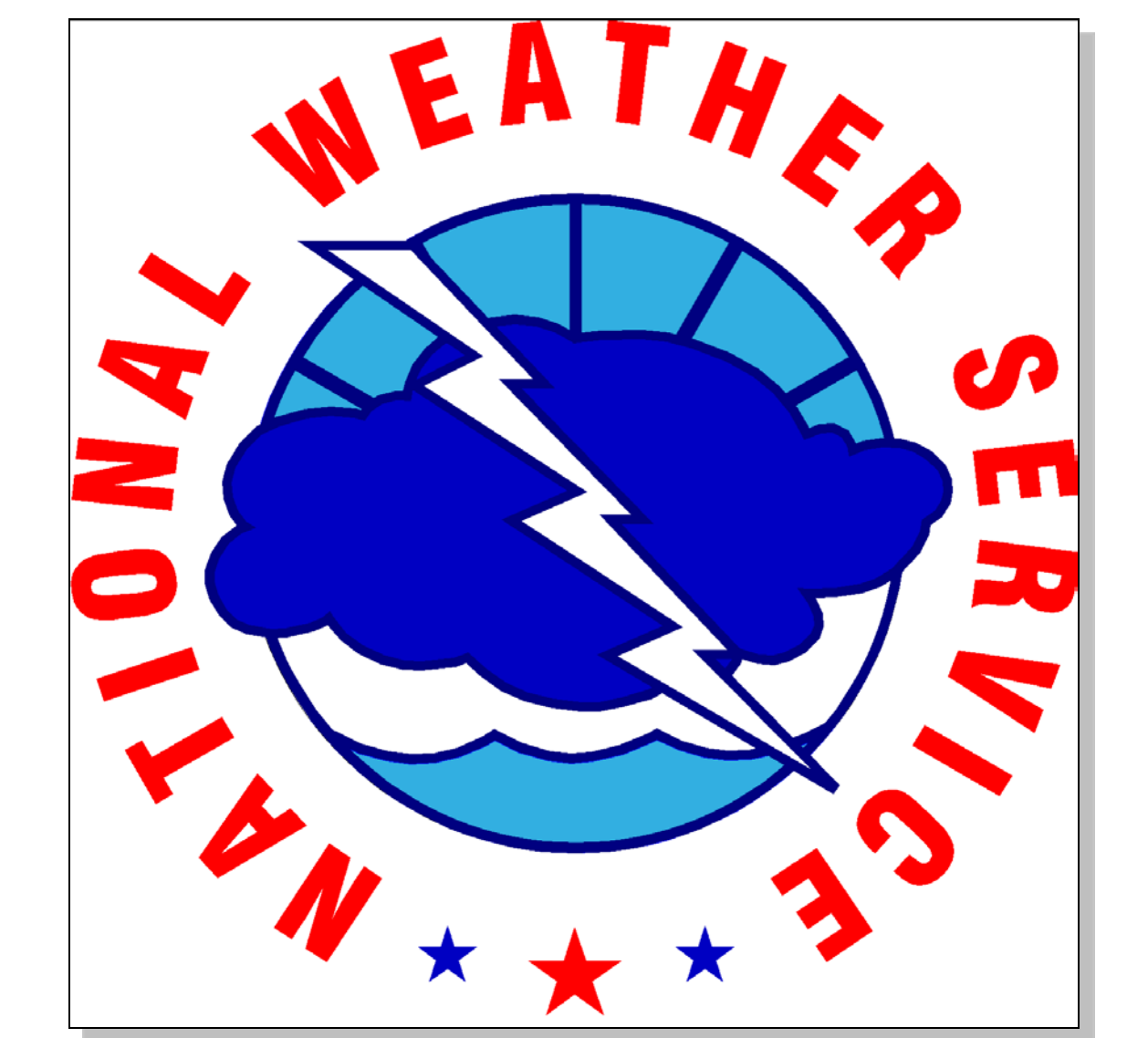


Raising Flood Safety Awareness with High Water Mark (HWM) Commemorative and "Turn Around, Don't Drown" (TADD) Signs



Michael Moneypenny
NOAA/National Weather Service
Raleigh, North Carolina

The Goals

- 1) To directly promote flood safety through installation of permanent signs at points known to flood periodically.
- 2) To promote community flood awareness through installation of permanent signs commemorating historical floods.

Sign Benefits

TADD

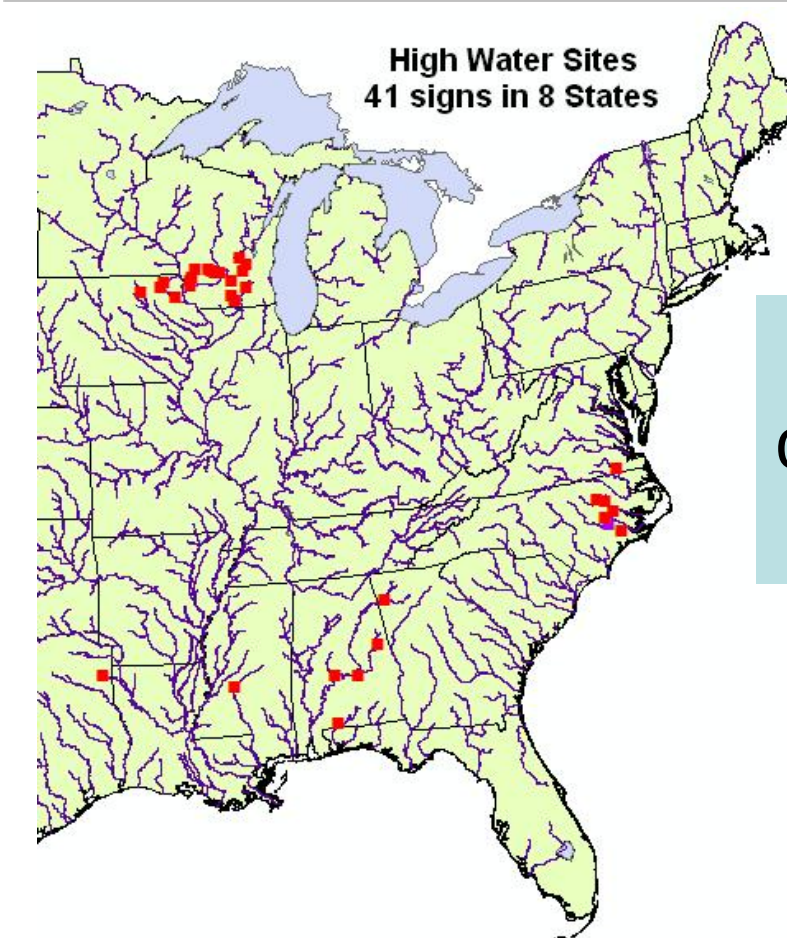
The National Weather Service promotes flood safety awareness a number of ways, such as Flood Safety Awareness Week broadcasts over NOAA Weather Radio All Hazards, on its internet web pages, and through promotional handouts and talks. While these means are effective, permanent signs installed at locations that flood periodically *guarantee* that the safety message will be seen by those in potential danger.

HWM

These signs are erected at locations which receive significant foot traffic (public buildings, city parks, etc). They are intended to cause pedestrians to pause and consider what consequences might result from recurrence of such a flood.



High water mark sign installation offers an ideal opportunity to coordinate an 'unveiling' ceremony involving local emergency management and elected officials, media, and partnering agencies, such as the U.S. Geological Survey. Newspapers will use excerpts from press releases issued prior to the event.



There's plenty of room on the map for a HWM sign in your hydrologic service area



Trenton, NC



Tarboro, NC
City Hall



Rocky Mount, NC
City Park



Rocky Mount, NC
City Greenway

TADD sign installation typically requires 2 signs, which must meet DOT specifications. These specifications (i.e. size and reflectivity) can vary, depending on which level of DOT authority (city, county, state, federal) is responsible for maintenance and sign installation on that particular road.



Don't blame me!
The city wanted it this high!
Maybe they wanted to use it as a backup basketball goal!

Information and a sampling of the many additional creative projects which have spun off from the NWS's TADD campaign can be found at: <http://tadd.weather.gov>



TADD sign installation is a challenge as the NWS does not fund the signs, and can only encourage their use. As two signs are usually needed per installation, the cost (i.e. USDOT-spec, heavy-gage prismatic signs) is approximately \$160.

WFO Morristown has pointed the way for Emergency Management, through grants from State Farm Insurance Company and Wal-Mart, to purchase Turn Around Don't Drown (TADD) warning signs. Both State Farm Insurance and Wal-Mart offer grant programs that can be used by the local EMs for the purchase of TADD signs. While the NWS is not allowed to apply for these grants directly, we can alert EMs of these grant opportunities.

HWM signs for ER are purchased from the North Carolina Dept. of Corrections and cost can be covered by regional AHPS funding. Templates and additional information and tips can be found at: http://www.weather.gov/os/water/high_water