



Enhanced Engagement and Service Equity for Under Resourced and Socially Vulnerable Communities

NWS Detroit/Pontiac

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Topics

- Main Initiative
- Defining Underserved and Vulnerable Communities (UVC)
- Southeast Michigan Underserved and Vulnerable Communities
- NWS Detroit Multicultural Communities Ambassador
- Detroit Eastside Initiative Partnership



NWS UVC Main Initiative

- Reduce Social Vulnerability
 - The susceptibility of social groups to the adverse impacts of natural hazards, including disproportionate death, injury, loss, or disruption of livelihood.
- Improve Community Resilience
 - The ability of a community to prepare for anticipated natural hazards, adapt to changing conditions, and withstand and recover rapidly from disruptions.

Reduce Human Suffering



Mario Tama/Getty Images



NWS Detroit UVC Initiative – 3 Components

Provide Enhanced Services to Emergency Management/Aid Agencies/Media (Larger Groups)

- ❖ **Partner Messages/DSS Briefing Slides**
- ❖ **Dashboards**
 - Heavy Rain
 - Heat
 - Cold
- ❖ **Expanded Weather Safety Material**

Work Directly With Community Organizations/Non Profits/Media (Smaller Groups)

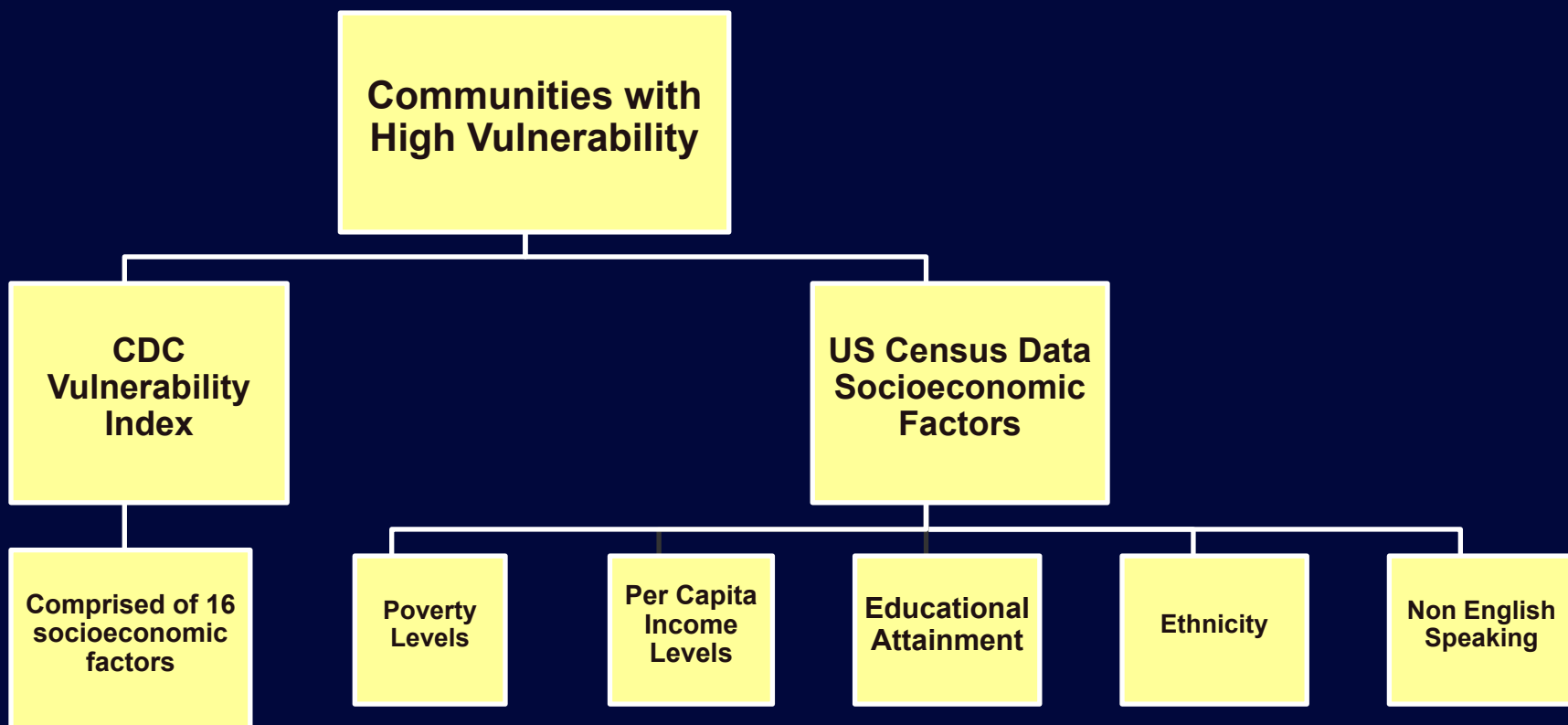
- ❖ **Urban Communities**
- ❖ **Limited English Proficiency Communities**
- ❖ **Rural Communities**

Community Engagement

- ❖ **Targeted Outreach**
 - ❖ Presentations
 - ❖ Booths
 - ❖ School Talks
 - ❖ SkyWarn
- ❖ **Community Newsletters (Detroit, Flint, Saginaw)**



Defining Underserved and Vulnerable Communities





Social Vulnerability to Hazardous Weather

Economic

- Disadvantaged (Poverty/Low Income/Lack of Transportation)
 - Urban
 - Rural
 - Native American Reservations

Housing

- None (Homeless)
- Weather Susceptible Homes
 - Located In Flood Plain
 - Mobile Home
 - Poor Heating or no Heat
 - No Air Conditioning

Health

- Underlying Conditions
- Elderly
- Infants

Communication (Equity)

- Non English Speaking or Limited English
- No Computer/Broadband
 - Rural
 - Poverty/Low income
 - Amish/Mennonite
- Deaf
- Visually Impaired
- Mental Impairment



Southeast Michigan General Statistics

Based on the 2020 Census

	Southeast Michigan	United States
Population	5,995,651	331,449,281
Persons in Poverty	13.3% 795,429	11.4% 37,785,218
Spoken Language at Home Other Than English	11.7% 703,103	21.5% 71,261,595

Common Languages Other Than English
Spanish – Throughout Se Mi (Saginaw/Flint/Pontiac/SW Detroit/Downriver/Adrian)
Arabic – Urban Areas (Dearborn/Detroit/Hamtramck/Warren/Sterling Heights/Farmington Hills)
Chinese (Ann Arbor/Canton/Northville)
Bengali (Hamtramck/Detroit)
Japanese (Novi)
Numerous European Languages (French, German, Serbian, Croatian, Albanian, Portuguese, Polish, Italian, Greek, Russian)
Numerous Other Asiatic Languages (Hmong, Vietnamese, Hindi, Urdu, Korean, Tagalog)



Southeast Michigan Vulnerable Communities

Based on the 2020 Census

- **Nearly 40 Communities (Pop > 5,000) considered to have high social vulnerability based on poverty rates and CDC SVI**
 - Extreme Social Vulnerability
 - Very High Social Vulnerability
 - High Social Vulnerability
- **Dozens of smaller rural communities/townships with high vulnerability, most located north of I-69 [Huron/Sanilac/Tuscola Counties]**





SE Michigan Vulnerable Communities

Based on the 2020 Census

Extreme

- Detroit
 - Hamtramck
 - Highland Park
 - River Rouge
 - Inkster
 - Ecorse
- Flint
 - Beecher CDP
- Saginaw
 - Buena Vista CDP
- Pontiac

Very High

- Ypsilanti
- Carrollton Township
- Melvindale
- Adrian
- Dearborn
- Mount Clemens
- Bay City
- Bridgeport CDP
- Port Huron
- Harper Woods
- Lapeer
- Dearborn Heights
- Warren
- Lincoln Park

High

- City of Wayne
- Frenchtown Township
- Bangor Township
- Hazel Park
- Flint Township
- Port Huron Township
- City of Monroe
- Burton
- Hampton Township
- Owosso
- Eastpointe
- Wyandotte
- Kimball Township
- Ann Arbor



So How Do We Reach the Underserved Communities in Our Forecast Area?



NWS Detroit Multicultural Communities (MC) Ambassador

NWS Detroit (Forecasts, Warnings, Safety Material)

MC Ambassador

MC Ambassador

MC Ambassador

Local Community Organization /non Profit

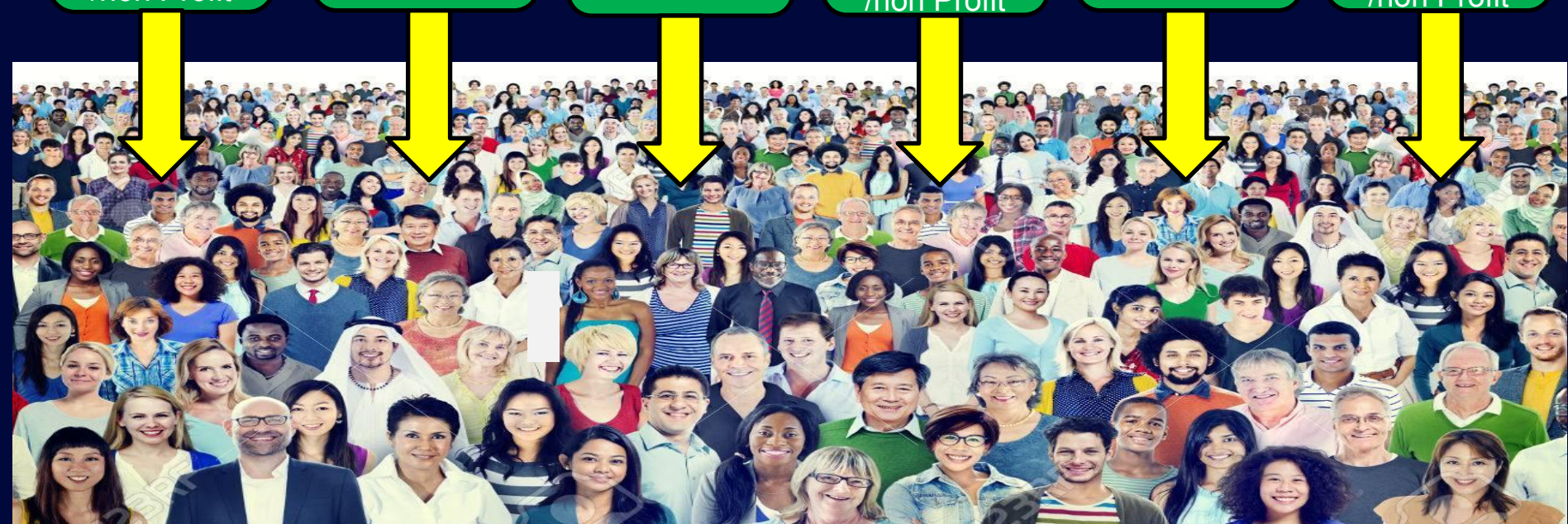
Local Place of Worship

Local Aid Agency

Local Community Organization /non Profit

Local Place of Worship

Local Community Organization /non Profit



NWS Detroit and MC Ambassador

What NWS Detroit Will Provide



Email notifications for forecast hazardous weather conditions



Safety campaign material



Notifications of web updates or other improvements/new material



Direct contact info



Assistance with outreach events (speaker/booth/hand out material)



The Role of the MC Ambassador

Keep Informed about potential high impact weather from NWS. * Encouraged to be national WRN Ambassador

Communicate high impact weather forecast information to groups who serve the vulnerable communities or to the vulnerable communities directly.

Relay to the NWS weather needs or impacts to the community.

Teach weather safety topics to the community.

The Role of the MC Ambassador

Keep Informed About High Impact Weather By Following NWS Detroit

NWS Detroit Weather Story web page
<https://www.weather.gov/dtx/>
<https://www.weather.gov/dtx/weatherstory>

Partner messages through email from NWS Detroit



 **NWS Detroit** @NWSDetroit · Dec 24, 2022
The storm system now well northeast of the region is still driving gusty winds across Southeast Michigan. This combined with the arctic air will maintain dangerously cold wind chills and some blowing snow today. #miwx

Cold and Windy Today
Weather Forecast Office Detroit, MI
Issued December 24, 2022 4:25 AM

Wind Chill Advisory (Wayne/Washtenaw/Lenawee/Monroe Counties)
❖ Wind chills around 20 below this morning.
❖ Afternoon highs in the teens with wind chills 10 to 20 below.
❖ West-Southwest winds 20-30 MPH sustained with gusts up to 40 MPH.

Winter Weather Advisory (Livingston/Dakland/Macomb and north)
❖ West-Southwest winds 20-30 MPH sustained with gusts up to 40 MPH.
❖ Temperatures in the teens, with wind chill zero to 15 below.
❖ Some light snow ("1" or less) and blowing snow.

Advisories are in effect through 7 PM this evening

Forecast Minimum Wind Chills Today

Location	Forecast Minimum Wind Chill
Bad Axe	-5
Saginaw	-6
Flint	-11
Pontiac	-11
Howell	-14
Ann Arbor	-15
Detroit	-15
Monroe	-21
Adrian	-22

Some Roads Remain Snow Covered and icy
Dangerously Cold Wind Chills
Blowing Snow
Gusty Winds

NWSDetroit weather.gov/dtx

Emergency Alerts

Emergency alert: Severe Aug 2, 5:06 PM


Emergency alert: Severe Aug 2, 4:47 PM

National Weather Service: SEVERE THUNDERSTORM WARNING in effect for this area until 5:30 PM CDT for DESTRUCTIVE 80 mph winds. Take shelter in a sturdy building, away from windows. Flying debris may be deadly to those caught without shelter.

OK

Emergency alert: Extreme Apr 7, 4:50 PM
GO HOME. STAY HOME. TRAVEL ONLY FOR WORK.

Child abduction (AMB... Oct 5, 2022



The Role of the MC Ambassador

Communicate high impact weather forecast information to groups who serve the community or to the community directly.

Forecast/Warning Material

(Social Media, Direct in Person Verbal Communication, Phone Call, Message Bulletin Boards, Email, etc)

Non Profit Organization/
Community Center

Community Member(s)

Media (Non English Speaking Media)

Community Member(s)

Agency that provides weather related aid

Community Member(s)

Places of worship

Community Member(s)

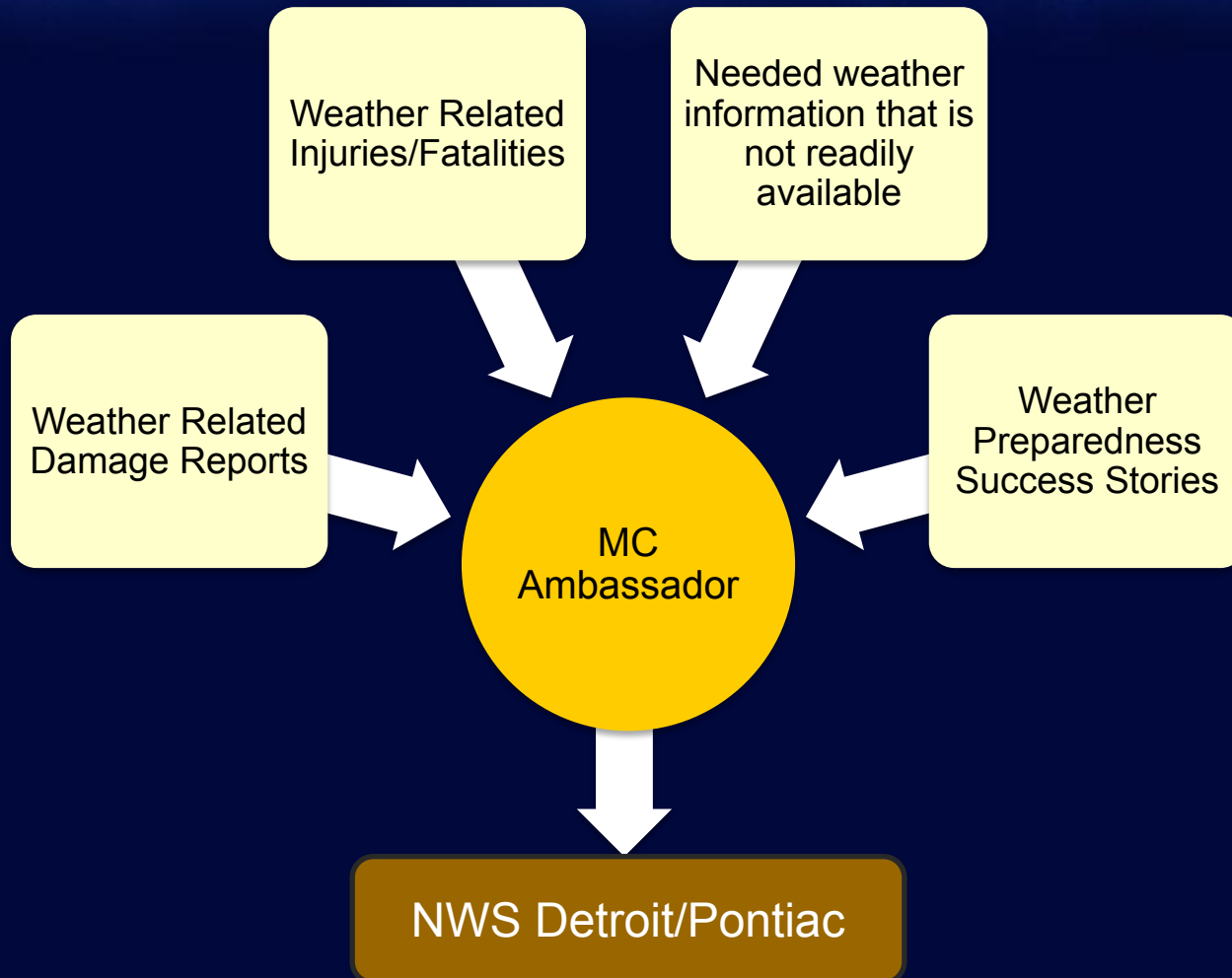
Social Media Message Boards/Groups

Community Member(s)

NOTE: The Ambassador does not need to contact every one of these groups. Just contacting one is beneficial.

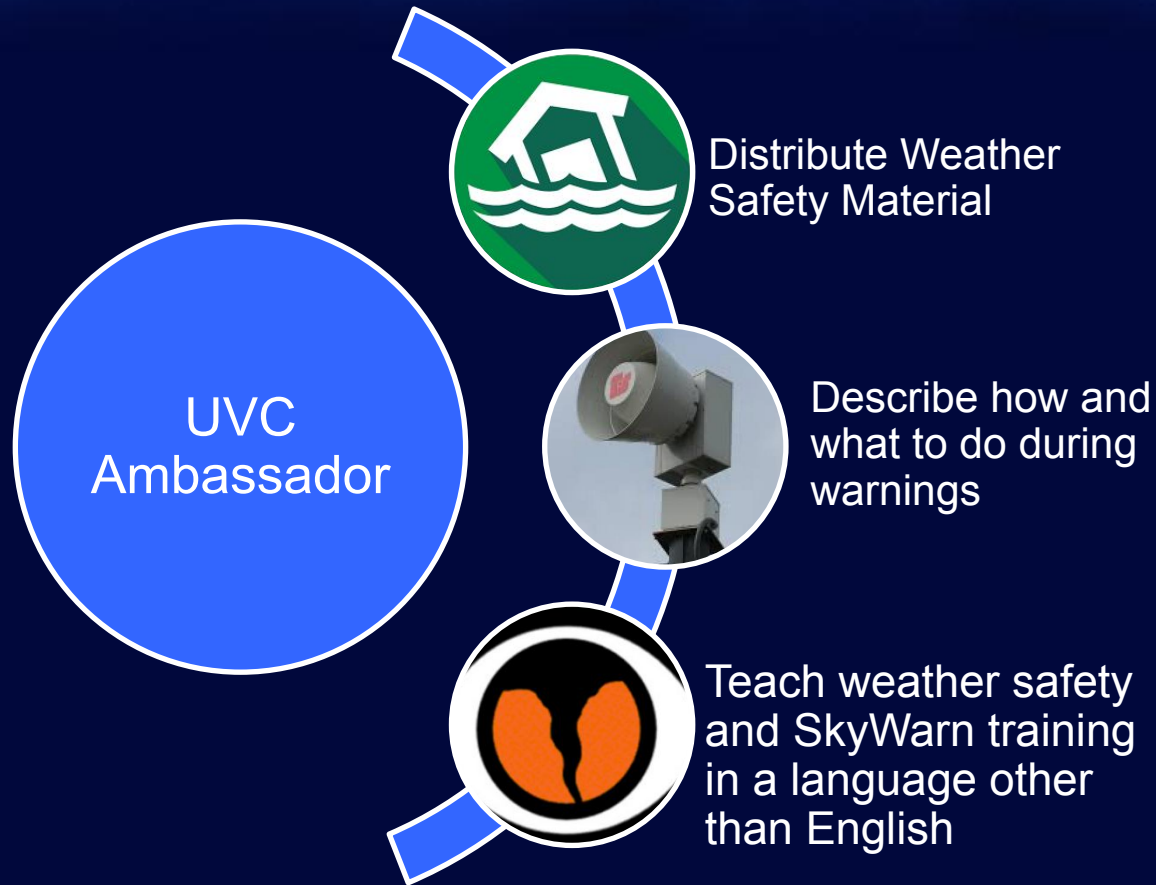
The Role of the MC Ambassador

Relay to the NWS weather needs or impacts to the community.



The Role of the MC Ambassador

Teach Weather Safety Topics to the Community



These are all dependent upon the interest and available time of the UVC Ambassador



NWS Detroit Multicultural Ambassadors (as of 2024)

Limited English Proficiency

- Centro Multicultural La Familia and their Spanish Language Radio Station - Radio Centro (Pontiac, MI)
- CINA FM 102.3 for profit radio station broadcasts news to metro Detroit in Arabic (Dearborn, MI)

Urban Communities

- **Detroit Eastside Resilience Hubs** (around a dozen organizations)
- Manistique Community Treehouse Center (Jefferson Chalmers Neighborhood - Detroit)
- City of Detroit Department of Neighborhoods



Detroit Eastside Resilience Hub Initiative

- These are a pilot network of hubs designed to assist local residents during times of emergencies.
- They range in size from commercial buildings to small remodeled homes.
- They offer the first place for residents to go for assistance during times of emergency.
- Started in 2023, the goal is to have a hub within walking distance in every neighborhood.

Various Functions of the Hubs

- Provide shelter during power outages (they run on solar)
- Warming and cooling center
 - Laundry services
 - Refrigeration
 - Activity center
- Provide fresh produce
 - Kitchen services
- Computer and printing services
- Humanitarian services for area homeless



Detroit Eastside Resilience Hub Initiative

Managing Organization - Eastside Community Network (ECN)

In Partnership with: Brilliant Detroit and
of Detroit Emergency Management and Homeland Security

City

The Large Hubs

The Stoudamire (ECN)

Chandler Park (Brilliant Detroit)

Community Center at AB Ford Park (City of Detroit)

The Smaller Hubs

Capuchin Soup Kitchen

Bailey Park NDC

East Warren Development Corp.

Georgia Street Community Collective

Jefferson East

MACC Development - The Commons

Neighborhood Grocery

What About Us, Inc

Community Partners

Kresge Foundation

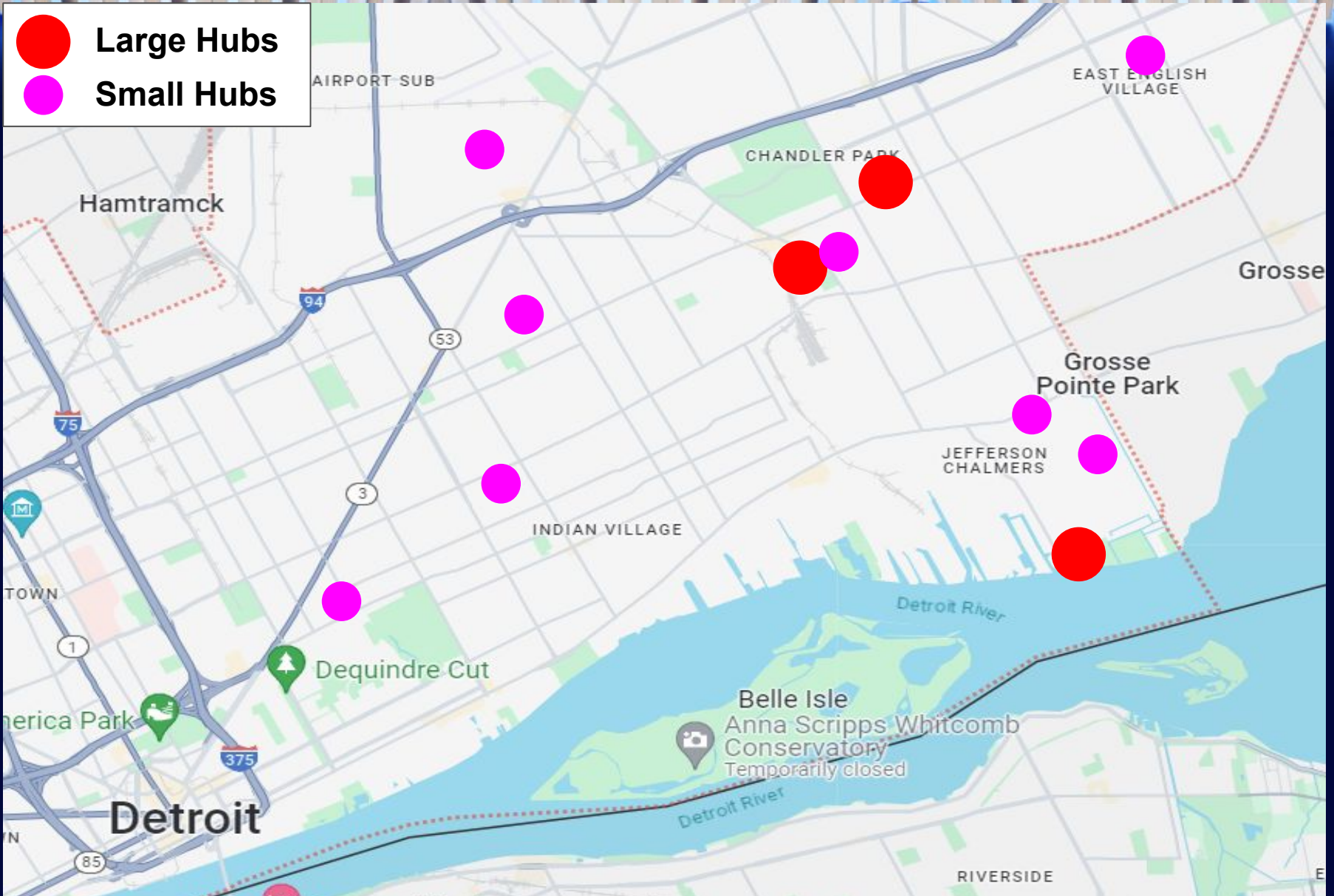
Elevate

JustAir

Detroiters Working for Environmental
Justice

Southwest Detroit Environmental Vision

Detroit Eastside Resilience Hub Initiative - Map







Questions/Comments

For Interest in the Multicultural
Communities Ambassador
Program Contact

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