

MARCH 2026

Weber Creek Community Embedded Insurance

Project Status Update for CalFire

CDI | InnSure | Robert Wood Johnson Foundation

**RWJ Project
Status
Update**

Agenda

30-Minute Presentation

- 1 Original Scope** 5 min
Program background, objectives, and planned approach
- 2 Discovery Findings** 10 min
Community and industry insights, challenges and opportunities
- 3 Follow-On Activities** 5 min
Next steps, emerging opportunities, and how to stay connected
- 4 Q&A / Discussion** 10 min
Open floor for questions and feedback



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Original Scope

Program Background, Objectives, and Planned Approach

Program Background

CA Dept. of Insurance

Sustainable Insurance Strategy, reforming the state's insurance market to increase availability and affordability

InnSure

Nonprofit innovation hub reimagining how insurance can better address climate risks for communities

Robert Wood Johnson Foundation

Funding partner ensuring communities have fair opportunities to thrive through health and equity

Integrated with California's Sustainable Insurance Strategy and Safer from Wildfires Framework

Why This Matters

Insurance markets are struggling in wildfire-prone communities across California

Risk is Increasing

- Climate change driving more frequent and severe wildfires
- Long-term development trends increasing WUI exposure
- FAIR Plan doubled to 3% of market as insurer of first resort

Insurance Challenges

- Insurers struggle to quantify value of mitigation efforts
- Home hardening and defensible space not reflected in premiums
- Communities investing heavily but seeing cancellations, not rewards
- Innovation needed: new products, higher adoption, affordability

Original Program Design

Group micro-insurance to fill known gaps in wildfire-prone communities

Preliminary Product Design

Coverage: \$3-10K deductible gap protection

Target: ~2,000 households across 6 communities

Cost: \$200-400 per household annually

Counties: Lake, Siskiyou, Shasta, Tuolumne, San Diego

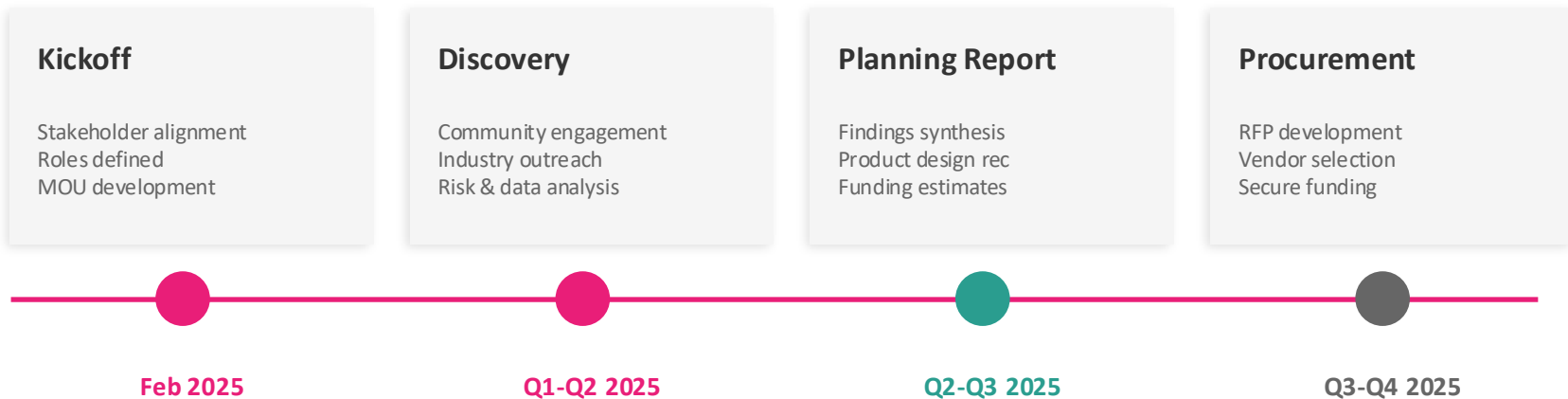
Purchasing Entity: CWMPPA or FireSafe Council

Community Eligibility

- Achieve risk mitigation levels (TBD)
- Meet specific income criteria
- Commit to funding beyond pilot period
- CWMPPA-approved and certified participants

Key Objectives: Close protection gap for low-income communities | Leverage group purchasing | Rapidly flood capital post-disaster | Catalyze market participation

Planned Timeline



⇒ **Discovery findings led to a pivot**

Discovery phase revealed key insights that reshaped the project direction



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Discovery Findings

10+ Community Leaders | ~5 Insurance Companies | Fire Officials | Building Officials

Discovery Process

Engagement across community and industry stakeholders



Community Engagement

- 10+ community leaders and fire officials
- Weber Creek Fire Safe Council leaders
- El Dorado County Fire Chief (Tim Cordero)
- Former CAL FIRE Director (Ken Pimlott)
- County Building Official (Greg Horsfall)
- Firewise community coordinators



Industry Engagement

- ~5 insurance companies contacted
- MSI and Delos introduced to local officials
- Explored appetite for new product development
- Assessed willingness to write business in CWMPA communities
- Reviewed data and risk assessment capabilities

Challenge

Limited Industry Appetite for New Products

No insurer expressed appetite to develop new micro-insurance products as originally conceived. The market is not currently structured to support community-level group purchasing of wildfire deductible coverage.

However, the picture is nuanced:

- Some companies expressed interest in writing business in these communities
- Many did not, reflecting broader market retreat from high-risk areas
- This doesn't mean there won't be appetite in the future as data improves
- Companies that did engage asked about mitigation efforts and data availability

Parallel experience: WISH (Wildfire Insurance Solution Hub) started out seeking reinsurance capital to provide wildfire insurance directly, but pivoted to become a data and risk transparency platform for insurers after encountering similar difficulty finding reinsurance capacity. This pattern reinforces that the data bridge may need to come before the product.

Challenge

The Data and Communication Gap

What Communities Know

- Sophisticated fuels reduction coordination
- Strategic fuel break placement to cut fire pathways
- Topographic and seasonal fire behavior patterns
- Fire service capacity and response capabilities
- Extensive data sharing across local organizations

What Insurers Use

- Aggregate macro-trend modeling
- Standardized checklists without local context
- ZIP-code level risk assessment
- Home value-based pricing (not risk-based)
- No visibility into community mitigation efforts

Voices from the Ground

"We're all doing a really good job of doing these things within our lanes, but we're all staying in our lanes, and we have no idea how many other roads are out there."

Tim Cordero, El Dorado County Fire Chief

"I always tell people... build it to protect it, and then the insurance should come. But they're not coming."

Ken Pimlott, Former CAL FIRE Director, El Dorado County Fire Safe Council Chair

"The moment you evacuate an entire community, the moment that entire community is subject to get burnt down... the codes don't stop the fire. People do."

Greg Horsfall, Building Official

Opportunity

The Value of Community Coordination

Weber Creek organizations have become highly sophisticated at directing and coordinating limited fuels reduction resources. This coordination involves extensive data sharing and frequent meetings across agencies.



Direct Engagement

Companies in local conversations. MSI and Delos introduced to officials. 2-way dialogue: companies learning about efforts, identifying where they can help.



Strategic Fuels Reduction

Fire officials investing in fuel breaks that cut fire pathways. Not fully proven to insurers yet, but conversation can move parties closer.



Data Bridges

Fire Aside and WUI Data Commons can share mitigation data with insurers. Near-term tools exist even before a full data commons is built.

Technical Misalignment on Firefighting Effectiveness

The Misalignment

- Fire officials invest heavily in strategic fuels reduction to cut off fire pathways
- This approach is not yet fully proven or understood by insurers
- Insurance underwriting doesn't account for firefighting success probability
- Post-fire paradox: risk drops after fuels burn, but premiums spike

The Path Forward

- Ongoing conversation can move parties closer together
- More research needed to validate where and when efforts deserve credit
- Fire Aside platform can share information in lieu of full WUI Data Commons
- Milliman's WUI Data Commons (Phase 3 pilot planned) working at scale on this challenge



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Follow-On Activities

Next Steps, Emerging Opportunities, and How to Stay Connected

Immediate Opportunities

Baby steps worth taking right now

1

Direct Company-Community Dialogue

Continue introducing open insurance companies to local fire officials and community leaders. The 2-way conversation is working: companies are saying where they can help and asking about local efforts.

In Progress: MSI and Delos introduced

2

Bridge the Data Gap

Leverage existing platforms like Fire Aside to share community mitigation data with insurers. This can happen now, without waiting for the full WUI Data Commons to be built at scale.

Near-Term: Fire Aside available now

3

Build the Evidence Base

Conduct research to validate where and when fuels reduction efforts can be credited in underwriting. Strategic fuel break placement needs documented proof of effectiveness for insurers.

Ongoing: Research needed

Opportunity

Catalytic Capital Can Support Innovation

Catalytic capital pools can underwrite the development of insurance products that recognize the value of maintaining firebreaks and firefighting capabilities or other innovative risk reduction. Products can be introduced at limited scale so that concepts are tested and learnings absorbed before being fully scaled.



Catalytic Capital Pools

Public risk capital (CDFI model) backstops innovative carriers like WISH, Delos, and MSI. By controlling the reinsurance capital, CalFire can promote products that specifically credit community adaptation — removing the bottleneck that has stalled progress.



Limited-Scale Pilots

Introduce new products in select communities first. Test whether fuels reduction credits, firebreak maintenance, and local firefighting capacity translate into viable underwriting. Absorb learnings before scaling statewide.



Evidence-Driven Scaling

Pilot results build the evidence base needed to validate fuels reduction credits in underwriting. Documented proof of effectiveness feeds back into underwriting models, creating a virtuous cycle from community investment to insurance recognition.

Longer-Term Opportunities



Product Innovation

As data quality and trust improve, revisit community-level group insurance. Separate wildfire coverage from traditional homeowners fire insurance. Industry appetite may shift as mitigation data becomes available and verifiable.



Data Platform Model

Closing the data gap requires a platform that translates community mitigation efforts into terms insurers can act on. Several initiatives are emerging—WUI Data Commons, Fire Aside, WISH—each addressing different pieces of the puzzle. The path forward may be one of these or a combination, but the need for a unified, verified data bridge between communities and carriers is clear.



Equity-Centered Design

Ensure future insurance innovations don't leave low-income and socially vulnerable communities behind. The protection gap disproportionately affects those with fewest resources to self-insure or relocate.

CWMPA Partnership

How CWMPA can stay connected and support future progress

CWMPA's home hardening and fuels reduction work is the foundation that makes insurance innovation possible. Communities approved and certified by CWMPA represent the most credible candidates for future insurance engagement.

Follow the progress

Stay informed as InnSure and CDI continue industry engagement and community dialogue

Facilitate local introductions

Connect InnSure with CWMPA community contacts when insurance companies express interest in learning about local efforts

Share mitigation data and progress

Community mitigation data from CWMPA programs is exactly what insurers need to see. Platforms like Fire Aside could help bridge this gap

Be open to future collaboration

As data and industry readiness evolve, there may be opportunities for CWMPA to support insurance pilots in its communities

InnSure is continuing to advance this work with support from PG&E, building on the findings and relationships developed through this project.

Questions?

Discussion

Open floor for feedback and discussion

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