DSS PARTNER BLITZ – TARGET: AVIATION WEATHER COMMUNITY

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SAN DIEGO DSS BLITZ CAMPAIGN

• NWS SAN DIEGO STARTED A NEW PROGRAM IN 2018 CALLED DSS PARTNER BLITZ

• THIS PROGRAM APPLIES TO ALL ASPECTS OF OFFICE DSS AND OUTREACH ACTIVITIES (INCLUDING AVIATION WEATHER)

• OFFICE’S DSS TEAM DEVELOPED THE BLITZ CAMPAIGN TO INCLUDE THE WHOLE OFFICE CONCEPT
  • ALL STAFF ENCOURAGED TO PARTICIPATE
  • TEAM MEMBERS REQUIRED TO COMPLETE AT LEAST TWO VISITS PER QUARTER
  • THE TEAM GOAL TO COMPLETE 10 VISITS PER QUARTER

• NO BOONDOGGLES ALLOWED!
MIRAMAR AIRSHOW
SAN DIEGO DSS BLITZ CAMPAIGN

• SO WHAT! WHY ARE WE DOING THIS?
  • NWS ROADMAP AND EVOLVE HAVE MAJOR FOCUS ON DSS EFFORTS
  • OUR BREAD AND BUTTER IS BECOMING (OR IS!) OUR DSS PROGRAMMING
  • DSS PARTNERSHIPS EQUAL RELEVANCY

• HOW TO TARGET AVIATION COMMUNITY WITH DSS EFFORTS?
  • THINK OUTSIDE THE BOX
  • HOW CAN WE BETTER TAILOR OUR SERVICES TO OUR CUSTOMERS NEEDS?
  • THINK ABOUT THE CHALLENGES OF AIRPORT OPERATIONS DURING INCLEMENT WEATHER
SAFETY TRAINING
SAN DIEGO DSS BLITZ CAMPAIGN
AVIATION WEATHER TARGETS

• EACH FISCAL YEAR VISIT ALL CWA AIRPORTS

• ENHANCE EXISTING AWW PROGRAMS

• DEVELOP OR ENHANCE OUR EXISTING RELATIONSHIPS WITH TAF SERVICE AIRPORTS

• TARGET AIRPORTS WITHOUT TAF SERVICE BUT A NEED FOR HAZARDOUS WEATHER AWARENESS VIA PROGRAMMING
  • WRN
  • EAA PRESENTATIONS
  • WEATHER SAFETY TRAINING
SAN DIEGO DSS BLITZ CAMPAIGN
SPECIFIC ACCOMPLISHMENTS

• AVIATION WEATHER TECHNICAL FOCAL POINT BRANDT MAXWELL HAS DEVELOPED AWIPS SCRIPT THAT AUTOMATICALLY EMAILS AIRPORT OPS AND MANAGER FOR LIFR RESTRICTIONS TO CEILINGS AND VISIBILITY

• REACHING OUT TO REGIONAL FAA PARTNERS
  • SOCAL TRACON
  • PALMDALE ARTCC
  • FAA TOWERS

• AIRSHOWS
  • PROVIDING DSS FOR AIRSHOWS
  • OUTREACH BOOTHS AT AIRSHOWS
SOCAL TRACON
SAN DIEGO DSS BLITZ CAMPAIGN
SPECIFIC ACCOMPLISHMENTS

• PALM SPRINGS AIRPORT
• NEW AWW SERVICE
  • BASED ON IMPACTS
  • RAINFALL OVER ONE-QUARTER INCH CAUSES SIGNIFICANT CHALLENGES, INCLUDING PONDING WATER ON RUNWAYS AND GROUND OPS
  • COORDINATED WITH AIRPORT MANAGER AND GROUND OPS
  • MULTIPLE DISSEMINATION METHODS INCLUDING CUSTOMIZED EMAILS AND PHONE CALLS
  • OTHER CRITERIA ARE SIMILAR TO TYPICAL AWW SERVICE
WHOLE OFFICE CONCEPT

• LEVERAGING EVERYONE’S STRENGTHS TO IMPROVE OFFICE DSS PROGRAMMING

• NOT EVERYONE LOVES TO GET OUT AND INTERACT WITH OUR CUSTOMERS

• THESE STAFF MEMBERS HAVE STRENGTHS THAT CAN CONTRIBUTE TO OUR DSS EFFORTS, SUCH AS PROGRAMMING, ORGANIZATION, SOCIAL MEDIA, AND DEVELOPING PARTNER SERVICE INITIATIVES