

Hazards Simplification Project Case Study Survey
(For WFO Partners)

The purpose of this survey data is to gather information on the strengths and weaknesses of the current National Weather Service (NWS) Watch, Warning, Advisory system from a **hazard messaging** standpoint.

Instructions: This survey asks you to respond to series of questions about a particular hazardous weather event where the messaging did (or did not) work well from your viewpoint or from the viewpoint of your community or audience. For example, you might consider a snowstorm or convective event where watch, warning, and advisory system enabled you to translate the messaging well; or conversely, a flash flood event where the system did not effectively empower you to communicate the expected impacts. You can also consider your general experience with specific types of hazardous weather, rather than a particular event.

If you have more than one experience that you would like to use as the basis for completing this survey (perhaps one highlighting strengths and another weaknesses), please focus on one experience at a time. You may submit a second survey, if you choose. Please focus on the messaging and resulting actions— not on whether a forecast was accurate or verified.

If you have any graphics or supporting documentation that you want to submit related to your experience, please email them separately to hazsimp@noaa.gov. Please title or label your supporting material so that it corresponds with your submission.

Submissions are due by June 30, 2015.

For any questions, please email them to hazsimp@noaa.gov.

Paperwork Reduction Act Statement: Public reporting burden for this collection of information is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other suggestions for reducing this burden to Sarah Brabson, NOAA National Weather Service, SSMC 2, Room 17205, 1325 East West Highway, Silver Spring, MD. Notwithstanding any other provisions of the law, no person is required to respond to, nor shall any person be subjected to a penalty for failure to comply with, a collection of information subject to the requirements of the Paperwork Reduction Act, unless that collection of information displays a currently valid OMB Control Number.

Confidentiality Statement: All data will remain anonymous, unless you provide us with your contact information to follow up. If you choose not to do this, the data will remain confidential including no collection of device IP addresses.

1. Which category best describes your job? Please choose only one.
 - a. Emergency Management
 - b. First Responder
 - c. Department of Transportation or Public Works
 - d. School or University
 - e. Hospital, or other medical facility
 - f. Insurance or Reinsurance
 - g. Other

2. Please describe your job responsibilities in relation to using or conveying weather information.

Consider a hazardous weather event or a general experience with specific types of hazardous weather situations where the messaging did (or did not) work well from your viewpoint or from the viewpoint of your community or audience.

3. Please briefly describe the weather situation or your general experience. Include date(s) of the event (if applicable). Please use lay terms to the extent possible.
4. Why are you selecting this event or general experience?
5. If you recall, please list the watch, warning, and advisory products and other NWS statements that were issued, or share the products you generally receive for the type of event you have in mind.
6. How do you normally hear about weather watches, warnings or advisories? Please explain.
7. How did you use, if at all, the watch, warning, or advisory products issued for this event?
8. Please describe the utility of the weather messaging for that event.
 - a. What worked well for you?
 - b. What could have worked better for you?
9. What decision processes did you make based on the weather messaging?
10. Did the watch, warning, and advisory system adequately enable you to make the appropriate decision? Why or why not? Please include factors related to the predicted hazard location and timing, as well as articulation of forecaster confidence, potential impacts, and recommended actions.
11. Do you have any ideas as to how to resolve the current watch, warning, and advisory system challenges or limitations you described in this survey? Please explain.
12. Are there any features of the watch, warning, and advisory system that you feel must be maintained? Please explain.
13. Were there other factors outside of the watch, warning, and advisory system that shaped your ability to respond?

This concludes this survey. We appreciate the time and effort you took in answering the questions. Our team will thoroughly review your responses, consider your ideas, and aggregate the findings. As part of our analysis efforts, we may need to clarify ideas or suggestions. If you are willing to share your identity, and have the Hazard Simplification team follow up with you, please provide your email address in the form below. This is strictly voluntary.

Hazards Simplification Project Case Study Survey (For Broadcasters)

*The purpose of this survey is to gather information on the strengths and weaknesses of the current National Weather Service Watch, Warning, and Advisory system from a **hazard messaging** standpoint.*

Instructions: *This survey asks you to respond to series of questions about a particular hazardous weather event where the messaging did (or did not) work well from your viewpoint or from the viewpoint of your community or audience. For example, consider a snowstorm or convective event where watch, warning, and advisory system enabled you to translate the messaging well; or conversely, an example of a flash flood event where the system did not effectively empower you to communicate the expected impacts. You can also consider your general experience with specific types of hazardous weather situations as you answer the survey questions, rather than a particular event.*

If you have more than one experience that you would like to use as the basis for completing this survey (perhaps one highlighting strengths and another weaknesses), please focus on one experience at a time. You may submit a second survey, if you choose. Please focus on the messaging and resulting actions— not on whether a forecast was accurate or verified.

If you have any graphics or supporting documentation that you want to submit related to your experience, please email them separately to hazsimp@noaa.gov. Please title or label your supporting material so that it corresponds with your submission.

Submissions are due by June 30, 2015.

For any questions, please email them to hazsimp@noaa.gov.

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Confidentiality Statement: All data will remain anonymous, unless you provide us with your contact information to follow up. If you choose not to do this, the data will remain confidential including no collection of device IP addresses.

1. Which type of media best describes your job description? Choose only one.
 - a. National media
 - b. Local/small-sized market
 - c. Local/medium-sized market
 - d. Local/ large-sized market
 - e. Print
 - f. Radio
 - g. Newspaper online
 - h. Other online
 - i. Other
2. Please indicate the geographic area or media market of your audience (e.g., national, Chicago).
3. Please generally describe your client base. For example, do you work with specific sectors or a diverse set of clients? Do you work with a national client base, or work more local/regionally?
4. How do you use or convey weather information as part of your job responsibilities?

Consider a hazardous weather event or a general experience with specific types of hazardous weather situations where the messaging did (or did not) work well from your viewpoint or from the viewpoint of your community or audience.

5. Please briefly describe the weather situation or your general experience. Include date(s) of the event (if applicable). Please use lay terms to the extent possible.
6. Why are you selecting this event or general experience?
7. If you recall, please list the watch, warning, and advisory products and other NWS statements that were issued, or share the products you generally receive for the type of event you have in mind.
8. Among the watch, warning, or advisory products or other NWS statements issued, which ones did you share via any media (on air, radio, print, web, etc.) with your audience or clients?
9. How did you convey the information provided by the watch, warning, advisory products/statements?
10. Did the watch, warning, advisory system adequately enable you to convey the hazard information? Why or why not? Please include factors related to the predicted hazard location and timing, as well as articulation of forecast confidence, potential impacts, and recommended actions.
11. From a hazard messaging standpoint, how was the watch, warning, advisory system effective? Please explain.

12. Do you have any ideas as to how to resolve the current watch, warning, and advisory system challenges or limitations you described in this survey? Please explain.
13. Are there any features of the watch, warning, and advisory system that you feel must be maintained? Please explain.
14. Were there other factors outside of the watch, warning, and advisory system that shaped your ability to convey the hazard messaging?

This concludes this survey. We appreciate the time and effort you took in answering the questions. Our team will thoroughly review your responses, consider your ideas, and aggregate the findings. As part of our analysis efforts, we may need to clarify ideas or suggestions. If you are willing to share your identity, and have the Hazard Simplification team follow up with you, please provide your email address in the form below. This is strictly voluntary.