

Plan to Stay in Business

An Emergency Planning Guide



Idaho Bureau of Homeland Security
Public Private Partnerships
4040 W. Guard St. Bldg. 600
Boise, ID 83705
www.bhs.idaho.gov

Why it is Important to Plan

Every year emergencies take their toll on business and industry -- in lives and dollars but something can be done. Business and industry can limit injuries and damages and return more quickly to normal operations if they plan ahead.

America's businesses form the backbone of our economy. A commitment by the Whole Community to planning today will help support employees, customers, the community, and the economy throughout our state, our nation and even globally.

How quickly businesses can get back to operations after an incident can depend on emergency planning done before the event. Though each situation is unique, any organization can be better prepared if it plans carefully, puts emergency procedures in place, works with their emergency management partners, and practices for all kinds of emergencies.

The ***Plan to Stay in Business Emergency Planning Guide*** is a simple 5 Step program that can be used by small or large organizations. It is intended to be a general guide in getting started on planning for small and large emergencies or events that may affect everyday operations such as fires, floods, power outages, or even an earthquake or winter storm.

When you complete your plan, you will be eligible to receive a certificate from the Idaho Bureau of Homeland Security. Just e-mail a copy of your completed plan to mmarsh@bhs.idaho.gov or, mail a copy to:

Mary Marsh
Public Private Partnerships Section Chief
Idaho Bureau of Homeland Security
4040 Guard St., Bldg. 600
Boise, ID 83705

Acknowledgements: Information used in this guide was compiled from various sources including: U.S. Department of Homeland Security, FEMA, The American Red Cross, Ready New York for Business, Be Ready Utah,

Plan to Stay In Business

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How quickly your company can return to business after an event can depend on emergency planning done today.
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It is important to safeguard your company's physical assets.
- Step 4. Know How to Respond** **Pages 12 - 13**
Determine how your business will respond to emergencies.
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Step 1. Assess Hazards that Could Affect Your Business

Consider the potential impacts of hazards when developing your emergency plan. You can use the Vulnerability Analysis Chart as a tool to guide the process, which entails assigning probabilities, estimating impact and assessing resources, using a numerical system.

Vulnerability Analysis Chart

Rate each criterion on a scale of 1 to 5 with 1 being low and 5 being high.

Type of Emergency	Probability	Human Impact	Property Impact	Business Impact	Total

List Types of Emergencies

In the first column of the chart, list all emergencies that could affect your facility, including those identified by your local emergency management office. Consider both:

- Emergencies that could occur within your facility
- Emergencies that could occur in your community

Below are some examples of emergencies or events to consider:

- Fires
- Power/Utility Outages
- Severe weather
- Hazardous material spills
- Transportation accidents
- Earthquakes
- Infectious Disease Outbreaks
- Loss of key staff

Consider what could happen as a result of:

- Prohibited access to the facility
- Loss of electric power
- Loss of Communications
- Loss of Critical Computer Systems/Critical Data
- Ruptured gas mains
- Water damage
- Smoke damage
- Structural damage
- Air or water contamination
- Explosion
- Building collapse
- Trapped persons
- Chemical release

Estimate Probability

In the Probability column, rate the likelihood of each emergency's occurrence. Use a simple scale of 1 to 5 with 1 as the lowest probability and 5 as the highest.

Assess the Potential Human Impact

Analyze the potential human impact of each emergency -- the possibility of death or injury. Use a 1 to 5 scale with 1 as the lowest impact and 5 as the highest.

Assess the Potential Property Impact

Consider the potential for losses and damages. Again, assign a rating in the Property Impact column, 1 being the lowest impact and 5 being the highest.

Consider:

- Cost to replace
- Cost to set up temporary replacement
- Cost to repair

Example: A bank's vulnerability analysis concluded that even a "small" fire could be catastrophic to the business due to a computer system failure. The planning group discovered that bank employees did not know how to use fire extinguishers, and that the bank lacked any kind of evacuation or emergency response system.

Assess the Potential Business Impact

Consider the potential loss. Assign a rating in the Business Impact column. Again, 1 is the lowest impact and 5 is the highest. Assess the impact of:

- Business interruption/loss of critical business functions
- Employees unable to report to work
- Customers unable to reach facility
- Company in violation of contractual agreements
- Interruption of critical supplies
- Interruption of product distribution

Add the Columns

Total the scores for each emergency. The lower the score the better. While this is a subjective rating, the comparisons will help determine planning and resource priorities.

When assessing resources, remember that community emergency workers -- police, paramedics, firefighters -- will focus their response where the need is greatest. Or they may be victims themselves and be unable to respond immediately. That means response to your facility may be delayed.

Step 2. Have a Plan

Decide who should participate in developing your emergency plan and assign a team leader.

- (Name/Title/Department)
- (Name/Title/Department)
- (Name/Title/Department)
- (Name/Title/Department)

Continuity of Authority. List the Primary Contact as well as alternates.

Primary Contact Name: _____

Contact Information: Phone Number: _____

E-Mail: _____

If the Primary Contact is unable to manage the event, the person below will succeed in management:

Alternate Contact (2) Name:

Contact Information: Phone Number: _____

E-Mail: _____

- Assumes Command
- Assesses the situation
- Activates emergency procedures
- Coordinates employee communications
- Other/Describe: _____

If the Alternate Contact Person is unable to manage the event, the person below will succeed in management:

Alternate Contact (3) Name: _____

Contact Information: Phone Number: _____

E-Mail: _____

- Assumes Command
- Assesses the situation
- Activates emergency procedures
- Coordinates employee communications
- Other/Describe: _____

Local Emergency Contact Information:

(Dial 9-1-1- in an emergency for local or isolated emergencies)

Building/Property Manager: _____

Building Security: _____

Telephone Company: _____

Gas/Heat Company: _____

Electric Company: _____

Information Technology (I.T.) Contact: _____

Insurance Company: _____

County Emergency Management: _____

Step 3. Protect Your Investment

Identify Critical Business Functions

- Identify alternates to perform critical functions
- Provide training and equipment to ensure the alternates can perform the functions
- Consider developing job aids such as check lists, to assist alternates in performing those duties.

Keep copies of important records off-site such as:

- Building plans
- Pictures of the facility-inside and out
- Insurance policies
- Employee contact and identification information
- Bank account records
- Tax records
- Supplier and shipping contact lists
- Offsite backups of computer data

Alerts and Warnings

- Monitor the media in the area
- Enroll in the Idaho State Alert and Warning System (ISAWS)
www.bhs.idaho.gov

Insurance

- Review and understand what your policy covers
- Keep in mind the cost of rental equipment, temporary workers, data recovery etc.
- Find out what records your insurance provider will want to see and store them offsite with your important documents

Utilities

Plan ahead for disruptions of utilities such as:

- Electricity
- Gas
- Telecommunications
- Water
- Sewer

Fire Safety

Fire is the most common of all business disasters.

- Install smoke alarms, smoke detectors, and fire extinguishers
- Discuss who will alert the fire department and how they will do it
- Plan and discuss how to evacuate in a fire. Consider:
 - Fire exits
 - A safe place for all to meet for accountability

Improve Cyber Security

Protecting your data and information technology system may not require experts. Some things you can do:

- Use antivirus software and keep it up to date
- Do not open e-mail from unknown sources
- Back up your data and store it off site on easily transportable devices such as external hard drives.
- Subscribe to the Department of Homeland Security National Cyber Alert System to receive free timely alerts on new threats and learn how to protect yourself in cyberspace <http://www.us-cert.gov/>

Step 4. Know How to Respond

Evacuation – If local authorities tell you to evacuate, do so immediately.

Identify who internally will:

- Order an evacuation of your business
- Shut down critical operations
- Lock doors
- Designate assembly sites for all workers, visitors, and customers
- Develop a system to account for everyone on your site
- Provide an all clear or return to work notification

Shelter In Place – In some emergencies you may be asked to shelter in place. Act quickly and follow instructions.

Identify who internally will:

- Order all to shelter in place
- Close all doors and windows
- Turn off ventilation systems
- Seal doors and windows

There are some steps you can take to help protect your assets every day.

Secure Facilities and Buildings

- Secure entrances and exits
- Plan for mail safety
- Identify which equipment is necessary to keep your business running such as:
 - Machinery
 - Computers
 - Custom parts
- Plan how to transport, replace or repair vital equipment if it is damaged or destroyed
- Store extra supplies, materials, etc.

Secure your Equipment

The force of disasters like fires, floods and earthquakes can damage or destroy important equipment

- Conduct a room-by-room walk through to determine what needs to be secured
- Attach equipment and cabinets to walls or other stable locations
- Elevate equipment off the floor to avoid electrical hazards and damage in the event of flooding

Step 5. Talk to Each Other

One of the best ways to ensure your company's recovery is to provide for the well-being of your co-workers

- Talk with staff frequently and practice what you intend to do during and after an emergency
- Set up a telephone tree, e-mail alert, text messaging, or call in alert to leave an "I'm okay" message (Text messaging has proven to be the most successful)
- Cross train if possible. Identify alternates to perform critical functions.
- Include emergency preparedness information available at www.bhs.idaho.gov in staff meetings or new employee orientations
- Encourage your employees to develop a plan for emergencies at home

Prepare for Medical Complications

- Keep first aid supplies in stock and easily accessible
- Encourage employees to take basic first aid and CPR training
- Be sure to include people with disabilities in emergency planning

Support Employees after an Event

Getting back to work is important to personal recovery. Some things you can do:

- Reestablish routines as soon as possible
- Create opportunities where coworkers can talk openly about their experiences, fears and anxieties
- Allow employees time at home to care for their families

How You Can Help in Your Community

We will be able to enhance our service to our neighbors, citizens, first responders and those affected by disasters when public and private sector representatives work together on the same team.

- Get involved with your local, tribal and state Emergency Management Organizations. County & Tribal Emergency Management telephone numbers can be found at:
<http://www.bhs.idaho.gov/Pages/AboutUs/Contact/CountyCoordinators.aspx>
- Attend Local Emergency Planning Committee (LEPC) meetings
- Participate in training and exercises provided at no cost by your jurisdiction and the state.
- Assist in the development of protocols to integrate businesses into emergency management
- Share resources during an incident or a disaster
- Be prepared and be involved

Additional Information

Websites

Bureau of Homeland Security – Public Private Partnerships

www.bhs.idaho.gov

Institute for Business and Home Safety: Open for Business – Valuable planning worksheets in Microsoft Word and PDF Formats allowing you to save and print your completed plan.

<http://www.disastersafety.org/>

Small Business Administration: Prepare My Business – Information on Planning, free webinars, testing/exercising and disaster assistance

<http://www.preparemybusiness.org/>

Ready Business: Preparedness Planning for Your Business - <http://www.ready.gov/business>

Training

Many courses are offered at the FEMA Independent Study Program at no cost. Most of these classes take very little time. <http://training.fema.gov/IS/>

Some of the courses offered:

Protecting Your Home or Small Business from Disaster

<http://training.fema.gov/EMIWeb/IS/IS394A.asp>

Fundamentals of Emergency Management

<http://training.fema.gov/EMIWeb/IS/is230b.asp>

Are You Ready? An In-depth Guide to Citizen Preparedness

<http://training.fema.gov/EMIWeb/IS/is22.asp>

Workplace Security Awareness

<http://training.fema.gov/EMIWeb/IS/IS906.asp>

Mary Marsh

Public-Private Partnerships Section Chief

Idaho Bureau of Homeland Security

mmarsh@bhs.idaho.gov

(208) 422-5723 (Office)