

# Memorandum

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**To:** Karen King, NOAA  
**Cc:** Zoltan Toth, NOAA  
**From:** David J. Chapman, Stratus Consulting  
Jeff Lazo, NCAR,  
**Date:** 2/28/2005  
**Subject:** NOAA THORPEX Project Status Report

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## Background

This memorandum provides a project status report for the “National Study of the Economic Value of Current and Improved Weather Forecasts in the U.S. Household Sector”. The proposed research is undertaking the first comprehensive national random sample survey of U.S. households to explore their uses, perceptions, sources, and preferences and values for current and improved short- to mid-term (up to 14 days) weather forecast information. The study advances effort to elicit information from households on their (1) sources of daily weather forecasts, (2) perceptions of the quality of different types of weather forecast information, (3) uses of daily weather forecasts in decision making, (4) values for current weather forecast services, (5) values for improved weather forecast services in the short to near term for different attributes of weather forecast products (e.g., more accurate precipitation or temperature forecasts), and (6) general preferences for improved information on other weather forecast products.

## Project update

Due to the change in status of one of the principal investigators and developing the necessary contracting mechanisms this project got off to a slower start than anticipated. Co-principal investigator Jeff Lazo moved from Stratus Consulting to the National Center for Atmospheric Research. While this will not change the overall project, we have had to develop contractual relationships between NCAR and Stratus Consulting that took awhile to complete. In addition, Dr. Lazo initial transition to NCAR took more of his time than anticipated. We are now fully engaged in the project and undertaking revisions to the survey instrument and the planning for survey testing and implementation. Survey revisions have focused on implementing suggestions revisions based on previous review and on the separation of one of the key attributes, weather forecast, into two attributes, improved precipitation and temperature forecasts. The initial survey revisions based on previous review have been completed. The attribute revision is being undertaken through the use of a small workshop of weather forecasters to be held in April 2005. The workshop participants are being queried on the current and potential improvements in the timing and level of precipitation and temperature forecasts. From previous work, it is anticipated

that the public's value for improved weather forecasts will be sensitive to improved forecasts on the time of precipitation events, in addition to the overall quantity of precipitation. The results of the workshop will be used to revise the stated choice attributes presented to survey respondents.

We have begun scheduling and coordination of the next project activity: survey testing. We do not anticipate any changes in the overall project objectives or goals.

### **Project Schedule**

The project is currently behind schedule do to the initial changes in PI status and development of contracting mechanisms. We will be able to recover much of the lost time to complete the project through tightening the testing and implementation schedule without any impact on project quality. However, we anticipate that the overall project period of performance will need to be extended beyond the current June 30, 2005 date. We would like to initiate the one-time no-cost extension of the award in accordance with paragraph G of the Award Conditions. We believe that we fully meet the conditions of the award extensions. While we believe we will complete the project this calendar year, to be sure, we would like to extend the period of performance to March 1, 2006.