Weather-Ready Nation Ambassador Roundtable

April 20, 2022
AGENDA:

1:00  Welcome (Doug Hilderbrand)
1:05  Acting NWS Director Remarks (Mary Erickson)
1:20  NWS Service Equity and evolving role of Ambassadors (Dr. Steve Smith)
1:35  WRN Ambassador Testimonials
   • Val Sanders (Weathercall) to provide best practices in engaging new/emerging user groups.
   • Carlos Martinez (NCAR) will highlight engagement activities with Houses of Worship/Faith-based organizations
2:00  Open Discussion (Facilitated)
2:25  Closing Remarks and Actions
2:30  Wrap-up (Hilderbrand)
A Few WRN Headlines…

• 12,000+ WRN Ambassador Organizations
• #SafePlaceSelfie Day success
  • 34M Twitter accounts reached
  • 227M tweet views
• National Hurricane Prep Week (May 1-7)
• National Heat Safety Week (May 16-20)
• Summer Weather Safety Campaign (June 1)
• Great Outdoors Campaign (June 21)
And a few more WRN Headlines...

• 2021 Record Low Lightning Fatalities
• 2020 & 2021 Pediatric Heat Vehicle Fatalities Drop Significantly
Acting NWS Director Remarks

Mary Erickson
Equitable Services for a Weather-Ready Nation
“Building a Weather-Ready Nation, One Community at a Time”
Whole Community Engagement Model
“Weather Ready Communities”

NWS Programs
- Impact-based Decision Support Services (IDSS)
- Storm (Weather) Ready
- WRN Ambassadors
- Citizen Science & Safety Outreach (e.g. Skywarn Spotters, Community Talks, etc.)

NWS Offices
(Whole Office Concept, led by WCM/SCH or equivalent)

Core Partners
(Emergency Management Community, Governmental, Water Resource Managers, Electronic Media)

General Partners
(Community Organizations, Schools, Universities (MSIs), Businesses, Houses of Worship, VOADs, COADs, etc.)

Individuals
(Full Spectrum of Demographics)

Function
- Provision of Equitable Weather, Water, and Climate Products and Services
- Emergency Management - Public Safety
- Force Multiplier - Extended Reach
- Crowdsourcing - Education
New Context: Social Vulnerability
Social Vulnerability Index
What is Social Vulnerability

Every community must prepare for and respond to hazardous events, whether a natural disaster like a tornado or disease outbreak, or a human-made event such as a harmful chemical spill. A number of factors, including poverty, lack of access to transportation, and crowded housing may weaken a community’s ability to prevent human suffering and financial loss in a disaster. These factors are known as social vulnerability.

CDC - Social Vulnerability Index (SVI)

Maps show the range of vulnerability in Gwinnett County, Georgia for the four themes.
Arabi Tornado

- Lower 9th Ward
- EF-3 Tornado Damage

Overall SVI Percentile Ranking
- Low
- Low to Moderate
- Moderate to High
- High
2022 Weather Ready Nation
Ambassador’s Online Meeting
Who is WeatherCall?

• Degreed meteorologists, telecommunication experts, risk managers, & experienced RV-ers

• First company to create consumer-facing severe weather warning service utilizing “Storm Based Warnings” in 2007.

• Tens of MILLIONS of SITE-SPECIFIC convective storm warning notifications delivered to consumers and enterprise-class clients (manufacturing, retail, schools, healthcare, transportation, etc.)*
Two markets with higher risks:

- Manufactured Housing
- RV/Camping
Weather-Related Fatalities

• The explosive growth of the RV industry and manufactured housing industries virtually guarantees fatalities will increase because of more people in unanchored or improperly anchored buildings.

• You cannot stop dangerous weather from happening. You CAN influence the IMPACT it will have with mitigation tools.

• Keeping an RV away from areas forecasted for convective weather is the only way to assure safety.

• Providing state-of-the-art, COMMUNITY BASED storm notification has proven to be affective in the mfg. housing space.
Could a Weather-Ready Nation initiative be crafted to make it beneficial to do the right thing?

I believe it could but will take some bold thinking and hard work.
Working with Spiritual/Faith-based Communities and Organizations to Build a Weather-Ready Nation

WRN Roundtable
Carlos Martinez
Foster a space for members to exchange ideas, thoughts, challenges related to their profession and faith/spirituality.

Facilitate dialogue and be a bridge between the Weather, Water, Climate enterprise and faith/spiritual communities.
Join the Board on Representation, Accessibility, Inclusion, and Diversity (BRAID) for a free webinar:

**Collaboration Opportunities Between the AMS and Spiritual/Faith-Based Organizations to Build a Weather-Ready Nation**

1 June 2022
2PM Eastern Time
(1800 UTC)
ametsoc.org/WebinarSpiritual
AMS 2023 (Denver, Colorado) Annual Meeting Sessions

• Weather-Ready Nation Symposium
  • Intersection of spiritual/faith-based communities and building a Weather-Ready Nation

• Joint-Session with WWC, Societal Applications, and DEI Symposiaums
  • Research, Initiatives, and Partnerships in the Weather, Water, and Climate Enterprise and Spiritual/Faith-based communities and organizations
For more information:
Feel free to email me at carlosm@ucar.edu
Discussion
Comments/Questions on the presentations?
Challenges?
Best Practices?