FOR IMMEDIATE RELEASE: 10/6/23

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WITT O'BRIEN'S PARTNERS WITH LADRIS TECHNOLOGIES AND STREETLIGHT DATA FOR BROAD INNOVATIONS TO EMERGENCY RESPONSE PLANNING

Collaboration offers strategic support as California counties overhaul evacuation plans

HOUSTON, TX - Witt O'Brien's is partnering with Ladris Technologies, a leading provider in evacuation modeling software, and Streetlight, a pioneer in traffic mobility data, to deliver comprehensive evacuation strategy solutions for the safety of California citizens.

Ladris Technologies' software allows emergency managers, fire departments, law enforcement agencies, and other public sector officials to simulate detailed population responses to all-risk emergencies, including evacuation routes and timeframes, before and during any possible evacuation scenario.

Streetlight provides a cloud-based self-serve platform for transportation agencies to easily generate comprehensive mobility metrics, analyze traffic patterns between zones of interest, and identify on-demand solutions to complex transportation problems.

"We have a pivotal opportunity to provide a critical suite of complementary services," said Scott Stoermer, Managing Director of Readiness & Response at Witt O'Brien's. "Like the rest of the nation, California faces environmental emergencies of increasing frequency and complexity. With the expertise of the nation's best response planners at Witt O'Brien's, empowered by Ladris' evacuation modeling software and Streetlight's historic data of multi-mode traffic patterns," Stoermer continued, "we can deliver streamlined solutions for emergency response planning at a time when officials and citizens need this kind of innovative support more than ever before."

Under new mandates of the California Assembly Bill 747 and the California Senate Bill 99, each of the state's counties must revise the evacuation section of their local hazard mitigation plan to ensure optimal capacity, safety, and viability under a range of emergency scenarios. Witt O'Brien's partnerships with Ladris and Streetlight could be an essential resource for government officials in California who look to be maximally strategic and efficient in completing these major revisions.

"Ladris' mission is to give the power of artificial intelligence directly to the people in charge of response planning and public education for evacuation scenarios," said Leo Zlimen, CEO of Ladris. "Our partnership with Witt O'Brien's, combined with Streelight's data processing capabilities, will enable emergency managers and other officials to plan with greater efficiency and detail, which will give them more time and stronger evidence to prepare their communities for any potential evacuation scenario."

About Witt O'Brien's
Witt O'Briens is a global emergency management and resilience solutions leader trusted by over 1,500 organizations worldwide, including government agencies and Fortune 100 companies. Disaster response, hazard mitigation, and planning are core service offerings, and their expertise in risk assessment—combined with their stewardship of hazard mitigation funding—enables the communities they work with to implement quality mitigation and planning solutions that reduce disaster impacts.

About Ladris Technologies
Ladris AI is a leading provider of artificial intelligence models that forecast the impacts of man-made and climate-driven disasters on infrastructure and population for use by governments and enterprises. Ladris AI enables users to create dynamic evacuation simulations before, during, and after emergency events with quantified evacuation times and traffic congestion conditions, allowing users to analyze "what-if" scenarios that show how specific changes may impact readiness, response plans, and operations.

About Streetlight
StreetLight pioneered the use of Big Data analytics to shed light on how people, goods, and services move—empowering smarter, data-driven transportation decisions. The company applies proprietary machine-learning algorithms and its vast data processing resources to provide innovative digital solutions to help communities reduce congestion, improve safe and equitable transportation, and maximize the positive impact of infrastructure investment.