



SAN RAFAEL POST-DISASTER BUSINESS RESILIENCE KIT



Don't let a disaster shut down your business.

- In 1989, the Loma Prieta earthquake caused up to \$10 billion in losses to businesses
- In 2005, the private sector in Marin County lost an estimated \$63 million due to floods
- Over 40% of businesses never reopen following a major disaster, and of the remaining companies, 25% will close within 2 years

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San Rafael, CA

A collaborative effort of the San Rafael Chamber of Commerce, San Rafael Downtown Business Improvement District, Hispanic Chamber of Commerce of Marin, Latino Council and the City of San Rafael's Economic Development and Office of Emergency Services.



LATINO
COUNCIL

PREPARING FOR A DISASTER AT WORK

PLAN TO STAY IN BUSINESS

KNOW YOUR RISK

- Know the major risks facing San Rafael: earthquakes, floods, wildfire, hazardous materials & terrorism
- Know if your business is in the flood zone
- Evaluate how to protect your building from earthquake damage (see www.disastersafety.org)

HAVE A PLAN

- Set up a remote number on your voicemail to record messages for employees during an emergency and give them that emergency number. Learn to use programmable call forwarding for your main business line.
- Leave a set of keys and the alarm code with a trusted employee or friend close to the site.
- Prioritize critical business functions and set a timeline for recovering those functions.
- Establish a disaster recovery team and assign employees specific responsibilities.
- Identify alternative transportation routes for yourself, your employees, suppliers and shippers.
- Identify an alternative operations site where employees can work and access critical records & supplies.
- Set up mutual help agreements with neighboring businesses. Plan to share resources.
- Plan for securing, moving or liquidating your inventory. This can be a way to give back to others in need.

Communication is key—have information saved in several convenient and safe locations.

BACK UP YOUR ELECTRONIC FILES

Always protect your data with backup files and keep a log. Back up your data at an out of the area location.

Buy prepared emergency kits at:
www.redcross.org
www.disaster necessities.com
www.homelandpreparedness.com

KNOW YOUR INSURANCE COVERAGE

Consult with your insurance agent about special precautions you should take — remember that most policies do not cover earthquake, tsunami or flood damage. Discuss business continuity insurance with your agent. Have copies of insurance policies in your “Go-Box” and be ready to report damages immediately.

INVENTORY YOUR PROPERTY

Have your business appraised every 5 years. Inventory, document, and photograph your workplace, equipment, and supplies. Keep a detailed inventory of computer software and hardware including product names, serial numbers, number of licenses, date purchased, and cost. Keep similar records for all other major purchases.

SECURE YOUR BUILDING

Bolt display cases to wall studs and use plumber’s tape to secure your hot water heater to wall studs. Use surge protectors and battery back-up systems to protect sensitive equipment during outages. Consult professionals to: install shutters, automatic fire sprinklers and flexible connectors to appliances fueled by natural gas. See more tips at www.disastersafety.org.

WHAT IS BUSINESS CONTINUITY PLANNING?

Continuity planning is the process of developing and practicing a logistical plan for how a business will recover and restore critical functions within a certain period of time after an emergency or extended disruption. The primary objective is to reduce the level of risk and cost to the business and the impact on your staff, customers and suppliers.

CHECKLIST: WORKPLACE DISASTER SUPPLIES

- Emergency contact list and copies of disaster planning documents
- All hazards NOAA Weather Radio (NWR) and battery operated or wind-up AM/FM radio
- Working smoke detectors and fire extinguisher
- First aid kit — Include scissors, tweezers, variety of Band-Aids, gauze pads/roller gauze and tape, anti-bacterial wipes, first aid ointment, cold pack, vinyl gloves, first aid book, and any other essential items. Also include pain relievers, stomach remedies, etc. Consider including a small supply of prescription medications.
- Flashlights and light sticks
- Bottled water and nonperishable food to last 3 days — At least one gallon per person per day in portable sized containers, a variety of nonperishable food, utensils, and a can-opener
- Essential office supplies — Include typical office supplies in your kit such as pens, pencils, pads of paper, duct tape, markers, toilet paper, tissues, paper plates, napkins, and towels.
- Essential tools and other supplies — Stock up on supplies to help you protect and clean up your business, including: duct tape, waterproof plastic sheets, shut-off wrench for water and gas, whistle, plastic bucket with tight lid, work gloves, pliers, hammer, plastic garbage bags, zip-ties, rope and wire. Also have a pry bar, shovel, dust masks, eye protection, all-weather gear and a push broom for clean-up.
- Camera — Have a disposable camera or a camera with extra batteries and film to record damage.
- Cash - Keep enough cash and change for immediate needs and to serve customers if ATMs and credit/debit machines are not working. Cash should be in smaller denominations.
- Manual credit card backup — A manual credit card machine is a good back-up when the power is out
- Cell phone — Carry a cell phone and store an extra charger at work

CHECKLIST: THE EVACUATION “GO - BOX”

The “Go-Box” goes with a designated person in the case of an evacuation and contains copies of documents and equipment *essential* for business operation. These documents will help with insurance and disaster documentation. The “Go-Box” should be a fireproof, waterproof, and secure container stored in an alternate location.

- Copy of emergency contact list
- Voice mail box numbers, remote password information
- Copy of insurance policies and company contact information (both in-town and out-of-town)
- Several copies of a memo authorizing employees to enter the premises in the case of a disaster
- Back-up copies of electronic data—on a USB or hard drive
- Copy of essential policies, emergency procedures, and a business continuity plan
- Essential office supplies, including any special forms, etc. used in your business
- Pictures of business, inside and out, including home-based businesses
- A copy of requirements and contacts for SBA Disaster Loans or other types of assistance
- A copy of your stock inventory and most recent balance sheet
- Sole Proprietorships, Corporations, and Partnerships all need: Copy of current Profit & Loss Statement (within 90 days), Copy of Schedule of Liability, and copies of all required licenses
- Corporations and Partnerships should also keep: Copies of past 3 years tax returns, most recent personal tax return of principles (affiliates with greater than 20% interest), and the most recent tax returns of any affiliated business entities
- Sole Proprietorships should also keep: Copies of past 3 years tax returns with Schedule C

ESTABLISH EMERGENCY OPERATIONS

CRITICAL BUSINESS FUNCTION:

Priority (High, Medium or Low):

Employee in Charge:

Time Frame or Deadline:

Business Loss if Function Not Completed:

Key Contacts:

Basic Procedures:

ALTERNATIVE OPERATIONS SITE

Identify an emergency operations site where you can conduct business operations following an event. This can be at another business through a mutual aid agreement, from your home, or from an alternative site with access to all of your business' critical resources.

The site should have all resources your business needs to function: power source/generators, computers and software, critical computer data files, phones/TV/radio, equipment, vehicles, digital camera, common supplies, supplies & forms unique to your business, basic first aid, and sanitary supplies.

Property Owner/Manager:

Phone:

Email:

Street Address/City:

Directions to Alternative Site:

Employees Who Should go to Alternative Site:

Business Functions to be Performed at Site:

WHAT ARE YOUR MOST CRITICAL BUSINESS FUNCTIONS?

Brainstorm and prioritize your most critical business operations and to plan how your business will compete during an emergency. Examples include: Payroll, insurance claims, debt obligations, communication internally & with the public, regulatory requirements, accounts receivable, utilities and inventory.

EMPLOYEE CONTACT INFORMATION

Use this form to record up-to-date contact information for each of your employees so that they can be contacted at home or at work. Use this information to create a phone tree and assign roles during disaster recovery. Keep a copy in a secure and accessible location. Use additional sheets as needed.

Employee Name: _____ Title: _____
Home Phone/Cell: _____ Work Phone: _____
Personal Email: _____ Work Email: _____
Home Address: _____
Role in Emergency Situation: _____

Employee Name: _____ Title: _____
Home Phone/Cell: _____ Work Phone: _____
Personal Email: _____ Work Email: _____
Home Address: _____
Role in Emergency Situation: _____

Employee Name: _____ Title: _____
Home Phone/Cell: _____ Work Phone: _____
Personal Email: _____ Work Email: _____
Home Address: _____
Role in Emergency Situation: _____

KEY CUSTOMERS & OTHER CONTACTS

Use this form to record contact information for key customers, business partners, business organizations, accountants and others who are important to business operations. Also include those who may be helpful in the recovery process, including contractors, media outlets, janitorial services and others. You may also want to identify an alternative provider that can serve your customers until you reopen.

Type of Contact: _____ Product/Services: _____
Contact Name: _____ Account #: _____
Phone/Fax: _____ Email: _____
Street Address: _____

Type of Contact: _____ Product/Services: _____
Contact Name: _____ Account #: _____
Phone/Fax: _____ Email: _____
Street Address: _____

FINANCIAL INSTITUTIONS

Having access to your financial records during and after a disaster is critical. Use this form to record up-to-date information for each of your financial institutions, banks, or creditors. Store a copy in a secure location!

Bank Name: _____ Contact: _____
Phone/Fax: _____ Email: _____
Address: _____ Account Number: _____

Bank Name: _____ Contact: _____
Phone/Fax: _____ Email: _____
Address: _____ Account Number: _____

Bank Name: _____ Contact: _____
Phone/Fax: _____ Email: _____
Address: _____ Account Number: _____

VENDORS, SUPPLIERS & BUSINESS PARTNERS

Use this form to record contact information for each of your suppliers and vendors, and to establish back-up suppliers in the case of an emergency. Interruptions in the flow of supplies and services to your business can cause as much damage as the actual disaster itself, so be sure to keep this information up-to-date and in a secure and accessible location!

Company: _____ Contact: _____
Phone/Fax: _____ Email: _____
Address: _____ Account Number: _____
Products: _____ Alternate Supplier: _____

Company: _____ Contact: _____
Phone/Fax: _____ Email: _____
Address: _____ Account Number: _____
Products: _____ Alternate Supplier: _____

Company: _____ Contact: _____
Phone/Fax: _____ Email: _____
Address: _____ Account Number: _____
Products: _____ Alternate Supplier: _____

Company: _____ Contact: _____
Phone/Fax: _____ Email: _____
Address: _____ Account Number: _____
Products: _____ Alternate Supplier: _____

DO TAKE THE NECESSARY STEPS TO SAFEGUARD YOUR BUSINESS!

DON'T THINK A DISASTER CAN'T HAPPEN TO YOU!