

Weather vs. Climate

What is the difference between
weather and climate?

Weather vs. Climate

WEATHER

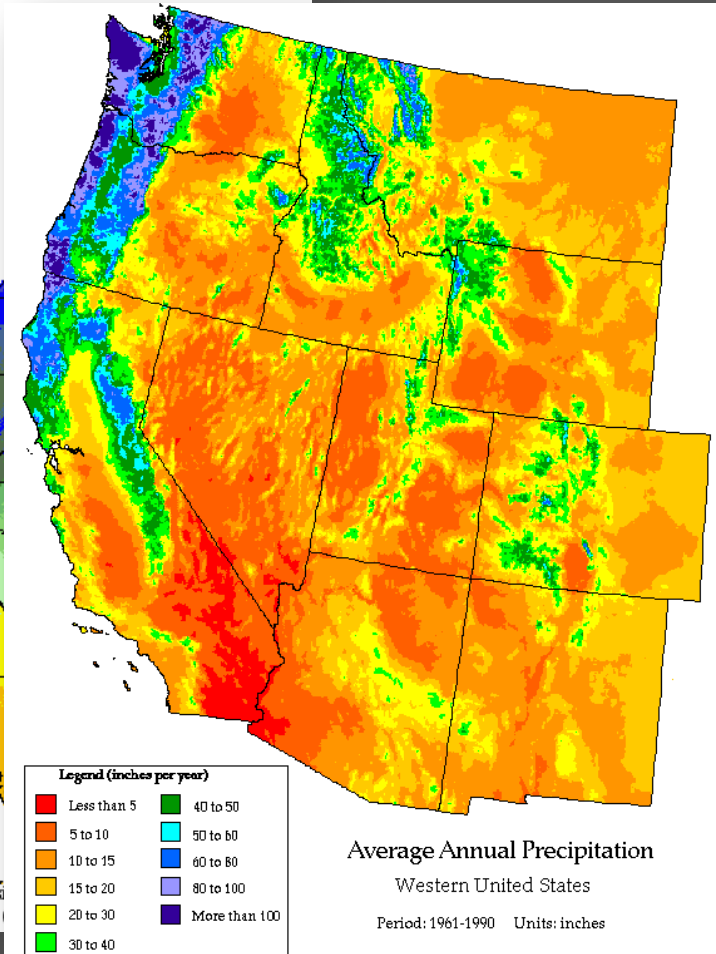
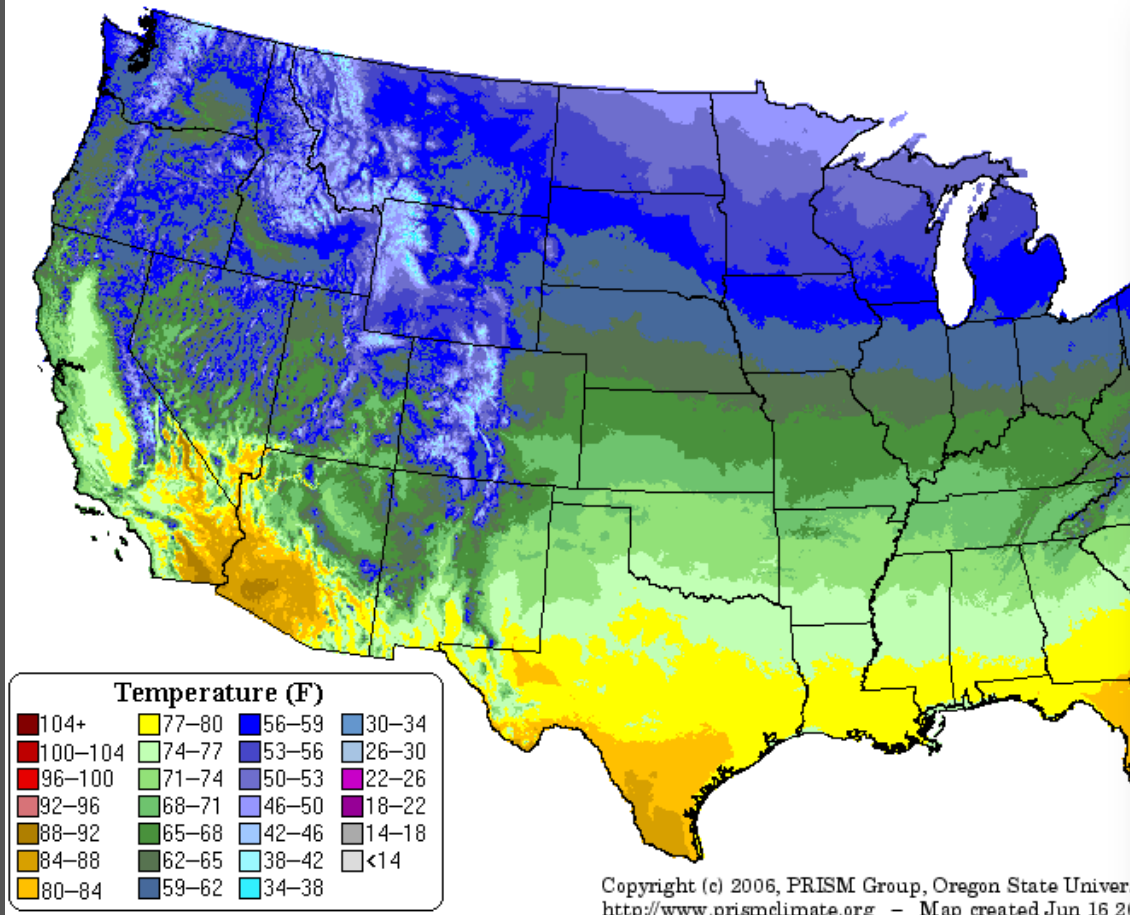
- Weather is what conditions of the atmosphere are over a short period of time.
- The high temperature today in St. George is 72 degrees.
- The snowstorm on Dec. 8-9 dropped 25 inches at Alta.

CLIMATE

- Climate is how the atmosphere "behaves" over relatively long periods of time.
- The average May high temperature in St. George is 86 degrees.
- Alta receives 500 inches of snow every winter on average.

What controls the climate of a certain location?

Maximum Temperature: Annual Climatology (1971–2000)



Factors That Impact Local Climates

- Global Atmospheric and Ocean Circulations
- Elevation
- Latitude
- Topography
- Geography (e.g. distance from mountains or water)
- Land Cover (ocean, ice, vegetation, buildings)

Climate Consulting

Weather Consulting Using Climate Data

- A weather consultant helps people or businesses make decisions based on knowledge of weather or climate.
- Sometimes that means knowing the current weather situations, but it also requires knowledge of climatology (what weather has been like in the past).
- Climate concerns long-term weather patterns and seasonal changes, instead of the day to day forecasts.

Imagine you are a Weather Consultant

- Listen to the business story.
- With your partner discuss which city you think would be best for the business idea.
- With your partner discuss what climate information you would want to make a better informed decision.

EnCom Needs Wind!

- One of your biggest clients as a weather consultant is EnCom, an energy utilities corporation. The EnCom Corporation is looking into harnessing **wind** energy as an alternative to fossil fuels. They want to conduct experiments in some **windy** locations.
- A. [Chicago, Illinois](#)
- B. [Amarillo, Texas](#)
- C. [Reno, Nevada](#)

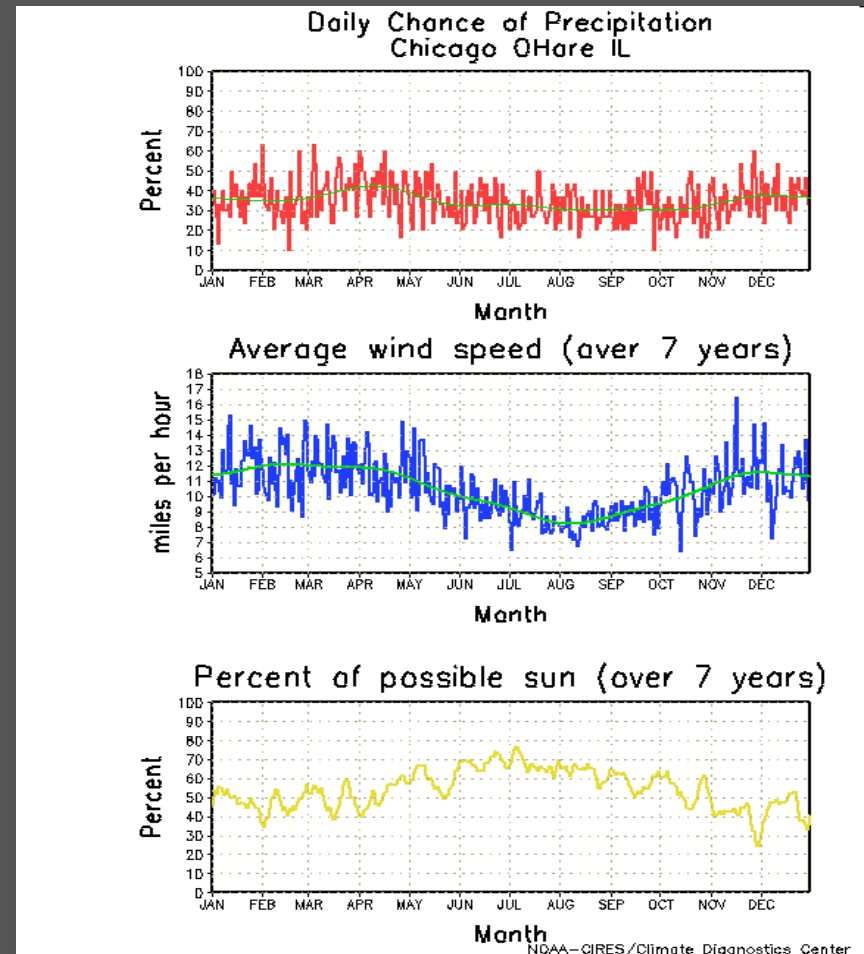


Variable:

Highest Annual Average Wind Speed

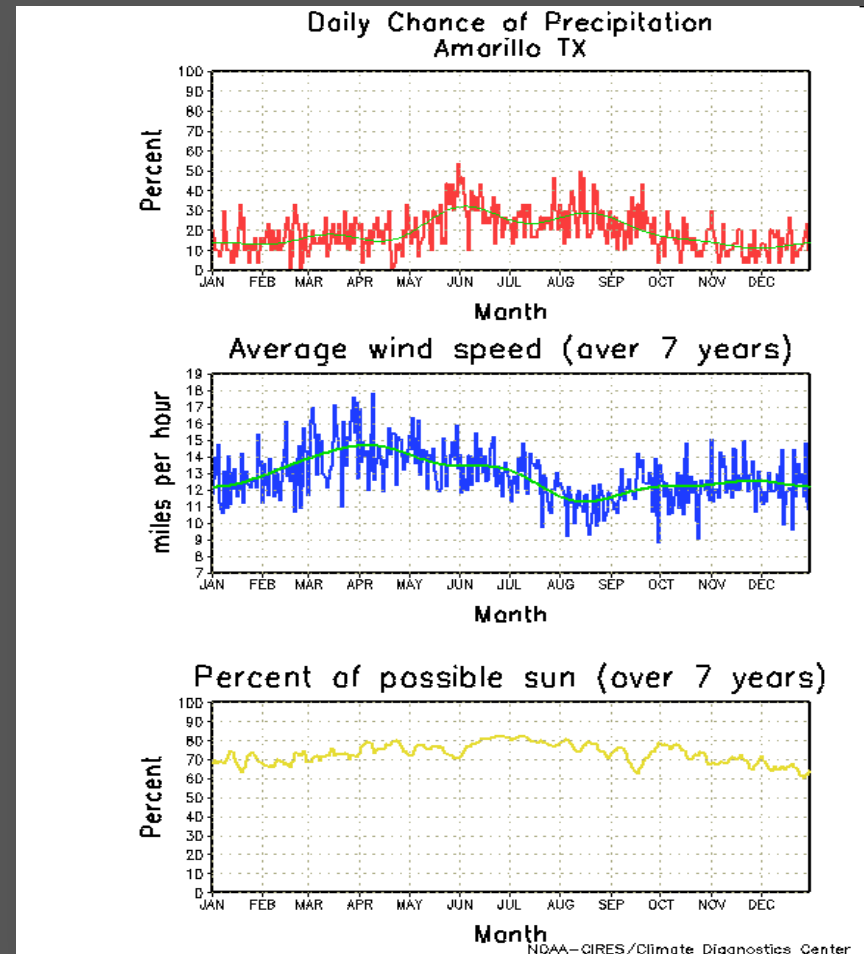
Which has the highest annual average wind speed?

- Chicago
- Annual Average Wind Speed:
 - 10.5 mph



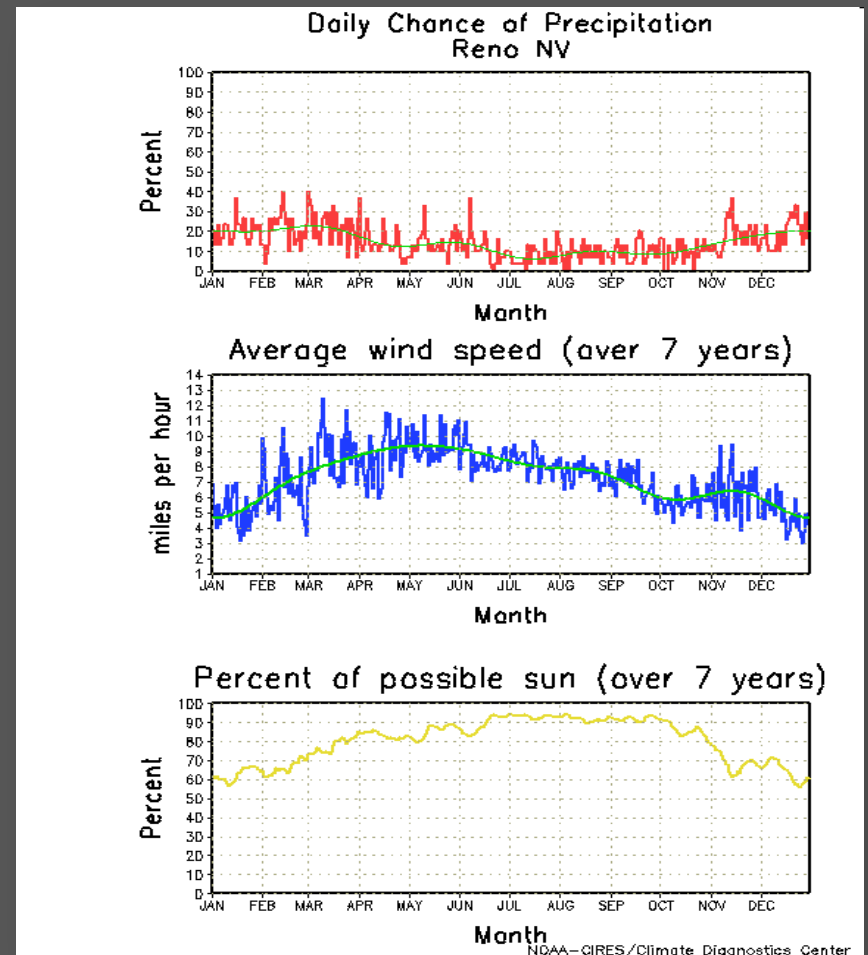
Which has the highest annual average wind speed?

- Amarillo
- Annual Average Wind Speed:
 - 12.9 mph



Which has the highest annual average wind speed?

- Reno
- Annual Average Wind Speed:
 - 7.3 mph



**Why do you think Amarillo has the
highest annual average wind
speed?**

EnCom Wants Sun!

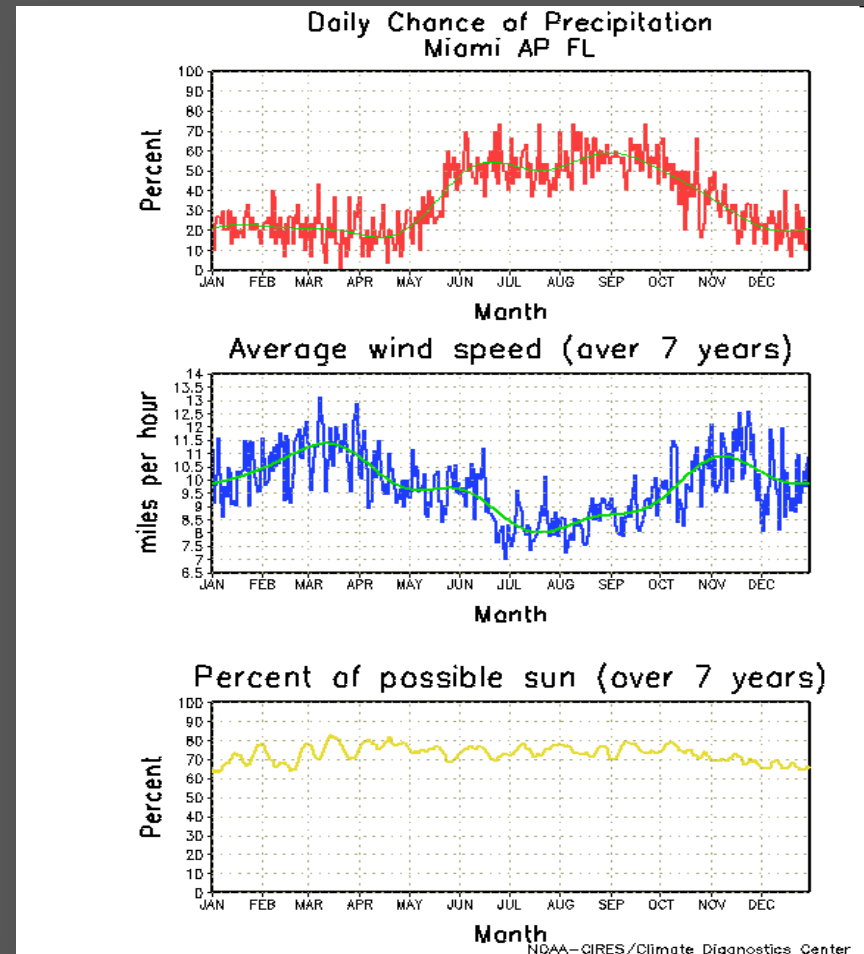
- EnCom is also looking to use **Solar Energy** in the future. They need to find a location with lots of sun.
- A. Miami, Florida
- B. Phoenix, Arizona
- C. Oklahoma City, Oklahoma



Variable:
Highest Annual Average Percent of
Available Sun

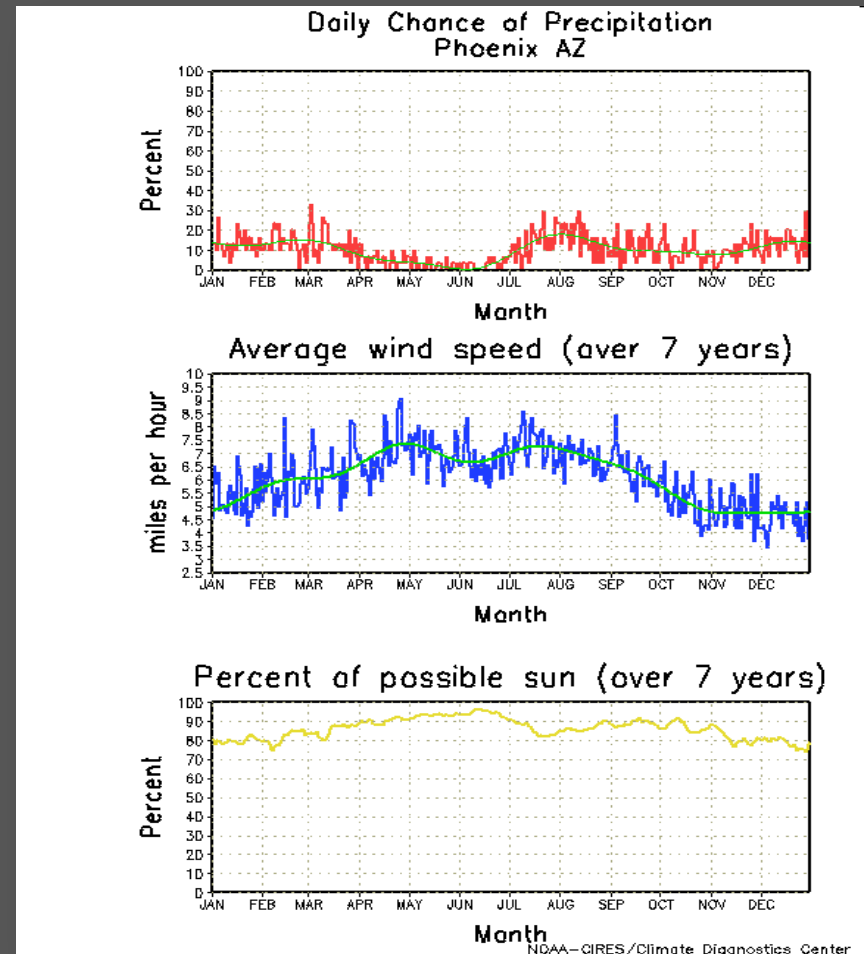
Which has the highest annual average percent of available sun?

- Miami
- Annual Average Percent of Available Sun:
 - 73.0%



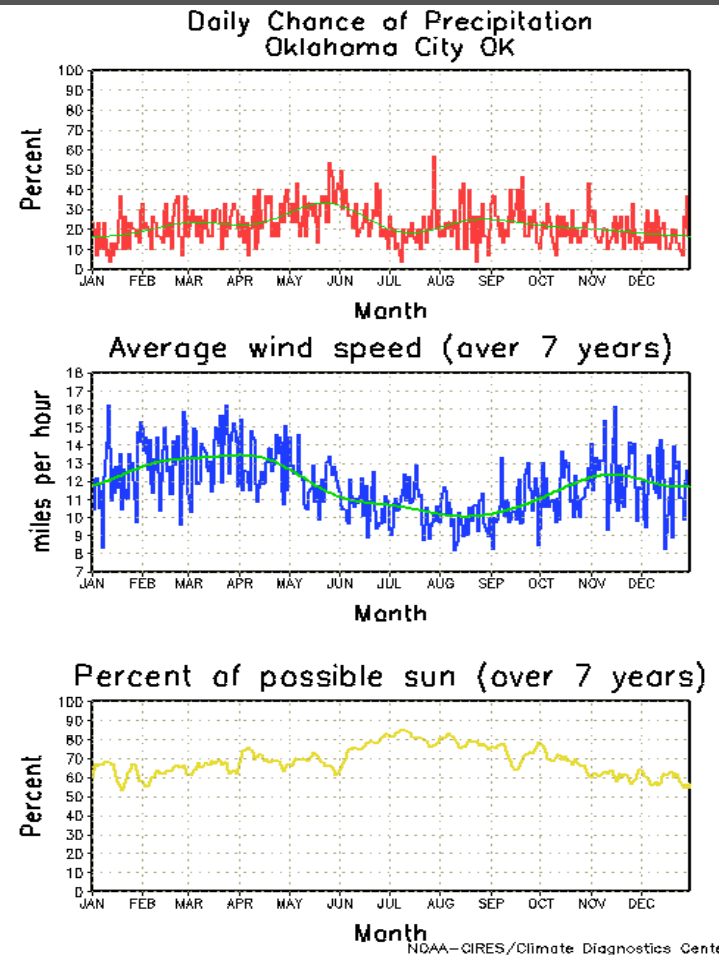
Which has the highest annual average percent of available sun?

- Phoenix
- Annual Average Percent of Available Sun
- 86.1%



Which has the highest annual average percent of available sun?

- Oklahoma City
- Annual Average Percent of Available Sun
- 68.9%



Why do you think Phoenix has the highest annual average percent of available sun?

Selling Snow Shovels

- You have received a call from the Mondo-Marketing firm in New York City. The company wants to find places to sell some new products that have just been developed.
- The first product is a new heavy-duty snow shovel. Mondo-Marketing is looking for a location that receives a lot of snow.
- A. [Minneapolis, Minnesota](#)
- B. [Denver, Colorado](#)
- C. [Syracuse, New York](#)

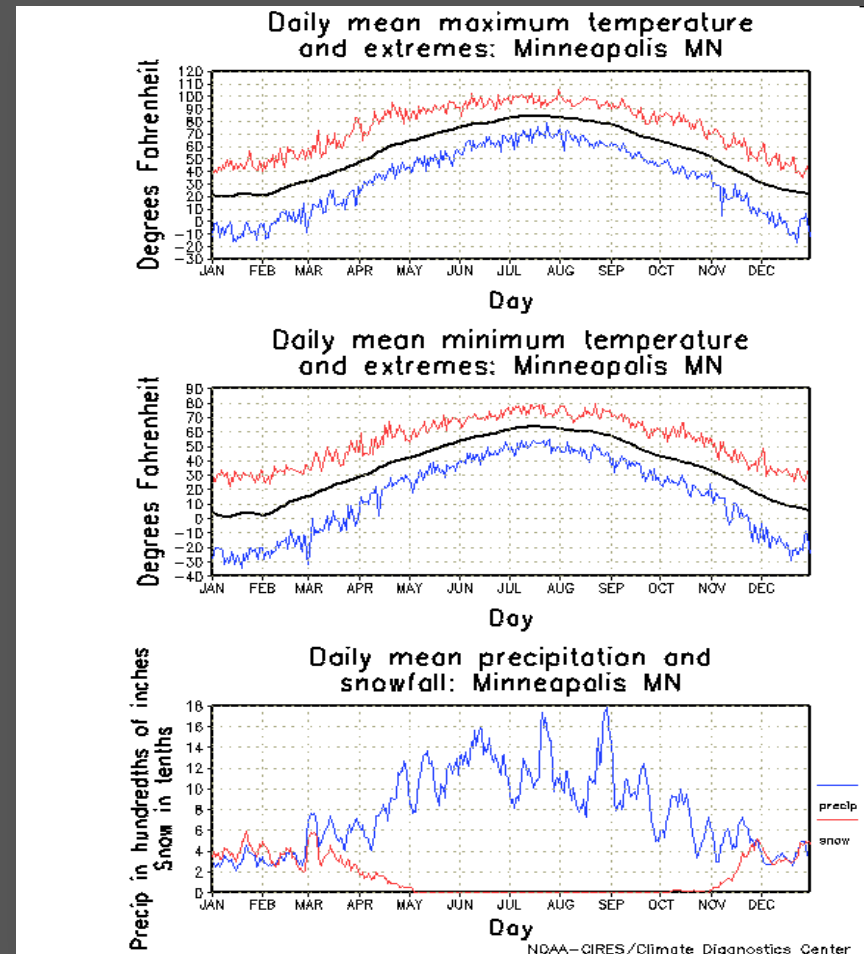


Variable:

Highest Annual Average Snowfall

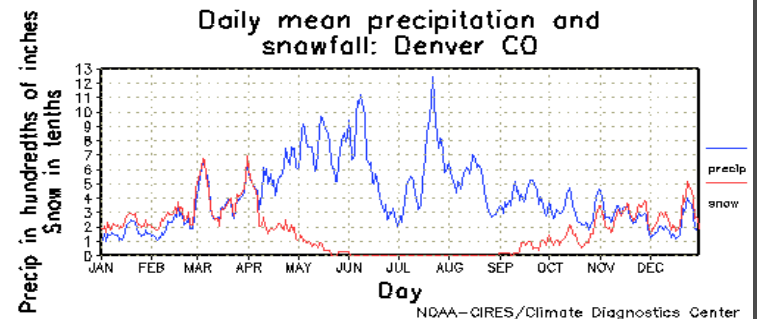
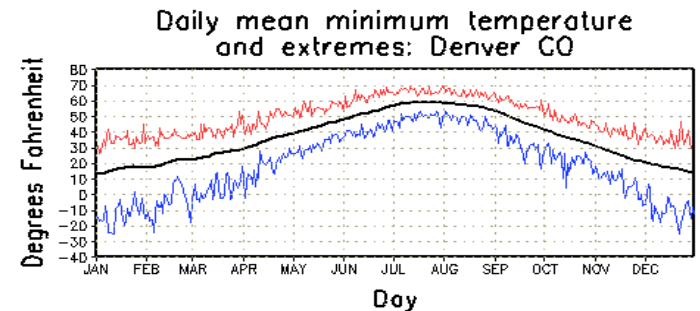
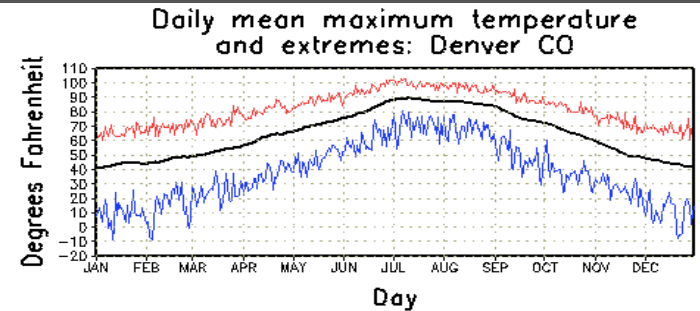
Which has the highest annual average snowfall?

- Minneapolis
- Annual Average Snowfall
- 56.0 inches



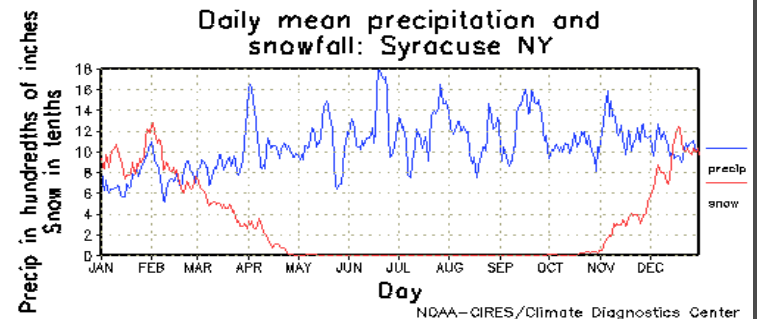
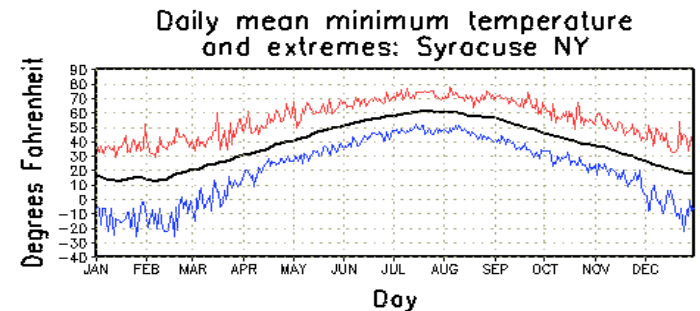
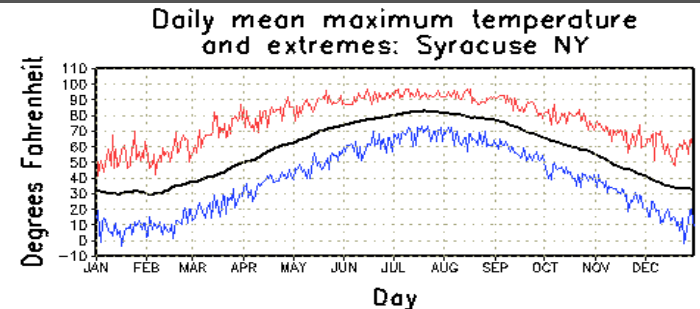
Which has the highest annual average snowfall?

- Denver
- Annual Average Snowfall
- 60.4 inches



Which has the highest annual average snowfall?

- Syracuse
- Annual Average Snowfall
- 110.1 inches



Why do you think Syracuse has the highest annual average snowfall?

New Rain Jacket

- A Scientist has invented a new rain-proof leather jacket. The marketing firm is looking for a rainy place to sell this new jacket.
- A. [New Orleans, Louisiana](#)
- B. [Augusta, Maine](#)
- C. [Portland, Oregon](#)

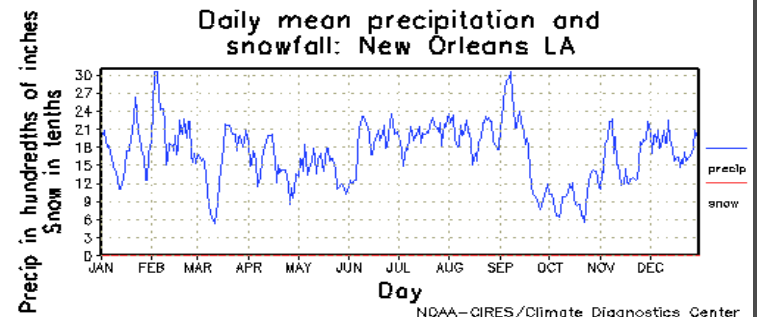
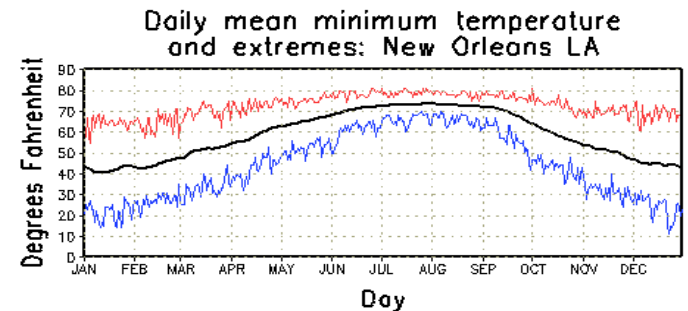
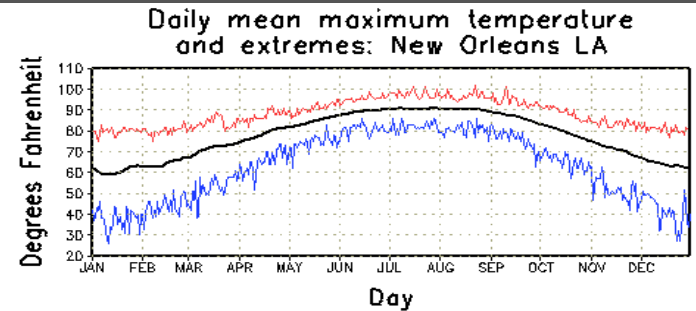


Variable:

Highest Annual Average Precipitation

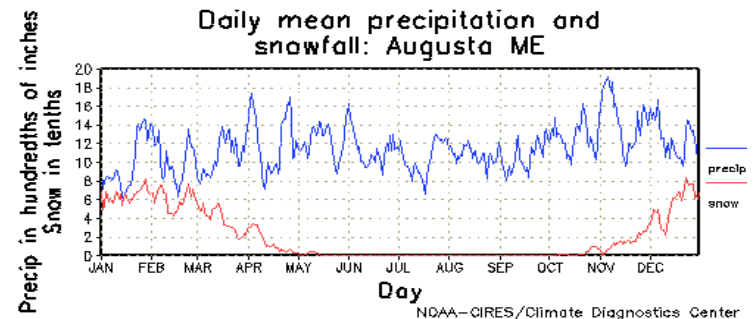
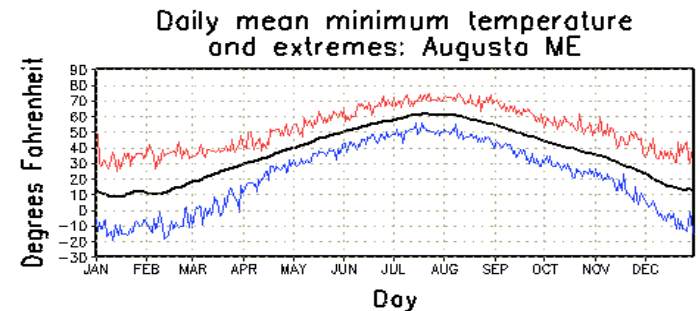
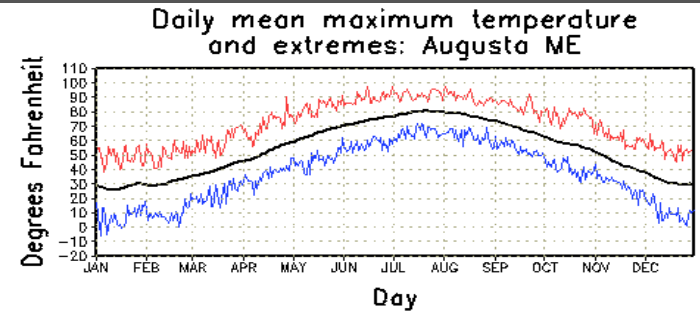
Which has the highest annual average precipitation?

- New Orleans
- Annual Average Precipitation: 62.2 inches



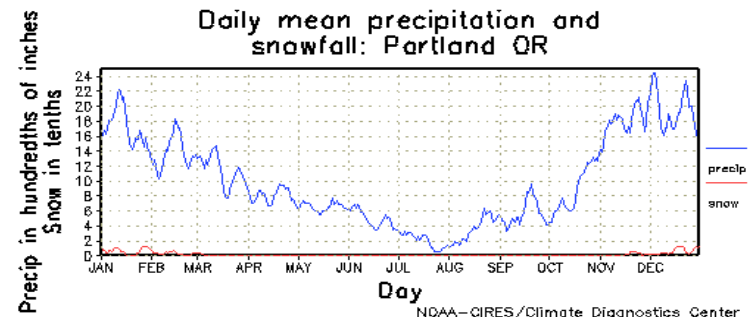
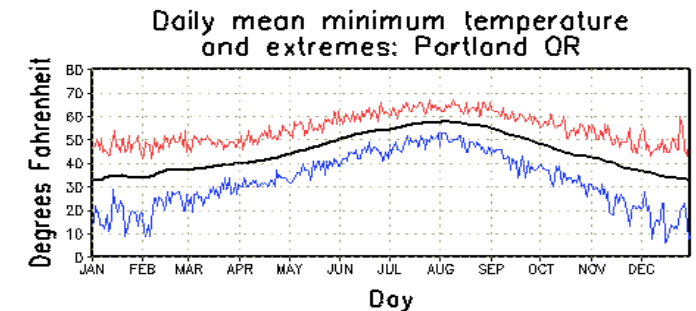
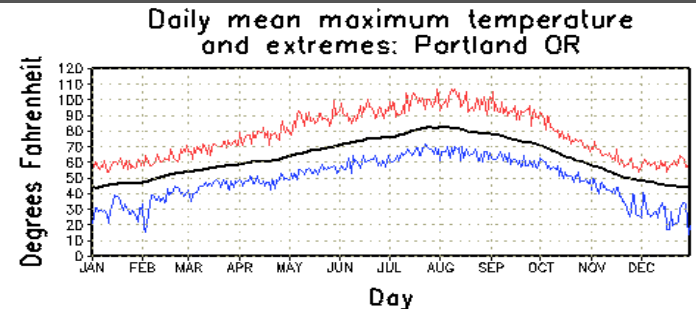
Which has the highest annual average precipitation?

- Augusta
- Annual Average Precipitation: 42.0 inches



Which has the highest annual average precipitation?

- Portland
- Annual Average Precipitation: 36.3 inches



**Why do you think New Orleans has
the highest annual average
precipitation?**

Hot New Jacket

- A different scientist has invented a new fabric designed to give off heat on very cold days. The marketing firm is looking to sell this new jacket in a city that has a very cold winter.
- A. [Juneau, Alaska](#)
- B. [Boston, Massachusetts](#)
- C. [Cedar Rapids, Iowa](#)

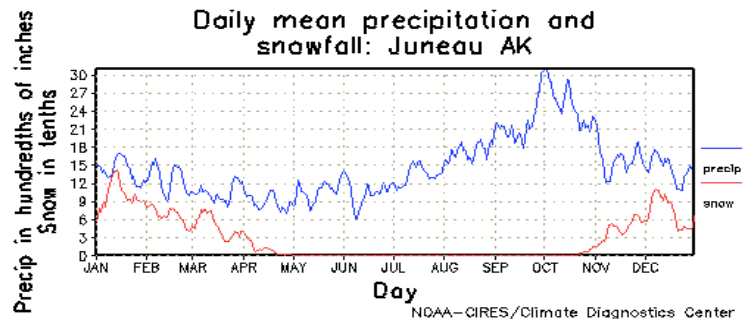
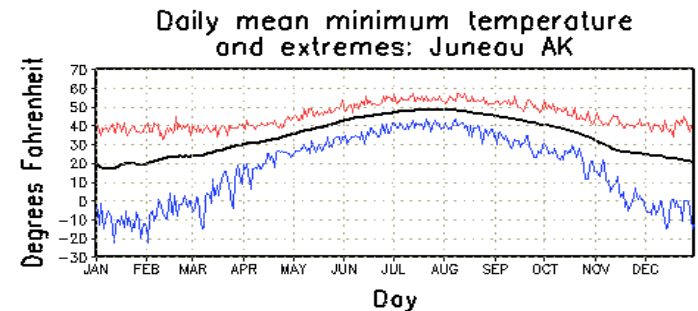
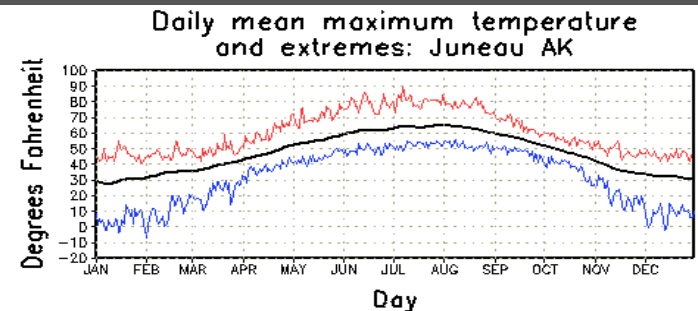


Variable:

Lowest Average January Temperature

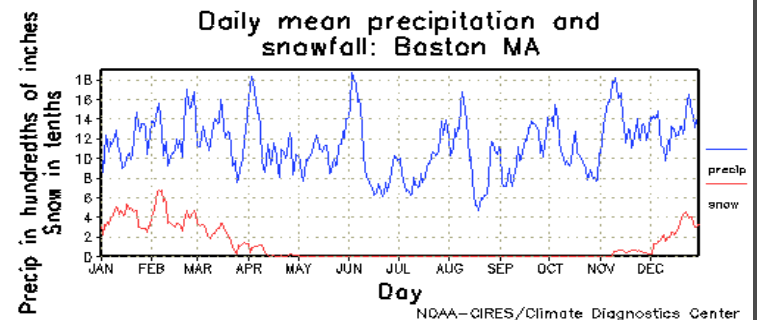
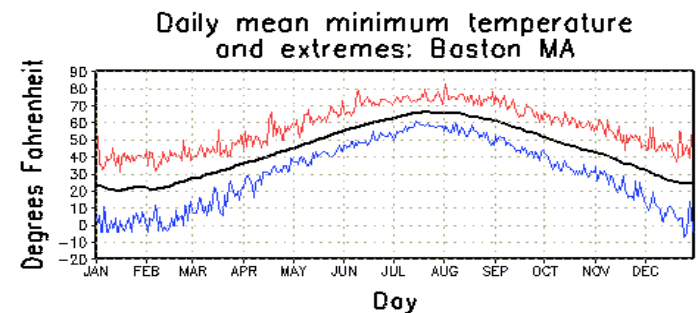
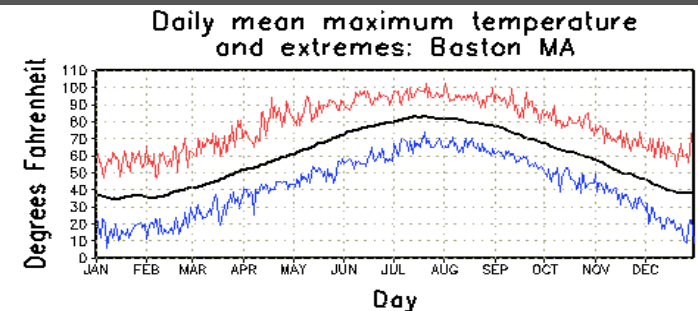
Which has the lowest average January temperature?

- Juneau
- Average January Temperature: 23.8 deg F



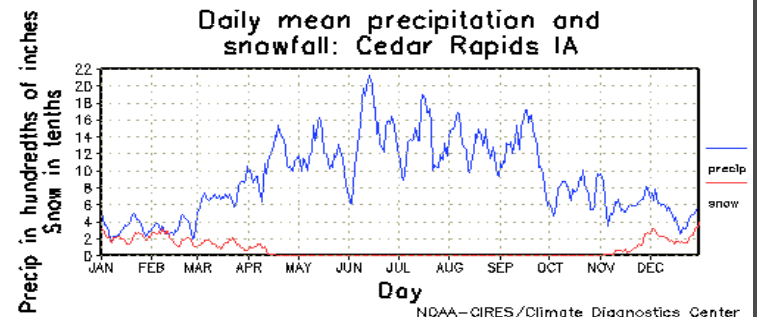
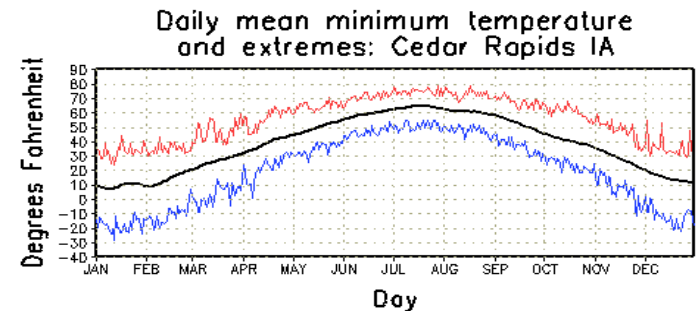
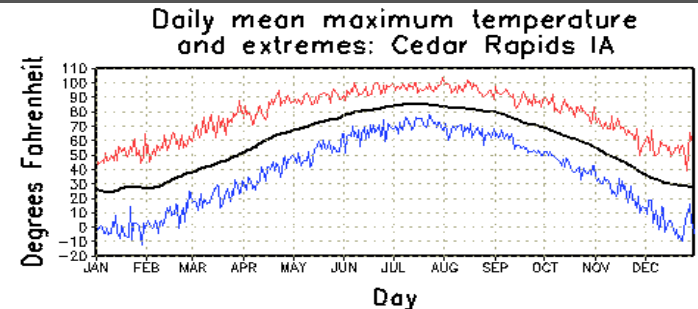
Which has the lowest average January temperature?

- Boston
- Average January Temperature:
- 28.8 deg F



Which has the lowest average January temperature?

- Cedar Rapids
- Average January Temperature:
17.6 deg F



**Why do you think Cedar Rapids has
the lowest average January
temperature?**

Keep Your Cool

- The Cool Breeze Refrigeration Division has created a new T-shirt that has its own portable air conditioner! People who wear this shirt will never be hot! The marketing firm is looking to sell this new T-shirt in a city that has a very hot summer.
- A. [Atlanta, Georgia](#)
- B. [Memphis, Tennessee](#)
- C. [Flagstaff, Arizona](#)

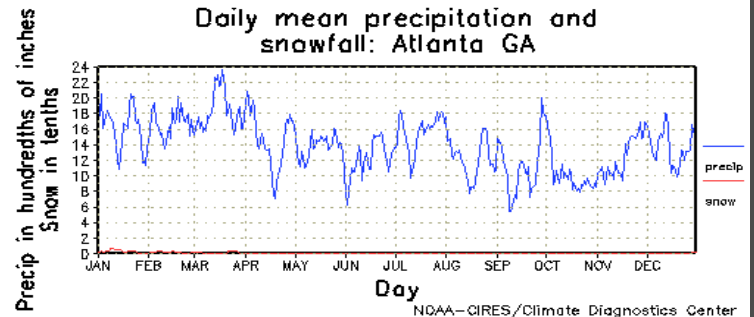
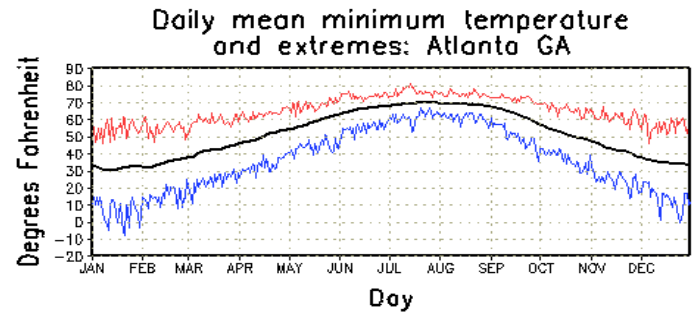
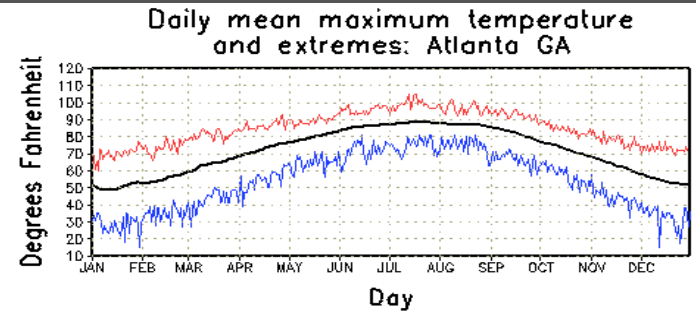


Variable:

Highest Average July Temperature

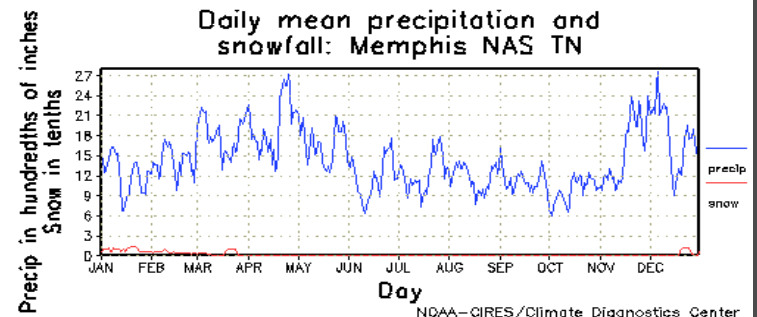
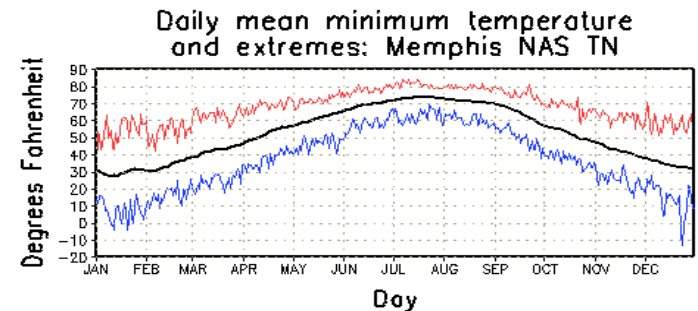
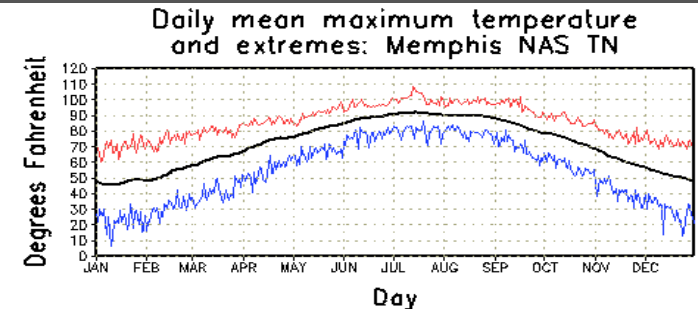
Which has the highest average July temperature?

- Atlanta
- Average July Temperature:
- 78.7 deg F



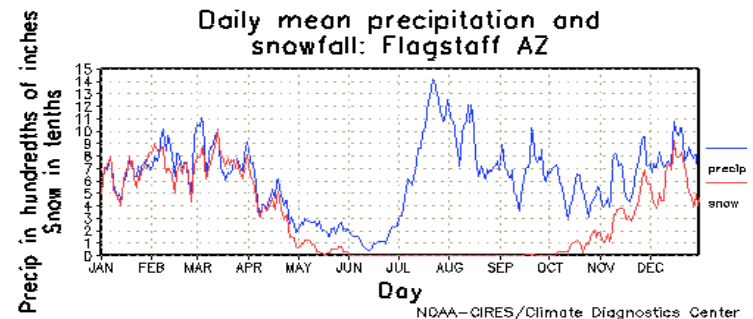
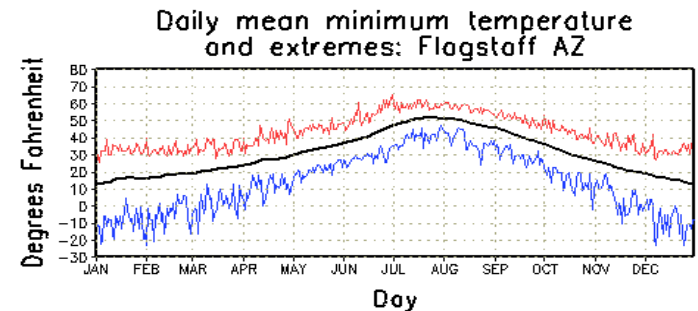
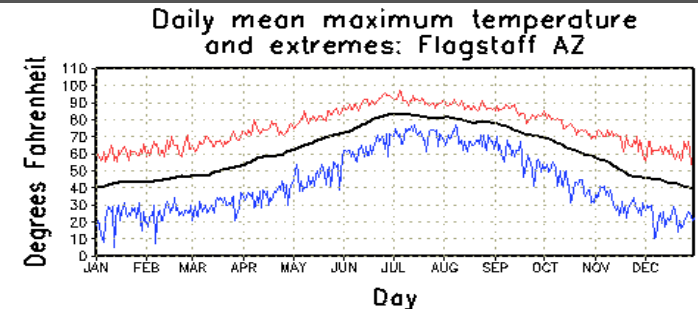
Which has the highest average July temperature?

- Memphis
- Average July Temperature:
82.3 deg F



Which has the highest average July temperature?

- Flagstaff
- Average July Temperature:
66.3 deg F



Why do you think Memphis has the highest average July temperature?

Factors That Impact Local Climates

- Global Atmospheric and Ocean Circulations
- Elevation
- Latitude
- Topography
- Geography (e.g. distance from mountains or water)
- Land Cover (ocean, ice, vegetation, buildings)