



LEWISVILLE

Deep Roots. Broad Wings. Bright Future.

BE WEATHER AWARE

No ONE warning tool works in every weather situation

WARNING TOOL	INTENDED AUDIENCE	PROS	CONS
OUTDOOR WARNING SYSTEM SIRENS	Primarily intended for those outdoors and within sound range	<ul style="list-style-type: none"> * Efficient * Common knowledge that siren sound means dangerous weather conditions 	<ul style="list-style-type: none"> * May not reach those indoors * Requires manual activation
REVERSE PHONE NOTIFICATION SYSTEM	Specific public at risk of a specific threat	<ul style="list-style-type: none"> * Can geo-target areas at risk * Some systems allow for automated alerts and user customization 	<ul style="list-style-type: none"> * System only as good as contact data * Requires self-registration of mobile phones * Call concurrency limitations
TELEVISION	Those who are indoors and have their televisions turned on and tuned to a local station	<ul style="list-style-type: none"> * Specific and actionable information * Real-time reporting * Combo of audio and visual 	<ul style="list-style-type: none"> * Requires viewing of local TV * Some may have internet or satellite programming * Does not wake you up
SOCIAL MEDIA	Those who are active on social media and monitor official sources	<ul style="list-style-type: none"> * Real-time information * Provides ability to “fact seek” to establish trust in warning 	<ul style="list-style-type: none"> * Not everyone uses social media * Susceptible to input from unofficial sources
WEATHER RADIO	Everyone indoors who has a properly setup and maintained radio	<ul style="list-style-type: none"> * Automatic * Wakes you up at nights 	<ul style="list-style-type: none"> * Cost to user * User setup required * Potential power loss and weak radio signal issues
PHONE APPS	Those with cell phones	<ul style="list-style-type: none"> * Actionable information * Could wake you up with push notifications * Free options available 	<ul style="list-style-type: none"> * Not everyone has smart phone * Requires download / setup * Susceptible to malfunction
WIRELESS EMERGENCY ALERTS	Those with WEA-capable and enabled mobile phones	<ul style="list-style-type: none"> * Automatic * No setup required * Wakes you up at night 	<ul style="list-style-type: none"> * Not every smart phone is WEA-capable * Not as geographically targeted

It's important to have MULTIPLE ways to receive weather warnings