



# **IDSS and the Weather-Ready Nation Ambassador Program**

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# IDSS - Impact-based Decision Support Services

Provide timely, relevant, and easy-to-understand weather forecast and impacts to core partners in an effort to support public safety decisions.

## Core partners:

- Media, tribal, federal, state, county, local governments
  - High dependence on media to help get the word out to affected residents.





# IDSS - Impact-based Decision Support Services

## Types of IDSS

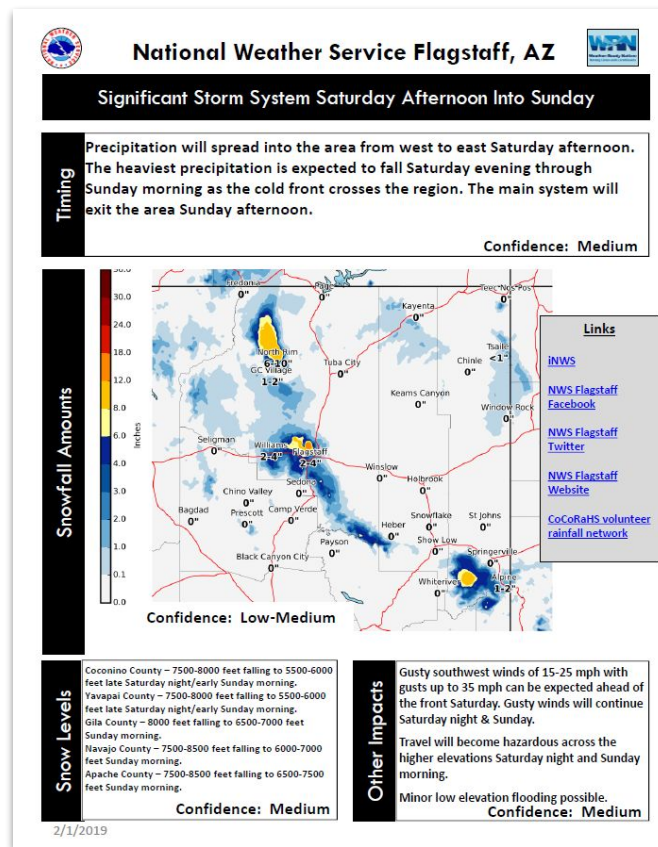
- On-site - Meteorologists are physically located at an emergency operations center.



# IDSS - Impact-based Decision Support Services

## Types of IDSS

- Remote - Contact your local NWS office to get on their email list.
  - Email briefings
  - Webinars



# IDSS - Impact-based Decision Support Services

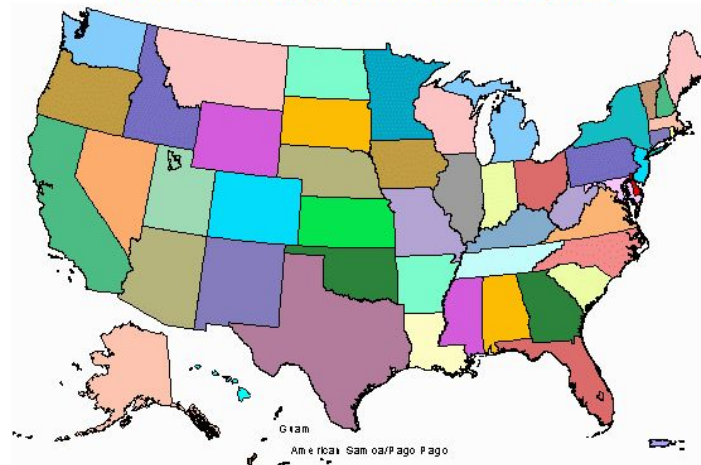
<https://www.weather.gov/stormready/contact>

## National Weather Service Local Office Contacts

[Weather.gov](#) > [StormReady](#) > National Weather Service Local Office Contacts

**StormReady**  
National Program

Click on a state to link to your Local NWS Office and a Contact Person, your Warning Coordination Meteorologist.  
You can also find the name of your local office and additional contacts **in PDF format**.  
*[Return to StormReady home](#) or [TsunamiReady home](#)*



# Weather-Ready Nation Ambassador Program

Formalizes the relationship between the NWS and Ambassador. Provides a two-way street of communication helping communities



*Chilchimbeto Chapter*  
*"Home of the World's Largest  
Navajo Rug"*



# Weather-Ready Nation Ambassador Program

Ambassadors help promote public safety by sharing weather safety social media graphics produced by the NWS (force multiplier).



**Forest Lakes Fire District, AZ**  
April 8 at 1:08 PM · 🌐

The National Weather Service has just released its "Fire Outlook" for this season.

## 2019 Fire Season Outlook

Issued April 8, 2019

**Monitor Comparison (Current)**

**2018**

**Drought Monitor Timeline and Fire**

**Points**

**Drought status:** Wet Winter in most areas has relieved drought conditions statewide.

**Energy Release Component (ERC):** With the dry weather over the past month, ERCs are increasing across the state. ERCs are a measure of the potential for fire. Above normal fire threats at lower elevations and in the desert.

**Temperature and Precipitation Outlooks:**

**April -** Active weather pattern may lean toward wetter and cooler than normal, with several episodes of unsettled weather, and possible high-elevation snowfall.

**through June -** The extended outlook calls for near normal temperatures and precipitation.

**Wildland Fire Potential Outlook:** Current weather outlooks and ground conditions indicate a trend toward lower fire potential this season across most of N. Arizona. Above normal fire threats at lower elevations and in the desert. At high elevations - possible delayed threat due to wet Winter.

**WILL STILL HAVE A FIRE SEASON\*\***

**Precipitation % of Normal Comparison**

**2019 (Current)**

**2017**

**+7**

26

2 Comments 50 Shares

Like Comment Share

# Weather-Ready Nation Ambassador Program

Ambassadors receive pre-made seasonal social media graphics for seasonal safety campaigns.

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

NWS National Seasonal Safety Campaign: Preparing the public for hazardous weather year-round



December 1



March 1



May 5-11



June 1

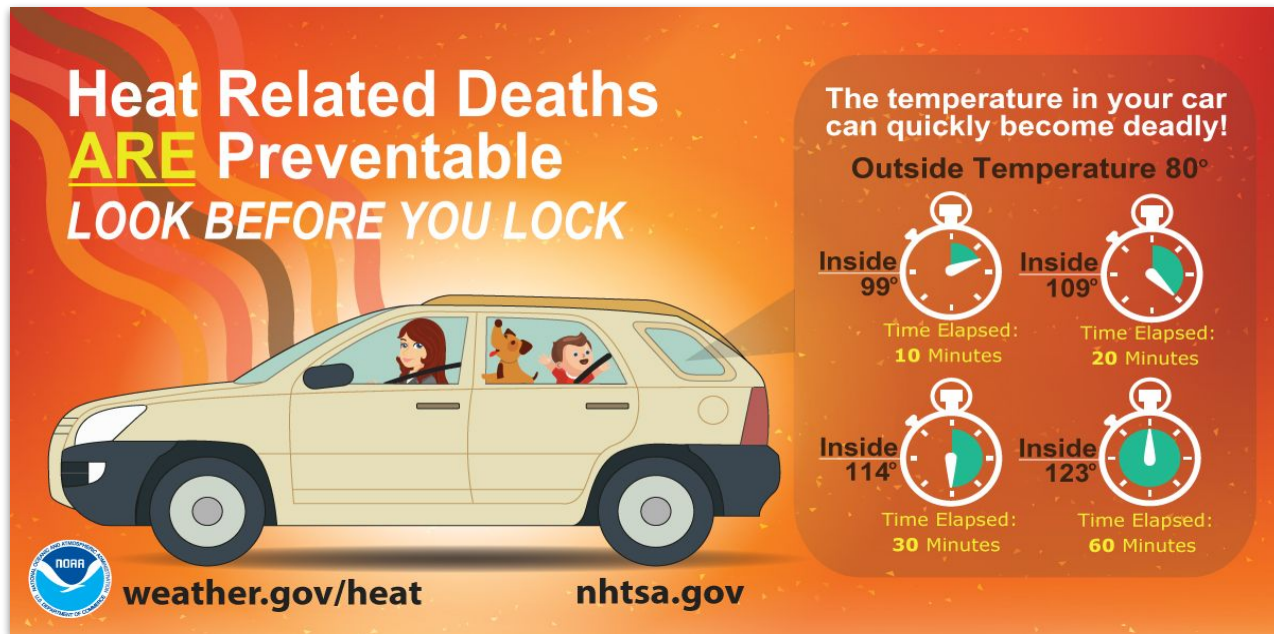


September 1



# Weather-Ready Nation Ambassador Program

## Heat Example



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

# Weather-Ready Nation Ambassador Program

Ambassadors are recognized through a ceremony, wall of fame placard, or some other means of recognition.



NWS Quad Cities, IA



NWS Los Angeles, CA

# Weather-Ready Nation Ambassador Program

URL to sign up

<https://www.weather.gov/wrn/amb-tou>



The image shows a screenshot of the 'WRN Ambassador Application' form. The form is centered on a white background with a blue header and footer. The title 'WRN Ambassador Application' is at the top. Below it is a red asterisk and the word 'Required'. The WRN logo is in the center, featuring the word 'AMBASSADOR' in a serif font above 'WRN' in a large, bold, blue sans-serif font, with 'WEATHER-READY NATION' in a smaller sans-serif font below. A blue tab labeled 'Organization Information' is at the bottom. Below the tab is a red asterisk and the text '\*Required Fields'. The form field 'Organization Title \*' is visible, with a placeholder text 'Your answer' below it.

WRN Ambassador Application

\* Required

AMBASSADOR™  
**WRN**  
WEATHER-READY NATION

Organization Information

\*Required Fields

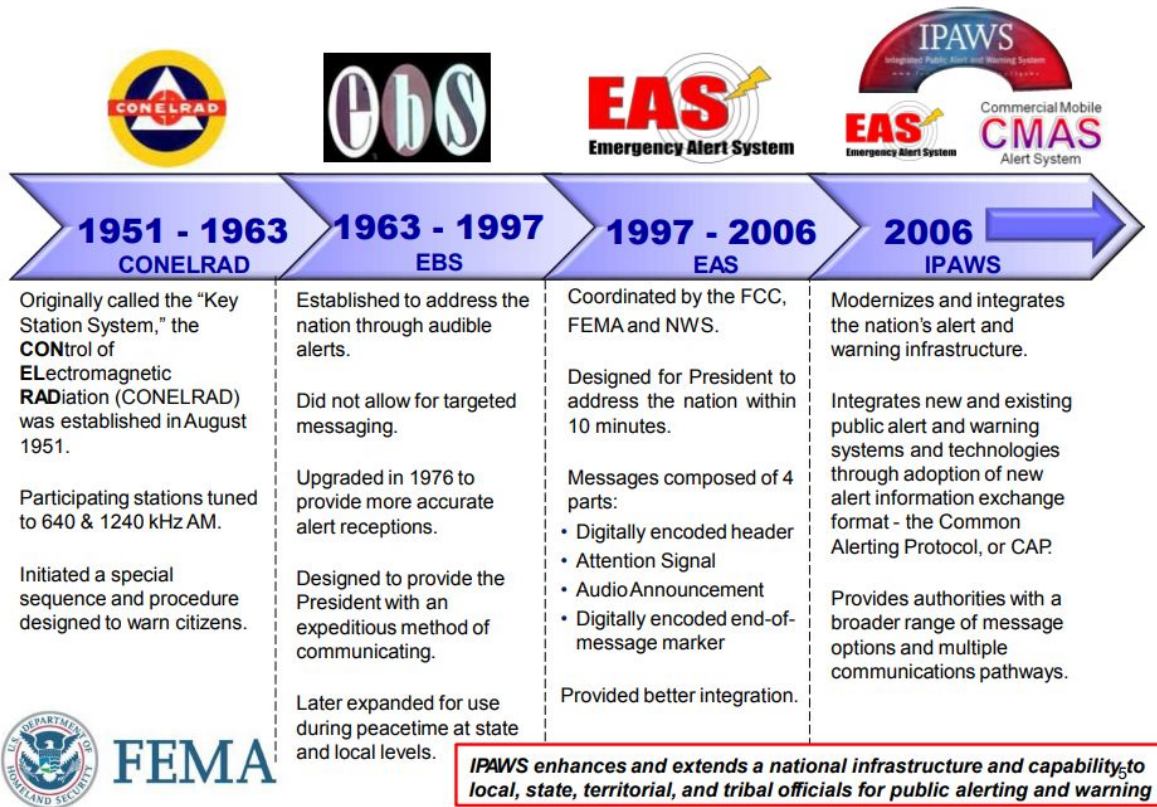
Organization Title \*

Your answer

# EAS - Emergency Alert System

## The Evolution of Emergency Alerting

The Integrated Public Alert and Warning System (IPAWS) -- new mechanism to allow multiple agencies inject public alerts





# Emergency Alert System Capabilities

Via IPAWS, in addition to traditional EAS state or local configurations



- ✓ Trigger TV and radio alerts
- ✓ FCC requires all licensees to monitor IPAWS All Hazards Information Feed
- ✓ Supports audio attachments (mp3)
- ✓ Supports audio links
- ✓ Supports text to speech



Photo Credit: Hans Yu/ FEMA

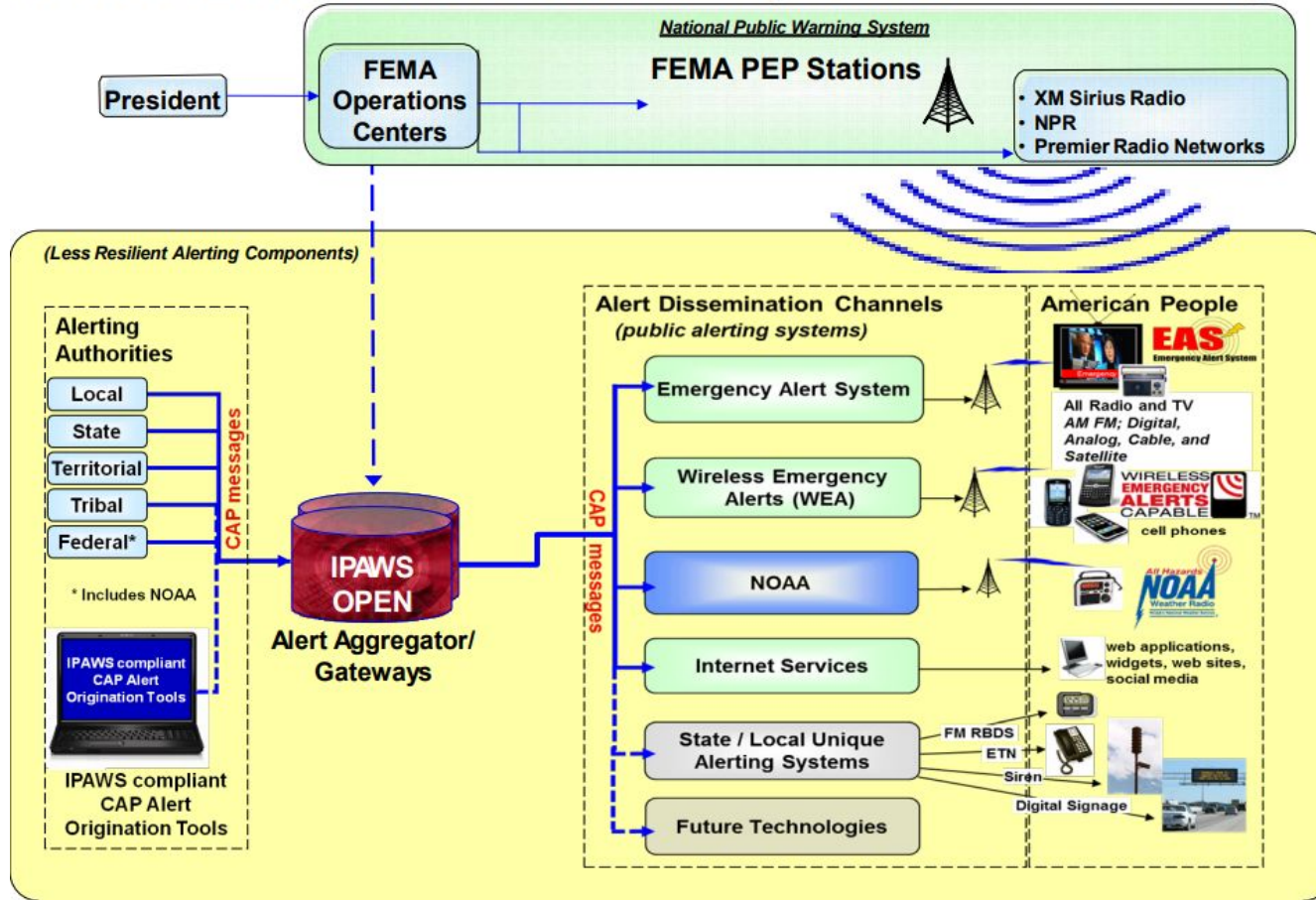


**FEMA**



# EAS - Emergency Alert System (IPAWS)

## IPAWS Architecture: A National System for Local Alerting



# WEA - Wireless Emergency Alerts

Implemented in 2012

Smart phones enabled

Use phone location to determine if warning is activated on phone



## Wireless Emergency Alerts Save Lives

**D**aniel Bennett was officiating Sunday services before 600 to 700 people when he heard an electronic warning tone. Then another. And another.

"I'd say probably two dozen phones started going off in the service, and everybody started looking down," he said.

What they saw was a text message from the National Weather Service cautioning that a twister was in the area. Bennett stopped the service and ushered everyone to a safe place...

- Forecasts, warnings spared lives from tornadoes, Associated Press, November 18, 2013

Wireless Emergency Alerts (WEA) are messages sent to your mobile phone during an emergency. No sign-up is required.

### What Kind of Alerts?

WEA are sent only during an emergency. They are sent by authorized government alerting authorities through your mobile carrier.

Types of alerts include:

- ✓ Extreme weather warnings (including flood and tornado warnings)
- ✓ Local emergencies requiring evacuation or immediate action
- ✓ AMBER Alerts



Photo: Maria Heflin

- ✓ Presidential Alerts during a national emergency.

The National Weather Service sends WEA messages for:

- ✓ Tsunami Warnings
- ✓ Tornado and Flash Flood Warnings
- ✓ Hurricane, Typhoon, Extreme Wind and Storm Surge Warnings
- ✓ Dust Storm and Snow Squall Warnings

WEA messages are relevant to your location – you only receive WEA messages when you and your cell phone are in the area of the emergency. If you visit an-other city, you will only receive alerts for that location and not your home town.

# WEA - Wireless Emergency Alerts



## WEA Messages Originated by NWS

Extreme

Severe

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 til hh:mm tzT. Take shelter now. Check local media. -NWS -- or -- Tornado EMERGENCY til hh:mm tzT. Tornado spotted in this area. Find shelter now! -NWS
Extreme Wind Warning	Extreme Wind Warning this area til hh:mm tzT ddd. Take shelter. - NWS
Hurricane Warning	Hurricane Warning this area. Check local media and authorities. - NWS
Typhoon Warning	Typhoon Warning this area til hh:mm tzT ddd. 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 hh:mm tzT. Avoid flooded areas. Check local media. -NWS
Dust Storm Warning	Dust Storm Warning til hh:mm tzT. Remember, Pull Aside, Stay Alive -NWS

### Legend

tzT = timezone  
ddd= three letter abbreviation  
for day of the week

\*\*Availability of Storm Surge Warning varies by wireless carrier



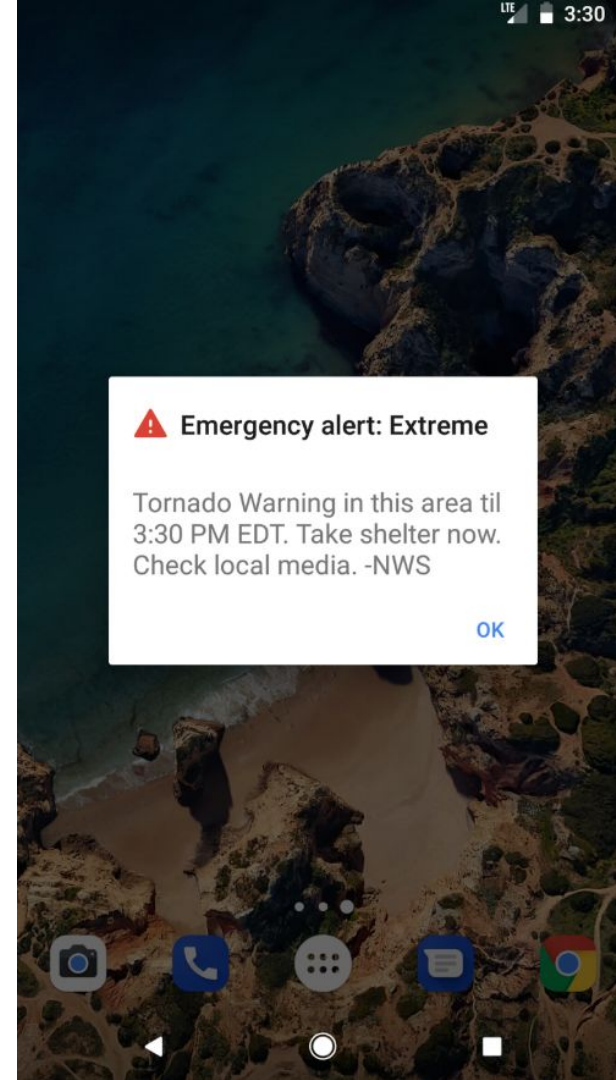
# WEA - Wireless Emergency Alerts

## What Do the Alerts Look Like?

WEA will look like a text message. The WEA message will typically show the type and time of the alert, any action you should take, and the government agency issuing the alert. The message will be no more than 90 characters. WEA messages include a special tone and vibration, both repeated twice.

## Do I Need to Sign Up for WEA?

NO! No signup is required! Alerts are sent automatically to WEA-capable phones during an emergency. WEA is free! No need to download an app.



# Questions?

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