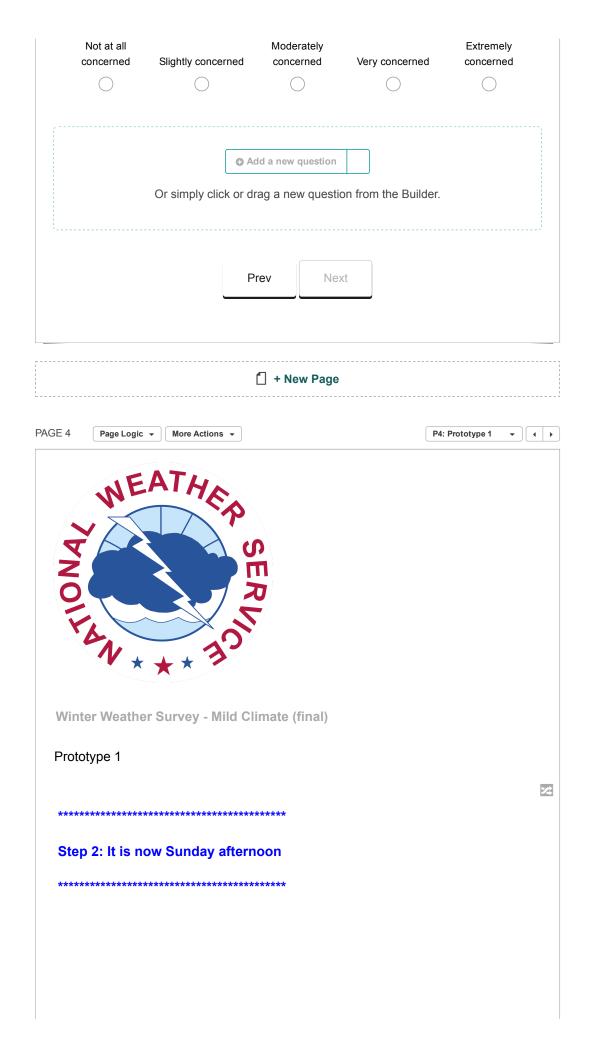
OUTLOOK FOR SNOW ... Snow with at times blowing snow expected to start Monday morning and continue through Tuesday... Alert Level: Outlook Forecast Confidence - Possible Potential Impact - Moderate What: Accumulating snow, with increasing winds and blowing snow, is possible Monday into Tuesday. Where: Areas west of Any Town. When: Monday morning through Tuesday. Actions: Be aware that you may need to make alternative travel arrangements. **Additional Details:** http://www.nws.noaa.gov/om/winter/index.shtml Based on the information provided above: 1. What action are you most likely to take at this time? Please select one. Purchase supplies (food, water, etc.). Plan for future travel disruptions. Allow extra travel time for the day's activities. Stay home. Nothing needed. 2. How confident are you that there will be at least some snow on Monday? Moderately Not at all confident Slightly confident Confident Very confident Extremely confident 3. At this time, how concerned are you about this storm causing at least some inconvenience? Not at all Moderately Extremely concerned Slightly concerned concerned Very concerned concerned

4. At this time, how concerned are you about this storm causing a city-wide shutdown?



Urgent - Weather Message National Weather Service

	201 PIN EST	Sun Feb 12 201	1		
	WATCH FOR	RSNOW			
		iting snow begir sday afternoon.		morning	
	Alert Level:	Watch - Prepare	For Snow		
		nfidence - Likel pact - Moderate			
	morning with blowing snow Where: Area When: Mone Actions: Be	mulating snow is increasing winds was west of Any Today morning through planning for a series; adjust plans as	and the possib own. ugh Tuesday af alternative trave	ternoon.	
	Additional E	<u>Details:</u> ws.noaa.gov/om/\	winter/index.sht	ml	
Bas	sed on the inf	formation provide	ed:		
		you now most lik			elect to continue
	Purchase supplie	es (food, water, etc.).			
	Plan for future tr	avel disruptions.			
	Allow extra trave	el time for the day's ac	tivities.		
	Stay home.				
	Nothing needed				
	Other (please sp	pecify)			
6. H	ow confident	are you that there	will be at least s	some snow on M	onday?
Not	at all confident	Slightly confident	Moderately confident	Very confident	Extremely confident

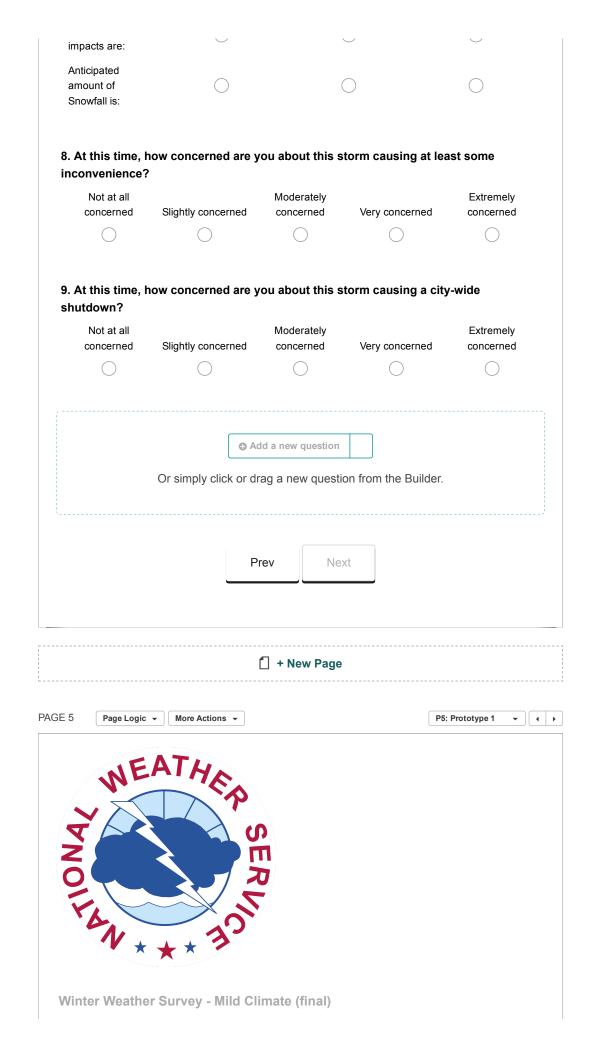
7. Compared to the last forecast, what (if anything) do you think has changed?

Increasing

Anticipated

Decreasing

Staying the Same



10. What action are you now most likely to take at this time? You no continue doing something you chose before, or you can make and Purchase supplies (food, water, etc.).

Plan for travel disruptions.

Allow extra travel time for the day's activities.

Stay home.

Nothing needed.

Other (please specify)

Nick of all confident	Olimbath	Moderately	\/	Fritzensk, samfidan
Not at all confident	Slightly confident	confident	Very confident	Extremely confider
12. Compared to	the last forecast, w			
	Increasing	Deci	reasing	Staying the Same
Anticipated impacts are:			\bigcirc	\bigcirc
Anticipated amount of Snowfall is:				\bigcirc
13. At this time, h	now concerned are	you about this	storm causing at	least some
Not at all concerned	Slightly concerned	Moderately concerned	Very concerned	Extremely concerned
14. At this time, h shutdown?	now concerned are	you about this	storm causing a	city-wide
	now concerned are	you about this Moderately concerned	storm causing a Very concerned	city-wide Extremely concerned
shutdown? Not at all		Moderately		Extremely
shutdown? Not at all	Slightly concerned	Moderately		Extremely
shutdown? Not at all concerned	Slightly concerned	Moderately concerned	Very concerned	Extremely concerned
shutdown? Not at all concerned	Slightly concerned Or simply click or di	Moderately concerned	Very concerned	Extremely concerned
shutdown? Not at all concerned	Slightly concerned Or simply click or di	Moderately concerned	Very concerned	Extremely concerned



Winter Weather Survey - Mild Climate (final)

Prototype 1

Step 4: It is now Monday afternoon and the forecast has been updated

Urgent - Weather Message National Weather Service 301 PM EST Mon Feb 13 2017

WARNING FOR HEAVY SNOW

...Snow and blowing snow with another 6-12 inches through Tuesday...

Alert Level: Warning - Take Action

Forecast Confidence - Observed Impact - Moderate

What: An additional 8-12 inches will accumulate through

Tuesday; blowing snow also expected **Where**: Areas west of Any Town.

When: Now through Tuesday afternoon

Actions: STAY HOME! Roads will become treacherous

for traveling

State Road Conditions Link

Additional Details:

http://www.nws.noaa.gov/om/winter/index.shtml

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	are you now most li comething you chos	-		=
_	lies (food, water, etc.).			
Allow extra trav	el time for the day's ac	tivities.		
Stay home.				
Nothing needed	1 .			
Other (please s	pecify)			
6. How confider	nt are you that there	will be at leas Moderately confident	t some snow on N	flonday? Extremely confiden
\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Anticipated impacts are:	Increasing	Decr	reasing	Staying the Same
-	Increasing	Deci	reasing	Staying the Same
impacts are: Anticipated amount of Snowfall is:	Increasing one concerned are			
impacts are: Anticipated amount of Snowfall is:				
impacts are: Anticipated amount of Snowfall is: 18. At this time, inconvenience? Not at all	now concerned are	you about this Moderately	storm causing at	least some
impacts are: Anticipated amount of Snowfall is: 8. At this time, I nconvenience? Not at all concerned	now concerned are	you about this Moderately concerned	storm causing at	least some Extremely concerned
impacts are: Anticipated amount of Snowfall is: 8. At this time, it is a should be s	now concerned are Slightly concerned	you about this Moderately concerned you about this Moderately	storm causing at Very concerned storm causing a	least some Extremely concerned city-wide Extremely
impacts are: Anticipated amount of Snowfall is: 8. At this time, inconvenience? Not at all concerned 9. At this time, inconvenience?	now concerned are Slightly concerned	you about this Moderately concerned	storm causing at	least some Extremely concerned City-wide

	Prev	Next		
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PAGE 7 Page Logic • M	lore Actions 🔻		P7: Prototype 1	• • •
Winter Weather Sur Prototype 1		e (final)		
********	******	*****		×
Step 5: It is now la	te in the evening	on Tuesdav		

Urgent - Weather Message National Weather Service 1155 PM EST Tues Feb 14 2017

WARNING FOR SNOW AND BLOWING SNOW CANCELLED

...Snow and Blowing Snow event is winding down; light snow with little additional accumulation. Snowfall of 8-12 inches has left roads snow covered and slippery...

Forecast Confidence - Observed Impact - Moderate

<u>What:</u> Snow will come to an end this evening; expect light snow with little additional accumulation. Snowfall of 6-12 inches has left roads snow covered and treacherous.

Where: Areas west of Any Town.

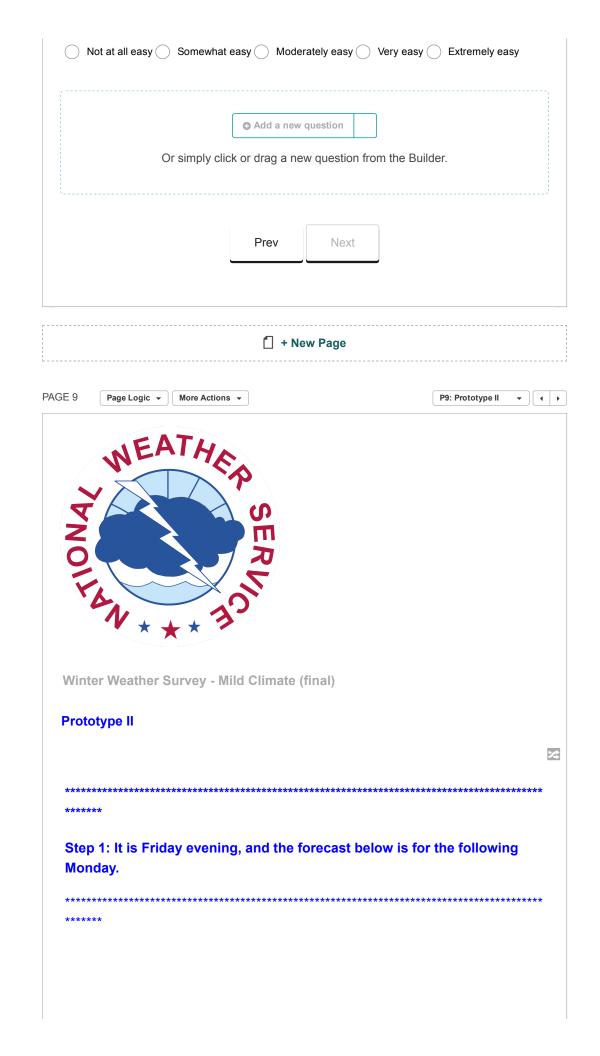
When: Conditions will continue to improve overnight Actions: Continued caution while traveling is advised

State Road Conditions Link

Additional Details:

http://www.n	ws.noaa.gov/om/wir	nter/index.shtm	nl .	
take at this time	ne information provice? You may elect to canother selection.		-	-
O Purchase sup	oplies (food, water, etc.).			
Allow extra tra	avel time for the day's ac	tivities.		
Stay home.				
Nothing need	ed.			
Other (please	e specify)			
21. At this time	, how concerned are	you that the st	orm will continue	to cause adverse
impacts?				
Not at all concerned	Slightly concerned	Moderately concerned	Very concerned	Extremely concerned
,				
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1 1 1 1 1	Or simply click or di	rag a new guesti	ion from the Builder	
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Vinter Weathe		lild Climate (fin	al)		
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Prototype 1 ***********************************	**************************************	les the event. totype. ***********************************	****** Please ans ***** tain parts of Moderately	**************************************	wing **** nelpful did Extremely



National Weather Service 729 PM EST Friday Feb 10 2017

Outlook: Be Aware. Possibility of Snow Monday and Tuesday

Forecast Confidence - Possible Potential Impact - Moderate

What: Accumulating snow, with increasing winds and blowing snow, is possible Monday into Tuesday.

Where: Areas west of Any Town.

When: Monday morning through Tuesday.

Actions: Be aware that you may need to make

alternative travel arrangements.

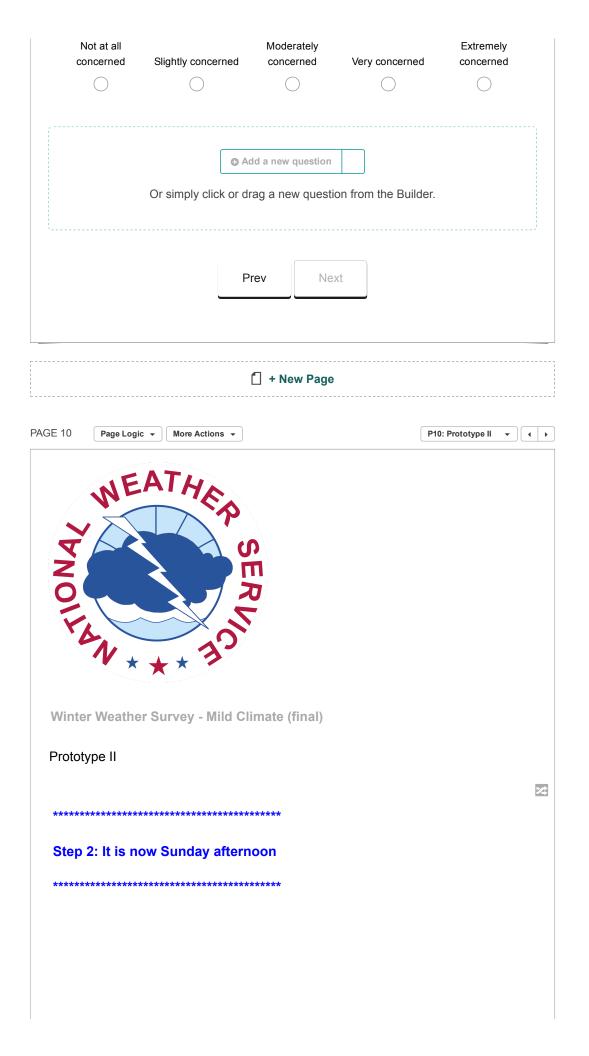
Additional Details:

http://www.nws.noaa.gov/om/winter/index.shtml

Based on the information provided above:

24 What action a	ıre you most likely t	to take at this ti	ima? Plaasa sala	ct one
	ies (food, water, etc.).	to take at tills ti	inic: i icase selev	ot one.
	ravel disruptions.			
Allow extra trave	el time for the day's act	ivities.		
Stay home.				
Nothing needed	I.			
Other (please s	pecify)			
25. How confiden	nt are you that there	will be at least	t some snow on M	/londay?
Not at all confident	Slightly confident	Moderately confident	Very confident	Extremely confident
26. At this time, hinconvenience?	now concerned are	you about this	storm causing at	least some
Not at all	Olimbah	Moderately	\/	Extremely
concerned	Slightly concerned	concerned	Very concerned	concerned
27. At this time. h	now concerned are	vou about this	storm causing a	citv-wide

27. At this time, how concerned are you about this storm causing a city-wide shutdown?



Urgent - Weath	er Message			
National Weath	er Service			
207 PM EST St	un Feb 12 2017			
Outlook: Cot l	Dronarad			
Outlook: Get I	erepared. owfall Likely Mo	nday		
Olgimicant On	owian Likely Mo	liday		
Forecast Conf Potential Impa	-			
morning with in-	lating snow is exp creasing winds ar west of Any Town	nd the possibility	•	
	y morning through	-	noon.	
_	n planning for alte			
arrangements;	adjust plans as ne	ecessary.		
Additional Det http://www.nws.	ails: .noaa.gov/om/win	ter/index.shtml		
	ormation provide		is time? You ma	ay elect to
continue doing so	mething you chos	e before, or you	can make anoti	ner selection.
O Purchase supplied	es (food, water, etc.).			
Plan for future tra	avel disruptions.			
Allow extra trave	I time for the day's act	ivities.		
Stay home.				
Nothing needed.				
Other (please sp	ecity)			
29. How confident	are you that there	will be at least	some snow on I	Monday?
		Moderately		
Not at all confident	Slightly confident	confident	Very confident	Extremely confident
00 0	h - l4 f 4	J4 (!# 4 -!\	ala assas Alabada la la	
SU. Compared to t	he last forecast, w		_	_
	Increasing	Decre	asing	Staying the Same
Anticipated impacts are:				
•				
Anticipated amount of				

Not at all concerned Slightly concerned concerned Very concerned concerned Add a new question Or simply click or drag a new question from the Builder. Prev Next Prev Next	Not at all concerned	Slightly concerned	Moderately concerned	Very concerned	Extremely concerned
Not at all Moderately Extremely concerned Slightly concerned concerned Very concerned concerned Add a new question Or simply click or drag a new question from the Builder. Prev Next Prev Next Page Logic More Actions Prototype II	\bigcirc				
Concerned Slightly concerned concerned Very concerned concerned Add a new question Or simply click or drag a new question from the Builder. Prev Next Prev Next Page Logic More Actions P11: Prototype II PEATHON	. At this time utdown?	e, how concerned are	you about this	storm causing a ci	ty-wide
Or simply click or drag a new question from the Builder. Prev Next Prev Next Page Logic More Actions P11: Prototype II PEATHON		Slightly concerned		Very concerned	
Or simply click or drag a new question from the Builder. Prev Next	Concerned	Slightly concerned	Concerned	O	Concerned
Or simply click or drag a new question from the Builder. Prev Next					
Or simply click or drag a new question from the Builder. Prev Next					
Prev Next		⊕ A	dd a new question		
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Stop 2.					
Step 3:	It is nov	v early Monda	ly morning		
******	*****	******	*****		
Urgent	t - Weath	ner Message			
		ner Service			
335 AN	M EST N	10n Feb 13 201	17		
_		ng: Moderate	Snowfall Today.		
Take A	Action				
		fidence - Obse	erved		
Impac	t - Mode	erate			
			w, expect 4-6 inc	•	
			of snow Tuesday.		
		west of Any To			
			ugh Tuesday afte al travel time. R		
		and dangerou		toaus will	
		Conditions Link			
	onal De	tails:			
	onal De	tails:	winter/index.shtn	nl	
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http://v Based o 33. What continue Purcha Allow o Stay h Nothin Other	onal De www.nws n the inf action at doing so ase supplie or future tr extra trave nome. ng needed. (please sp	tails: s.noaa.gov/om/ formation provi re you now mos omething you ch es (food, water, etc avel disruptions. el time for the day's	winter/index.shtn ded: t likely to take at t nose before, or yo	his time? You ma u can make anoth	ner selection.

	Increasing	Decr	easing S	Staying the Same
Anticipated impacts are:	\bigcirc	(\bigcirc
Anticipated amount of Snowfall is:	0	(\supset	\bigcirc
36. At this time	e, how concerned are	you about this	storm causing at	least some
Not at all		Moderately		Extremely
concerned	Slightly concerned	concerned	Very concerned	concerned
	⊕ Ac	dd a new question		
	Or simply click or dr	ag a new questi	on from the Builder	
	Pi	rev Nex	xt	
		rev Nex	xt	



Winter Weather Survey - Mild Climate (final)

Prototype II

Step 4: It is now Monday afternoon and the forecast has been updated

Urgent - Weather Message National Weather Service 301 PM EST Mon Feb 13 2017

Red Warning: Heavy Snow Now Expected. Take Action

Forecast Confidence - Observed Impact - Moderate

What: An additional 8-12 inches will accumulate through

Tuesday; blowing snow also expected **Where:** Areas west of Any Town.

When: Now through Tuesday afternoon

Actions: STAY HOME! Roads will become treacherous

for traveling

State Road Conditions Link

Additional Details:

http://www.nws.noaa.gov/om/winter/index.shtml

Based on the information provided:

冷

Purchase suppli	es (food, water, etc.).			
Allow extra trave	el time for the day's act	tivities.		
Stay home.				
Nothing needed				
Other (please s	pecify)			
39 How confiden	t are you that there	will he at leas	t some snow on l	Monday?
33. HOW COMINGEN	t are you that there	Moderately	t some snow on i	wonday:
Not at all confident	Slightly confident	confident	Very confident	Extremely confider
10. Compared to	the last forecast, w			
Anticipated	Increasing	Deci	reasing	Staying the Same
Anticipated impacts are:			\bigcirc	
Anticipated				
•				
amount of Snowfall is: 11. At this time, h	now concerned are	you about this	storm causing at	t least some
amount of Snowfall is: 41. At this time, h nconvenience? Not at all		Moderately		Extremely
amount of Snowfall is: 11. At this time, h nconvenience?	now concerned are Slightly concerned		storm causing at	
amount of Snowfall is: 41. At this time, h inconvenience? Not at all		Moderately		Extremely
amount of Snowfall is: 41. At this time, heinconvenience? Not at all concerned 42. At this time, heshutdown? Not at all	Slightly concerned	Moderately concerned you about this Moderately	Very concerned	Extremely concerned city-wide Extremely
amount of Snowfall is: 41. At this time, h inconvenience? Not at all concerned 42. At this time, h shutdown?	Slightly concerned	Moderately concerned you about this	Very concerned	Extremely concerned
amount of Snowfall is: 41. At this time, heinconvenience? Not at all concerned 42. At this time, heshutdown? Not at all	Slightly concerned	Moderately concerned you about this Moderately	Very concerned	Extremely concerned city-wide Extremely
amount of Snowfall is: 41. At this time, heinconvenience? Not at all concerned 42. At this time, heshutdown? Not at all	Slightly concerned are Slightly concerned	Moderately concerned you about this Moderately	Very concerned	Extremely concerned city-wide Extremely
amount of Snowfall is: 41. At this time, h inconvenience? Not at all concerned 42. At this time, h shutdown? Not at all concerned	Slightly concerned are Slightly concerned	Moderately concerned you about this Moderately concerned	Very concerned storm causing a Very concerned	Extremely concerned city-wide Extremely concerned
amount of Snowfall is: 41. At this time, h inconvenience? Not at all concerned 42. At this time, h shutdown? Not at all concerned	Slightly concerned cow concerned are Slightly concerned	Moderately concerned you about this Moderately concerned	Very concerned storm causing a Very concerned	Extremely concerned city-wide Extremely concerned



Urgent - Weather Message National Weather Service 1155 PM EST Tues Feb 14 2017

Stay Ready: Roads Remain Hazardous

Forecast Confidence - Observed Impact - Moderate

<u>What</u>: Snow will come to an end this evening; expect light snow with little additional accumulation. Snowfall of 6-12 inches has left roads snow covered and treacherous.

Where: Areas west of Any Town.

When: Conditions will continue to improve overnight **Actions:** Continued caution while traveling is advised

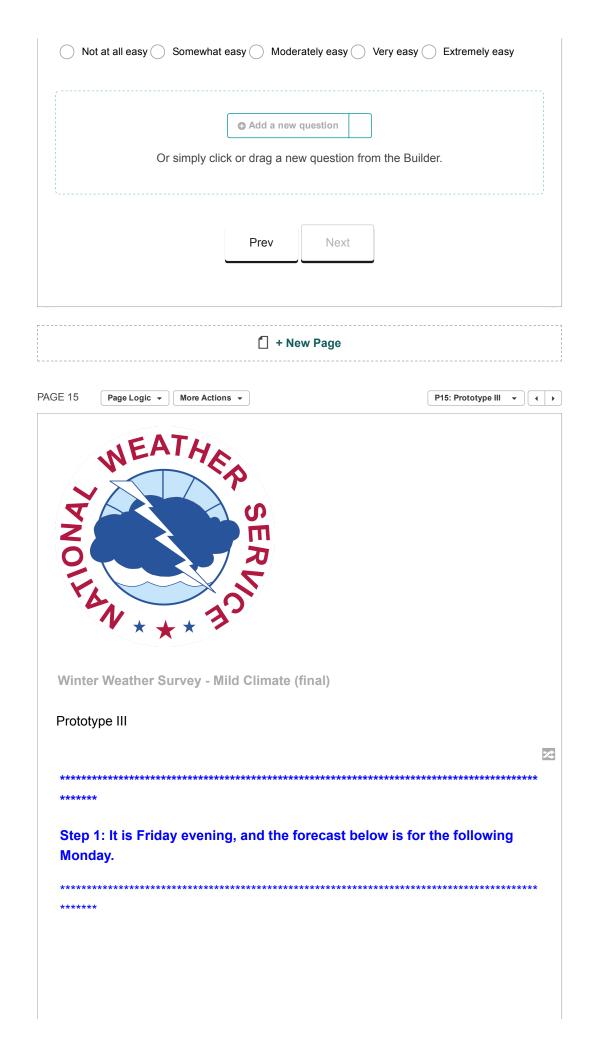
State Road Conditions Link

Additional Details:

http://www.nws.noaa.gov/om/winter/index.shtml

	e information provide? You may elect to d		-	-
	nother selection.		•	·
Purchase supp	plies (food, water, etc.).			
Allow extra tra	ivel time for the day's ac	tivities.		
Stay home.				
Nothing neede	ed.			
Other (please	specify)			
(1	-1 37			
		you that the st	orm will continue to	o cause advers
	how concerned are Slightly concerned	you that the st	orm will continue to	Extremely concerned
. At this time, pacts?	how concerned are	Moderately		Extremely

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E 14 Page Logic	▼ More Action	ns 🔻		P14: Pro	ototype II 🔻
O FA		RIO			
Winter Weather	**/	ild Climate (fi	nal)		
	Survey - M	*****		****	*****
Winter Weather Prototype II **********************************	Survey - M	es the event. otype. ***********************************	************* Please ans	wer the follo	owing ******
Winter Weather Prototype II **********************************	Survey - M	es the event. otype. ***********************************	************* Please ans	wer the follo	owing ******
Winter Weather Prototype II **********************************	Survey - M	es the event. otype. ***********************************	****** Please ans ****** ***** rtain parts of Moderately	**************************************	wing ****** helpful did Extremely



National Weather Service 729 PM EST Friday Feb 10 2017

Significant Snow Possible Monday: Be Aware

Forecast Confidence - Possible Potential Impact - Moderate

<u>What:</u> Accumulating snow, with increasing winds and blowing snow, is possible Monday into Tuesday.

Where: Areas west of Happy Town.

When: Monday morning through Tuesday.

Actions: Be aware that you may need to make alternative

travel arrangements.

Additional Details:

inconvenience?

Not at all

concerned

http://www.nws.noaa.gov/om/winter/index.shtml

Based on the inf	ormation provide	d above:		
47. What action a	re you most likely t	to take at this ti	me? Please sele	ct one.
Purchase supplie	es (food, water, etc.).			
O Plan for future tr	avel disruptions.			
Allow extra trave	I time for the day's act	ivities.		
Stay home.				
Nothing needed.				
Other (please sp	pecify)			
48. How confident	t are you that there	will be at least	some snow on I	Monday?
Not at all confident	Slightly confident	Moderately confident	Very confident	Extremely confident
\bigcirc				

50. At this time, how concerned are you about this storm causing a city-wide shutdown?

Slightly concerned

49. At this time, how concerned are you about this storm causing at least some

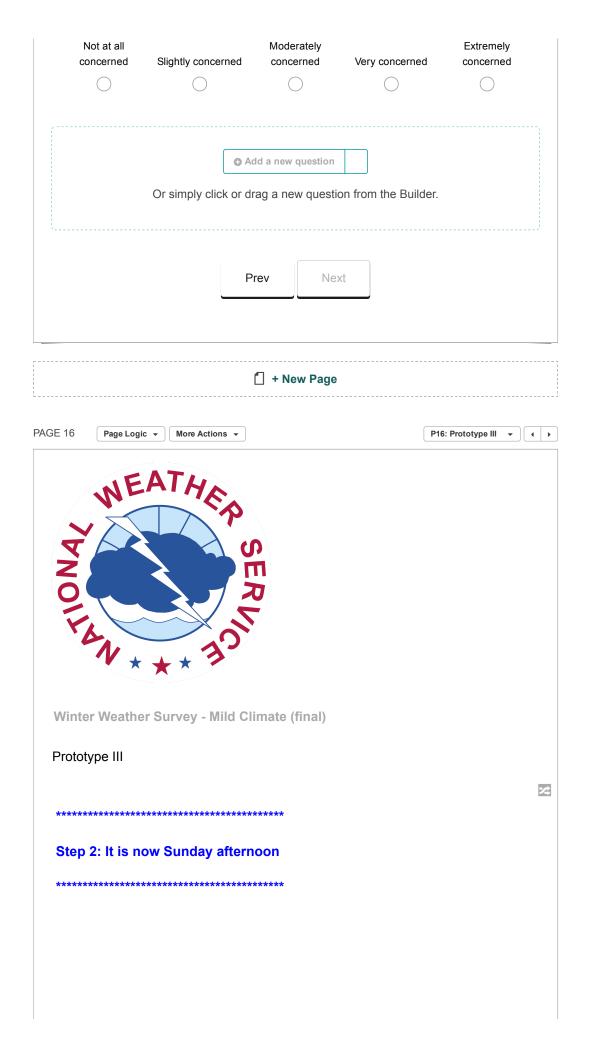
Moderately

concerned

Very concerned

Extremely

concerned



Urgent - Weather Message National Weather Service 207 PM EST Sun Feb 12 2017

	Significant Sr	nowfall Likely M	onday: Get Pi	repared	
		fidence - Likely act - Moderate			
	morning with in blowing snow Where: Areas When: Monda Actions: Beg	ulating snow is ex ncreasing winds a s west of Any Tow ay morning throug in planning for alt adjust plans as r	and the possibi on. gh Tuesday afte ernative travel	lity of	
	Additional De	e tails: s.noaa.gov/om/wi	nter/index.shtn	nl	
		ormation provide		his time? You ma	av elect to
		omething you chos	-		-
\bigcirc	Purchase supplie	es (food, water, etc.).			
\bigcirc	Plan for future tr	avel disruptions.			
\bigcirc	Allow extra trave	I time for the day's ac	tivities.		
\bigcirc	Stay home.				
\bigcirc	Nothing needed.				
	Other (please sp	ecify)			
52.	How confident	t are you that ther	e will be at least	some snow on I	Monday?
Nic	ot at all confident	Slightly confident	Moderately confident	Very confident	Extremely confident
1 40					C C C C C C C C C C C C C C C C C C C

53. Compared to the last forecast, what (if anything) do you think has changed?

	Increasing	Decreasing	Staying the Same
Anticipated impacts are:	\bigcirc	\bigcirc	\bigcirc
Anticipated			

concerned	Slightly concerned	concerned	Very concerned	concerne
55. At this time	, how concerned are	you about this	storm causing a c	ity-wide
shutdown? Not at all concerned	Slightly concerned	Moderately concerned	Very concerned	Extremel concerne
Concerned		Concerned		Concerne
/				
	Or simply click or dr	dd a new question		
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Plan fo Allow e	_			you can make and	other selection.
Allow e		ies (food, water, etc	C.).		
		ravel disruptions.			
() Stav ho		el time for the day's	s activities.		
Nothing	needed	l.			
Other (please sp	pecify)			
57. How c			nere will be at le	ast some snow on	n Monday?
Not at all c	onfiden	t are you that th			

	Increasing	Decr	easing	Staying the Same
Anticipated impacts are:		(
Anticipated amount of Snowfall is:	\circ	(\circ
59. At this time	, how concerned are	you about this	storm causing a	it least some
Not at all concerned	Slightly concerned	Moderately concerned	Very concerned	Extremely concerned
Not at all concerned	Slightly concerned	Moderately concerned	Very concerned	Extremely
shutdown? Not at all		Moderately		Extremely
shutdown? Not at all	Slightly concerned	Moderately		Extremely
shutdown? Not at all	Slightly concerned	Moderately concerned	Very concerned	Extremely concerned
shutdown? Not at all	Slightly concerned Ad Or simply click or dr	Moderately concerned	Very concerned	Extremely concerned
shutdown? Not at all	Slightly concerned Ad Or simply click or dr	Moderately concerned	Very concerned	Extremely concerned



Winter Weather Survey - Mild Climate (final)

Prototype III

Step 4: It is now Monday afternoon and the forecast has been updated

Urgent - Weather Message National Weather Service 301 PM EST Mon Feb 13 2017

Heavy Snow Now Expected: Take Action

Forecast Confidence - Observed Impact - Moderate

What: An additional 8-12 inches will accumulate through

Tuesday; blowing snow also expected **Where**: Areas west of Happy Town. **When**: Now through Tuesday afternoon

Actions: STAY HOME! Roads will become treacherous

for traveling

State Road Conditions Link

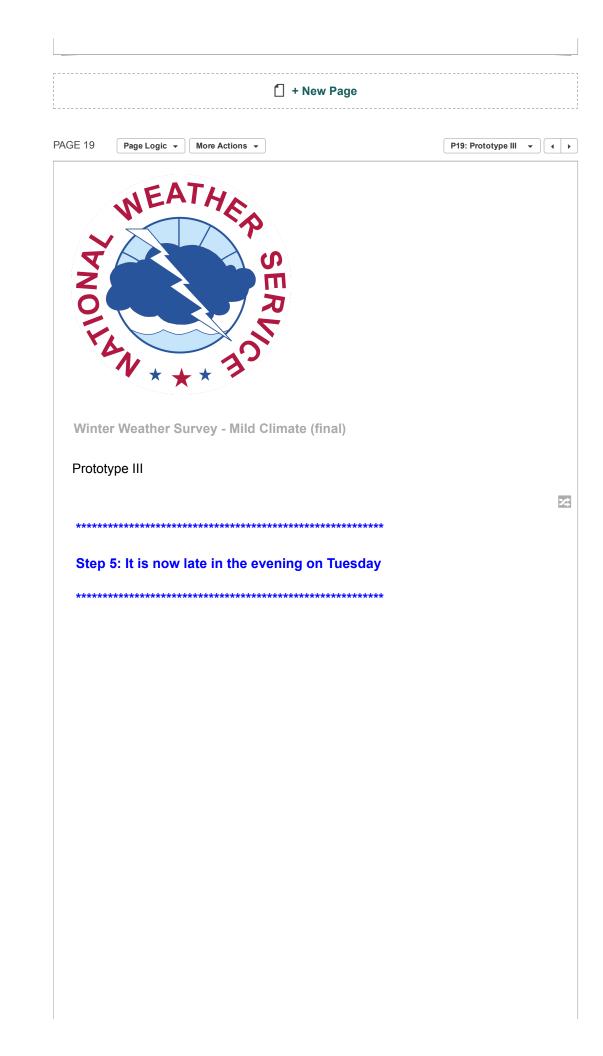
Additional Details:

http://www.nws.noaa.gov/om/winter/index.shtml

Based on the information provided:

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Allow extra trave	el time for the day's act			
Stay home.	•	tivities.		
Nothing needed	1.			
Other (please s	pecify)			
62. How confiden	nt are you that there	will be at leas	t some snow on l	Monday?
	it also you mut more	Moderately		nonday .
Not at all confident	Slightly confident	confident	Very confident	Extremely confide
63. Compared to	the last forecast, w	hat (if anvthing	a) do vou think ha	as changed?
•	Increasing			Staying the Same
Anticipated				
Anticipated impacts are:	\bigcirc			\bigcirc
impacts are: Anticipated			0	\circ
impacts are: Anticipated amount of Snowfall is: 64. At this time, h	now concerned are	you about this	storm causing at	t least some
impacts are: Anticipated amount of Snowfall is: 64. At this time, h inconvenience? Not at all	now concerned are	Moderately		Extremely
impacts are: Anticipated amount of Snowfall is: 64. At this time, h nconvenience?			storm causing at	
impacts are: Anticipated amount of Snowfall is: 64. At this time, h inconvenience? Not at all	now concerned are	Moderately		Extremely
impacts are: Anticipated amount of Snowfall is: 64. At this time, hononvenience? Not at all concerned	now concerned are	Moderately concerned	Very concerned	Extremely concerned



Urgent - Weather Message National Weather Service 1155 PM EST Tues Feb 14 2017

Stay Ready: Roads Will Remain Hazardous

Forecast Confidence - Observed Impact - Moderate

<u>What</u>: Snow will come to an end this evening; expect light snow with little additional accumulation. Snowfall of 6-12 inches has left roads snow covered and treacherous.

Where: Areas west of Happy Town.

When: Conditions will continue to improve overnight **Actions:** Continued caution while traveling is advised

State Road Conditions Link

Additional Details:

http://www.nws.noaa.gov/om/winter/index.shtml

•	plies (food, water, etc.).			
	avel time for the day's ac	tivities.		
Stay home. Nothing need	ed.			
Other (please				
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	, how concerned are	you that the st	orm will continue to	o cause adve
At this time, acts? Not at all concerned	, how concerned are Slightly concerned	you that the st Moderately concerned	orm will continue to	Extremely concerned
acts? Not at all		Moderately		Extremely
acts? Not at all		Moderately		Extremely
acts? Not at all	Slightly concerned	Moderately	Very concerned	Extremel

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Prototype III					
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Thank you! Th questions about the street str	is conclude It this prote ***********************************	es the event. otype. to highlight cerescribing:	Please ans ****** tain parts of Moderately	wer the follo	wing *** nelpful did Extremely

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******* Step 1: It is Friday ev Monday.	**************************************	**************************************	ow is for	the follow	wing

Hazardous Weather Outlook National Weather Service 729 PM EST Friday Feb 10 2017

Not at all

concerned

Slightly concerned

The National Weather Service has issued a Hazardous Weather Outlook for your area.

A significant lake enhanced snowfall is expected Monday evening into Wednesday morning. Areas near you could see significant snowfall during this time. Expect gusty winds to cause blowing and drifting snow.

Based on the information provided above: 70. What action are you most likely to take at this time? Please select one. Purchase supplies (food, water, etc.). Plan for future travel disruptions. Allow extra travel time for the day's activities. Stay home. Nothing needed. Other (please specify) 71. How confident are you that there will be at least some snow on Monday? Moderately Not at all confident Slightly confident confident Very confident Extremely confident 72. At this time, how concerned are you about this storm causing at least some inconvenience? Not at all Moderately Extremely concerned concerned Slightly concerned concerned Very concerned 73. At this time, how concerned are you about this storm causing a city-wide shutdown?

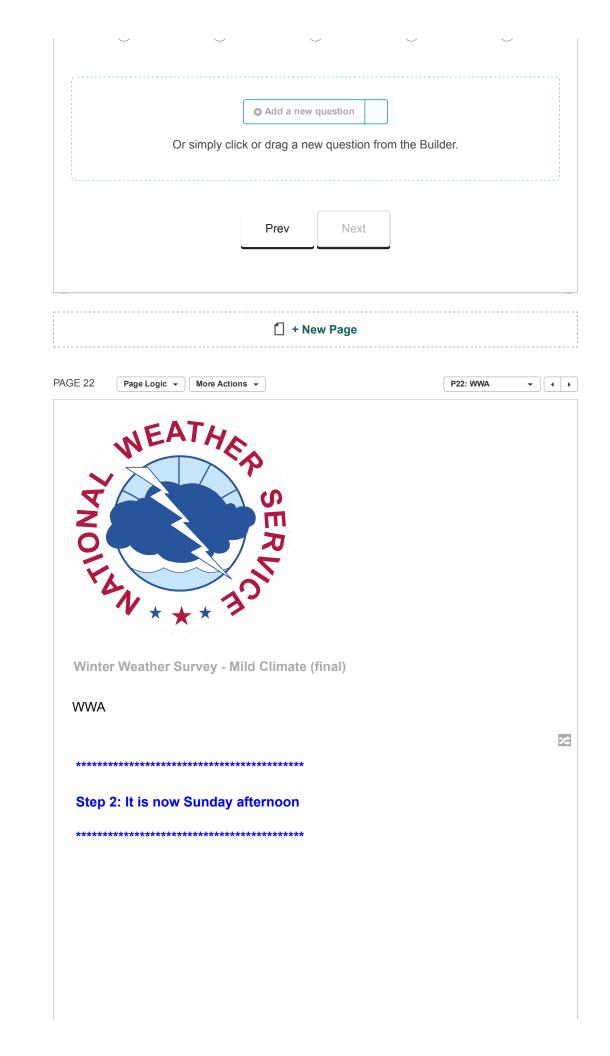
Moderately

concerned

Very concerned

Extremely

concerned



Urgent - Weather Message National Weather Service 207 PM EST Sun Feb 12 2017

...A Winter Storm Watch is in effect from late tonight into Tuesday afternoon...

The National Weather Service has issued a Winter Storm Watch... Which is in effect from late tonight into Tuesday afternoon...

Affected Area... Area near and West of your area Snow Accumulations... Storm totals of 6 to 8 inches with locally higher amounts possible.

Snow will develop Monday morning and continue through Monday evening. Snow is then expected to continue...Heavy at times with occasional whiteout conditions... Through Tuesday afternoon before tapering off.

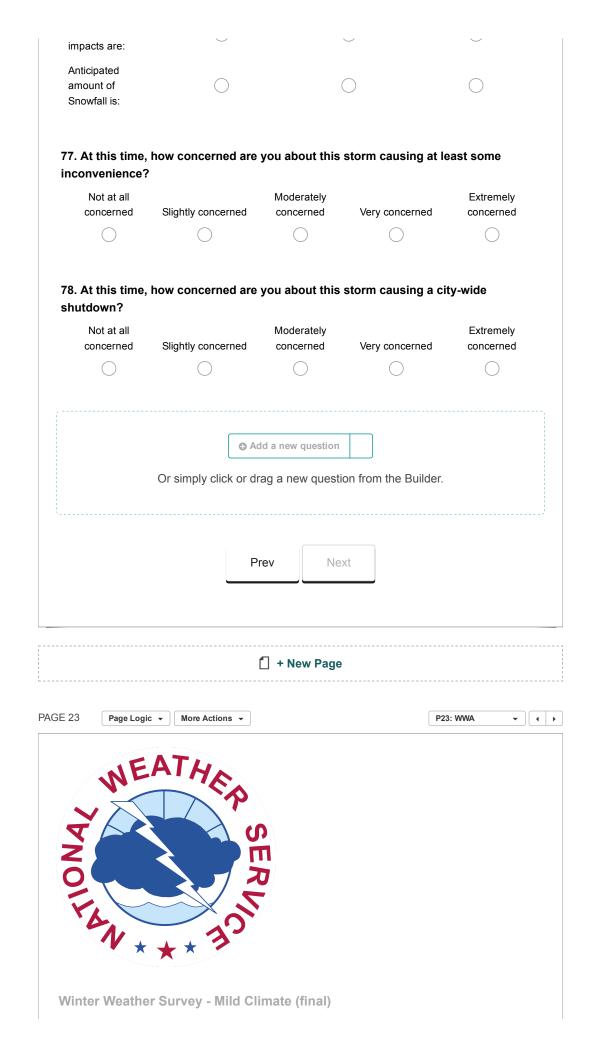
Impacts...Reduced visibilities to less than a mile will create hazardous travel. Increasing wind Tuesday may cause brief whiteouts.North South Roads will be prone to drifting

Precautionary/Preparedness Actions...

A Winter Storm Watch means that there is a potential for significant snow..sleet... or ice accumulations that may impact travel.Continue to monitor for the latest forecasts.

Based on the information provided:

	re you now most lil omething you chos	-		-
Purchase supplie	es (food, water, etc.).			
Plan for future tr	avel disruptions.			
Allow extra trave	el time for the day's act	tivities.		
Stay home.				
Nothing needed	-			
Other (please sp	pecify)			
75. How confiden	t are you that there	will be at least	some snow on	Monday?
		Moderately		
Not at all confident	Slightly confident	confident	Very confident	Extremely confident
76. Compared to	the last forecast, w	hat (if anything) do you think h	as changed?
	Increasing	Decr	easing	Staying the Same
Anticipated		,		



VVVA

Step 3: It is now early Monday morning

Urgent - Weather Message National Weather Service 335 AM EST Mon Feb 13 2017
A Winter Weather Advisory is in effect from 7 PM this evening to 7 PM Tuesday.
The National Weather Service has issued a Winter Weather Advisory Which is in effect from 7 PM this evening to 7 PM Tuesday.
Hazardous Weather
Snow accumulations 4 to 6 inches tonight and 2 to 4 inches Tuesday.
Increasing winds Tuesday will create blowing and drifting snow.
ImpactsReduced visibilities to less than a mile will create hazardous travel. Increasing wind Tuesday may cause brief whiteouts. North South Roads will be prone to drifting
Based on the information provided:
79. What action are you now most likely to take at this time? You may elect to continue doing something you chose before, or you can make another selection.
Purchase supplies (food, water, etc.).
Plan for future travel disruptions.
Allow extra travel time for the day's activities.
Stay home.
Nothing needed.
Other (please specify)

80. How confident are you that there will be at least some snow on Monday?

Not at all confident	Slightly confident	Moderately confident	Very confident	Extremely confident
31. Compared to	the last forecast, w Increasing			Staying the Same
Anticipated impacts are:	\circ	(
Anticipated amount of Snowfall is:	\circ	(\bigcirc	\bigcirc
32. At this time, h	now concerned are	you about this	storm causing a	t least some
Not at all concerned	Slightly concerned	Moderately concerned	Very concerned	Extremely concerned
	\bigcirc			
33. At this time, h	now concerned are		storm causing a	
	now concerned are Slightly concerned	you about this Moderately concerned	storm causing a Very concerned	city-wide Extremely concerned
shutdown? Not at all		Moderately		Extremely
shutdown? Not at all	Slightly concerned	Moderately concerned		Extremely
shutdown? Not at all	Slightly concerned	Moderately concerned	Very concerned	Extremely concerned
shutdown? Not at all	Slightly concerned	Moderately concerned	Very concerned	Extremely concerned
shutdown? Not at all	Slightly concerned Ac Or simply click or dr	Moderately concerned	Very concerned	Extremely concerned
shutdown? Not at all	Slightly concerned Ac Or simply click or dr	Moderately concerned	Very concerned	Extremely concerned
shutdown? Not at all	Slightly concerned	Moderately concerned	Very concerned	Extremely concerned

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Winter Weather Survey - Mild Climate (final)

WWA

Step 4: It is now Monday afternoon and the forecast has been updated

Urgent - Weather Message National Weather Service 301 PM EST Mon Feb 13 2017

...A Winter Storm Warning is in effect from 7 PM this evening to 7 PM Tuesday...

The National Weather Service has issued a Winter Storm Warning... which is in effect from 7 PM this evening to 7 PM Tuesday. The Winter Weather Advisory is no longer in effect.

Hazardous Weather...

Snow will increase in intensity this evening.

Accumulations 3 to 6 inches tonight and 3 to 6 inches Tuesday. Locally higher amounts possible where the bands persist. Snowfall rates could top two inches per hour in the stronger bands.

Increasing winds tuesday will create blowing and drifting snow

Impacts...Near whiteout visibilities possible. North South Roads will be prone to drifting

Based on the information provided:

%

Purchase suppl	ies (food, water, etc.).			
	el time for the day's act	tivities		
Stay home.	er time for the day's act	iiviiics.		
Nothing needed	1			
Other (please s				
Other (please's	pecity)			
85. How confider	nt are you that there	will be at leas	t some snow on N	Monday?
Not at all confident	Slightly confident	Moderately confident	Very confident	Extremely confider
86. Compared to	the last forecast, w			s changed? Staying the Same
impacts are:				
Anticipated amount of Snowfall is:	0		0	\circ
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Anticipated amount of Snowfall is: 87. At this time, hinconvenience? Not at all concerned 688. At this time, hishutdown? Not at all	Slightly concerned	Moderately concerned you about this Moderately	Very concerned	Extremely concerned city-wide Extremely
Anticipated amount of Snowfall is: 87. At this time, hinconvenience? Not at all concerned Concerned 88. At this time, hishutdown?	Slightly concerned	Moderately concerned you about this	Very concerned	Extremely concerned
Anticipated amount of Snowfall is: 87. At this time, hinconvenience? Not at all concerned 688. At this time, hishutdown? Not at all	Slightly concerned are Slightly concerned	Moderately concerned you about this Moderately	Very concerned	Extremely concerned city-wide Extremely

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Step	5: It is now late in	n the evening o	on Tuesday		
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D. At this time, apacts?		Moderately		Extremely
o. At this time,	how concerned ar		orm will continue to	
ou can make a Purchase sup	nother selection. plies (food, water, etc.) vel time for the day's a).	something you cho	se detore, or
earlier today			ere reported action are you now	v moet likoly ta
Winds will co	entinue to diminish	this evening an	d overnight.	
Additional sn	ow accumulation	less than two inc	ches	
Light snow s	howers gradually	tapering off over	night.	
Storm Warning Hazardous V				
	Weather Service	has cancelled th	ne Winter	
	rm Warning is Car	ncelled		
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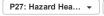
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Thank you! The questions about the street st	is conclude ut this proto	es the event. otype. ************************************	Please ans ***********************************	wer the follo	wing ***********************************

Or simply c	lick or drag a ne	w question from the I	Builder.	
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Winter Weather Survey - Mild Climate (final)

Hazard Headline Language - Text Only

Now that you've gone through the event with one kind of forecast guidance, we would like you to compare a part of the information contained in that guidance - the headline - with potential alternate headlines. Given the increasing importance of mobile technologies and social media for disseminating hazard information, headlines are increasingly important in hazard messaging.

In the questions that follow, we'll walk you through the five time steps of the event, showing you the headline you saw - without color (if your information had it) - along with the other options. For these questions, assume that the headline is something you would see when scrolling through Twitter, or when receiving a text message on your mobile phone; more information could be embedded in a link, so the headline is important for capturing your attention and quickly helping you decide if you want to learn more about what's going on.

Headlines for Time 1: Friday evening

Current Message: WWA	Prototype One	Prototype Two	Prototype Three
Hazardous Weather Outlook	Outlook for Snow	Outlook: Be Aware. Possibility of Snow Monday and Tuesday	Significant Snow Possible Monday: Be Aware

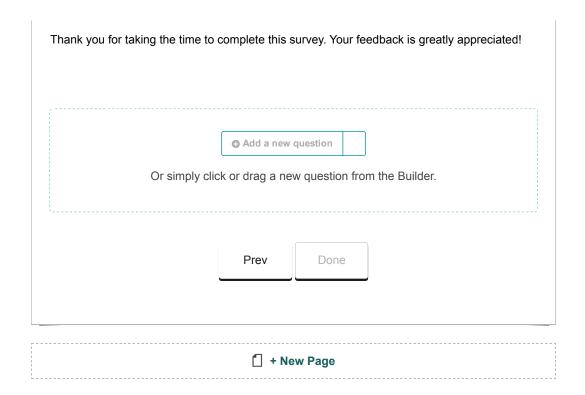
Current Message: W	WA Prototype One	Prototype Two Prototy	pe Three
4. Why did you selec	t this particular head	line? Select all that appl	y.
It had the most releva	ant information	It caught my attention th	e most
It was the easiest to u	understand	It used terms that are fa they mean	miliar and I know wh
Other (please specify	•)	ulcy mean	
Cirici (picase spesify	,		
laadlinaa fan Tima O	Considere the developer	the	
leadlines for Time 2:			Durate to use Thomas
Current Message: WWA	Prototype One	Prototype Two	Prototype Three
Winter Storm Watch	Watch for Snow	Outlook: Get Prepared. Increasing Chance of	Significant Snowfall Likely
Current Message: W	WA Prototype One	Significant Snow Tomorrow he event, which headline	pe Three
6. Why did you select	WA Prototype One ct this particular head	Significant Snow Tomorrow he event, which headline Prototype Two Prototy line? Select all that appl It caught my attention the	do you prefer? Three y. e most
Current Message: WV 6. Why did you select	WA Prototype One ct this particular head	Significant Snow Tomorrow he event, which headline Prototype Two Prototy line? Select all that appl	do you prefer? Three y. e most
Current Message: WN 6. Why did you select It had the most releva	WA Prototype One ct this particular head ant information understand	significant Snow Tomorrow he event, which headline Prototype Two Prototy line? Select all that appl It caught my attention the It used terms that are fa	do you prefer? Three y. e most
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Current Message: Wo	WA Prototype One can tinformation	significant Snow Tomorrow he event, which headline Prototype Two Prototy line? Select all that appl It caught my attention the It used terms that are fa	do you prefer? Three y. e most
6. Why did you select It had the most relevation It was the easiest to use the control of the co	Prototype One (et this particular head ant information understand	Significant Snow Tomorrow he event, which headline Prototype Two Prototy line? Select all that appl It caught my attention the It used terms that are fathey mean	Get Prepared do you prefer? pe Three y. e most
Current Message: Wo	Prototype One can tinformation understand Monday morning, the	Significant Snow Tomorrow he event, which headline Prototype Two Prototy line? Select all that appl It caught my attention the It used terms that are fathey mean	do you prefer? Three y. e most
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Current Message: Wo	Prototype One It this particular head ant information understand Monday morning, the A Prototype One Winter Weather Statement: Snow and Blowin	Significant Snow Tomorrow he event, which headline Prototype Two Prototy line? Select all that appl It caught my attention th It used terms that are fa they mean e day of the storm Prototype Two Warning: Moderate Snowfall	Get Prepared do you prefer? pe Three y. e most miliar and I know wh Prototype Three Moderate
Current Message: Wo	Prototype One It this particular head ant information understand Monday morning, the A Prototype One Winter Weather Statement: Snow and Blowin Snow	Significant Snow Tomorrow he event, which headline Prototype Two Prototy line? Select all that appl It caught my attention th It used terms that are fa they mean e day of the storm Prototype Two Warning: Moderate Snowfall	Get Prepared do you prefer? pe Three y. e most miliar and I know wh Prototype Three Moderate Snowfall Toda

				they mean		
Other (please	specify)					
eadlines for Ti	ime 4: Mo	nday aftern	oon, the c	lay of the storn	n	
Current Messag	ge: WWA	Prototy	pe One	Prototype	Two	Prototype Three
Winter Storm W	arning	Warning fo Snow	or Heavy	Warning: Heavy Snow N Expected. Take Action	low	Heavy Snow Now Expected: Take Action
Current Messa				hich headline d		pe Three
00. Why did yo	ou select t	this particul	lar headlir	ne? Select all t	hat appl	ly.
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_ It had the mos	st relevant i	nformation		It caught my atte	ention the	most
It was the eas						most most I know wha
_						
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	25 to 34
	35 to 44
	45 to 54
	55 to 64
	65 to 74
\bigcirc	75 or older
10	5. What is your race/ethnicity? (Please select all that apply.)
	American Indian or Alaskan Native
	Asian or Pacific Islander
	Black or African American
	Hispanic or Latino
	White / Caucasian
	Other (please specify)
100	6. What is your sex?
\bigcirc	Female
\bigcirc	Male
107	7. What is your approximate average household income?
\bigcirc	\$0-\$24,999
\bigcirc	\$25,000-\$49,999
\bigcirc	\$50,000-\$74,999
\bigcirc	\$75,000-\$99,999
\bigcirc	\$100,000-\$124,999
\bigcirc	\$125,000-\$149,999
\bigcirc	\$150,000-\$174,999
\bigcirc	\$175,000-\$199,999
\bigcirc	\$200,000 and up
10	8. Which category best describes your education level?
	Some high school
	High school graduate
	Some college
	College graduate
	Post graduate

2. M	w England (Maine				
3. E	J (, New Hampshire, Vermont, Massach	husetts, Rhode Island, Connecticut)		
	2. Middle Atlantic (New York, New Jersey, Pennsylvania) 3. East North Central (Ohio, Indiana, Illinois, Michigan, Wisconsin)				
4. W Kan		Minnesota, Iowa, Missouri, North Da	kota, South Dakota, Nebraska,		
$\overline{}$	outh Atlantic (Delaw h Carolina, Georgia	•	Virginia, West Virginia, North Carolina		
○ 6. E	st South Central (F	Kentucky, Tennessee, Alabama, Miss	sissippi)		
7. W	est South Central (Arkansas, Louisiana, Oklahoma, Tex	xas)		
8. N	ountain (Montana,	Idaho, Wyoming, Colorado, New Me	exico, Arizona, Utah, Nevada)		
9. P	icific (Washington,	Oregon, California, Alaska, Hawaii)			
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