



Community Business Continuity / Recovery

Reaching Small Business Owners

➤ WHY???

- Identifying Small Businesses in Your Community
- Marketing Business Continuity/Recovery to Small Business Owners
- Practical Tools to assist the Business Continuity/Recovery Process
- Developing accountability and follow-up to ensure ongoing success
- Sharing Successes and Lessons Learned

Topics Covered



- Why do WE want Business Continuity/Recovery?
- Why would Small Business Owners want Business Continuity/Recovery?

WHY???

Critical Infrastructure

- Water
- Food
- Transportation
- Health
- Energy & Utilities
- Safety
- Telecommunications & Information Technology
- Government
- Finance
- Manufacturing



Identifying Small Business

Examples:

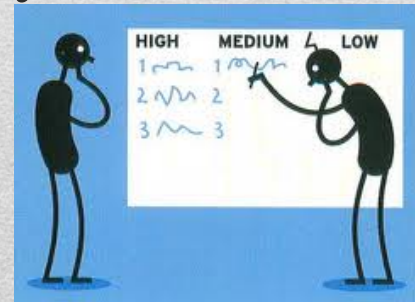
- Water Purveyors
- Restaurants, Grocery Stores, Agricultural Producers
- Public Works, Buses, Taxi, Automotive Repair
- Medical Clinics, Doctors, Hospitals, Therapists, Childcare
- Generators, natural gas, propane, fuel, electricity
- Structural Engineers, Construction, Building Inspectors
- Cell providers, radio systems, amateur radio, repair shops
- Water, sewer, emergency management
- Banks, Credit Unions, ATM providers
- Building materials, contractors, factories



Identifying Small Business

Local Priority Questions:

- Which suppliers do ESS teams rely on?
- Which businesses do Public Works depend on?
- Which businesses will we need in response?
- Which businesses will we need in recovery?



Identifying Small Business

We Need a Plan!

- What are we “marketing”?
 - Use their language
- Who are we “marketing to”?
 - Prioritize your list
- How do we reach them?
 - Multiple approaches
- Answer the business community’s key question:
What’s in it for me???



Marketing

Identify Levels of Business Continuity/Recovery

Basic <ul style="list-style-type: none"><input type="checkbox"/> Employee emergency preparedness<input type="checkbox"/> Insurance<input type="checkbox"/> Evacuation Plan<input type="checkbox"/> IT Offsite Backup 	Moderate (Basic +) <ul style="list-style-type: none"><input type="checkbox"/> Emergency Response Plan<input type="checkbox"/> Business Emergency Plan<input type="checkbox"/> Systems Offsite Backup 
Great (Moderate +) <ul style="list-style-type: none"><input type="checkbox"/> Business Continuity Plan<input type="checkbox"/> Supply Chain Reliability 	Ideal (Great +) <ul style="list-style-type: none"><input type="checkbox"/> Disaster Recovery Plan<input type="checkbox"/> Annual Training & Exercise<input type="checkbox"/> Continuous Improvement 

Marketing – Let's get real!

Resources

- Emergency Preparedness for Industry and Commerce Council (EPICC)
 - Earthquake Planning for Business: A Guide for Business in British Columbia
- North Shore Emergency Management Office
 - Business & Employer Emergency Preparedness Guide
- WorkSafeBC
 - Act Now! How to prepare an emergency response plan for your small business
- Institute for Business & Home Safety (IBHS)
 - Open for Business: A Disaster Planning Toolkit for the Small Business Owner

Practical Tools



Resources cont'd

- Department of Homeland Security
 - Ready Business: Business Emergency Plan
- North Vancouver [GEOweb](#)
 - Property information for residents, businesses, etc.
- CVRD Public Safety
 - Emergency Response Guide
 - Emergency Site Response Plan
 - Disaster Recovery Planning Questionnaire
 - Disaster Recovery Planning Template

Practical Tools



Enhancing Capacity:

- Give people things to do
- Give people things to decide
- Encourage appropriate anger
- Encourage love and camaraderie
- Provide candid leadership
- Show your fear & how you are dealing with it

Excerpt from “[Fear of Fear](#): The role of fear in preparedness ... and why it terrifies officials” by Peter M. Sandman and Jody Lanard

Practical Tools



Multiple Approaches

- Prioritize Community Resource Needs
- ESS Resource Acquisition Team
 - Supplier Welcome Packages
- Resource Databases
 - Comprehensive list of community resources
- Presentations
 - Combine emergency preparedness, continuity & recovery
- Workshops, Training & Exercises
 - Bring together businesses to learn and work through planning process

Practical Tools



Workshops, Training & Exercises

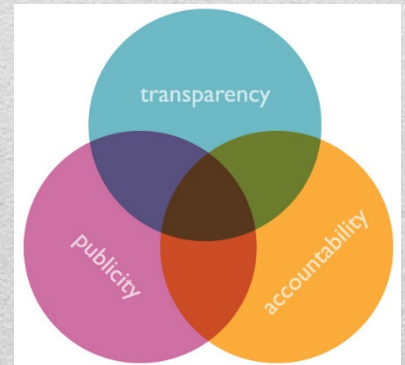
- Hazard, Risk & Vulnerability Analysis
 - Consider “side effects”
 - Identify existing resiliencies
 - Be transparent in sharing the facts with your community
- Develop a multi-year Training & Exercise Program
 - Choose an annual hazard to build capacity on
 - Focus presentations and training on practical actions
- Tips
 - Let them own the process
 - Make business continuity/recovery part of every presentation
 - Set & share realistic expectations for community

Practical Tools



- Review priority list and update
- ESS Resource Acquisition Team
 - Annual check-in and update of resource database
- Chamber of Commerce / Insurance Agencies
 - Annual presentation on emergency management and business continuity/recovery
- Workshops
- Community Disaster Recovery Planning
- Emergency Event Debriefings

Accountability



Successes

- Make a Plan
- Find or Create Tools to Promote Program
 - Brochures, handouts, templates, etc.
- Find and Develop Community Champions



Lessons Learned

- Keep it Simple
- Develop Realistic Expectations
- Prioritize



Successes & Lessons Learned

➤ What will you do to move Business
Continuity/Recovery forward in your Community?

1. _____

2. _____

3. _____

Next Steps





Questions & Answers

Sybille Sanderson
Emergency Program Coordinator
Cowichan Valley Regional District

ssanderson@cvrd.bc.ca

250-710-7939

Presenter Contact Info

