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This is a voluntary survey.

Public reporting burden for this collection of information is estimated to average 15 minutes 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 Jessica Schauer at the NOAA/National Weather Service/Analyze, Forecast and Support Office:

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NWS Wireless Emergency Alert Partner Survey

1. **Choose the most appropriate category for your professional affiliation.** (Provide drop-down)
 - a. State Emergency Management
 - b. Local (County, City, Parish, Borough, etc.) Emergency Management
 - c. Regional Emergency Management
 - d. Private Industry Emergency Management
 - e. Federal (FEMA, DoD, etc.) Emergency Management
 - f. Public Safety (i.e., police, fire, etc.)
 - g. Local Government
 - h. State Government
 - i. Federal Government
 - j. None of the above

{If the respondent selects "j. None of the above", they will not proceed with the rest of the survey}

2. **Which hazard is *most common* in your area of responsibility?**
 - a. Dust Storms
 - b. Flash Floods
 - c. Hurricane/Typhoon Winds
 - d. Storm Surge from Hurricanes
 - e. Tornadoes
 - f. Tsunamis
3. **Aside from the hazard you identified in question 2, what hazard is *most concerning* (i.e. which 'keeps you up at night') for your area of responsibility?**
 - a. Dust Storms
 - b. Flash Floods
 - c. Hurricane/Typhoon Winds
 - d. Storm Surge from Hurricanes
 - e. Tornadoes
 - f. Tsunamis

Imagine that you just received the following WEA message:

*{The survey will show a **single WEA message from the table below determined by the respondent's answer to question 2}**}*

Warning Type	WEA Message
Tsunami Warning	Tsunami danger on the coast. Go to high ground or move inland. Listen to local news. -NWS
Tornado Warning	Tornado Warning in this area 12:55PM CDT. Take shelter now. Check local media. -NWS -- or -- Tornado EMERGENCY til 12:55PM CDT. Tornado spotted in this area. Find shelter now! -NWS
Hurricane {Typhoon} Warning	Hurricane {Typhoon} Warning this area. Check local media and authorities. -NWS
Storm Surge Warning	NWS: Life-threatening storm surge danger. Check for possible evacuation orders.
Flash Flood Warning	Flash Flood Warning this area til 6:55AM MST. Avoid flooded areas. -NWS
Dust Storm Warning	Dust Storm Warning til 10:55PM PDT. Remember, Pull Aside, Stay Alive -NWS

4. Which of the following best describes the first action you would take in your professional capacity upon receiving notice that this NWS WEA message was sent out within your area of responsibility?
 - a. Search for more information
 - b. Alert the public (i.e., trigger a siren system, send a follow-up WEA, etc.)
 - c. Alert city/county officials
 - d. Pre-position resources
 - e. Implement sheltering protocols
 - f. Implement evacuation protocols
 - g. Reach out to another professional colleague to confirm the threat
 - h. Move to safety

5. Please indicate if you agree or disagree with the following statements about the NWS WEA message above:
 - a. It is easy to understand (agree/disagree)
 - b. It helps you understand where the threat is located (agree/disagree)
 - c. It provides enough information for you to take action (agree/disagree)
 - d. It gives too much information (agree/disagree)
 - e. It lacks enough information (agree/disagree)

6. If the length of the WEA message above was increased, what additional information do you feel would be most important to include? Select up to 2 responses.
 - a. Tell me more about the impact of the hazard (e.g., flying debris from tornadoes could hit residents; vehicles may be swept off the road from flash flooding, tsunami wave heights, etc.)
 - b. Tell me more about the hazard's current and future location
 - c. Tell me more about when the hazard will start and when it will end
 - d. Tell me what actions the community could take to protect life and property
 - e. Tell me the definition of the NWS warning in plain language

{Directly following the questions about the 90 character message for a hazard will be an example 360 character message and questions regarding the longer message.}

Sample 360 character WEA messages:

Tsunami:

The National Weather Service has issued a tsunami warning. A series of powerful waves and strong currents may impact coasts near you. Get away from coastal waters. You are in danger. Move to higher ground or inland now. Keep away from the coast until officials say it is safe to return. Check media for more information after you are safe.

Tornado:

Tornado Warning from the National Weather Service. At 4:17PM CDT, a tornado was indicated by radar, 11 miles southwest of Lawton, moving east at 30 MPH. Take cover now, in the basement or lowest floor and most interior room of a sturdy building, away from windows until the threat has passed. Cover and protect your head from flying debris. Expires at 4:30PM

Hurricane/Typhoon:

National Weather Service: A Hurricane Warning is in effect for your area for dangerous and damaging winds. This warning is issued up to 36 hours before the onset of hazardous conditions. Urgently complete efforts to protect life and property. Ensure you have food, water, cash, fuel, and medications for 3+ days. FOLLOW THE INSTRUCTIONS OF LOCAL OFFICIALS.

Storm Surge:

National Weather Service: A Storm Surge Warning is in effect for your area for the danger of life-threatening flooding. This warning is issued up to 36 hours before the onset of hazardous conditions. Leave immediately if evacuation orders are given for your area to avoid being cut off from emergency services. FOLLOW THE INSTRUCTIONS OF LOCAL OFFICIALS.

Flash Flood Warning:

National Weather Service: A flash flood warning is in effect for your area. This is a FLASH FLOOD EMERGENCY. Move to higher ground now. This is an extremely dangerous and life threatening situation. Do not attempt to travel unless you are fleeing an area subject to flooding or under an evacuation order. This message expires at 6:00AM EDT, October 4 2015.

Dust Storm Warning (awaiting finalization):

National Weather Service: Dust Storm Warning for your area until 11:15am MST November 30. Be ready for a sudden drop to zero visibility. When visibility drops, pull far off the road and put your vehicle in park. Turn the lights off and keep your foot off the brake pedal.

Now, imagine that you received this 360 character NWS WEA message:

{Insert sample 360 character WEA message that corresponds to the answer to question 2}

7. What element of the 360 character NWS WEA message is the most useful:

- a. Location of the hazard
- b. Timing of the hazard
- c. Protective actions
- d. Impact of the hazard

8. What element of the 360 character NWS WEA message needs more information:

- a. Location of the hazard
- b. Timing of the hazard
- c. Protective actions
- d. Impact of the hazard

9. Given this message, what would your first professional action be?

- a. Search for more information
- b. Alert the public (i.e., trigger a siren system, send a follow-up WEA, etc.)
- c. Alert city/county officials
- d. Pre-position resources
- e. Implement sheltering protocols
- f. Implement evacuation protocols
- g. Reach out to another professional colleague to confirm the threat
- h. Move to safety

{Next, the survey will show a WEA message for a different hazard. The hazard will be determined by the respondent's answer to question 3 about the hazard of most concern for their area aside from their most common hazard.}

Finally, imagine that you just received the following WEA message:

{Insert sample 360 character WEA message that corresponds to the answer to question 3}

- 10. What element of the 360 character NWS WEA message is the most useful:**
 - a. Location of the hazard
 - b. Timing of the hazard
 - c. Protective actions
 - d. Impact of the hazard

- 11. What element of the 360 character NWS WEA message needs more information:**
 - a. Location of the hazard
 - b. Timing of the hazard
 - c. Protective actions
 - d. Impact of the hazard

- 12. Given this message, what would your first professional action be?**
 - a. Search for more information
 - b. Alert the public (i.e., trigger a siren system, send a follow-up WEA, etc.)
 - c. Alert city/county officials
 - d. Pre-position resources
 - e. Implement sheltering protocols
 - f. Implement evacuation protocols
 - g. Reach out to another professional colleague to confirm the threat
 - h. Move to safety

- 13. How much do you agree with the following statement: WEA should be activated to alert people to...** (Matrix with bullet choices for Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree)
 - a. Dust Storm Hazards
 - b. Flash Flood Hazards
 - c. Hurricane/Typhoon Wind Hazards
 - d. Hurricane Extreme Wind (111 MPH or greater) Hazards
 - e. Storm Surge Hazards from Hurricanes
 - f. Tornado Hazards
 - g. Tsunami Hazards

- 14. If you have additional comments, please share them here** (free-form)