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Public Information Statement 17-01
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To: Subscribers:
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From: Eli Jacks
 Chief, Forecast Services Division

Subject: NWS Hazard Simplification Project Activity #3: Collecting Public
Comments on a Winter Weather Hazard Messaging "Episode" through February
19, 2017

NWS is requesting comments on the latest stage of its Hazard
Simplification (Haz Simp) project through February 19, 2017.

The purpose of the Haz Simp project is to explore options for simplifying
and clarifying NWS's hazard messaging, with a focus on the Watch, Warning
and Advisory (WWA) system.

This is the first in a series of opportunities to collect public comments
on different types of hazard messaging approaches. We have built these
alternative approaches into a series of "Episodes," which carry users
through a winter storm from before the time it begins to the time it ends.
Some approaches use terms other than "Watch," "Warning," and/or
"Advisory."

For this episode, we focus on a winter storm scenario and offer
alternative hazard messaging approaches to those used in today's WWA
system. Users are asked to view the episode from one of two perspectives.
The first perspective is for regions that do not receive winter
precipitation often ("Mild" Climate); the second is for colder regions
that are accustomed to winter precipitation ("Cold" Climate).

Users will be randomly assigned either to 1) comment on one of three
messaging alternatives for this winter episode or 2) view how our current
hazard messaging would apply for this case.

Please note that there are no immediate plans for change; however, your
comments will play a major role in any future decisions.

Background on how these prototypes were developed can be found on our Haz
Simp homepage:

<https://www.weather.gov/hazardsimplification/>

The surveys will be completed via the links below:

Mild Climate Survey: <https://www.surveymonkey.com/r/D89MM35>

Cold Climate Survey: <https://www.surveymonkey.com/r/D822XXN>

For more information, please email: hazsimp@noaa.gov.

National Public Information Statements are online at:

<https://www.weather.gov/notification/archive>

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