

Weather or Not, Inc. Qualifications Package

for

RFQ #172-2015

City of Springfield, Missouri

Professional Weather Forecasting Service

Legal Company Name:	Weather or Not, Inc.
Office Address:	6100 Nieman Rd., Suite 200, Shawnee, KS 66203
FIN:	48-1129005
Phone:	(800) 996-7668
Contact Name:	Ms. Sara Croke

All permanent records for the professional weather forecasting service will be retained at the Office Address given above as well as on permanent back-up in the cloud.

Company Overview



For almost 30 years, Weather or Not has successfully helped clients save money and improve safety by providing the best weather decision making tools for their operations.

Weather or Not provides a competitive advantage through:

- **LARGEST Private Weather Service in Missouri** – we are watching Kansas and Missouri weather exclusively
- **Demonstrated Accuracy** resulting in greater than 90% client retention rate
- **Hands on Expert Analysis** by professional meteorologists adding their experience in your area to all weather information available. Forecast are not regenerated computer model data.
- **Phone calls and proprietary A+ Weather Alert updates 24/7** to keep you up-to-date with the latest weather information specifically for public works departments
- **24 hour Phone Access to your A+ Weather Team** for questions and consultation
- **A+ Mid-Range Forecasts** provide you with the tools to plan and schedule resources three weeks in advance
- **A+ Post Storm Reports** detail storm events providing the information you need for reporting and cost justification
- **Quality Control** checks through periodic calls and in person meetings throughout the year.
- Proven accuracy with flooding, tornadoes and winter storms in Springfield.



Professional Tools Used in Met Ops Center - not found on Free Websites and APPS

- A+ Weather Alerts: Weather or Not's exclusive customizable wireless alerting system.
- GR2 Analyst: High resolution radar data with street-level zooming capabilities. Allows 2D and 3D volumetric displays to better ascertain severe weather threats.
- Dual-polarization radar data and analysis tools.
- GIS based overlays of client locations.
- In-house website for viewing of regional web cams for live ground truth.
- Metwise Net: Additional model analysis software. Allows *Weather or Not* meteorologists to view horizontal and vertical cross-sections of atmospheric variables.
- NAWIPS: Designed for Weather or Not's specific client needs. Includes all WSR-88D Radar sites in the U.S., satellite and raw data across North America. All products in real-time except satellite imagery- 15 minutes.
- Weather Message: Provides statements, watches, warnings, forecast discussions, and every other product delivered via satellite from the National Oceanic and Atmospheric Administration. Every product can be designated for audible alerting as necessary.
- InfoRad: Wireless messaging system includes reporting and logging.
- NCAR (National Center for Atmospheric Research): Current surface and upper air data plotted against satellite imagery.
- WeatherTap: Redundancy radar, satellite, and lightning data.
- CAPS: updates hourly with current weather conditions in five layers of the atmosphere.
- Wright-Weather: Model analysis software. Updates with new data quickly and allows *Weather or Not* meteorologists to view highly specialized data fields.
- MOS forecast products from 4 different weather models; NAM-WRF, ETA, GFS, and NGM.
- Bufkit: Develops skew-T diagrams from early morning and late afternoon runs of the NAM, GFS, and RUC models. Allows Weather or Not meteorologists to analyze the vertical structure of the atmosphere in order to better determine precipitation types and the threat of severe weather.
- National pavement sensors.
- Streamer RT Lightning Detection Network
- WeatherBell Extensive model data short/intermediate/long term.
- HRRR: Hourly soundings for entire region.
- SREF: Short range ensemble forecasting.

PUBLIC WORKS WEATHER SPECIALISTS

For almost 30 years Weather or Not has built our business around the needs of the Public Works Departments in your Region.

13 Public Works Dept. Clients in Kansas

Lawrence Public Works
Leavenworth County Public Works
Leavenworth Public Works
Leawood Public Works
Lenexa Municipal Services
Manhattan Public Works
Olathe Public Works
Overland Park Public Works
Prairie Village Public Works
Salina Public Works
Topeka Public Works
Unified Government KCK/WYCO Public Works
Westwood Public Works



33 Public Works Dept. Clients in Missouri

Ballwin Public Works
Blue Springs Public Works
Boone County Resource Management
Bridgeton Public Works
Chesterfield Public Works
Clayton Public Works
Cole County Public Works
Columbia Public Works
Creve Coeur Public Works
Ellisville Public Works
Florissant Public Works
Frontenac Public Works
Glendale Public Works
Greene County Public Works
Independence Public Works
Jackson County Public Works
Jefferson City Public Works
Kansas City, MO Public Works
Kirkwood Public Works
Lee's Summit Public Works
Liberty Public Works
Maryland Heights Public Works
Raytown Public Works
Springfield Public Works
St. Ann Public Works
St. Charles County Public Works
St. Joseph Public Works
St. Louis Public Works
St. Peters Public Works
Sunset Hills Public Works
Vandalia Public Works
Webster Groves Public Works
Wentzville Public Works

Weather or Not focuses on Missouri and Kansas ONLY!

PUBLIC WORKS WEATHER SPECIALISTS

President, Sara Croke

Approved Speaker for APWA National Conferences – Weather

Author of numerous Public Works Articles

Instructor, APWA Winter Maintenance Certification Program

Weather School Instructor, Mid-America Snow Rodeo & Expo

APWA Emergency Management Think Tank Member



APWA REPORTER
A REPRINT FROM THE

Public Interference: Are There “Magic Words” That Will Encourage Driver Cooperation?

Sara Croke, President, Weather or Not, Inc., Shawnee, Kansas, and member, APWA Kansas City Metro Chapter Emergency Management Committee and Snow Plow Expo and Training Committee; and Steve Irwin, Meteorologist, Weather or Not, Inc., Shawnee, Kansas



Public Interference: A “2nd Morning Rush Hour” created by businesses sending workers home at the height of the storm. I-435 and Shawnee Mission Parkway, Shawnee, Kansas (Courtesy: Dave Kaup Photography, daveaup.photo@gmail.com, 913-219-3569)

vehicles at about 10 a.m., the height of the thunder snow, and headed home creating a second rush hour. This second wave of “public interference” truly compounded the problem as many of those workers got stranded in transit.

Vehicle abandonment was so bad, that for the first time in MoDOT’s history they immediately contracted with towing companies. At MoDOT’s expense, cars were towed to the Stadium Maintenance facility. When they ran out of room there, MoDOT made an agreement with the Truman Sports Complex, home to the Royals and Chiefs. MoDOT plowed a section of that parking lot and had the towing companies park the abandoned vehicles there. This extreme measure was needed in order for MoDOT to get their plows down the Interstates!

In Fargo, N.D., the local NWS began discussing the upcoming blizzard days in advance of what became known as the New Year’s Eve Blizzard of 2010. Director of Operations, Ben Dow, issued a news release explaining to residents that despite his Public Works Department’s best efforts, there were unmanageable challenges. “Due to the severity of the wind conditions and

Service and private meteorological consulting firms. While wording from each source varied, the extenuating circumstances for the impending storms were impossible to miss.

In the Kansas City area case, “thunder snow” was talked about several days in

Public Works “Clears the Way.” That objective gets quite challenging when the motoring public hits the road regardless of weather severity. In recent winters, major storms brought hazardous conditions that made it temporarily impossible for even the most well-equipped and professional



With Our Services...

WE Explain...

- Through the **A+** Weather Team's expert analysis
- Contains detailed short-term precipitation outlook
 - up to 5 emails twice a day during the week and daily on weekends
- Includes explanation of key weather factors over the coming 5 days

A+ Weather Alerts
The Forecaster That Finds You

ABOUT US CONTACT US
Not registered? Get started now

ALERTS CONSULTING Email: _____ Password: _____ (Forgot Your Password?) LOGIN

The Next Generation of Wireless Weather Alerts is Here.

A+ Weather Alerts bring you the proven accuracy and reliability of Weather or Not's award winning team of dedicated meteorologists.

With just a few clicks, you can tailor A+ Weather Alerts to fit your unique situation. You choose when, where and how A+ Weather works for you with exclusive features including map my location and Do Not Disturb.

Easily manage a group of 1 to 100 by enabling instant weather notifications for multiple locations around the clock.

A+ Weather Alerts are superior to traditional wireless weather services and computer generated forecasts. The difference is our meteorologists.

Put your phone to work for you

Weather or Not®
Home Page

Here's what Weather or Not clients heard on July 19th, 2006

8:50am
---EXCESSIVE HEAT WARNING TILL 7PM THURSDAY--- FOG LIFTS BY 8AM. THEN M SUNNY. HE 102XX: 100-114 12:00PM THIS PM SUNNY. 8:07Y: 80Y: 80Y: P: CLOUDY W/SHOWERS & STORMS. POSS LATE DAY INTO NIGHT. 8:06: SAT: AM (SHOWERS & STORMS) 7:55P:

2:55pm
7:55 M: CLEAR. WX 100-114 7:50U: 8PM. LD. 90. 7:40R: P: SUNNY W/ SLITE CHC SHAWRS & STMS. PM. HC 100-116 THRU 12-3 PM. H6. 101. FRU: P: CLOUDY W/ SHAWRS & STMS. POSS PM. 7:52: SAT. P: CLOUDY W/ SLITE CHC SHAWRS & STMS. POSS AM. 7:50: SUN. P: CLOUDY. 8:49:

8:50am
---SEVERE T-STORM WATCH TL 11PM--- LINE OF SVR STORMS TO THE NORTH WILL DROP SOUTH TOWARDS ST. LOUIS AREA. THESE STORMS SHOULD WEAKEN AS THEY MOVE CLOSER. BUT COULD STILL MAKE IT IN A WEAKENED STATE BY 7:30P. DAMAGING WINDS MOST THREAT.

8:30am
UPDATE: STMS HAVE WEAKENED BUT STRONG WINDS STILL POSSIBLE AS THEY MOVE THRU. REACH NORTH STL CITY 7:30-7:10 & CLAYTON/ELLSVILLE BY 7:55-7:45. DOWNFALL PRECEDED STMS W/ GUSTY NORTH WINDS. WINDS 60-80MPH MAY BE POSS W/ STMS THEMSELVES.

8:50am
---SEVERE THUNDERSTORM WARNING FOR STL CITY AND COUNTY UNTIL 7:30--- LINE OF STORMS CAPABLE OF WINDS IN EXCESS OF 50MPH WILL MOVE THRU QUICKLY. THERE HAVE BEEN REPORTS OF WIND DAMAGE NORTH. HEAVY RAIN AND FREQUENT LIGHTNING ALSO LIKELY.

8:30am
UPDATE: DUST FRONT NOW MOVING THRU CLAYTON AND ELLSVILLE. AREA W/ NORTH/NORTHEAST WINDS OF 30-40MPH. STORMS THEMSELVES WILL BE REPORTED BY 10:30 AM & COULD PRODUCE GUSTS UP TO 60-75 MPH. THESE STORMS HAVE ALREADY MOVED INTO NORTH STL CITY.

7:47pm
---DROGAD WARNING FOR SW STL COUNTY UNTIL 8:15PM--- RADAR INDICATES ROTATION NEAR WALKWOOD MOVING SOUTH AT 25 MPH. ROTATING PORTION OF STORM WALL STAY WEST OF ELLSVILLE.

8:50am
---SEVERE T-STORM WARNING EXTENDED UNTIL 8:45PM--- BACK EDGE OF STORMS ALONG MO RIVER WILL MOVE SOUTH THROUGH 8:30P. STORMS HAVE WEAKENED. BUT SOME STRONG GUSTS WILL STILL BE POSSIBLE. WIDESPREAD WIND DAMAGE BEING REPORTED FROM EARLIER.

8:50am
SEVERE THUNDERSTORM WATCH CANCELLED. THE THREAT OF SEVERE WEATHER HAS MOVED WELL SOUTH OF THE AREA. THE REST OF THE OVERNIGHT HOURS WILL BE DRY.

WE NOTIFY...

- Through **A+** Weather Alerts you'll receive daily forecasts and up to the minute storm updates to mobile devices/emails
- You control what information your crews get and when they receive it, based on thresholds. Geo-fenced to go beyond just one zip code.
- Multiple profiles are allowed so different departments can set up their specific thresholds

Weather or Not®
When Accuracy Means Money.

Forecast for Springfield (Greene County), MO on 03/02/14 07:35 am

Current Conditions

Location	Sky	Temp	Dew Pt	RH	Wind	Pressure	Vis.
Springfield	Light Snow	15°F	11°F	84%	N 17 mph (G 23)	30.24"	3 mi.

Weather Advisory

...WINTER STORM WARNING REMAINS IN EFFECT UNTIL 6 AM CST MONDAY...
...WIND CHILL ADVISORY REMAINS IN EFFECT FROM 6 PM THIS EVENING TO NOON CST MONDAY...

Precipitation Discussion

Waves of light sleet and snow this morning. Higher snow amounts expected this evening and tonight. Waves of light sleet and light snow will move through the area this morning. In general, precipitation this morning should remain light. Sleet and snow should increase in intensity after 3pm this afternoon as the main upper-level disturbance crosses the plains. Sleet is expected to become all snow this evening with 3-5 inches of dry, fluffy snow expected before dry conditions return early Monday morning. The majority of the snow amounts in the precipitation table fall late this afternoon and into the overnight. Breezy north winds will continue through the day today and tonight, causing dangerously cold wind chills and some blowing and drifting snow.

Precipitation Type

Sleet	Accumulation: additional 0.1-0.5"	Start: Anytime	End: 7-9pm
Dry snow	Accumulation: 3-5"	Start: Anytime	End: 3-5am Monday

With Our Services...

WE REPORT...

- Through Post Storm Reports created by our **A+** Weather Team meteorologists
- Sent within 3 business days of snow event
- Quantifiable facts are highlighted for specific storms to provide justification of business activities and costs
- Seasonal summaries are also provided

4-6 Inches February 15-16

Periods of light rain and sleet began 5-6pm on Sunday. Periods of sleet continued through the evening, covering roads with up to 0.5" of sleet accumulation. Sleet transitioned to snow after 11pm, and then continued through the overnight at a moderate to heavy intensity. The best accumulating snow ended around 10am on Monday. Some very light snow continued through 1pm with little in the way of additional accumulation.

The heaviest band of snow (6-10") fell just south and east of Springfield.

At the onset, air and pavement temperatures were in the middle 20s, then dropped to the middle teens Sunday night, then rebounded into the lower 20s Monday afternoon.

At the onset, winds were out of the east. They switched to the north and northwest during the day Monday. Wind speeds were steady throughout the event at 10-15 mph.

A+™ Weather Certified Storm Totals

Southeast Springfield	6.0
Brookline	5.5

Springfield 2014-2015 Winter Season Summary

Apr

The City of Springfield recorded as the 66th snowiest as the 66th snowiest.

This season saw 10 days with measurable snowfall (at least 0.1") which is slightly below the 1981-2010 average of 12 days of measurable snowfall.

Nov. 16, 2014	1.5" Snow
Dec. 17, 2014	0.5" Snow
Feb. 15-17, 2015	7.7" Snow
Feb. 28, 2015	4.2" Snow
Mar. 4, 2015	1.2" Snow

WE TREND...

- Through **A+** Mid-Range Forecast based on regional weather trends for several weeks
- Specific business impacts by industry show upcoming timeframes for advantageous and challenging weather
- Monthly calendar view provides easily recognizable weather events to best meet business conditions
- Detailed analysis and "ForeCon" allow for dependable planning of maintenance and construction.

COOL AND ACTIVE PATTERN

Forecast Temperature Anomalies for April 15th - 20th (Continued from Slide 1)

Forecast Temperature Anomalies for April 20th - 28th (Return to Color Temperature)

Forecast Temperature Anomalies (Coldest Air Shifts In)

Persistent cloudy conditions, periods of significant stretches of completely overcast conditions.

Although the severe storm or heavy rain cancellations of outdoor work and off low pressure system will have a minor impact while you will be impacted during and after the event.

You can't change the weather but You can change how weather affects your business!

Business Impacts April 15th - May 6th

Industry	Advantages	Challenges
Construction	Rain amounts are not excessive, limiting extensive/prolonged ponding	Down time due to periodic rain. Possible late starts due to chilly temperatures next week
Airports	No major severe threat at least next two weeks	Potential delays caused by South & Southeast airports
Utilities	No major severe threat at least next two weeks	
Facilities Management	No major severe threat at least next two weeks	HVAC needs due to roller coaster temps
Manufacturing		Flooding potential South and Southeast U.S. may lead to shipping/delivering issues

A+ Mid-Range Forecast

Low +10% High +75%

Location	Temperature	Precipitation	Clouds	Wind	Pressure
Springfield (04-06-04)	Normal	Normal	Normal	Normal	Normal
Springfield (04-07-12)	Normal	Normal	Normal	Normal	Normal
Springfield (04-08-20)	Normal	Normal	Normal	Normal	Normal
Springfield (04-09-28)	Normal	Normal	Normal	Normal	Normal
Springfield (04-10-05)	Normal	Normal	Normal	Normal	Normal
Springfield (04-11-12)	Normal	Normal	Normal	Normal	Normal

Legend: High, Normal, Low, Very Low, Very High, Very Low, Very High

With Our Services...

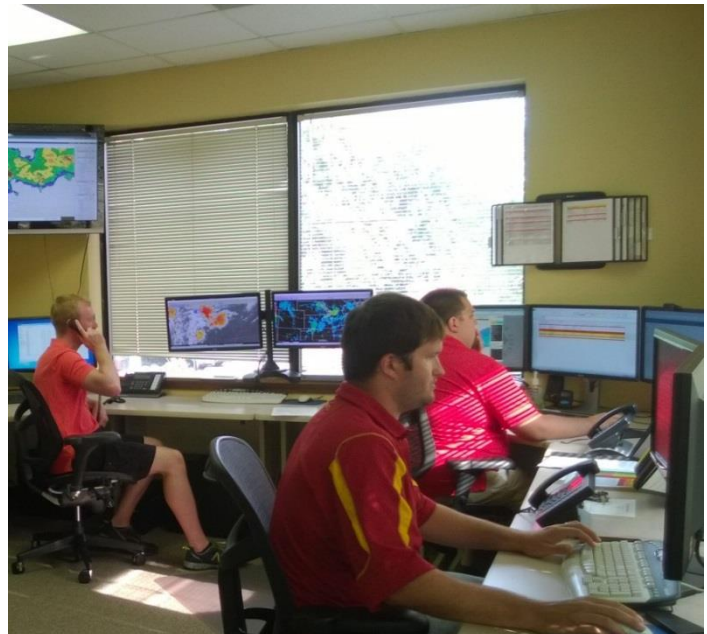
WE ANSWER & CALL...

- Through **A+** Weather Premier Consulting services
- Ron and his crew may call to confer with their meteorologist 24/7 regarding current or upcoming weather
- When a critical update is needed, based on YOUR established thresholds, our meteorologist will call Ron any time day or night



- ✓ 2hrs. prior to winter storm arrival
- ✓ Winter Storm Warning Issued
- ✓ Winds in excess of 30 MPH
- ✓ Storm ending time

- ✓ Severe Thunderstorm Watch Issued
- ✓ Heavy Rain in excess of 1"/hr.
- ✓ Winds in excess of 50 MPH
- ✓ Storm ending time



Different thresholds can be set for different groups such as snow, storm water construction, etc.

**100% Woman
Owned**

U.S.

Corporation

since 1986





6100 Nieman Road, Suite 200

Shawnee, KS 66203

913.722.3955

Ms. Kara Daniel
Division of Purchases
218 E. Central
Springfield, MO 65802

June 15, 2015

Dear Kara,

We appreciate the opportunity to respond to RFQ#172-2015 and will continue to meet or exceed the Scope of Work as we have since 1999.

As with all our contracts we respectfully ask the following language be part of the final contract.

The City of Springfield agrees that the information provided by *Weather or Not* as a part of the services shall not be rebroadcast, redistributed, republished or otherwise reproduced, in whole or in part, without the express written consent of *Weather or Not*.

- The CITY OF SPRINGFIELD acknowledges that forecasting the weather is not an exact science and that *Weather or Not* has no control over the CITY OF SPRINGFIELD's actions in response to forecasts and information delivered by *Weather or Not*. *Weather or Not* shall not be responsible for the acts or omissions of the CITY OF SPRINGFIELD taken in reliance upon the information provided by *Weather or Not*, hereunder. The CITY OF SPRINGFIELD hereby releases *Weather or Not*, its representatives, officers, directors, and shareholders from all loss, cost, damage, liability and expense including actual, consequential, and incidental damages suffered by the CITY OF SPRINGFIELD or any of its agents, contractors or employees or other third parties as a result of weather conditions, whether or not forecasted by *Weather or Not*, or as a result of any other services provided by *Weather or Not*.

Professionally Yours,

Sara Croke

President
SC:ks