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PNSWSH

Public Information Notice PNS 17-01
National Weather Service Headquarters Silver Spring MD
725 AM EST Mon Jan 23 2017

To: Subscribers:
-NOAA Weather Wire Service
-Emergency Managers Weather Information Network
-NOAAPORT
Other NWS partners and NWS employees

From: Eli Jacks, Chief, Forecast Services Division

Subject: NWS Hazard Simplification Project Activity #3:
Collecting Public Comments on a Winter Weather Hazard
Messaging "Episode" through February 19, 2017

NWS is requesting comments on the latest stage of its Hazard
Simplification (Haz Simp) project through February 19, 2017

The purpose of the Haz Simp project is to explore options for
simplifying and clarifying NWS's hazard messaging, with a focus
on the Watch, Warning and Advisory (WWA) system.

This is the first in a series of opportunities to collect public
comments on different types of hazard messaging approaches. We
have built these alternative approaches into a series of
"Episodes," which carry users through a winter storm from before
the time it begins to the time it ends. Some approaches use terms
other than "Watch," "Warning," and/or "Advisory."

For this episode, we focus on a winter storm scenario and offer
alternative hazard messaging approaches to those used in today's
WWA system. Users are asked to view the episode from one of two
perspectives. The first perspective is for regions that do not
receive winter precipitation often ("Mild" Climate); the second
is for colder regions that are accustomed to winter precipitation
("Cold" Climate).

Users will be randomly assigned either to 1) comment on one of
three messaging alternatives for this winter episode or 2) view
how our current hazard messaging would apply for this case.

Please note that there are no immediate plans for change;
however, your comments will play a major role in any future
decisions.

Background on how these prototypes were developed can be found on
our Haz Simp homepage:

<http://www.weather.gov/hazardsimplification/>

The surveys will be completed via the links below:

Mild Climate Survey:

<https://www.surveymonkey.com/r/D89MM35>

Cold Climate Survey:

<https://www.surveymonkey.com/r/D822XXN>

For more information, please email:

hazsimp@noaa.gov

National Public Information Notices are online at:

<http://www.weather.gov/om/notif.htm>

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