

Communicating High Impact Weather across the U.S./Mexico Border using Social Media



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AMS 2018



A PICTURE IS WORTH A THOUSAND WORDS

(In Any Language)

2

SkyAlert Storm
@SkyAlertStorm

Follow

"@misajg: EH aquí el granizo que cayó en Juarez. Por eso tenía miedo.. "

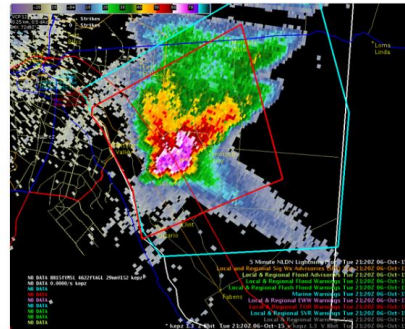
Translate from Spanish



NWS El Paso
@NWSEIPaso

Following

326pm: Large Hail heading towards Horizon City. Still seeing rotation, tornado could develop at any time. #ElPaso



Amending a TAF

3

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06Z
FTUS44 KEPZ 310117 AAA
TAFELP
TAF AMD
KELP 310117Z 3101/3124 11005KT P6SM VCTS SCT090CB SCT200 BKN250
TEMPO 3101/3104 VRB20G35KT 6SM -TSRAGS BKN080CB BKN200 OVC250
FM310400 13009KT P6SM VCTS SCT090CB BKN200 OVC250
FM310500 16010KT P6SM SCT090 BKN190 BKN250
FM311200 06006KT P6SM OVC250=
```



BLAK42 @Ambassador_SR May 30
@NWSEIPaso haboob in Juárez
atm



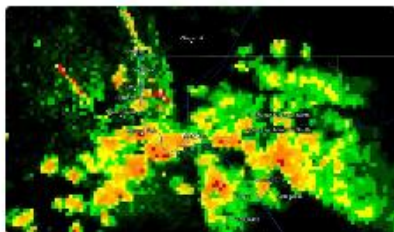
```
15Z
FTUS44 KEPZ 310223 AAB
TAFELP
TAF AMD
KELP 310223Z 3102/3124 11005KT P6SM VCTS SCT090CB SCT200 BKN250
TEMPO 3102/3104 VRB20G45KT 3SM -TSRAGS BLDU BKN080CB BKN200
OVC250
FM310400 13009KT P6SM VCTS SCT090CB BKN200 OVC250
FM310500 16010KT P6SM SCT090 BKN190 BKN250
FM311200 06006KT P6SM OVC250=
```

Tweeting in Two Languages

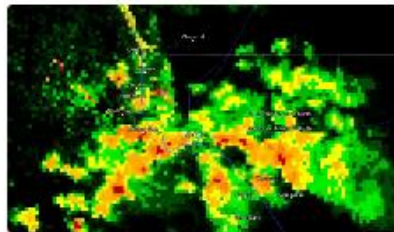
4



NWS El Paso @N... 1 Sep 2016
807am Heavy rain falling on parts of #ElPaso and #Juarez this morning. Flooded roadways likely.



NWS El Paso @N... 1 Sep 2016
807am Lluvias fuertes en partes de #ElPaso y #Juarez esta mañana. Posibles calles inundadas.



El Paso Demographics

- Combined El Paso/Juárez Population
2.7 million
(El Paso population 680,000)
- 80% Hispanic
- 40% of El Paso residents speak
Spanish primarily in the home
- One of the poorest counties in the
U.S.



More Border Statistics

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- The El Paso – Juárez region is the largest bilingual, binational workforce in the Western Hemisphere
- 7,000 to 10,000 U.S. citizens work in Juárez everyday
 - Ciudad Juárez Maquiladoras (primarily US financed factories)
 - 250 to 350 Maquiladoras in operation annually
 - 2nd most important trade point on the border
- 60,000 cars & 22,000 pedestrians cross the border each day

American lives & property in Mexico? Do we ignore these people or treat the region as one?

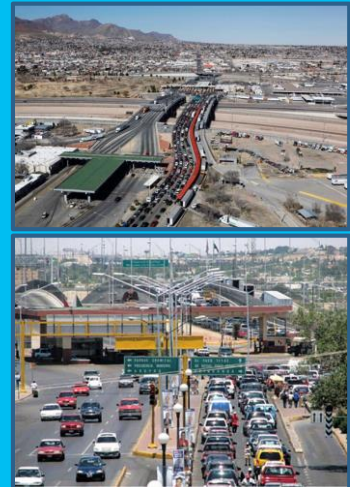


Photo credit: (Alexandre Meneghini / AP)

Building Real World Relationships

(In Person & with Social Media)

7



NWS El Paso visit to Ciudad Juárez



Protección Civil visit to NWS El Paso

Innovative Use of Technology

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Support of Protección Civil for Pope's visit to Juárez

- Not practical to send a forecaster across the border
- Used Google Hangouts for real-time video chat
- Face-to-face communication to answer immediate questions
- Ability to screen-share for radar or plume models (if needed)

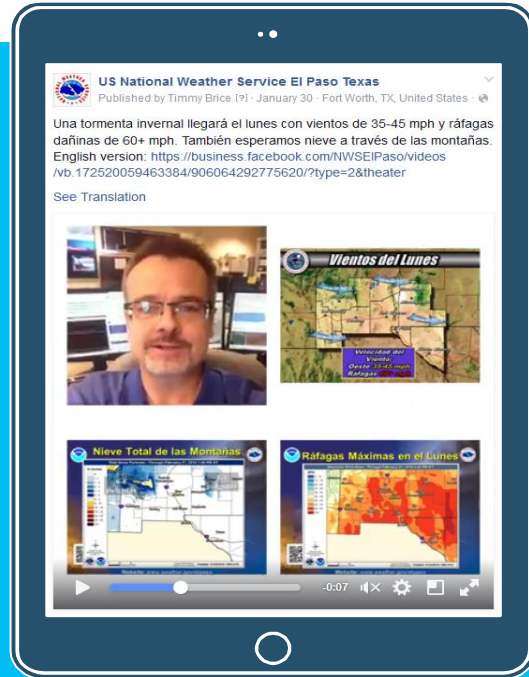
Social Media


How can we use
it to our
advantage?

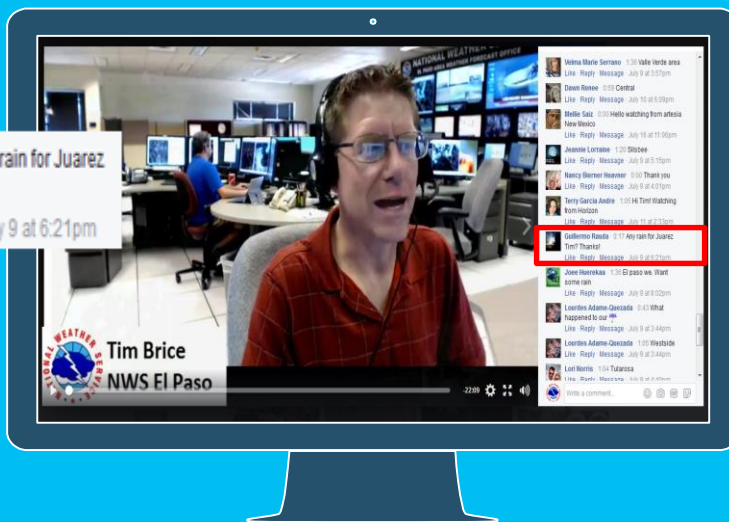




Ability to reach
underserved
communities...

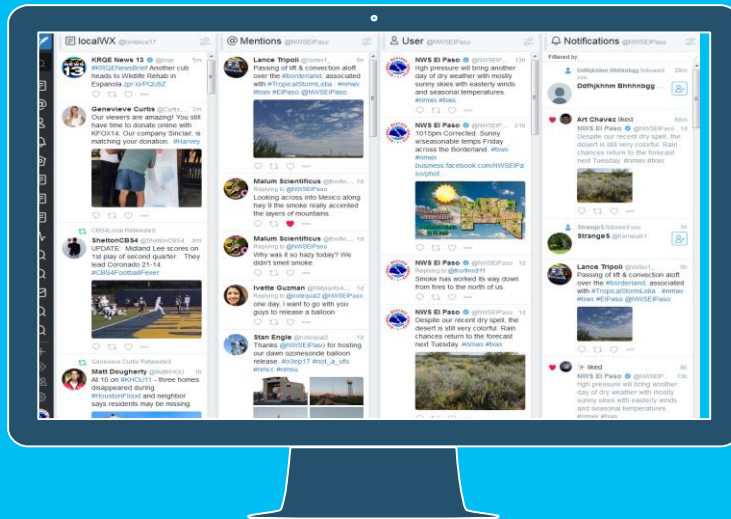


 **Guillermo Rauda** · 0:17 Any rain for Juarez
Tim? Thanks!
Like · Reply · Message · July 9 at 6:21pm



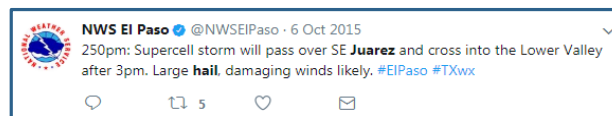
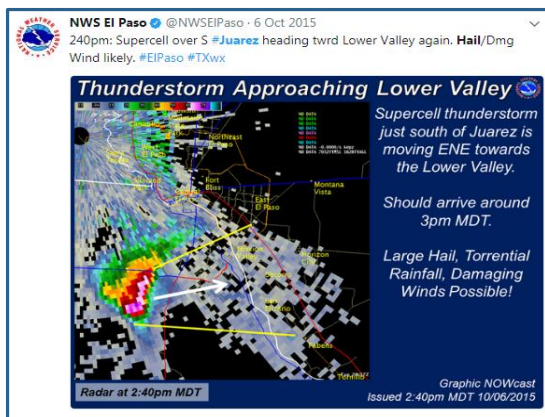
**TweetDeck**

Constant data
mining via social
media in search of
wx info from both
sides of the
border.



Inclusivity in Action!

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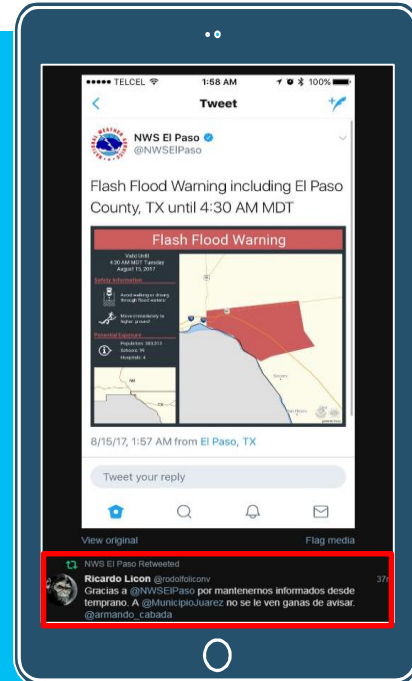
- Frequent mentions of weather conditions across the border are included in our social media posts
- By including Juarez, we many times elicit responses from people across the border
- Responses from Mexico can be a very valuable source of ground truth information

Building Confidence on the Border

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Basic translation:

“Thanks to NWS El Paso for keeping us informed early. The municipality of Juarez doesn’t feel like warning.”



Positive Results (October 5th & 6th, 2015)

15



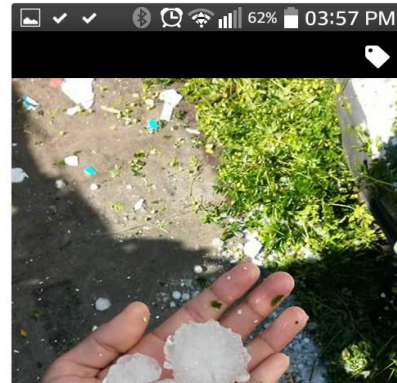
Victor Guevara @vico_gual · 6 Oct 2015
Esto nos cayó del cielo hoy

[Translate from Spanish](#)



Elizabeth colación @isacolacion · 6 Oct 2015
Granizo cd Juárez Chih.

[Translate from Spanish](#)



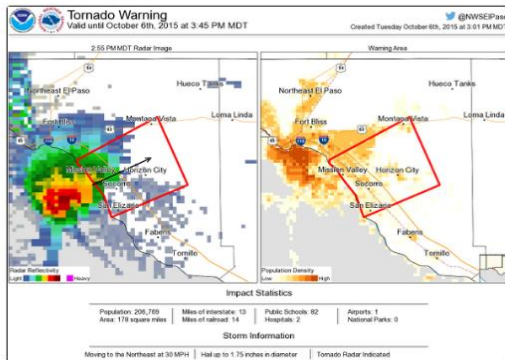
Positive Results (October 5th & 6th, 2015)

16



NWS Tornado @NWSTornado · 6 Oct 2015

Tornado Warning including Socorro TX, San Elizario TX, Horizon City TX until 3:45 PM MDT



13




1




Communication is the Key!

(No matter what season of the year)

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 **NWS El Paso** @N... 24 Dec 2015
Video (ingles) sobre la tormenta que impactara #ElPaso - #Juarez este fin de semana.
youtu.be/1p9ugpYbJZg
pic.twitter.com/vCVtOXna8D

Current Forecast Snow Amounts



🗨️ ↻️ ❤️ ...

 **Martijn** @MartinUfaza 27 Dec 2015
@NWSEIPaso Another stunning view of this epic snowstorm. Ciudad Juárez, México. The photo isn't mine.
pic.twitter.com/CpdF2nKwxK



🗨️ ↻️ ❤️ ...

 **Ivan Velazquez** @ivc... 27 Dec 2015
@NWSEIPaso nearest ysetla bridge @ Jupiter street in Juarez is about 4" snow at this time. Moderate snow now.
pic.twitter.com/m8D9WbrCJP



🗨️ ↻️ ❤️ ...

 **Ivan Velazquez** @ivc... 27 Dec 2015
@NWSEIPaso 8" of snow at CD Juarez nearest Ysleta Bridge
pic.twitter.com/FvalOzfqXz



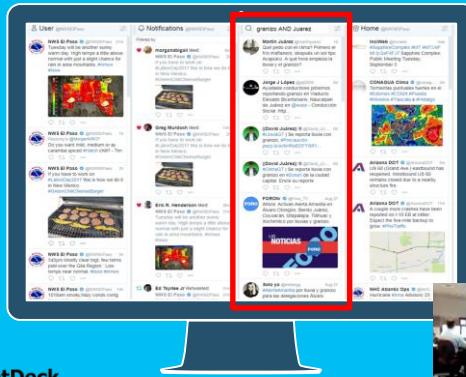
🗨️ ↻️ ❤️ ...

Looking ahead to the future...

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TweetDeck



Any questions?

You can find me at:

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- » jason.laney@noaa.gov

