weather stations that are located across North Carolina. Dedicated staff at the State Climate Office of North Carolina work hard to maintain the quality and reliability of ECONet stations while also ensuring these data are accessible to the public. Each ECONet weather station measures 15 variables every minute and reports these data back to our office every 5 minutes.

All ECONet stations are built and maintained in collaboration with local organizations. ECONet stations have evolved to respond to the monitoring needs of our local partners. This includes adding new sensors, communications infrastructure, and more.

ECONet data support a diverse range of communities, interests, and sectors across North Carolina. These include planning, management, and response for fire, agriculture, and emergency management sectors as well as education and research opportunities. As one example, ECONet data are used in an inversion monitoring tool to help agricultural growers make decisions about pesticide spraying based on temperature and wind conditions. As another example, measurements from specialized temperature sensors are incorporated into a heat stress tool that allows North Carolinians to view their heat stress risk in real-time.
The ECONet strategic plan is built on six strategic priorities:

- Targeted Expansion
- Public Outreach & Communication
- Partnerships
- Financial Stability
- Data & Product Excellence
- Learning & Growth
Strategic Priority I: Targeted Expansion

**Goal**
Increase the footprint of ECONet stations throughout North Carolina.

**Strategies**
- Explore a Tiered Network
- Fill Spatial Gaps in the Network with New Stations
- Connect with Existing GIS Sensor Networks
Strategic Priority II: Public Outreach & Communications

Goal
Converse with the public in diverse ways that promote the value of ECONet data and products.

Strategies
Expand and Diversify Public Outreach
Increase Internal Communication and Collaboration with the State Climate Office
Continue to Find and Connect with ECONet “Champions”
Strategic Priority III: Partnerships

Goal
Engage and connect with stakeholders throughout North Carolina.

Strategies

- Expand Existing Partnerships
- Identify and Develop New Partnerships
- Create and Convene an Advisory Committee
Strategic Priority IV: Financial Stability

Goal

Ensure the financial sustainability of ECONet initiatives.

Strategies

Diversify and Grow Revenue Streams

Ensure Financial Sustainability
Strategic Priority V: Data & Product Excellence

Goal

Ensure the highest quality of data and value-added tools for North Carolina.

Strategies

- Maintain High Quality of Station Performance
- Ensure Ongoing Reliable and Clean Data
- Expand Product Offerings
- Explore New Research Opportunities Using ECONet Data
Strategic Priority VI: Learning & Growth

Goal

Continue to support and invest in the ECONet team.

Strategies

- Improve Skills Through Professional Development
- Improve Productivity with a Cross-Functional Team
- Develop Training Opportunities for the Next Generation
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