

# **Plan to Stay in Business**

## **An Emergency Planning Guide**



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[www.bhs.idaho.gov](http://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](mailto:mmarsh@bhs.idaho.gov) or, mail a copy to:***

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## **Plan to Stay In Business**

- Step 1. Assess Hazards That Could Affect Your Business**      **Pages 4 - 5 - 6**  
Identify the hazards that are most likely to affect your business and plan for those first.
- Step 2. Have a Plan**      **Pages 7 - 8 - 9**  
How quickly your company can return to business after an event can depend on emergency planning done today.
- Step 3. Protect Your Investment**      **Pages 10 - 11**  
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.
- Step 5. Talk to Each Other**      **Pages 13 - 14**  
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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.

<b>Type of Emergency</b>	<b>Probability</b>	<b>Human Impact</b>	<b>Property Impact</b>	<b>Business Impact</b>	<b>Total</b>

### **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: \_\_\_\_\_



**Identify necessary resources to keep your business operating such as: Staff, materials, procedures, contacts, equipment (additional pages may be needed):**

Resource	Contact Information	Alternate

## **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](http://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](http://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](http://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>

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