

Building Partnerships to Support Operations: The New York State Weather Risk Communication Center



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Mission

The New York State Weather Risk Communication Center provides rapid, tailored, real-time weather information to New York State and local public sector partners. Working alongside the five National Weather Service offices serving the state, the Center focuses on effectively communicating the risks of extreme and impactful weather to state entities. Through ongoing partner engagement, the Center strives to use research-guided and user-focused communication strategies to provide weather information and support.

Partners



The Center works closely with the five National Weather Service offices that service New York State.



The Division of Homeland Security and Emergency Services is our primary partner, in additional to other state, county, and local agencies.































Understanding User Needs

We conduct user-focused evaluations and research to better understand our partners' needs and impacts from different kinds of weather. We incorporate these findings into the development of new tools.

Surveys



Surveys with current partners aboud how they use daily briefings and areas for improvement.

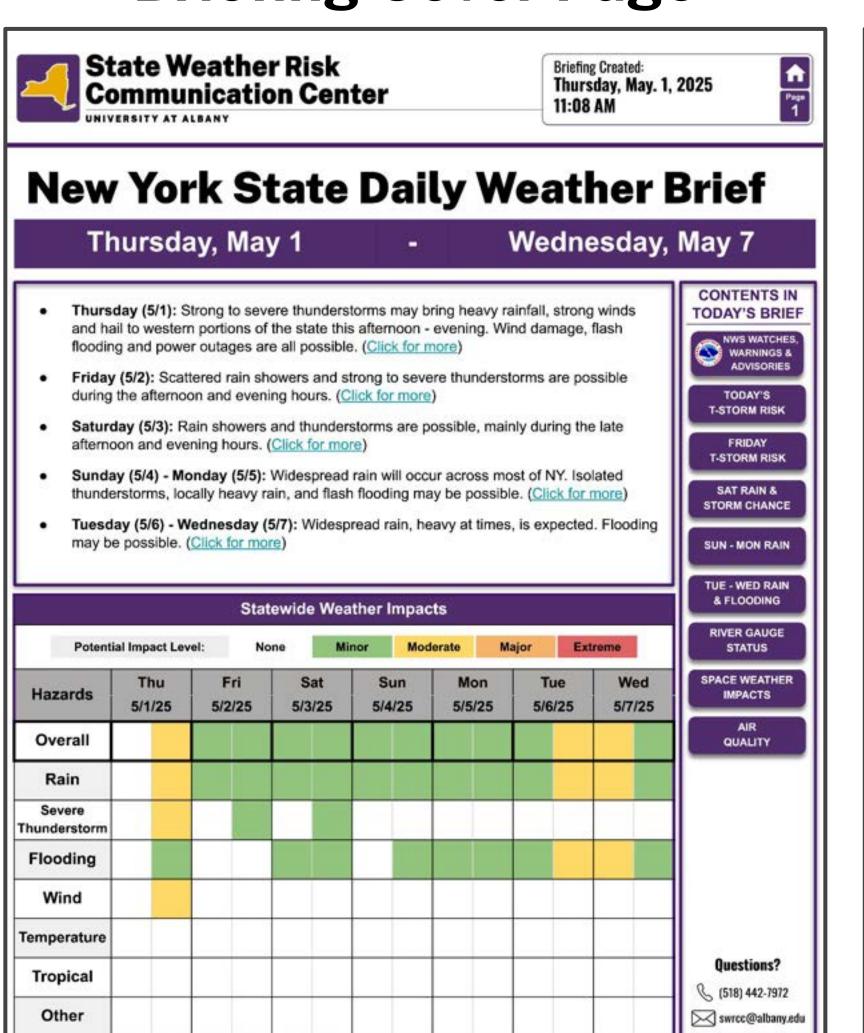




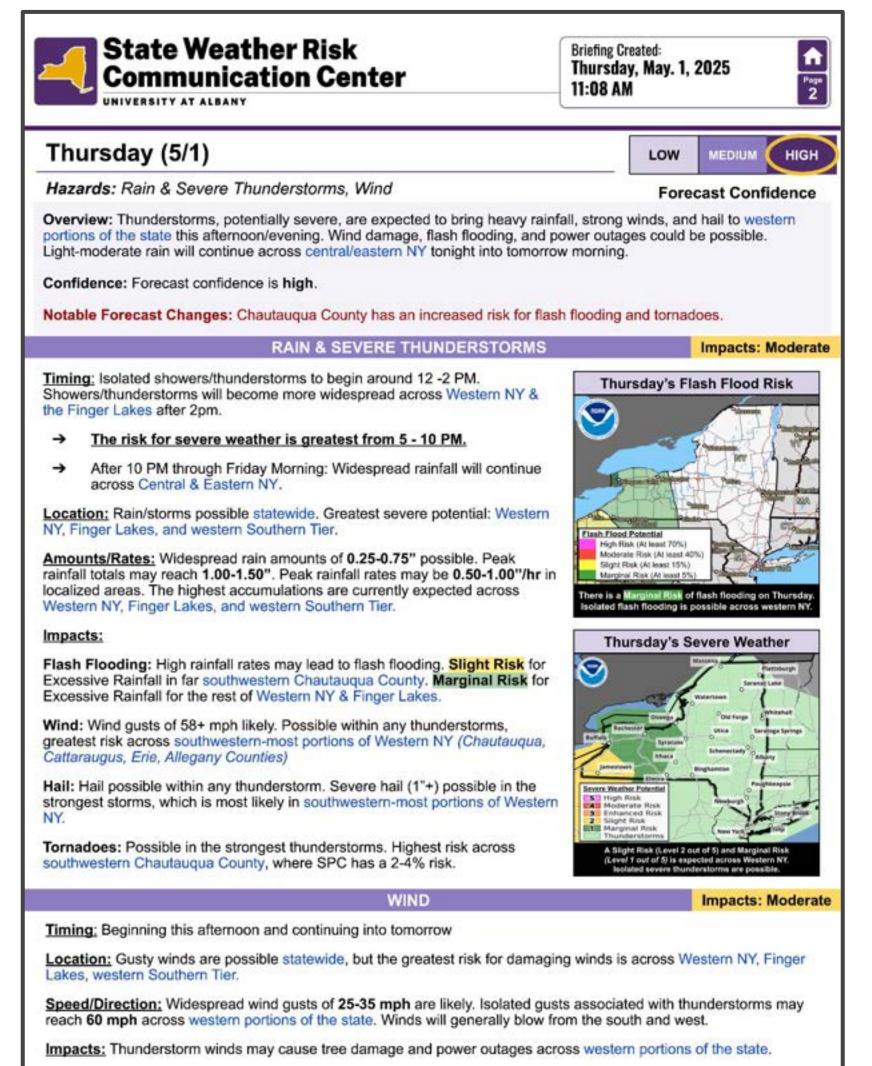
Communicating Information Using Plain Language

Through daily forecast briefings, real-time weather updates, and requested spot forecasts, we explain weather hazards and societal impacts using plain language. We include National Weather Service alerts and other products as they are closely tied to decision-making triggers.

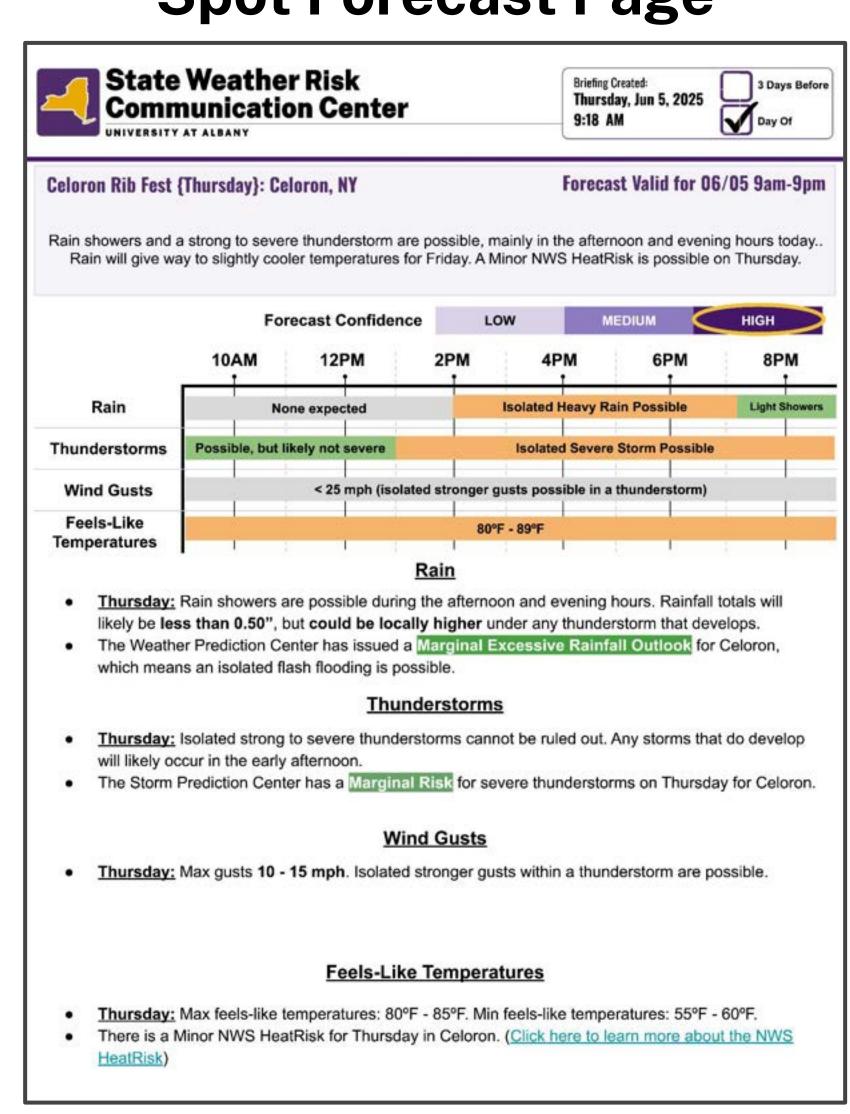
Briefing Cover Page



Briefing Forecast Page



Spot Forecast Page



Communicating Risk Through Graphics

We rely on handmade graphics to communicate specific hazard information for different parts of the state, including hazard timing, uncertainty, and potential impacts.

