Preparedness Planning Elements

Step 1: What are my Hazards and Consequences?

Step 2: What is my Recovery Strategy?

Step 3: Develop My Plan

Step 4: Test My Plan

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Revise in June/December and after Activation

Storm Preparedness Plan Cycle
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

1. Identify Hazard Impact for each level of storm e.g. Severe Hurricane, Nor’Easter, Summer Storm; Flash flooding due to drainage issues.

2. Rank Consequences to staff, equipment, building, operation, business.

3. Final Hazard Business Impact “Score” determines if you invest in permanent mitigation or more robust temporary mitigation measures.
Step 1: Analyze Hazard Risks and Consequences

- Activity 1:
  - Discuss as a group to identify specific risks for your business.
  - Review Form 1A & 1B to 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 1: What are my Hazards and Consequences?
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Storm Preparedness Plan Cycle
Step 2: Recovery Strategy Should Address Key Business Functions

- Production Service
- Business Administration
- Communication
- Document Archives
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

Production Service

Business Administration

Communication

Document Archives
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

- Production Service
- Business Administration
- Communication
- Document Archives
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

Revise in June/December and after Activation

Step 1: What are my Hazards and Consequences?

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Storm Preparedness Plan Cycle

Step 2: What is my Recovery Strategy?

Step 4: Test My Plan

Step 3: Develop My 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 1: What are my Hazards and Consequences?
- Step 2: What is my Recovery Strategy?
- Step 3: Develop My Plan
- Step 4: Test My Plan

Revise in June/December and after Activation

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Storm Preparedness Plan Cycle
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

- **Prepare Plan**
  - Complete Templates/
  - Share with staff, archive off-site
  - Confirm task responsibilities; implement “3-day ahead” plan

- **72 Hours in Advance of Storm**
  - Start lock-down and active protection measures, finalize staff tasks

- **24 Hours in Advance of Storm**
  - When safe, access business, start damage assessment procedures; update staff, suppliers and customers

- **Post Storm**
  - Update staff, suppliers and customers

- **Review, Update, Test and Share with Staff**
  - June/December

- **48 Hours in Advance of Storm**
  - Continue plan implementation, notify staff, suppliers and customers

- **During Storm**
  - Stay safe, monitor storm, maintain communications; position trades to help evaluate damage; contact insurer

- **Capture Lessons Learned**
  - Once business is stable, review “lessons learned” with staff. Revise Plan and revisit potential mitigation and operational strategies

[Diagram showing timeline with detailed steps]
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