



2022 Annual Meeting

# State of the Network - Recruiting/Retention



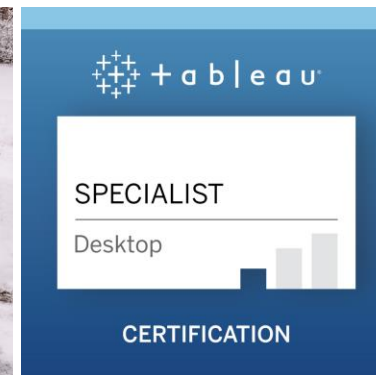
# Matt Spies Brookfield CT

## State Coordinator

### Station CT-FR-9



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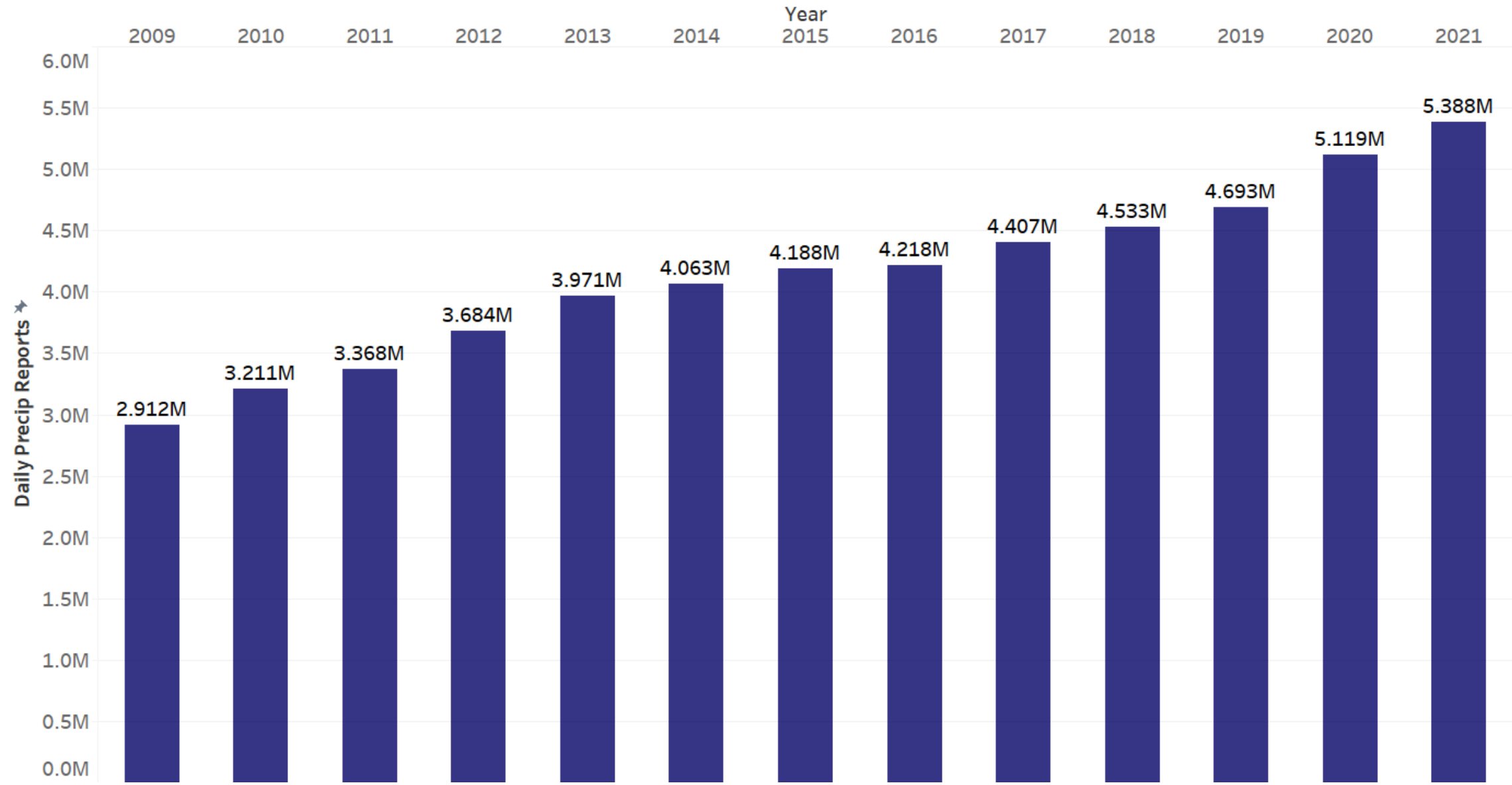


 CoCoRaHS Network Update  
May 2021



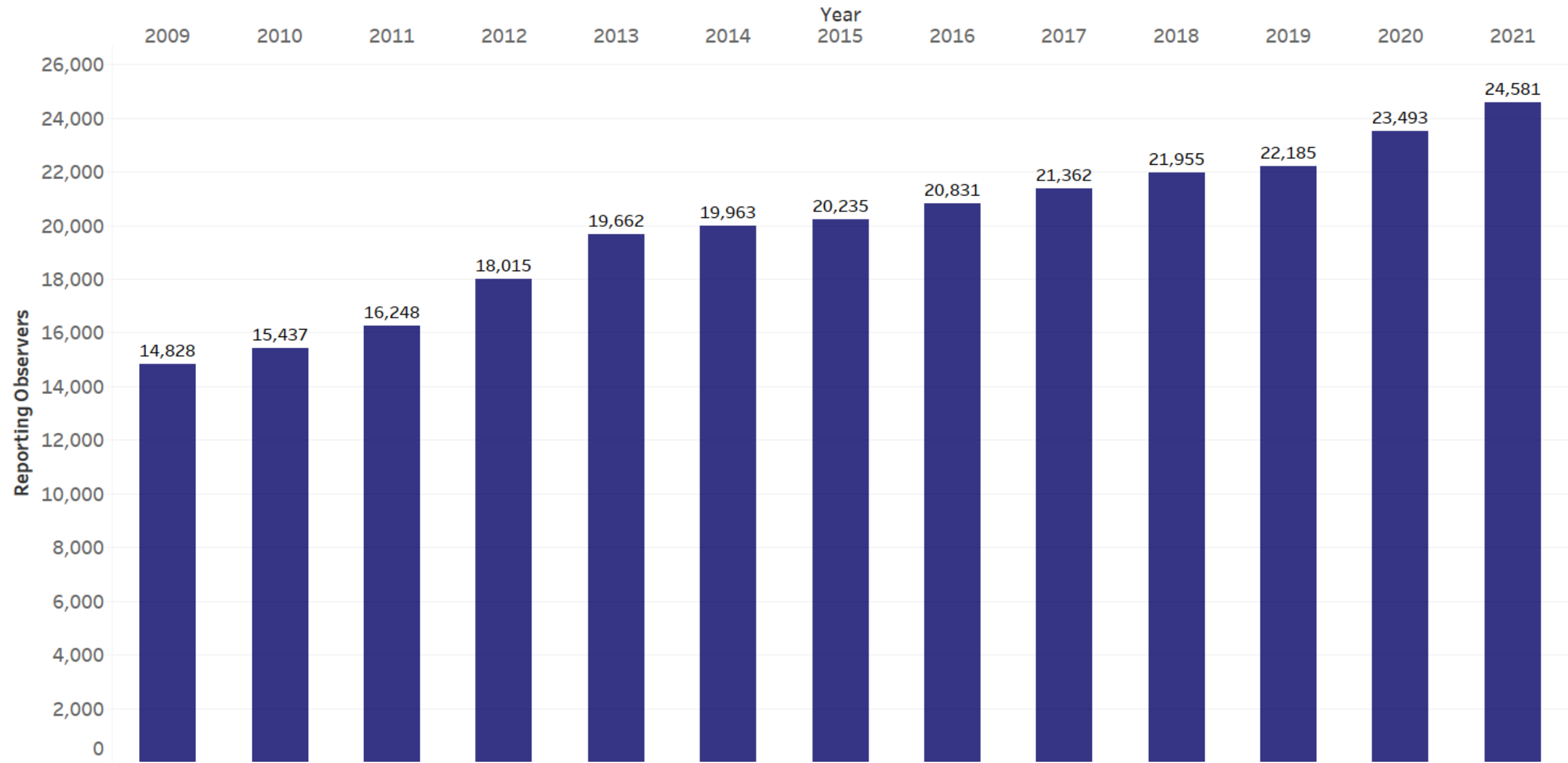
[www.cocorahs.org](http://www.cocorahs.org)

# Daily Precip Reports by Year



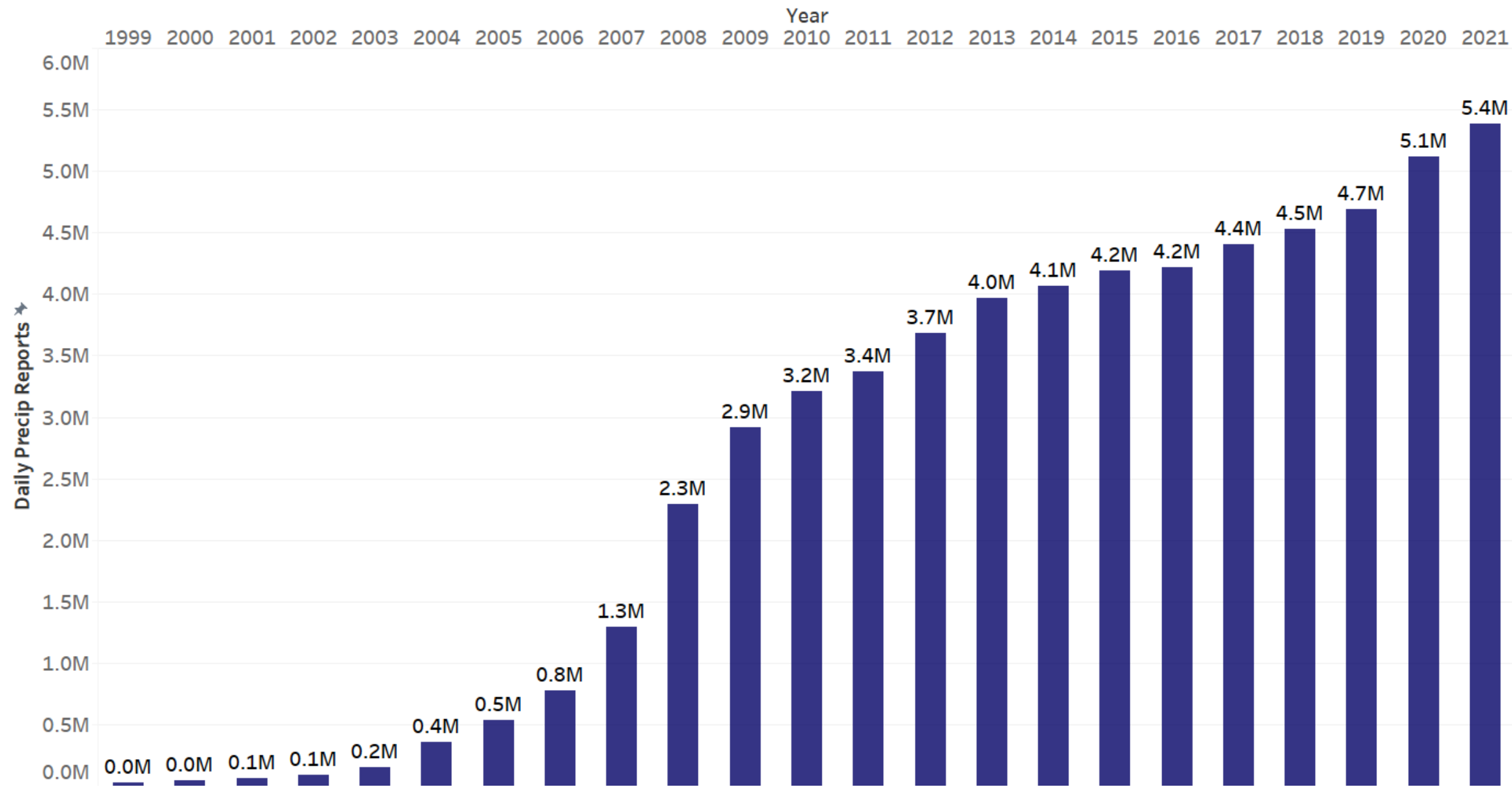
Daily Precip Reports grew 4.3% in Year 2021. 83% growth in 12 years.

# Reporting Observers (source: Total Precip Summary)



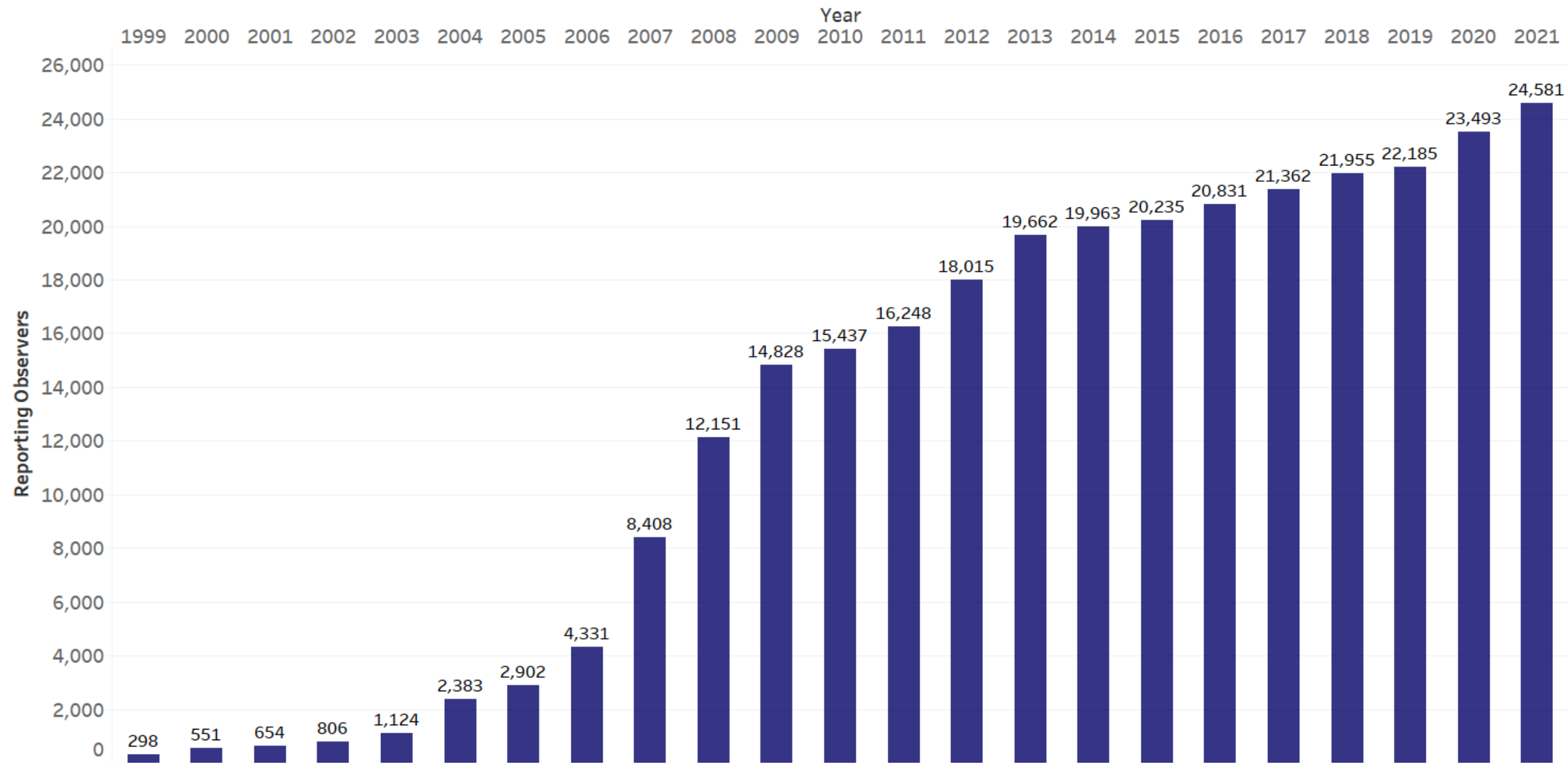
Reporting Observers grew 4.6% in Year 2021. 66% growth in 12 years.

# Daily Precip Reports by Year



Daily Precip Reports grew 4.3% in Year 2021. 83% growth in 12 years.

# Reporting Observers (source: Total Precip Summary)



Reporting Observers grew 4.6% in Year 2021. 66% growth in 12 years.



# Ground Rules



2022 Annual Meeting

- Entire Network.
- Station History Report used, downloaded on May 1, 2022.
  - Dates: CreationDate, FirstReportDate, LastReportDate
  - DailyObsCount
- Active Station is one where Last Report Date  $\geq$  May 1, 2021.
- Slides from last year. Slides from this year.
- Plenty of maps.
  - Be ready to spot your favorite locale(s)... and write down numbers.





# Remember reading this... around Groundhog Day?

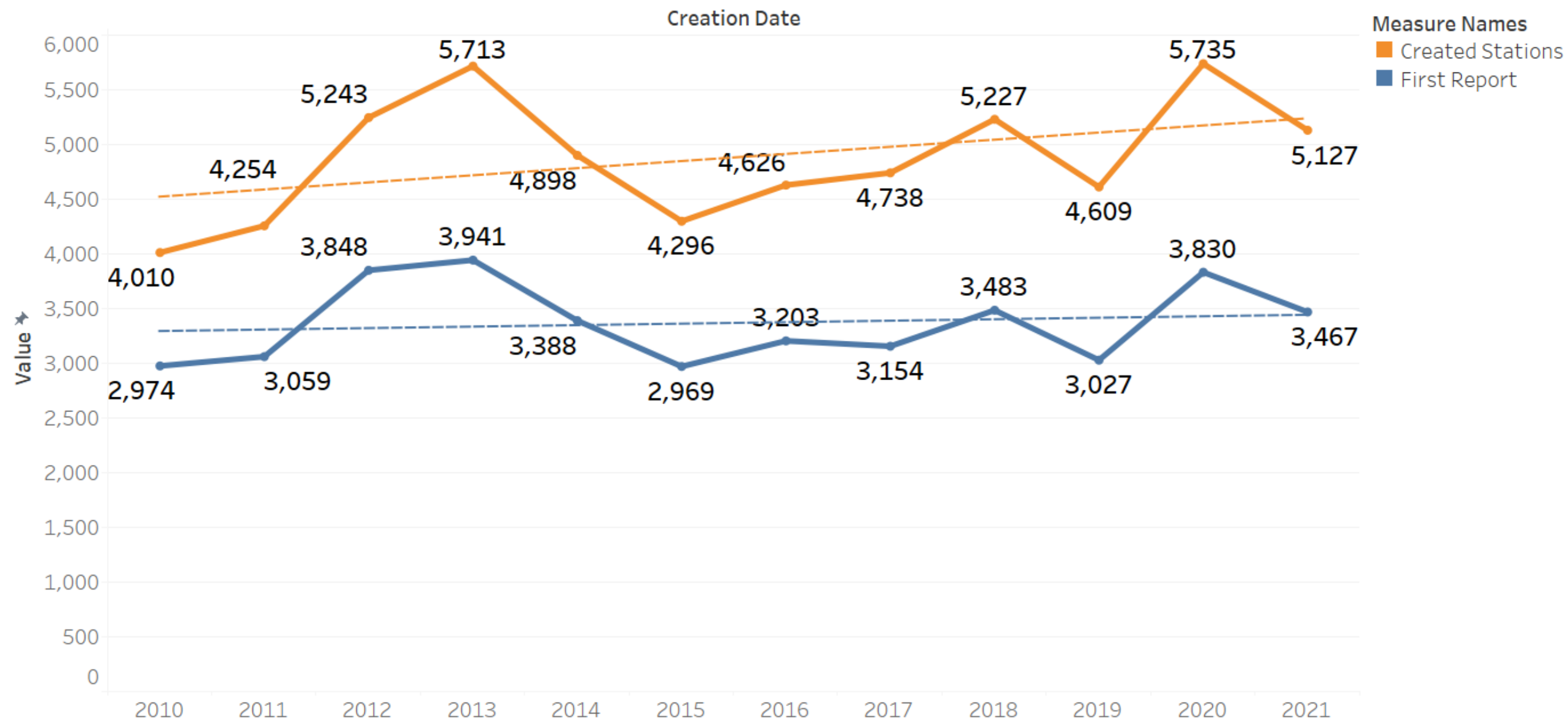


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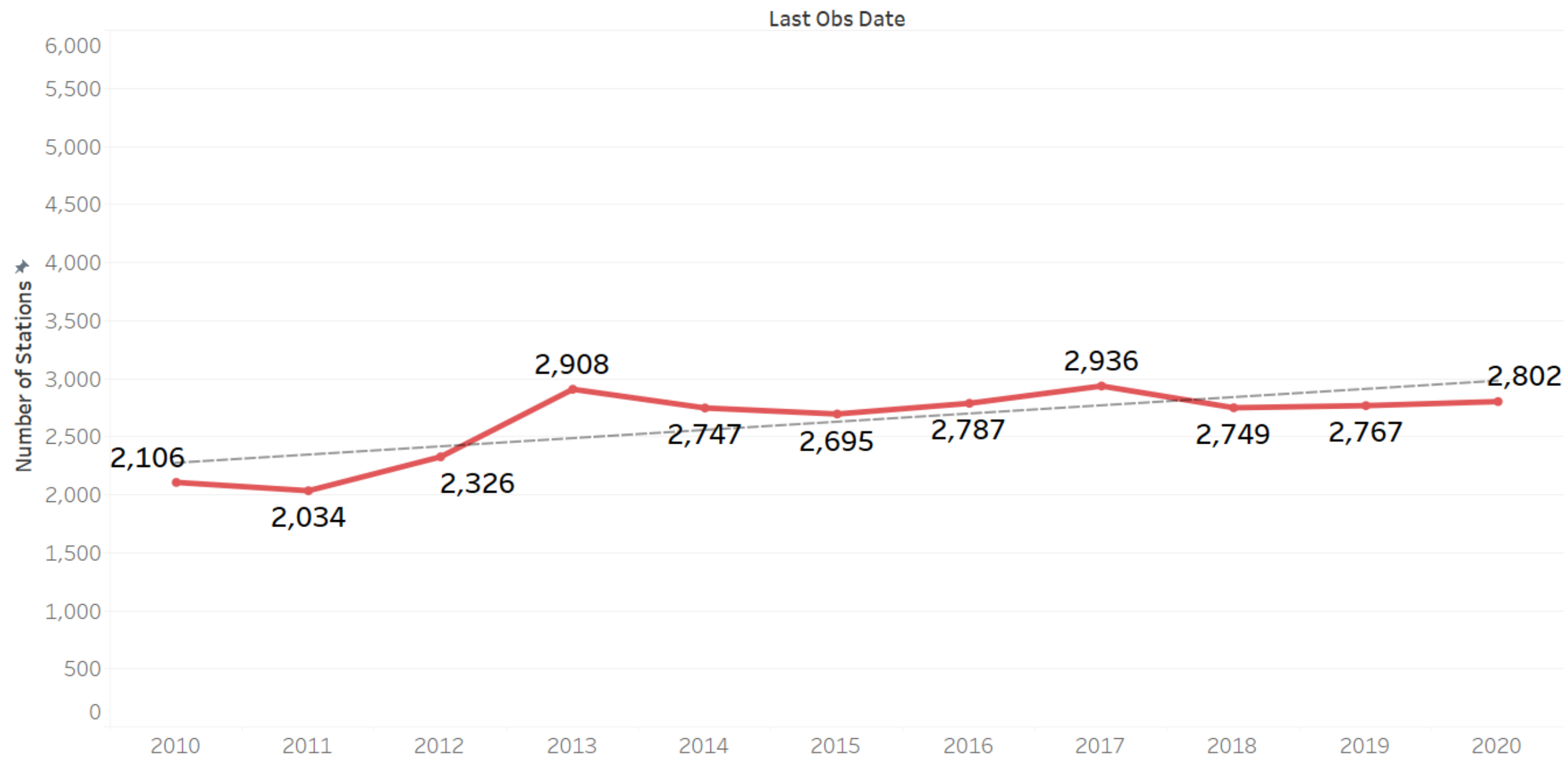
As we start Year 2022, we can reasonably predict that 3,000 will stop reporting in the upcoming year. To make up for those 3,000 that will stop reporting, we need more than 3,000 to sign up in the upcoming year. Not everyone that signs up starts reporting. Only three in five do. The other two we never hear from. The conclusion is: To continue our consecutive streak of growing, we need about 5,000 people to sign up across the network each year, mainly to offset the likely loss of 3,000 who will stop reporting.  $5,000 \text{ sign-ups} / 365 \text{ days a year} = 13.7 \text{ sign-ups per day}$ .



# Stations Created with First Time Report



# Retention - Last Report



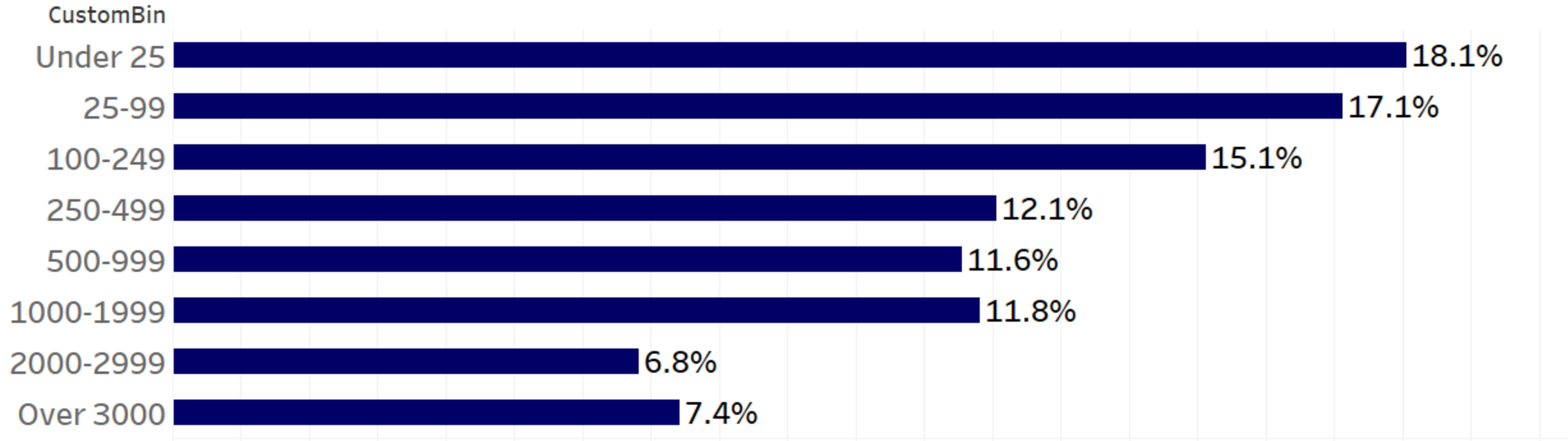


# 2,802 Stations where LastReportDate = Year 2020

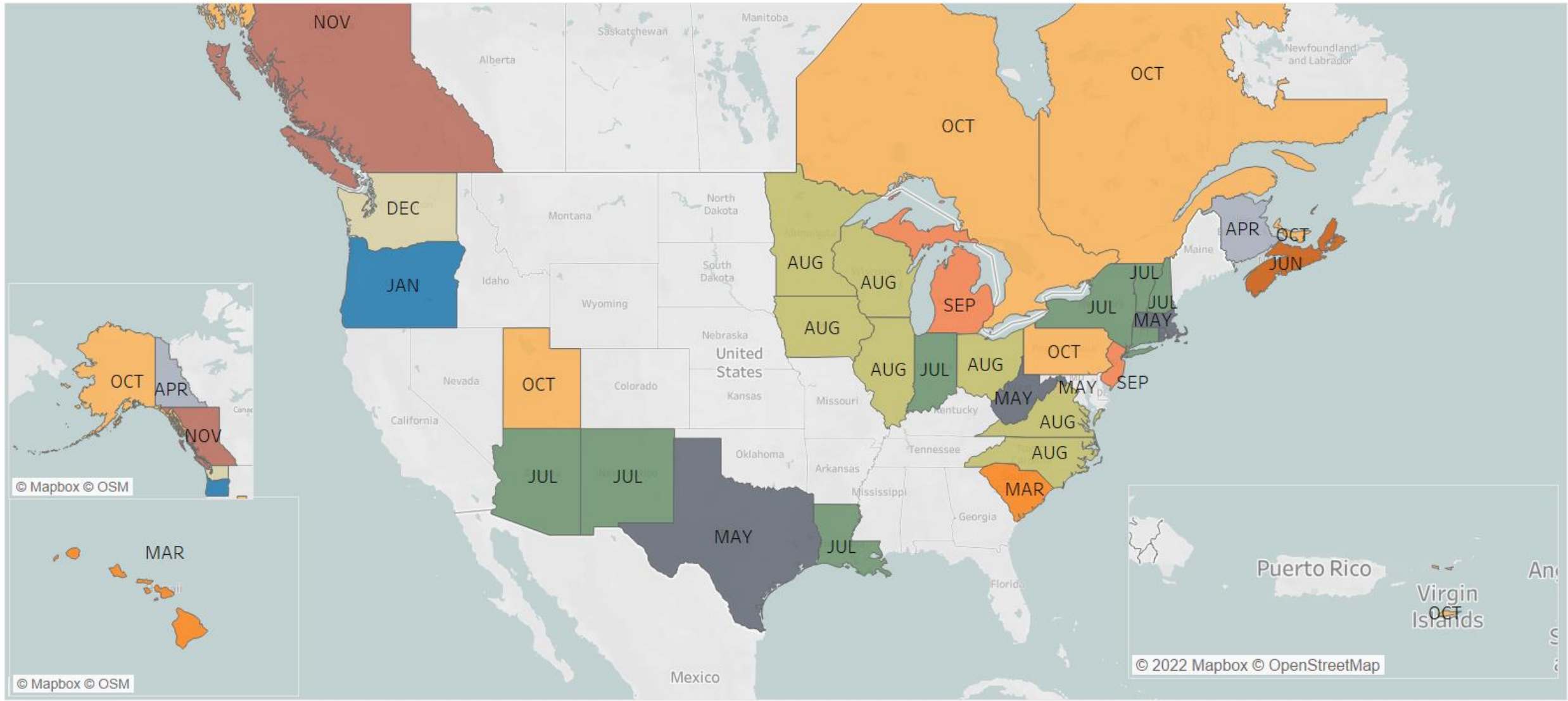


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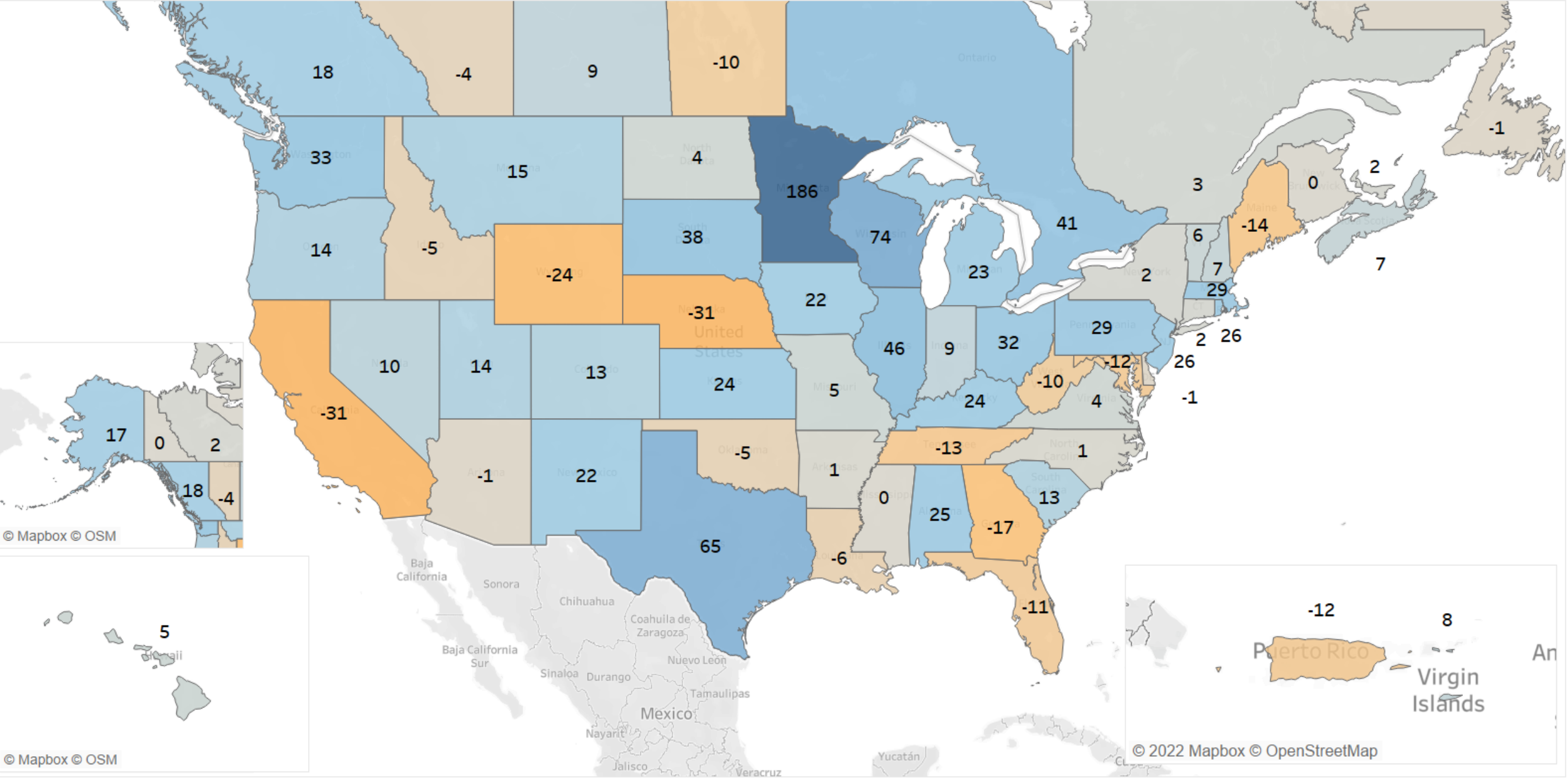
## Stopped Reporting in Year 2020. Breakout by Daily Obs Count.



# Single Month Reporting Records set in Year 2021. (Daily Reports in a Single Month surpass their highest amount.)



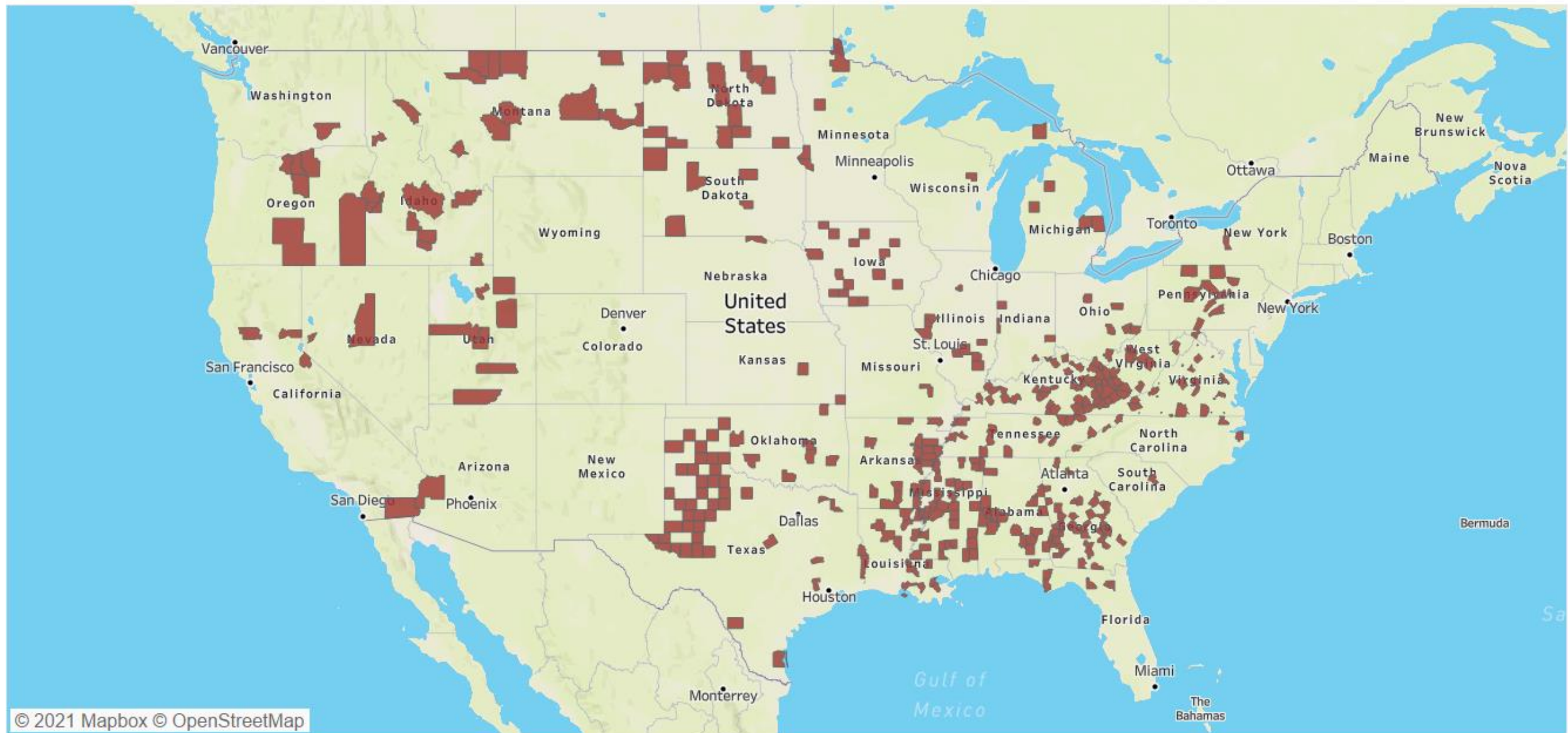
Net Change in Active Stations between May 2, 2021 - May 1, 2022





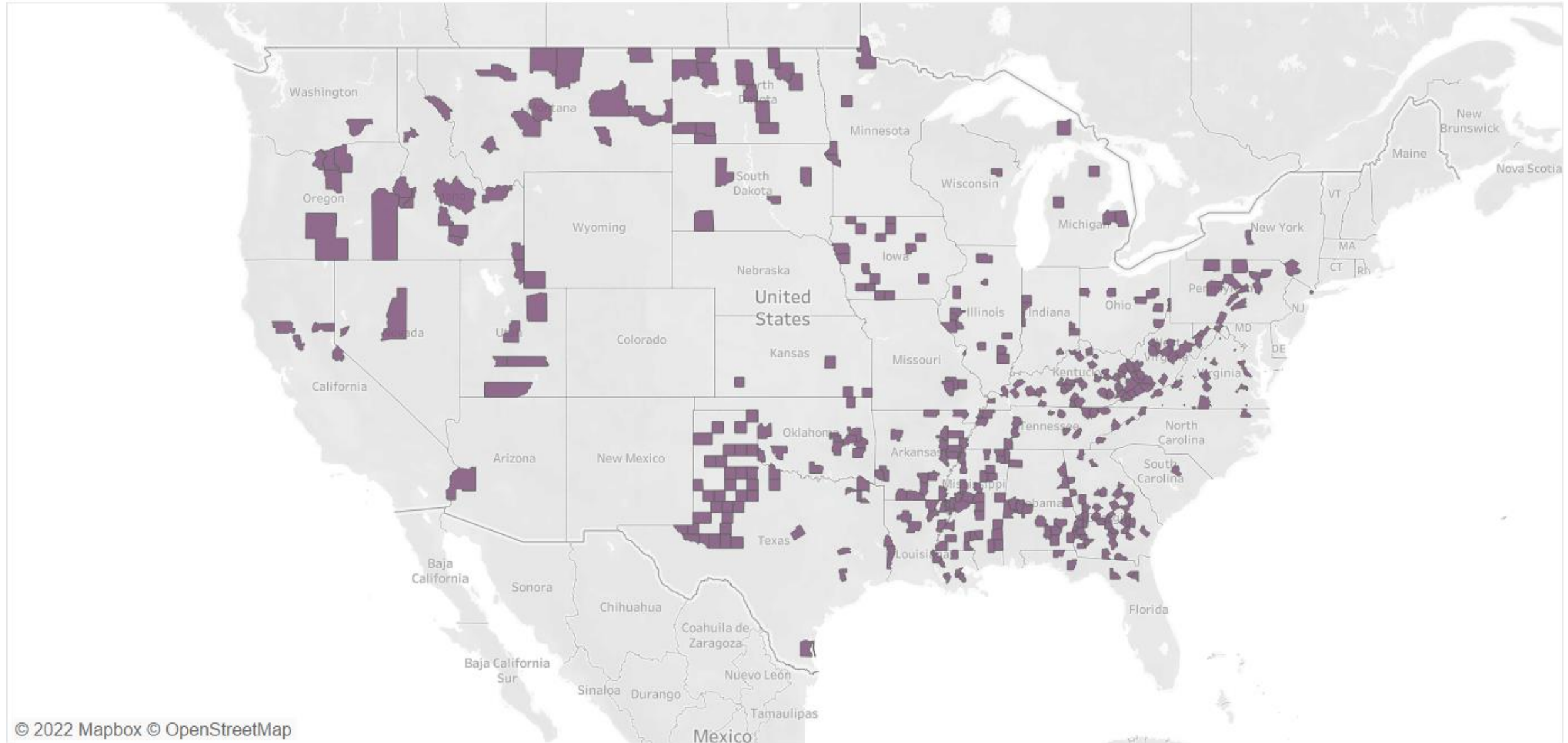
# Counties where zero observers have reported between May 3, 2020 - May 2, 2021.

430 counties (no PR)



# Counties where zero observers have reported between May 2, 2021 - May 1, 2022.

425 counties (no PR)





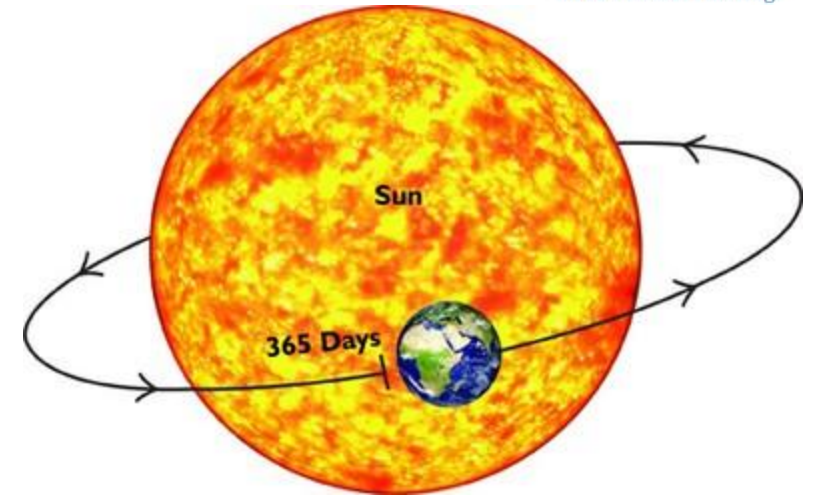


# Recruiting

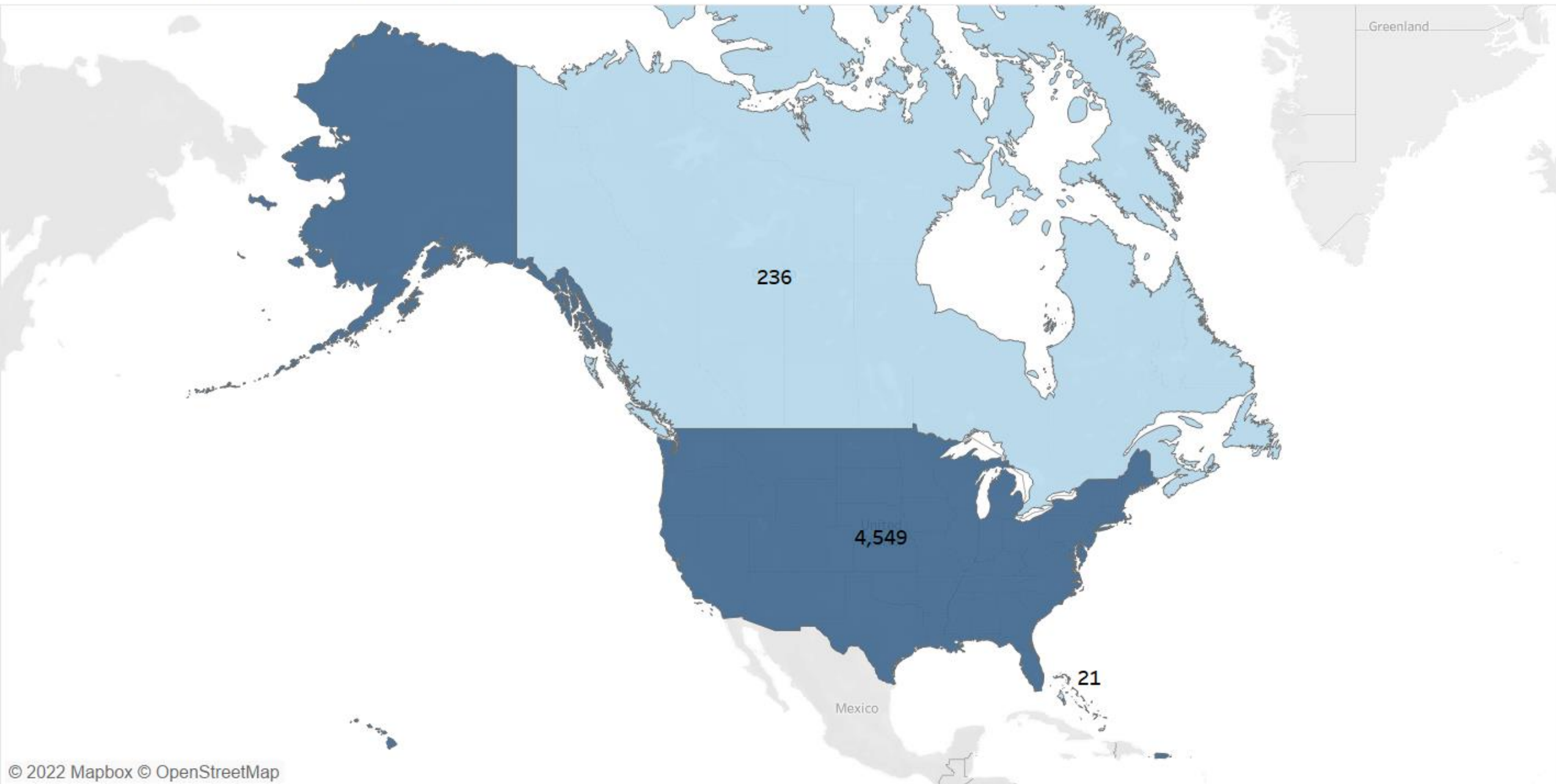
- Between May 2, 2021 and May 1, 2022.
- Created 4,806 Stations
  - USA – 4,549 Stations
  - Canada - 236 Stations
  - Bahamas - 21 Stations
- Where did we create new stations?



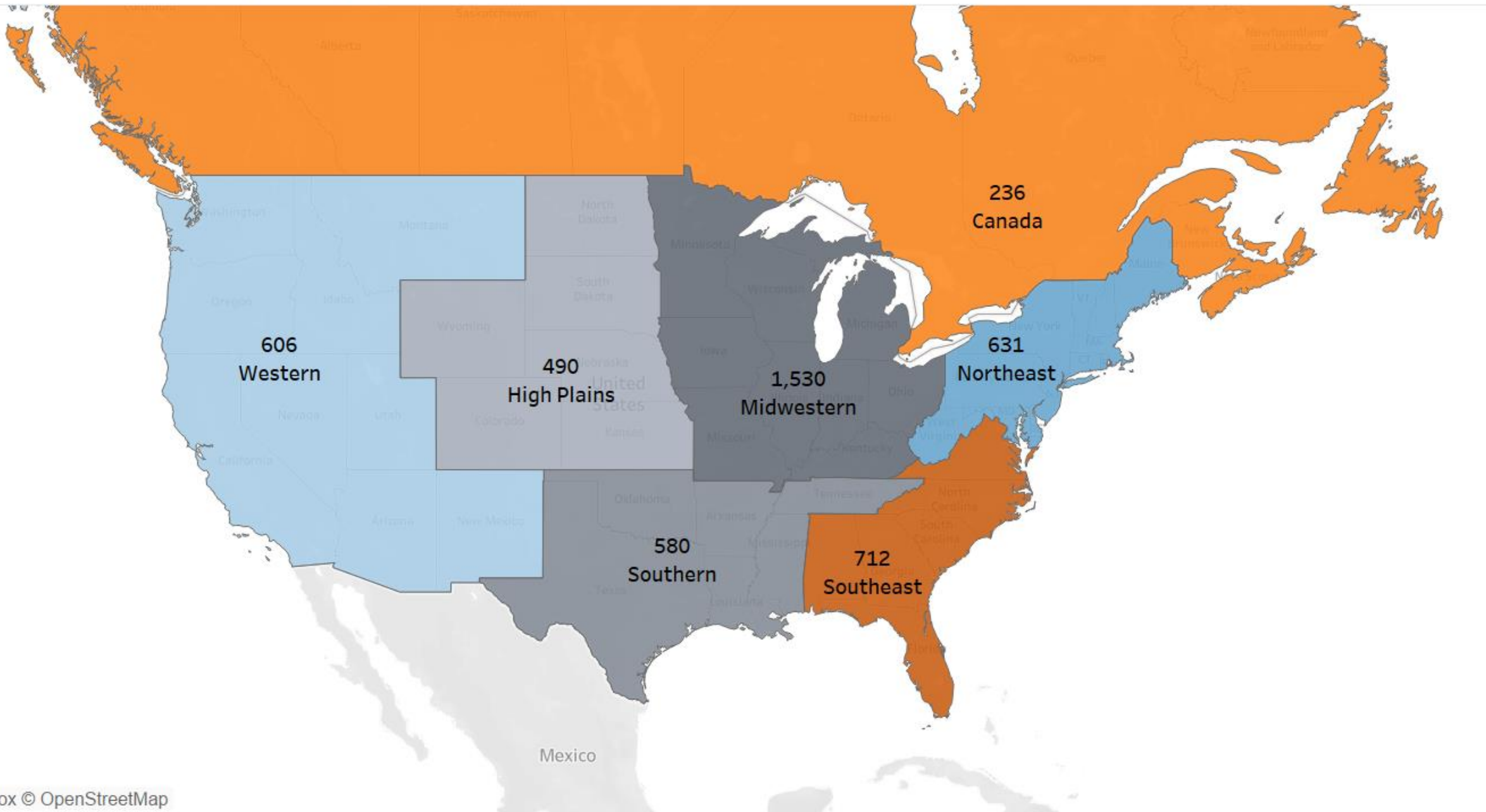
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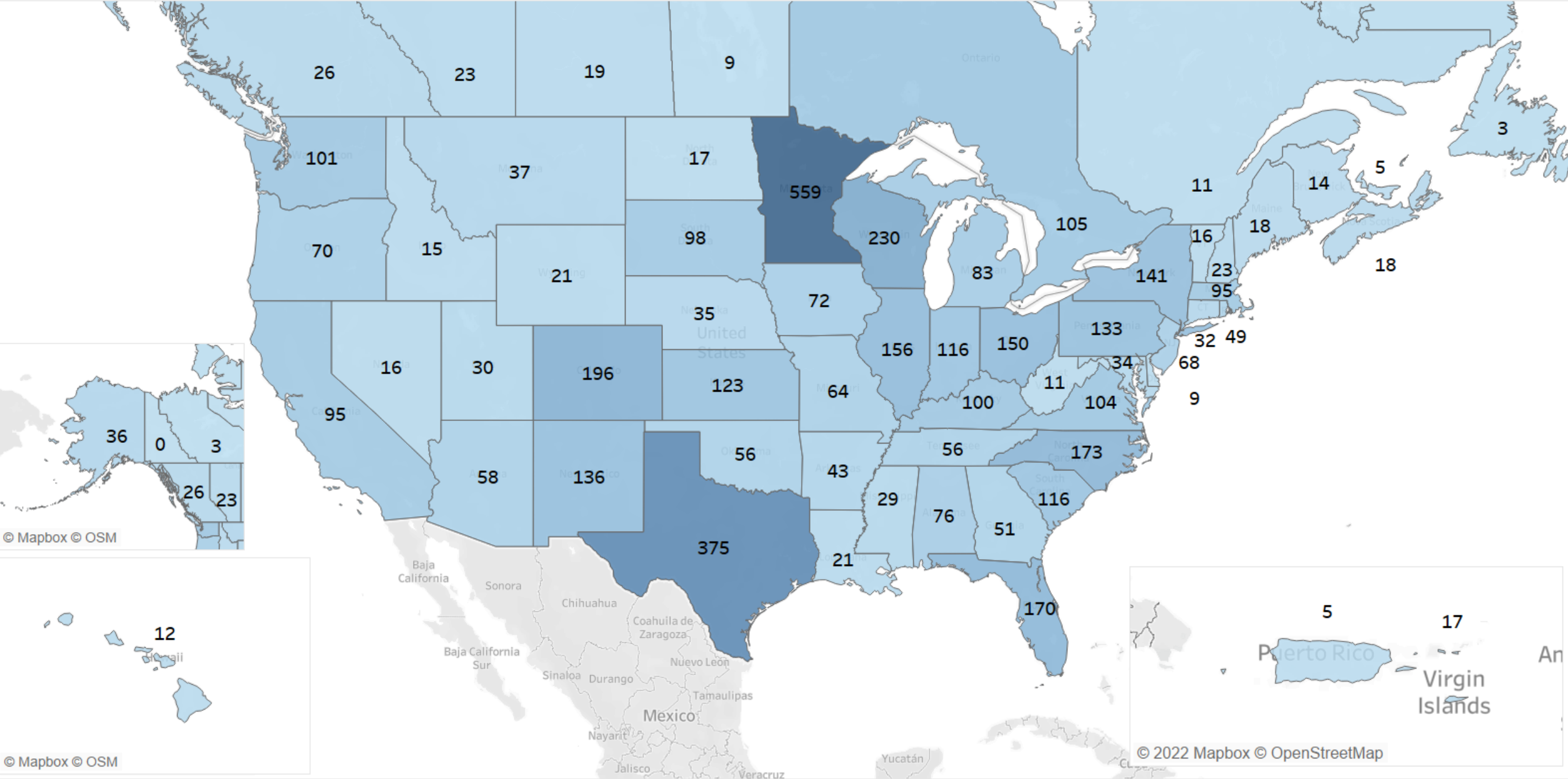
# Created Stations between May 2, 2021 - May 1, 2022



# Created Stations between May 2, 2021 - May 1, 2022



Created Stations between May 2, 2021 - May 1, 2022





# Between 2 snapshots

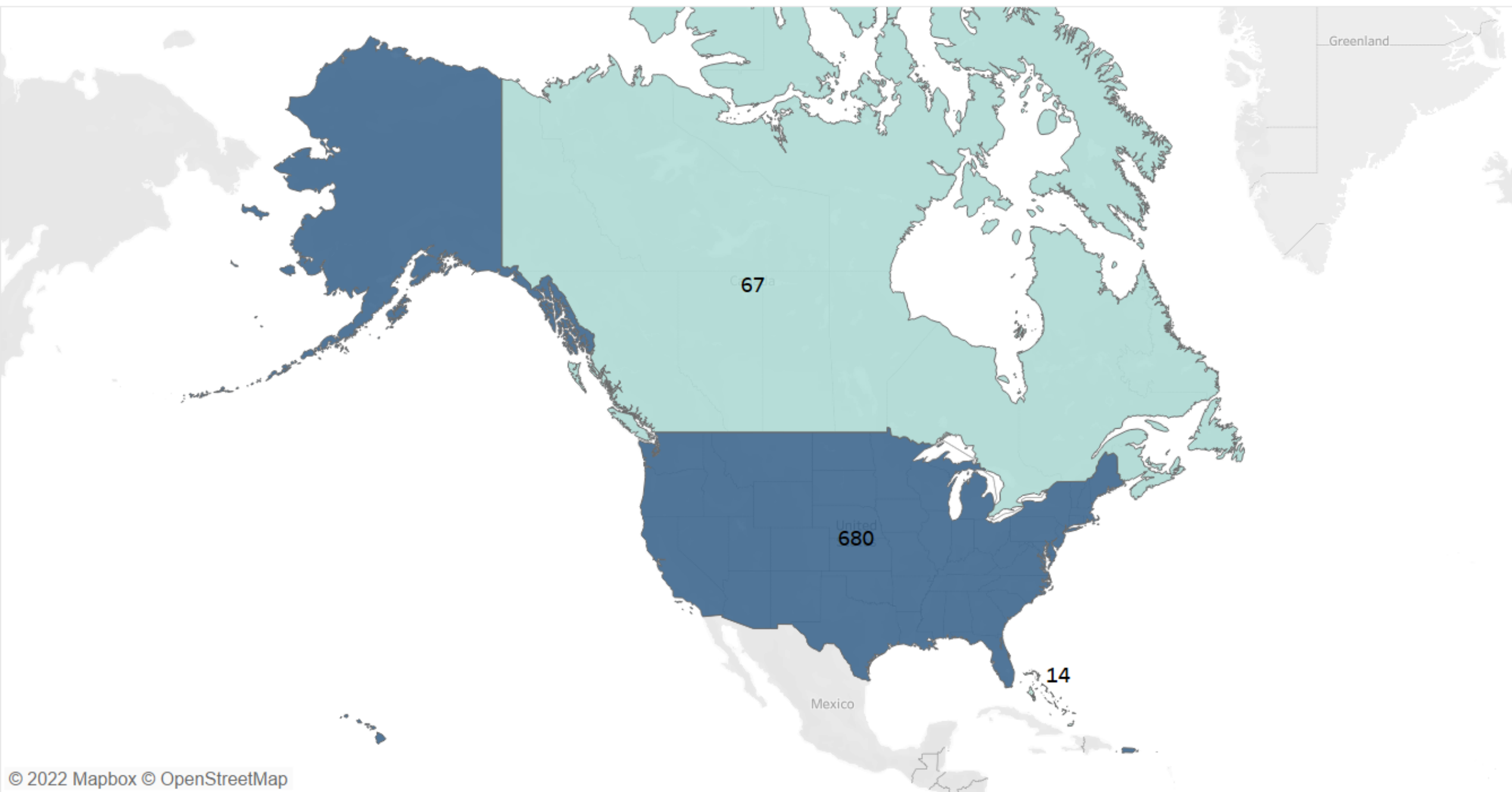


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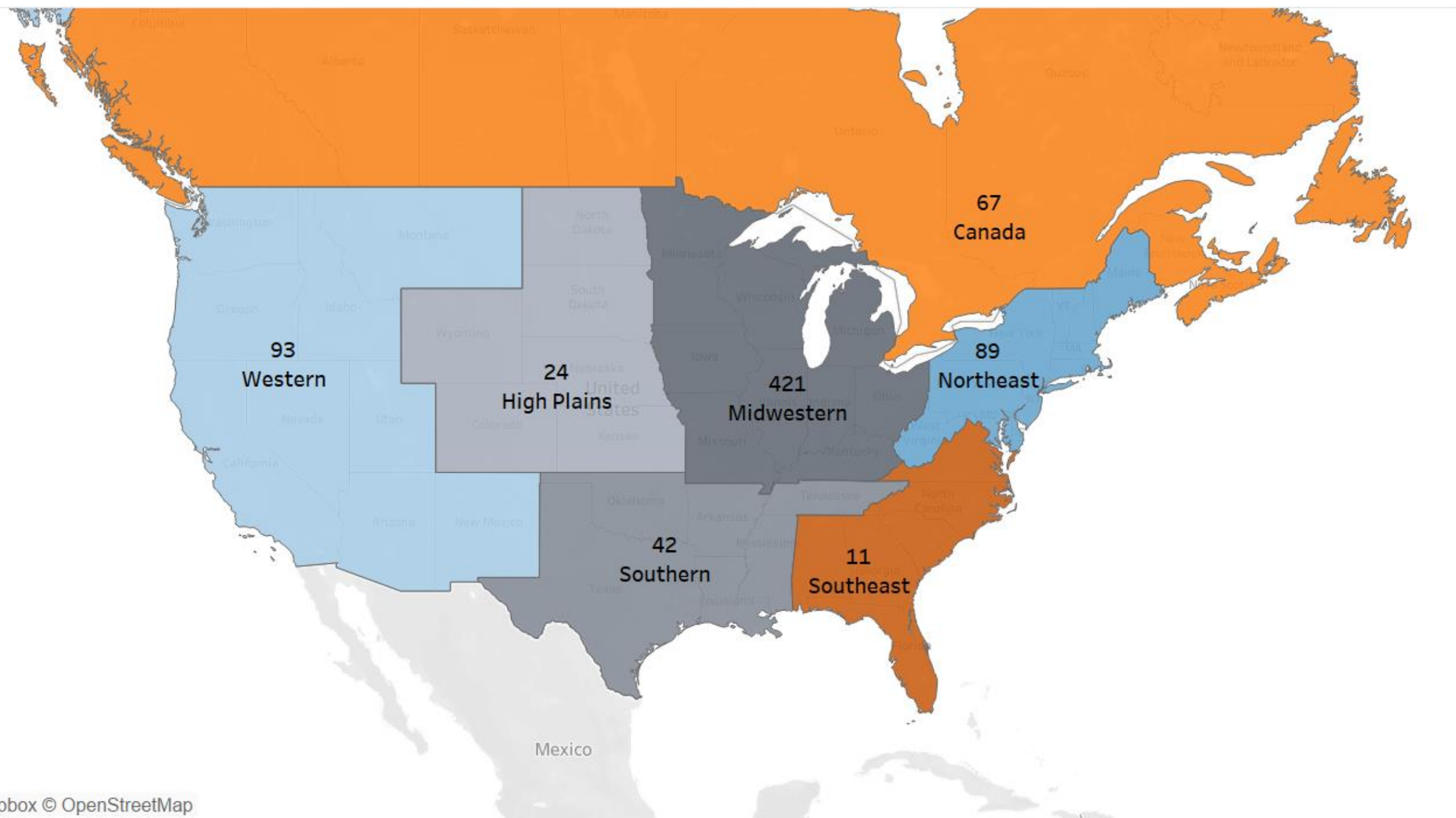
- Compare Station History Report from May 2, 2021 and May 1, 2022
- On May 2, 2021, we had 24,249 Active Stations.
- On May 1, 2022, we had **25,010** Active Stations.
- A Net Change of 761 Stations
  - USA – 680 Stations
  - Canada – 67 Stations
  - Bahamas – 14 Stations
- More maps on Net Change.



# Net Change in Stations between May 2, 2021 - May 1, 2022

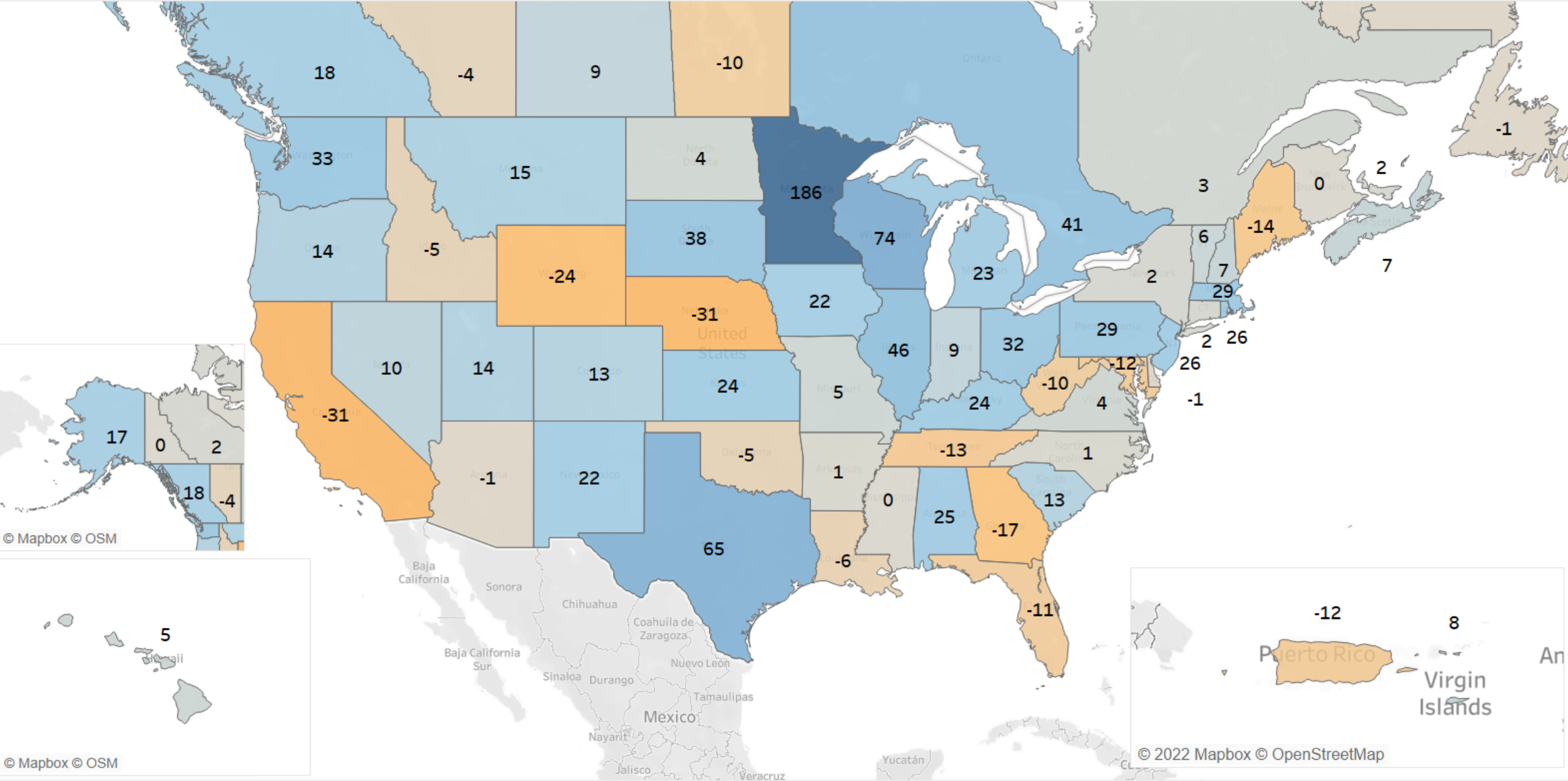


# Net Change in Stations between May 3, 2021 - May 2, 2022

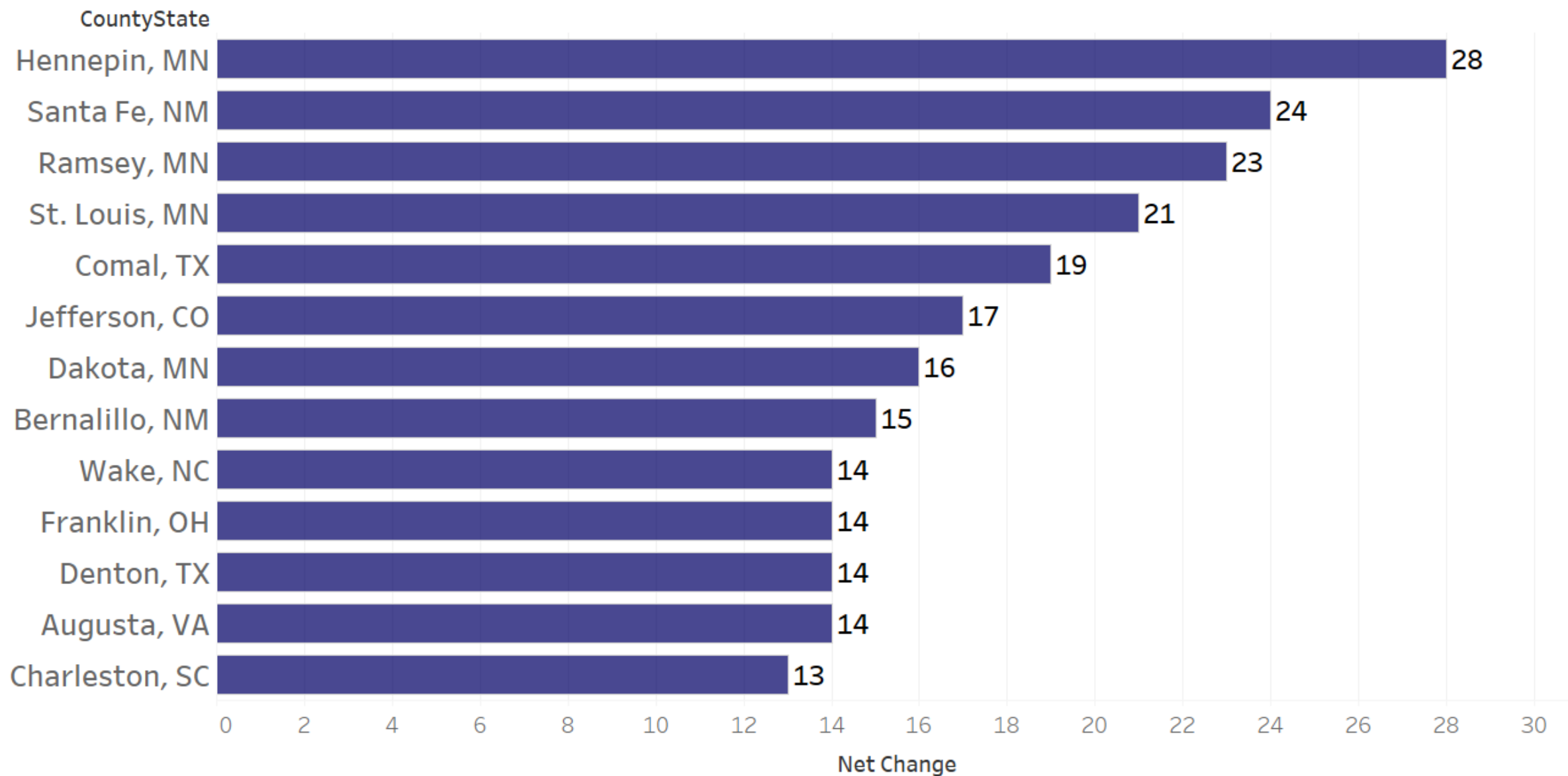




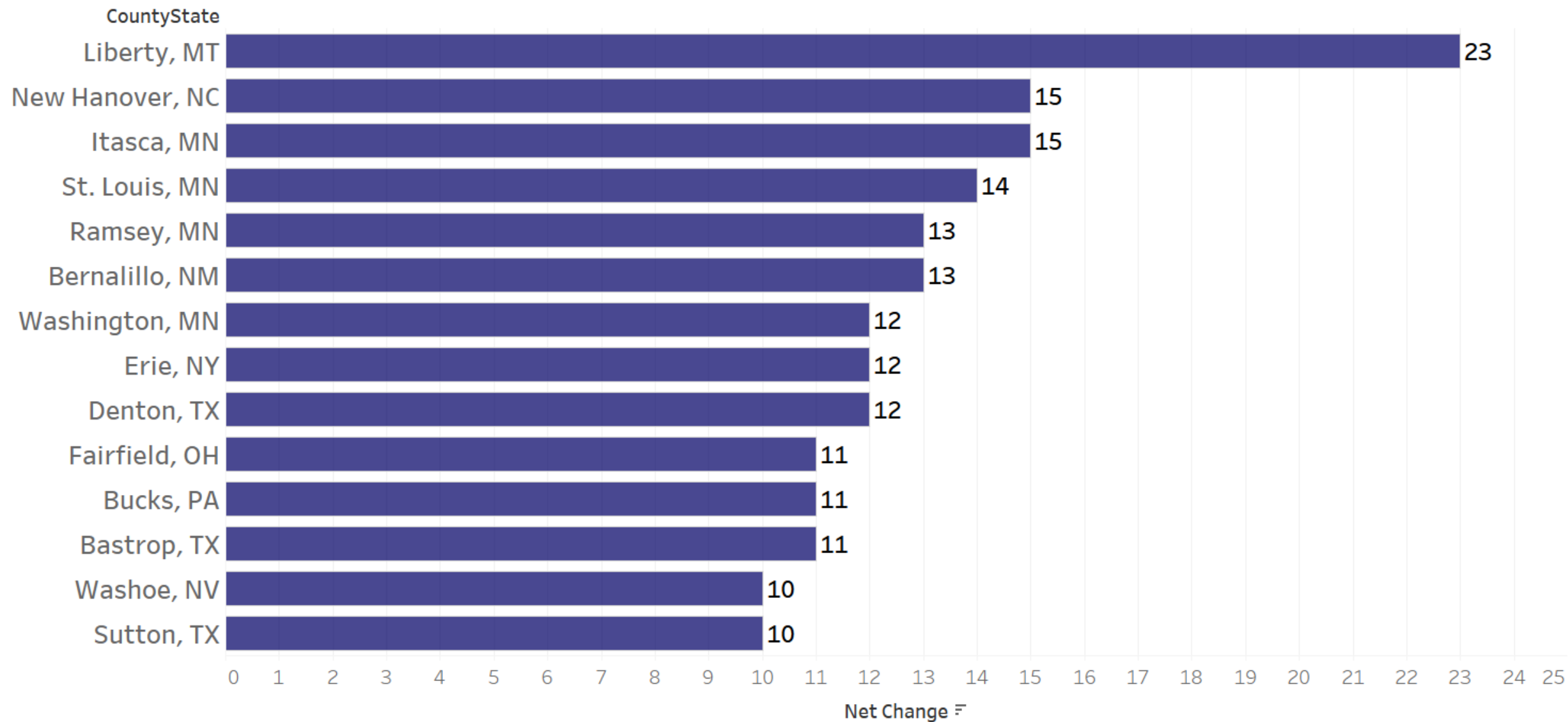
# Net Change in Active Stations between May 2, 2021 - May 1, 2022



## Top 15 Counties of Net Change in Stations between May 3, 2020 - May 2, 2021



## Top 15 Counties of Net Change in Stations between May 2, 2021 - May 1, 2022



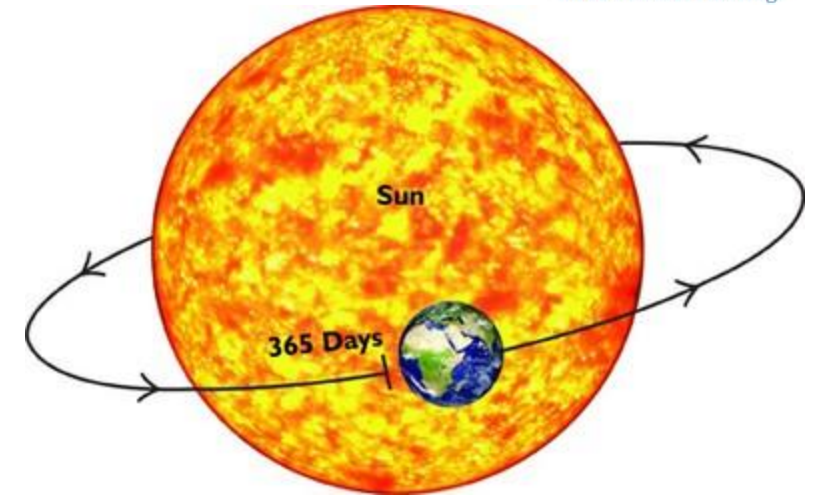


# A look at the past 12 months

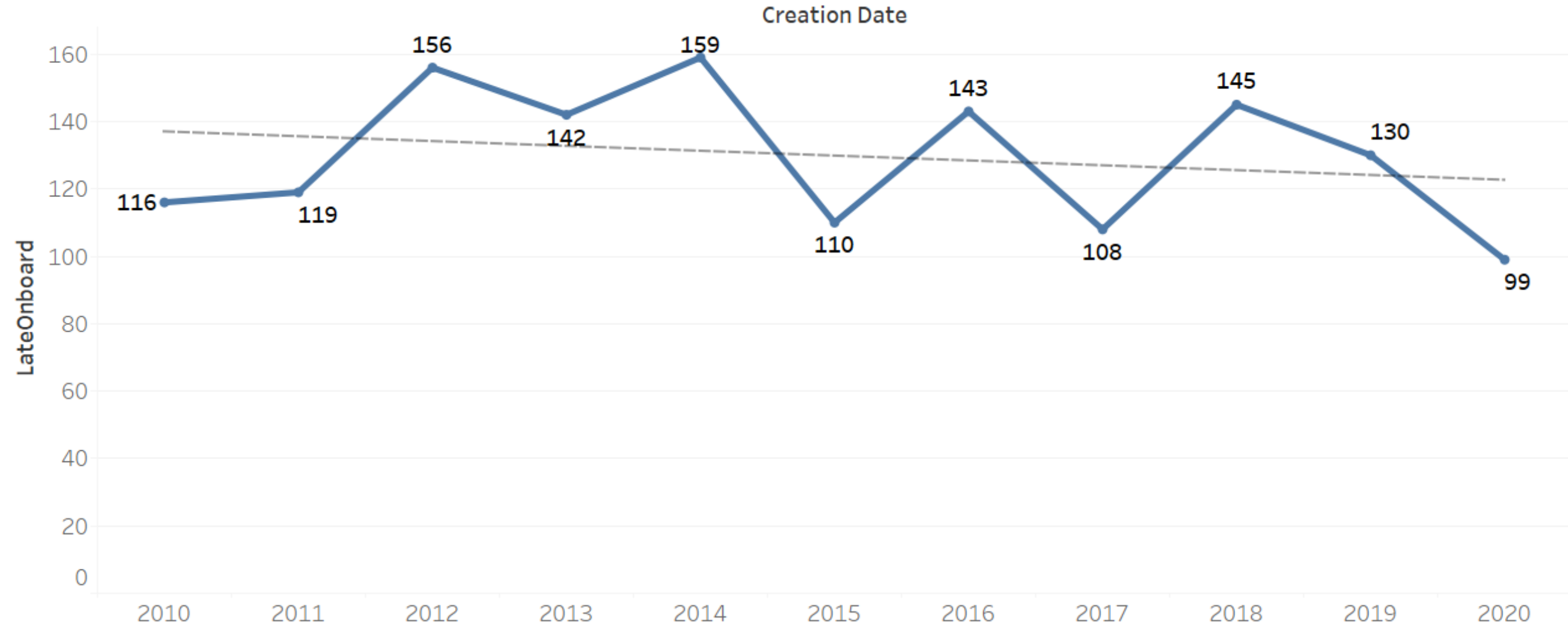


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- Between May 2, 2021 and May 1, 2022.
- Created 4,806 Stations
  - USA – 4,549 Stations
  - Canada - 236 Stations
  - Bahamas - 21 Stations
- FirstReports from 2,998 Stations
  - USA – 2,836 Stations
  - Canada – 145 Stations
  - Bahamas – 17 Stations
- A Net Change of 761 Stations
  - USA – 680 Stations
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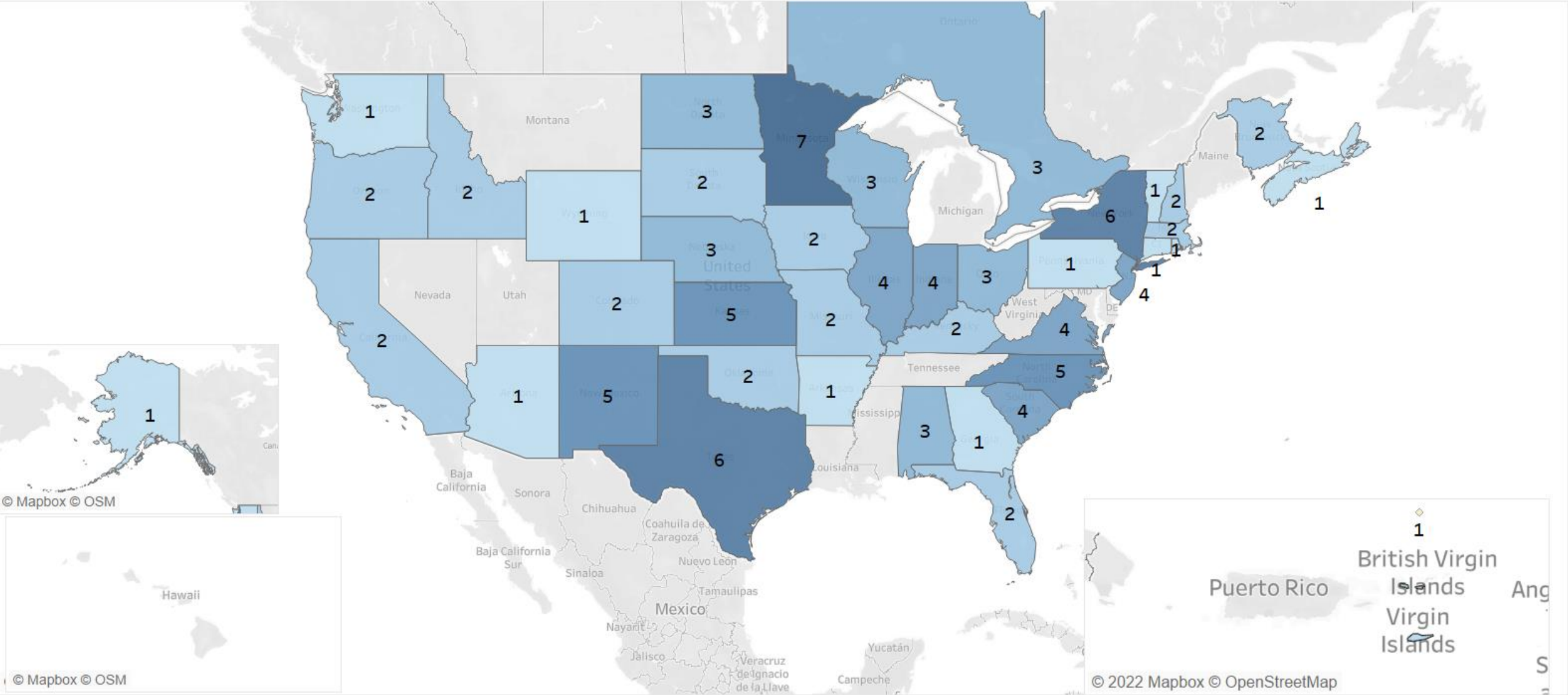


Late Onboard = Year(First Report Date) > Year(Create Date) and it was more than 90 days between the two. source: StationHistoryReport.



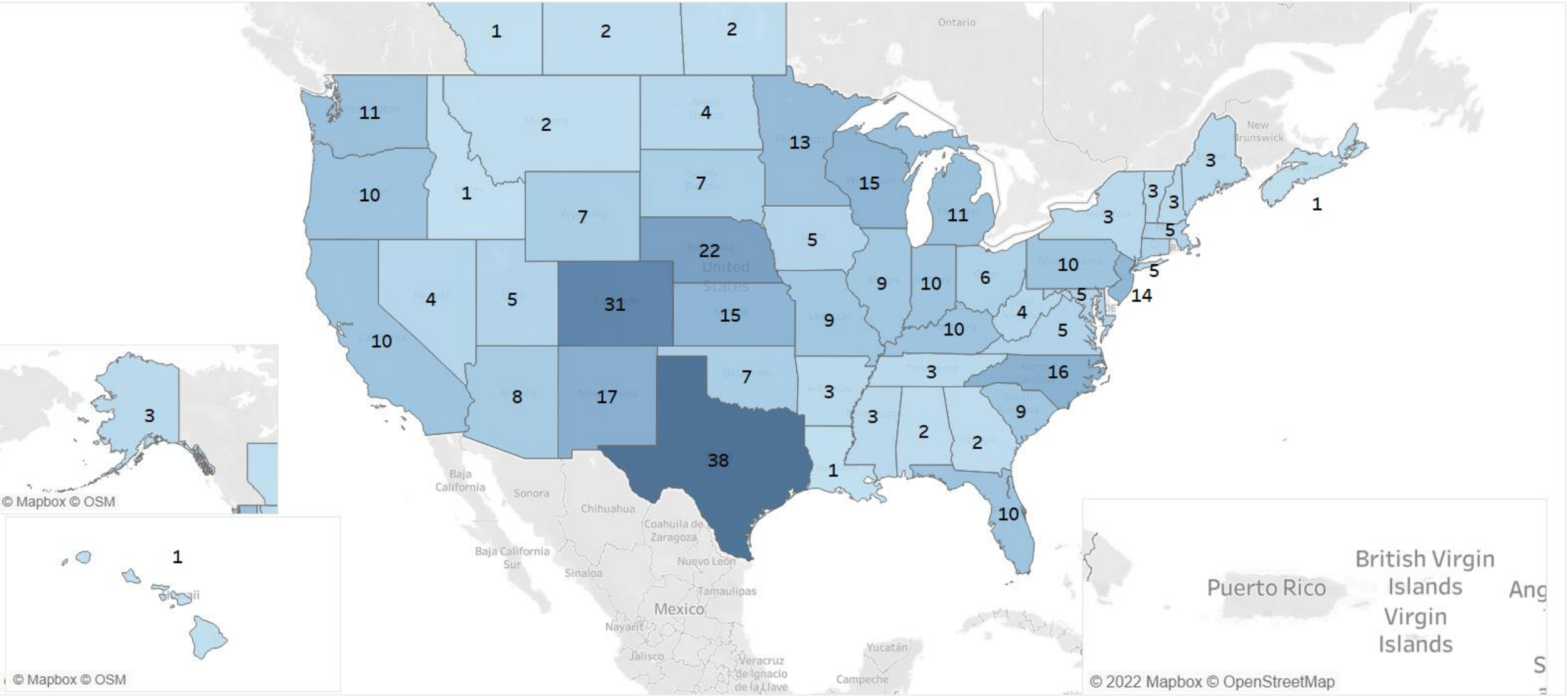
Julian & Noah. Can you please programmatically close all stations that haven't reported in the past 24+ months?

110 Stations that had a Create Date before May 1, 2021,  
and First Report Date was after May 2021, and Year(First Report Date) > Year(Create Date).



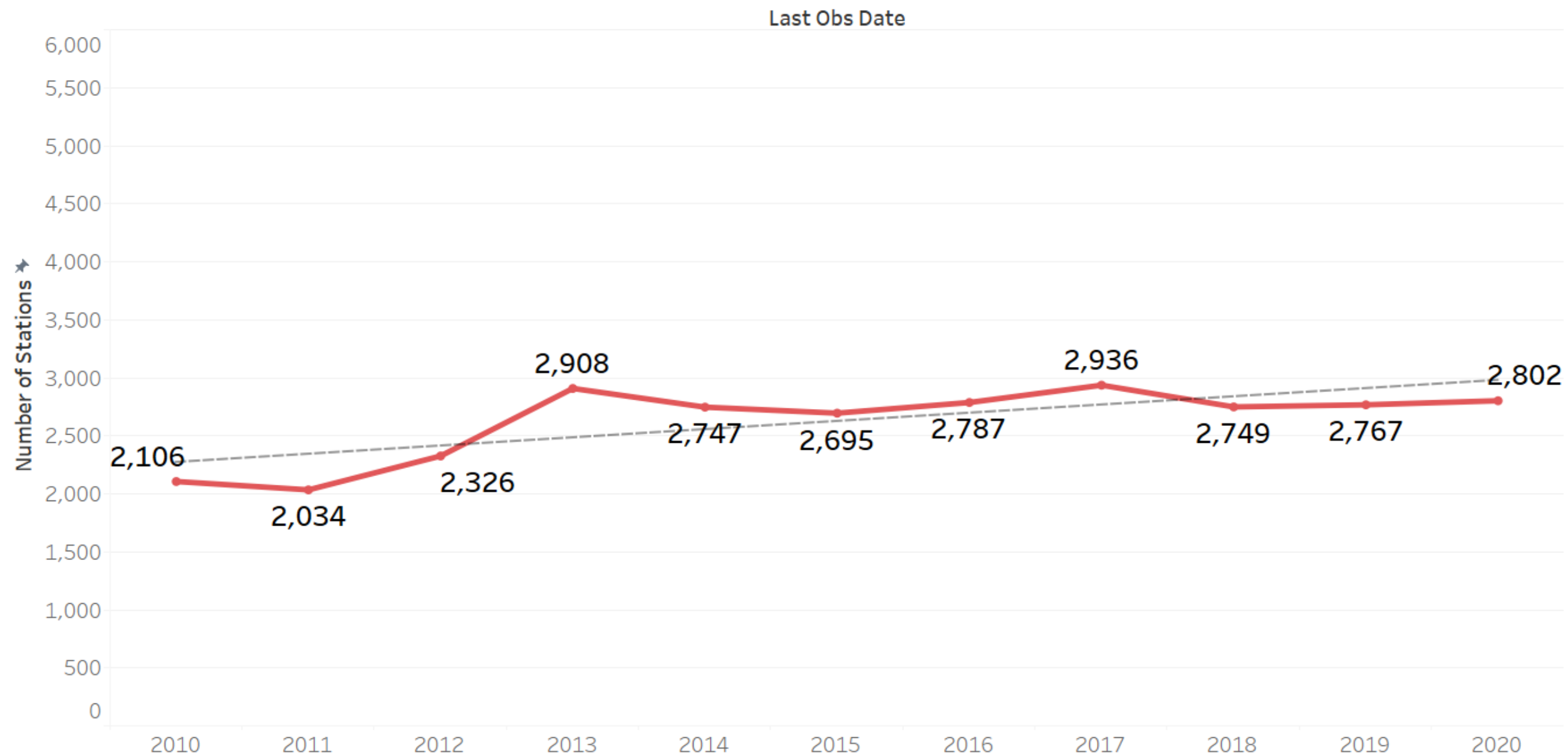


407 Stations that had a First Report Date before May 1, 2021, and were not Active between May 2020-April 2021, and are Active now.





# Retention - Last Report



These numbers can and will change, ever so slightly.



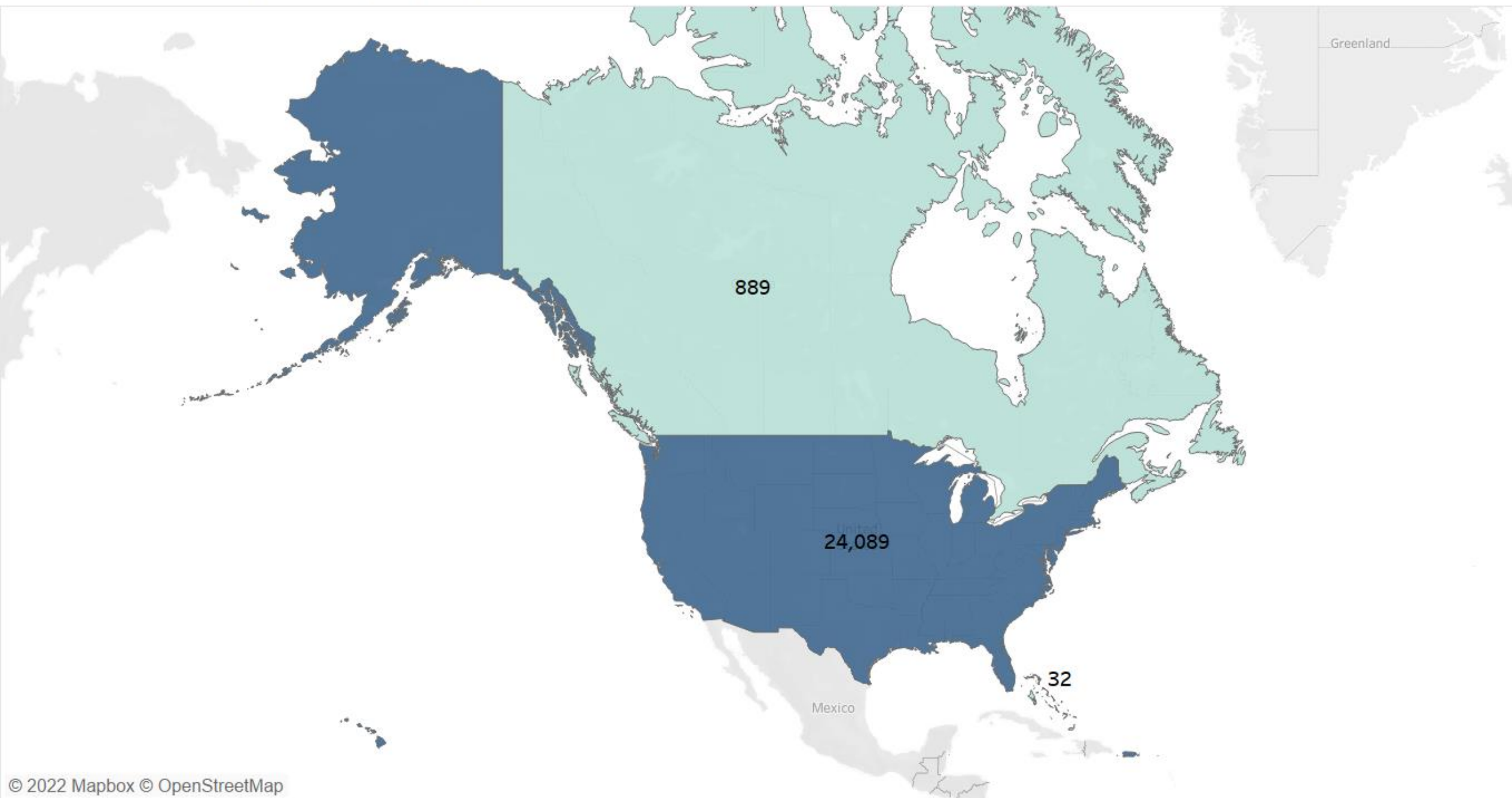
# Active Stations



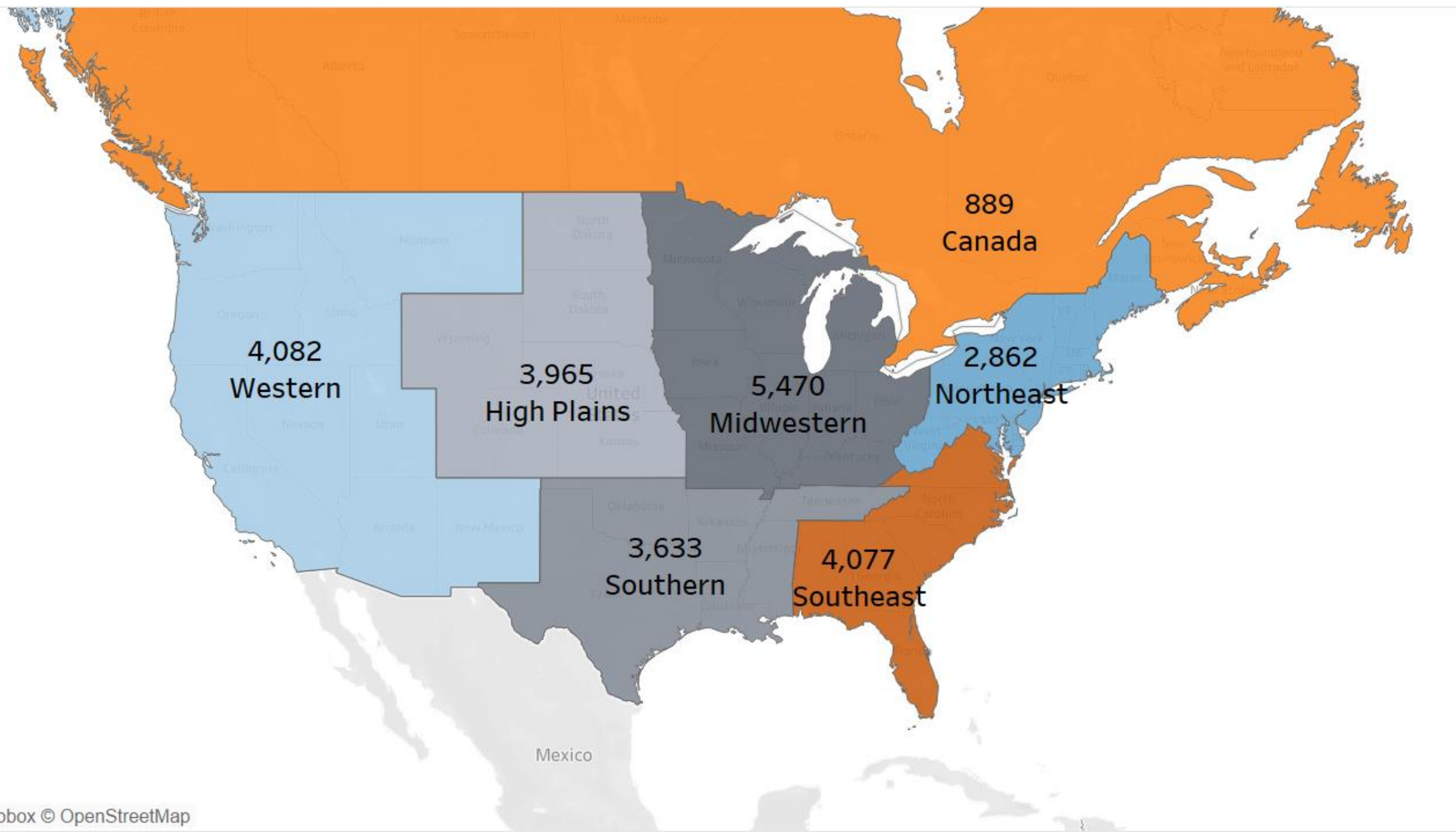
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- Active Station is one where Last Report Date  $\geq$  May 1, 2021.
- **25,010 Active Stations**
  - USA – 24,089 Active Stations
  - Canada – 889 Active Stations
  - Bahamas – 32 Active Stations

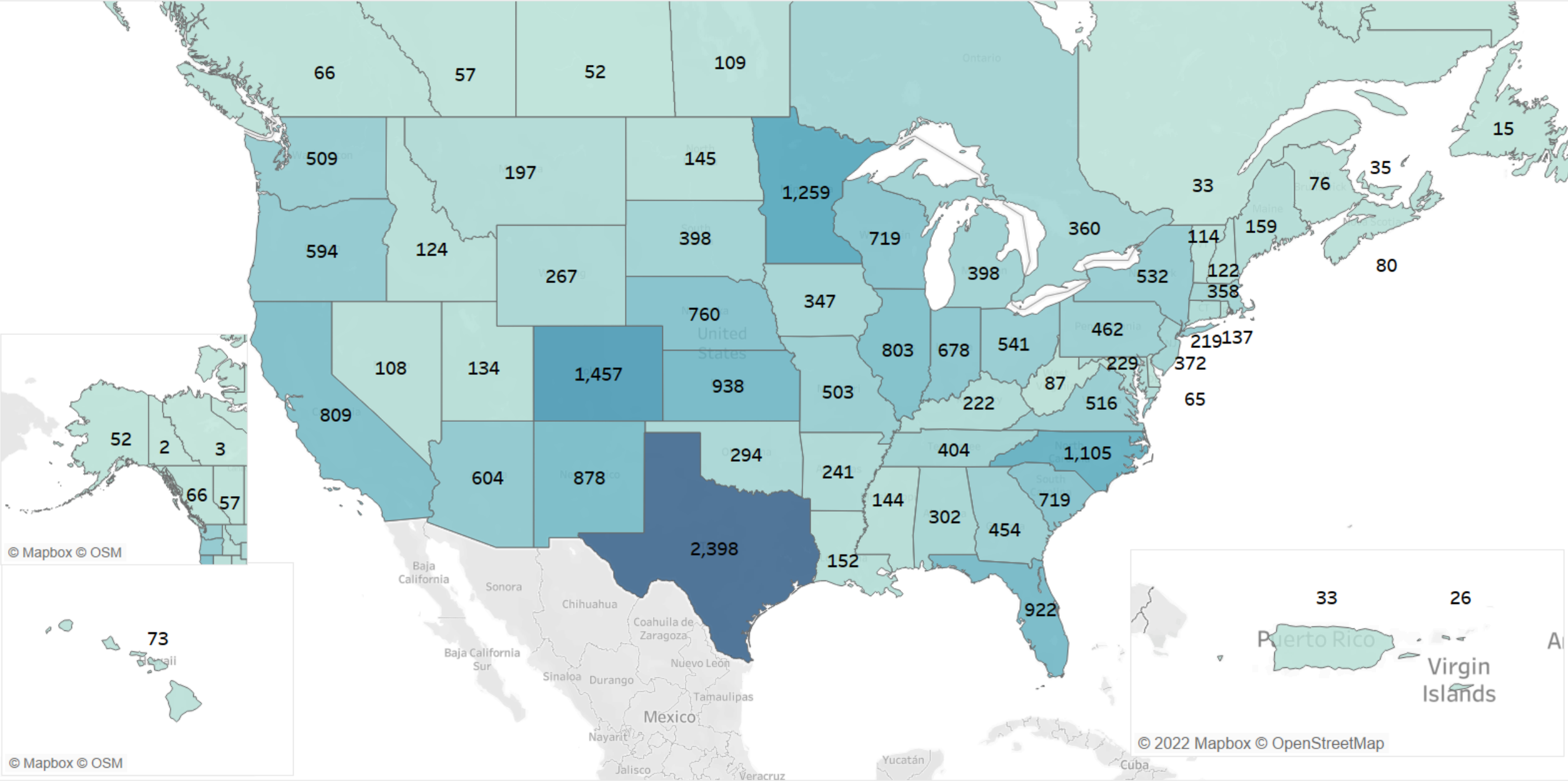
# Active Stations as of May 1, 2022



## Active Stations as of May 1, 2022



Active Stations as of May 1, 2022



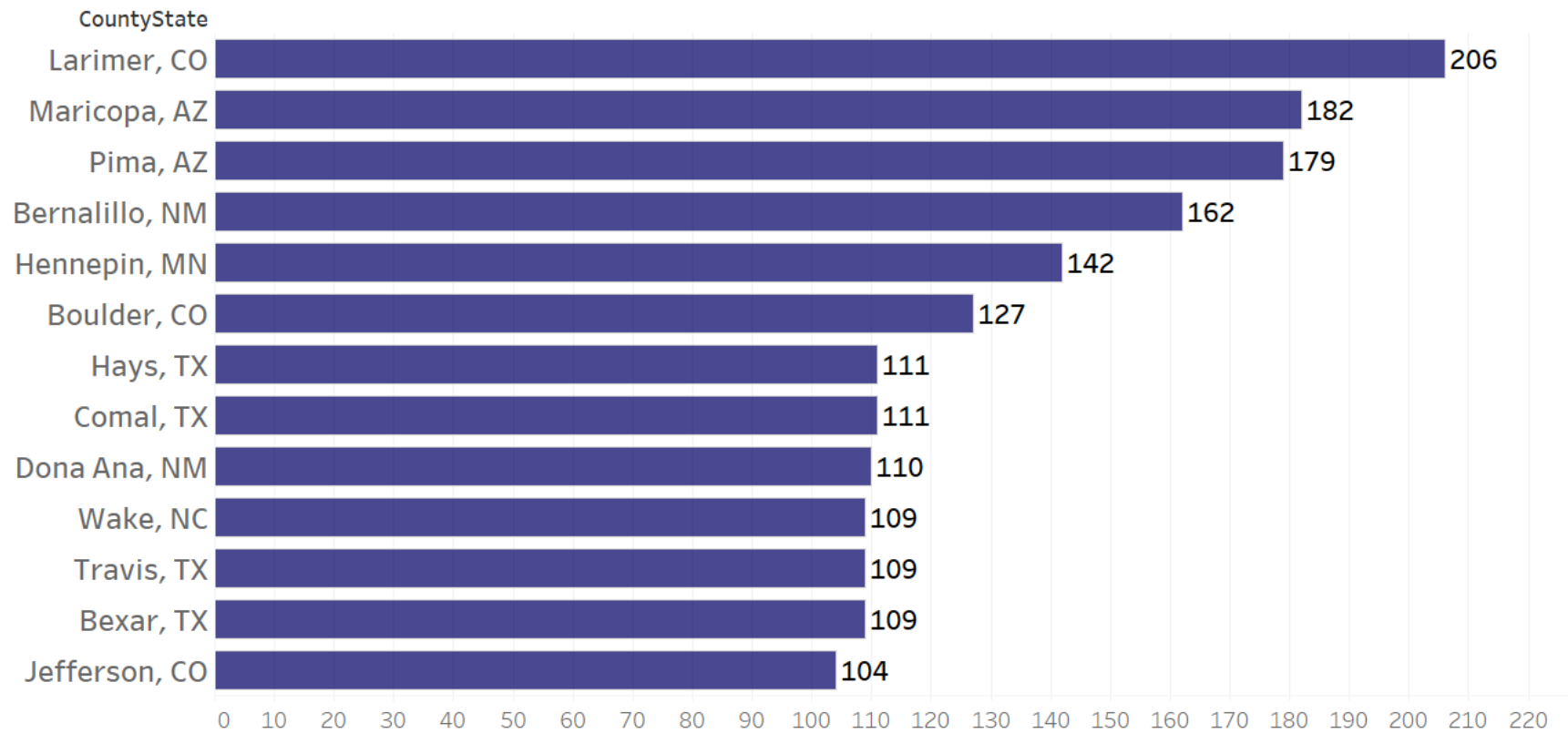


# Last Year The Century Club



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Counties with 100 or more Active Observers as of May 2, 2021





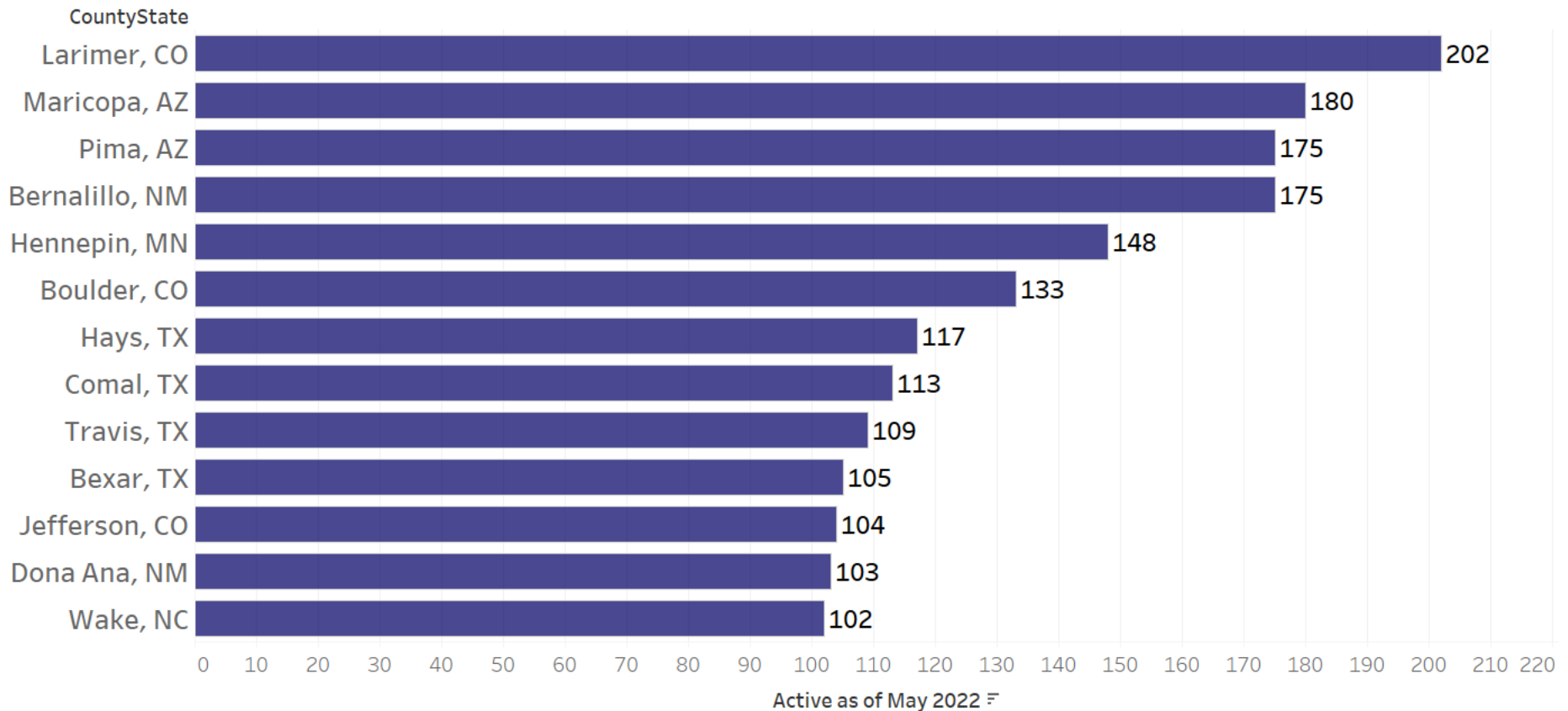


# This year The Century Club



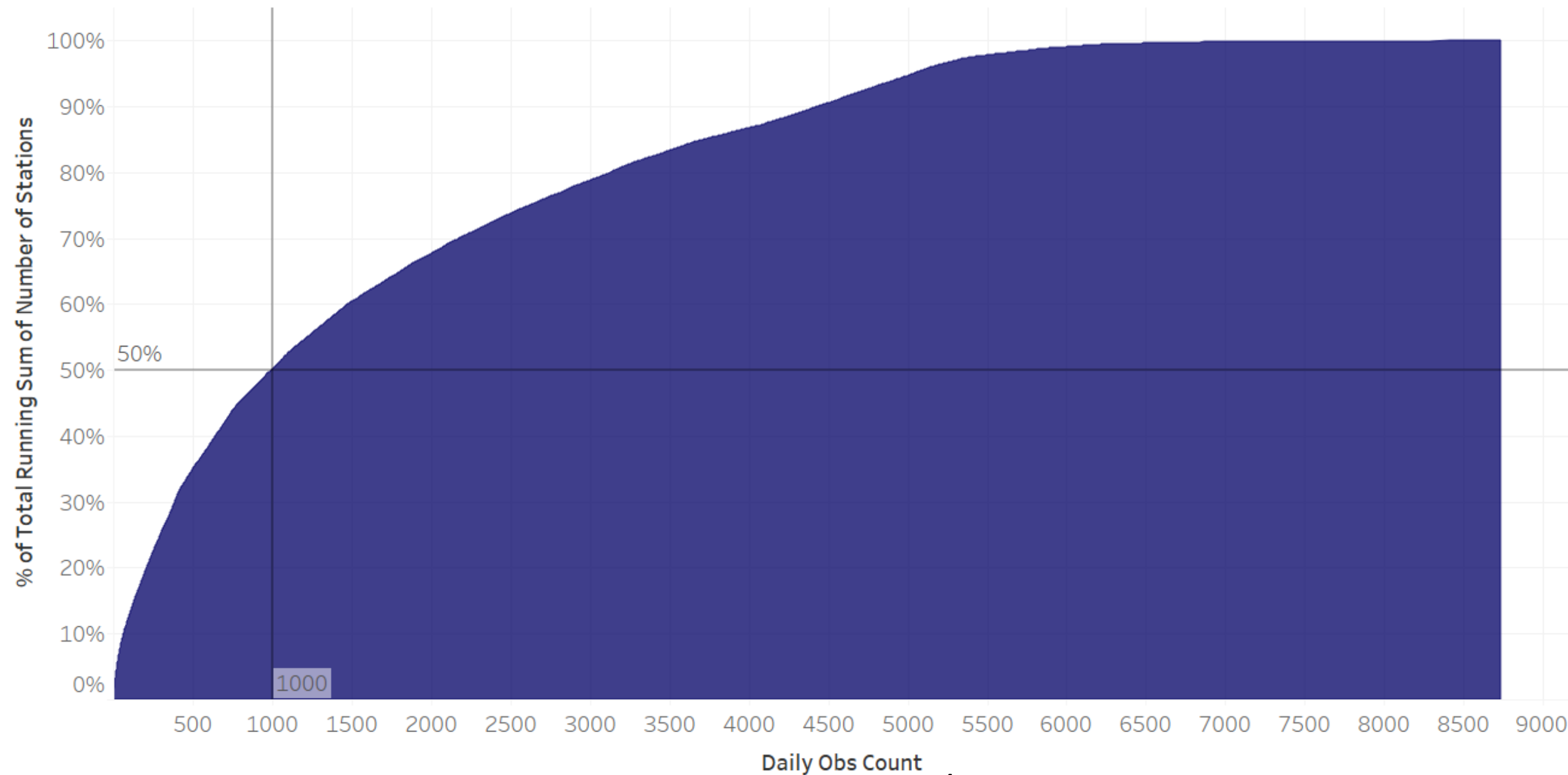
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Counties with 100 or more Active Observers as of May 1, 2022



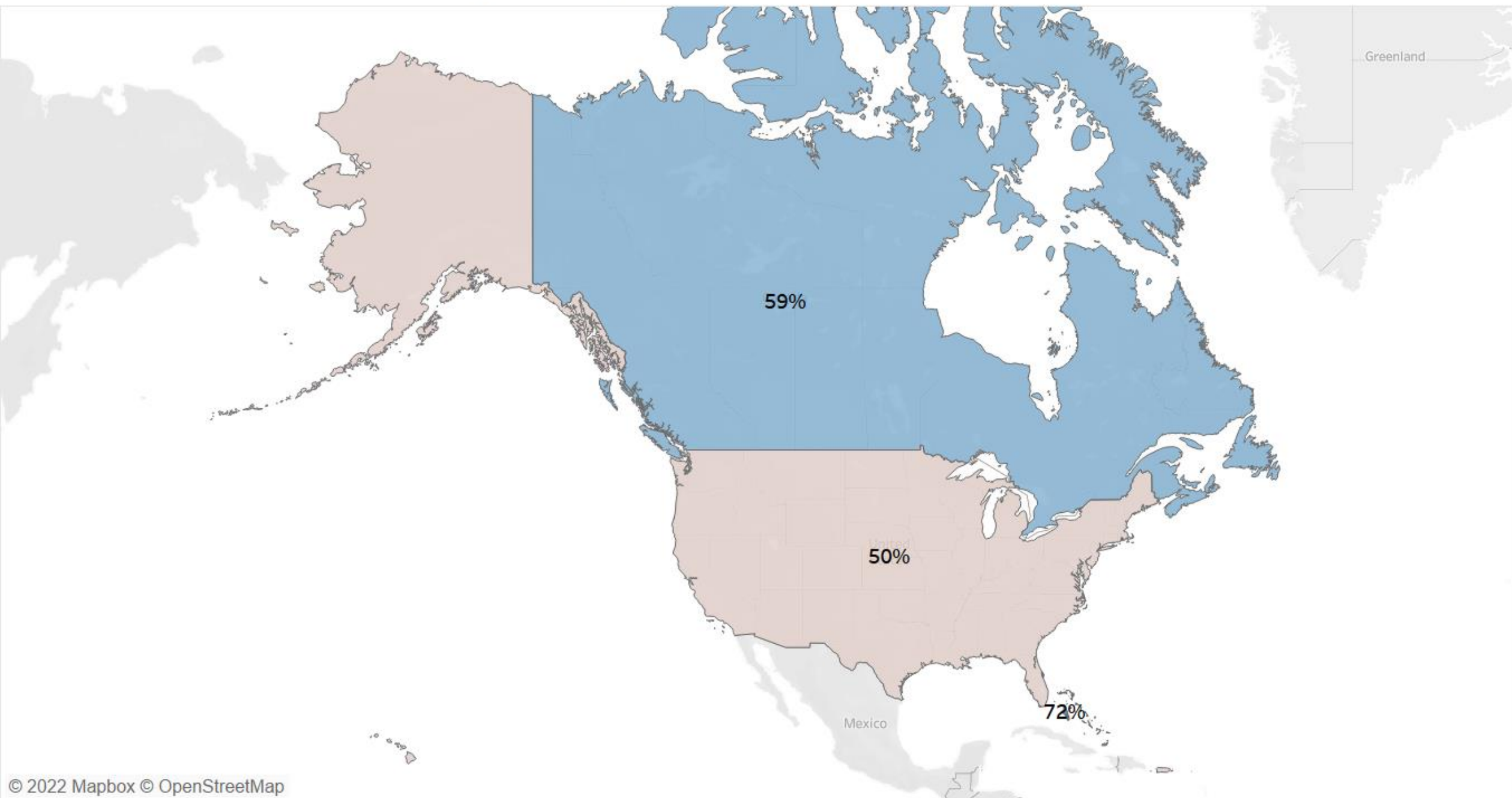


# Active Stations by Daily Obs Count

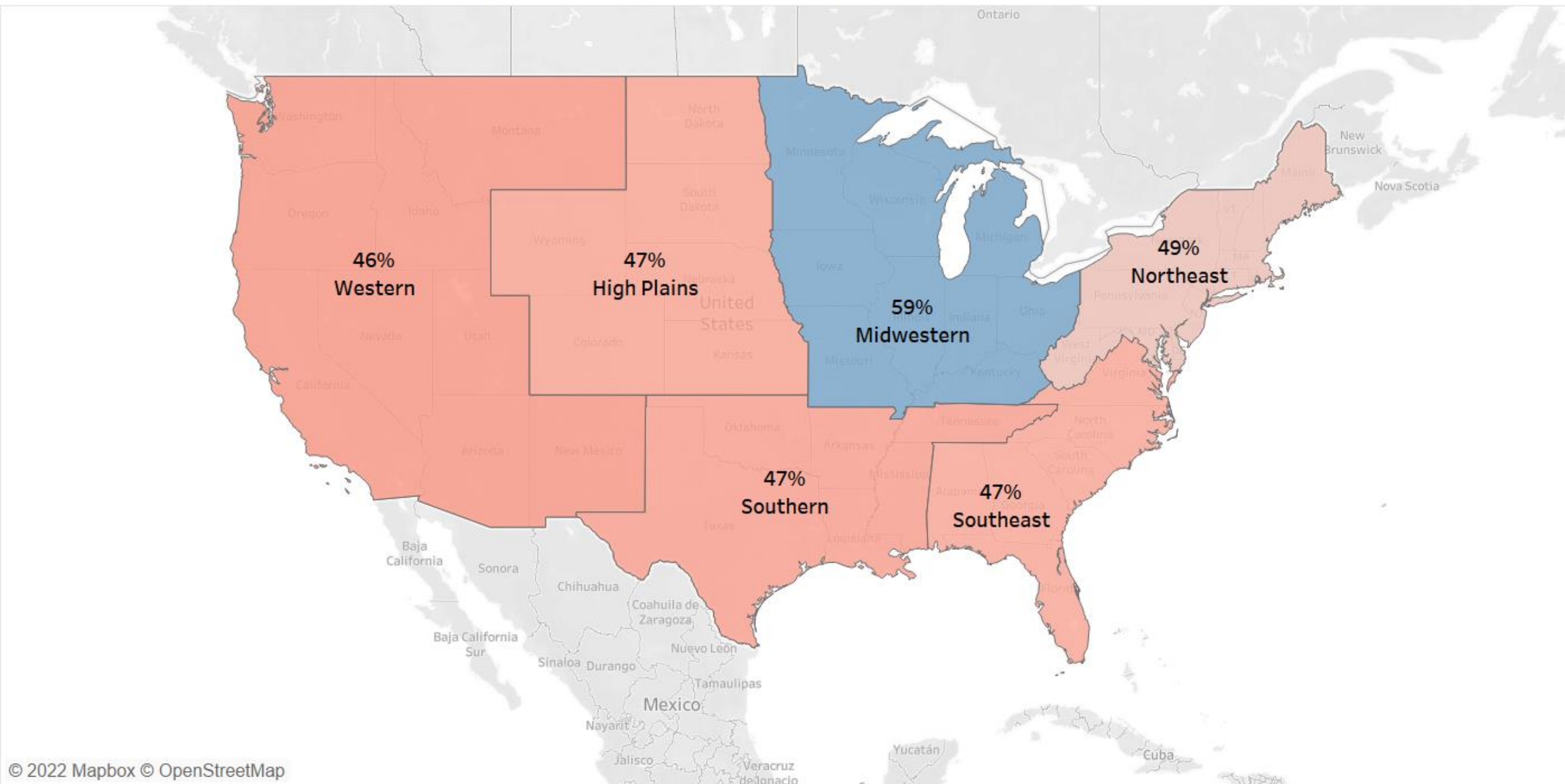


About half of our Active Stations have more/less than 1000 DailyObs

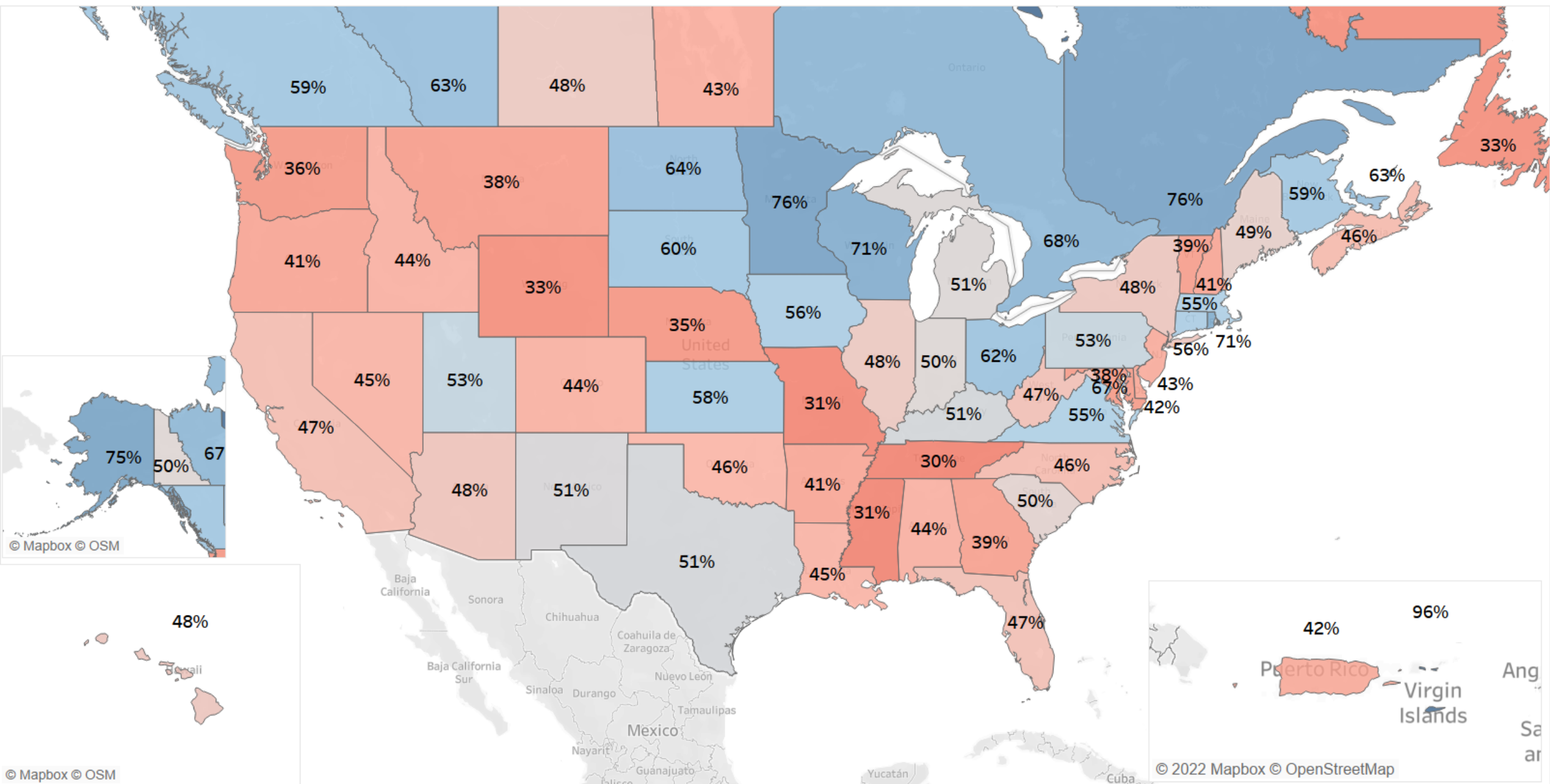
# Pct of Active Stations UNDER 1,000 Daily Obs as of May 1, 2022



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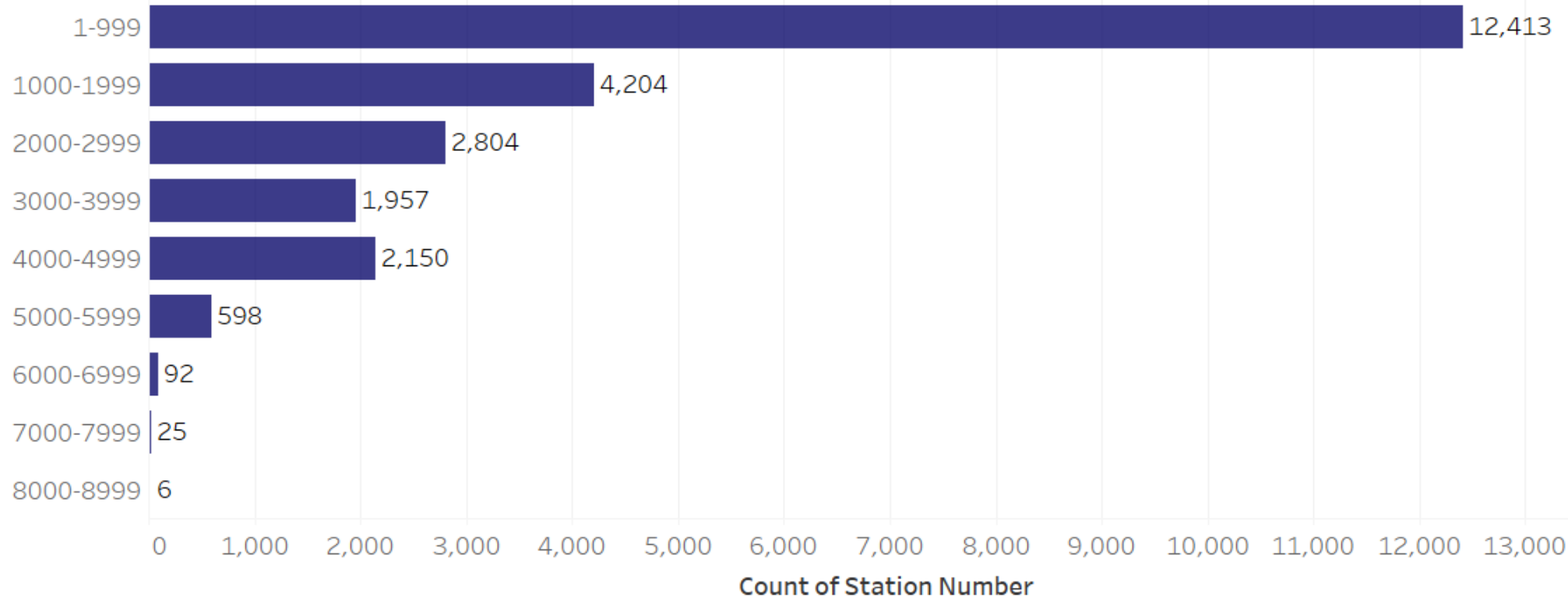
# Last Year 24,249 Active Stations by DailyObsCount



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Bins of Daily Obs Counts on our Active Stations as of May 2, 2021

Daily Obs Count (bin)



About half of our Active Stations have more/less than 1000 DailyObs



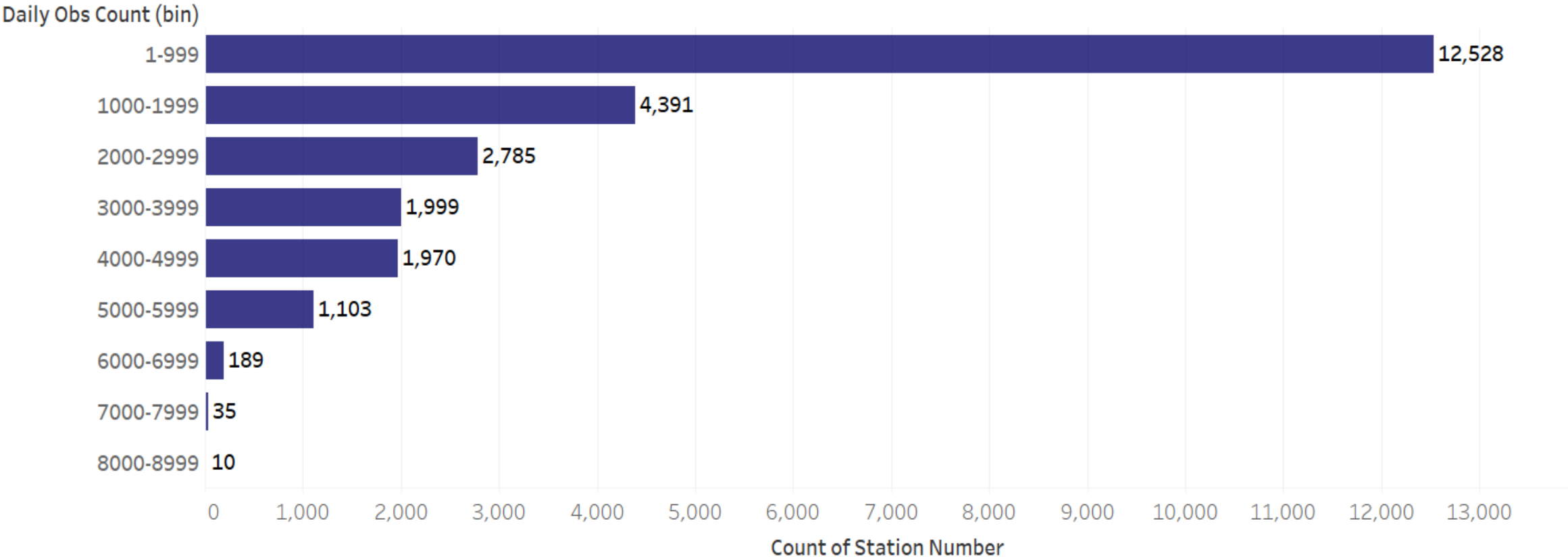


# This Year 25,010 Active Stations by DailyObsCount



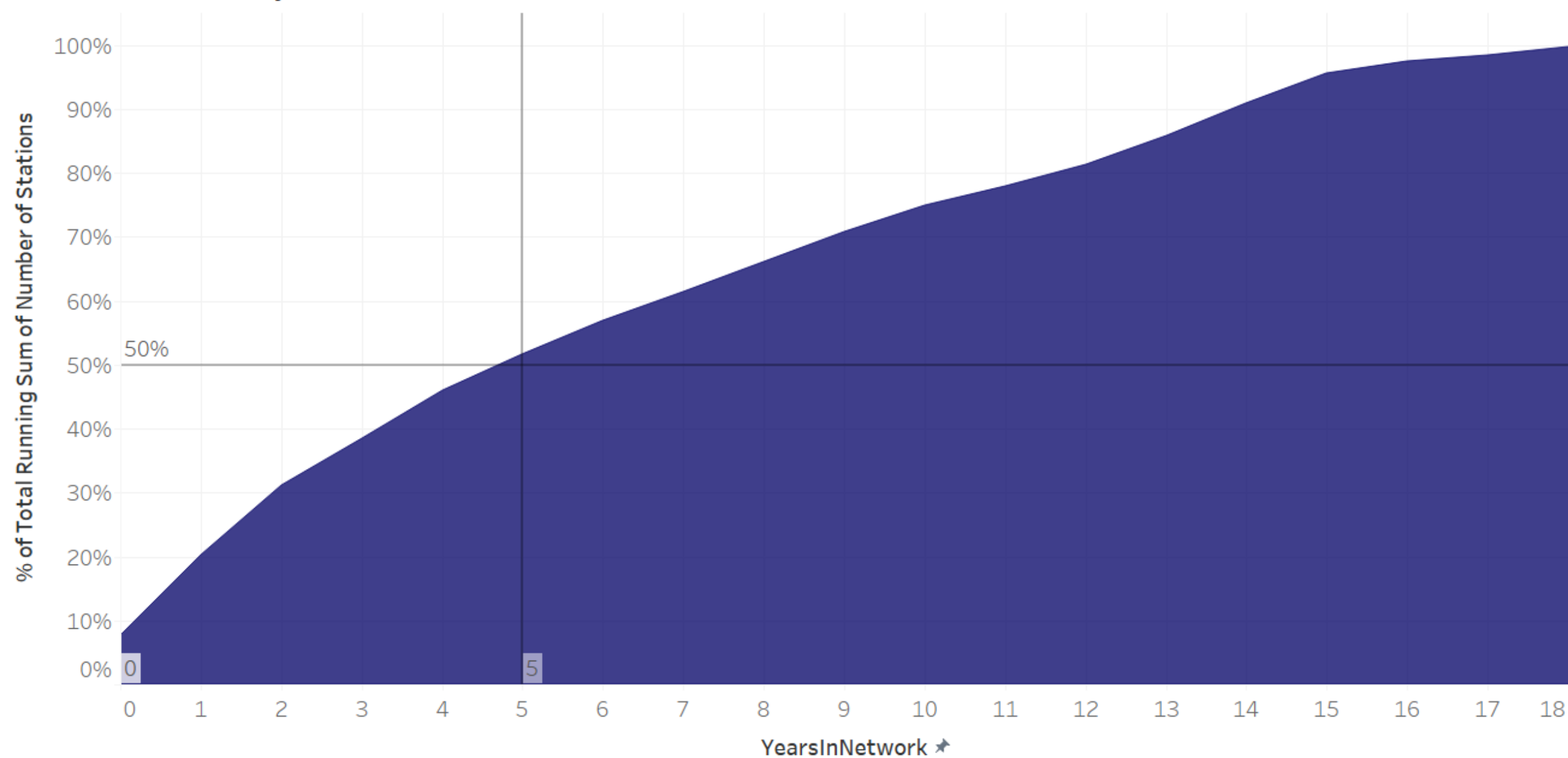
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Bins of Daily Obs Counts on our Active Stations as of May 1, 2022

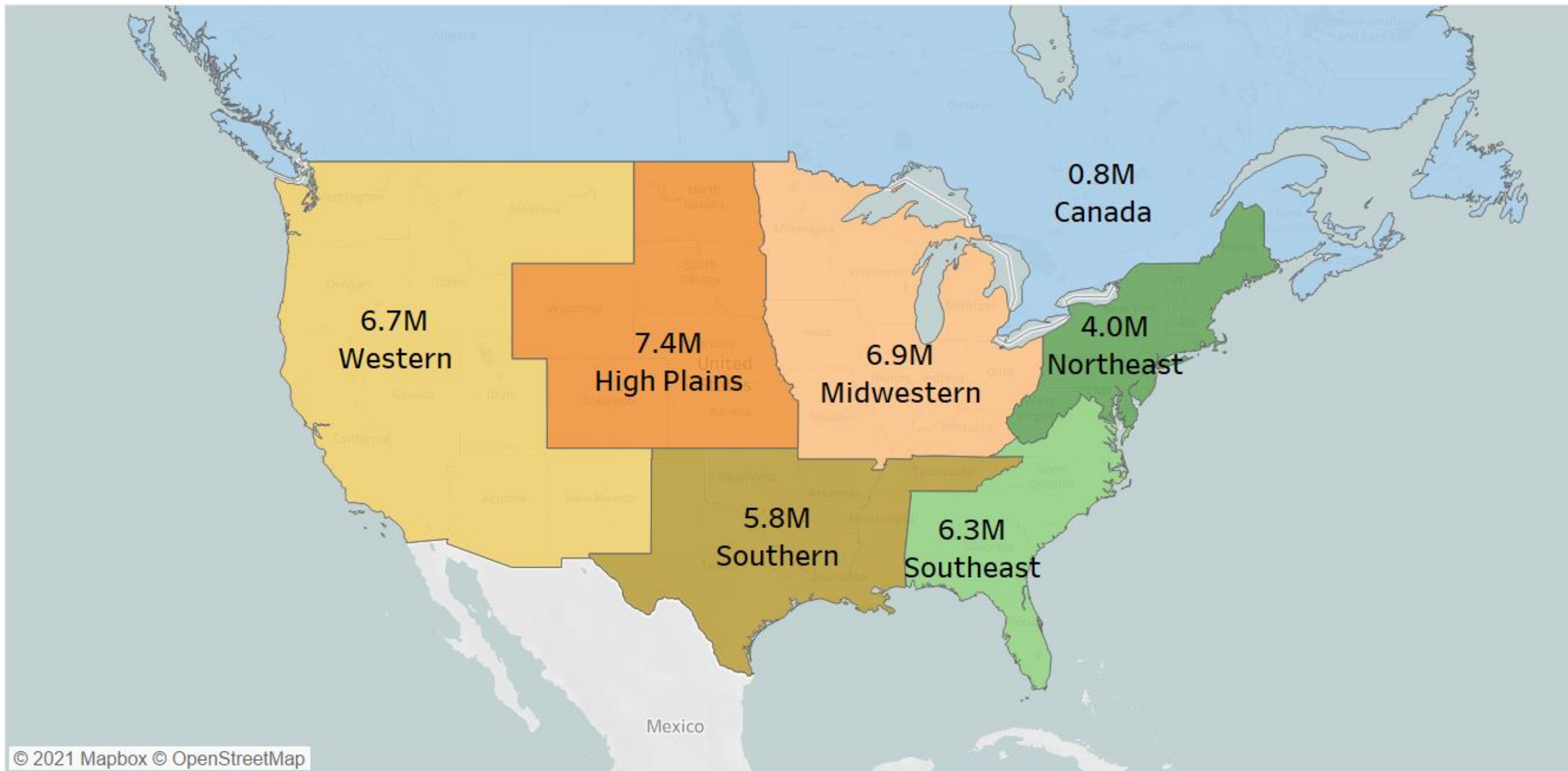


About half of our Active Stations have more/less than 1000 DailyObs

# Active Stations by Years in Network

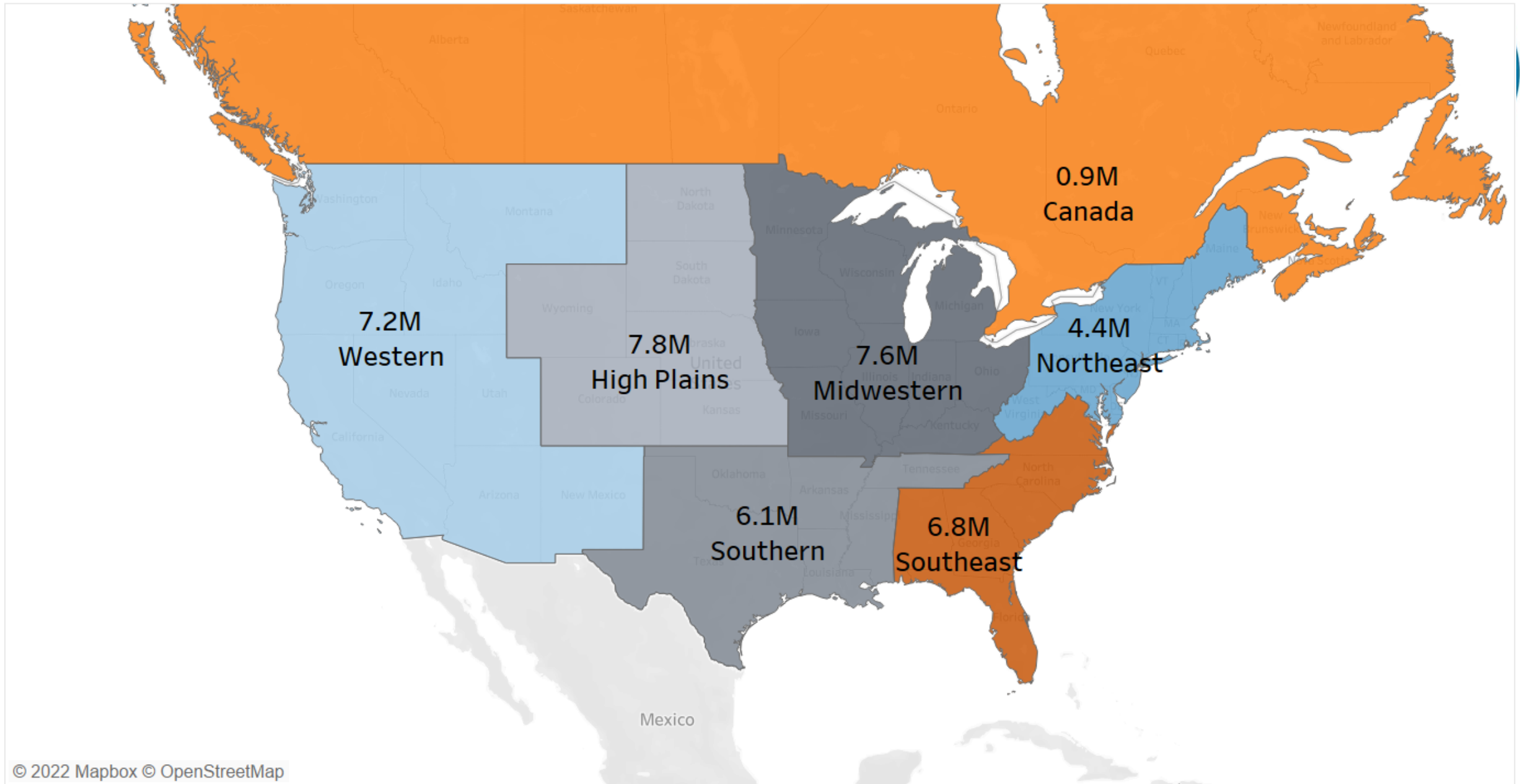


## The Summation of ALL of the DailyObsCounts for ALL of Active Stations as of May 2, 2021



37.8M of our ~55M Daily Obs records (68%) belong to current Active Stations.

# The Summation of ALL of the DailyObsCounts for ALL of Active Stations as of May 1, 2022



40.9M of our ~61M Daily Obs records (67%) belong to current Active Stations.



37.8M of our ~55M Daily Obs records (68%) belong to current Active Stations.



© 2022 Mapbox © OpenStreetMap

40.9M of our ~61M Daily Obs records (67%) belong to current Active Stations.



# How accurate is this now?



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As we start Year 2022, we can reasonably predict that 3,000 will stop reporting in the upcoming year. To make up for those 3,000 that will stop reporting, we need more than 3,000 to sign up in the upcoming year. Not everyone that signs up starts reporting. Only three in five do. The other two we never hear from. The conclusion is: To continue our consecutive streak of growing, we need about 5,000 people to sign up across the network each year, mainly to offset the likely loss of 3,000 who will stop reporting.  $5,000 \text{ sign-ups} / 365 \text{ days a year} = 13.7 \text{ sign-ups per day}$ .

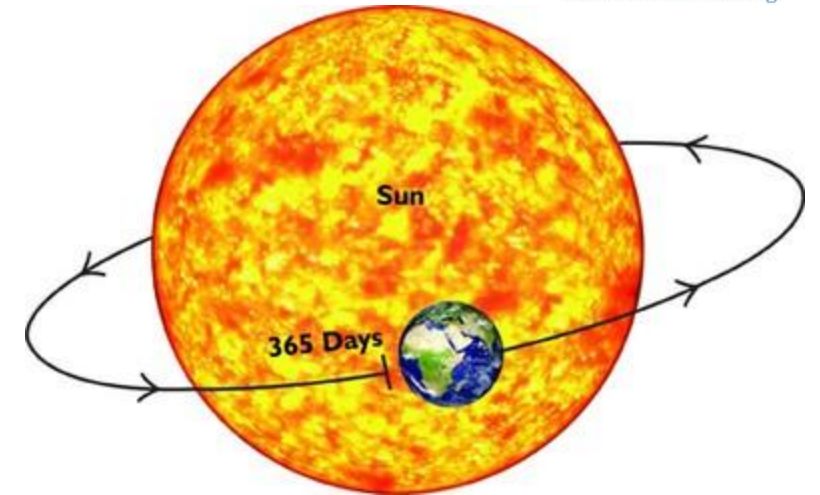


# A look at the past 12 months



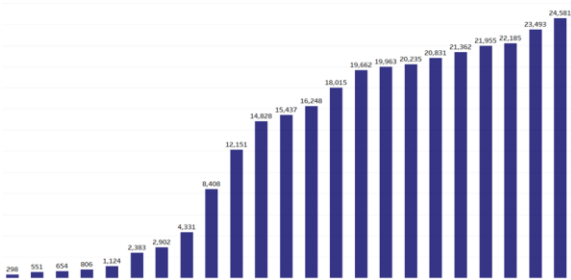
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continues to grow



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Thank You

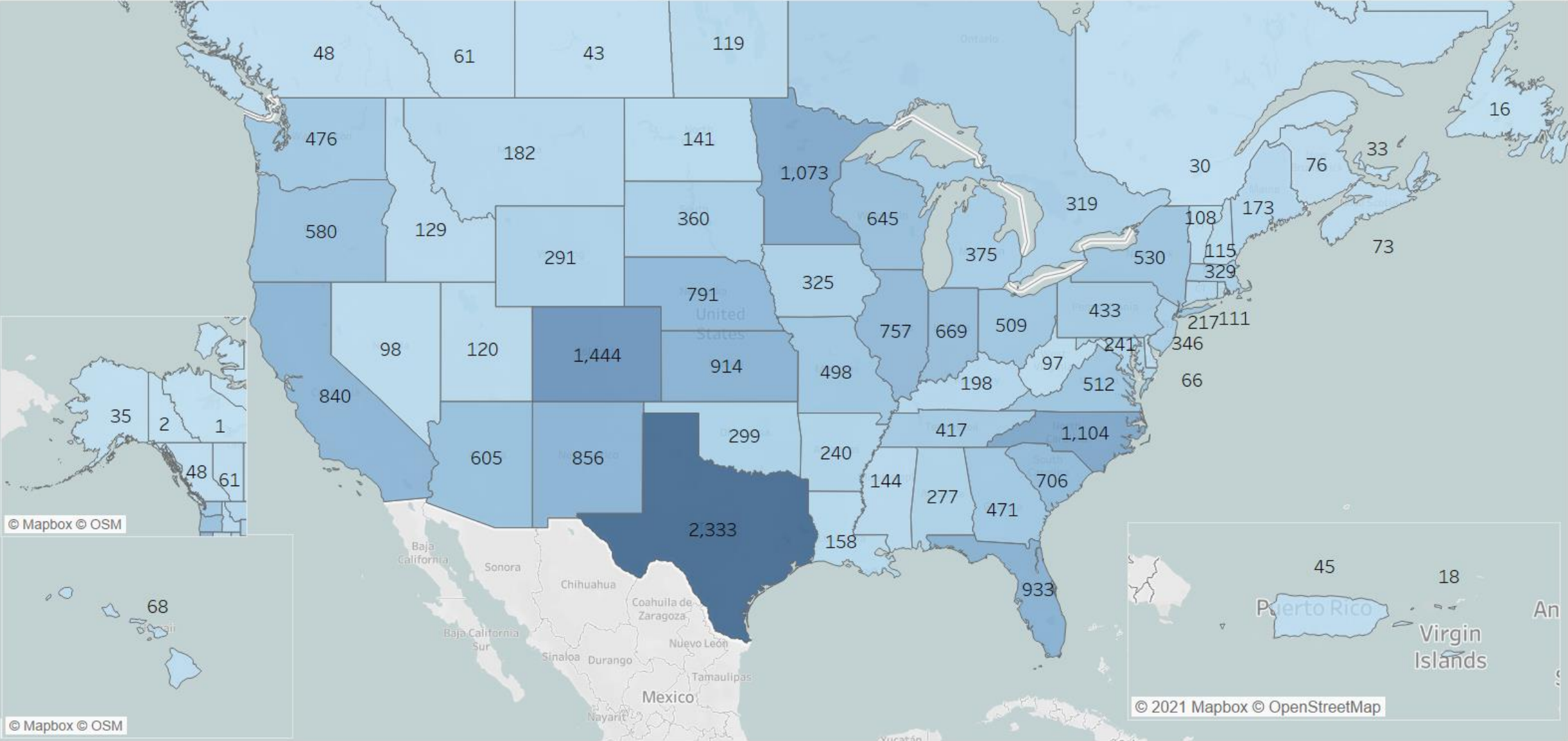
Working my way  
to WERA.



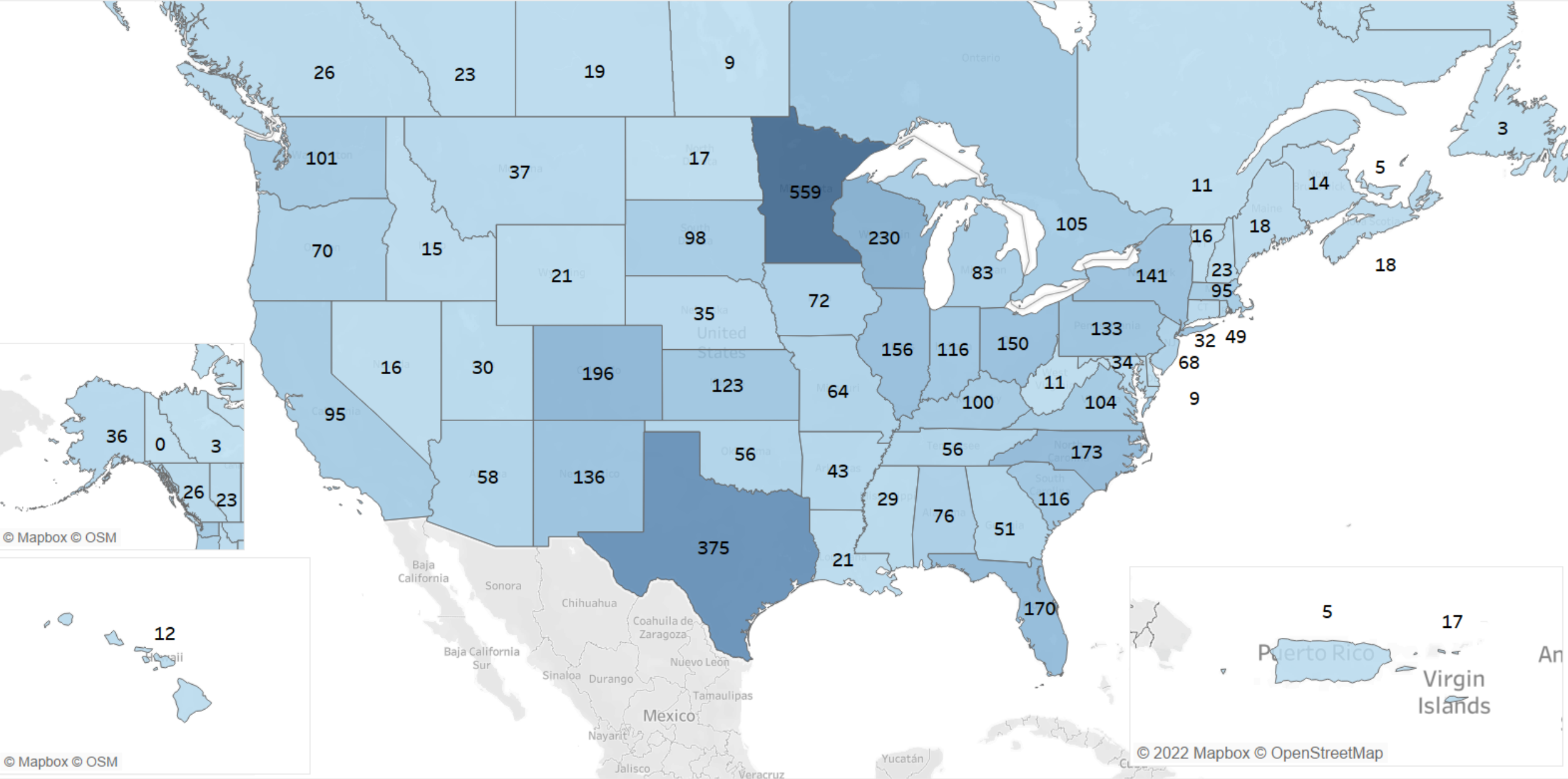
2022 Annual Meeting



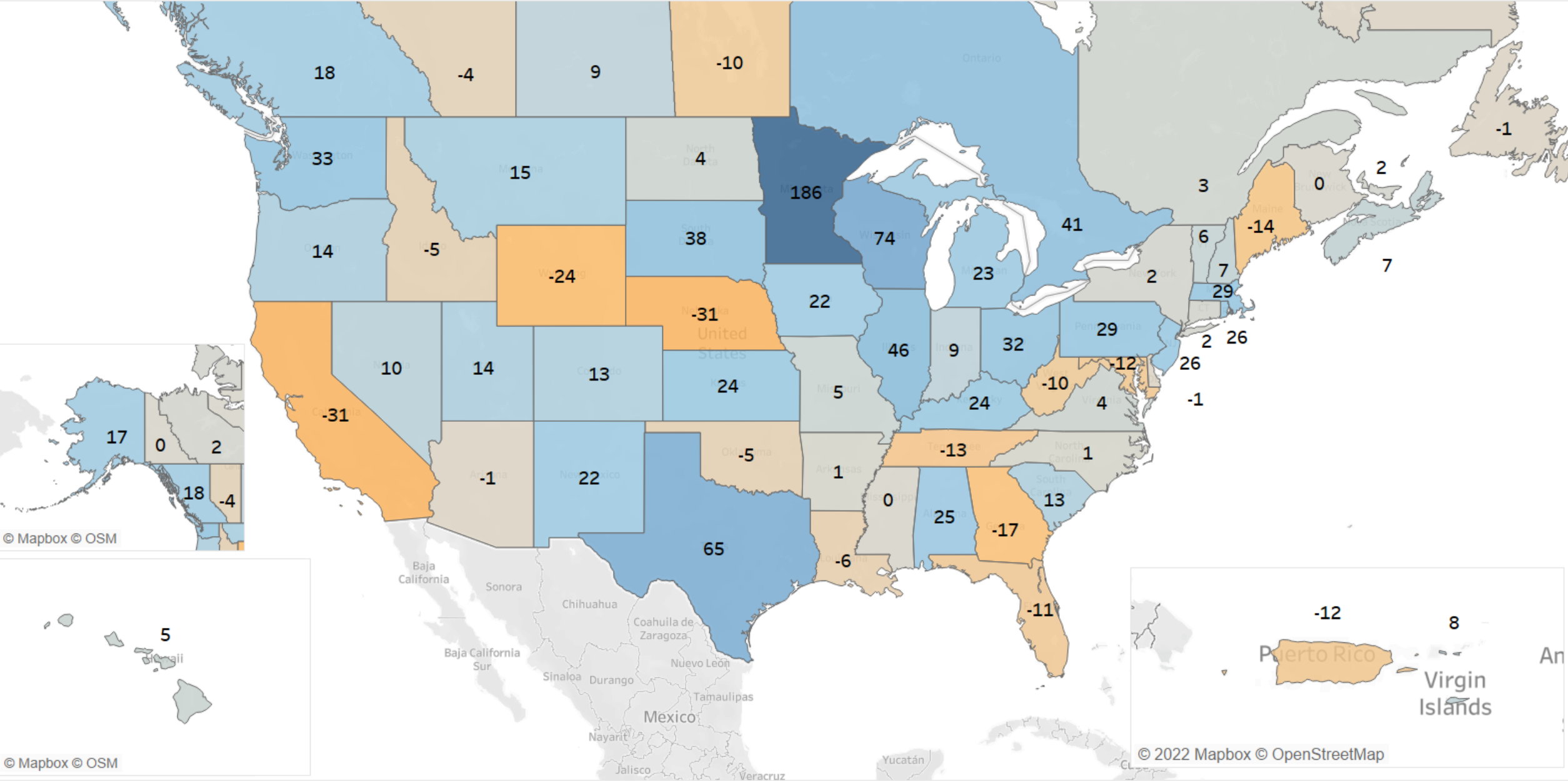
Active Stations as of May 2, 2021



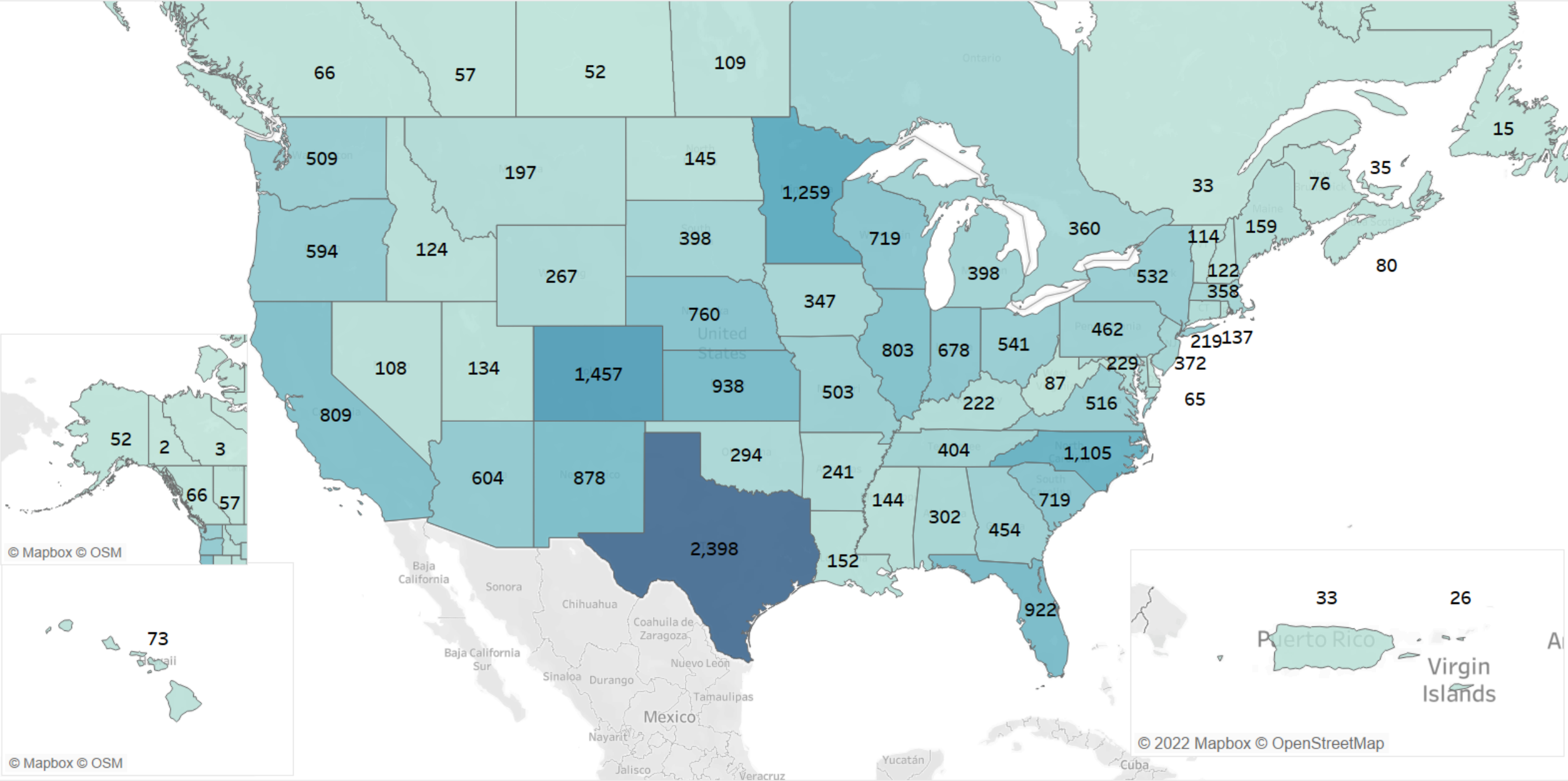
Created Stations between May 2, 2021 - May 1, 2022



# Net Change in Active Stations between May 2, 2021 - May 1, 2022

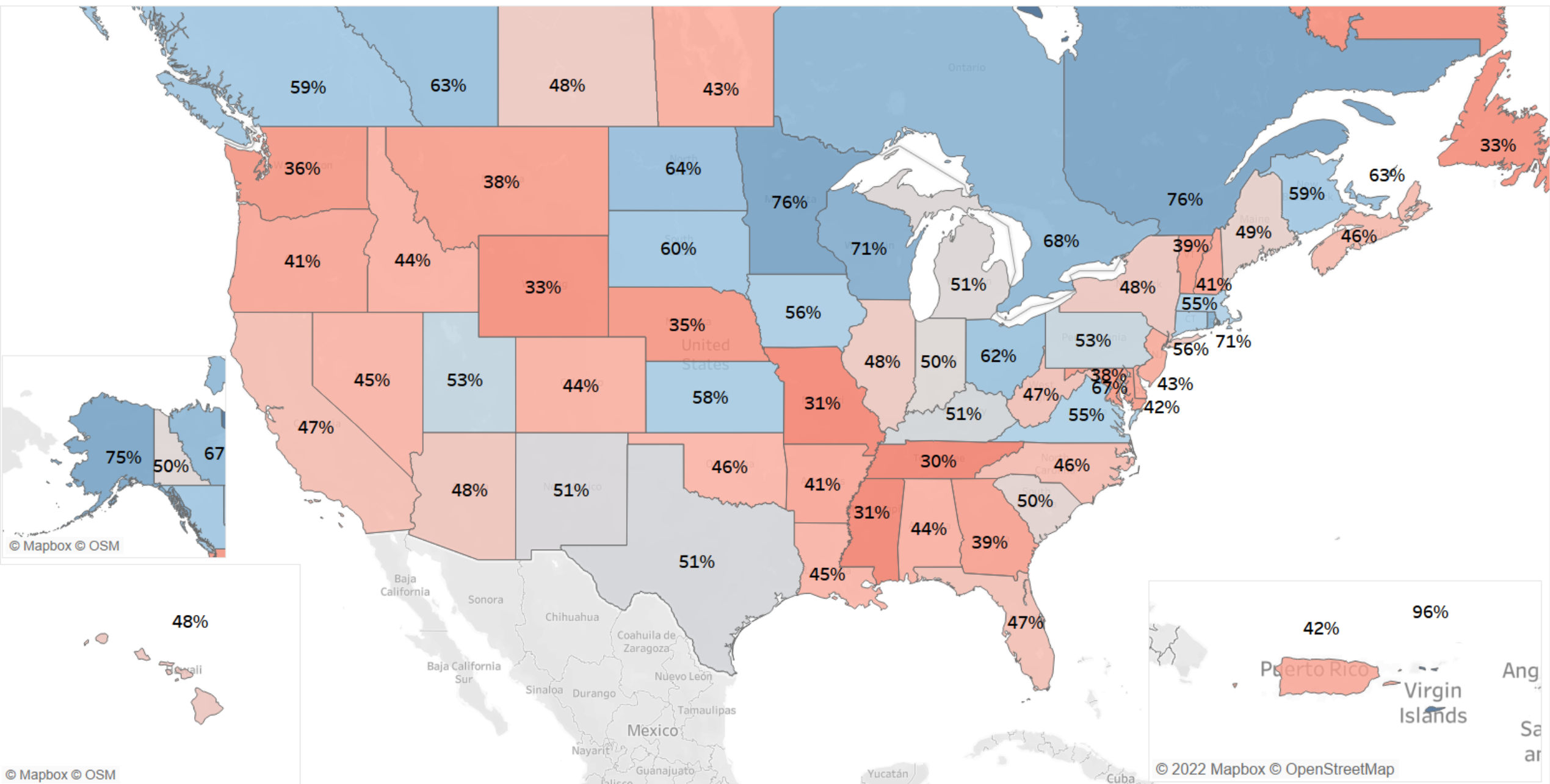


Active Stations as of May 1, 2022





Pct of Active Stations UNDER 1,000 Daily Obs as of May 1, 2022



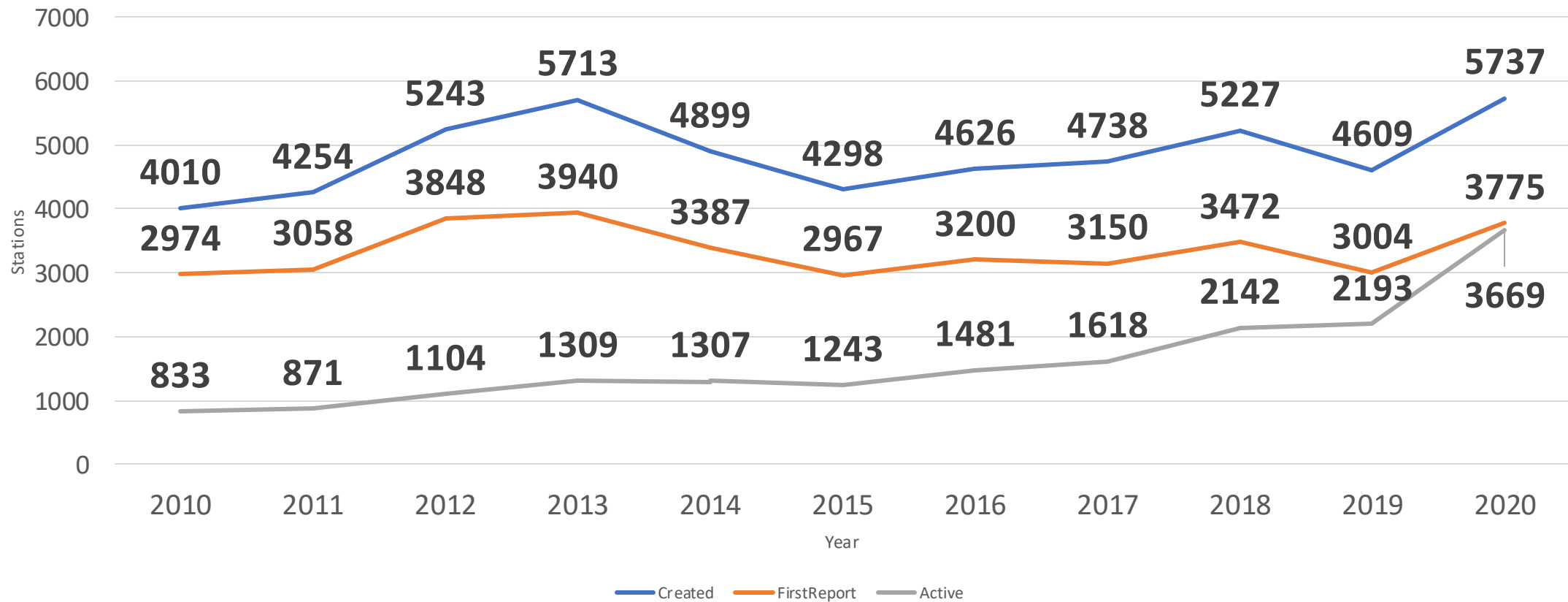




# Stations: Created – FirstReport - Active



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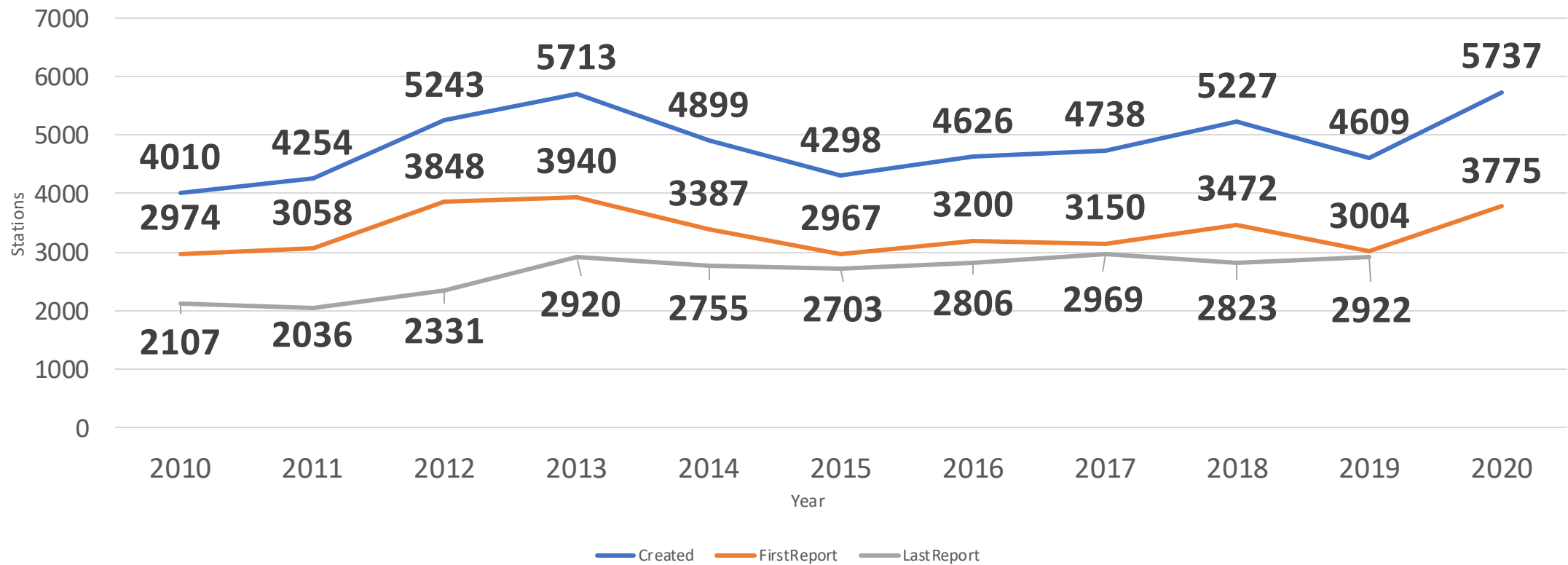




# Stations: Created – FirstReport – LastReport



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# 2,922 Stations where LastReportDate = Year 2019



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