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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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