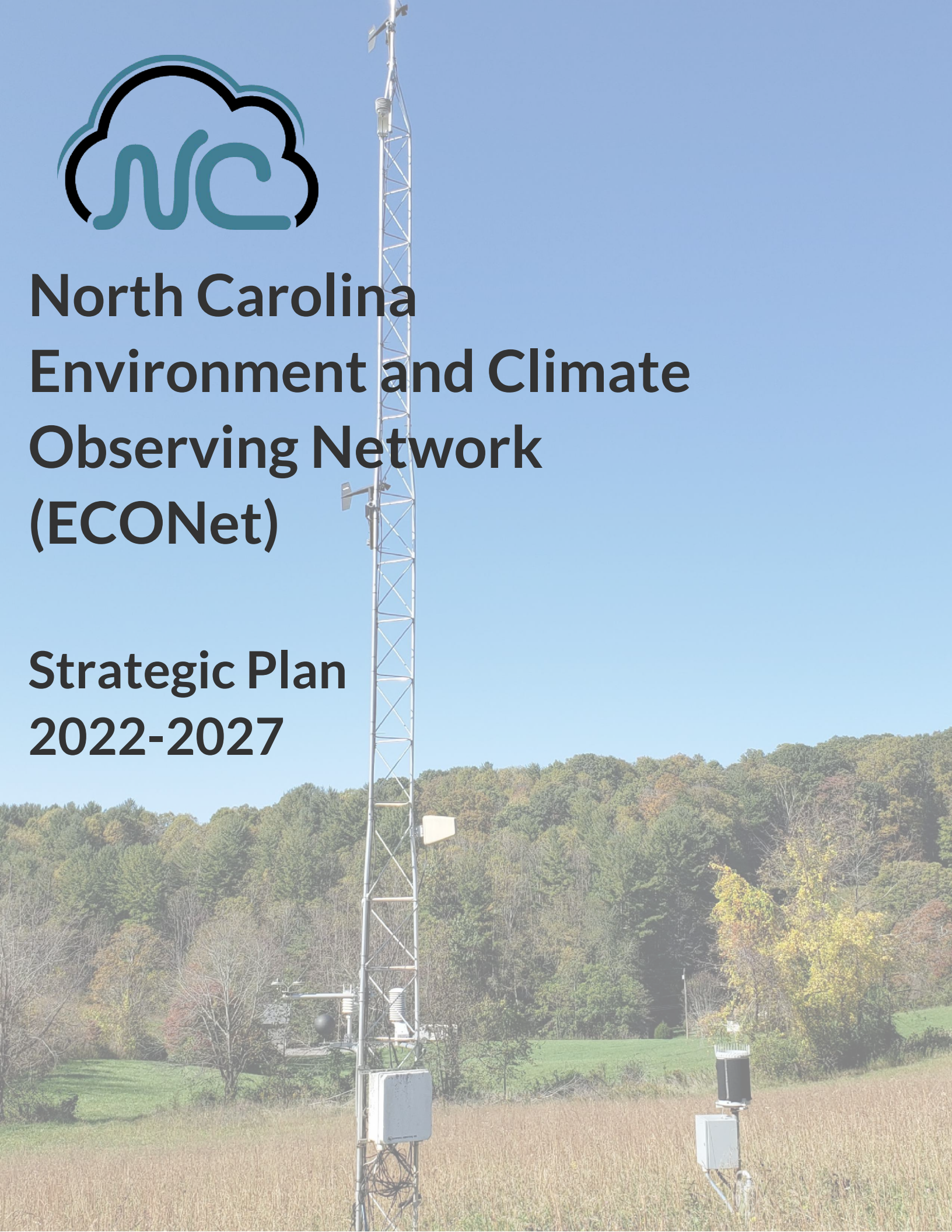




# **North Carolina Environment and Climate Observing Network (ECONet)**

## **Strategic Plan 2022-2027**



# North Carolina Environment and Climate Observing Network (ECONet)



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.

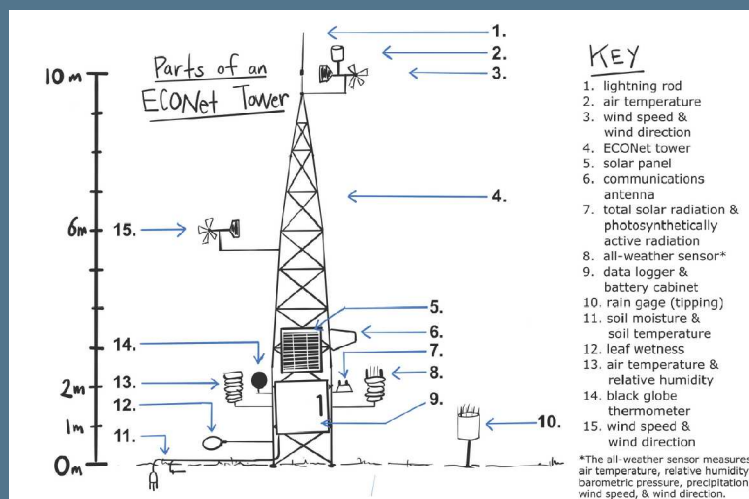


Diagram of a typical ECONet weather station, including power supplies, communications equipment, and environmental sensors.





# Strategic Goals



The ECONet strategic plan is built on six strategic priorities:



Targeted  
Expansion



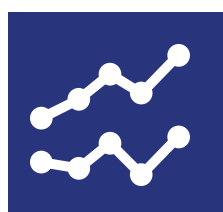
Public Outreach &  
Communication



Partnerships



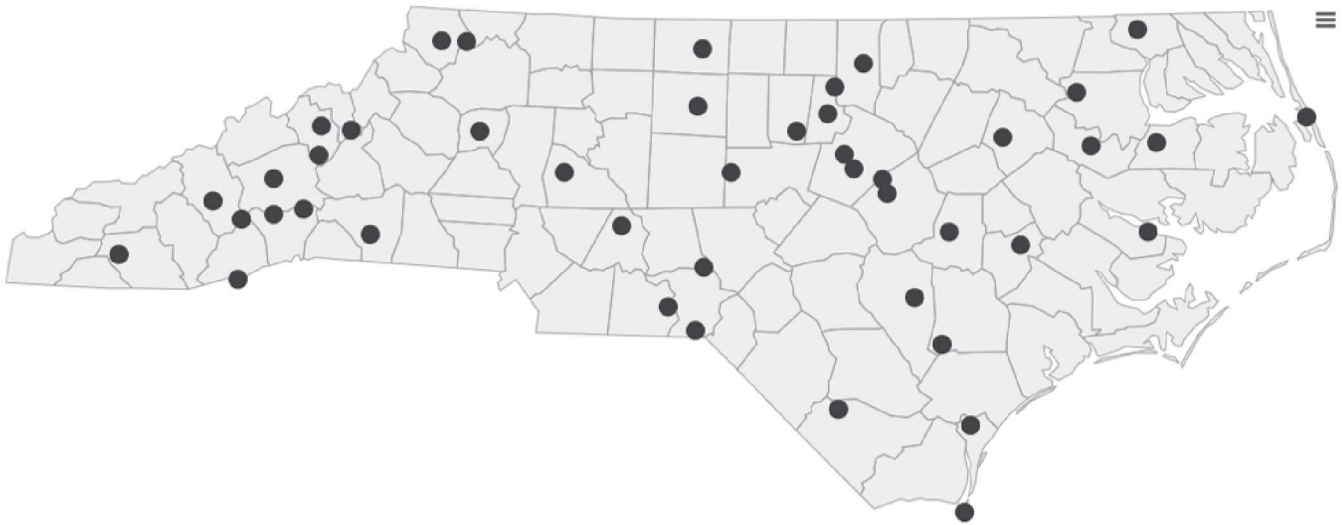
Financial Stability



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

☒ Air Temperature

☐ Heat Index<sup>FEATURED</sup>

☐ Dew Point<sup>FEATURED</sup>

☐ Hourly Precipitation

☐ Wind Speed & Direction

[View Full Map](#)

**Currently at LAKE**

Lake Wheeler Rd Field Lab in  
Raleigh, NC

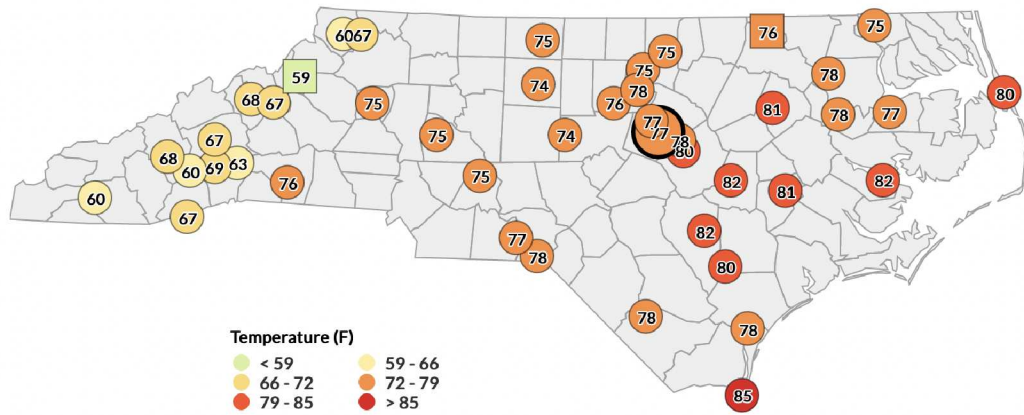
From today at 9:00 AM  
(4 minutes ago)

Air Temp.:	77.4°F
Heat Index:	81.5°F
Rel. Humidity:	83%

## Current Conditions from the NC ECONet



44 out of 46 stations reporting at 9:03 AM



# Strategic Priority V: Data & Product Excellence



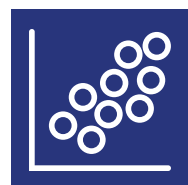
## Goal

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

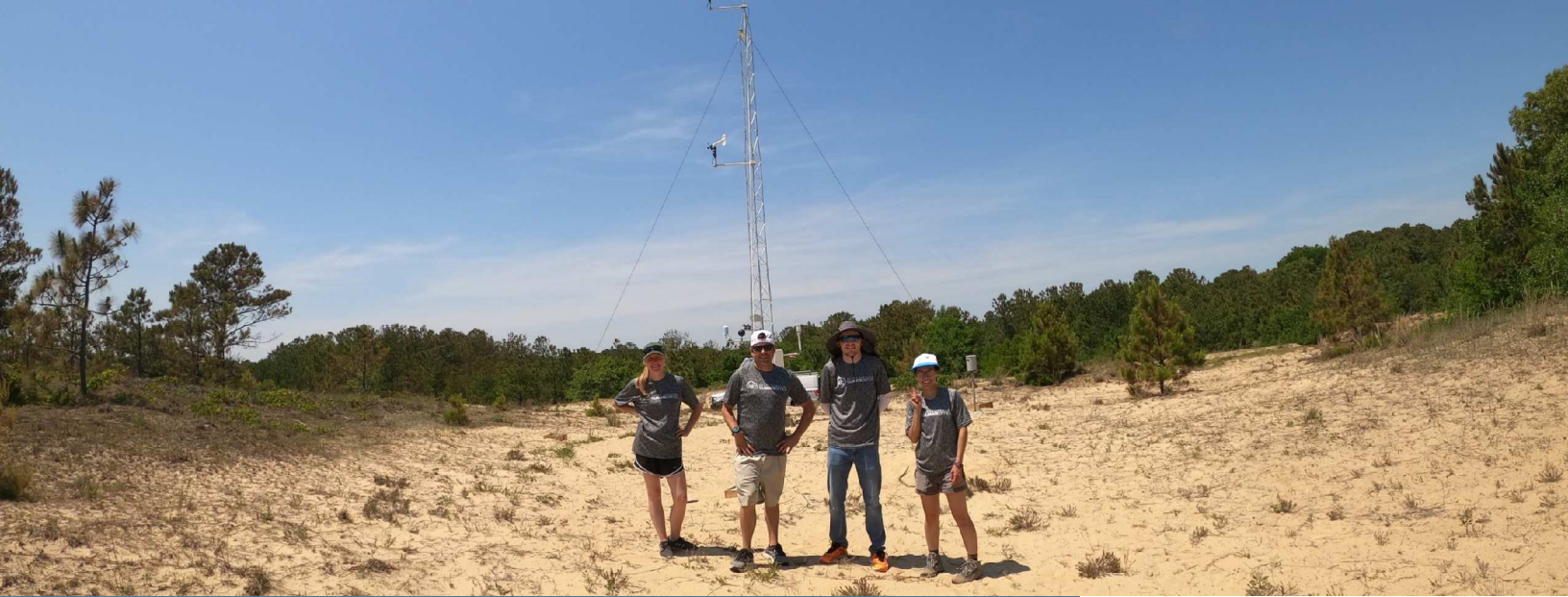


Expand Product  
Offerings



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

# Find Us



We are happy to hear from you. You can easily reach us using the following contact details.

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