

***NATIONAL WEATHER SERVICE POLICY DIRECTIVE 10-18
DECEMBER 7, 2009***

***Operations and Services
SERVICE OUTREACH***

NOTICE: This publication is available at: <http://www.nws.noaa.gov/directives/>.

OPR: OS5 (C.Woods)

Certified by: OS (D. Caldwell)

Type of Issuance: Routine

SUMMARY OF REVISIONS: This directive supersedes NWS Policy Directive 10-18, “Service Outreach”, dated September 30, 2002. Changes include:

- (1) replaced the word “customers” with “users” throughout the document;
- (2) added River Forecast Center (RFC) references in conjunction with Weather Forecast Office (WFO);
- (3) added the word “user” to section 2;
- (4) reworded the first sentence of section 3.3;
- (5) added phrase “region of responsibility” in section 3.4 since RFCs do not have County Warning Areas;
- (6) replaced the word “actions” with “findings” and added “surveys” to statement (Section 4);
- (7) NWSI 10-1805 (National Service Change and Technical Implementation Notices) and NWSI 10-1806 (NWS Support for Special Events) were added to the list of Procedural Directives (Attachment 1);
- (8) included Service Coordination Hydrologists (SCH);
- (9) deleted the definition of “Customer” in “Terms” (Attachment 1);
- (10) added the definition of “User” and “Service Outreach” in “Terms” (Attachment 1);
- (11) deleted the definition of “External Affairs” and “Public” (Attachment 1) because they are no longer part of the document;
- (12) adjusted the format of document to comply with NWSI 1-101; and
- (13) corrected the title of NWSI 10-1802 to include “TsunamiReady”.

1. **Introduction.** National Weather Service (NWS) products and services touch the lives of every citizen. A comprehensive service outreach program enables us to provide the services our users and partners expect.

2. **Objective.** The objectives of service outreach are to increase:
- a. Response to warnings and critical weather, water, and climate events.
 - b. Awareness and preparation for extreme events.
 - c. Understanding of available services.
 - d. Use of our products and services.

e. Feedback toward improved services.

3. Authority and Responsibilities. This policy directive establishes the following authorities and responsibilities:

3.1 The Office of Climate, Water, and Weather Services (OCWWS) is responsible for establishing policy and procedural directives for NWS service outreach, conducting service outreach with national users and partners, and establishing national training programs to improve service outreach efforts.

3.2 The regional headquarters are responsible for: ensuring weather forecast office (WFO) and river forecast center (RFC) compliance with established policies and procedures; ensuring supplements are compatible across regional boundaries; providing technical assistance to WFOs and RFCs; evaluating effectiveness indicators within their region; and reporting activities to other regions, the National Centers for Environmental Prediction (NCEP), and OCWWS. Regional headquarters will identify one WFO or RFC per state to coordinate state level service outreach activities.

3.3 WFOs and RFCs conduct the majority of NWS service outreach efforts. The WFO Warning Coordination Meteorologist (WCM) is the focal point for WFO service outreach activities. The Service Coordination Hydrologist (SCH) is the focal point for the RFC service outreach activities.

3.4 The WFO or RFC identified to coordinate state level service outreach activities will be known as the State Liaison Office (SLO). The SLO will normally be the WFO/RFC whose county warning area (CWA) and region of responsibility includes the state capital. NWS center weather service units (CWSUs) will also conduct service outreach activities and will designate a service outreach focal point.

3.5 Each NCEP service center will conduct service outreach activities and will identify a focal point to coordinate their efforts. The Tropical Prediction Center and the Storm Prediction Center will each have a WCM as their service outreach focal point.

4. Measuring Compliance. Measurements of success for this directive will include data from the service outreach reports as well as actions included in service assessment reports and surveys.

5. References. This policy directive is supported by the references and glossary of terms listed in **Attachment 1**.

signed _____ November 23, 2009
John L. Hayes Date
Assistant Administrator
for Weather Services

Attachment 1

REFERENCES AND GLOSSARY OF TERMS

Procedural Directives

NWS Instruction 10-1801, *Warning Coordination and Hazard Awareness*
NWS Instruction 10-1802, *StormReady and TsunamiReady Recognition Program*
NWS Instruction 10-1803, *Service Education and Feedback*
NWS Instruction 10-1804, *Service Outreach Reporting Requirements*
NWS Instruction 10-1805, *National Service Change and Technical Implementation Notices*
NWS Instruction 10-1806, *NWS Support for Special Events*

Terms

Partner - Companies, corporations, vendors, agencies, universities, etc., that associate with the NWS in the distribution of weather information and services.

Service Outreach – An organized effort to extend, inform, and increase the use, understanding, and response to available NWS products and services.

User - an individual, government agency, or other entity which obtains and applies NWS water, weather, and climate information and services.

User and Partner Feedback - Input from users and partners on our services and products. Some information can be used for generation of service requirements.

NWSPD 10-18 December, 7, 2009