

Villanova University  
relies on SmartParcels®  
to help inform  
life-saving tornado  
research



## Success Story

Villanova, Pennsylvania



### ACADEMIC RESEARCH



#### PROBLEM

Hazard researchers did not have complete access to the parcel data required for their analysis and found it difficult to find a data provider that could effectively work with them.



#### SOLUTION

SmartParcels provides actionable parcel data nationwide, allowing Villanova University researchers to develop impactful strategies that help vulnerable communities.



#### BENEFITS

- **Leverage Map-Ready Data:**  
SmartParcels delivers complete parcel information that can be easily overlaid on a map for analysis.
- **Analyze Property Data in Real-Time:**  
Review data and extract actionable information that can be instantaneously shared with team members.
- **Efficiently Work Across Geographies:**  
Access normalized parcel data for any region in the United States.

## SmartParcels is the Backbone of Villanova University's Tornado Research Program

Stephen Strader, PhD is an Assistant Professor in Villanova University's Department of Geography and the Environment. He teaches geospatial and atmospheric science with a focus on natural hazards, particularly where tornadoes are occurring and who they are affecting.

### Conduct Research Using Map-Ready Data

Dr. Strader's research requires data that can be easily reviewed on a map to assess the impact of tornadoes on mobile home communities. He previously used census data, but he was unable to review household-scale information.

"I was able to pull data on where individual structures were located, but mobile homes can be complicated," Dr. Strader explains. "With SmartParcels, I can look at what's on a parcel of land and then I can evaluate the attributes associated with that parcel. It's a lot of data, and SmartParcels helps me gather what I need."

### Analyze Property Data in Real-Time

When a tornado event occurs, Dr. Strader's team has to act fast. SmartParcels allows them to quickly review and share actionable data in real-time.

"When there is potential for tornado events, I can update my data in real-time to get an estimate of the number of mobile homes affected," Dr. Strader says. "I can easily share that data with my colleagues to do a post-tornado event damage survey. I can send people onsite with current data so they can make quick decisions."

### Efficiently Work Across Geographies

Dr. Strader's research is based on data for multiple regions throughout the United States. SmartParcels makes it easy to access this data remotely.

"I am specifically looking at the Southeastern United States, which has a greater number of mobile homes than anywhere else in the country," Strader explains. "I also want to see where mobile homes are located throughout urban and rural areas. I can only get to this scale of analysis using SmartParcels."



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