

Building and Enhancing Decision Support Services across the National Weather Service Western Region

93rd AMS Annual Meeting

Austin, TX

January 6-10, 2013

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NOAA/NWS/Western Region

Salt Lake City, UT

NWS WR Decision Support Services

Red Flag Warning

URGENT - FIRE WEATHER MESSAGE
NATIONAL WEATHER SERVICE BILLINGS MT
206 PM MDT FRI SEP 7 2012

MTZ123>128-081200-
/O.UPG.KBYZ.FW.A.0016.120909T1800Z-120912T0300Z/
/O.NEW.KBYZ.FW.W.0025.120909T1800Z-120912T0600Z/
GALLATIN NATIONAL FOREST-WHEATLAND COUNTY/SWEET GRASS COUNTY-
STILLWATER COUNTY-BEARTOOTH RANGER DISTRICT CUSTER NATIONAL FOREST-
GOLDEN VALLEY COUNTY/MUSSELSHELL COUNTY-YELLOWSTONE COUNTY-
206 PM MDT FRI SEP 7 2012

...RED FLAG WARNING IN EFFECT FROM NOON SUNDAY TO MIDNIGHT MDT
TUESDAY NIGHT FOR LOW HUMIDITIES...HOT TEMPERATURES...STRONG
GUSTY WINDS...WIND SHIFT WITH A COLD FRONT...AND INCREASING
THUNDERSTORM ACTIVITY FOR MOST OF SOUTH CENTRAL MONTANA...

THE NATIONAL WEATHER SERVICE IN BILLINGS HAS ISSUED A RED FLAG
WARNING...WHICH IS IN EFFECT FROM NOON SUNDAY TO MIDNIGHT MDT
TUESDAY NIGHT.

* AFFECTED AREA...IN MONTANA...FIRE ZONES...123...124...125...126
127...128

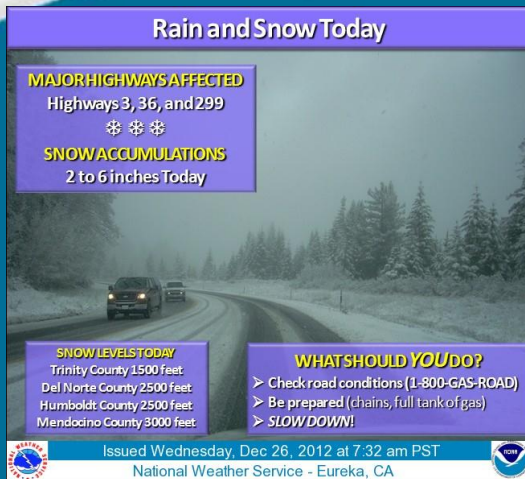
* IMPACTS...THE COMBINATION OF VERY LOW HUMIDITIES...INCREASING
WEST TO SOUTHWEST WINDS...A MIX OF WET AND DRY THUNDERSTORMS ON
SUNDAY AND A STRONG COLD FRONTAL PASSAGE MONDAY CREATING A
DRAMATIC WIND SHIFT...WILL CREATE CRITICAL FIRE WEATHER
CONDITIONS SUNDAY AFTERNOON THROUGH TUESDAY EVENING.



Impact-based
Decision
Support
Services

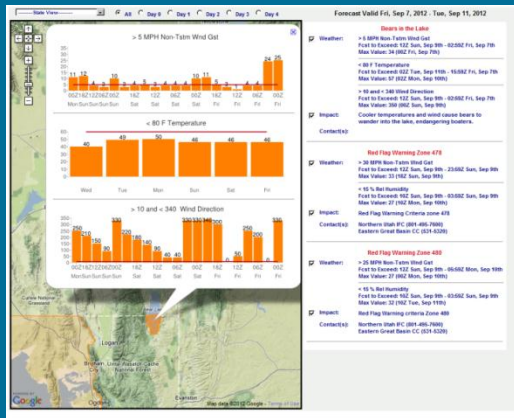
Changing the culture from solely issuing legacy text products based on the same criteria to providing information and services based on customer specific criteria.

NWS WR Decision Support Services and Tools



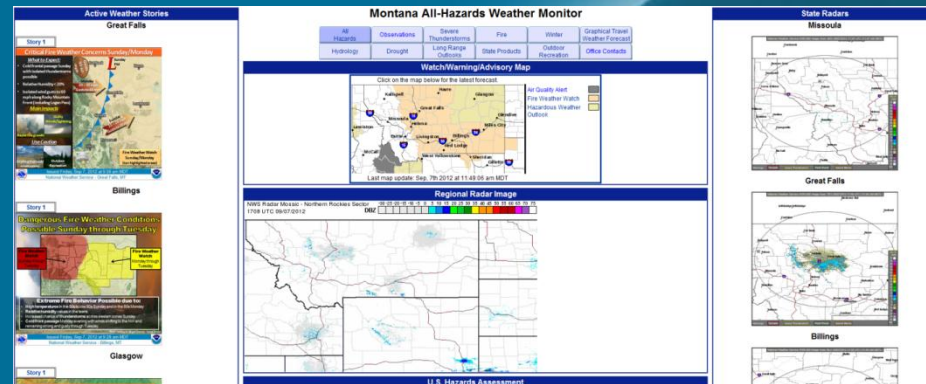
Weather
Story

Recorded
Briefings



State Weather
Pages

Impacts
Catalog



NWS WR Decision Support Services

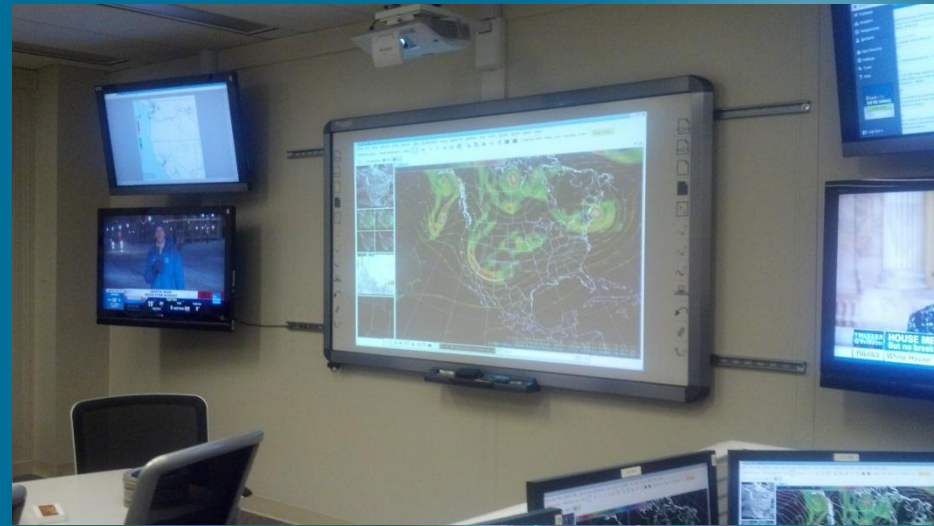
- Renewed focus on relationship building/strengthening
 - *Focus on partner decision points*
 - *How weather information supports those decisions*



NWS WR Decision Support Services

WR Regional Operations Center (ROC)

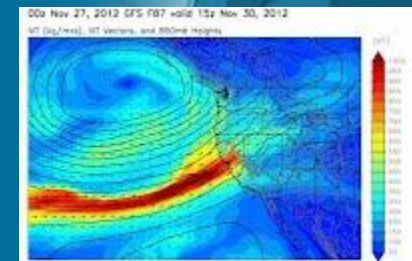
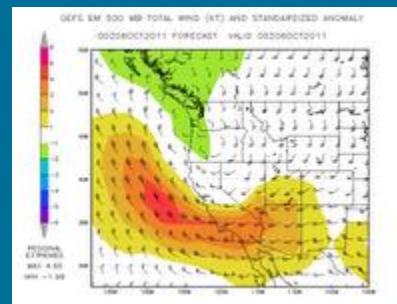
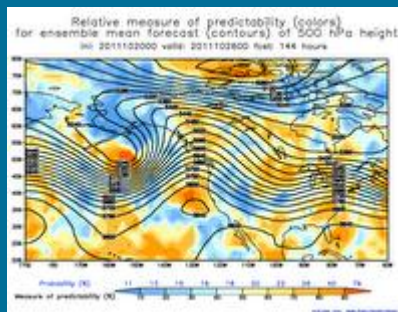
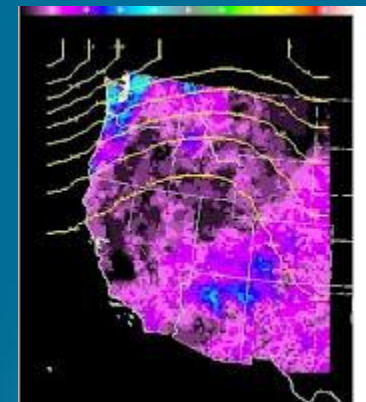
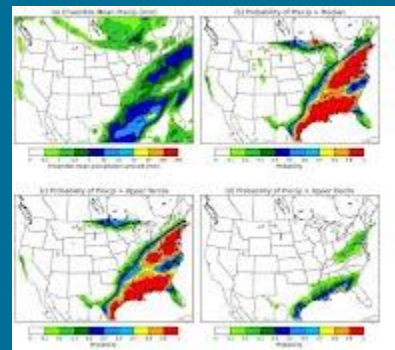
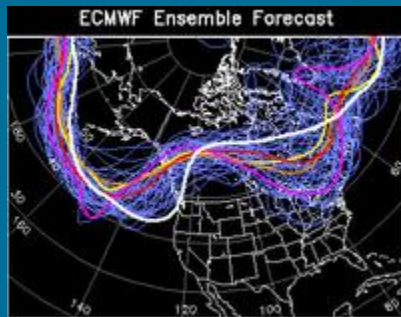
- 24/7 support for WR offices
- Coordination with offices to ensure all are “on same page” when high impacts are forecasted
- Alleviating reporting workload up to NWS Operations Center



NWS WR Decision Support Services

Forecast confidence toolkit

- Focus on ensembles/anomalies and other tools not found on AWIPS
- Provide forecasters some confidence in forecast solutions



NWS WR Decision Support Services

Integration of social media into operations

- Become part of the “community”
- Active participation draws more fans/followers

 **US National Weather Service San Francisco Bay Area/Monterey California**
Monday

Social media products are fairly new for our office, so we wanted to find out if you found our Facebook, Twitter, and YouTube pages useful during the past week. Please let us know what you found useful and areas that we could improve our services. Thanks!

Like · Comment · Share  1

80 people like this.

 **Barbara Bruxvoort** really liked the timely graphics--especially the squall line one yesterday. Also the YouTube explanations of the AR were great.
Monday at 10:27am · Like ·  4

 **Kevin Levey** Yes indeed, especially your graphics. I posted many of your items on my San Francisco Bay area Weather group. It helped a lot of folks, especially up in the Russian River and locally. Many people don't know where to go for pertinent and relevant easily understandable information other than TV.
Monday at 10:28am · Like ·  1

 **Dan Joslyn-Siemiatkoski** Yes -- the live updates and graphics were useful sources of quick info.
Monday at 10:29am · Like ·  1

 **Dave Mellen** Yes I found your FB forecast maps especially helpful, showing times at various locations for when to expect rain as the front moved down the coast. As they say, a picture is worth a thousand words.
Monday at 10:35am · Edited · Like ·  3



 **Kristan Shamus** Great graphics! Love the timeline photos. The graphics in the AR video were fabulous & the message was clear. I learned something new about weather that day, very cool!
Monday at 10:34am via mobile · Like ·  1

 **Tom Ferenz** Agree, the graphics with timed impacts, and the video explanations highlighting the “need-to-know” information are really worthwhile to the general public. I'm glad you're expanding your efforts into social media; more and more, people rely on what their friends think is important, so it's an important way to get life-saving info out there. Thanks!
Monday at 10:34am · Like ·  1

 **Mike Campton** I thoroughly enjoyed the frequent updates on Facebook.
Monday at 10:35am via mobile · Like ·  1


 **Wayne O'Neil** It was fantastic way of getting the word out in Monterey





 **NWS Reno, NV**  75 subscribers 13,725 video views

Browse videos Search Channel

Uploads Feed Comments View

 **NWS Reno, NV** uploaded a video 4 days ago
National Weather Service Reno, NV - Dec 22, 2012 - Updated Winter Storm Briefing
460 views
Expected final update for winter storm affecting holiday travel in the Sierra and western NV Dec 21 - 24.

 **NWS Reno, NV** uploaded a video 5 days ago
National Weather Service Reno - Dec. 21, 2012 - Updated Winter Storm Briefing for Holiday Travel
590 views
An updated video briefing for the winter storm to affect holiday travel over the Sierra from Friday Dec. 21st to Monday Dec. 24th.

 **NWS Reno, NV** uploaded a video 6 days ago
National Weather Service Reno - Dec. 20, 2012 - Winter Storm Briefing for Holiday Travel
934 views
An updated video briefing for the winter storm to affect holiday travel over the Sierra from Friday Dec. 21st to Monday Dec. 24th.

About NWS Reno, NV
National Weather Service
Weather Forecast Office
Reno, NV

Home Page
Facebook
Twitter

by NWSReno
Date Joined Oct 22, 2012
Location Reno, NV
Country United States



Daniel M. Jimenez
[@DMJreports](#)

Seriously, you guys, follow [@NWSBayArea](#). They're killing it with graphics, pictures and info about what's happening in the skies.

08:46 AM - 04 Dec 12

NWS WR Decision Support Services

Enhancing state and regional partner relationships



NWS WR ROC briefing California Emergency Management Agency (CalEMA) on the impacts of a heat event in August 2012



Cal E·M·A
CALIFORNIA EMERGENCY
MANAGEMENT AGENCY



FEMA