



Doral Business Start-Up Orientation: Emergency Preparedness & Business Continuity Planning



Miami-Dade County's Public-Private Partnership

OEM program incorporates the public and private sector in one team dedicated to created a more resilient community. The program includes several components:

- Emergency Support Function 18- Business and Industry
- Recovery Support Function Economic
- Alliance for Response-Miami

The overall goal of this program is to share information and resources both among the private sector partners but also with Miami-Dade County to lessen or avoid economic impacts from an emergency and/or disaster.

ESF 18 (Business and Industry)

This ESF is responsible for sharing information with our private sector partners with the goal of building a resilient private sector in Miami-Dade County during and following an emergency or disaster event.

ESF 18 works with a variety of partners including the Beacon County, Federal Reserve Bank, Miami Branch and the Chambers of Commerce.



ESF 18 (Business and Industry) Cont..

The ESF 18 desk during an activation will distribute the following types of information to our private sector partners:

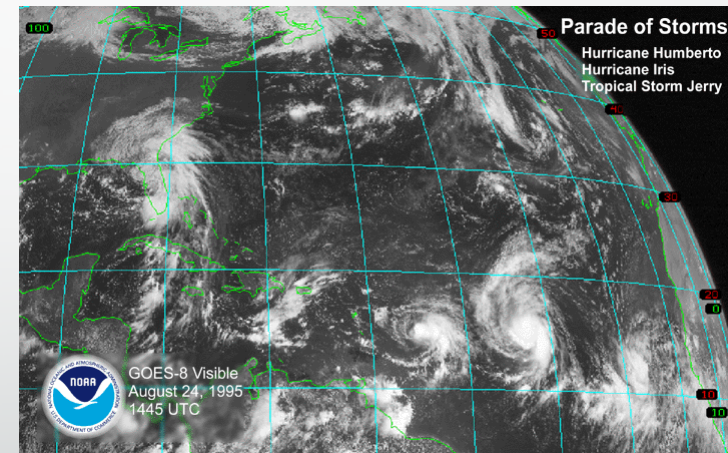
- Damage to road infrastructure
- Damage to water and sewer infrastructure
- Status of debris clearance and removal
- Reversal of drawbridge lockdown procedures
- Airline and marine traffic
- Resumption of county services
- Curfews
- Re-entry into evacuated communities
- Status of public transportation



Hazards in Miami-Dade County

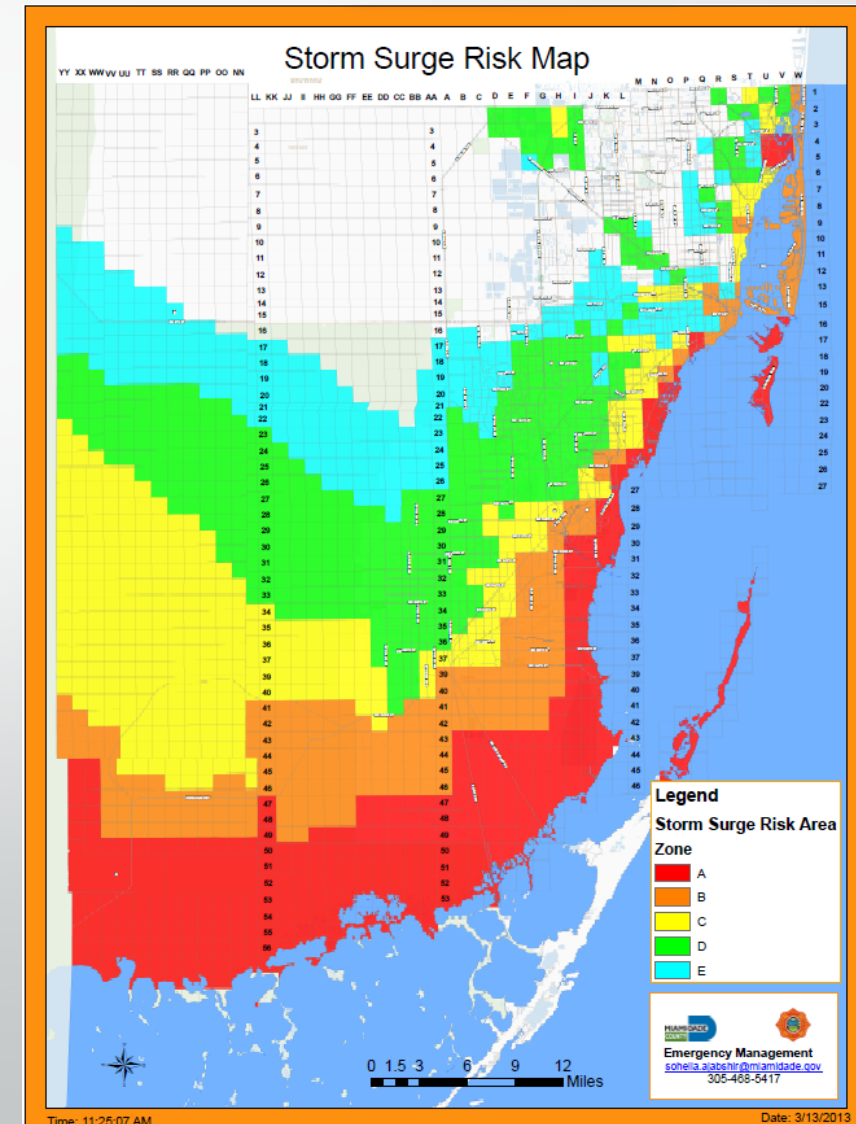
Miami-Dade County is vulnerable to a number of different hazards, the most probable/frequent hazards that affect us are:

- Extreme Heat
- Flooding/Heavy Rains
- Hurricanes/Tropical Storms
- Lightning
- Wildfires



Storm Surge Zones

- Miami-Dade County has 5 storm surge zones.
- These zones were developed based on enhanced LIDAR images of the FL east coast.
- When a storm is imminent we will evacuate these zones based on modeling and information received by the National Hurricane Center.
- To find out which zone you are in visit:
<http://www.miamidade.gov/fire/evacuation-zones.asp>





Recent Statistics

- Over 90% of business fail within 2 years after being struck by a disaster.
- 60% of Americans are unprepared for a disaster.
- Only 60% of employers think if a disaster impacted their community their employees would know how to deal with it.
- Though a majority of those who experienced an interruption were able to partially restore operations, It takes much longer to become fully operational following a disaster, averaging about 11.5 days.

Preparing Yourself and Your Employees

Before you can get your business ready for an emergency and/or disaster you must make sure you are prepared. This involves making a plan, building a kit and staying informed.

Your family may not be together when a disaster strikes so it is important to plan in advance: how you will get to a safe place; how you will contact one another; how you will get back together; and what you will do in different situations.

Ready.gov has created a Family Communication Plan which will help put your plan together. It is available at: <http://www.fema.gov/media-library/assets/documents/34330>

Preparing Yourself and Your Employees Cont..

Prepare a disaster kit, it should have the following:

- Water, one gallon of water per person per day for at least three days, for drinking and sanitation
- Food, at least a three-day supply of non-perishable food
- Battery-powered or hand crank radio and a NOAA Weather Radio with tone alert and extra batteries for both
- Flashlight and extra batteries
- First aid kit
- Wrench or pliers to turn off utilities
- Manual can opener for food
- Cell phone with chargers, inverter or solar charger

For complete information visit our website at:

<http://www.miamidade.gov/fire/emergency-management.asp>

Preparing Yourself and Your Employees Cont..

Staying informed before and after a disaster is extremely important. To keep our citizens informed Miami-Dade County recommends the following:

- Sign-up for Miami-Dade Alerts at: <http://www.miamidade.gov/alerts/> You will receive updates and information from the county during and after a disaster.
- If you are on social media follow our Facebook (<https://www.facebook.com/MiamiDadeCountyEM?fref=ts>) and Twitter (www.twitter.com/MiamiDadeEM) pages.
- Buy a weather radio that is battery powered or hand cranked for your home.
- Have a car charger for your phone and other devices (IPAD, Kindle, etc).

Business Continuity Planning

Assembling a business continuity plan involves several steps, these are:

- Pull together a team
- Understand your risks
- Determine and prioritize your essential business functions
- Develop/update your communications and contact list.
- Create/restock your emergency kit.
- Back up your data
- Find an alternate place to work
- Prepare your employees
- Review your insurance coverage
- Test your plan

Business Continuity Planning Cont..

Business Continuity Team

- Include your managers and employees in this team
- Your team members should also lead your business during a disaster.
- Delegate responsibilities to each employee, such as:
 - ✓ Coordinating building evacuations
 - ✓ Accounting for employees and communicating with customers
 - ✓ Keeping track of disaster related costs

Essential Business Functions

What will you need to continue functioning after a disaster (WiFi, temporary offices, computer docking stations, etc)

Business Continuity Planning Cont..

Communications and Contact List

- Identify members of your company to serve as a lead and backup points of contact.
- Have a central point of contact for all employees.
- Identify and document key points of contact you'll need after a disaster (insurance agent, vendors, suppliers, etc).
- Develop and continuously update an Emergency Contact list for your employees.
- Develop ways to communicate with employees during and after a disaster.

Business Continuity Planning Cont..

Business Emergency Kit

This kit should include:

- Important records and documents (insurance policies, employee contact list, inventories, etc)
- Office supplies (pads, pens stapler, etc)
- Mobile chargers
- Spare set of keys or key card
- Copy of your plan
- Flashlights/batteries

Data Back-Up

- You should back up your data daily
- Ensure backups are completed as scheduled and test them regularly from home or another location.
- Consider backing up data to a cloud.
- Make sure you can access the data with different devices and location.



Business Continuity Planning Cont..

Review your Insurance Coverage

- Make sure you have business interruption/resumption coverage.
- Discuss extra expense coverage which would cover unexpected added costs you may incur.

For information on the types of insurance you should have, you can refer to the Insurance Information Institute: <http://www.iii.org/>



Planning Best Practices

- Train and exercise your plans often, include your staff, vendors, OEM and customers.
 - Brown-Bags
 - Tabletop exercises
- Implement a mass notification system (Phone Tree, Reverse 9-1-1).
- Identify multiple vendors before the next disaster.
- Maintain your company websites and social media sites throughout a disaster.
- Look after your employees post disaster:
 - Fuel
 - Disaster Relief Assistance
 - Counseling



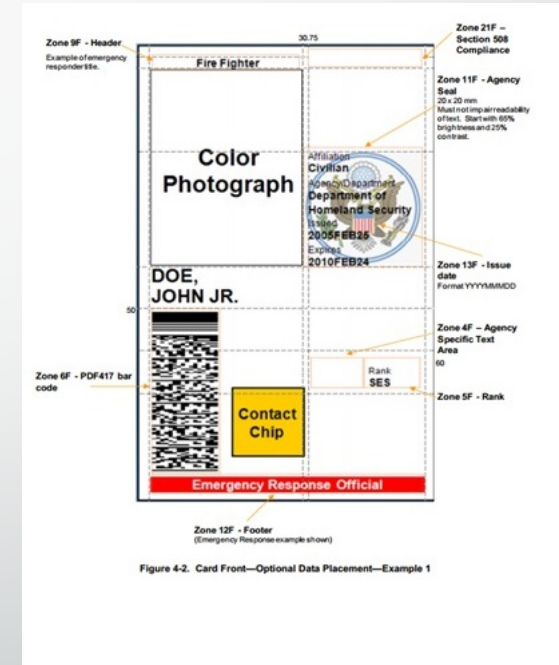
Planning Resources

- Ready.Gov Business Page: <http://www.ready.gov/business>
- Disaster Recovery Journal: <http://www.drj.com/>
 - ✓ Sample Plans: <http://www.drj.com/resources/sample-plans.html>
- Association of Continuity Planners: <http://www.acp-international.com/>
- Federal Communications Commission Small Business Cyber Security Planner: <http://www.fcc.gov/cyberplanner>
- Small Business Administration, Disaster Planning: <https://www.sba.gov/content/disaster-planning>
- Prepare my Business: <http://www.preparemybusiness.org>
- FEMA Small Business Toolkit: <https://www.fema.gov/small-business-toolkit-tools-and-resources-plan-prepare-and-protect>
- Insurance Information Institute Business Recovery Planning: <http://www.iii.org/article/developing-small-business-disaster-recovery-plan-0>

Private Sector Credentialing

Miami-Dade County asks businesses to direct their staff to have:

- A photo identification (preferably a company ID)
- A letter from their employer stating that they are an essential employee.
- A 24-hour phone # to verify their identity.
- They should also provide a letter to their vendors that they need to enter the area for deliveries or services.



Private Sector Credentialing Cont..

If your employees are stopped by local law enforcement, remind them to:

- Be courteous and truthful to the police officer at all times.
- If the police officer refuses to let them pass don't argue with him/her, just follow their directions and contact your employer.
- Have all necessary documentation:
 - ✓ Drivers License
 - ✓ Proof of Registration
 - ✓ Insurance Card
 - ✓ Company ID and Essential Employee Letter



State of Florida Business Credentialing Website:

http://www.floridadisaster.org/PublicPrivateSector/reentry_information.html

Thank you for attention!



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