



True Stories. Real Results.

WeatherData Clients Forewarned of 100 Year Storm in L.A.



We're the Best Because You Need Us to Be.

We do whatever it takes to deliver accuracy and speed every time because we know the stakes are high:

- Your employees' safety.
- Your bottom line.
- Your commitment to your customers.

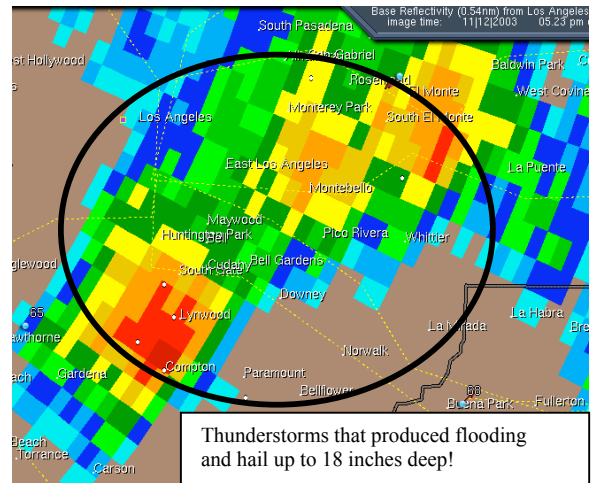
Just ask some of our clients.

- DaimlerChrysler
- General Motors
- Burlington Northern
- Santa Fe
- Boeing
- Toyota

The Story

As the evening rush hour approached in Southern California on November 12, heavy thunderstorms erupted in Los Angeles County, quickly causing widespread flash flooding. These were the same storms that covered the ground up to 18 inches deep with pea size hail. WeatherData SkyGuard® clients, including BNSF and the Southern California Regional Rail Authority, were warned by WeatherData **before** flooding struck, via customized track-specific flash flood warnings.

- 3:32 pm PST: WeatherData issues a flash flood warning for track southeast of downtown LA, valid through 5:30.
- 3:42 pm: National Weather Service (NWS) issues a flash flood warning for southern LA County, valid through 4:45.
- 4:04 pm: WeatherData sends updates valid through 6:15 and 6:20. We mention a **2" per hour rainfall rate**, and forecast **totals of 3-4"**. NWS mentions over 1" per hour rainfall rates, with no forecast totals, at 4:00.
- 4:26 pm: Water 5-6 feet deep is reported on roads. Over 100 water rescues were performed by 4:30.
- 5:45 pm: NWS finally reports rainfall rates over 2" per hour. Both organizations extend flash flood warnings, the NWS until 7:30, WeatherData until 8:20.
- 6:08 pm: Over 4 inches of rain is reported in Lynwood. Eventually over 5 inches of rain is reported in south Los Angeles.
- From TrainOrders.com: "I heard a UP PBX call to take the Wilmington Sub out of service until further notice. The Signal Bridge asked which part, and the guy said ALL OF IT. He said the tracks and Blue Line ROW were three feet under water, and had vehicles floating downstream."



Results

- **WeatherData** issued a **proactive** warning over 20 minutes before the flooding began. WeatherData also provided accurate updates on forecast rainfall rates and totals, **before** the rainfall reports came in. The **NWS** reacted to reports, passing them along to the public **after** the fact.
- WeatherData was both **accurate** and **precise**, forecasting flooding before it developed, pinpointing location south and east of downtown LA, and predicting rainfall amounts.
- WeatherData meteorologists have the **talent** and **experience** to provide accurate customized warnings with comfortable lead times.

Put our Expertise to Work for You. Don Coash, Senior Sales Consultant, dcoash@weatherdata.com