Mutual Benefits to the Insurance Industry and Weather Enterprise

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Technology rapidly evolved in the ‘90s...

Emergency Managers went from few and expensive options for getting weather information to increasing access to more sophisticated systems.

But there were no baselines.

Community Resource Priorities

Emergency Managers who know what to do but can’t execute because of limited resources.

Emergency Managers well funded but lack focus.

Natural Disaster Survey Report

Palm Sunday Outbreak – 1994

“The Goshen United Methodist Church did not receive the NWS tornado warning.”

The Baseline

- 24-hour Warning Point
- Emergency Operations Center
- Multiple Ways to Receive Warnings
- Multiple Ways to Alert the Public
- Preparedness Efforts
- Planning

*Actual numbers based on population.
StormReady Recognition
Stats on 29 January 2015
- 2280 Communities
- 49 States
- Puerto Rico
- Guam
- American Samoa
- Osan U.S. Air Base – South Korea
- U.S. Army Camp Humphreys – South Korea
- Yokota Air Base – Japan
- Lajes Air Base - Portugal
- 154 Universities
- 17 Indian Nations

StormReady Supporters

StormReady and the National Flood Insurance Program
Flood Warning and Response - Max of 395 points 25 from StormReady

May 25, 1955
EF-5 Tornado
20 Dead
280 Injured

City of Blackwell
1955 – 2011

Not much had changed . . .

Communication with our Local NWS Forecast Office affected our residents!
Building a Weather-Ready Nation

The Process of becoming StormReady

Local Schools Had Weather Radios But . . .

Multiple Ways to Alert our Residents

Preparedness Efforts

City of Blackwell Since 2012

What Changed?

Blackwell Schools Still Needed Weather Radios!

What Changed?
Building a Weather-Ready Nation
City of Blackwell
Since 2012
What Changed?
- Public Preparedness!
- Safety talks
- Utility Bills
- Newspaper Articles
- Public Events

Building a Weather-Ready Nation
City of Blackwell
Since 2012
What Changed?
Blackwell Storm Spotters added 4 new photos.
December 28, 2014 ·
Verrryyyy Codd weather is on the way!
Mondays Weather is going to be great, take advantage of it!
Images below from the US National Weather Service Norman Oklahoma
pretty much tell the story! The way it looks now, according to NWS forecasts, starting late Monday night a dusting of snow is possible but the real story is the temperatures! Tuesday highs in the low to mid 20's, wind-chills in the single digits all day on Tuesday thru Thursday afternoon. lows in the teens. Chance of freezing rain shown in the images. Take Monday to get ready for it!

Building a Weather-Ready Nation
City of Blackwell
Since 2012
Continues to Evolve & Grow!

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Public Preparedness!

Insurance Industry should Partner with StormReady

- Common Claims in a specific area
- How could damage be prevented
- Contact the Emergency Manager

Loss Prevention!!