

# Severe Weather Coordination

# Long-range Planning

- Relationships
  - Local/State emergency managers, first responders
  - Social and fraternal organizations and NGOs
  - Schools
  - Public
- Capabilities
  - Briefings and presentations
  - Visits to weather offices with equipment demonstrations
  - Participate in exercises
    - Participate in planning and exercise play
    - Demonstrate capabilities

# Event Planning

- Provide long-range outlooks
  - Seasonal – spring, summer, etc
  - Event – Winter, flood, typhoon
  - Emphasize
    - departures from normal
    - basis of forecast
    - degree of uncertainties – compare to recent, past, and record events
    - Strategic vs. tactical - National, Regional, local
      - “Eastern third of nation”, “Northeast”, “east of major landmark”
  - Use actionable terms

# Immediate Planning

- High light confluence of events
  - Red River North floods - Dakotas
    - Heavier than normal snowpack
    - Saturation of ground
    - Rapid spring warm-up
  - Mudslides – Colorado, California
    - Heavier than normal snowpack
    - Lack of vegetation due to wildfires
    - Rapid spring warm-up
- Brief early and often
  - Potential for Red River floods briefed to local, state and Federal leadership beginning in Jan – 3 months before event
  - Update at least weekly

# Alerts and Warnings

- Be pro-active
  - Reach out, offer briefings
  - Establish relationships early
  - Highlight successes but don't hide uncertainty
  - Use inter-active web-based conferencing
    - Go-To Meeting
  - Provide recommendations
    - Provide complete information
    - Discuss uncertainty
    - DON'T MAKE DECISIONS

# Alerts and Warnings

- Public
  - Educate, educate, educate!!!
  - Establish credibility
  - Be approachable
    - Social media
    - Establish Facebook pages, Twitter accounts
    - Internet homepages for specific events
  - Offer facility tours
  - Speak to groups

# Before and During the Event

- Alerting and warning
  - Local, state and Federal Officials
    - Video teleconferencing
    - Teleconferences
  - Public
    - NOAA Weather Radio, All-Hazards
  - Use Internet and social media
    - Twitter, Facebook
    - Establish special web-pages for specific events

# After

- After-action reports
  - Include Social Scientists when developing surveys
  - Interview as many people in affected areas as possible
  - Identify gaps and propose solutions
  - Use video-teleconferences to gather information from the largest possible set of customers
  - Use in-person surveys to gather information and illustrate concern