

NWA 2020 Virtual Conference

Tony Rice  
Nate Johnson

# We're Better Together

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February 20, 2020  
Snow forecasts

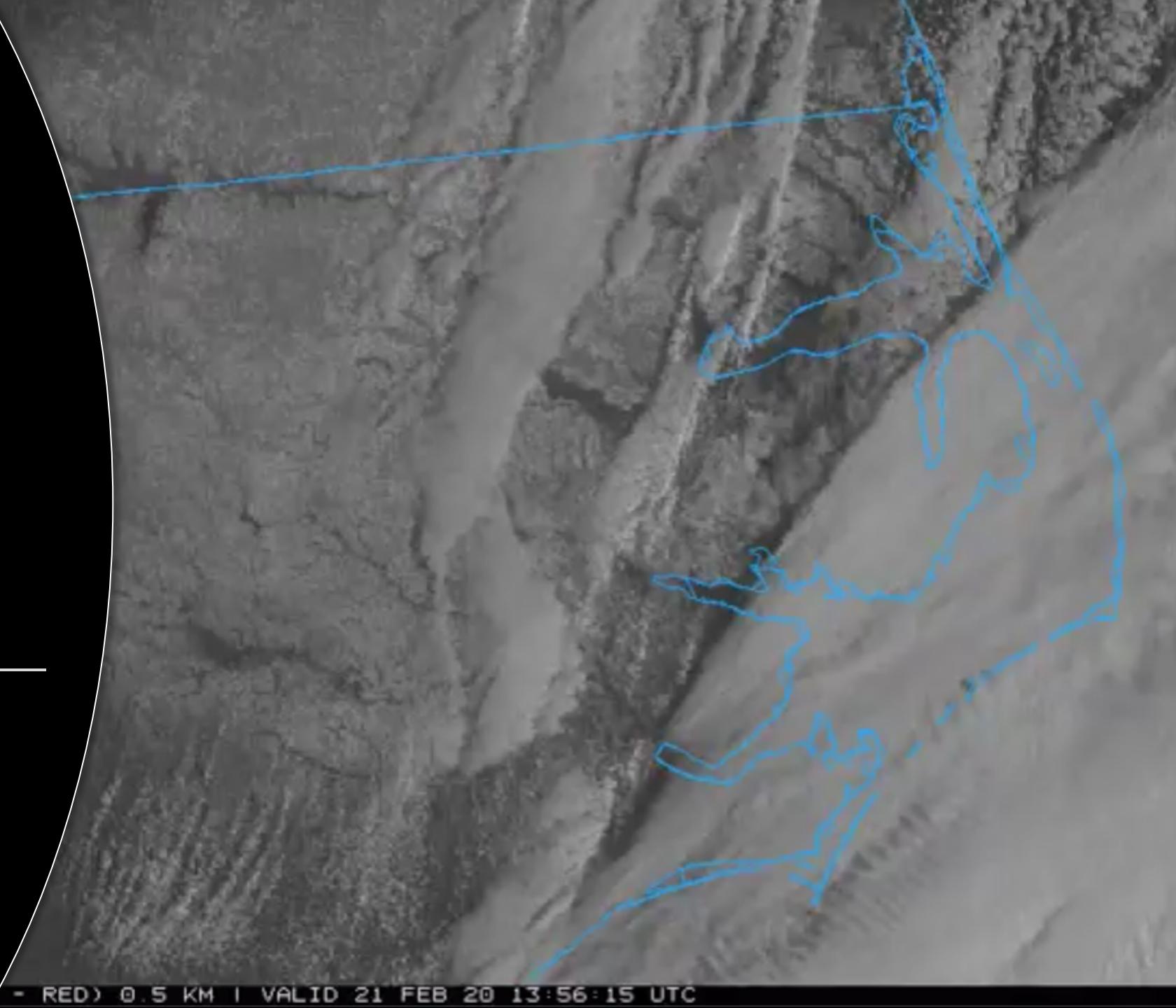
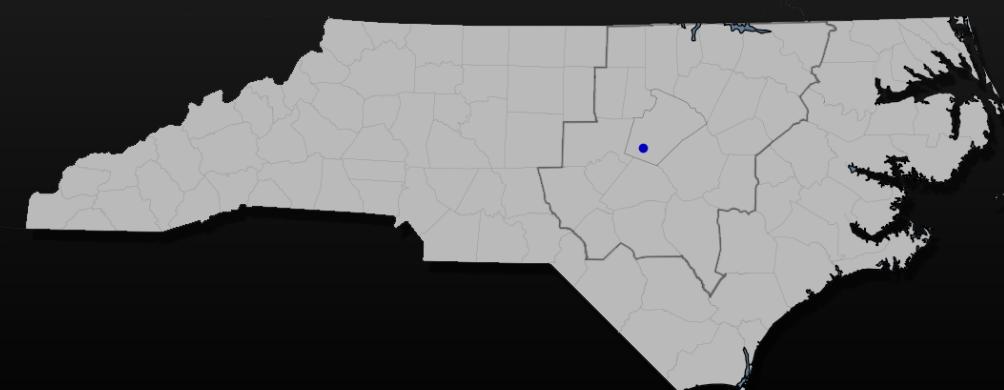
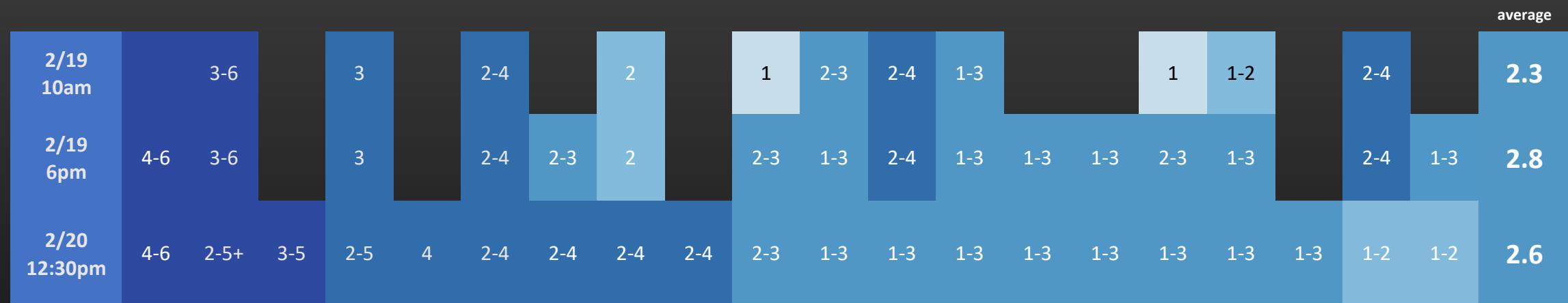
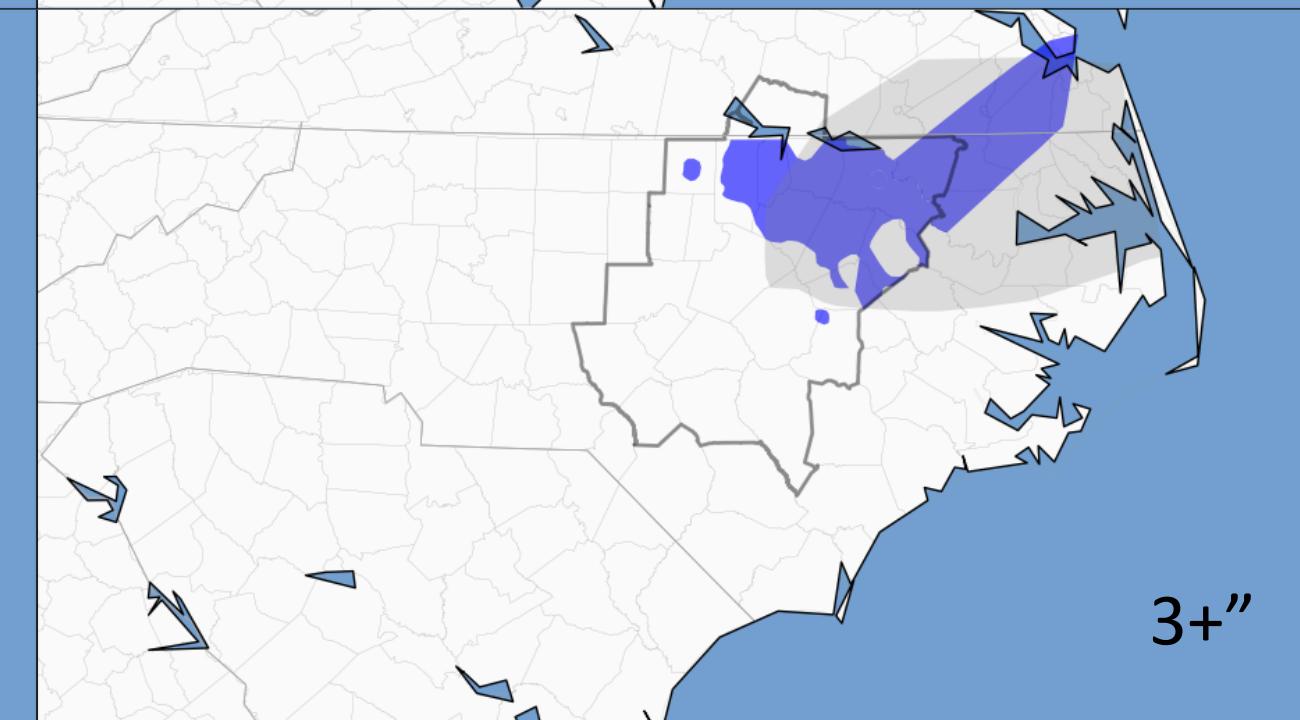
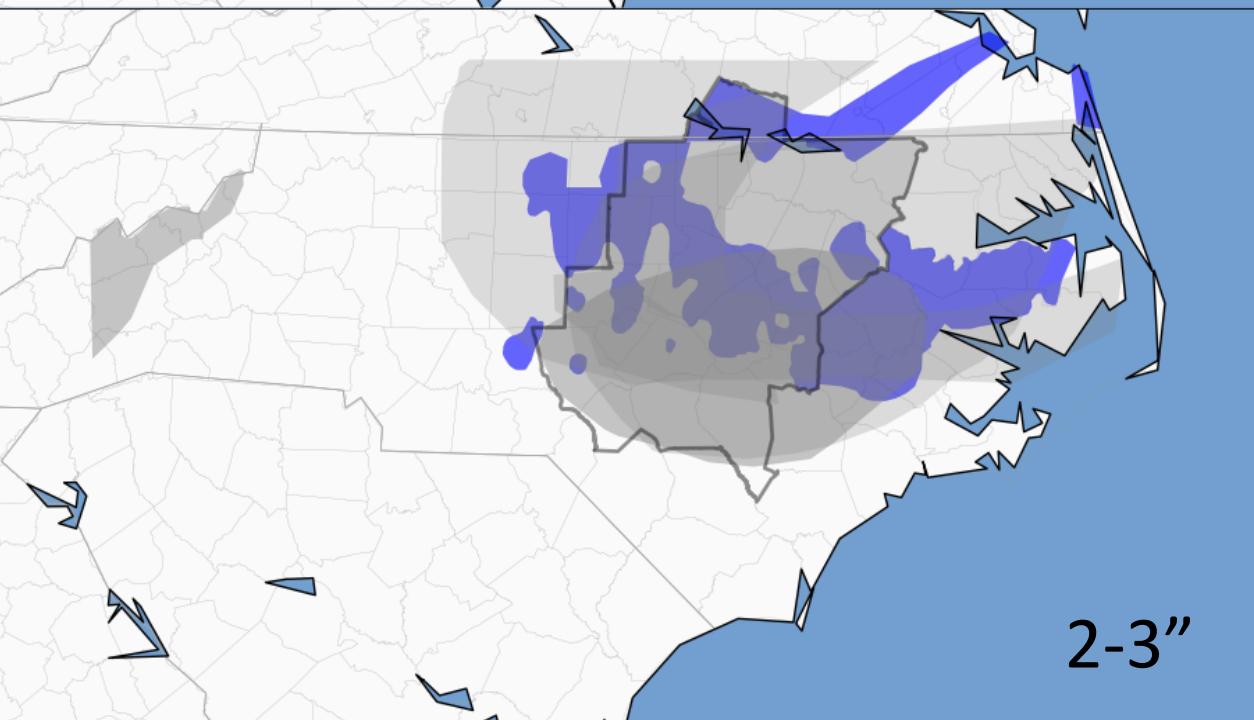
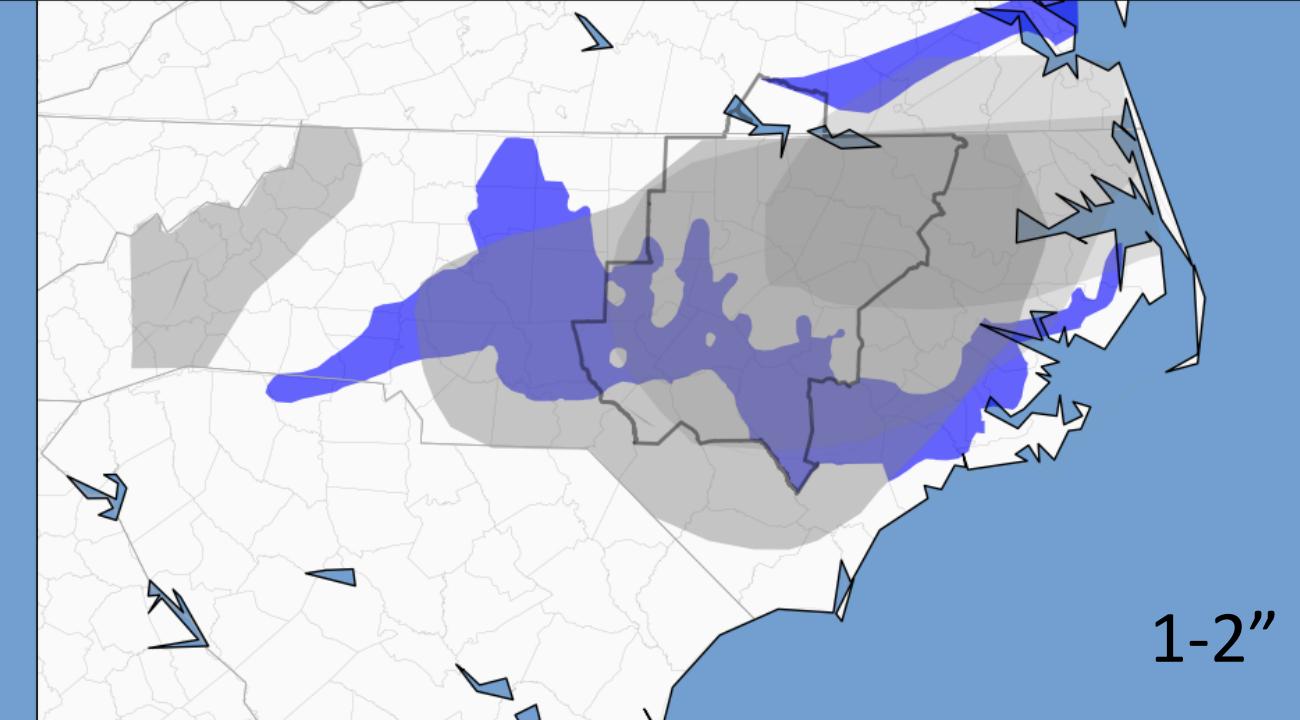
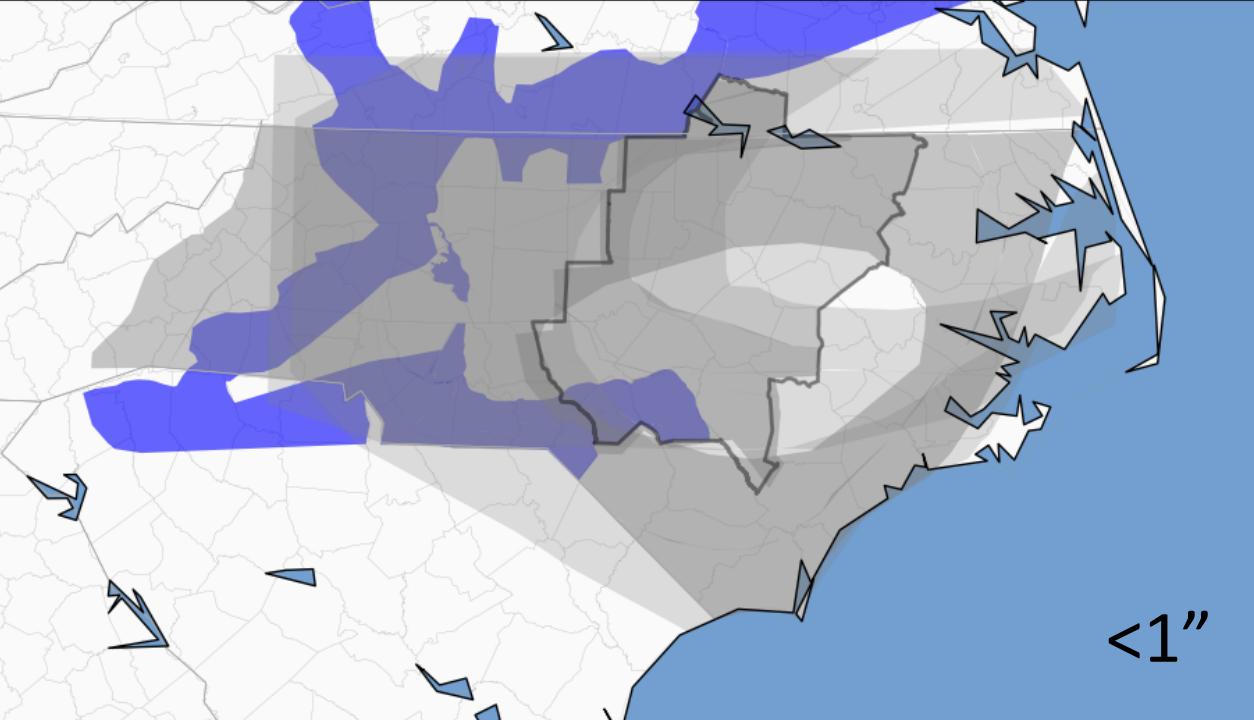




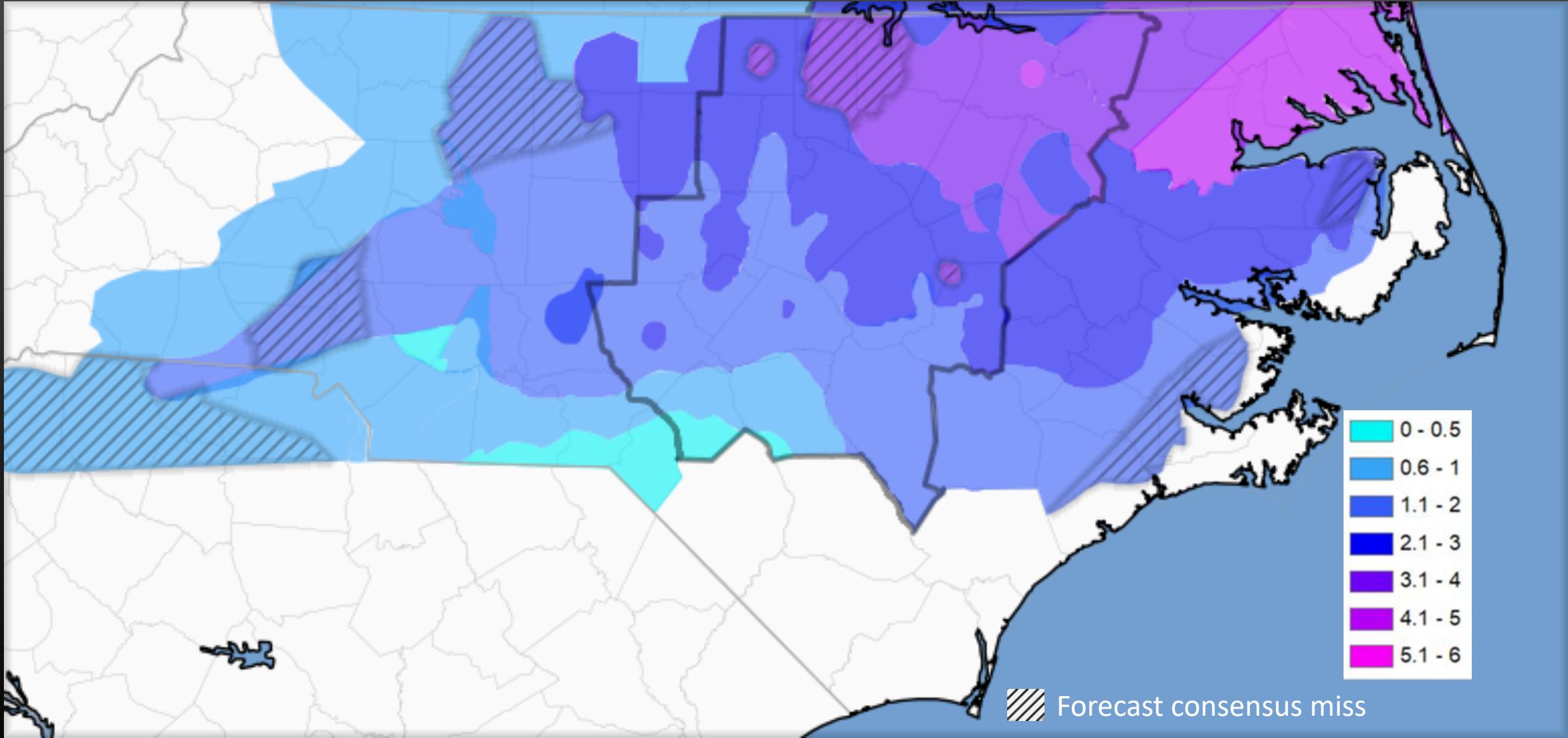
Photo: Lindsay Webb, WRAL

# Forecast Evolution for Holly Springs, NC

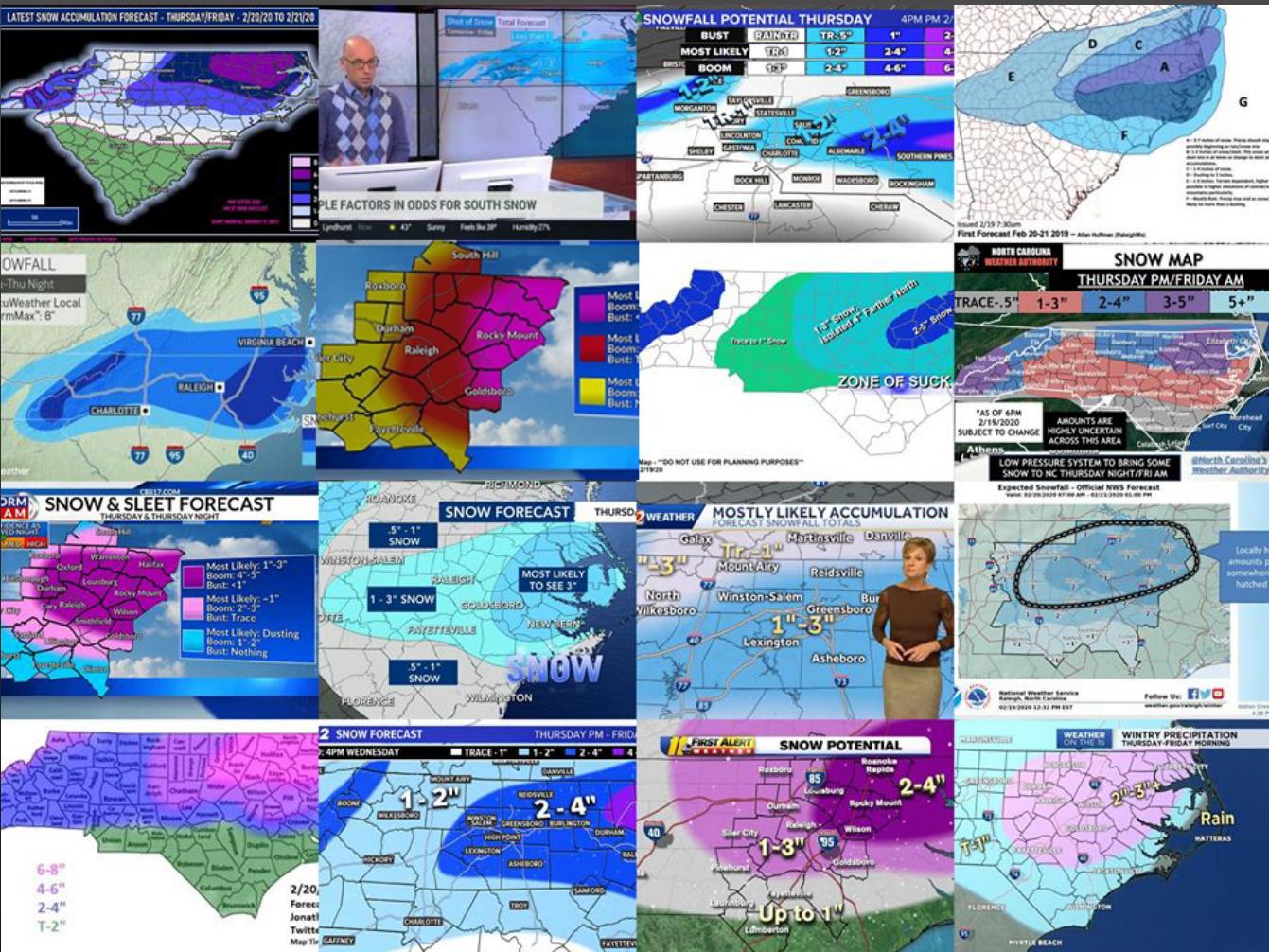
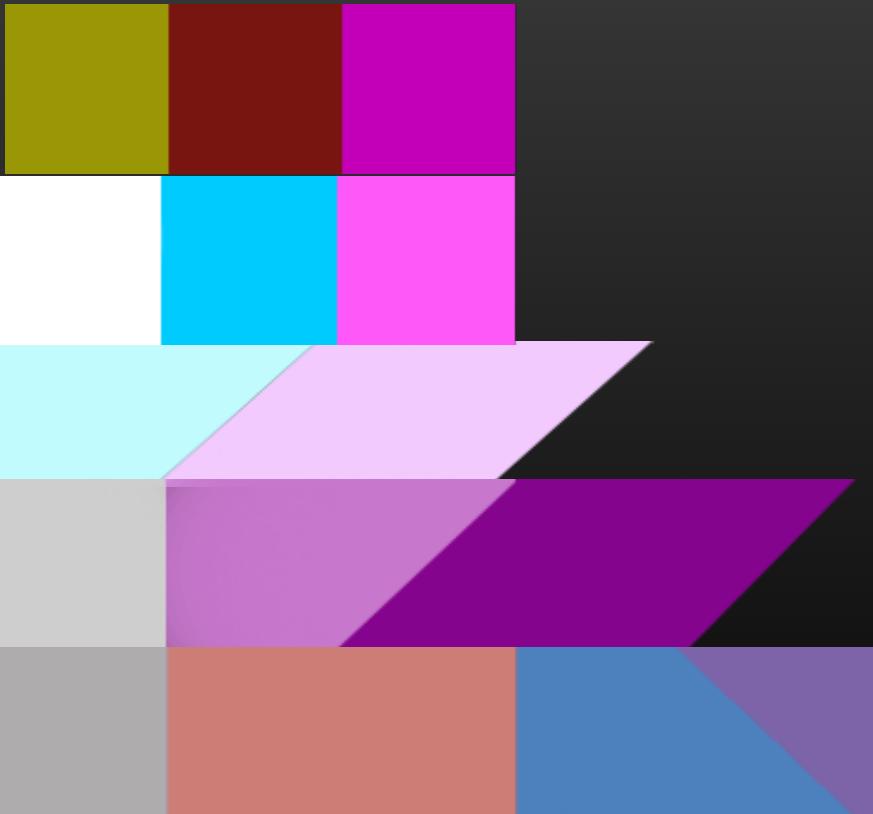




# Snowfall Forecast Ensemble



1 event,  
many color scales



# Call to action

- Evolve the message with the forecast
  - Several days out – possible impact (school, travel, power)  
Message: pay attention!
  - A few days out – increased confidence of nature, timing, and impact  
Message: think through how this affects you and your family
  - Last 24-36 hours – zeroing in on timing and impact  
Message: put plans into motion
- Maps are the message
  - Consistent colors & ranges
  - Clear labeling
  - Lines & ranges matter (hard vs fuzzy)
  - Focus on the area you know best



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<https://github.com/rtphokie/RAHFeb2020SnowEvent>

