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PUBLIC INFORMATION STATEMENT
NATIONAL WEATHER SERVICE HEADQUARTERS WASHINGTON DC
1110 AM EDT THU OCT 16 2008

TO: SUBSCRIBERS:
-FAMILY OF SERVICES
-NOAA WEATHER WIRE SERVICE
-EMERGENCY MANAGERS WEATHER INFORMATION NETWORK
OTHER NWS PARTNERS...AND NWS EMPLOYEES

FROM: ROBERT BUNGE
INTERNET DISSEMINATION OFFICER
OFFICE OF THE CHIEF INFORMATION OFFICER

SUBJECT: INTRODUCTION OF GOOGLE MAPS ON NWS POINT FORECAST PAGES:
EFFECTIVE OCTOBER 20 2008

BEGINNING MONDAY OCTOBER 20...ASSUMING NO CRITICAL WEATHER...NWS WILL RELEASE A NEW VERSION OF ITS POINT FORECAST WEB PAGES USING A GOOGLE MAPS INTERFACE FOR NAVIGATION AND LOCATION INFORMATION. THIS SYSTEM REPLACES THE HOME-BUILT MAPS USED PREVIOUSLY. NWS POINT FORECAST PAGES ARE MAPS ON THE HOME PAGE OF EACH NWS FORECAST OFFICE THAT ALLOW USERS TO CLICK AND GO TO A SPECIFIC LOCATION. POINT FORECAST PAGES ARE CREATED FROM THE NATIONAL DIGITAL FORECAST DATABASE.

THE BASIC SERVICE FUNCTIONALITY OF THE POINT AND CLICK MAPS ON THESE FORECAST PAGES REMAINS THE SAME. THE GOOGLE MAPS DISPLAY MORE DETAILED GEOGRAPHIC INFORMATION...ALLOWING THE USER TO CONFIRM THEIR LOCATION AND TO BETTER UNDERSTAND THE FORECAST AREA.

THE USE OF GOOGLE MAPS ON THE POINT FORECAST PAGES COMES AS A RESULT OF NOAA SIGNING AN ENTERPRISE LICENSE AGREEMENT WITH GOOGLE TO ALLOW NOAA AGENCIES TO USE GOOGLE EARTH PRO SOFTWARE AND GOOGLE MAPS APPLICATION PROGRAM INTERFACE FOR BUSINESS PURPOSES. USE OF GOOGLE MAPS RELIEVES NWS OF THE NEED TO UPDATE AND MAINTAIN MAPS NAME/PLACE/ZIP CODE LOCATIONS AND TO BETTER FOCUS ON MISSION RELATED ACTIVITIES. THIS RELEASE ALSO EXPOSES POINT FORECAST INFORMATION IN AN ADDITIONAL COMMON INTERNET-BASED STANDARD...KEYHOLE MARKUP LANGUAGE /KML/...ALLOWING DISPLAY IN USER-DESIRED GIS APPLICATIONS.

MORE INFORMATION ON NWS USE OF GOOGLE EARTH/GOOGLE MAPS AND OTHER GIS APPLICATIONS FOR DISPLAY CAN BE FOUND AT /USE LOWER CASE LETTERS/:

[HTTP://WWW.WEATHER.GOV/CREDITS.PHP#GOOGLEMAPPING](http://www.weather.gov/credits.php#googlemapping)

IF YOU HAVE ANY QUESTIONS OR COMMENTS...PLEASE CONTACT:

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IN THE COMING MONTHS NWS EXPECTS TO TEST OTHER DISPLAYS /E.G. ZONE FORECASTS AND RADAR DISPLAYS/ TO GOOGLE MAPPING TECHNOLOGY AND TO PROVIDE EXPERIMENTAL ENHANCEMENTS TO OUR EXISTING SERVICES INCLUDING USING STREET ADDRESSES AND LOCATION NAMES TO NAVIGATE TO A POINT FORECAST.

NWS PUBLIC INFORMATION STATEMENTS ARE ONLINE AT /USE LOWERCASE/:

[HTTP://WWW.WEATHER.GOV/OS/NOTIF.HTM](http://www.weather.gov/os/notif.htm)

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