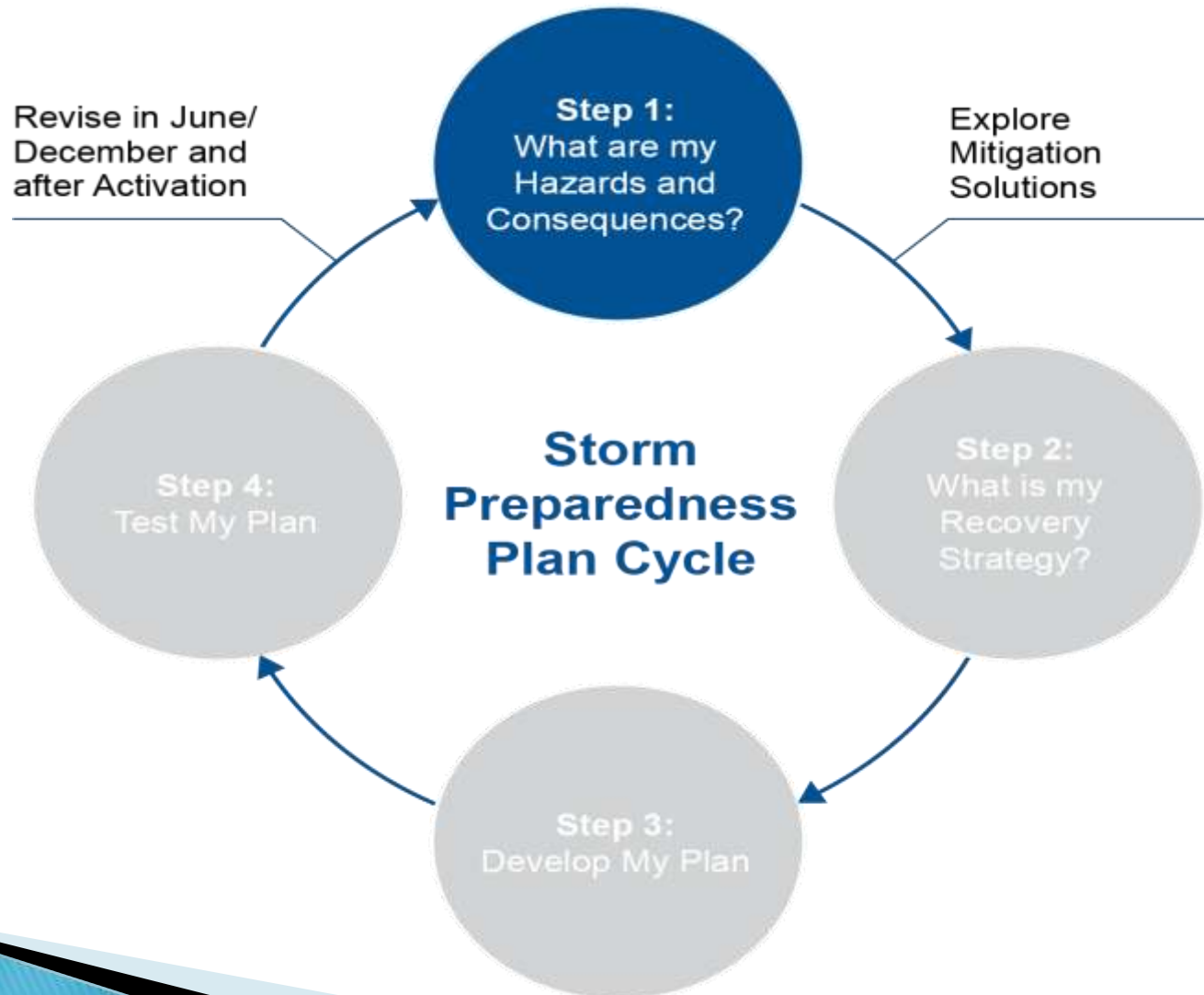


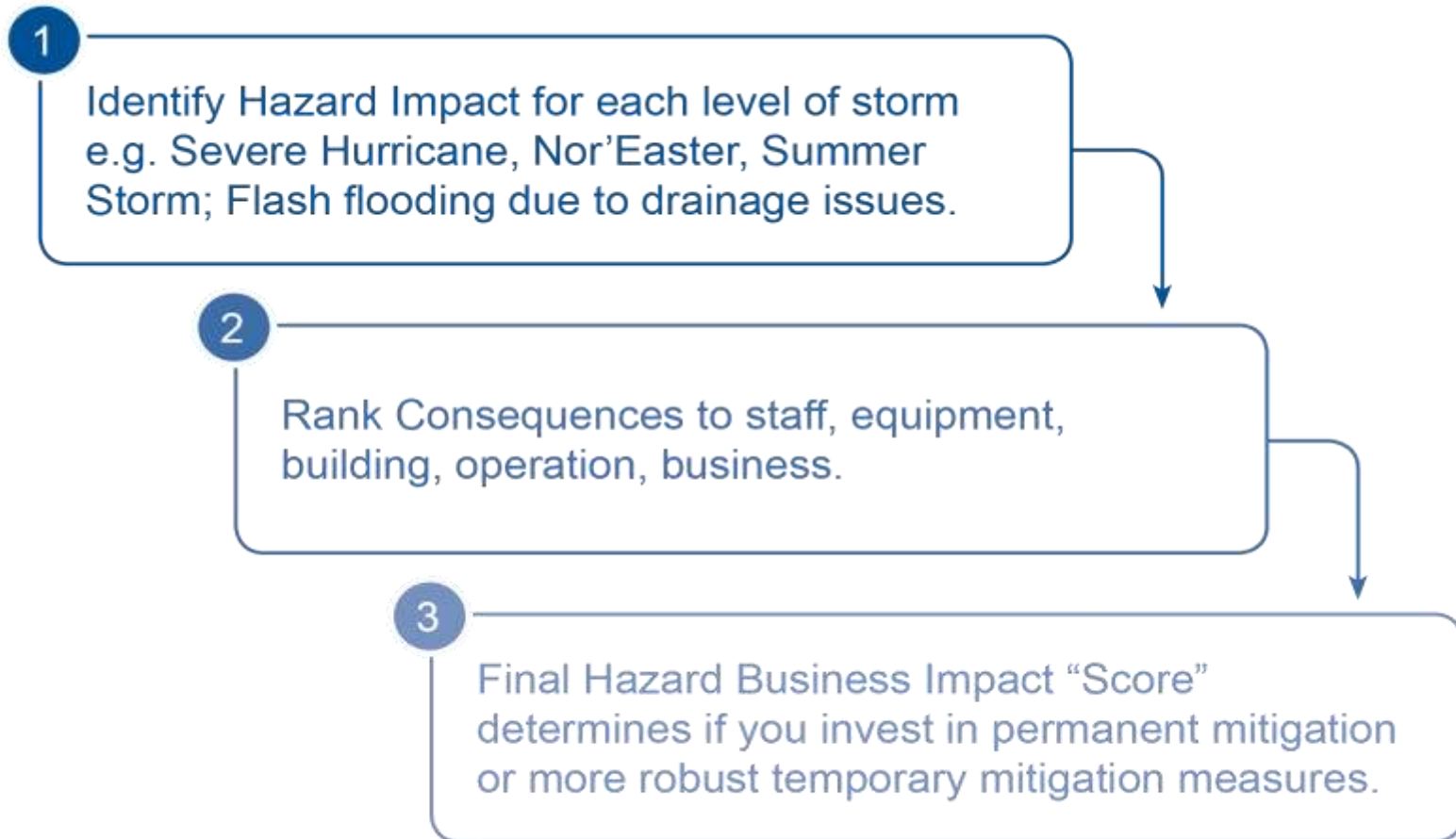
# Preparedness Planning Elements



# Step 1: Analyze Hazard Risks and Consequences

- ▶ Consider: What are my Hazard Risks & consequences?
- ▶ Awareness to storm and flood risks
  - Winds
  - Floods
  - Nor'easter
  - Snow/Ice Storms
  - Hurricane
  - All Hazards considerations
- ▶ Tools to help identify highest risk areas
  - Mapping
  - Flood Insurance Program

# Step 1: Analyze Hazard Risks and Consequences

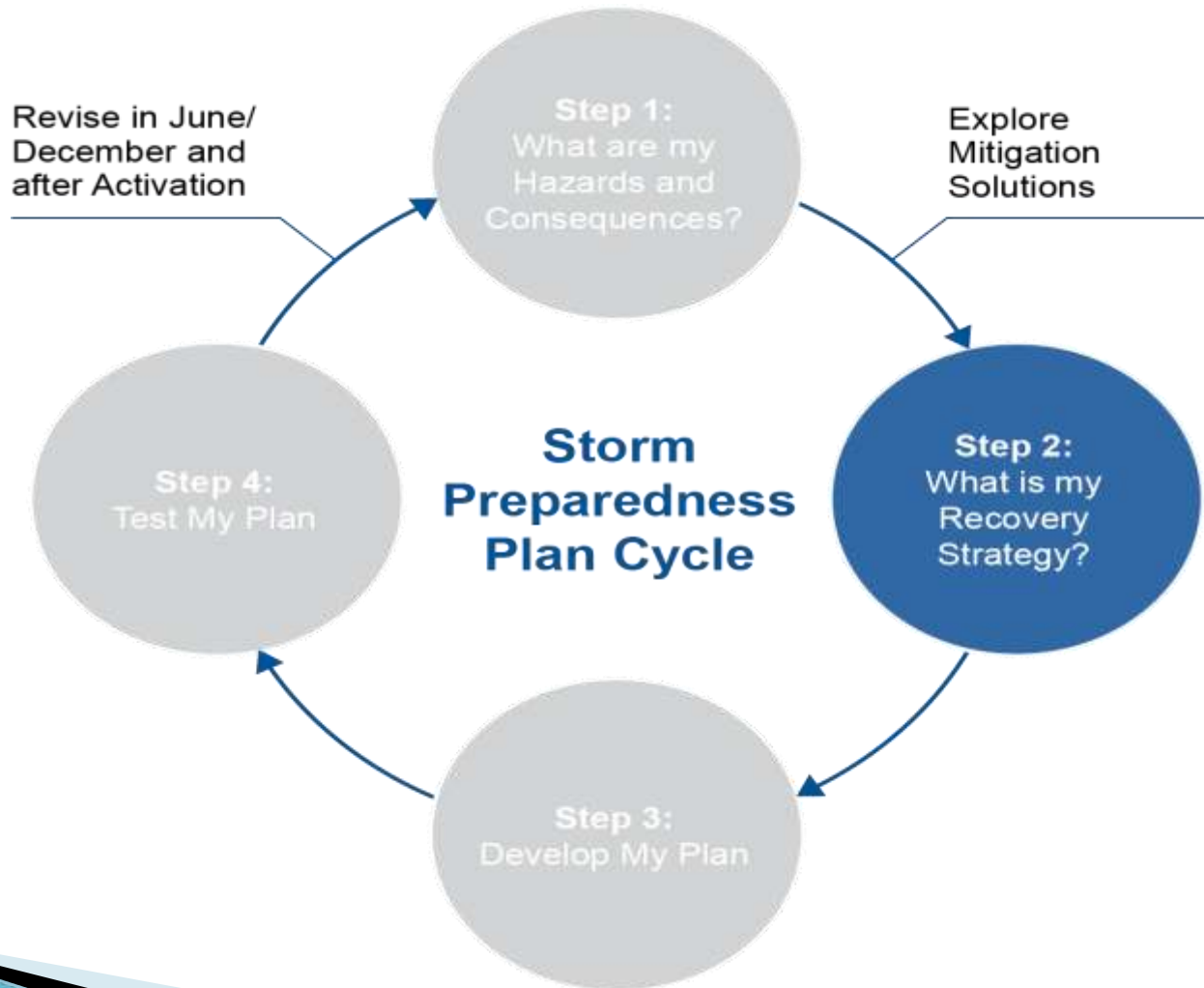


# Step 1: Analyze Hazard Risks and Consequences

## ▶ **Activity 1:**

- Discuss as a group to identify specific risks for your business.
- Review Form 1A& 1B begin to identify Critical Equipment and functions for your business as well as Administrative Functions.
- Work as a group to give values to each of these items
- Take 15 minutes to work through this process
- Questions?

# Step 2: What is your Recovery Strategy?



# Step 2: Recovery Strategy Should Address Key Business Functions



# Step 2: Recovery Strategy

- ▶ What affects our ability to do business after a severe flood, coastal storm, wind event or winter storm?
- ▶ If we are in danger or affected, who needs to be contacted and how do we reach them?
- ▶ Which business functions and processes have legal, contractual, regulatory or financial considerations after a storm?

# Step 2: Recovery Strategy





# Step 2: Recovery Strategy

- ▶ **Essential equipment is not protected.**
  - Investigate permanent mitigation measures
    - flood proofing your space
    - elevating equipment
    - Emergency measures like evacuation or moving valuables higher.
- ▶ **Business records were lost; contracted bookkeeper lost our records and laptop in the flood as well.**
  - Begin digital archiving of essential records immediately; assure all future records are backed up electronically and scanned.
  - Store necessary original documents off-site;
  - Keep digital back-ups off-site at home, in a safety deposit box and on the “Cloud.” Discuss document archiving with all of your support service providers as well as your IT provider.

# Step 2: Recovery Strategy



# Step 2: Recovery Strategy



# Step 2: Recovery Strategy



# Step 2: Recovery Strategy

- ▶ **Activity 2:**
- ▶ Within your groups identify your top 3 gaps/areas for improvement
- ▶ Provide solutions for those areas
- ▶ Brief out in 15 minutes
- ▶ Questions?

# Step 3: Develop Your Storm Preparedness Plan



# Step 3: Develop Plan

- ▶ Develop the framework
  - What is essential to have in the plan and why
- ▶ Communications
  - Who are you communicating with
  - How are you communicating
    - Cell phones, email
    - Social Media
    - Review Communications Template

# Step 3: Develop Plan

- ▶ Customer/ Clients/ Suppliers
  - How to keep them informed of your businesses operational status
- ▶ Back up contact information
  - Supervisory level
  - Employee
  - Customer/ Client
  - Vendors
  - General business contacts (i.e. landlords, banks, etc.)
- ▶ Review Template



# Step 3: Develop Plan

- ▶ Identify critical documents
  - Where are they stored
  - Primary and secondary backup
- ▶ Business data
  - License
  - Permits
  - Deeds, etc.
- ▶ Hardware
- ▶ Software
  - Customized for you business?

# Step 3: Develop Plan

- ▶ Financial Considerations for businesses prior to a crisis
  - Resources relocated
  - Cash on hand or line of credit
  - Disaster payroll policy
- ▶ Coordination with key partners
  - Understanding “contents” within insurance document
  - Regular meetings with insurance agents

# Step 3: Develop Plan

- ▶ **Activity 3**
- ▶ Review Forms 3A–3G
- ▶ Take 25 minutes to discuss
- ▶ Questions?

# Step 4: Test the Plan



# Step 4: Test the Plan

- ▶ Meet with staff to review, discuss and revise the plan
- ▶ Revise and finalize the plan
- ▶ Practice key business shut down procedures like turning off utilities, moving key equipment to higher locations, evacuating perishable materials

# Step 4: Test the Plan

- ▶ Train your staff
- ▶ Practice the plan –
  - contact list phone numbers to ensure accuracy, enabling generator, turning off equipments and utilities
  - “table top discussions”
    - roles and responsibilities of staff and backup staff
    - evacuation of key assets and records
    - Building preparedness – boarding up doors and windows, moving equipment to higher areas, putting door barrier logs or sandbags into place

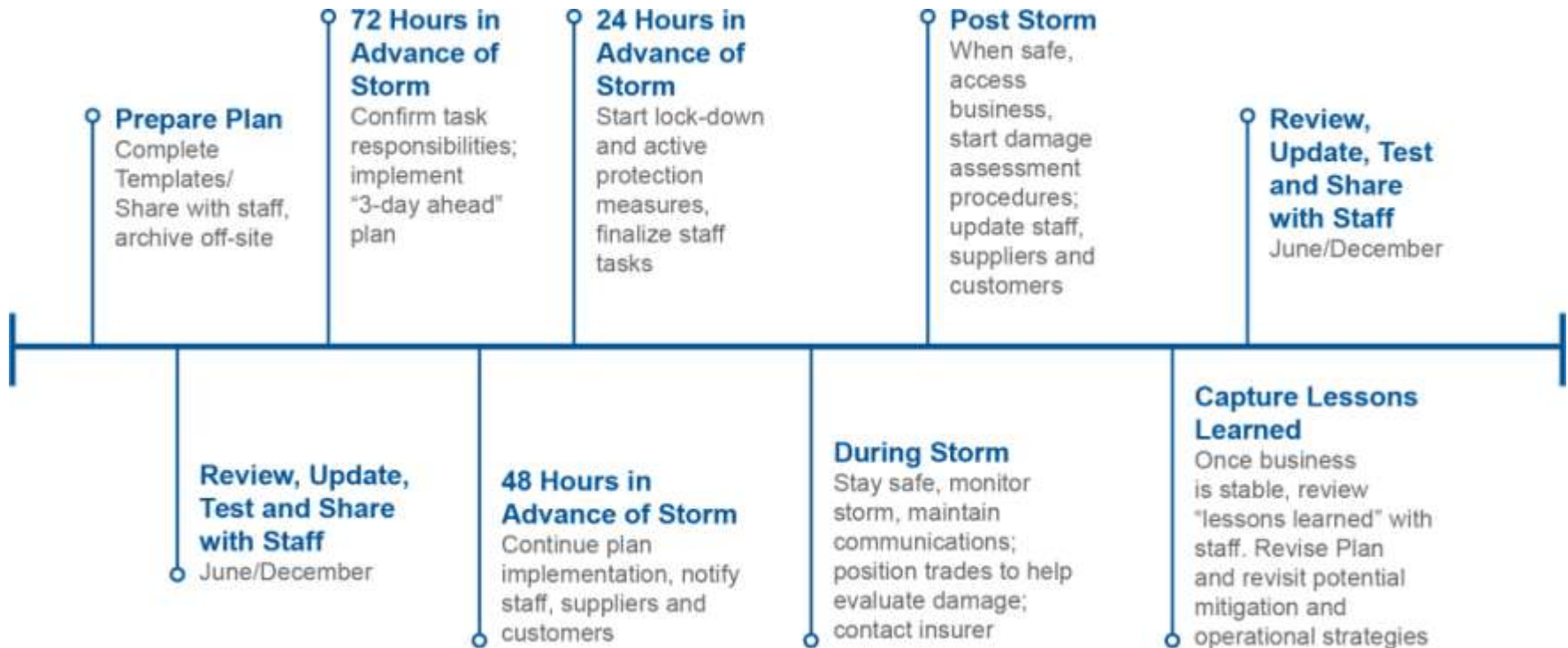
# Step 4: Test the Plan

Revise the plan twice annually

- June before summer severe storm and hurricane season
- December before winter severe storm season

# Activating the Plan

## Timeline





# Questions

- ▶ End of breakout session
- ▶ Take 15 minute BREAK
- ▶ Reconvene in plenary session at 2:45pm for closing remarks and next steps.

# Wrap up and Closing Comments

- ▶ Final Feedback
- ▶ Next Steps for Red Hook
- ▶ Closing comments