

IS YOUR ORGANIZATION

PREPARED FOR HURRICANES?

When a hurricane is poised to strike is the worst time to discover gaps in existing preparedness plans, or that they aren't accessible due to adverse local conditions such as power outages or network failures.



With Regroup Mass Notification, your organization can enhance emergency communications, maintain operational continuity and keep people safe should the worst arrive.

AUTOMATE THE ALERTING PROCESS

Regroup's system allows you to automate the alerting process through QuickPost Templates and other pre-programmed features.

This will accelerate message delivery and reduce the margin for human error to ensure life-saving alerts are not delayed, inaccurate or incomplete.

UNIFY YOUR MASS COMMUNICATIONS TECHNOLOGY

When a hurricane is poised to strike, personnel won't have time to manually push critical alerts to all mass communication technologies being leveraged. Regroup's Open API and many pre-configured integration options enable critical alerts to be sent simultaneously to all communication channels including mobile phones, landlines, email, social media, digital signage, PA systems, sirens, and more.

THE 2022-23 HURRICANE SEASON

Dangerous and very active Atlantic hurricane season 2023 expected from **June 1 - Nov 30**

14 Named Tropical Storms in 2022 including:

8 Hurricanes **2** Major Hurricanes

15%

North Atlantic hurricane activity in 2023 will expect to be 15% below the 1991- 2020 norm.

*According to Tropical Storm Risk (TSR)

Historically, the most hurricane-battered states are

FLORIDA, TEXAS & LOUISIANA

However, Hurricane Ian was the third costliest hurricane on record, so organizations across the eastern seaboard should take steps to be better prepared.

LEVERAGE FEDERAL ALERTING TECHNOLOGY

Regroup allows your organization to receive and send notifications from federal alert systems including FEMA's Integrated Public Alert Warning System (IPAWS), the National Weather Service (NWS) and the National Oceanic and Atmospheric Administration (NOAA). When combined with automated messaging functionality, warnings, storm updates, emergency alerts and the final all-clear messages can be automatically broadcasted to your recipients through multiple communication channels.

REACH RECIPIENTS IN SPECIFIC LOCATIONS WITH GEO-TARGETED MESSAGING

Only Regroup's GeoFence messaging empowers you to alert your recipients with specific messages when they are located inside or outside of specified areas on a map. Simply draw the location you want to target and, you can easily define pre-programmed entry, exit and in-area messages to be sent to recipients.

INSULATE AGAINST LOCAL INFRASTRUCTURE FAILURES

The free mobile app from Regroup allows your recipients to receive messages via push notification in addition to SMS. Push notifications use satellite-based technology to communicate to mobile devices, so alerts are delivered even in severe weather and when cell towers and local networks fail.

INCREASE SITUATIONAL INTELLIGENCE WITH ENHANCED REPLIES

Regroup's enhanced replies is an excellent tool during critical events like hurricanes. When you ask for status updates or request responses, recipients have multiple ways to respond quickly and easily from wherever they are. Use this standard Regroup feature to determine the status of employees, gather on-scene reports and confirm the availability of critical personnel.

FACILITATE ON-THE-FLY COLLABORATION

A secure mobile app like Regroup's provides encrypted push notification technology, allowing geographically dispersed response teams to communicate and collaborate during adverse local conditions. Keep the lines of communication open – even during widespread power outages and when cellular networks are out of service or overloaded.

HURRICANE KATRINA

(2005, \$191.3B*)
IS THE COSTLIEST
STORM ON RECORD

Hurricane Harvey
(2017, \$152.5B*)

Hurricane Ian
(2022, \$114.0B*)

Hurricane Maria
(2017, \$109.8B*)

Hurricane Sandy
(2012, \$84.6B*)

*values based on the 2023
Consumer Price Index adjusted cost

HURRICANE PREPAREDNESS CHECKLIST

Use the checklist below to plan your organization's response to a hurricane.

EVALUATE YOUR RISKS AND ORGANIZE KEY INFORMATION:

- Organize the names and contact information for all individuals you would need to communicate with if a hurricane strikes your area. Make sure this list is available to multiple people.
- Designate people for emergency response teams, including crisis communications, business continuity and disaster recovery personnel within your organization.
- In advance of a hurricane, clearly communicate operational plans for different scenarios with staff or other members of your organization.
- Review evacuation procedures, including maps that show evacuation routes.
- Know where to find your site and building plans.
- Write out processes for assessing damage, along with information for contractors that might be needed following a hurricane strike.
- Detail how you will communicate with management, employees, external stakeholders and the media during and following an event.
- Evaluate your data security and accessibility. Is key information stored on an off-site server that can be accessed remotely by multiple team members and from multiple locations.

TEST AND PRACTICE YOUR EMERGENCY PREPAREDNESS PLAN:

- Evaluate and practice your emergency preparedness plan at least once a year.
- Involve all internal and external response teams, including applicable public safety officials, in preparedness drills.
- Utilize a notification system, like Regroup Mass Notification, to communicate with teams and simulate established emergency communication protocols.
- Test alarm systems and sirens that will be utilized during an event.
- Ensure members of emergency response and/or business continuity teams can be alerted to respond at any hour of the day or night.

USE AN EMERGENCY NOTIFICATION SYSTEM TO INCREASE AWARENESS AND HURRICANE PREPAREDNESS:

- Create hurricane-specific message templates that can be deployed quickly if they're ever needed.
- Schedule preparedness messages to be sent at regular intervals.
- Transmit preparedness resources and notices about scheduled drills.
- Ask your employees and other contacts to verify their contact information and preferred methods of communication.
- Train your recipients, including response team members, how to respond to messages during an actual event.

Remind team leaders and other key personnel to review and update their departmental preparedness plans as needed.

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