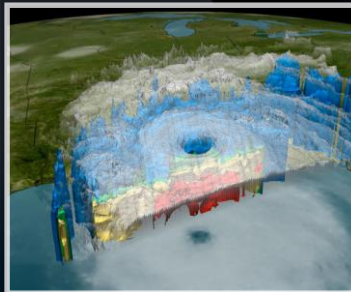
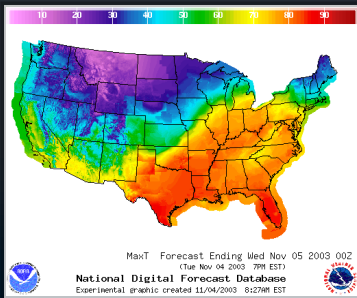
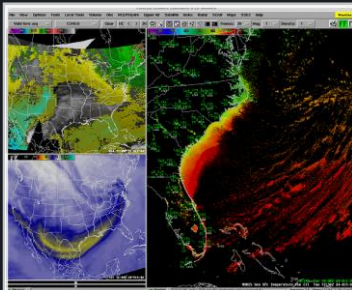
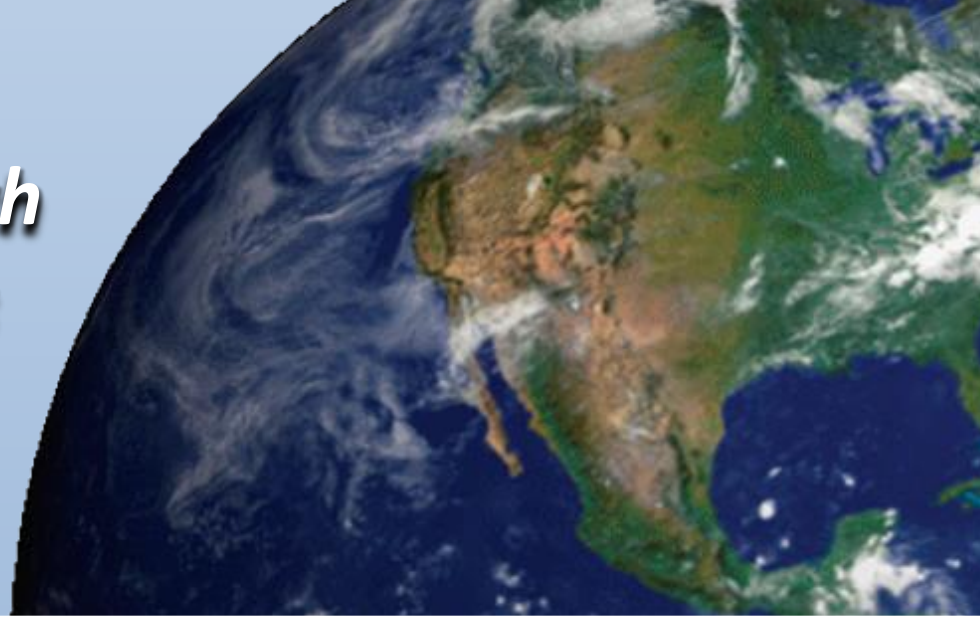


Leveraging the WRN Ambassador Initiative with Vulnerable Stakeholders

*American Meteorological Society
Annual Meeting
Tuesday, January 24th, 2017*





Topics to be Covered



- ✓ **WRN Ambassador Initiative Background**
- ✓ **Deaf and Hard of Hearing Engagement**
- ✓ **Outdoor Events**
- ✓ **Boating Community**
- ✓ **WRN Ambassador Care Model**
- ✓ **The Future**



WRN Ambassador Initiative



- ☑ **Goal:** Maximize the contributions from external organizations toward making the nation ready, responsive, and resilient to weather, water, and climate risks.

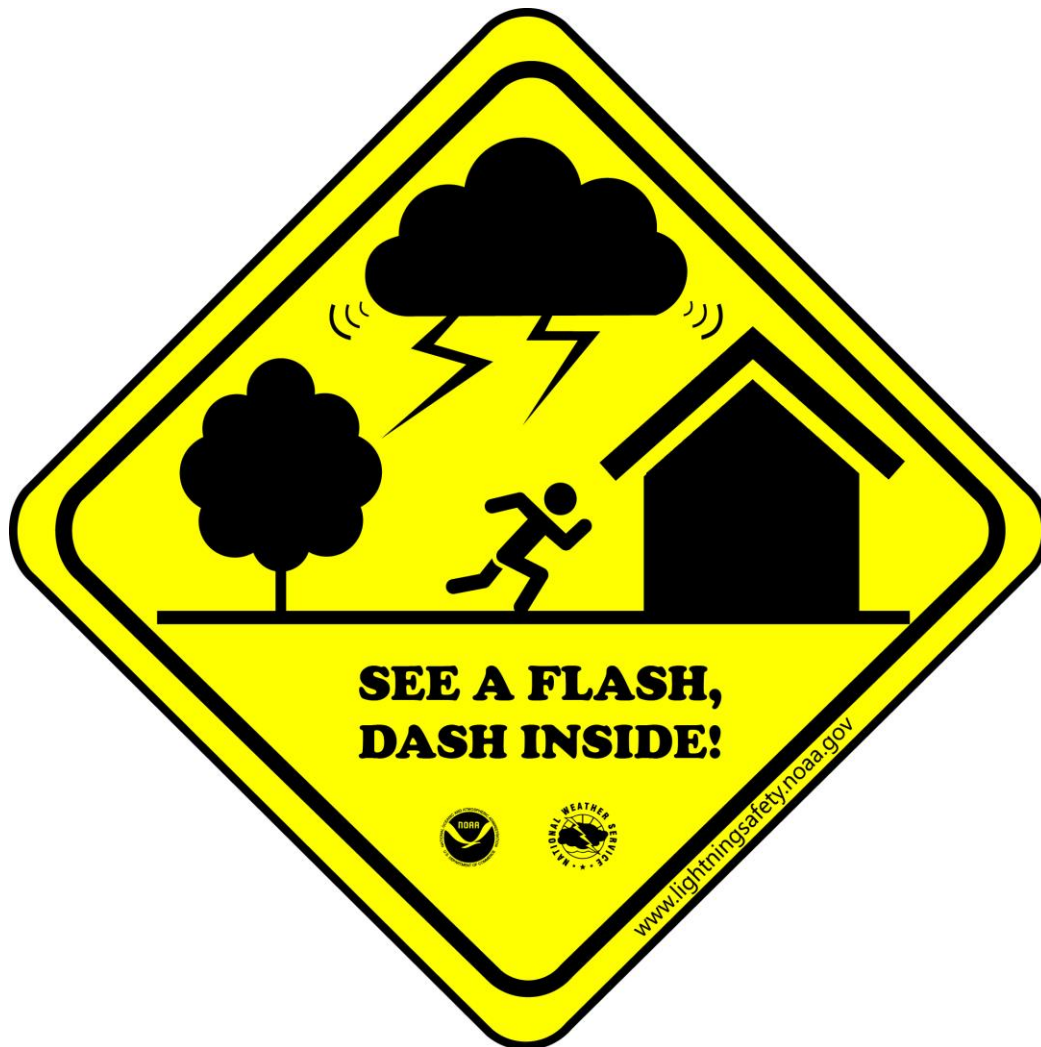
- ☑ **4,000 Weather-Ready Nation Ambassadors!**

- ☑ Incredibly diverse types of organizations.

- ☑ **Why be an ambassador?**

- ☑ Knowledge at your fingertips
- ☑ Peer influence
- ☑ Platform to speak up
- ☑ Organizational pride



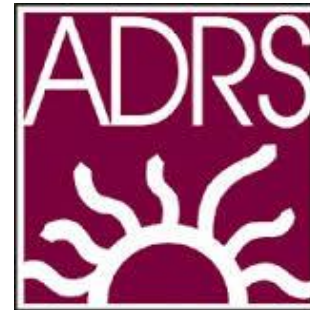




Deaf and Hard of Hearing Community



Services for the Deaf
and the Hard of Hearing
HEALTH AND HUMAN SERVICES



Building a Weather-Ready Nation



<https://www.youtube.com/watch?v=uU1lO1S15e4&feature=youtu.be>



Deaf and Hard of Hearing Community





Outdoor Venue Organizations



event
safety
alliance



NCS⁴

NATIONAL CENTER FOR
SPECTATOR SPORTS
SAFETY AND SECURITY

SOUTHERN MISS



NOAA's Guidelines for Lightning Safety

Outdoor Venues



- ☑ **Designate a Weather Watcher**
- ☑ **Train Staff/Inform Fans/Shelters**
- ☑ **Evacuation occurs at a minimum 8 mile radius**
 - ☑ Recommendations for 15 and 12 miles for more organized and fast-moving thunderstorms.
- ☑ **Resumption of Play**
 - ☑ No lightning within 6 miles (storms moving away)
 - ☑ No **lightning** observed for the past 30 minutes (day)
 - ☑ No **thunder** observed for the past 30 minutes (night)

When  Thunder Roars, Go Indoors!

STOP all activities.

Seek shelter in a substantial building or hard-topped vehicle.

Wait 30 minutes after the storm to resume activities.

 www.lightningsafety.noaa.gov 

Stadium Managers Association



Daytona International Speedway



Daytona Lightning Radii Chart; under cover at 8 miles out

Lightning Distance for Action Stage to Begin (miles out)														
Storm Speed (mph)														
(1kt=1.15 mph) Knots>			8.7	13	17	22	26	30	35	39	43	48	52	56
Attendance Estimate	mins to clear stadium	mph>	10	15	20	25	30	35	40	45	50	55	60	65
5k	5		9	9	10	10	11	11	11	12	12	13	13	13
Infield	8		9	10	11	11	12	13	13	14	15	15	16	17
10k	10		10	11	11	12	13	14	15	16	16	17	18	19
25-50k	14		10	12	13	14	15	16	17	19	20	21	22	23
75k*	15		11	12	13	14	16	17	18	19	21	22	23	24
100k*	18		11	13	14	16	17	19	20	22	23	25	26	28
	20		11	13	15	16	18	20	21	23	25	26	28	30
	22		12	14	15	17	19	21	23	25	26	28	30	32
	24		12	14	16	18	20	22	24	26	28	30	32	34

Result=(# of minutes to shelter)*(stormspeed in mph)/60 min) +8 miles

Version 4/Nov 2016, twillrick@daytona500.com

*Stadium data are estimates. Actual times, distance and other factors may vary.

NWS Severe Thunderstorm Warning Criteria

Wind 50 kts or 58 mph

Hail 1 inch, Quarter size

Possible Tornado

Credit- Troy Willrick, Daytona International Speedway



Boating Community



Building a Weather-Ready Nation

Lightning Safety for Boating

- Boaters should be aware of the weather forecast and keep an extra careful eye out for approaching/developing thunderstorms and allow time to get to safety.
- Lightning tends to strike the tallest object in an area. Boats provide the perfect target since they are higher than the water.
- While lightning protection for large boats is useful, boaters need to do more for lightning safety. Lightning protection for boats is not lightning safety for people.



For more information on lightning safety, please visit:
www.weather.gov/lightning





Boating Community



Weather Safety on the Water What You Need to Know



Every year, weather impacts cause serious injury and death to people on bodies of water in the U.S. The majority of these incidents occur in the summer, the peak season for outdoor and boating-related activities. The summer is also the peak season for lightning strikes. Mariners are especially at risk for a lightning strike since boats are usually the highest point on the water. Adverse weather cannot be prevented, but the vulnerability of mariners can be minimized through proper equipment and education. Planning, knowing forecasts and the local weather patterns, and recognizing hazardous weather are all important before spending a day on the water.

Before You Go

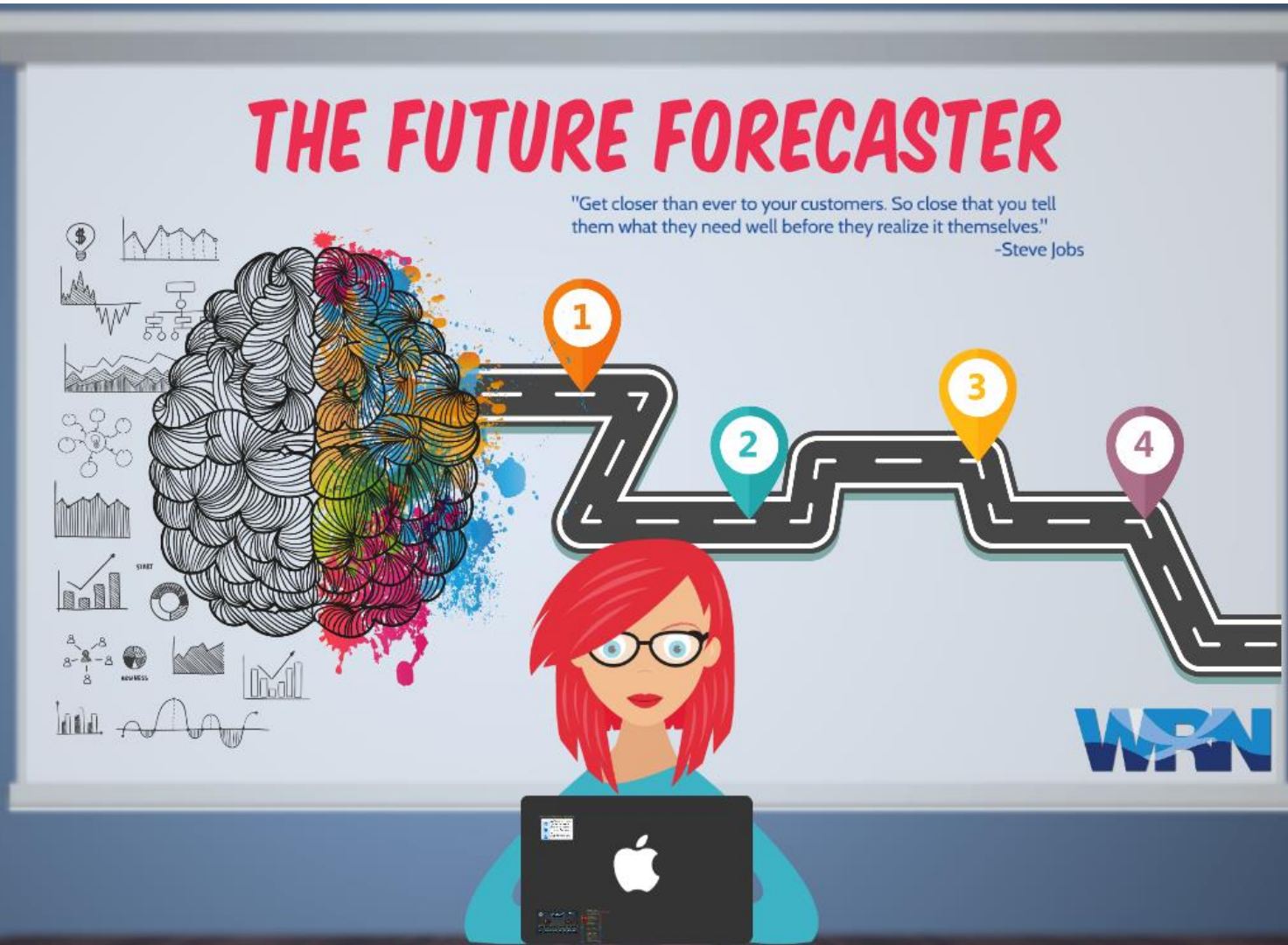
Access Daily Weather Forecasts and Updates

Have more than one means to get forecasts and weather information. These include:

- NOAA Weather Radio
- National Weather Service website (www.weather.gov)
- Mobile Apps and Social Media
- Television and Radio (AM/FM)
- VHF Radio
- Lightning Detection System (Smart phone applications and [SailFlow](#))
- Services from Commercial Weather Providers

Know before you go. [Don't](#) go out in the water when storms are predicted.

WRN Ambassador Care Model



UTILIZE STAFF EFFICIENTLY

Goal 1: Support NOAA's strategic plan for building a Weather-Ready Nation by building stronger relationships with our Ambassadors.

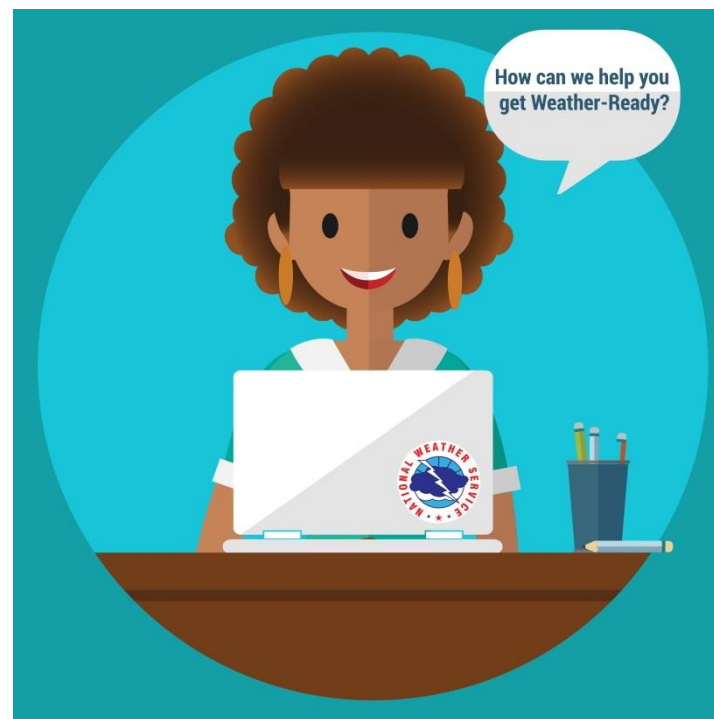
Goal 2: To more efficiently utilize staff during quiet weather shifts, and capitalize on the opportunity to use this time to connect with and serve current Ambassadors.



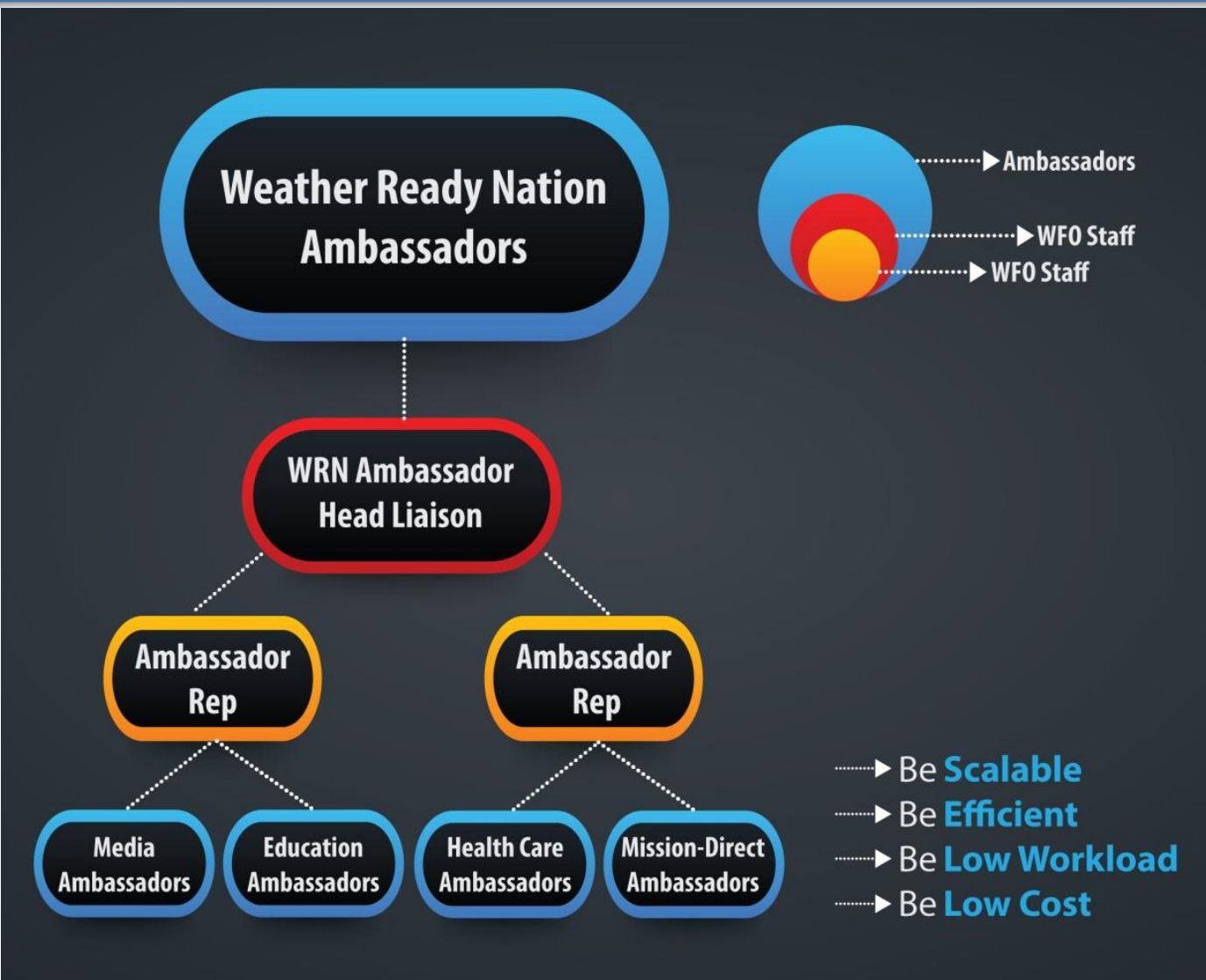
IMPROVE OUR CUSTOMER SERVICE

Goal 3: Improve, formalize and standardize our communication and marketing procedures for our Ambassadors.

Goal 4: Document and maintain a written record of our Ambassador's needs.



WRN Ambassador Care Model





Moving Forward



Weather-Ready Nation Ambassador Application



Organization Title: _____ Phone Number: _____
First Name: _____ Email Address: _____
Last Name: _____ Website: _____
Contact's Position Title: _____



Organizational Relationship
Do you currently have a relationship with NOAA/NWS?
If yes, please provide NOAA/NWS contact name and office and nature of partnership. If no, is your organization at the national, regional, state, or local scale?
Yes: _____ No: _____

Organization Zip Code
This information is being used to determine the appropriate NOAA office for your organization.
Zip Code: _____

Please check the option that best applies to your organization

- | | |
|--|---|
| <input type="checkbox"/> Government Agency | <input type="checkbox"/> Corporate and Small Business |
| <input type="checkbox"/> Academia | <input type="checkbox"/> Non-Profit, Association or NGO |
| <input type="checkbox"/> Weather, Water, Climate, Environmental Info. Provider | <input type="checkbox"/> Education/Outreach |
| <input type="checkbox"/> Media | <input type="checkbox"/> Other: _____ |



WRN Ambassador Commitment
Please check all four boxes to accept the WRN Ambassador responsibilities for your organization.
On behalf of your organization, you commit to performing the four actions below as a recognized Weather-Ready Nation Ambassador:

- ☐ Promote Weather-Ready Nation messages and themes to your stakeholders.
- ☐ Engage with NOAA personnel on potential collaboration opportunities.
- ☐ Share your success stories of preparedness and resiliency
- ☐ Serve as an "Example" by educating employees on workplace preparedness and encouraging personal preparedness at home.



Building a Weather-Ready Nation



Questions?



Email: Charles.Woodrum@noaa.gov

Douglas.Hilderbrand@noaa.gov

Evan.Bentley@noaa.gov

Trevor.Boucher@noaa.gov

Jennifer.Saari@noaa.gov

Steven.Pfaff@noaa.gov

Lisa.Schmit@noaa.gov

www.noaa.gov/wrn



Building a Weather-Ready Nation