

SIGNAL'S WINTER WEATHER PLAYBOOK

Prepare, Respond, Recover

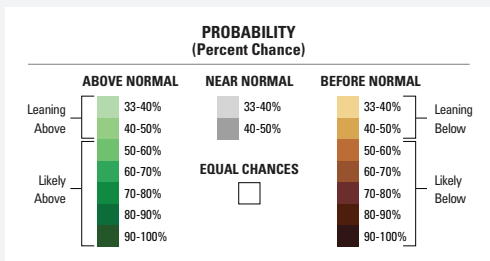
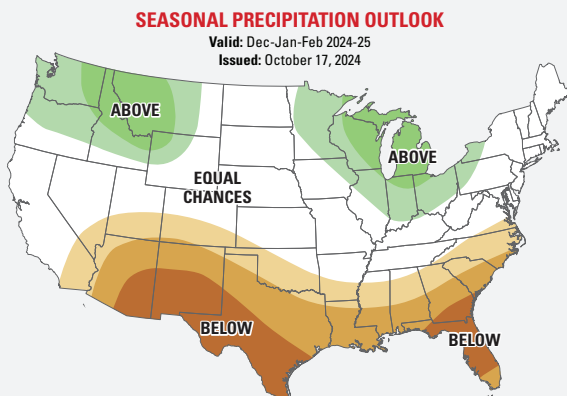


At Signal Restoration Services, we understand the stakes when winter storms hit. For commercial properties, the damage from snow, ice, and freezing rain can quickly escalate, leaving businesses scrambling to recover. We're honored to help organizations across industries to keep their properties protected and operational throughout the harsh winter months.

A well-thought-out winter storm response plan isn't just a recommendation—it's a necessity. By taking the necessary steps to prepare, businesses can mitigate risks, protect assets, and recover quickly from winter weather impacts.

WINTER WEATHER OUTLOOK: 2024-2025 SEASON

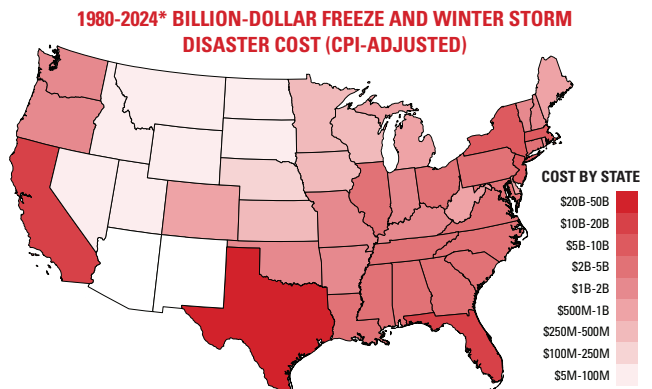
The 2024-2025 season is shaping up to be potentially brutal, with meteorologists expecting frequent freezing temperatures and heavy precipitation across much of the Great Lakes States, northern and western Alaska, the Pacific Northwest and across the norther tier of the U.S. The southern plains are going to see persistent and worsening drought conditions.



Risks for Businesses Without a Winter Storm Plan

Businesses in the U.S. face billions in damages due to winter storms annually, and the numbers are only growing. Without a winter storm preparedness plan, businesses face substantial risks, including:

- **Financial Impact:** Property damage, costly repairs, and prolonged business downtime.
- **Safety Hazards:** Increased risk of injury to employees and customers due to icy conditions and structural hazards.
- **Insurance Challenges:** Lack of preparation can complicate insurance claims, delaying compensation and recovery efforts.



Total cost of all winter storm and freeze events across the U.S. from 1980-2024 is \$100B-200B

*NOAA National Centers for Environmental Information (NCEI) U.S. Billion-Dollar Weather and Climate

A proactive approach helps businesses avoid these risks and ensures continuity during severe weather events.





Understanding Winter Storm Classifications

Understanding winter weather and assigned classifications empowers businesses to anticipate specific risks and implement appropriate countermeasures.

COMMON WINTER STORMS

- **Blizzards:** Hazardous winter storms characterized by strong winds and blowing snow, leading to extremely low visibility. Although they're often accompanied by heavy snowfall and freezing temperatures, these conditions are not always necessary. In some cases, strong winds can lift existing snow from the ground, causing a ground blizzard.
- **Ice Storms:** Occurs when at least 0.25 inches of ice accumulates on exposed surfaces. These storms create dangerous conditions for driving and walking, and the weight of the ice can cause tree branches and powerlines to break.
- **Snow Squalls:** Sudden snowfalls with strong wind gusts, leading to accidents and disruptions. They're commonly associated with the Great Lakes region.
- **Lake Effect Storms:** Not caused by low-pressure systems. Instead, they occur when a cold, dry air mass moves over the Great Lakes, absorbing moisture from the water. This moisture-laden air then releases the water as snow, typically affecting areas to the south and east of the lakes. Heavy localized snow caused by cold air passing over warmer water.

Categories of Winter Precipitation



SNOW

Snow Flurries: Light snow with minimal to no accumulation.

Snow Showers: Snowfall of varying intensity with potential for some accumulation.

Snow Squalls: Intense bursts of snow with gusty winds.

Blowing Snow: Wind-driven snow that reduces visibility and causes substantial drifting.

Blizzards: Severe conditions with winds over 35 mph, snow, and blowing snow, reducing visibility to 1/4 mile or less.



SLEET

Partially melted snowflakes as they pass through a thin layer of warm air and refreeze as they descend through a thick layer of freezing air near the ground.



FREEZING RAIN

Rain that freezes upon contact with surfaces at or below 0°C, creating a layer of ice on roads, trees, power lines, and other objects. Accumulation of freezing rain over several hours is classified as an ice storm.

Watches and Warnings

Your local National Weather Service office issues Winter Weather Advisories, Watches, and Warnings based on specific local conditions



WINTER WEATHER ADVISORY

Snow, blowing snow, ice, sleet, or a mix is anticipated, but the conditions aren't expected to be severe enough to meet the criteria for a "Warning." Prepare for potential winter driving challenges and exercise caution on the roads.



WINTER STORM WATCHES

Issued when conditions are likely to support a major winter storm. This may include heavy snow, significant sleet, ice storms, blowing snow, or a combination of these severe weather events.



WINTER STORM WARNINGS

Issued for substantial winter weather, including snow, ice, sleet, blowing snow, or a mixture.



What to Expect as a Signal OnCall Preferred Customer

If you turn to Signal before the storm, our team will work with you to assess your building structure, make recommendations for storm resilience, and develop a plan to restore your facility after the storm to reduce downtime. Signal will do all of this at no cost for our preferred customers.

When the threat of a storm is forecasted in your area, Signal will stage resources just outside of the impact area and remain in close contact with you to monitor the storm and address potential needs. Our team's commitment to customer service is second-to-none. With over 50 years of experience, our knowledge and understanding of preparedness, mitigation, response, and recovery, make Signal key to any storm response plan.

Signal's Storm Damage Mitigation Process

Once the winds die down, Signal's team will assess the damage and begin implementing the pre-storm restoration plan to:

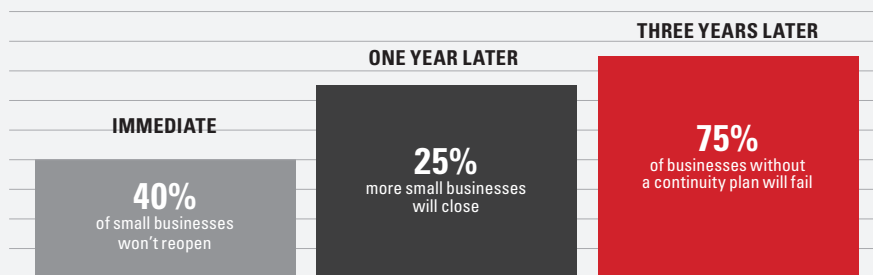
1. Mitigate safety hazards (utilities, flooding, structural damage).
2. Assess structural damage to buildings or damaged foundations.
3. Identify impaired fire protection equipment and alarms.
4. Create safe access to continue critical operations.
5. Remove storm debris.
6. Assess and prioritize damaged contents to determine what can be salvaged.
7. Catalog and photograph and/or videotape any damage.
8. Help you to meet your insurance goals to get the needed repairs.
9. Fully restore your facility to its full operations.

Our expertise, advanced technology, and focus on communication ensure a quick turnaround, minimizing downtime for businesses.

Risk Assessment is Fundamental

With our team of emergency preparedness experts, Signal can help your company evaluate the risk to your facility, inventory, supply chain, and employees. Completing the risk assessment and implementing our recommended mitigation strategies before a storm will place your business in a better place to resume operations while reducing downtime. Recovery matters, and time is not your friend. Without a strategy and storm damage left unrestored, your business loss increases. You don't want to be part of the 40% of businesses that close after a disaster and never reopen.

NATURAL DISASTER IMPACT



Source: 2014 data from the Federal Emergency Management Agency (FEMA) and US Department of Labor

FEMA RISK ASSESSMENT RECOMMENDATIONS

The Federal Emergency Management Agency (FEMA) recommends a Risk Assessment, of any hazard, should include profiling of the hazard, or the probability, through current or historical data of storms in your area; inventorying your assets; and estimating the economic and infrastructure loss.

One key area to a risk assessment should be evaluating your insurance, including the National Flood Insurance Program (NFIP). The NFIP has several areas of coverage for flood damage to a business that businesses must understand prior to any storm. Insurance policies are not a one-size-fits-all, and Signal has experts to assist in understanding your loss potential and limits of your insurance to coverage of loss or interruption.

Call Signal to prepare your business for the 2025 winter storm season: (800) 533-9898.





Insurance Collaboration and Claims Support

We know that navigating insurance claims during a crisis can be overwhelming. Signal works directly with insurance providers to streamline the claims process.

- **Detailed Documentation:** Experts ensure your claims are complete and compliant.
- **Accurate Assessments:** Accurate claims reduce the chances of delayed or denied payouts.
- **Collaboration:** Partnering with insurers to simplify approvals and reduce delays.

Safety Practices at Signal Restoration Services

At Signal, safety isn't just a priority—it's a promise. Recognized for our industry-leading safety record, we're committed to protecting our clients, employees, and partners during every restoration project.

SIGNAL SAFETY BY THE NUMBERS:

0

Zero recordable injuries and first aid cases in Q3 2024.

10

10 consecutive injury-free quarters (last in January 2022).

.79%

EMR Rate .79% (21% better than the average in restoration).

Our strong Environmental Health and Safety (EHS) performance ensures safe, efficient storm responses, reducing risks for clients and positively impacting insurance considerations.

Take Action to Protect Your Business

A proactive winter storm response plan is essential for protecting businesses, minimizing damage, and ensuring a swift recovery. Signal Restoration Services stands ready to help businesses prepare, respond, and recover with expertise, reliability, and a proven track

**Take action today and protect your business from winter storms.
Download the Winter Storm Preparedness and Response Checklist
and contact Signal to get a free, personalized disaster plan.**

DOWNLOAD WINTER
STORM CHECKLIST

CONTACT SIGNAL

Signal is OnCall 24 | 7 | 365

Emergency Response Hotline: (800) 533-9898