



2024 Annual Meeting

CoCoRaHS Recruiting and Retention Update

... and a whole lot more!!!



www.cocorahs.org



The reviews are in



2024 Annual Meeting

- The next session was devoted to observer recruiting and retention. Matt Spies, the Connecticut State Coordinator gave an **indepth** view of observer signups and reporting.
- Matt Spies, Connecticut State Coordinator reported on recruiting and retention. The number of daily reports have grown with Covid. **Now 24,249 active stations. Maricopa County AZ has 182 active observers, second only to Larimer County, CO . About 3000 observers stop reporting each year, so we need well over 3000 new recruits each year to grow....** Also during Covid a number of observers started reporting again after having stopped previously. **We added 1,724 stations in the past 12 months. 63% of the new observers filed their first report, which is consistent with last year's new observers.**



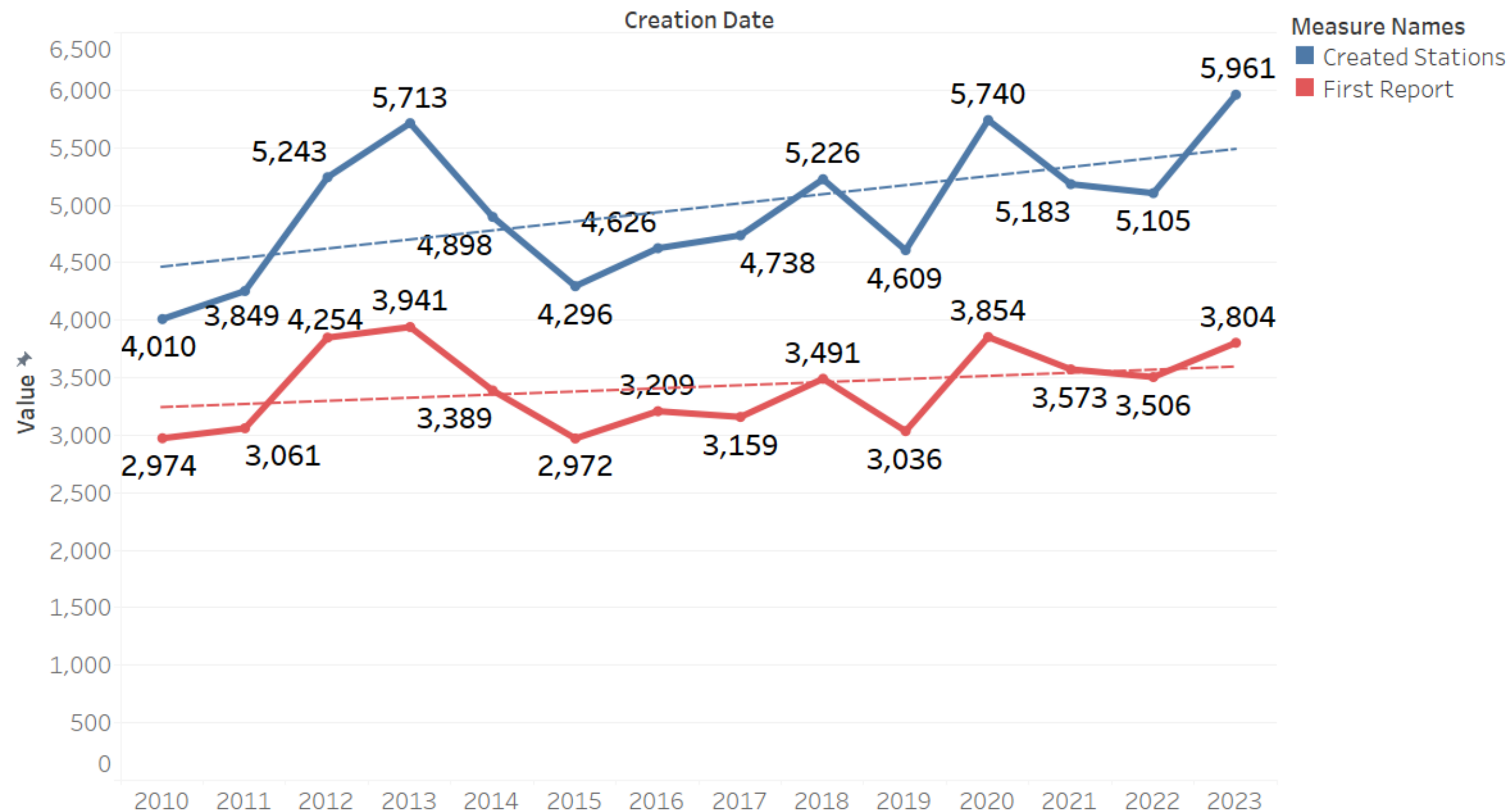
The reviews are in



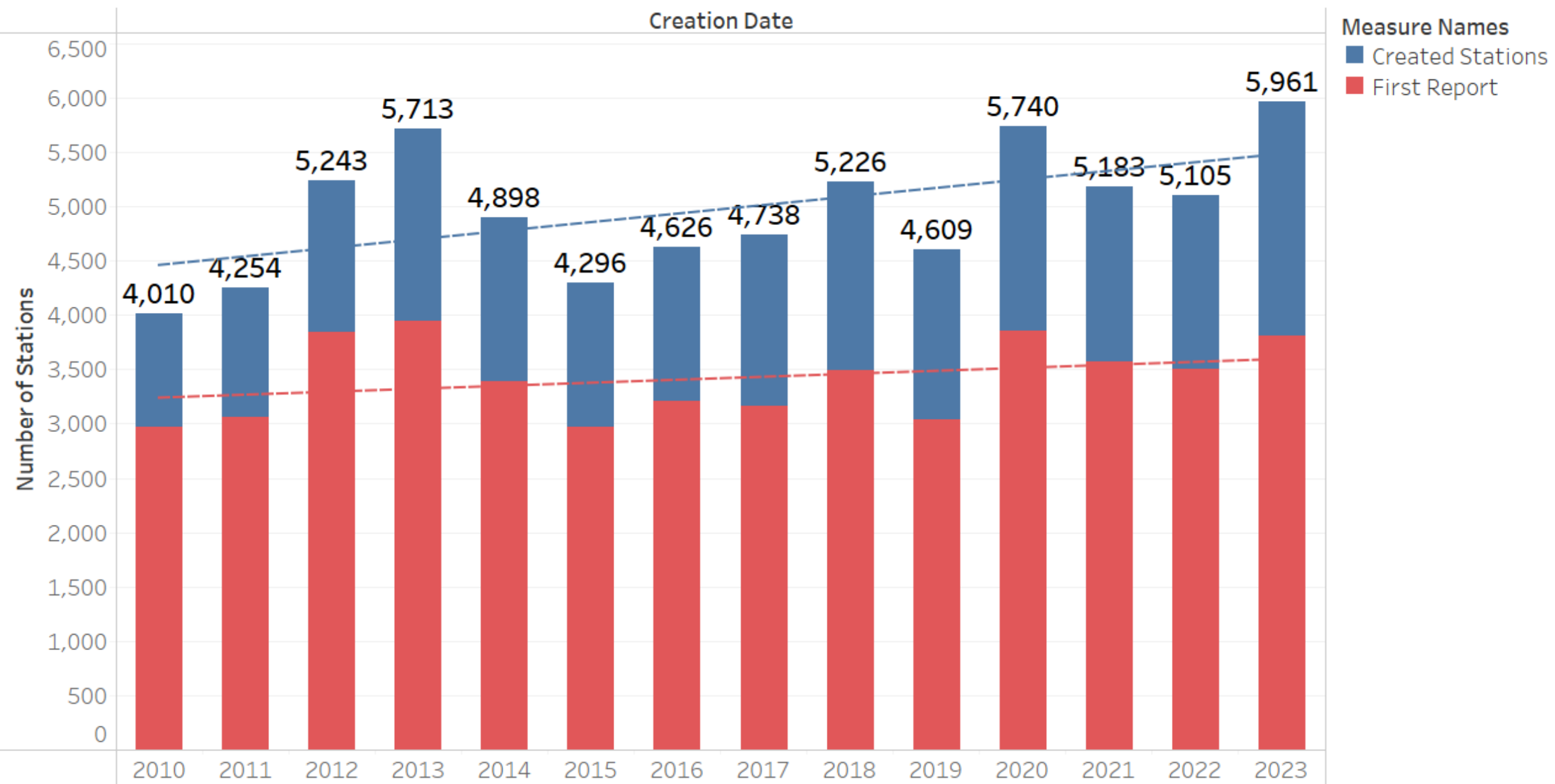
2024 Annual Meeting

- Matt Spies, Connecticut State Coordinator reported on recruiting and retention. **The number of daily reports have grown 39.7% in the past 10 years and 4.5% in 2019, which is a steady increase in reports. The number of observers has also grown 37.2% over the last 10 years, but the 2019 increase was less than 1%.** This is due to a balancing act of replacing observers who drop out with new observers. It should be much easier to retain observers than to find new ones so we have to find a way to get those first reports and create a habit of observing. **The number of observers who make the first report after joining has decreased from about 75% in 2010 to about 63% in 2019.**

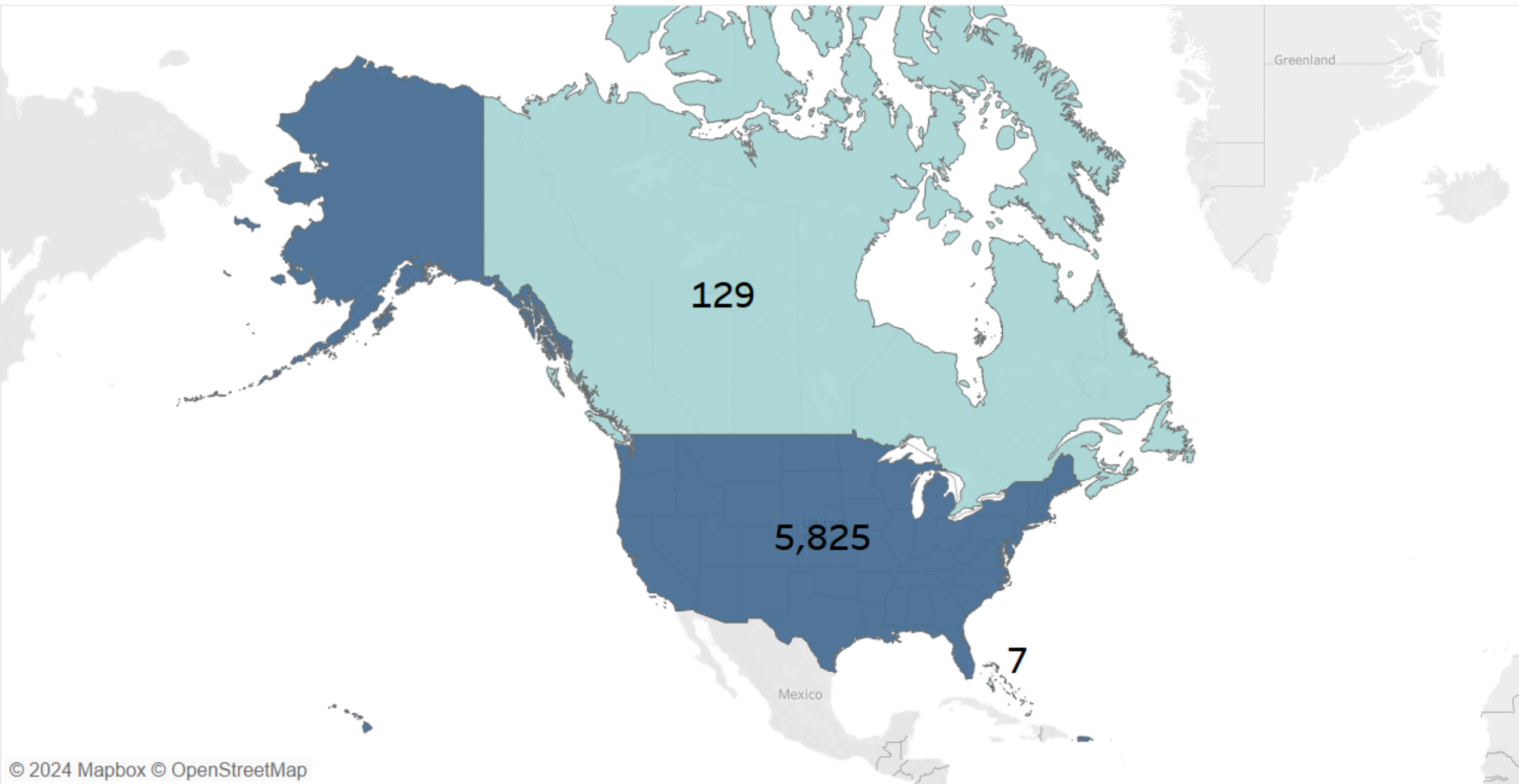
Stations Created with First Time Report



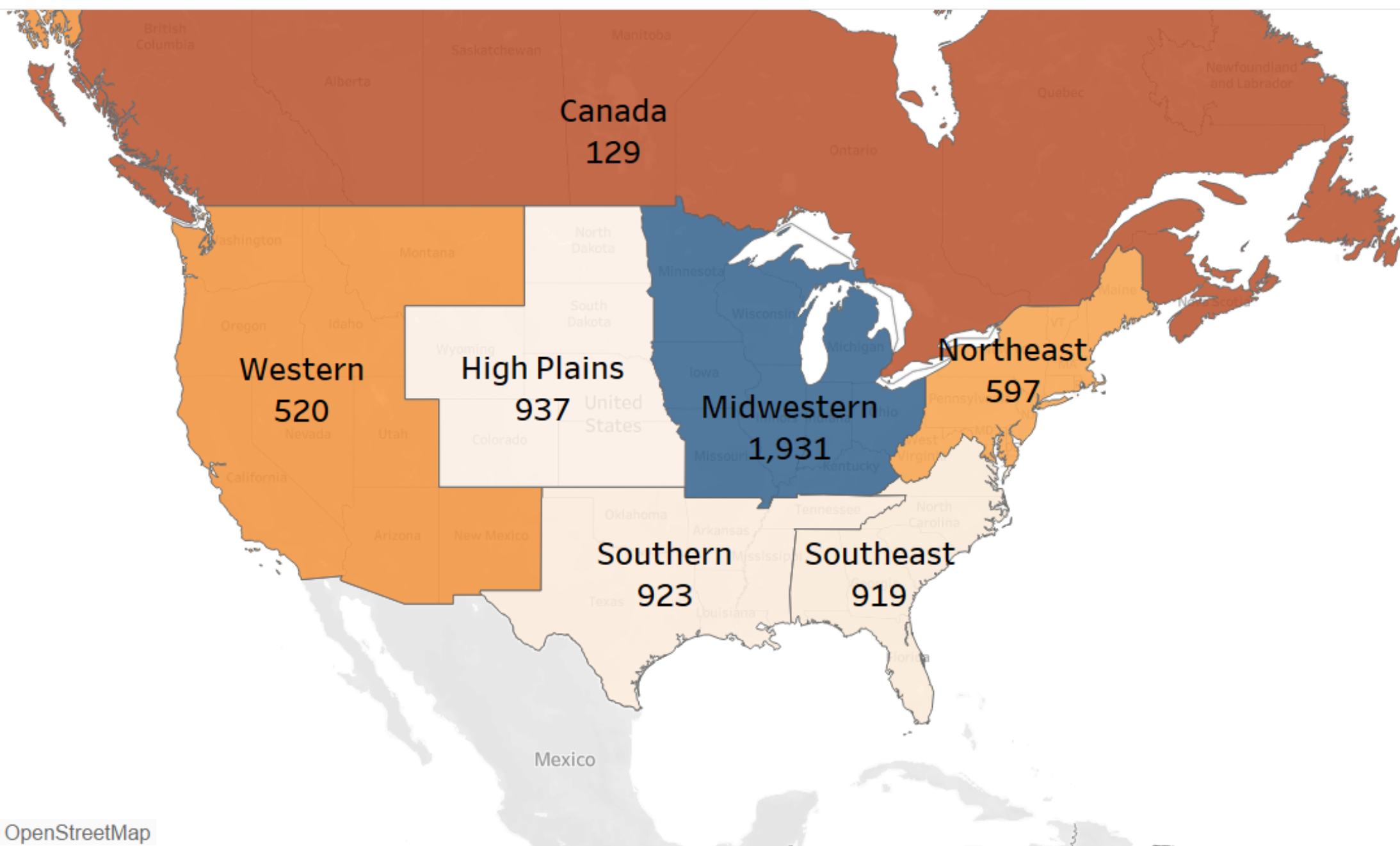
Stations Created with First Time Report



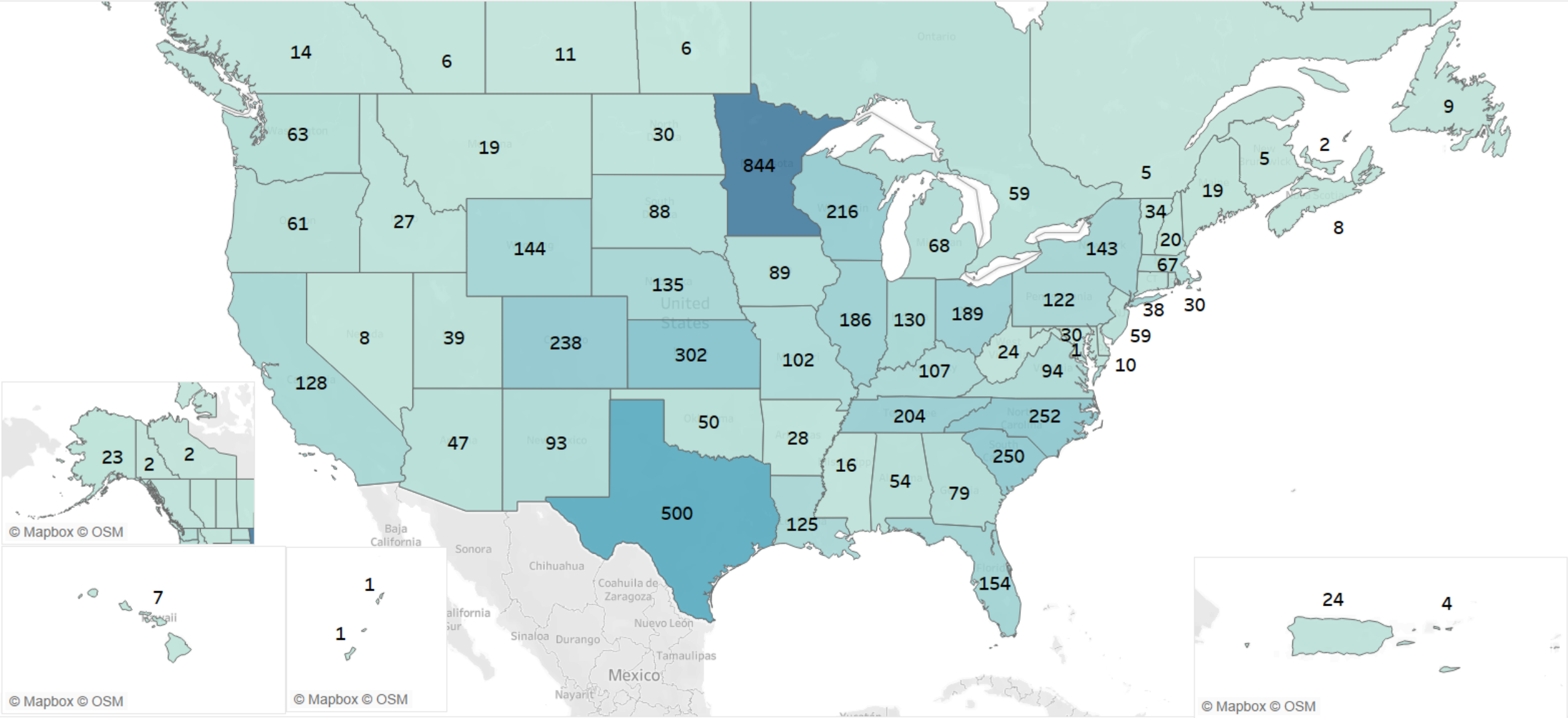
Created Stations between January 1, 2023 - December 31, 2023



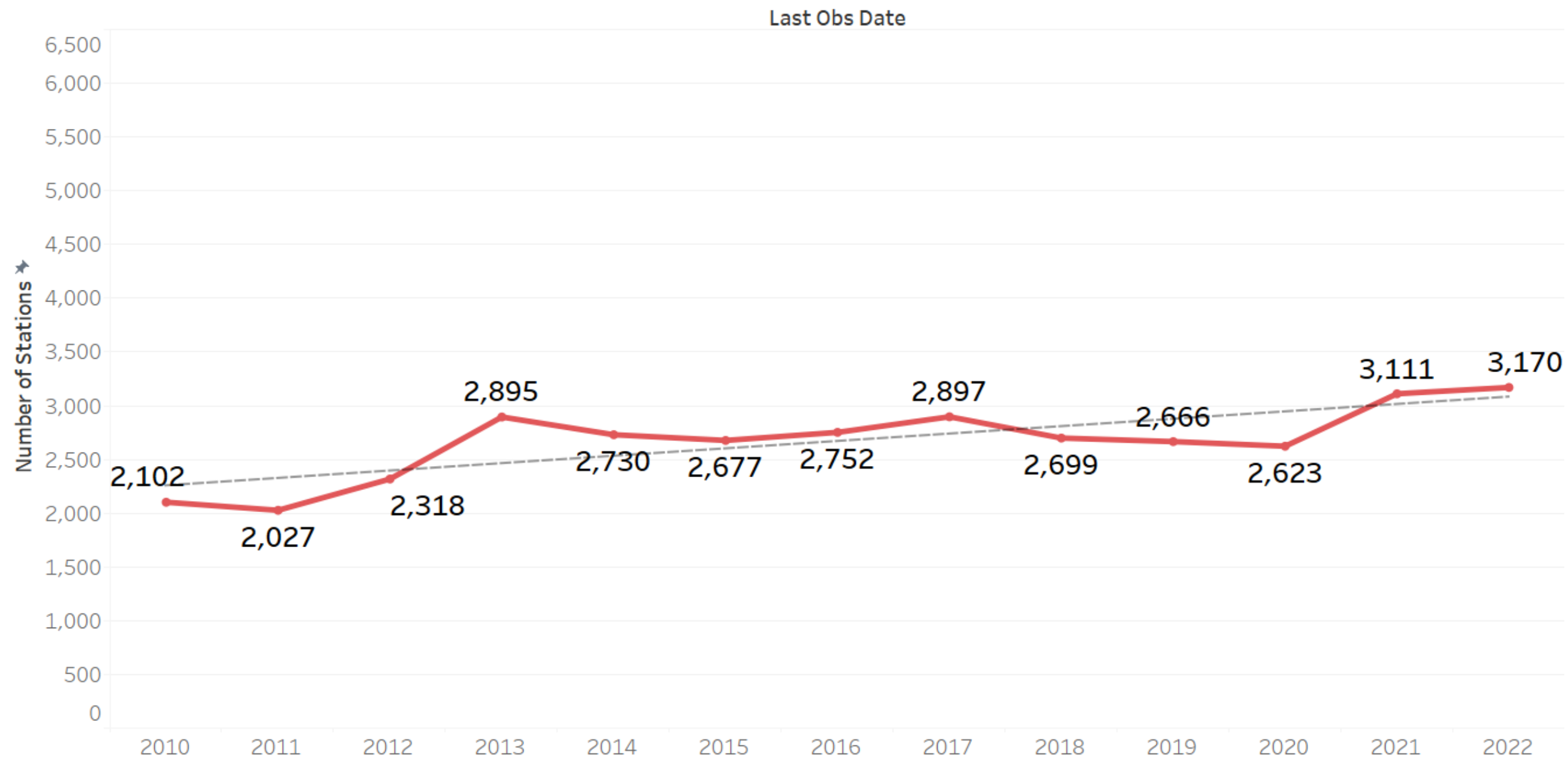
Created Stations between January 1, 2023 - December 31, 2023



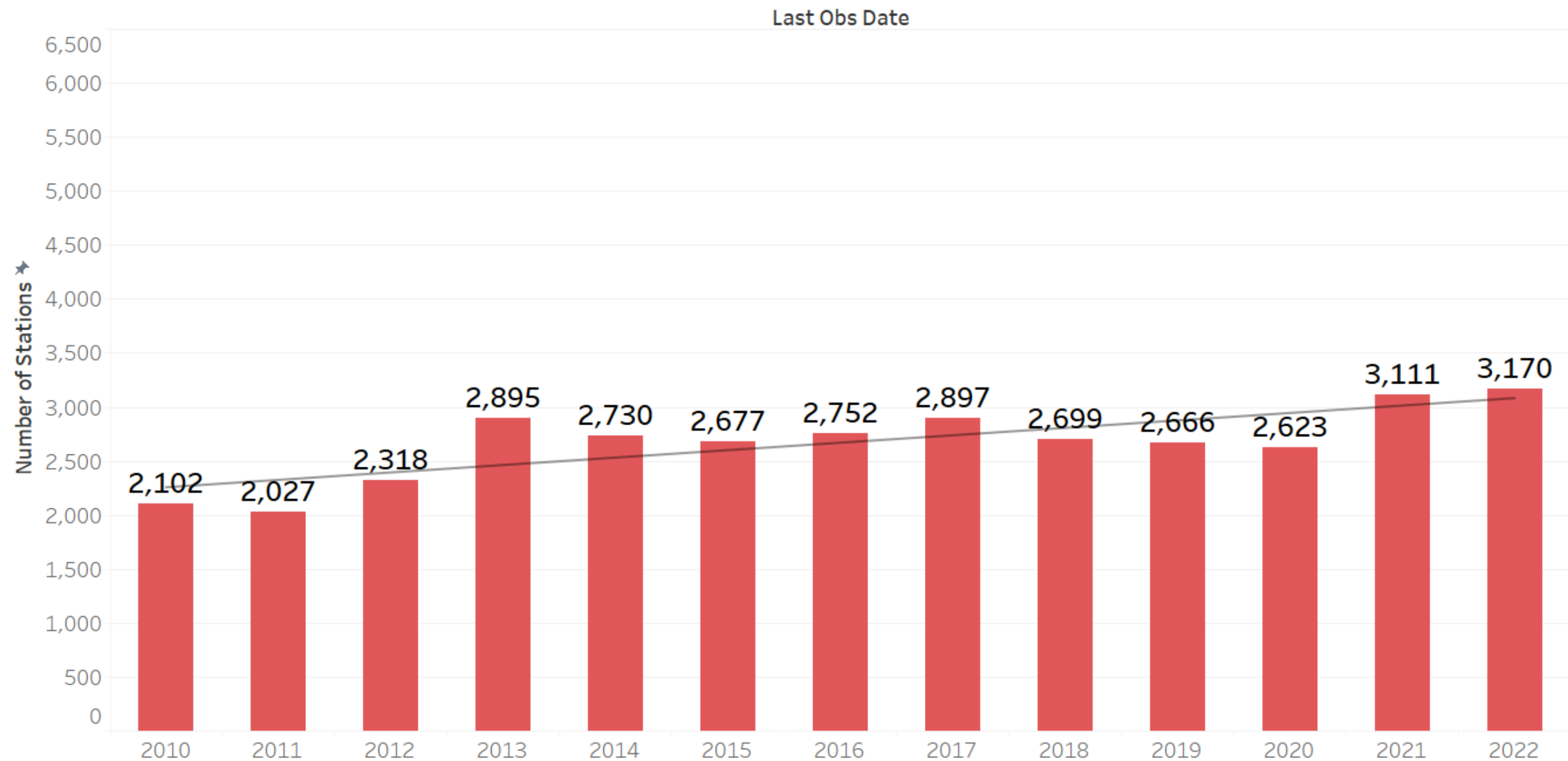
Created Stations between January 1, 2023 - December 31, 2023



Retention - Last Report

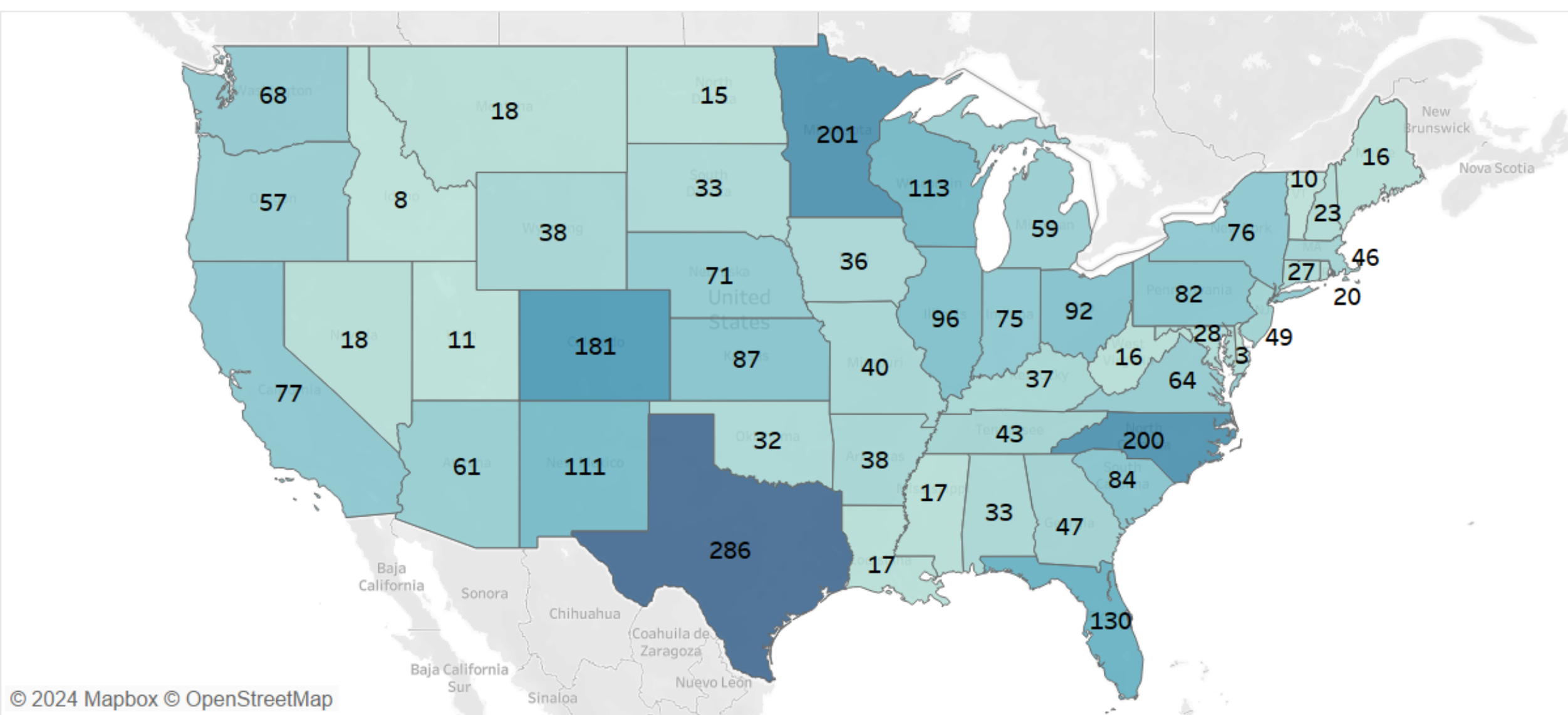


Retention - Last Report



34,667 stations displayed. Never returning? Or just standing on the sidelines?

Retention - Stopped Reporting in Year 2022



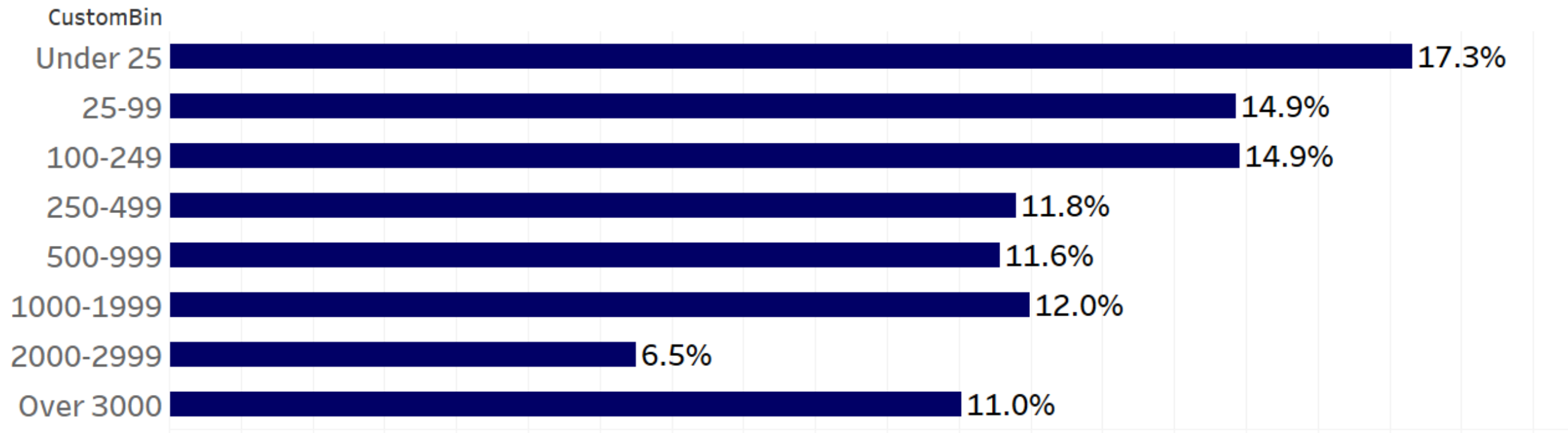


3,170 Stations where LastReportDate = Year 2022



2024 Annual Meeting

Stopped Reporting in Year 2022. Breakout by Daily Obs Count.



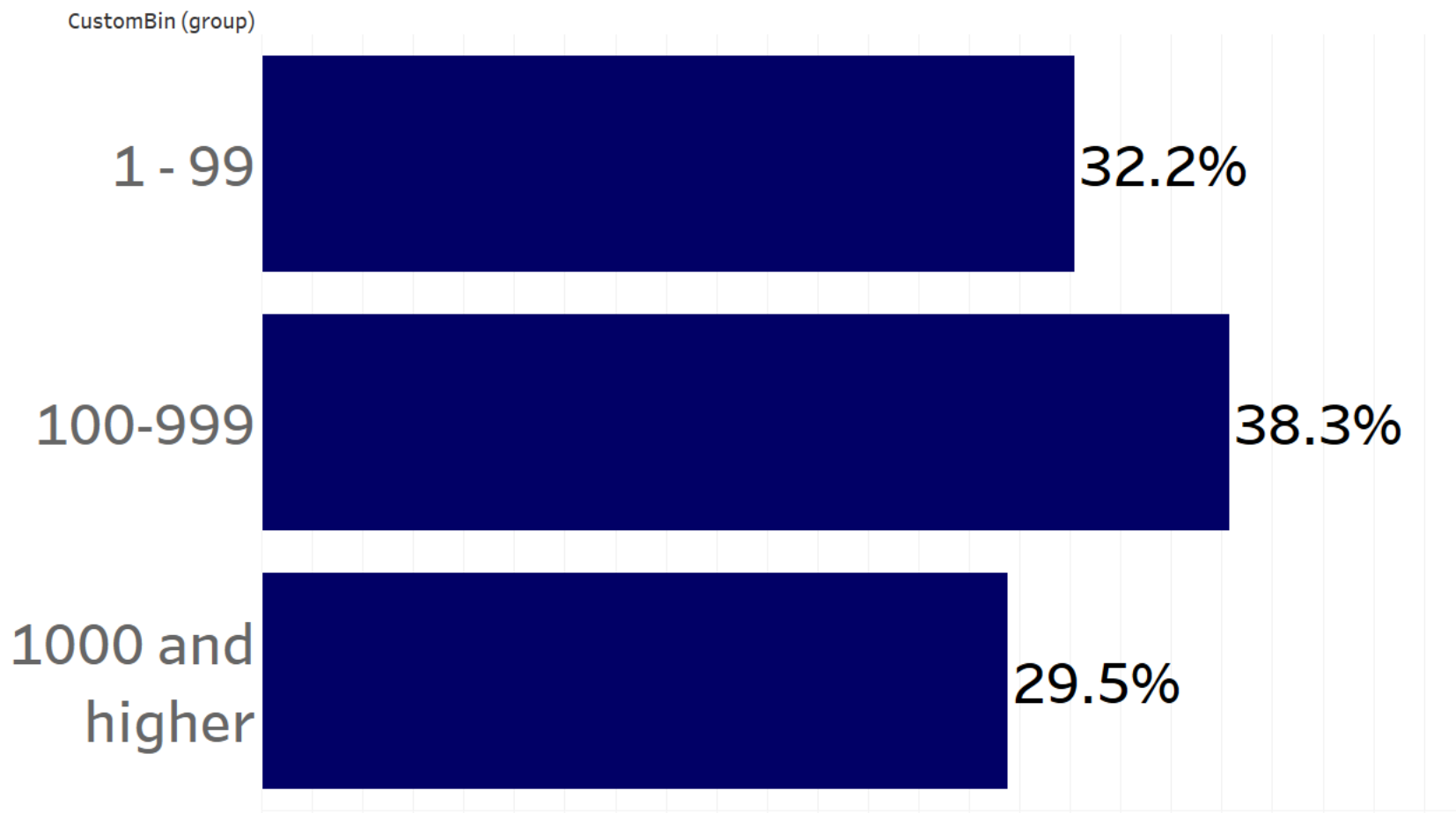


3,170 Stations where LastReportDate = Year 2022



2024 Annual Meeting

Stopped Reporting in Year 2022. Breakout by Daily Obs Count.



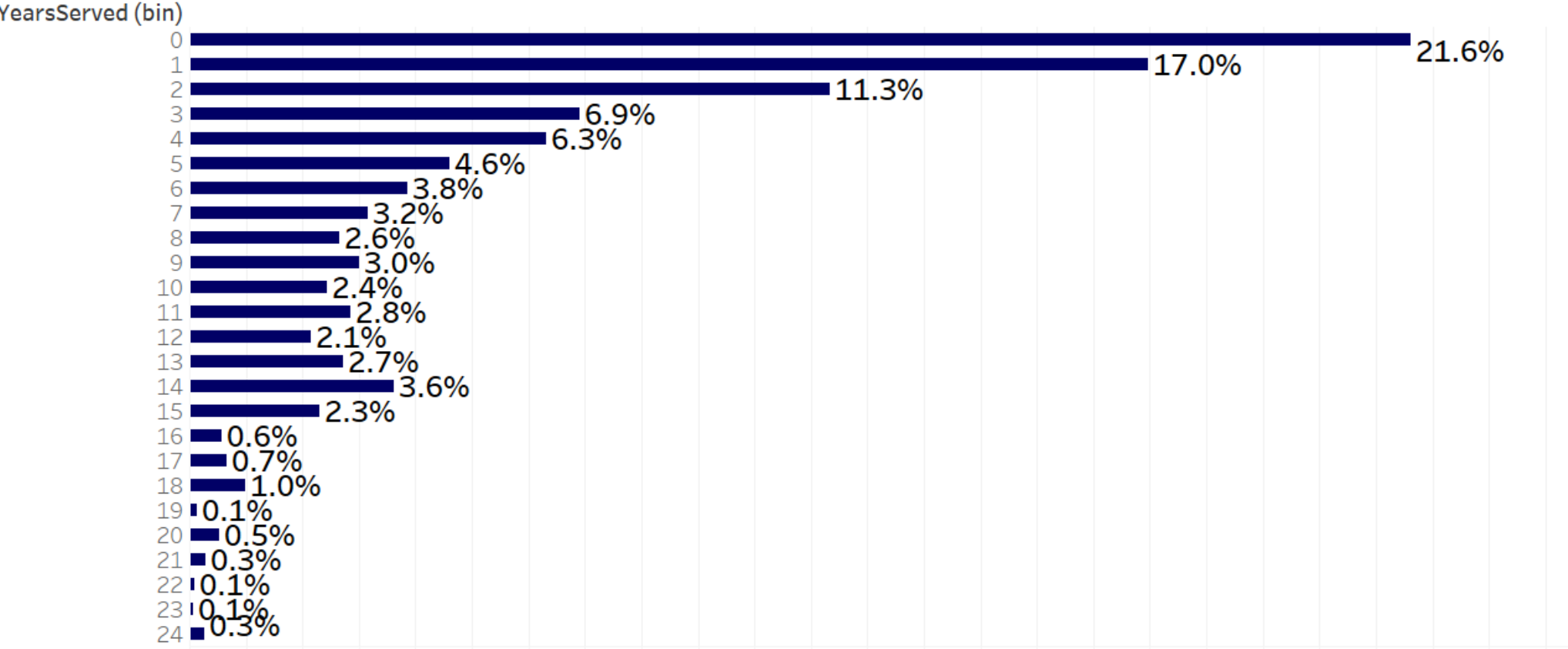


3,170 Stations where LastReportDate = Year 2022



2024 Annual Meeting

Stopped Reporting in Year 2022. Breakout by Years Served. Year(Last Report Date) - Year(Create Date).





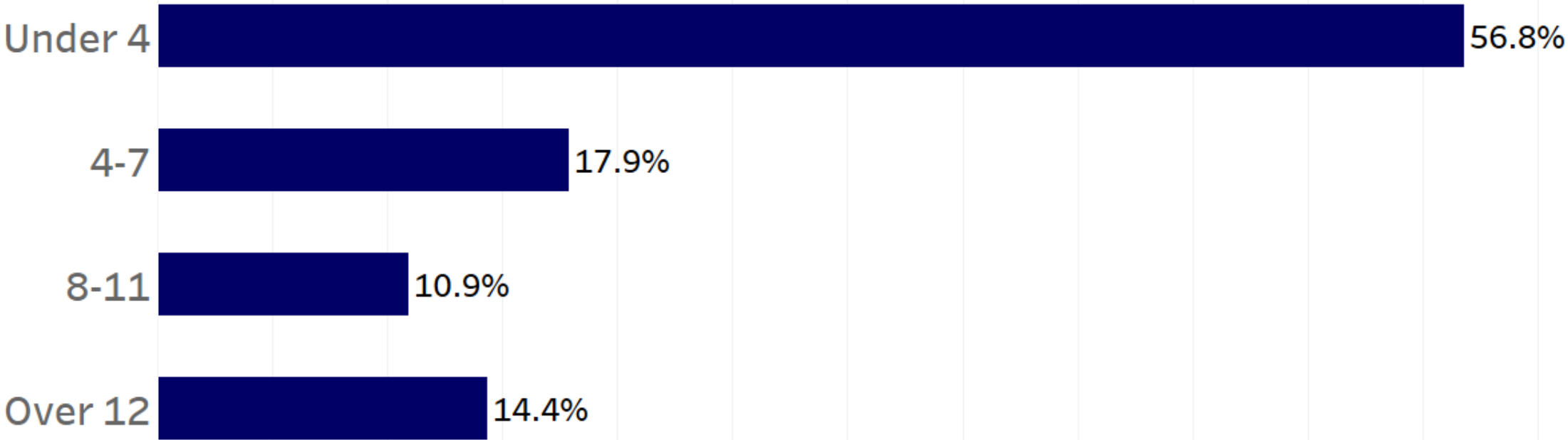
3,170 Stations where LastReportDate = Year 2022



2024 Annual Meeting

Stopped Reporting in Year 2022. Breakout by Years Served. Year(Last Report Date) - Year(Create Date).

YearsServedBin





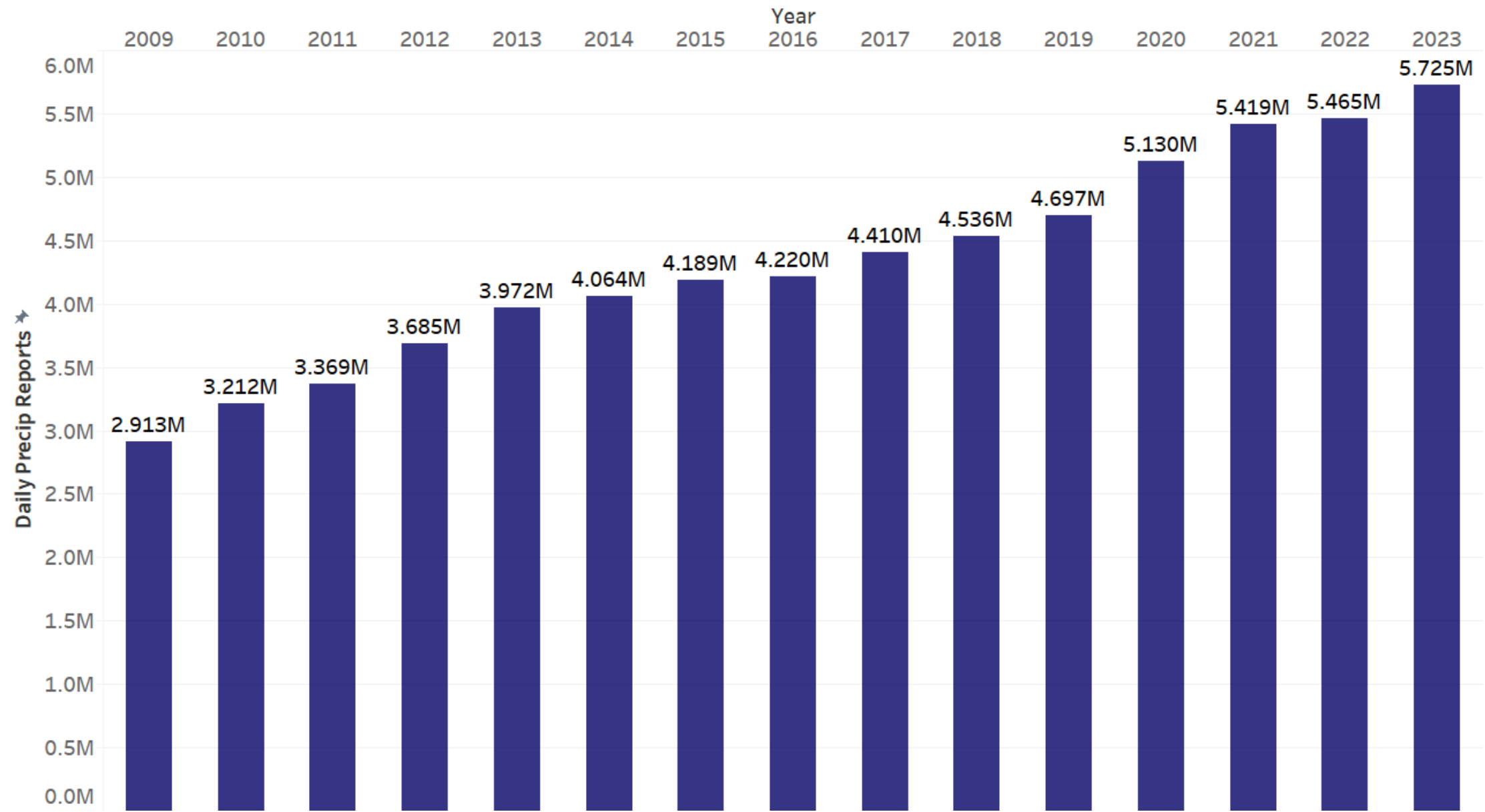
How did we end the Year?

- Charts on Reporting Observers and Daily Precip Reports.



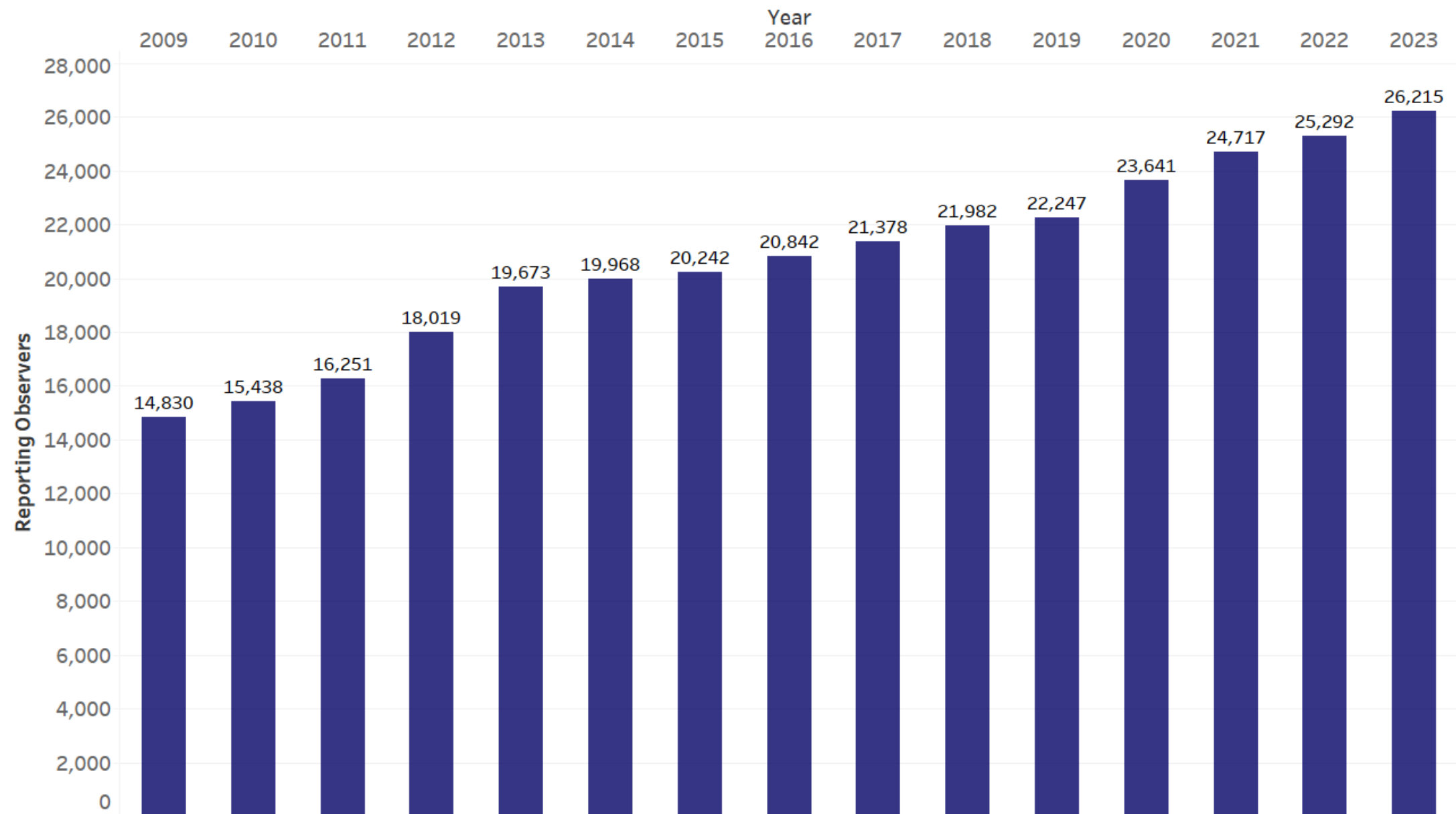
2024 Annual Meeting

Daily Precip Reports by Year



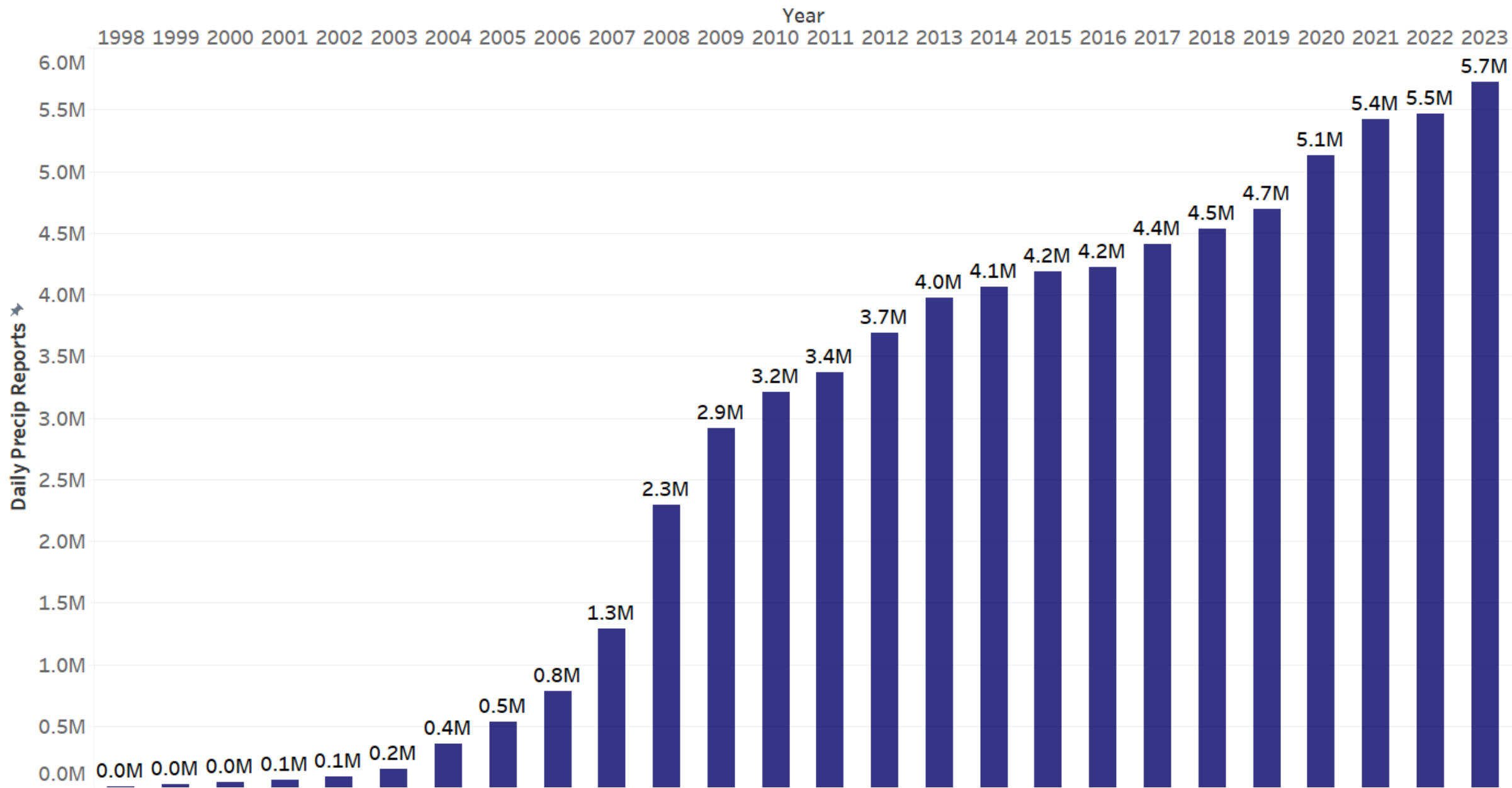
Daily Precip Reports grew 4.8% in Year 2023. 96% growth in 14 years.

Reporting Observers (source: Total Precip Summary)



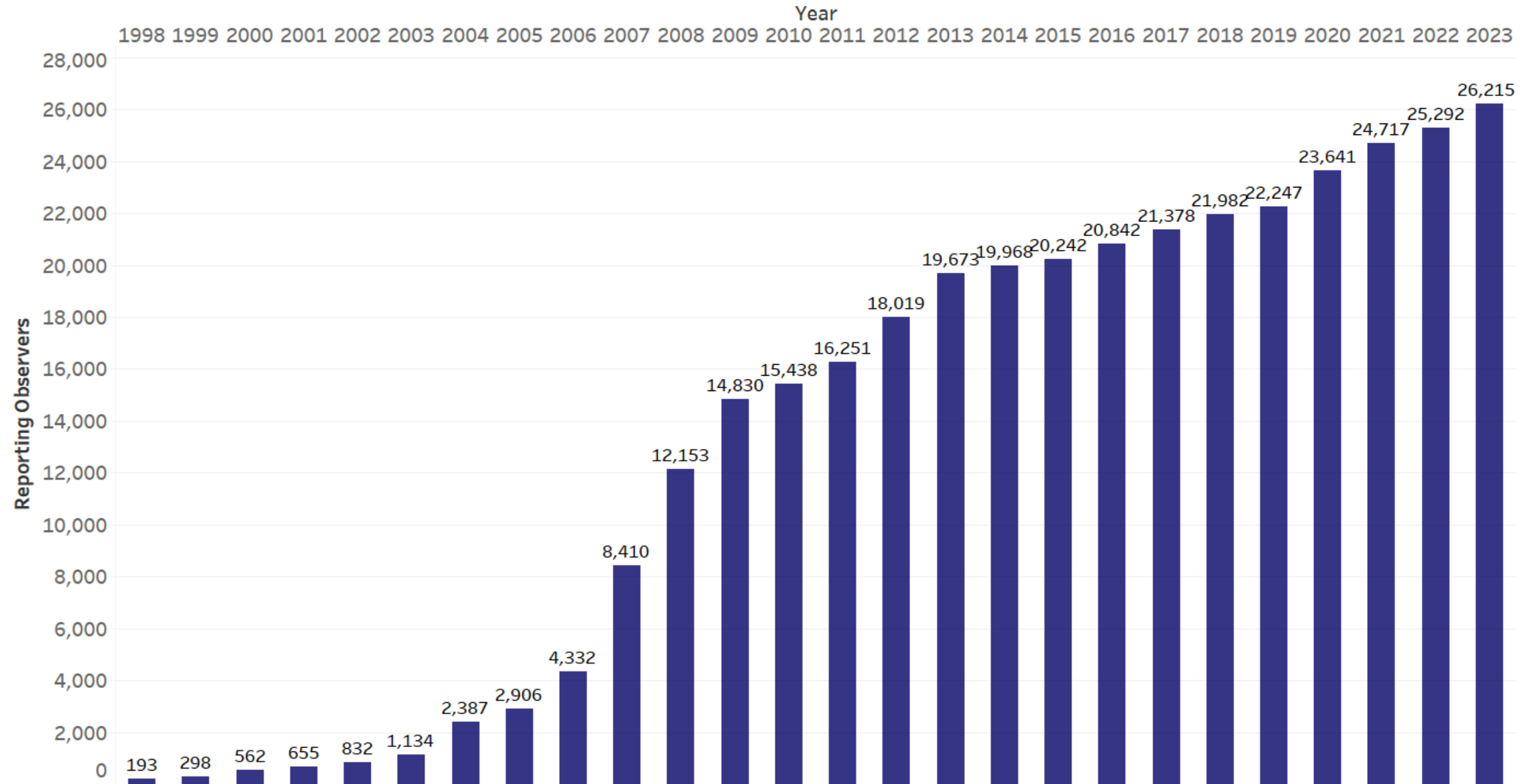
Reporting Observers grew 3.6% in Year 2023. 77% growth in 14 years.

Daily Precip Reports by Year



End of Year 2023, 70.6M Daily Precip Reports. +2.4M in Year 2024 so far.

Reporting Observers (source: Total Precip Summary)



In the past 10 years: Reporting Observers up 33%. Daily Reports up 44%.



Ground Rules



2024 Annual Meeting

- Entire Network.
- Station History Report used, downloaded on May 1, 2024.
 - Dates: CreationDate, FirstReportDate, LastReportDate
 - DailyObsCount
- Active Station is one where Last Report Date \geq May 1, 2023.
- Please, do not jump or panic when you see the 60% onboarding. April 2024, March 2024, and earlier, signups may have not yet started.
- Slides from three years ago. Slides from two years ago. Slides from last year. Slides from this year.
- Plenty of maps.
 - Be ready to spot your favorite locale(s)... and write down numbers.



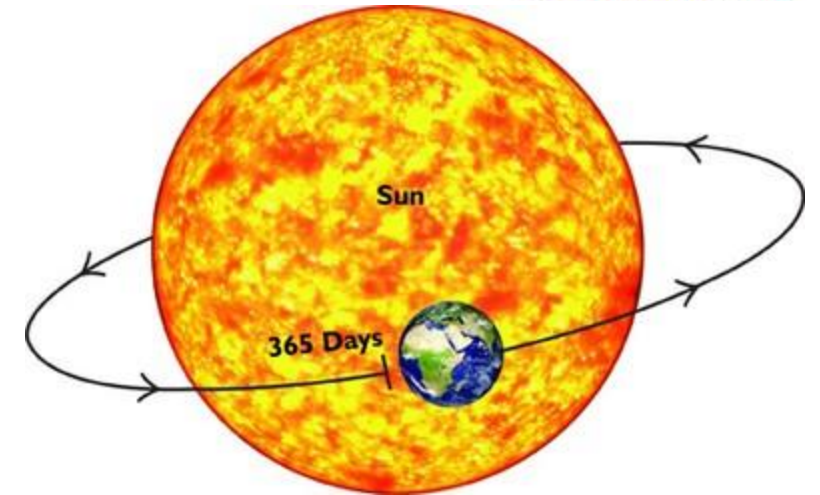
Recruiting

- Between May 1, 2023 and May 1, 2024.
- Created 5,722 Stations
 - USA – 5,511 Stations
 - Canada - 168 Stations
 - Bahamas - 3 Stations

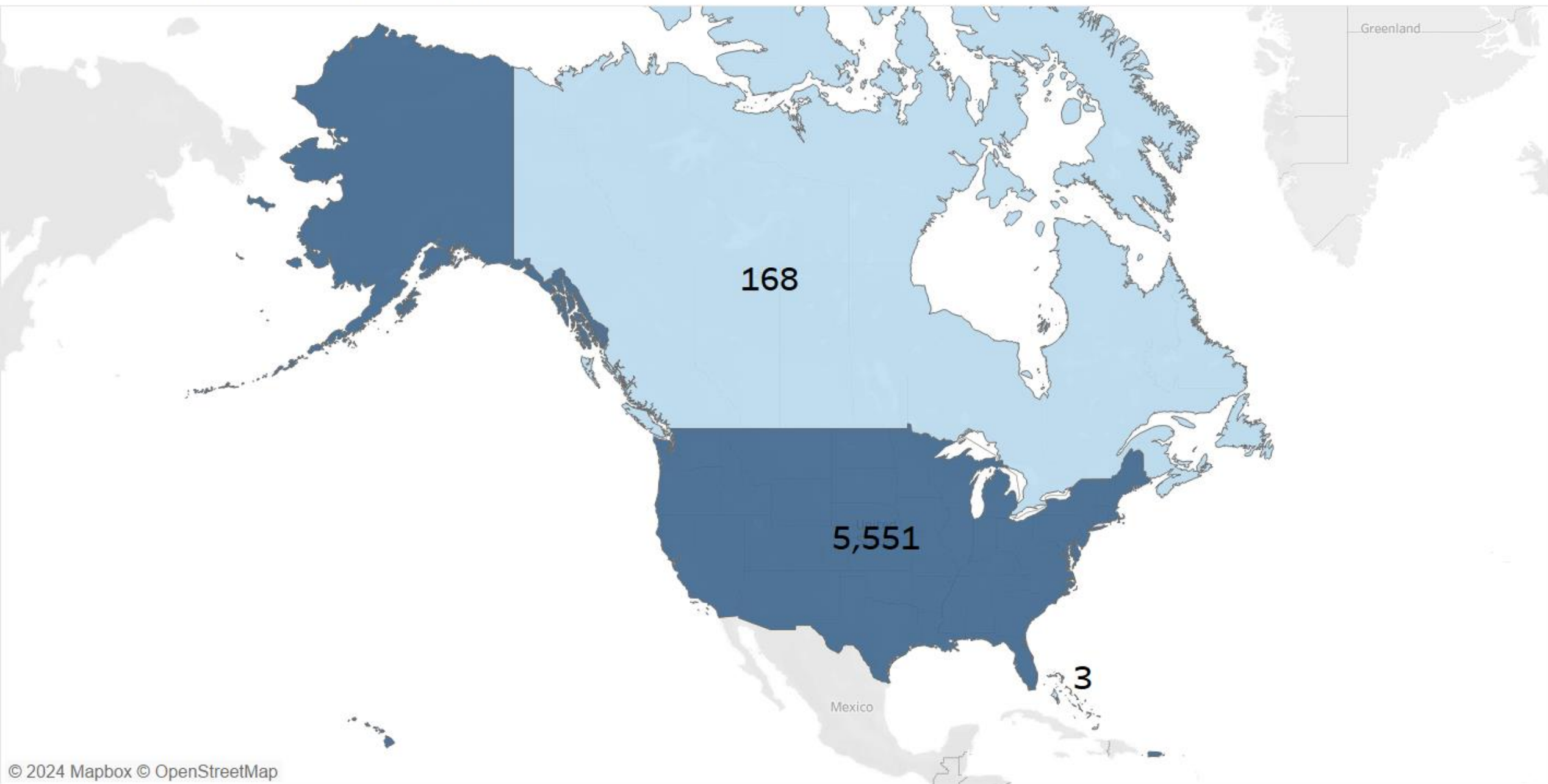
- Where did we create new stations?



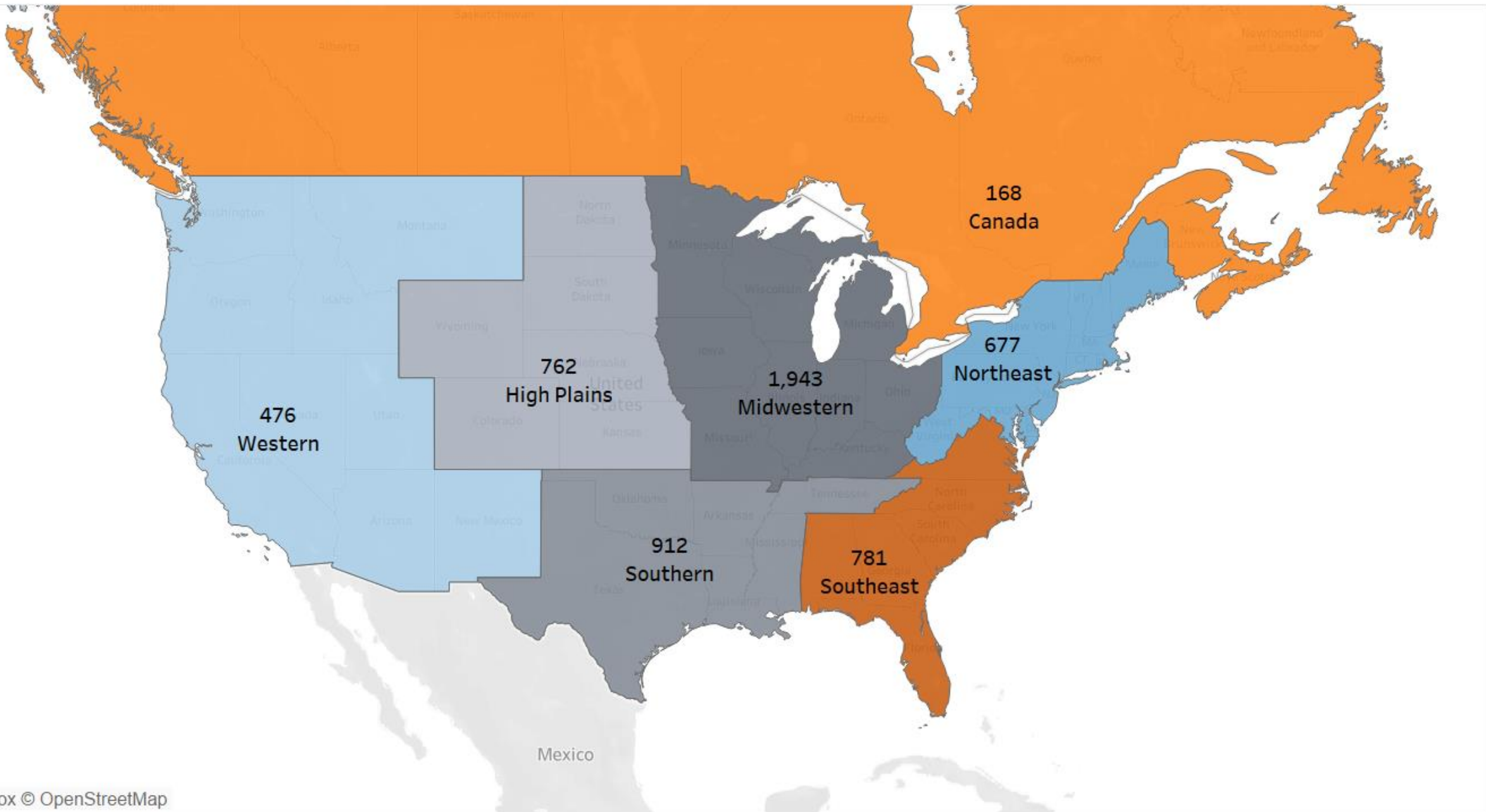
2024 Annual Meeting



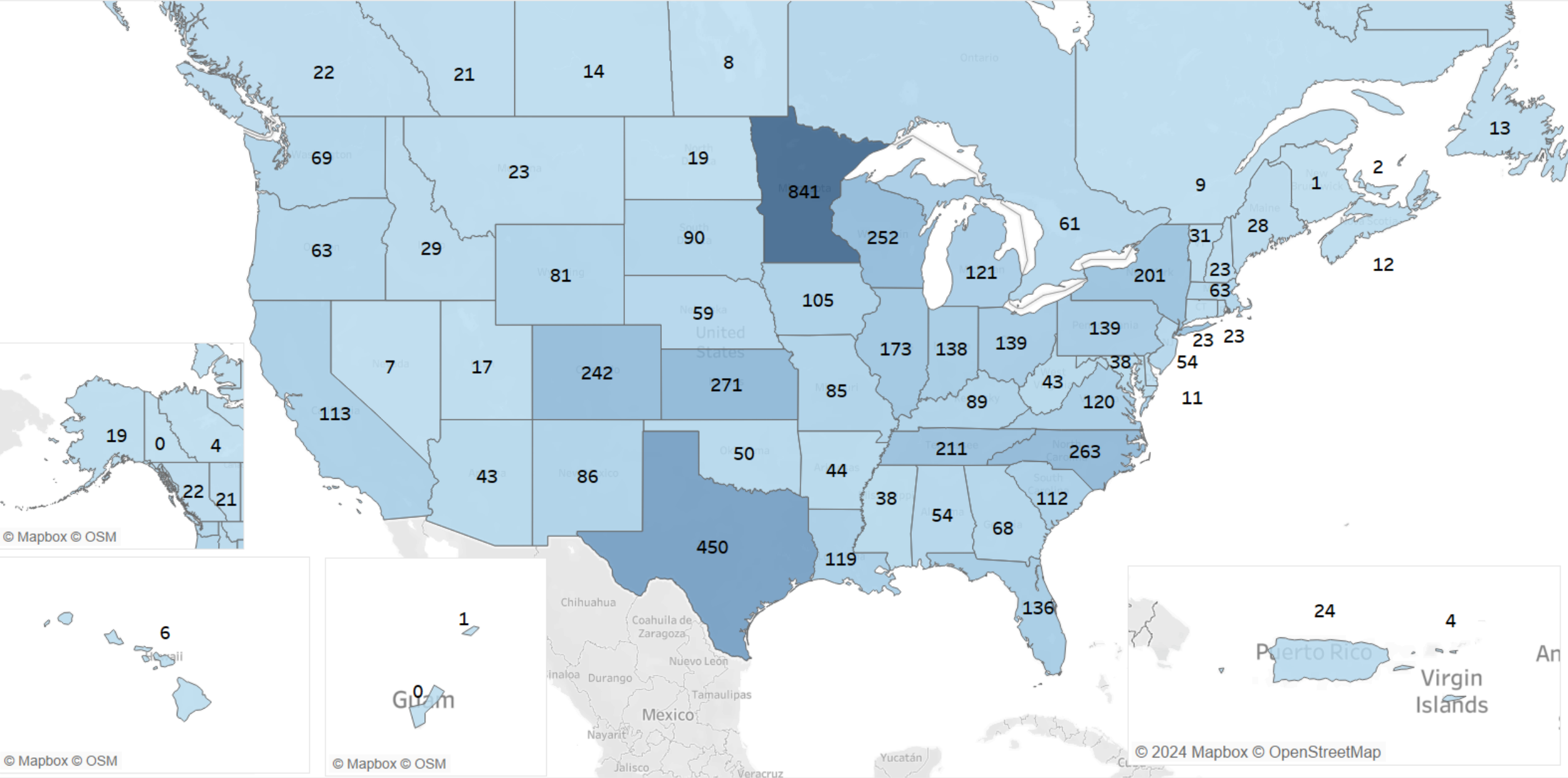
Created Stations between May 1, 2023 - May 1, 2024



Created Stations between May 1, 2023 - May 1, 2024



Created Stations between May 1, 2023 - May 1, 2024





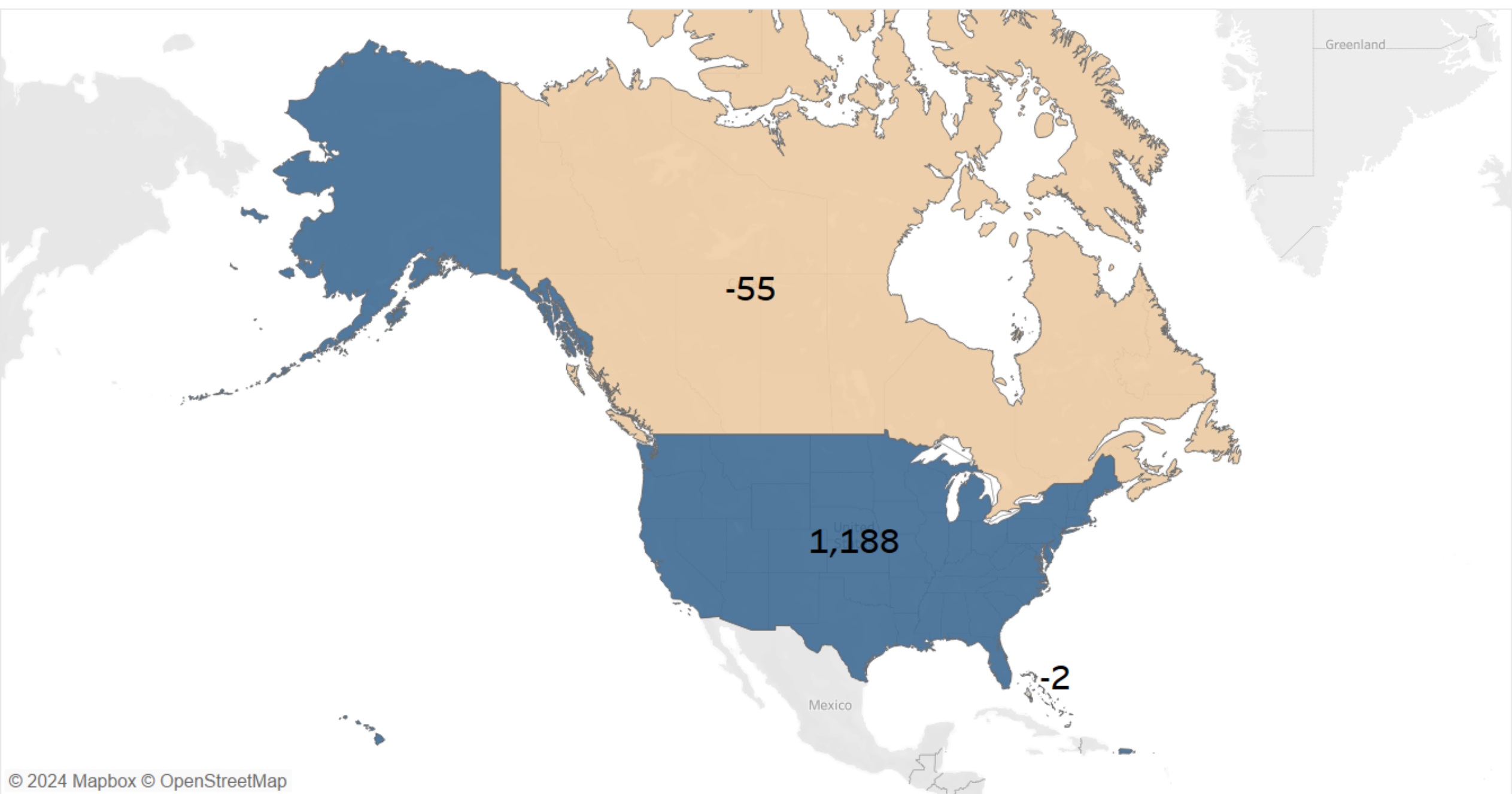
Between 2 snapshots

- Compare Station History Report from May 1, 2023 and May 1, 2024
- On May 1, 2023, we had 25,987 Active Stations.
- On May 1, 2024, we had **27,118** Active Stations.
- A Net Change of 1,131 Stations
 - USA 1,118 Stations
 - Canada -55 Stations
 - Bahamas -2 Stations
- A change of **4.3%**
- More maps on Net Change.

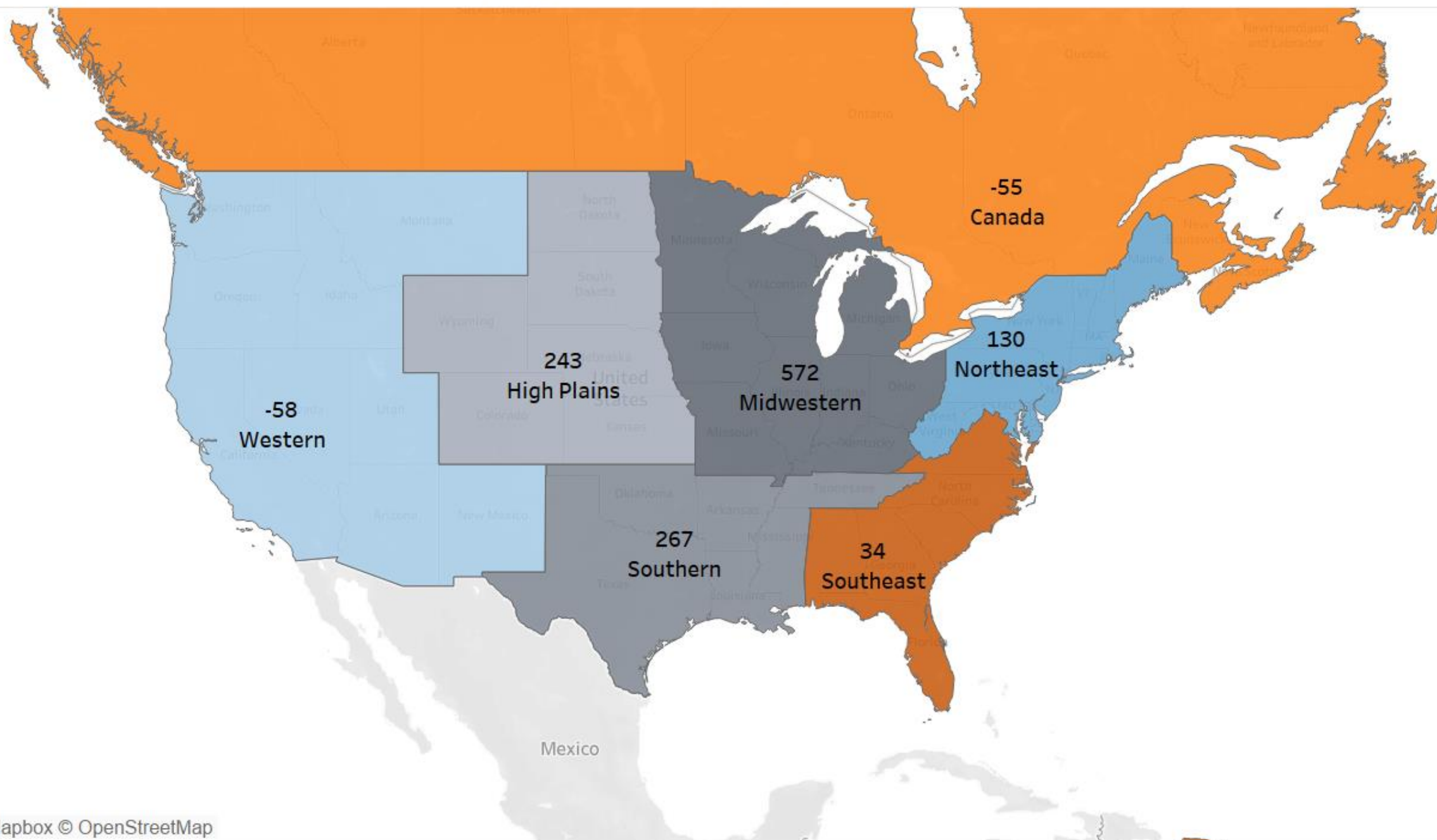


2024 Annual Meeting

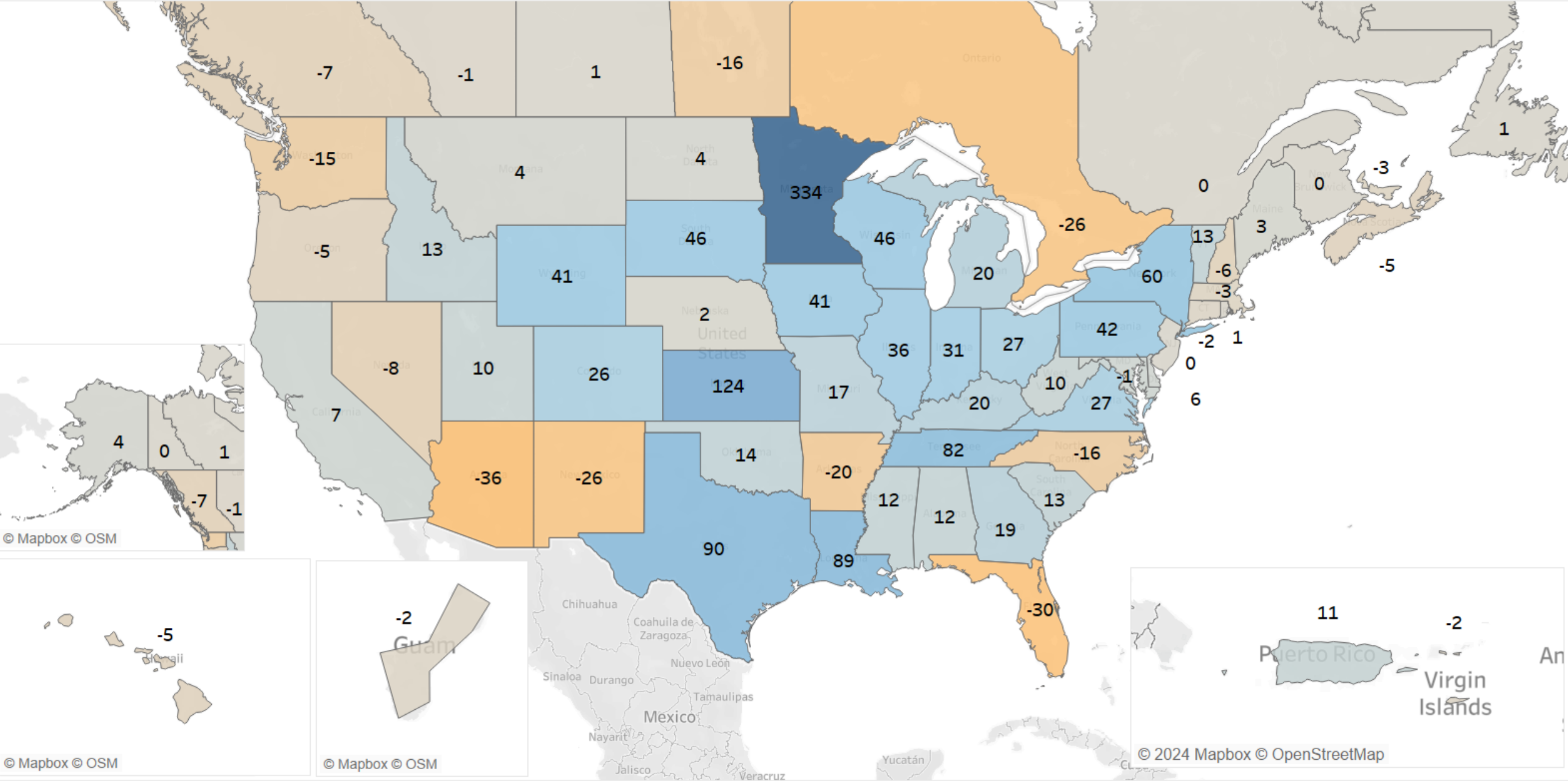
Net Change in Stations between May 1, 2023 - May 1, 2024



Net Change in Stations between May 1, 2023 - May 1, 2024



Net Change in Active Stations between May 1, 2023 - May 1, 2024



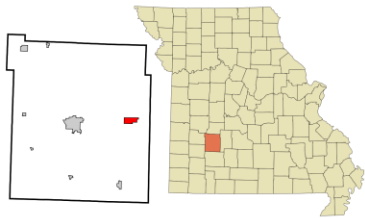


County Level Net Change

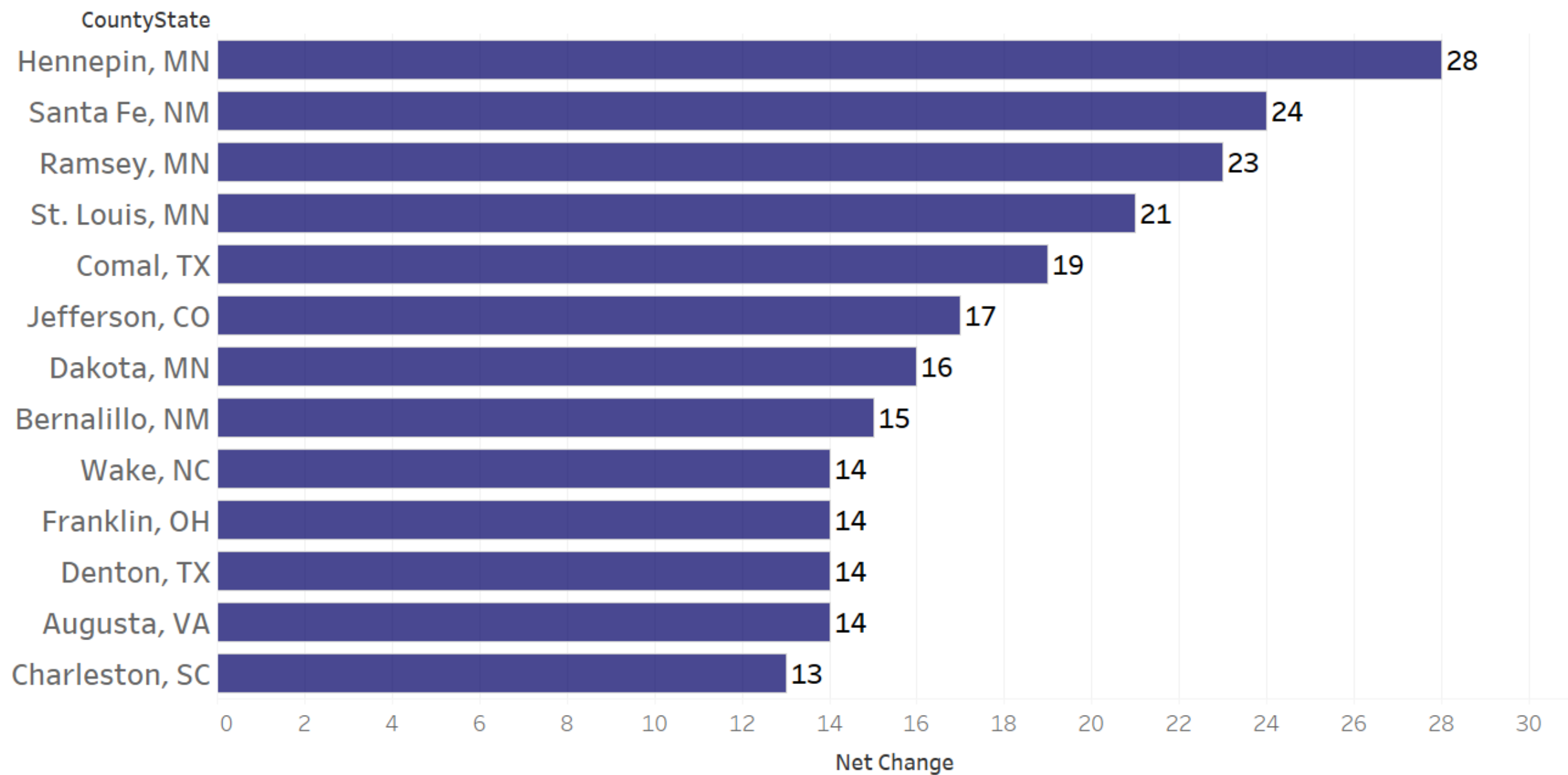


2024 Annual Meeting

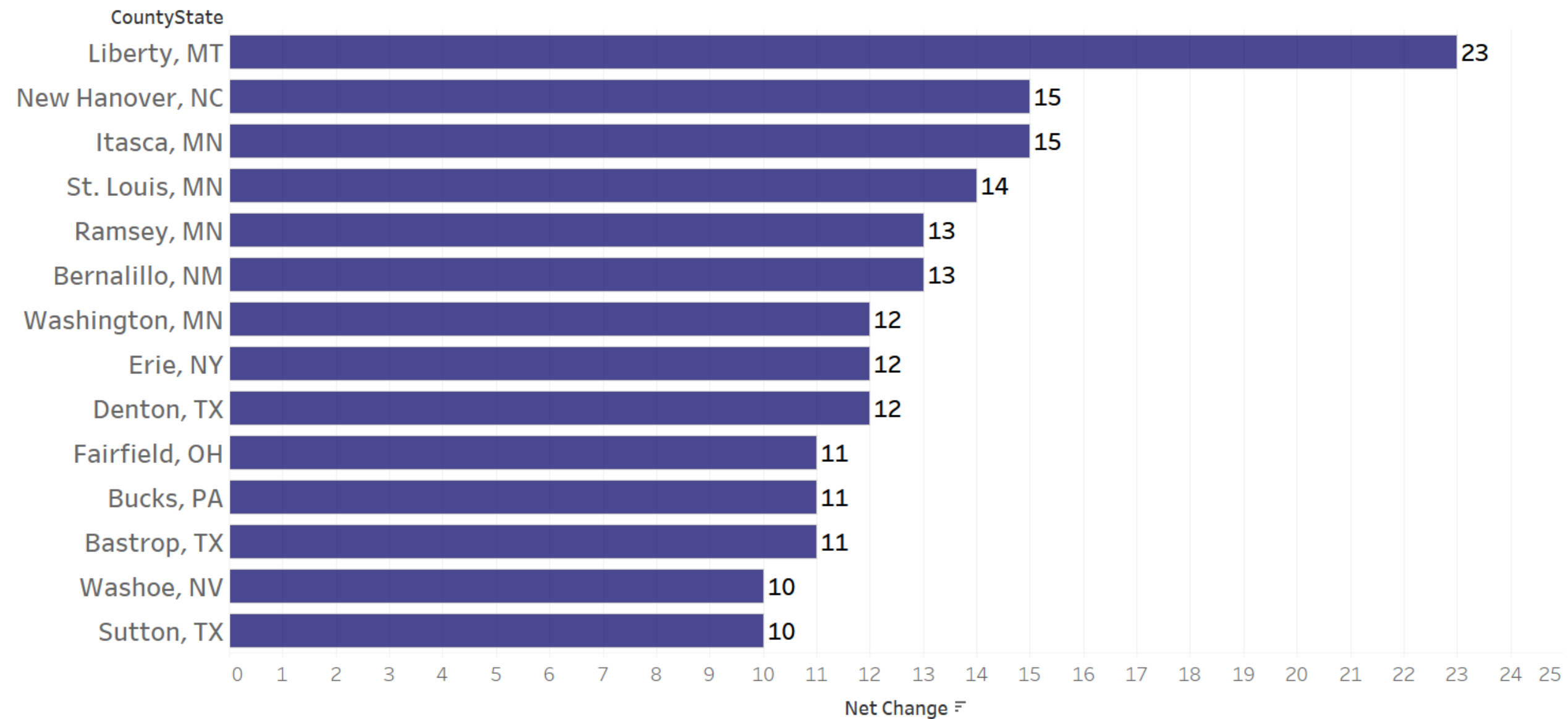
- Prior 4 years snapshots of Top 15 Counties.



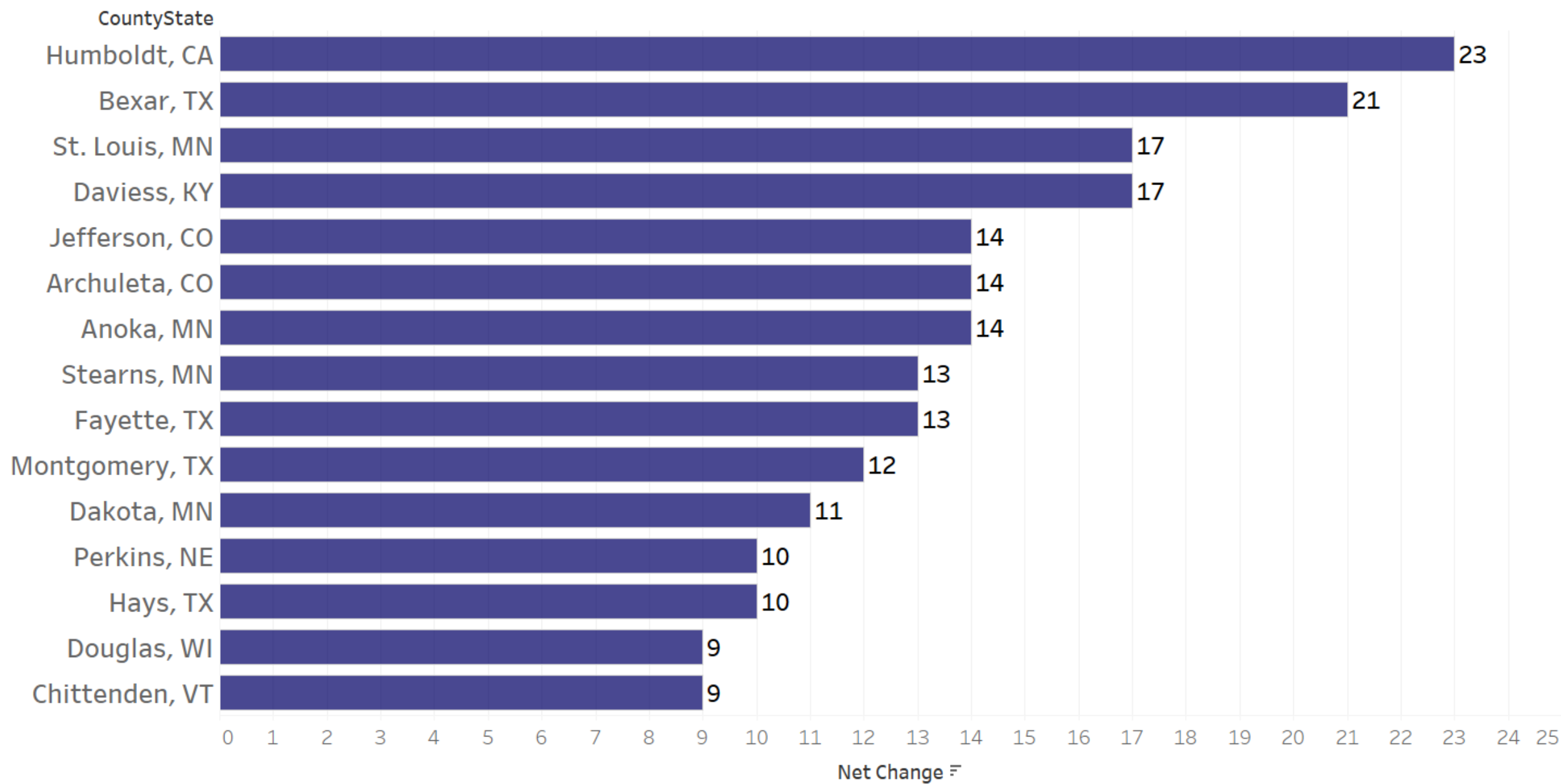
Top 15 Counties of Net Change in Stations between May 3, 2020 - May 2, 2021



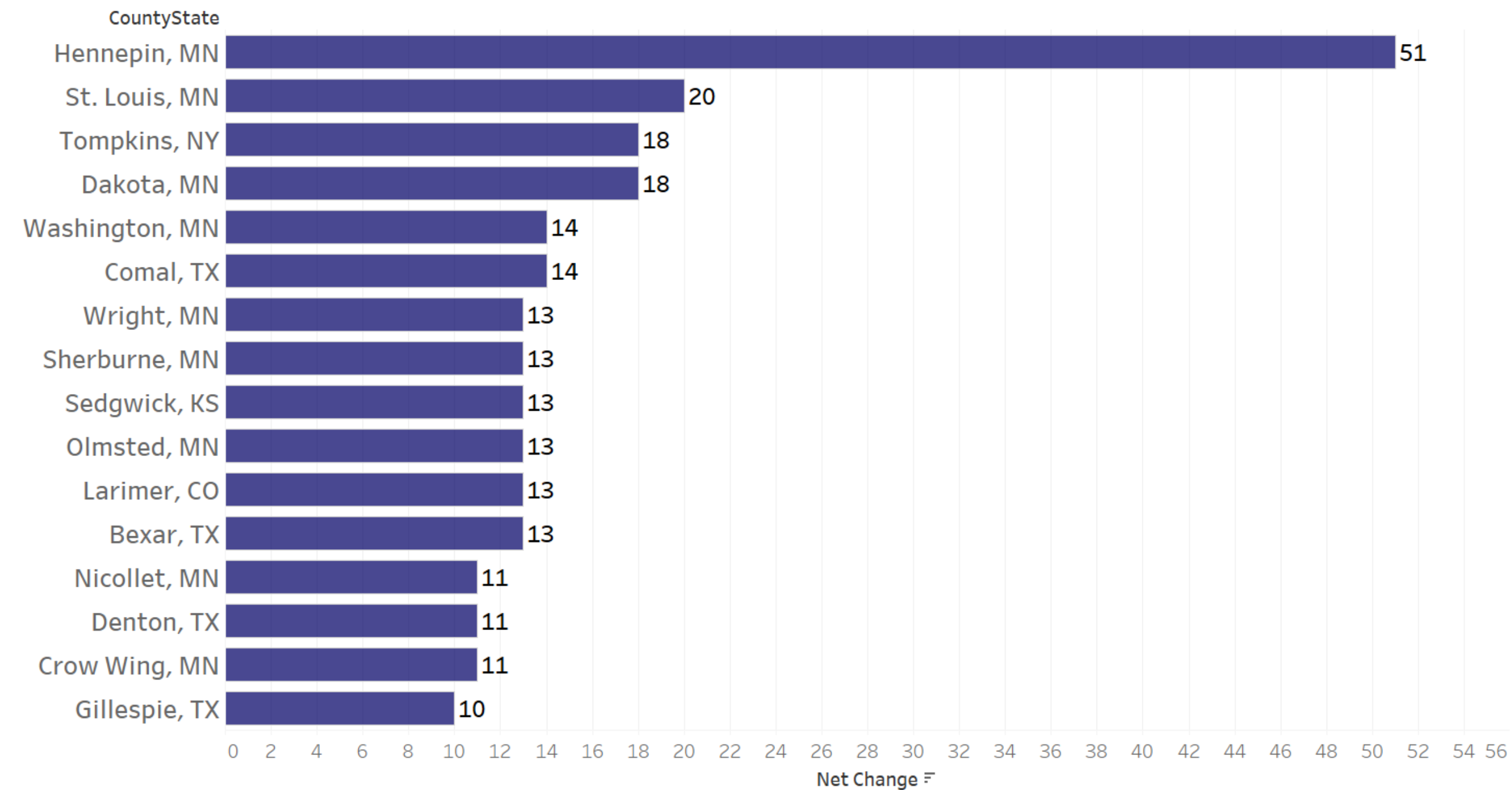
Top 15 Counties of Net Change in Stations between May 2, 2021 - May 1, 2022



Top 15 Counties of Net Change in Stations between May 1, 2022 - May 1, 2023



Top 15 Counties of Net Change in Stations between May 1, 2023 - May 1, 2024



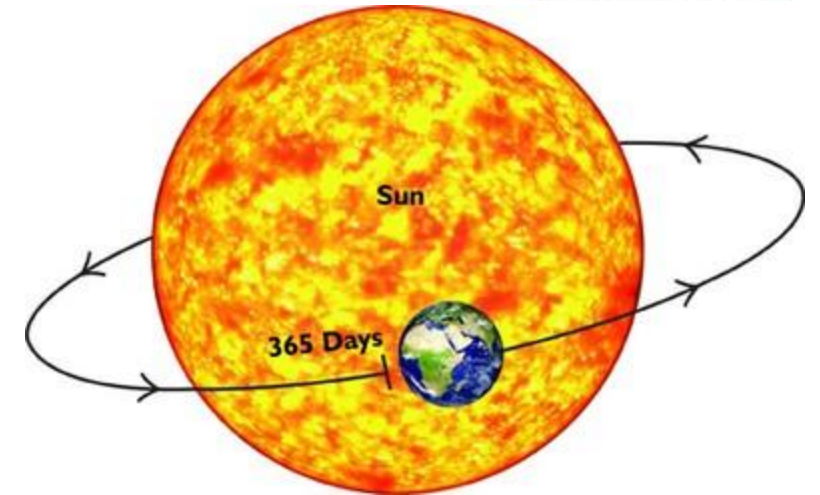


A look at the past 12 months

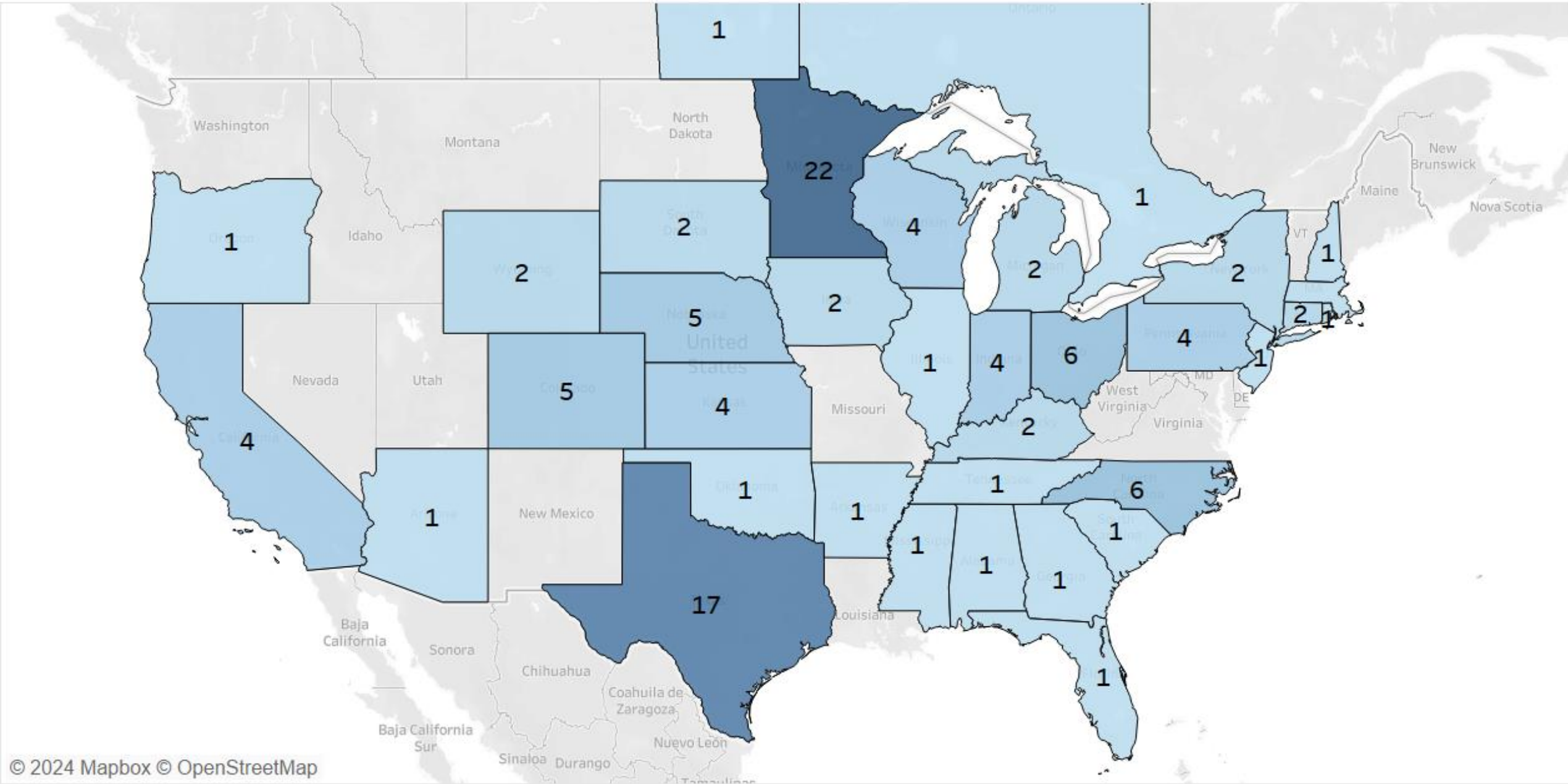


2024 Annual Meeting

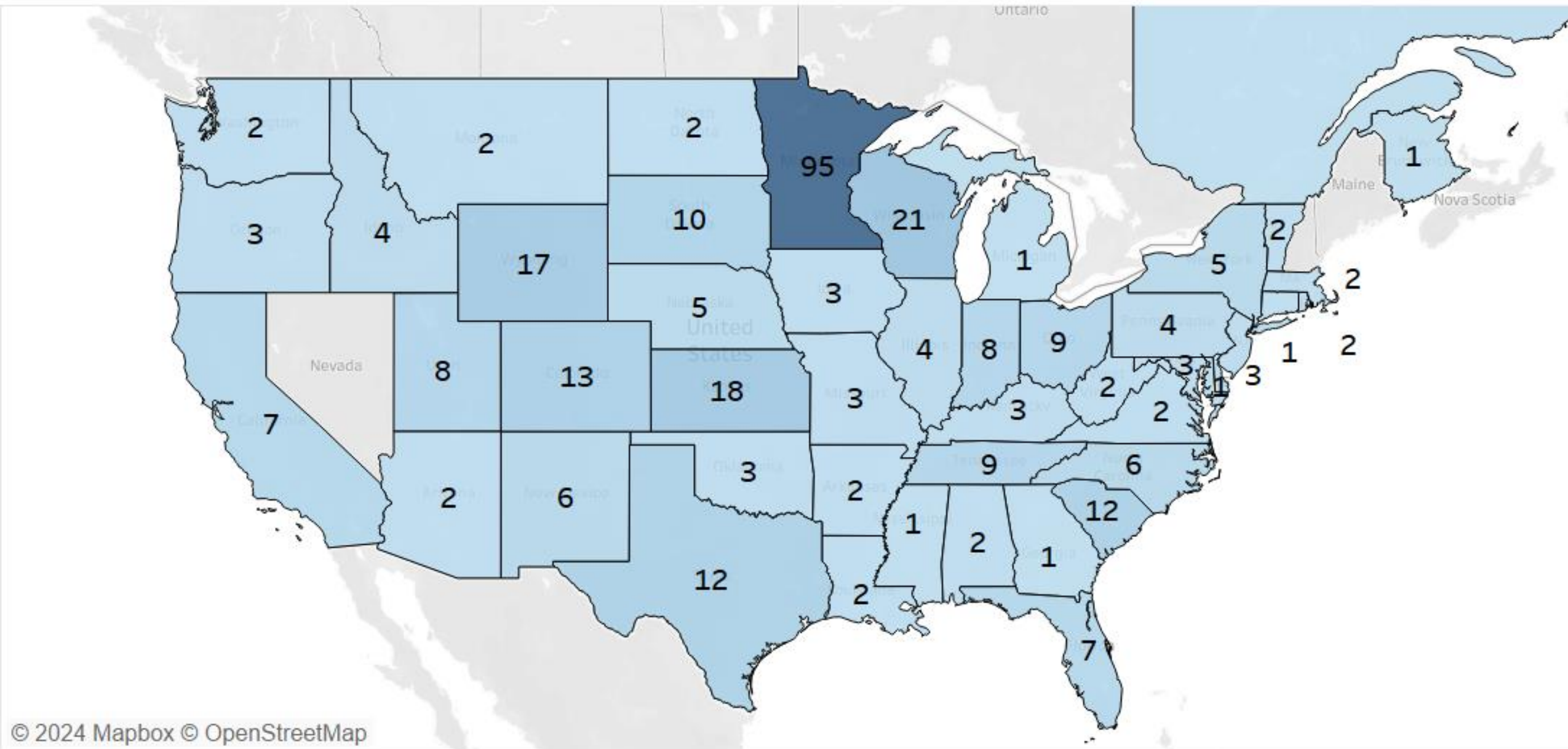
- Between May 1, 2023 and May 1, 2024.
- Created 5,722 Stations
 - USA – 5,511 Stations
 - Canada - 168 Stations
 - Bahamas - 3 Stations
- FirstReports from 3,430 Stations (60%)
 - USA – 3,358 Stations
 - Canada – 71 Stations
 - Bahamas – 2 Stations
- A Net Change of 1,131 Stations (4.3%)
 - USA 1,188 Stations
 - Canada -55 Stations
 - Bahamas -2 Stations



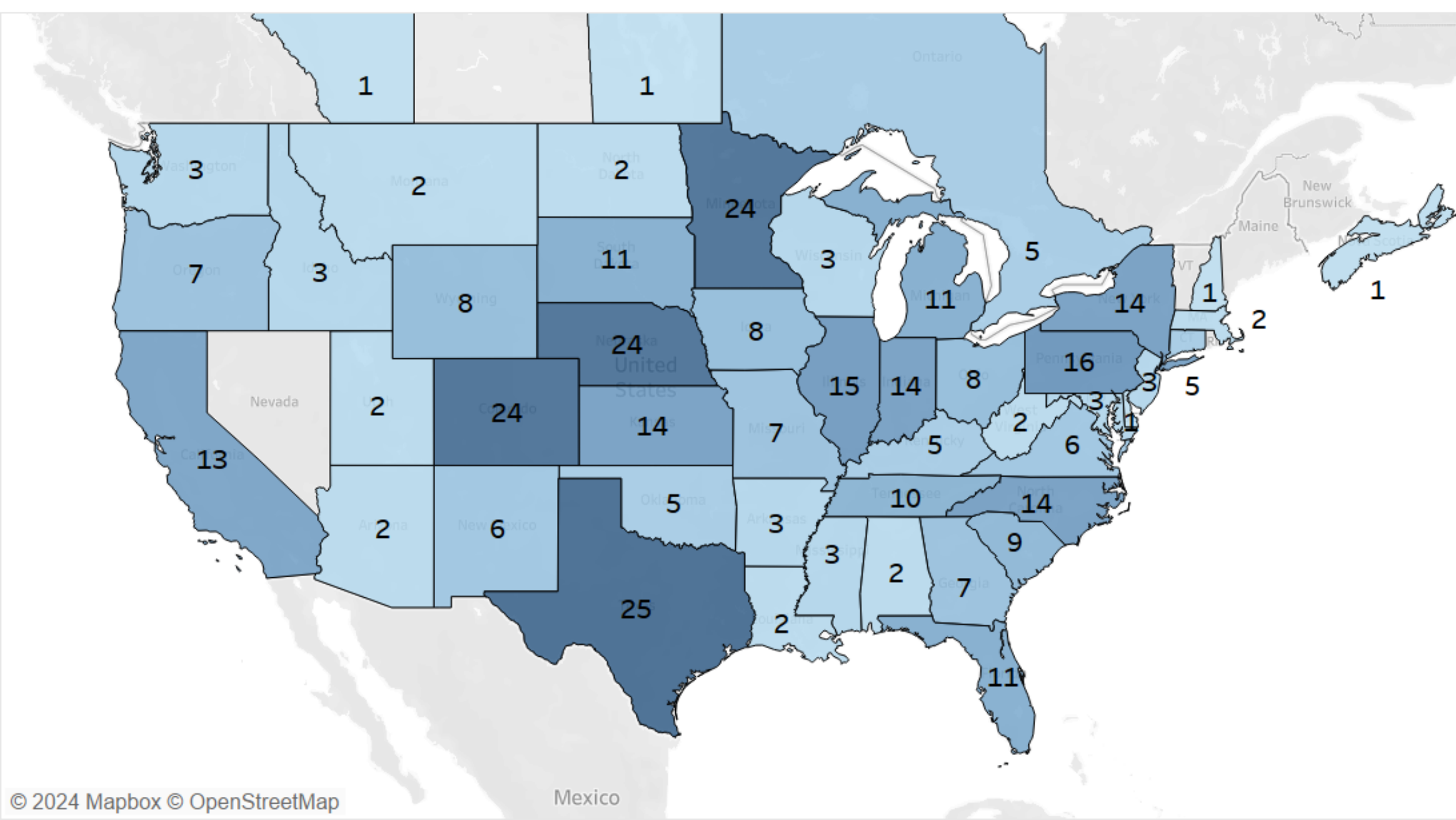
112 Stations that had a Create Date before May 1, 2023
and First Report Date was after May 1, 2023, and the Year(First Report Date) > Year(Create Date)



336 Stations that had a Create Date between Jan 1 2023 - Apr 30, 2023
and First Report Date was after May 1, 2023



370 Stations that had a Create Date before May 1, 2023, and a First Report Date before May 1, 2023, and were not Active between May 2022 - April 2023, and are active now.





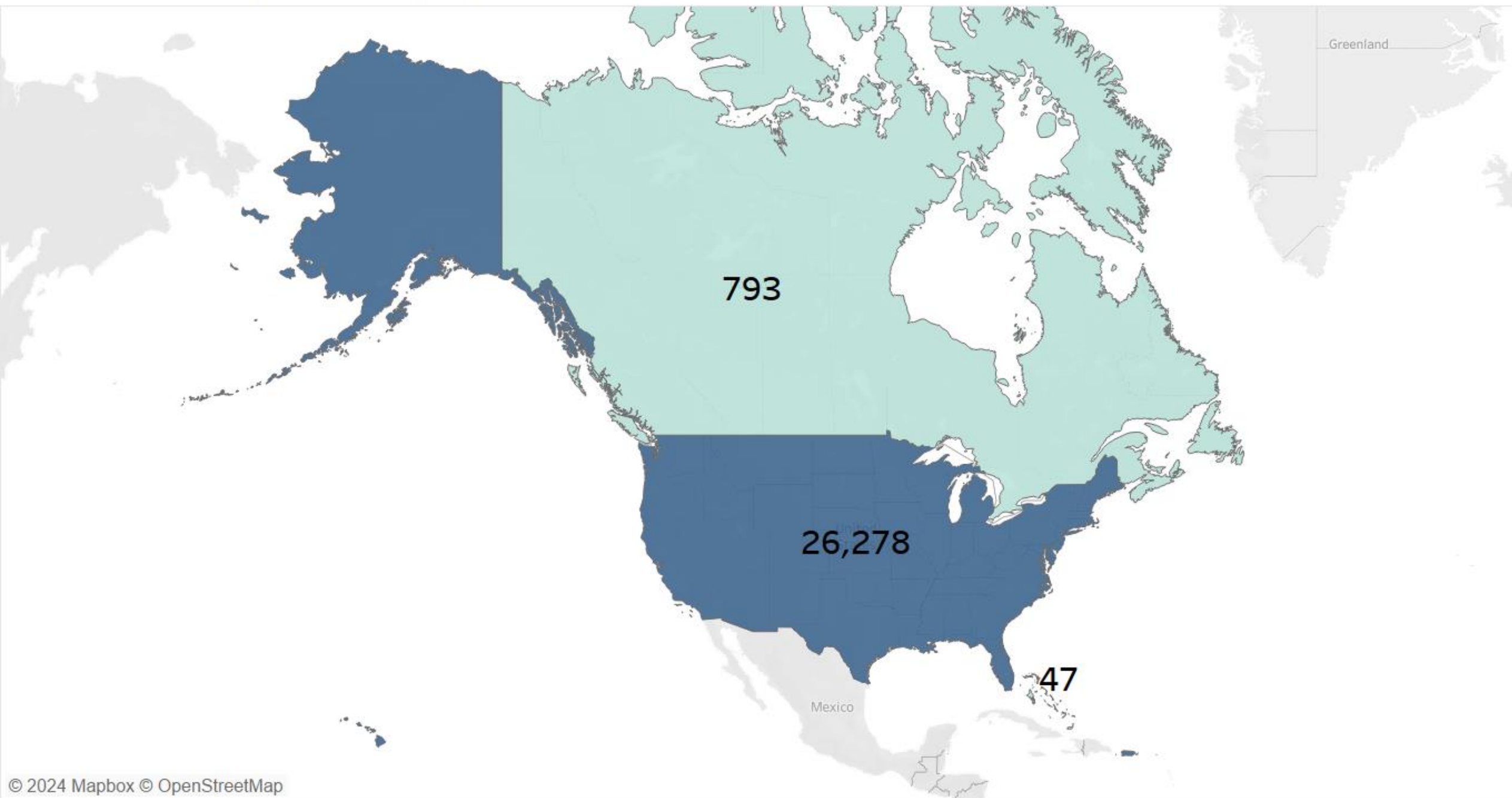
Active Stations



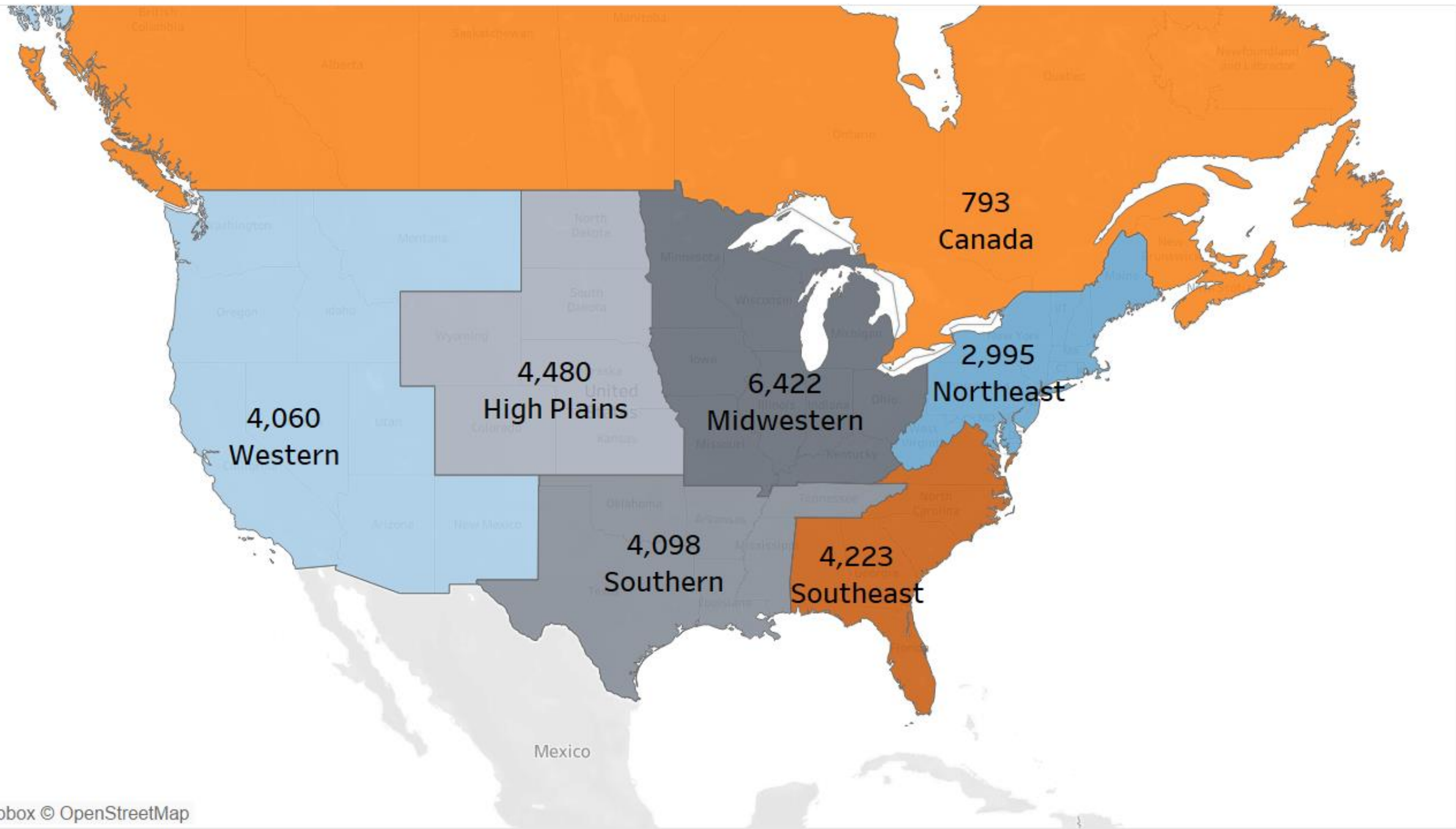
2024 Annual Meeting

- Active Station is one where Last Report Date \geq May 1, 2023.
- **27,118 Active Stations**
 - USA – 26,278 Active Stations
 - Canada – 793 Active Stations
 - Bahamas – 47 Active Stations

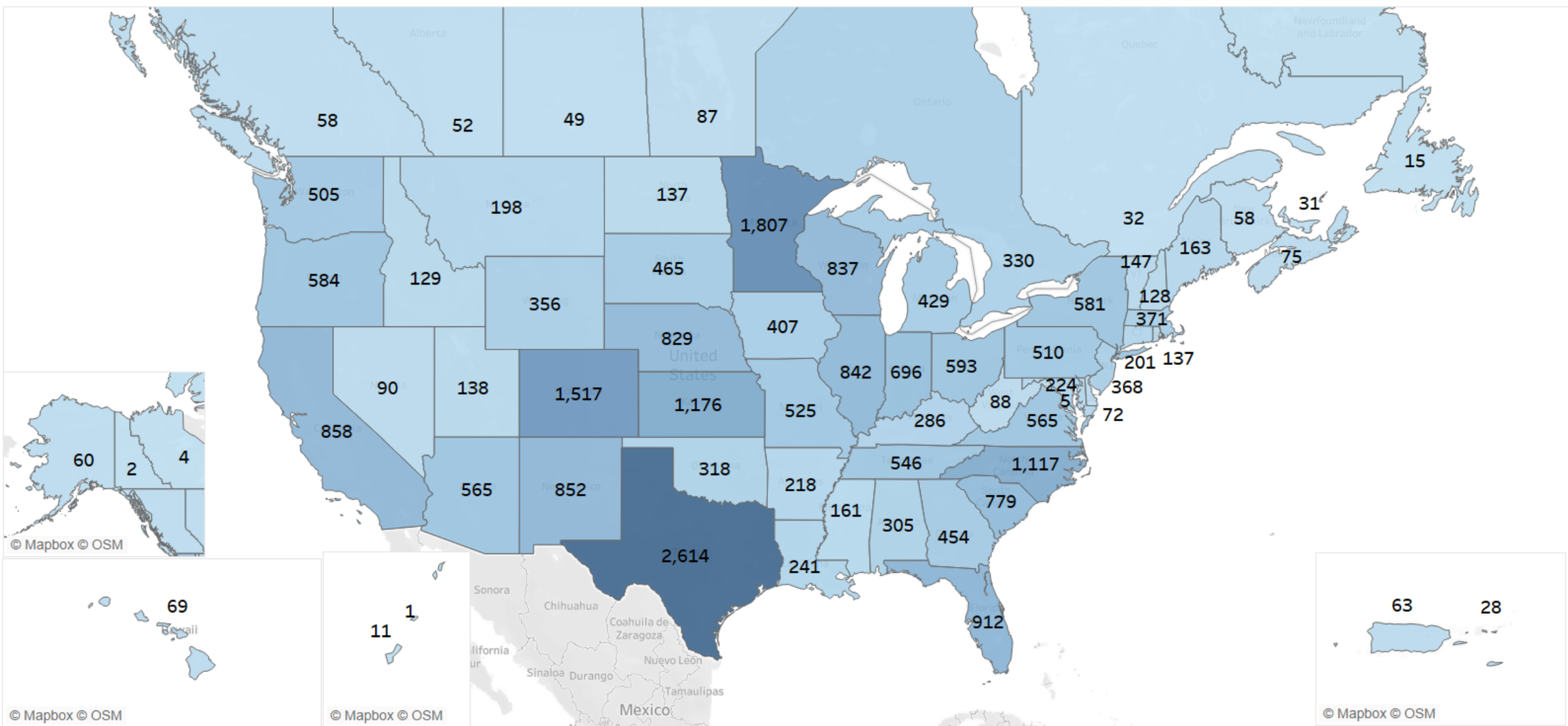
Active Stations as of May 1, 2024



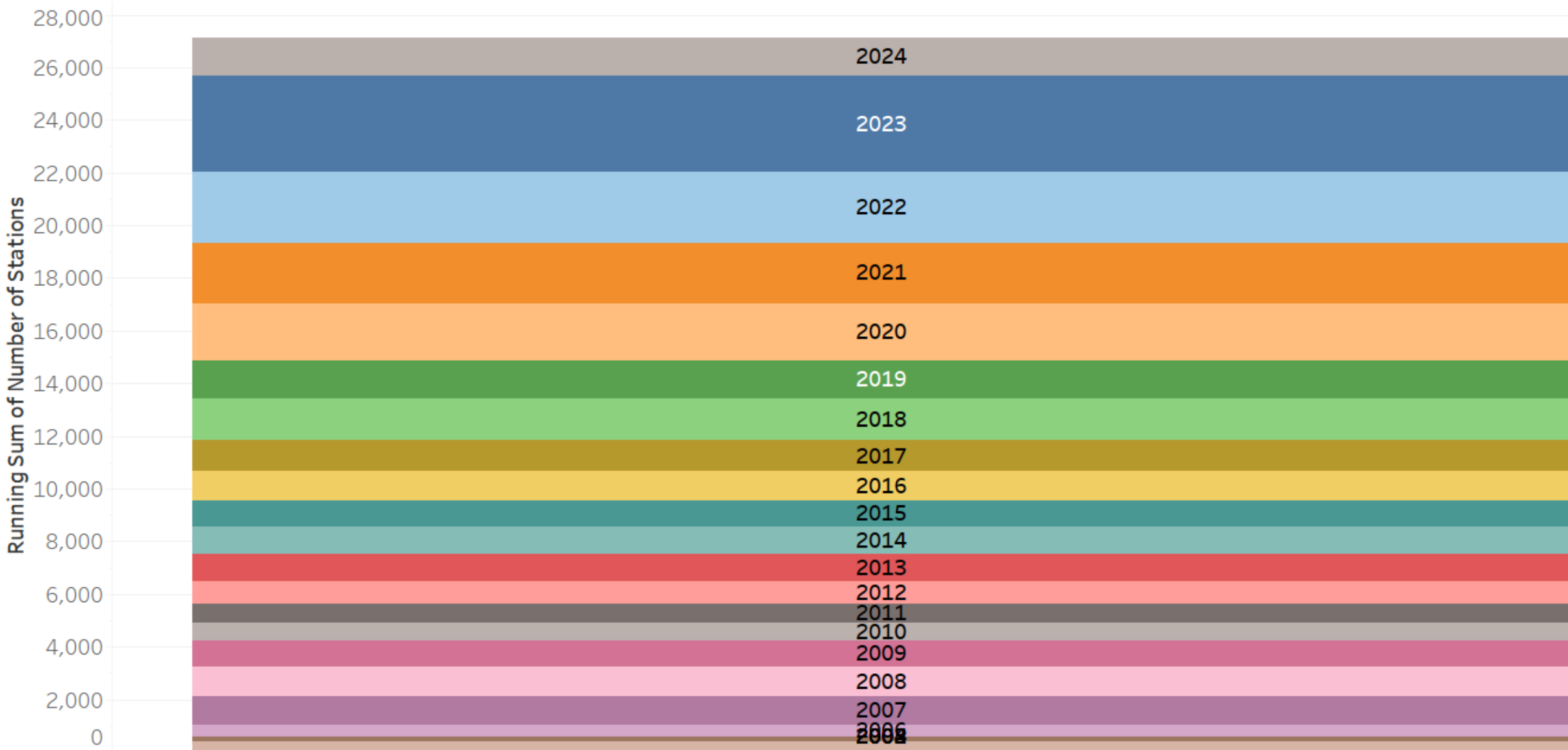
Active Stations as of May 1, 2024



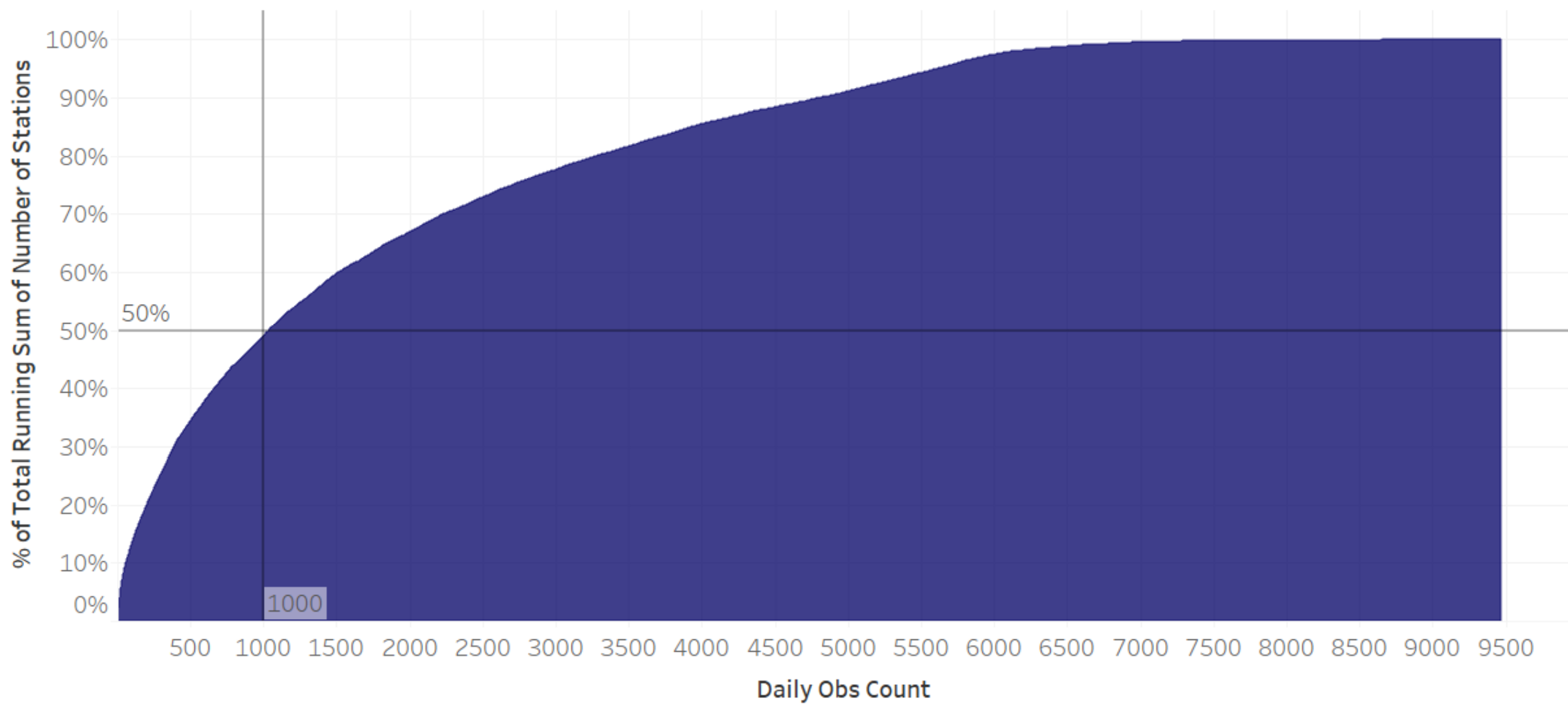
Active Stations. Last Report Date: May 1, 2023 - May 1, 2024



Active Observers by Create Year - Last Report Date May 1, 2023 - May 1, 2024



Active Stations by Daily Obs Count - as of May 1, 2024





The Century Club

- 4 snapshots of counties with over 100 Active Stations.



2024 Annual Meeting

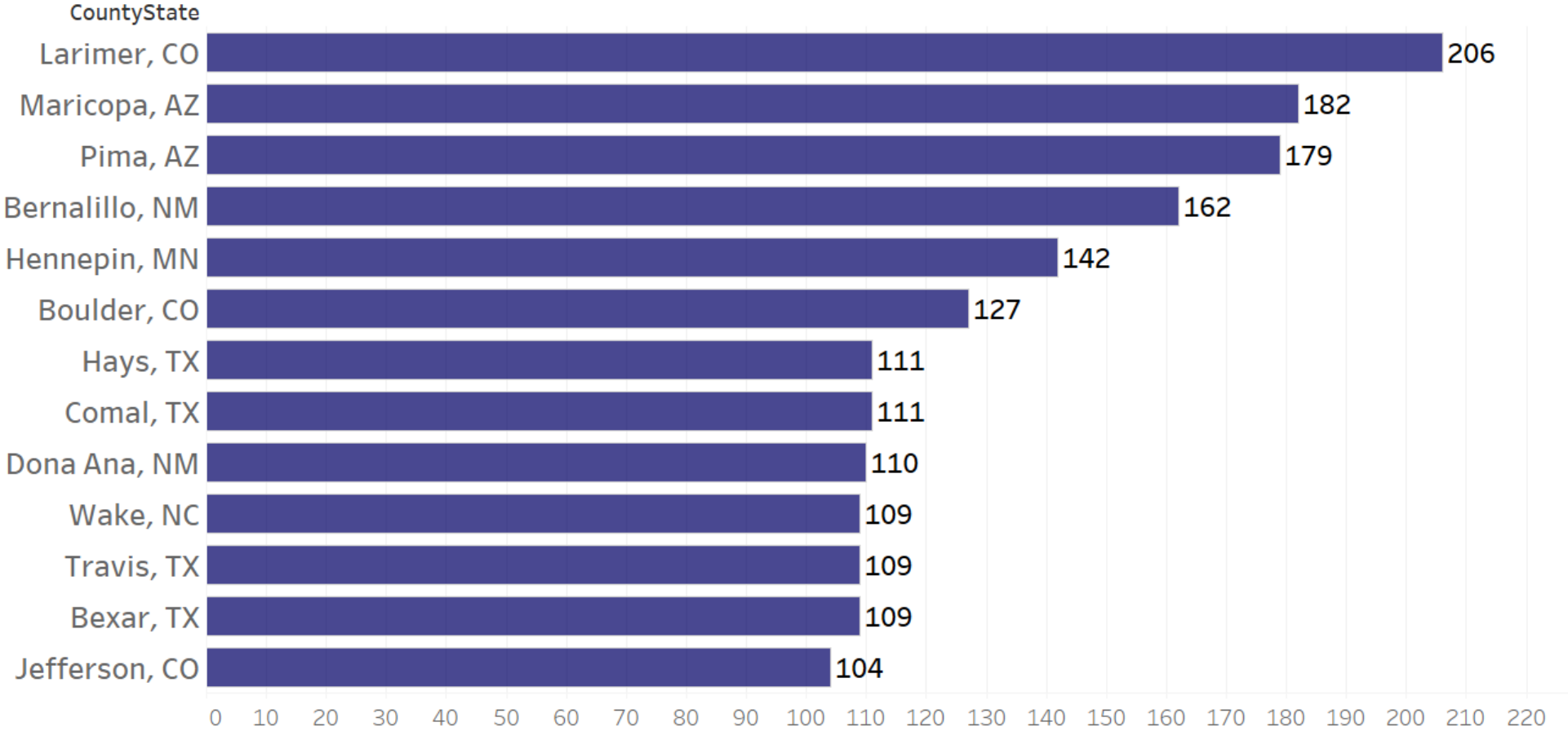


3 years ago... The Century Club



2024 Annual Meeting

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



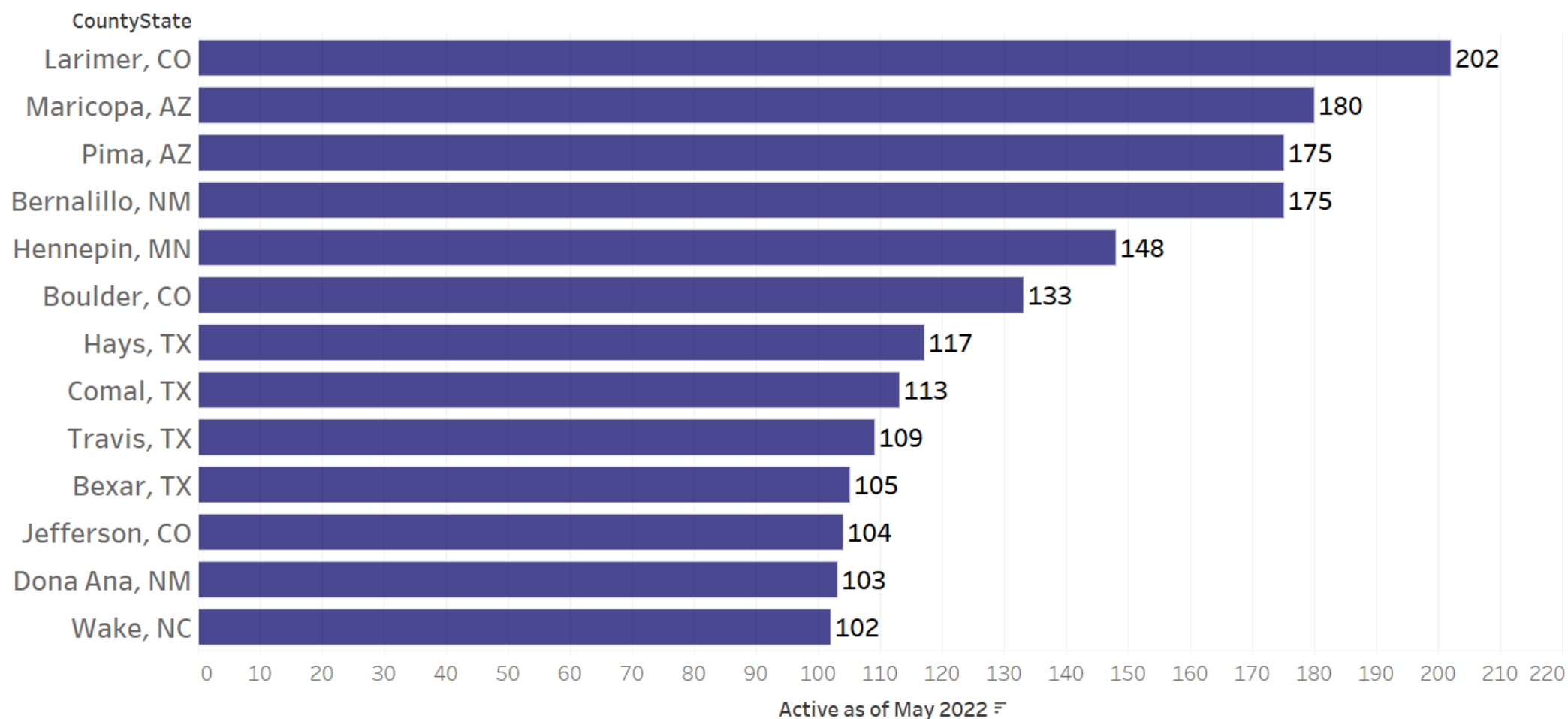


2 years ago... The Century Club



2024 Annual Meeting

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



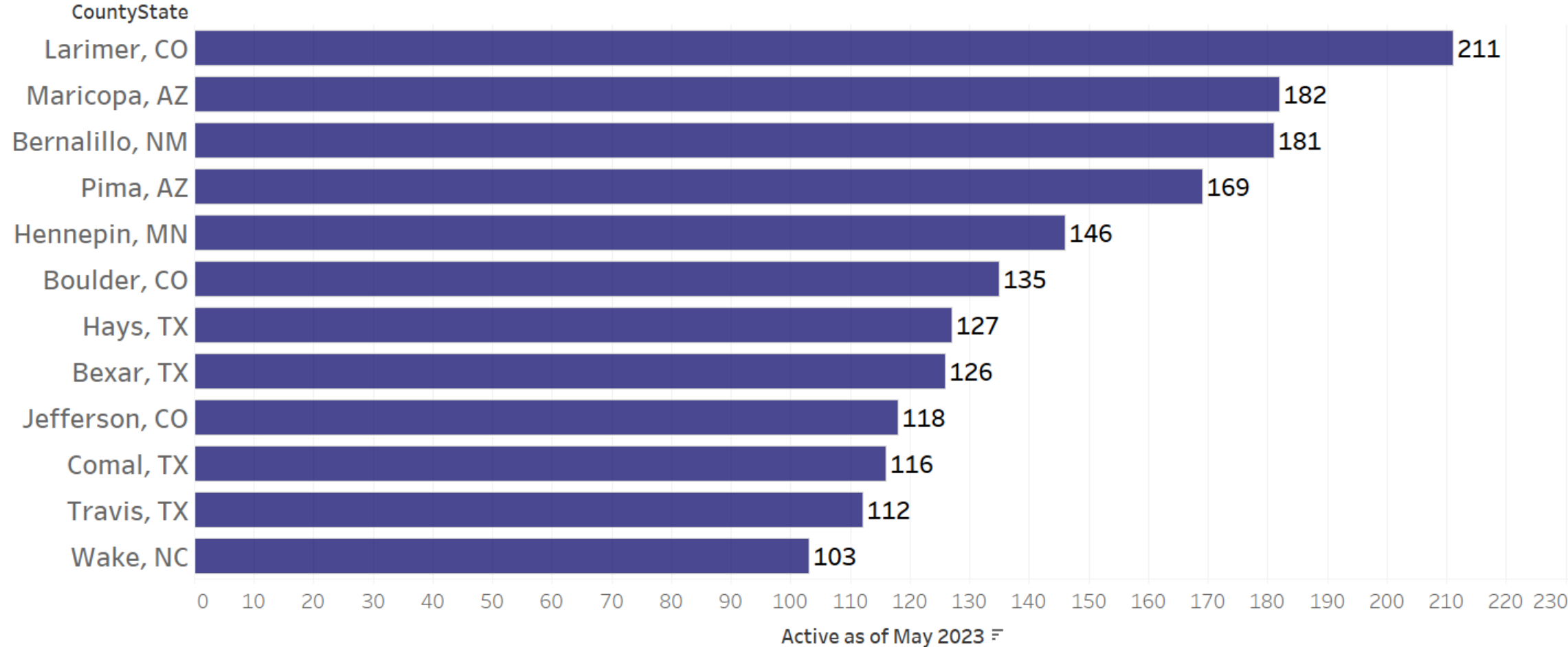


Last year The Century Club



2024 Annual Meeting

Counties with 100 or more Active Observers as of May 1, 2023



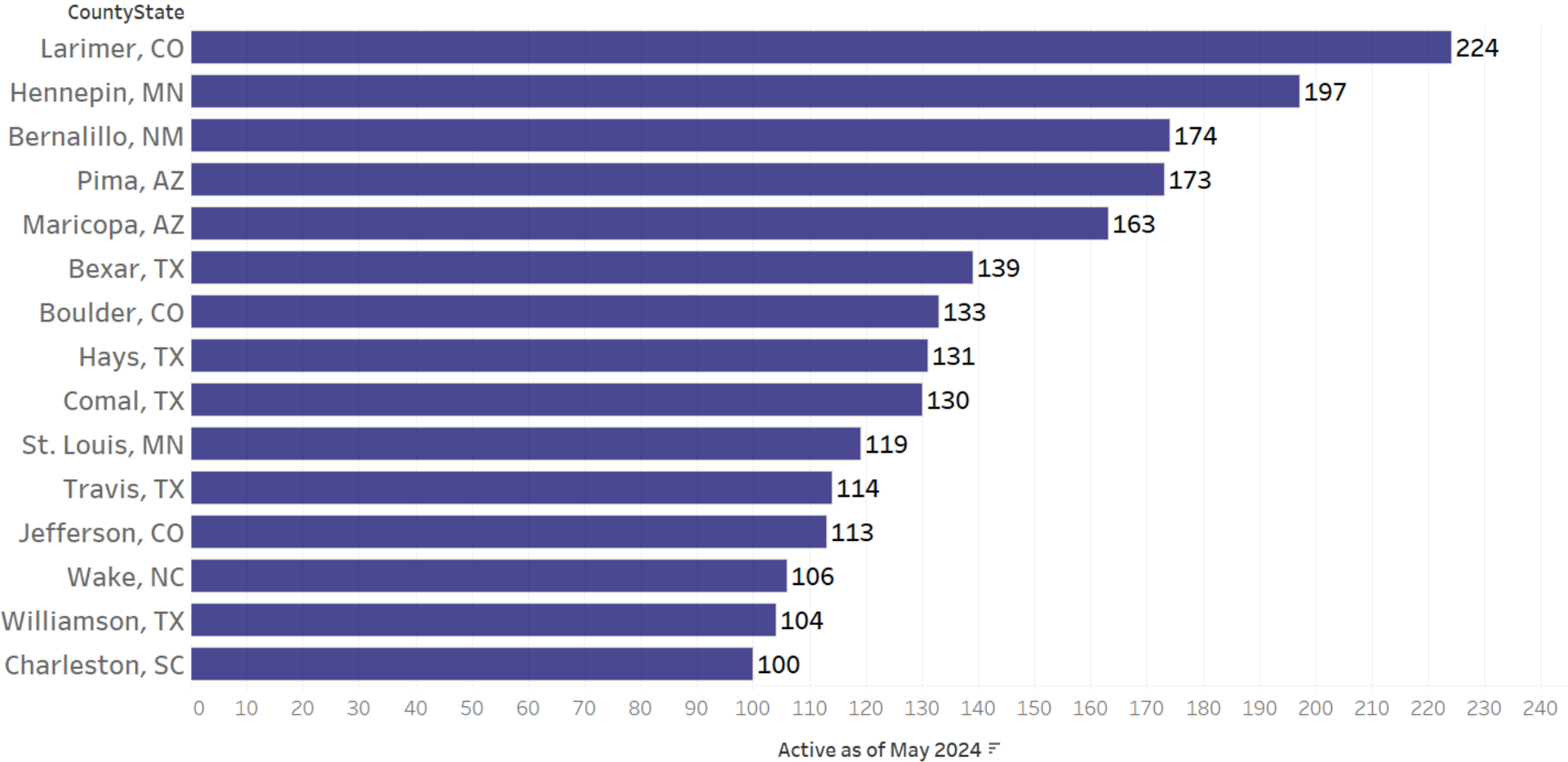


This year The Century Club



2024 Annual Meeting

Counties with 100 or more Active Observers as of May 1, 2024





Counties with Zero

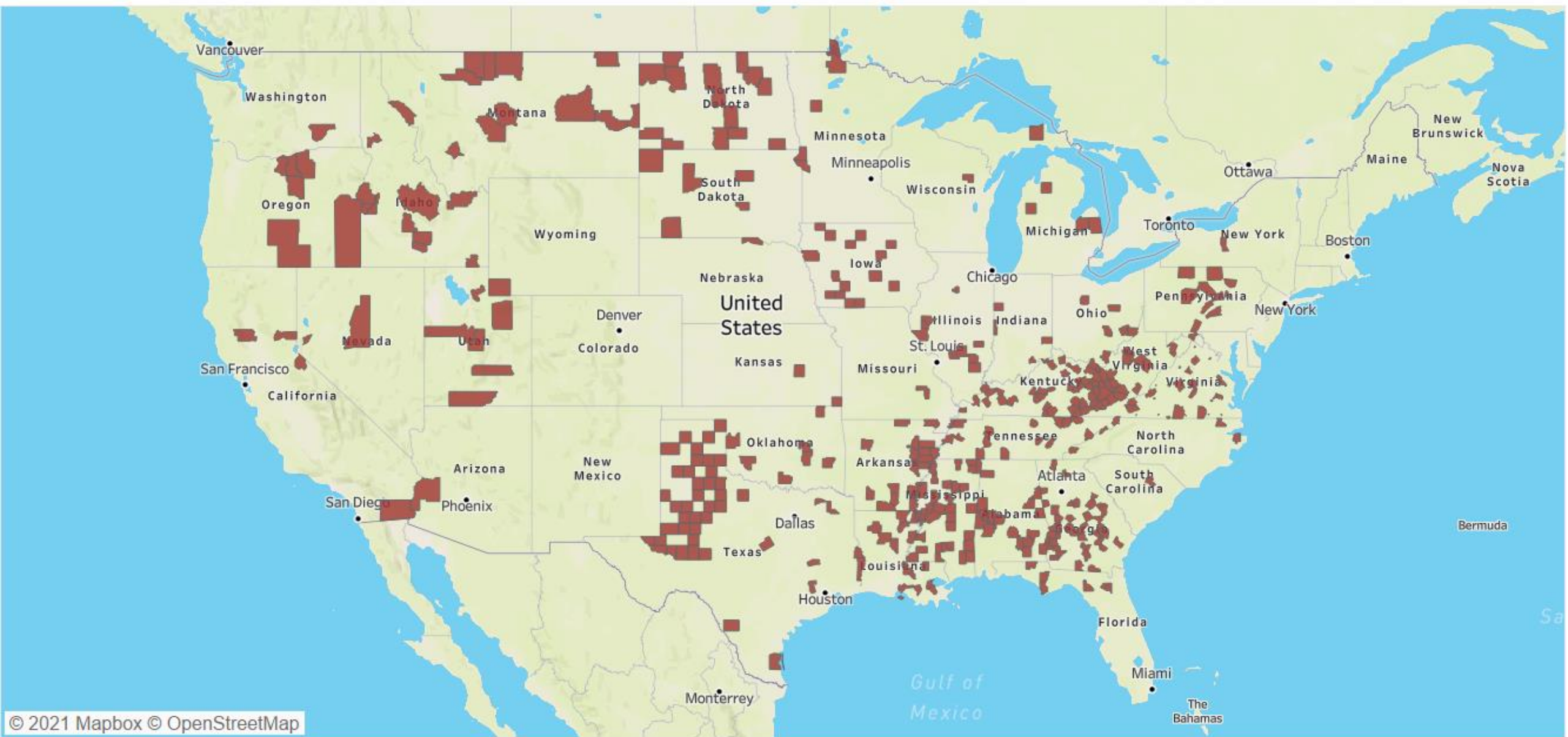
- 4 snapshots of counties with Zero (0) Active Stations.



2024 Annual Meeting

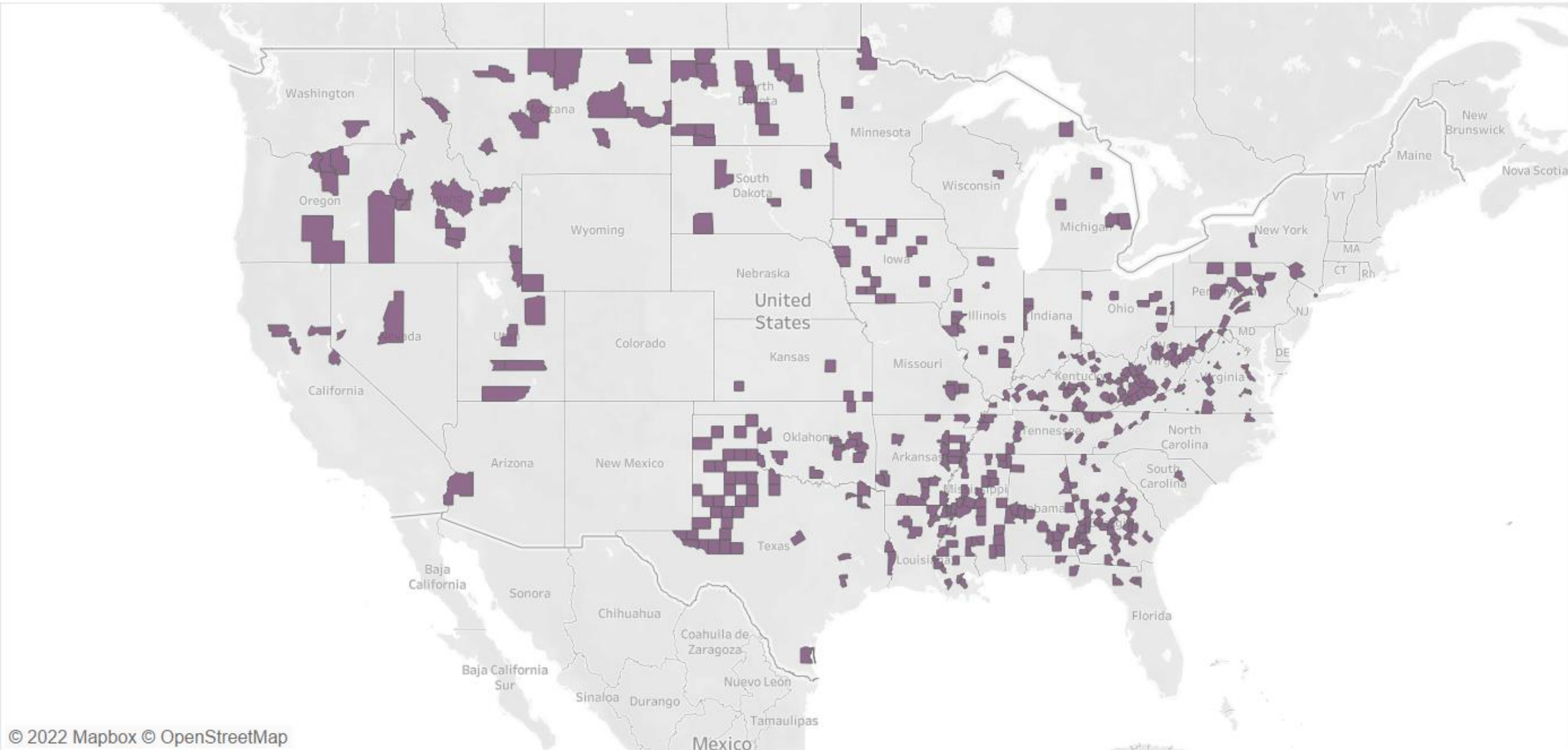
Counties where zero observers have reported between May 3, 2020 - May 2, 2021.

430 counties (no PR)



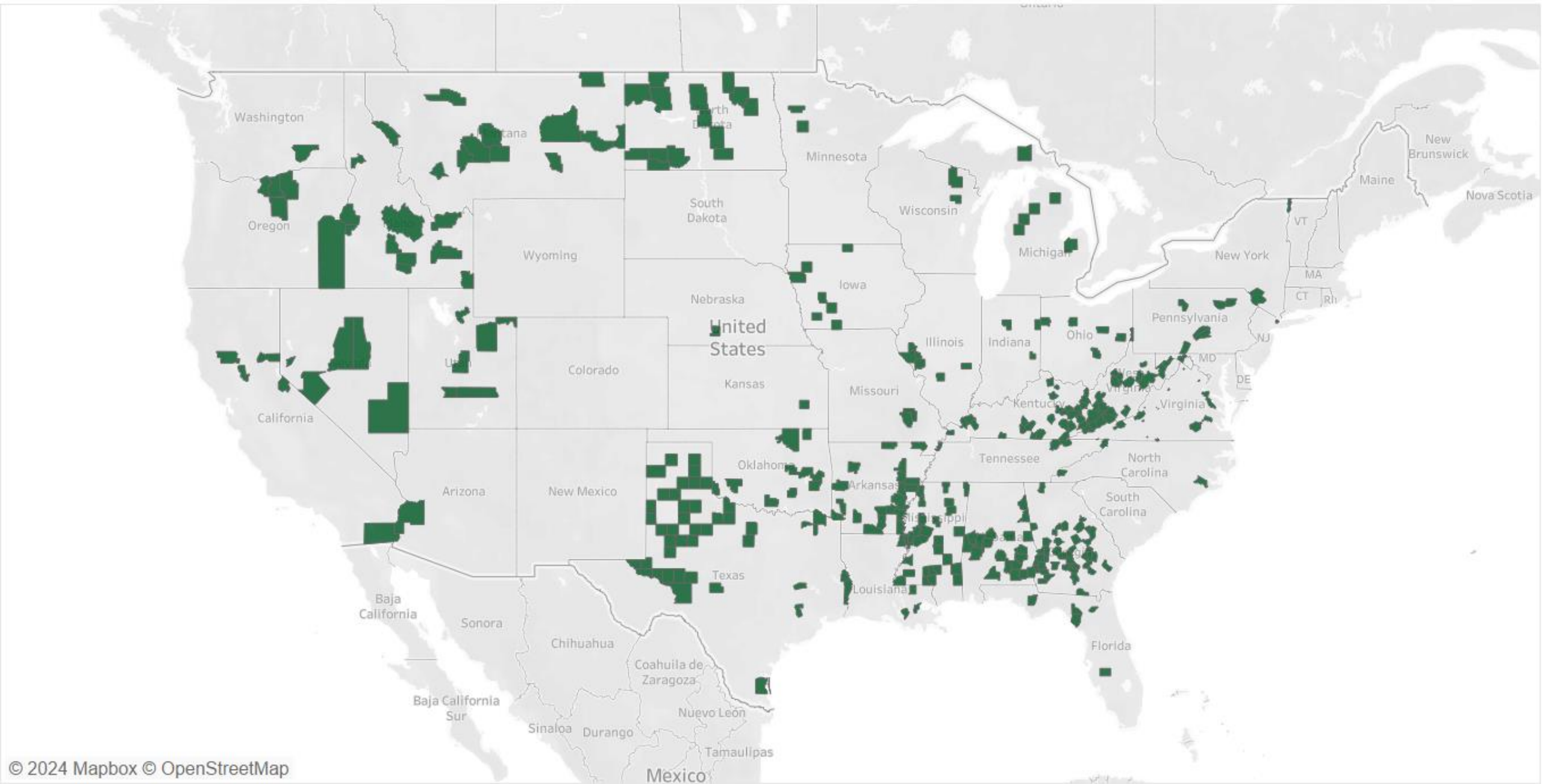
Counties where zero observers have reported between May 2, 2021 - May 1, 2022.

425 counties (no PR)



Counties where zero observers have reported between May 1, 2023 - May 1, 2024.

366 counties (no PR)





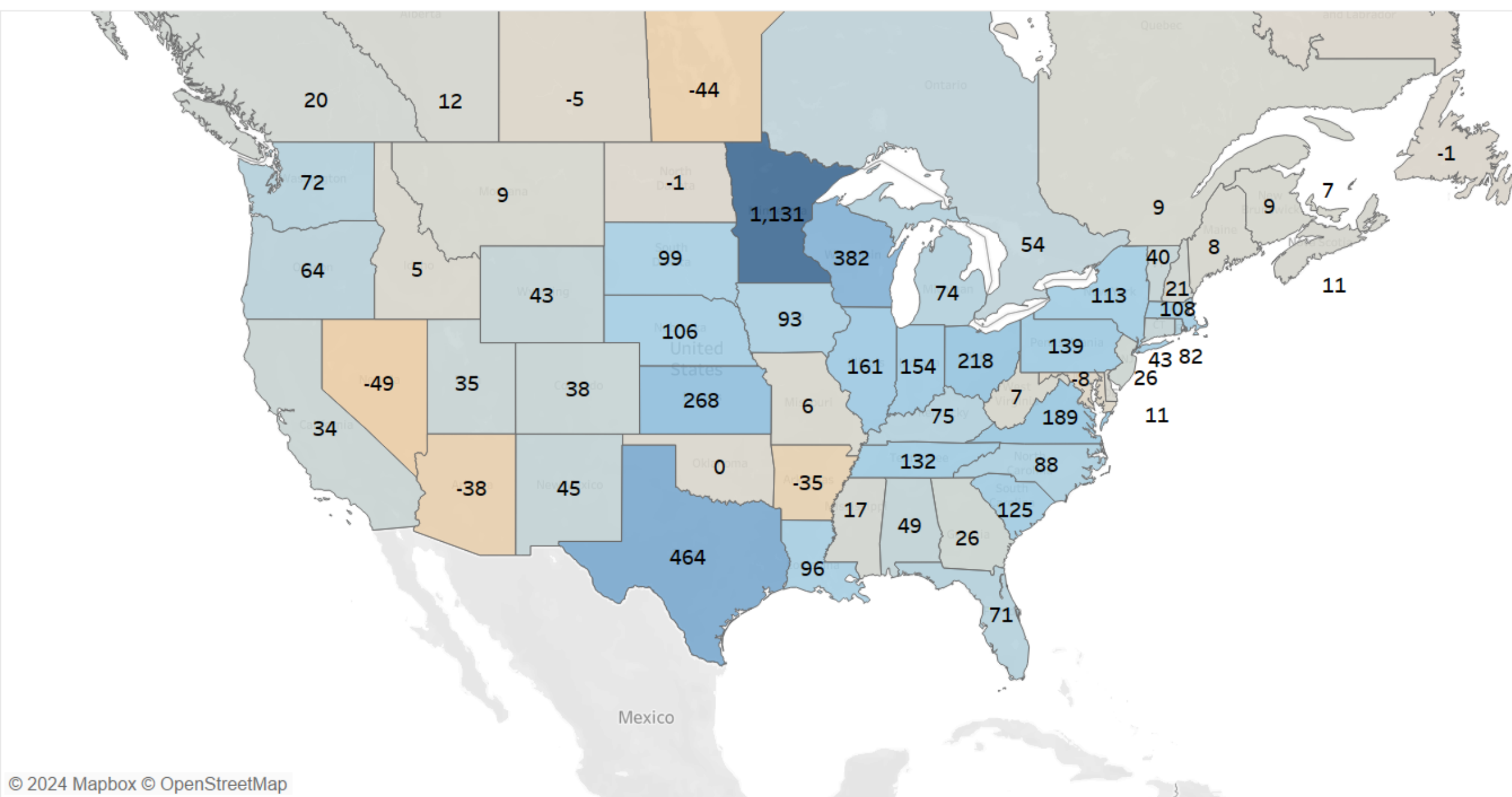
A long view of the past 5 years



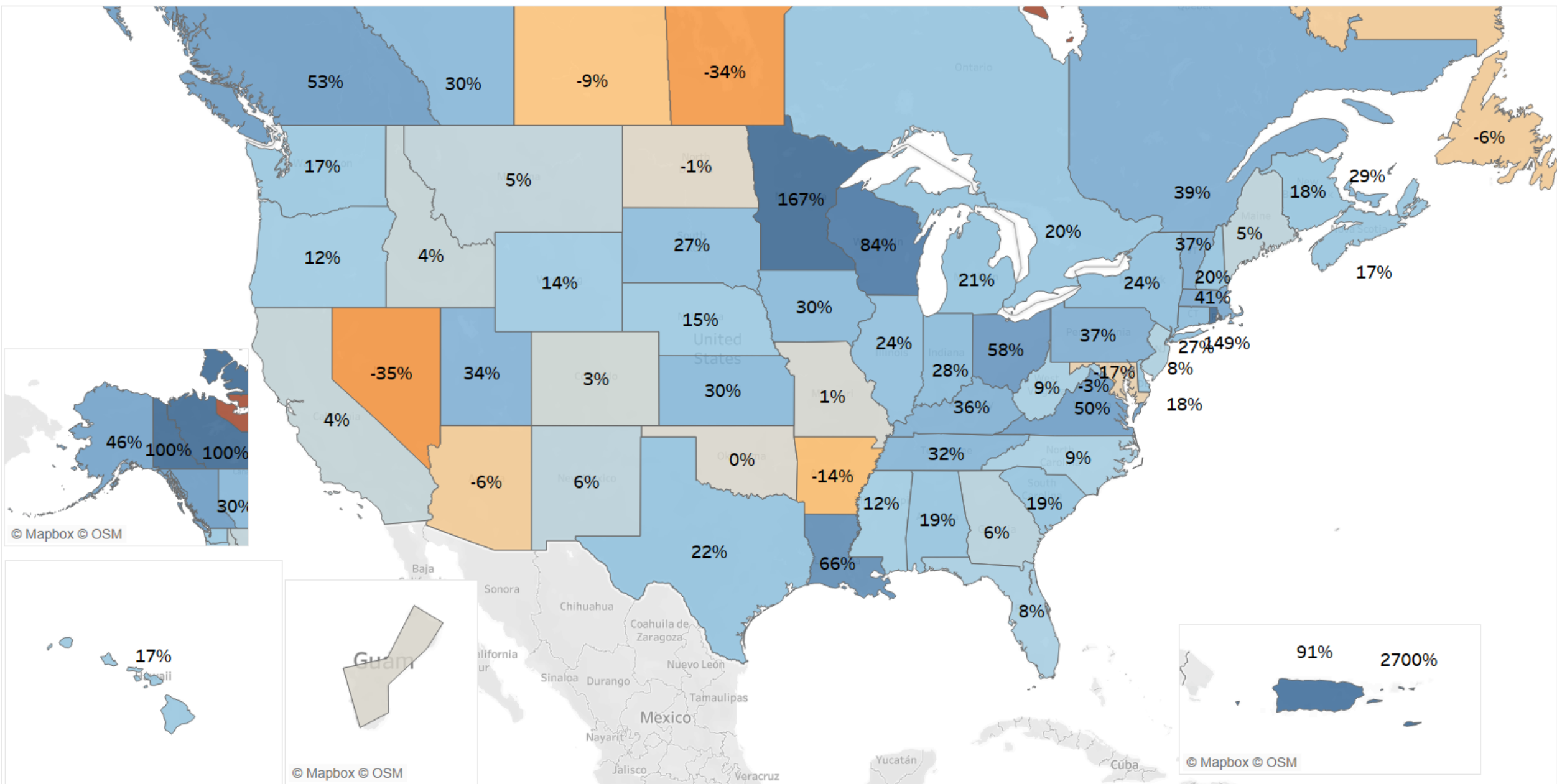
2024 Annual Meeting

- Between May 1, 2019 and May 1, 2024.
- Created 27,466 Stations
 - USA – 26,410 Stations
 - Canada – 1,003 Stations
 - Bahamas – 53 Stations
- FirstReports from 17,620 Stations (64%)
 - USA – 16,999 Stations
 - Canada – 581 Stations
 - Bahamas – 40 Stations
- A Net Change of 5,021 Stations (22.7%)
 - USA 4,933 Stations (23.1%)
 - Canada 74 Stations (10.3%)
 - Bahamas 14 Stations (42.4%)

Net Change in Active Stations between May 1, 2019 - May 1, 2024



Pct Change in Active Stations between May 1, 2019 - May 1, 2024



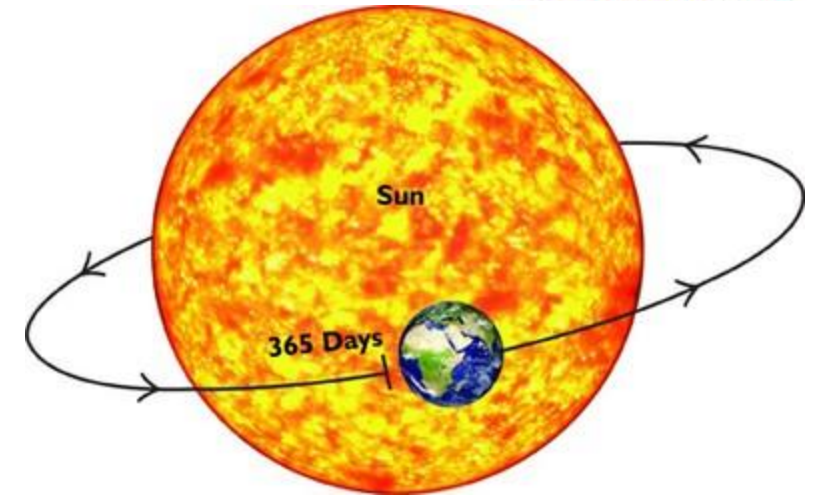


One last look....



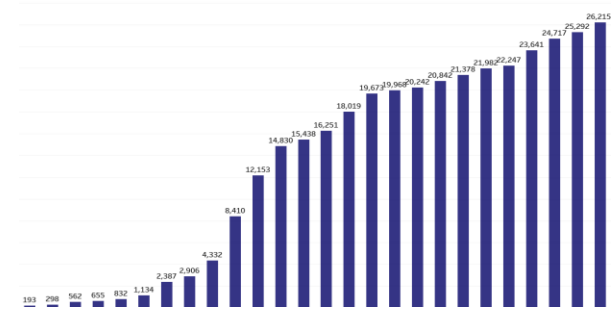
2024 Annual Meeting

- Between May 1, 2023 and May 1, 2024.
- Created 5,722 Stations
 - USA – 5,551 Stations
 - Canada - 168 Stations
 - Bahamas - 3 Stations
- FirstReports from 3,430 Stations (60%)
 - USA – 3,358 Stations
 - Canada – 71 Stations
 - Bahamas – 2 Stations
- A Net Change of 1,131 Stations (4.3%)
 - USA 1,118 Stations
 - Canada -55 Stations
 - Bahamas -2 Stations





continues to grow





2024 Annual Meeting

Our network ...
started here.

