

# Quantifying Monetary Impacts of Forecasts

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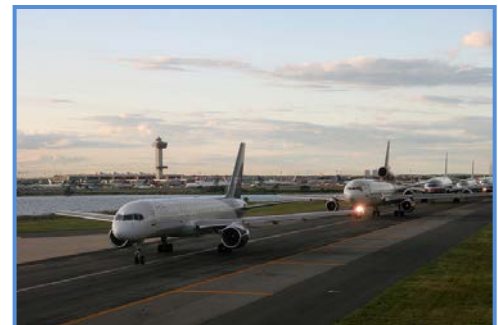
# *Measuring the Value*

- How do we measure our improvements without any existing benchmarks?
- What meaningful measurements can be realized that benefit both the “consumer” and “producer” of the information?
- How can we measure easily available items to get this process started?



# *Airline Perspective*

- Airlines are not always able to quantify weather support.
  - Quantifying weather delays are fairly easy.
  - Quantifying “avoidable” weather delays are not.
- Most efforts to quantify benefits are not done to an industry standard.
  - Fleets are different.
  - Service areas are different.
  - Route structures are different.
  - Schedules are different.
- Competitive forces may also inhibit sharing of data.



# *Airlines already measure and report some of this information*

- Each month carriers report to the DOT:
  - The number of weather delayed flights per month.
  - The number of delay minutes due to weather.
- At Southwest we also internally report delays for:
  - Gate hold for weather at departure station.
  - Gate hold for weather en route or at destination station.
  - Cold soaked fuel frost delay.
  - Deicing Delays.



**Reporting**

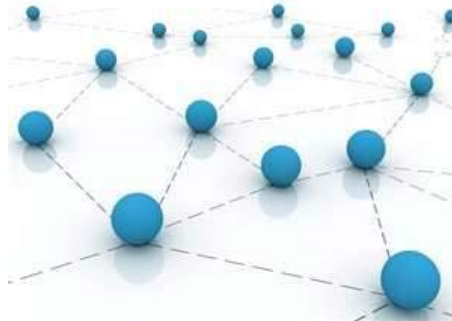
# *NWS TAF Verification*

- NWS TAF Verification considers:
  - General Ceiling
  - Visibility
  - Flight Category
  - Weather Type/Obstruction
  - Wind



# *Connecting the Dots*

- How do we compare the two data sets to provide meaningful results?
- How can en-route forecasts (ie. CCFP) verification results be compared with delay information?
- How does the information get reported?
- How many airlines can/will participate?
- Who performs the analysis?
- What priority does this have with both the government and industry?



# *Going Forward*

- Suggest a one day meeting with interested stakeholders to:
  - Identify short term and long term goals.
  - Evaluate barriers (technology, resources, proprietary information issues etc.).
  - Identify ownership of this effort.
  - Establish a working committee.

