

CIERA – Enhancing Earthquake Response for California Insurers and Policyholders

The California Insurance Emergency Response Association (CIERA) will be incorporated in the State of California and is seeking 501 (c) (6) status as a non-profit industry-benefit corporation. Members will represent insurers, reinsurers, claim adjusters, and engineering and catastrophe response professionals and organizations. CIERA’s mission will be to provide the California property and casualty insurance industry with a multitude of resources and support, in order to enhance its effectiveness in fulfilling policyholder commitments following catastrophic disasters, particularly major earthquakes. CIERA will operate in compliance with the antitrust and competition laws of the State of California and the United States.

To accomplish its mission, CIERA will utilize a wealth of specialized industry expertise to provide an array of catastrophe response services to its members and the industry at large through a transparent and unified approach.

CIERA-managed solutions will be designed and executed to enhance the industry’s capabilities in catastrophe response.

HISTORY

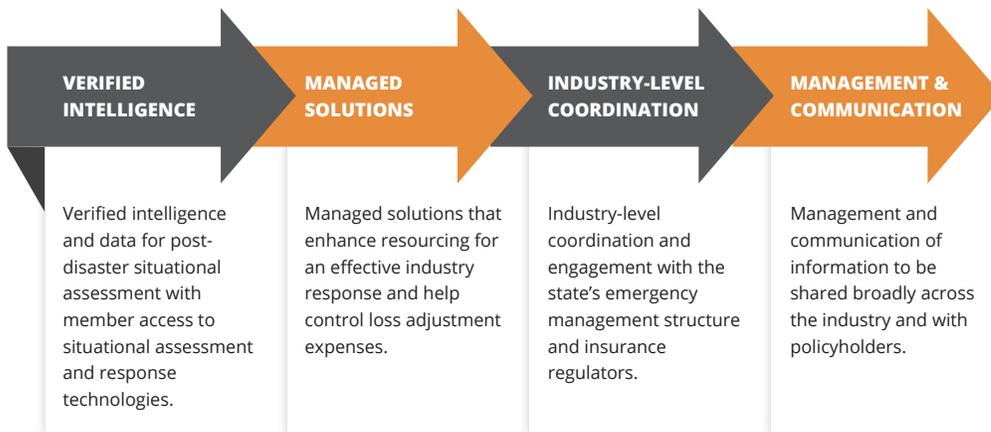
CIERA began as an ad hoc insurance industry initiative, called the Natural Catastrophe (Nat Cat) Planning Group, following the 2011 earthquakes in New Zealand and Japan. Insurance claims and catastrophe executives began studying catastrophe loss scenarios around the world and selected California earthquake risk as the focal point for further study and potential pre-disaster, industry-wide response planning. They invited the California Earthquake Authority (CEA) to join in the fall of 2016. CEA participating insurers and other insurers, the Surplus Line Association of California, and independent claims adjusting and engineering firms have also joined the collaborative effort.

LEADERSHIP & MEMBERSHIP

CIERA’s initial leaders will be Ben McKay, Executive Director of the Surplus Line Association of California, serving as President, and Laurie Johnson, CEA Chief Catastrophe Response and Resiliency Officer, serving as Secretary/Treasurer. Other initial members of the CIERA Board of Directors will include the existing leadership team of the Nat Cat Planning Group: Gary Russell, Senior Catastrophe Claims Manager, CSAA Insurance Group; Shelley MacIntosh, National Catastrophe Manager, AAA; David Repinski, Chief Executive Officer, CRU GROUP; and Chet Davis, Insurance Education & Sales Support Director, CEA.

CIERA membership will be available to both individuals and organizations, with annual membership fees covering the basic costs of administration and pre-disaster planning. During this early phase of the organization’s formation, membership in CIERA will be paid via in-kind contributions of personnel time to attend monthly and annual meetings. When a response is triggered, members will pay for post-disaster response services through pre-agreed arrangements.

WHEN TRIGGERED, CIERA WILL OFFER:



CIERA WILL ADD BENEFITS AND ENHANCE MEMBER SERVICES OVER TIME AS NEW OPPORTUNITIES BECOME AVAILABLE AND ADDITIONAL NEEDS ARISE.

FOUNDING ORGANIZATIONS

- Auto Club of Southern California
- California Earthquake Authority
- Crawford & Company
- CRU GROUP
- CSAA Insurance Exchange
- Farmers
- Sedgwick
- Surplus Line Association of California
- Thornton Tomasetti
- United Services Automobile Association (USAA)

CATASTROPHE RESPONSE SERVICES

Initially, CIERA has identified six catastrophe response services that may be triggered, in whole or part, when a major California earthquake occurs. The scale and complexity of the catastrophe will determine which services are activated and deployed. The scale of impacts and disruption from a catastrophe will challenge even the most mature and capable organizations. These disruptions will have major resourcing, service delivery and cost implications that can impede policyholder services and overall community resilience. Having these services developed in advance will help accelerate both the decisions and opportunities for a more adept insurance industry response.



INTELLIGENCE SHARING

CIERA's emergency response site will combine situational assessment and response technologies, along with integrated and verified external intelligence sources and public information, to provide a common operating picture for the industry, without sharing insurer-specific exposure or claim assessment data. The site will emphasize decision-relevant information, maps and displays regarding the nature and extent of the disaster impacts, any cascading effects, the status of both emergency response agencies and insurance industry response efforts.



SHARED LOGISTICAL SUPPORT

CIERA's pre-disaster planning will be utilized post-disaster to help meet the industry's logistics and resource needs, such as meeting space, rental cars, hotel accommodations and temporary housing.



EMERGENCY LICENSING AND TRAINING FOR CLAIMS PROFESSIONALS

CIERA's coordinated management of virtual, immediate, post-earthquake training and licensing for new and experienced adjusters and engineers is based on curricula needs identified by catastrophe training managers and will include, but is not limited to, California Fair Claims Settlement Practices, California Earthquake Accreditation, earthquake damage assessment, and CEA and other California policy coverages, deductibles and regulations.



COORDINATED OPERATIONAL HUB

CIERA's industry operational hub will have both virtual and in-field components that support both industry response teams and policyholder needs as they evolve over time. A virtual communication hub will provide phone/web access to daily conditions of ground truth, response, and logistics for industry response teams, as well as real-time answers on the claims process in general and insurer contact information for policyholders. In-field operational hubs will provide a common location for industry response teams to meet with policyholders, hold fast-track claim sessions and public benefit town halls, and have access to meeting rooms, electricity, internet, water and sewage disposal, supply pick-up, and training as needed.



GOVERNMENT LIAISON SERVICES

CIERA will engage in industry-wide pre-planning and formalized post-disaster coordination with the state's emergency response structure and insurance regulators. Coordination efforts will both gather and disseminate disaster-specific information from these agencies, and also work with these agencies to coordinate preferential timing and location of insurance ground operations and industry information.



COORDINATED INFORMATION MANAGEMENT & COMMUNICATION

CIERA's centralized post-disaster repository of information will be curated and packaged appropriately to be shared broadly across the industry and with regulatory bodies and policyholders. It will contain disaster-specific information, with information flowing from CIERA's Intelligence Sharing service and other communication streams.