



Regional Emergency Support Function #15 (External Affairs) Winter Weather Briefing

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The BIG Storms!



Snowpocalypse - Dec. 2009



Snowmageddon - Feb. 2010



Snowzilla - Jan. 2016

Capital Weather Gang Following
@capitalweather

Announcement: We have named Mar 6 winter storm for DC/Mid-Atlantic [#snowquaster](#) - new post: [wapo.st/VXs3iy](#)

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Snowquaster: March 6 Washington D.C. winter storm name

Usually we ask readers to propose and vote on names for significant winter storms. But this time we've already received such a perfect suggestion that we've decided to go ahead and adopt it: Snowqu...

The Washington Post @washingtonpost · Follow

148 RETWEETS 17 FAVORITES

1:02 PM - Mar 3, 2013 Flag media

Snowquaster - March 2013

No Names – Just Nasty



Potential Winter Commuting Hazard

- Recipe for Traffic Disaster
 - 1" or less of snow
 - During urban rush hour
 - Sub-freezing road temperatures
- Together, these often create a traffic disaster.
- But typically...



Road crew's plan & response time > "Confident forecast" lead time

Potential Winter Commuting Hazard

■ Enhanced NWS-DOT/DPW Communications

- NWS may not have confidence with enough lead time, but they can often see the threat
- NWS will now notify DOTs/DPWs of the threat of “traffic disaster ingredients” combining:
 - 1” or less of snow
 - During urban rush hour
 - Sub-freezing road temperatures



Potential Winter Commuting Hazard

A small icon with the word "NEW!" in red, bold, sans-serif font, surrounded by a yellow starburst effect.

With DOT Notification Calls ~24 hours in Advance

...POTENTIAL WINTER COMMUTING HAZARD STATEMENT FOR THE WASHINGTON METRO AREA TUESDAY MORNING...

There is a POSSIBILITY for icy commuting conditions Tuesday morning. A period of snow is POSSIBLE (30%) across the Washington metro area during rush hour, with up to an inch of snow accumulation possible on sub-freezing roads.

If this threat does materialize during Tuesday morning rush hour, untreated roads would turn icy. This could lead to hazardous commuting conditions, with extensive delays.

The most important action at this point is to stay informed. Know what you would do if this threat materializes and plan accordingly. Stay tuned for updates and possible winter weather advisories.

Regional Messaging Approach

- Common message, many voices
- RESF 15 producing general messages for the region
 - General messages throughout the season
 - Event-specific messages during weather events
 - Jurisdictions can localize these for their communities
- Coordinated campaign throughout the region
- Communicators will utilize multiple platforms, social media, local websites, regular media and more



Winter Weather Information Campaign

- Kicking off this month with social media messages
- Will continue throughout the season
- Designed to
 - Educate
 - Inform
 - Remind



Sample Messaging Topics

■ Be Aware

- Sign up for your jurisdiction's alert system to receive up-to-the-minute details about emergencies

■ Make a Kit

- A home and car kit should contain basic emergency supplies for you, your family and pets

■ Have a Plan

- Everyone should have a family emergency plan
- Know your work and/or school's emergency plan

■ Stay Informed

- Listen to local media for information and instructions from emergency officials
- Be aware of winter storm watches and warnings, as well as road conditions
- Get where you need to be before the weather gets bad

Sample Messages

Twitter

- Winter is coming...be ready. Build a kit, make a plan and stay informed. <http://go.usa.gov/7Jp4> #prep4winter
- Your family may not be together when a storm strikes; make a family communication plan. <http://go.usa.gov/7JHx> #prep4winter
- Rain, sleet and snow. Know your winter weather lingo. #prep4winter



Facebook

- Winter is coming....be ready. Winter storms can bring freezing rain, ice, snow and high winds. Prepare now by building a kit, making a plan and staying informed. <http://go.usa.gov/7Jp4> #prep4winter
- “When the Sky Turns Gray,” it is time to get prepared! Watch the animation to learn what actions you can take today! <http://goo.gl/zeqPm1> #prep4winter



Additional Messages

■ Twitter

- Avoid freezing pipes. Insulate pipes and allow faucets to drip during cold weather. <http://rdcrss.org/1gCLgyn> #prep4winter
- What is in your car emergency supply kit? <http://www.ready.gov/car> #prep4winter

■ Facebook

- Are you ready for winter's stormy weather? This infographic will give you some ideas on how to prep yourself, car and home for winter storms. <http://1.usa.gov/1f0EotG> #prep4winter



Keys to Success

- Common Message, Many Voices
- Weather Hype < Credibility
- Communicate Your Preparedness



It's Just Snow

- Tell your story...

