



# Future of Scheduled Weather Briefings and Discussion

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# Agenda

- **Outreach Campaign and Feedback**
- **Future Direction of IDSS**
  - **Collaborative GIS layer sharing**
  - **Video based IDSS**  
**You Tube, Webinar**

## Discussion

- **Where do we go from here?**



# Outreach Campaign

- **2012-2014: Extensive outreach campaign – ERS Mets**
- **City, County and State core customer visits**
- **Feedback received**
  - **Need to better communicate uncertainties**
  - **More communication**
  - **Better graphics**
  - **IDSS tailored to impacts**



# Outreach Campaign

- **Feedback applied to IDSS Briefings**

- **Developed:**

**Pyramid of IDSS**

**Range of Possibility Graphics – Major Events**

**Winter Probabilistic Products**



# Outreach Campaign

- **Variety of Briefing Methods Established**
  - **Conference call - Group**
  - **Go-To-Webinar/Meeting/Web-Ex**
  - **Phone call – one on one**
  - **Smartphone messaging**
  - **Onsite/in person**
  - **Email - with graphics**

**Feedback: Core Customers have different needs.**

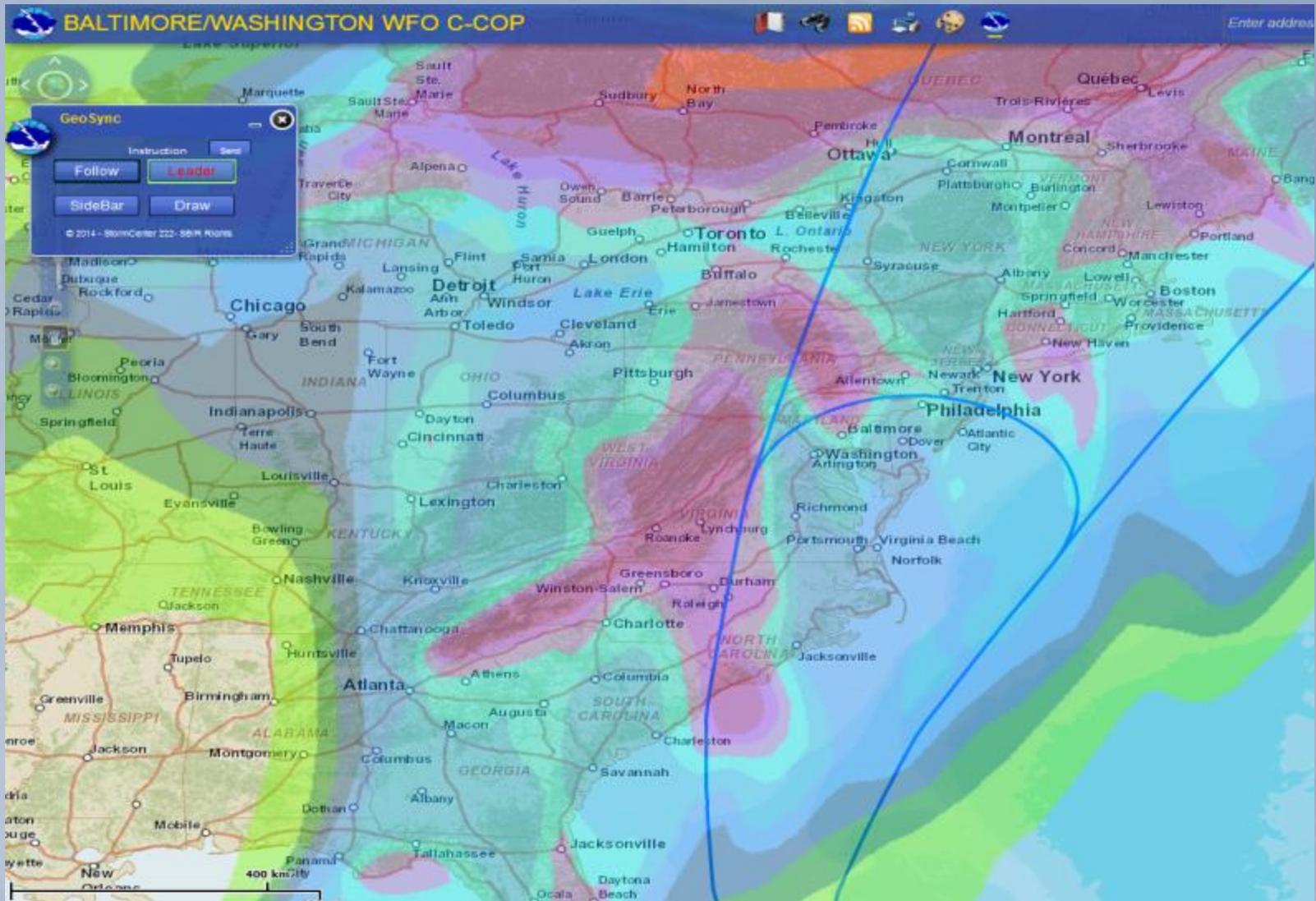


# Future Briefings

- **Private Contractor Working with MEMA, NWS**
- **NWS/MEMA Currently Evaluating Utility**
  - **GIS Mapping**
  - **Geospatial Data Sharing**
  - **NWS leads the conference call**
  - **Overlay numerous layers which appear on MEMA Osprey system**
  - **Instant messaging**
  - **Core Customers that cannot view Go-To-Meeting can easily access this feature**

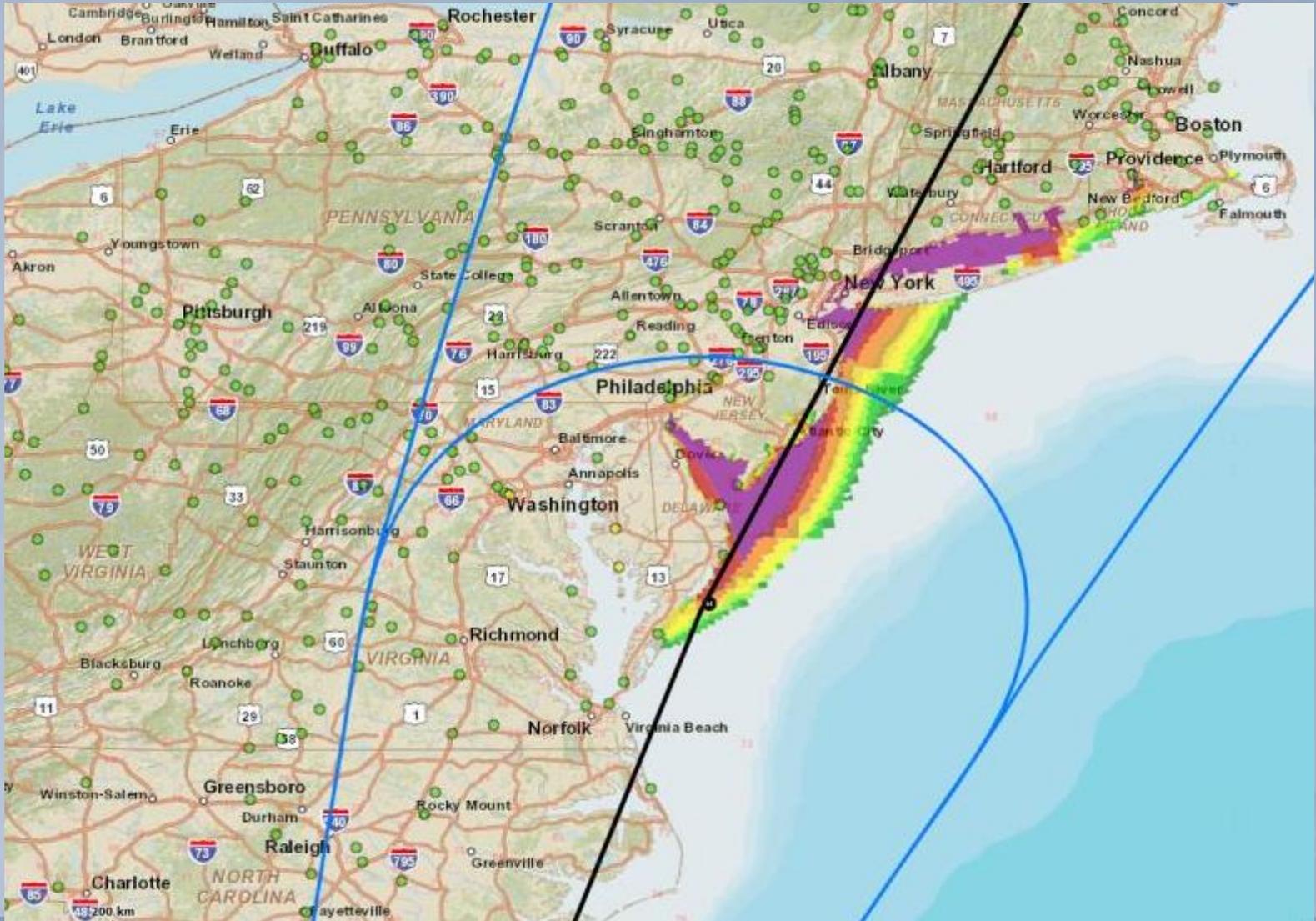
# Case Study: Hurricane Irene

## WPC 5 day QPF, NHC Cone



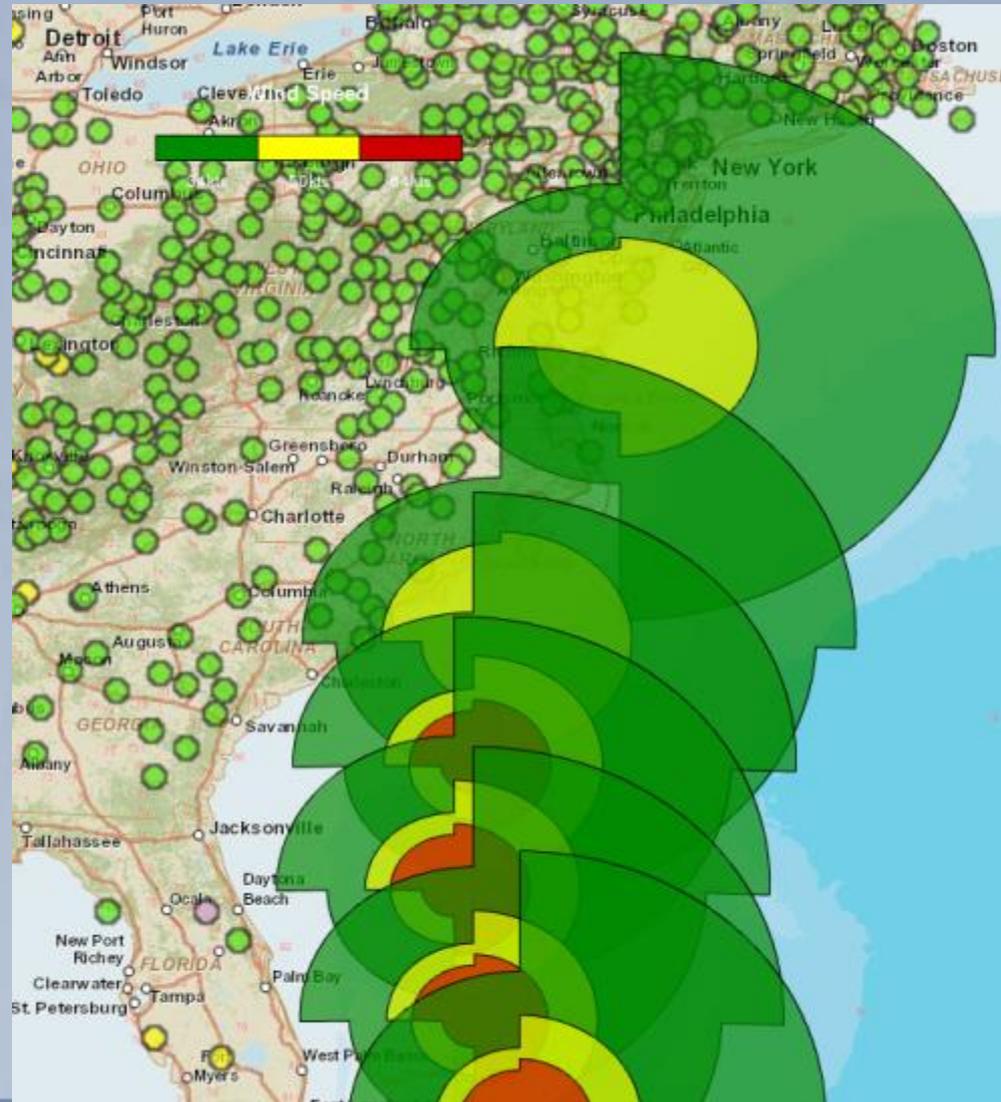
# Hurricane Irene

## River gauges, NHC Cone, Surge

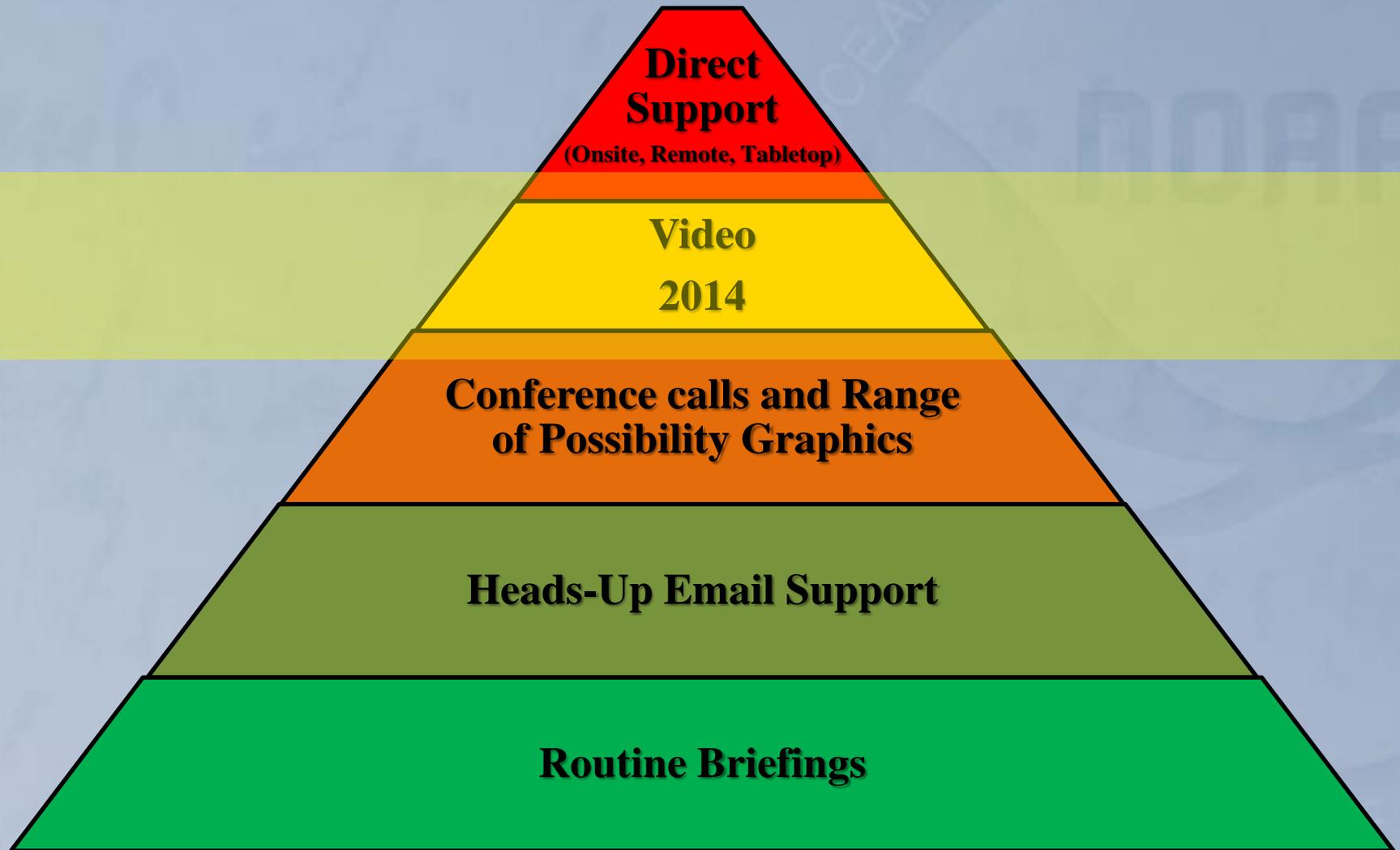


# Hurricane Irene

## Wind probabilities, Rivers



# Pyramid of IDSS



# Video 2014

- **You Tube Channel**

- Produce video IDSS for social media
- Utilized for extraordinary threats  
I.E...Derecho, January 2011
- Reach large numbers in little time

- **Go-To-Webinar**

- 180 currently registered
- Explore VOIP, Video

# Video 2014

- **Challenges**
  - **Low Bandwidth – Fix coming: March 2015**
  - **Not all partners can view video**
  - **Extra time and resources to produce videos**
  - **Rapidly evolving situations: Video becomes stale.**
  - **EM Webinar is effective.**
- **What are your thoughts on video briefings?**

# Discussion

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