



Businesses and Disasters

**Business Continuity Planning:
Why It Matters**

**Presentation by:
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Ayesha Renyard**

Agenda

1. Overview & Background
2. Business and Employer Emergency Preparedness (BEEP) Program
3. Next Steps



North Shore Emergency Management (NSEM)

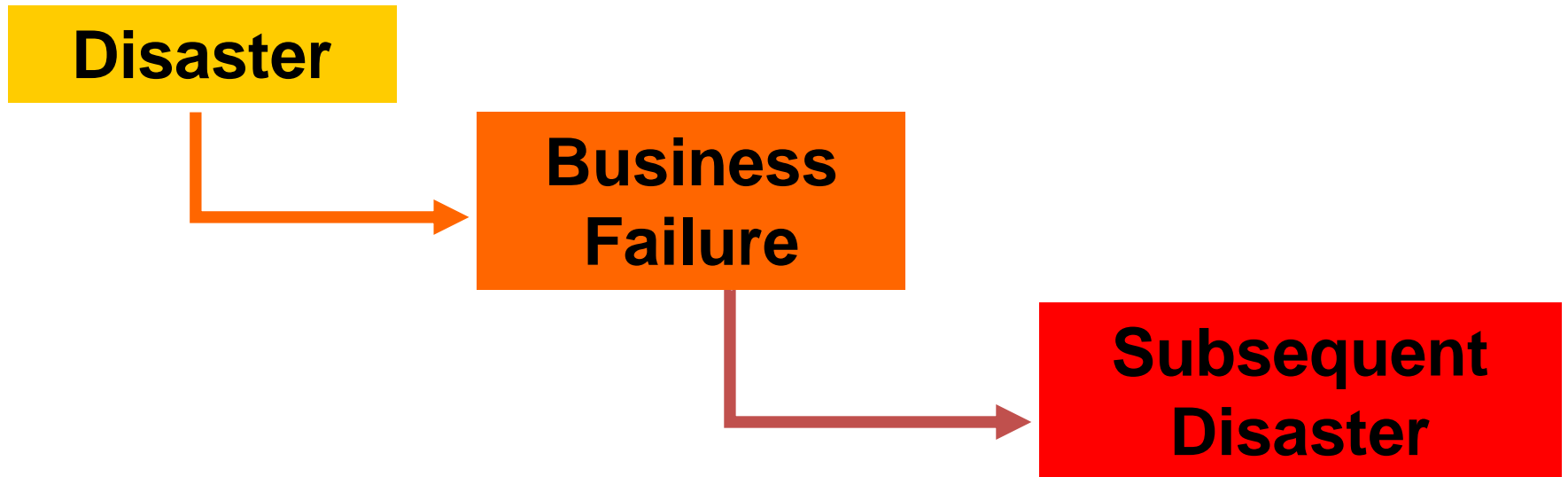
- Emergency Management department for:
 - City of North Vancouver
 - District of North Vancouver
 - District of West Vancouver
- Established in 1978
- Provides the following services:
 - Emergency plans, training, exercises, public education, volunteer management, EOC,...etc.



Businesses and Disasters

The Importance of Business

- Business provides employment, taxes, profit, valuable resources, growth, economic driver
- Small to medium sized businesses have highest failure rates after disasters



Quick Facts

- 25% of businesses that are forced to close because of a disaster will never reopen
- In a 2013 survey 75% of North Shore businesses who responded didn't have an emergency preparedness plan
- There are more than 9,800 businesses on the North Shore
 - The majority are small businesses
- Business recovery is a critical part of community recovery after a disaster

SNAPSHOT OF BUSINESSES & DISASTERS

- A year after Hurricane Katrina, more than 7,900 businesses remained closed¹
- A year and a half after the Fukushima earthquake more than 1,000 businesses were bankrupt²
- Up to 30,000 businesses are believed likely to fail following Hurricane Sandy³
- In the past 3 years, more than 30% of small businesses have been forced to close for at least 24 hours due to a natural disaster⁴
- An estimated 25% of businesses forced to close for 24 hours or more by a disaster will never reopen⁵

Quick Facts

- **2013 Calgary Floods:**

- 32 communities affected
- 30 highways/roads closed
- 4,000 businesses affected
- 5.1 million work hours were lost
- \$6 billion price tag

“The floods in Calgary took a lot out of small businesses. Some were directly impacted with flooding, some lost power and some were impacted by traffic or water restrictions.”

—Calgary Chamber

- **2016 Fort McMurray Fire:**

- 2,400 buildings destroyed (10% of city)
- Over 80,000 residents displaced
- As many as 4,000 small businesses affected

“Some of our members have lost their businesses and most of our businesses have seen a significant drop if not suspension of their revenue stream. This is a trying time for Wood Buffalo.” —Fort McMurray Chamber

The Importance of Preparing

- Preparation increases the chances of business continuity



Hazard Impacts

Dear Building Tenants,

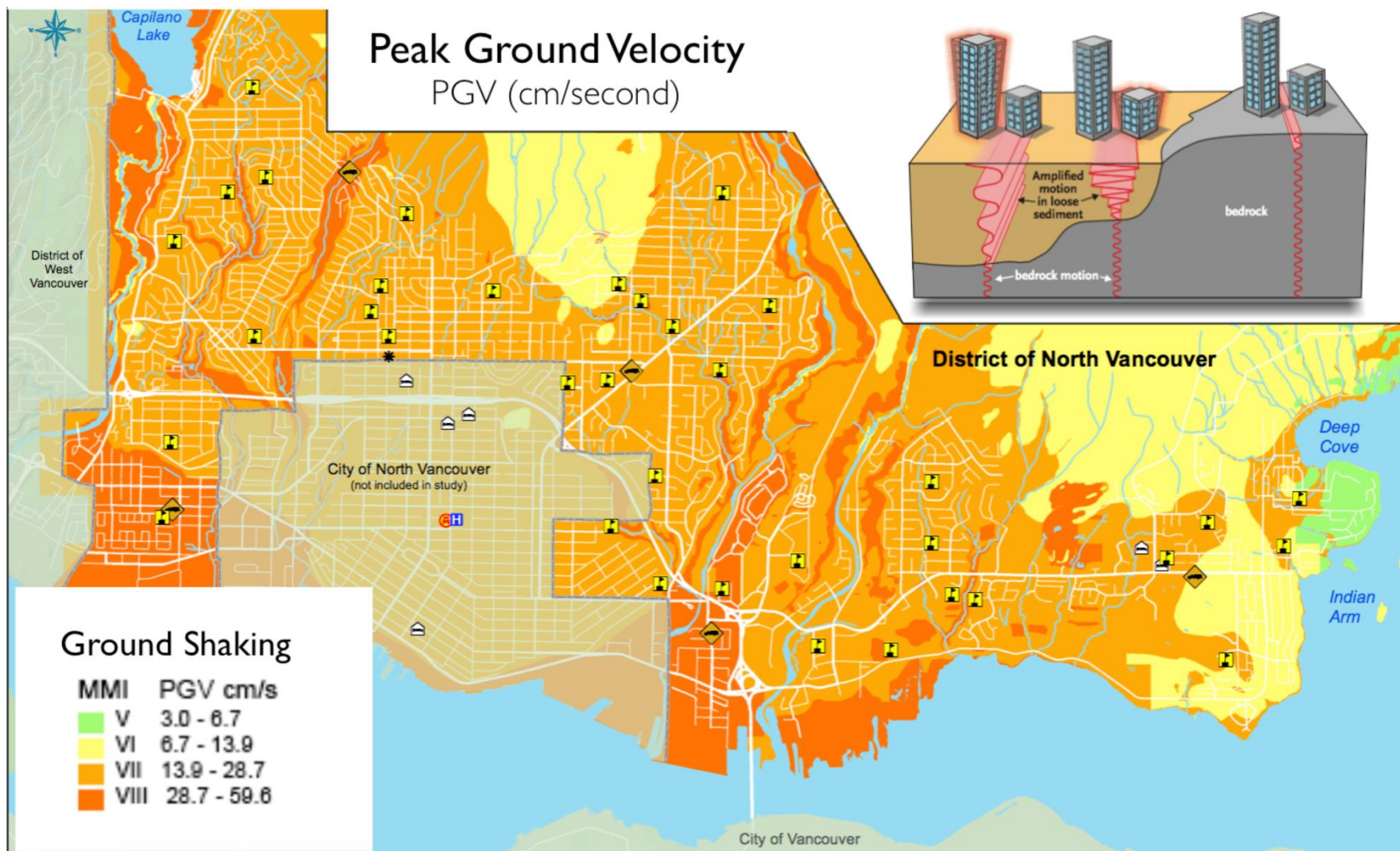
Due to the flooding issues, we are unable to access your building for mail delivery.
Currently, your mail is being held at the Capilano Delivery Centre located at 1050

Hazards



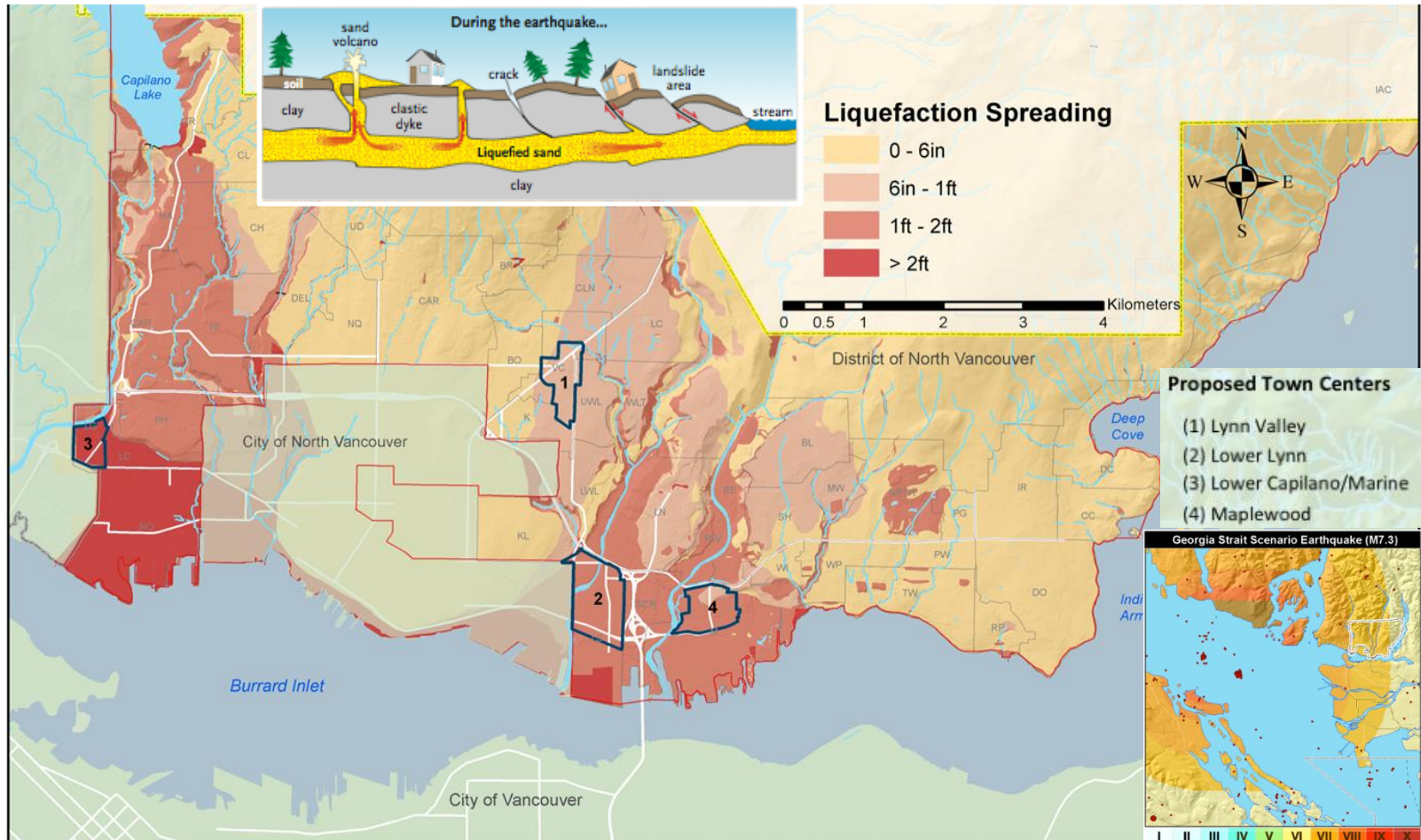
Ground Shaking Hazard

- Estimates based on a Georgia Straight M7.3 scenario earthquake



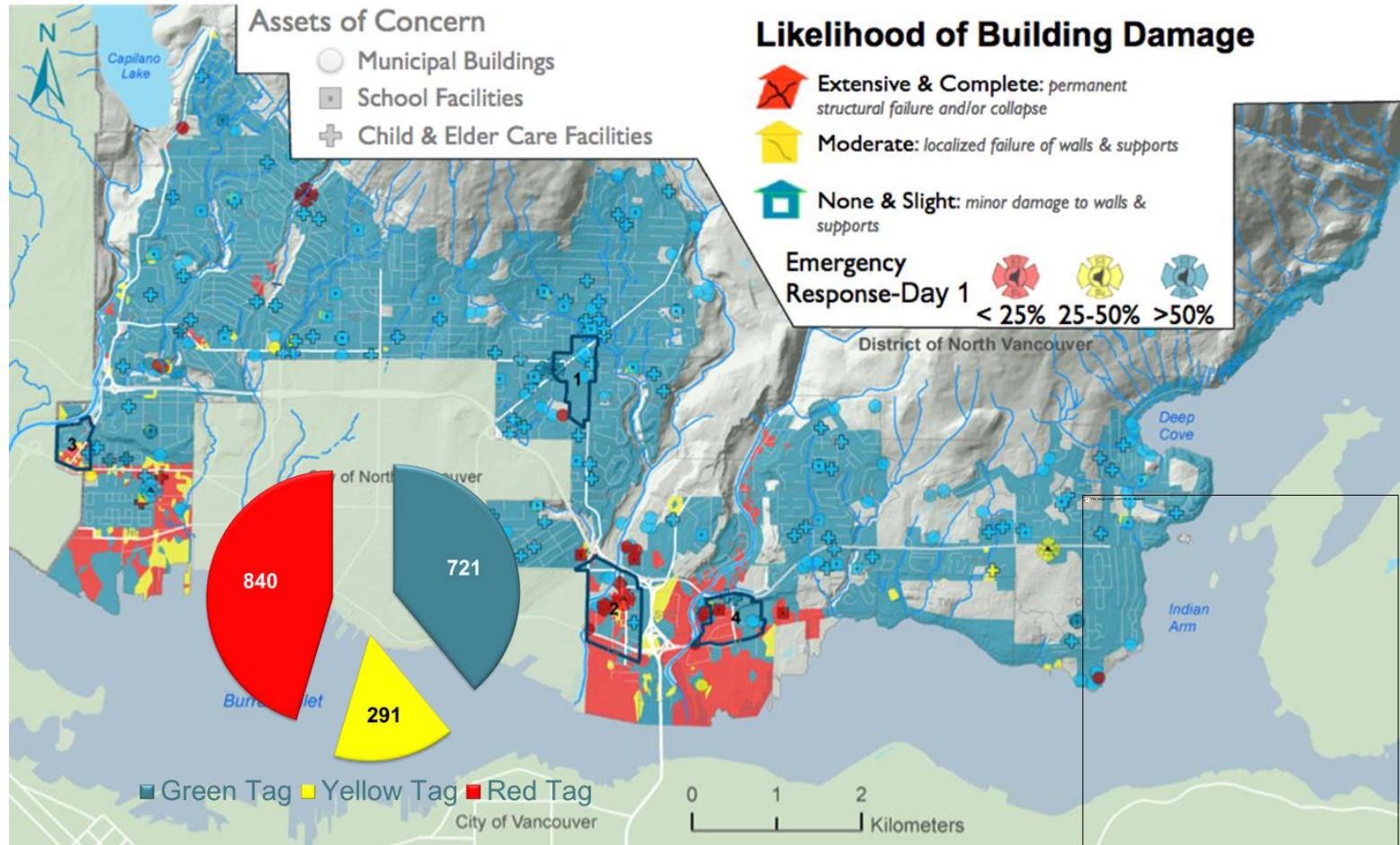
Liquefaction Hazard

- Estimates based on a Georgia Strait M7.3 scenario earthquake



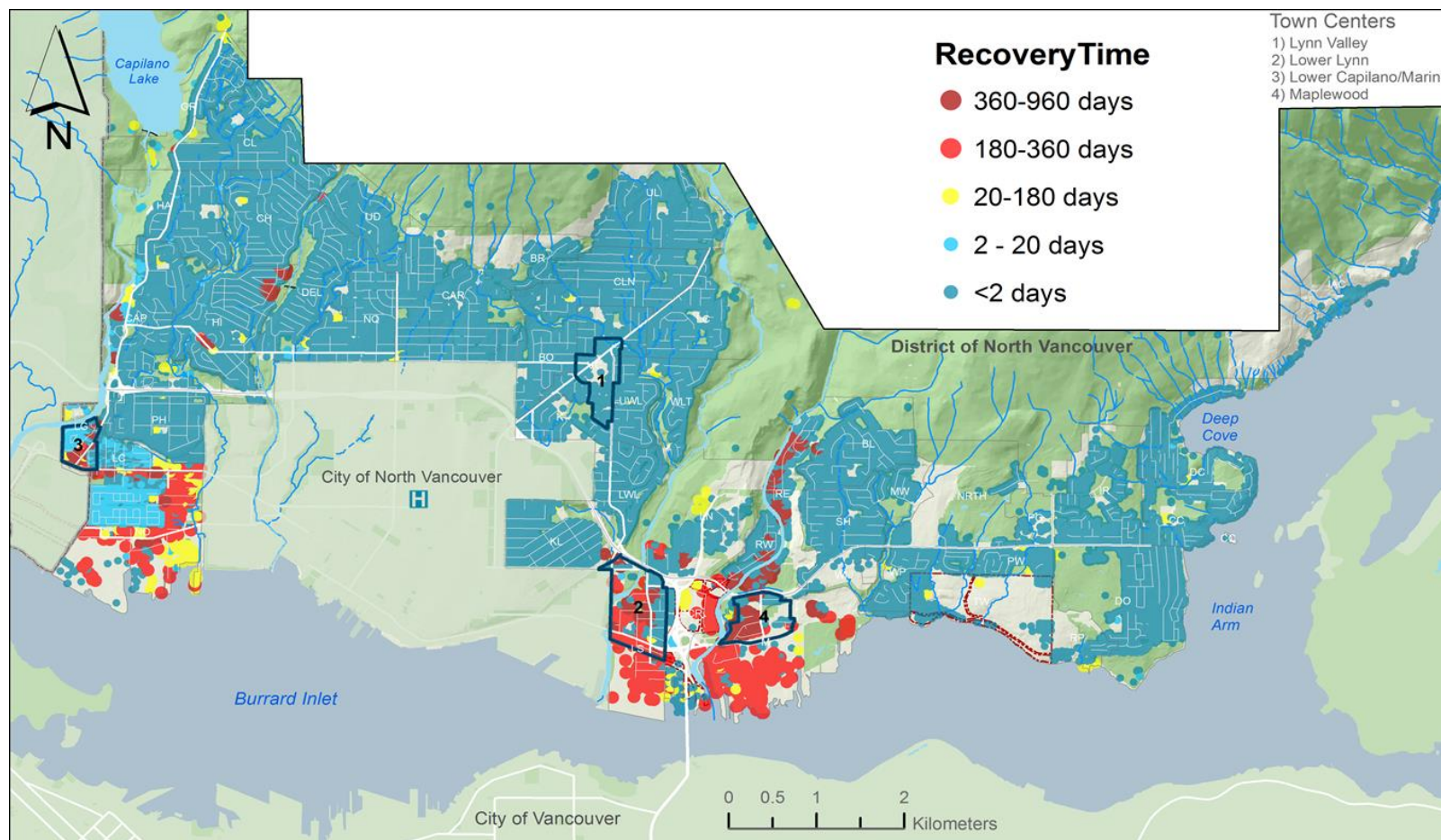
Hazard Impacts - Building Damage

- Estimates based on a Georgia Strait M7.3 scenario earthquake



Hazard Impacts - Recovery Time for Buildings

- Estimates based on a Georgia Straight M7.3 scenario earthquake



Hazard Impacts

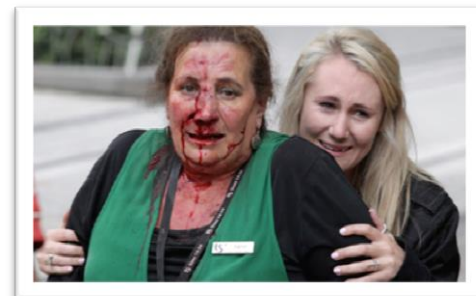
- Loss of Service
 - Electrical, water, natural gas, telecommunications

Loss of important files/critical business data

Damage

- to building, parking, neighboring structures, inventory/equipment, transportation networks, roads, employee homes

- Inability to re-open
- Injury and Death



Business Disruption

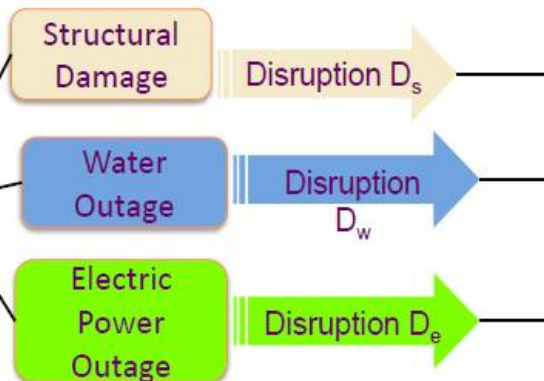


Business Disruption & Loss

estimates based on Georgia Strait M7.3 scenario earthquake

What about system interdependencies?

~ \$2.3 Billion of building-related losses

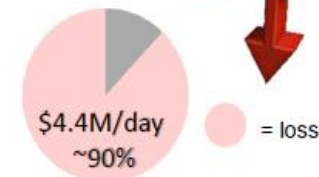


Research contribution by Autumn Lotze and Stephanie Chang (UBC SCARP)



~ \$4.4 M per day of business-related losses

- lost wages & business income
- rental & relocation costs

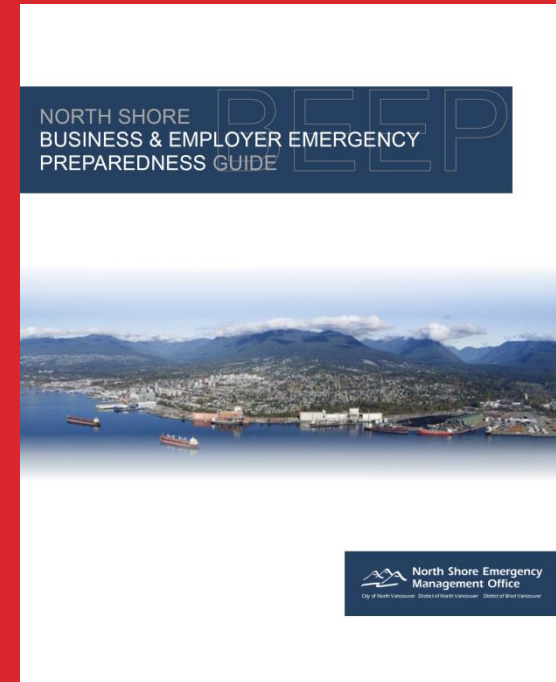


DNV Gross Daily Revenue ~\$5M per day

Benefits of Mitigation



NSEM's Business and Employer Emergency Preparedness (BEEP) Program



Business and Employer Emergency Preparedness (BEEP) Program

- BEEP Guide
 - Extensive document on business preparedness and continuity
- BEEP Questionnaire
 - Effective for easy circulation (esp. for our partners)
- Foundation made for strong support network
 - RCMP, Chambers of Commerce, Fire and Licensing departments
- Update & create new tools
 - My BEEP Plan, My Mini BEEP Plan
- Determine outreach methodologies and conduct outreach

Start Small, Think Big

Easy Steps:

- Important Phone Numbers
- Insurance
- Rapid Notify
- Staff Meeting
- Back-up Data

Moderate Steps:

- Emergency Kit
- Workshop
- Staff Preparedness
- Complete My Beep Plan

Larger Steps:

- Non-structural Seismic Upgrades
- Back-up Power Source
- Back-up Suppliers
- Read BEEP Guide





Resources

We have 6 FREE resources:


- 1) Got 2 minutes?** Do the BEEP Questionnaire
- 2) Got 10 Minutes?** Fill out My Mini BEEP Plan
- 3) Got an hour?** Complete My BEEP Plan
- 4) Got longer than an hour?** Read our BEEP guide!
- 5) Want more on individual and business prep?** Visit nsem.info or PrepMyBiz@nsem.info
- 6) Register for a one-hour workshop**

My Mini BEEP Plan


- Start Small, Think Big
 - Get the low hanging fruit!
- Great to post in staff room/office space
- Take a photo and make this information portable
- Available online


MY MINI
BEEP
PLAN

Prep My Biz 4 Emergencies
To-Do List



My List of Emergency Numbers:	Important Places:
- Emergency (fire, ambulance, police): 9-1-1	- Evacuation Meeting Spot: _____
- BC Hydro power outage: 1-888-769-3766	_____
- Fortis BC power outage: 1-866-436-7847	- Stay Inside Location: _____
- Person-in-charge during disaster: _____	- Emergency Kit Location: _____
- Insurance Broker: _____	_____
- Insurance Policy # : _____	- Important Documents Stored Off-site Here: _____
- Out-of-province contact: _____	_____
- Other numbers: _____	- Alternate Work Space if my location is unusable: _____
- _____	_____
- _____	_____
- _____	_____

 **Start Small, Think Big**

 **Tip** *Have this info on your phone. Take a photo!*

For more BEEP (Business & Employer Emergency Preparedness) resources and info visit: nsem.info

NSM NORTH SHORE
EMERGENCY
MANAGEMENT

My BEEP Plan

- Fill-in-the-blanks **personalized** preparedness and continuity plan
- Compiles important info; keep on site
- TIP: Fill out sections that are relevant – prioritize your planning
- Available online as interactive PDF

NSEM NORTH SHORE
EMERGENCY
MANAGEMENT

My BEEP Plan

Business and Employer Emergency Preparedness

*Start Small, Think Big
Prep Your Biz*

Start Now!

Business Name: _____

Business License No: _____

Phone Number: _____

Address: _____

City, Postal Code: _____

Created on: _____



My BEEP Plan - Snapshots

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My BEEP Plan | *Start Small, Think Big*

☐ Important Places

The following list contains important places during a disaster:

Place	Reason
Courtyard outside of office	Evacuation Meeting Spot
Conference room	"Stay Inside" Location
Under front desk	Emergency Kit Location
Ayesha's house	Off-Site Storage Location
None	Alternate Work Space

My BEEP Plan - Snapshots

☒ Hazard Impacts on My Business

These are the impacts of the hazards above on my business assets:

(eg. Employee injury, loss of power, parking/building inaccessible, loss of potable water)

1	Eg. Injured/affected employees	1	
2	Loss of Data	1	
4	Building Inaccessible	1	
3	Loss of Power	1	

☒ Now **rank these impacts** on the left (1 = what I think is the greatest risk to my business).

My BEEP Plan - Snapshots

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My BEEP Plan | *Start Small, Think Big*

☐ My Action Plan

These are the risks to my business. Those that are most severe and likely to occur are listed first. Next, I've listed the actions and employees we need to recover from them.

TIP: Start by planning for the biggest risks. Prioritize!

Risks	Action Plan	Staff in Charge
Eg. Employees cannot work	Minimize risk by helping employees become personally prepared	Dorit
Loss of Data	Back-up data files	Ayesha
Loss of Power	Purchase power generator	Dorit
Building Inaccessible	Create work from home protocol	Dorit

Helps My Business: My BEEP Plan will lessen the impacts of a disaster on my business.

Helps Me: My BEEP Plan will increase the chances of my business surviving.

My BEEP Plan

(Business and Employer
Emergency Preparedness)

Helps My Community: My BEEP Plan considers that my community will recover faster if businesses are prepared.

Helps My Family: My BEEP Plan understands that my family may depend on my business for financial support.

I'm ready to Prep My Biz!

BEEP Project Details

Business Outreach

Business areas reached:

- Deep Cove
- Upper Lonsdale
- Lower Lonsdale
- Lynn Valley
- Ambleside
- Edgemont Village
- Edgemont Village
- Maplewood
- Lynnwood
- Horseshoe Bay
- Pemberton Ave.
- Marine Drive (Norgate)

Outreach Stats Keeping - Spreadsheet

Initial Visit:

- Baseline information

Follow-up Visit:

- Baseline information
- Progress
- Feedback on Tools
- General Stats
(i.e., those unable to be reached)



Business Outreach – Initial Visit

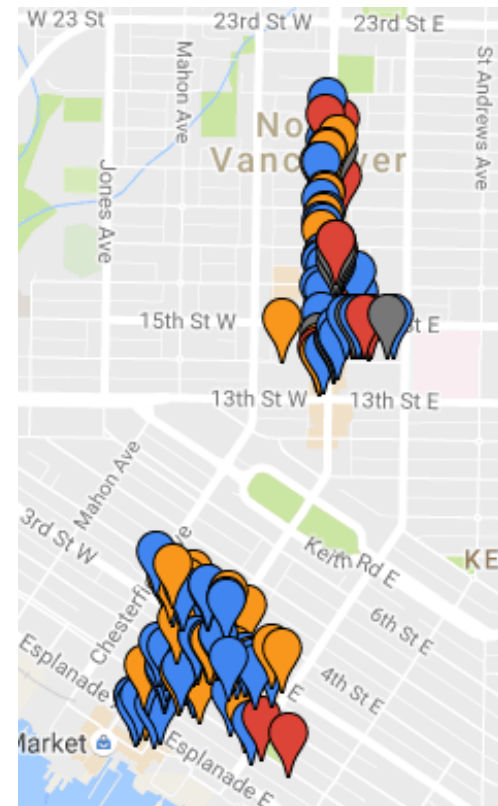
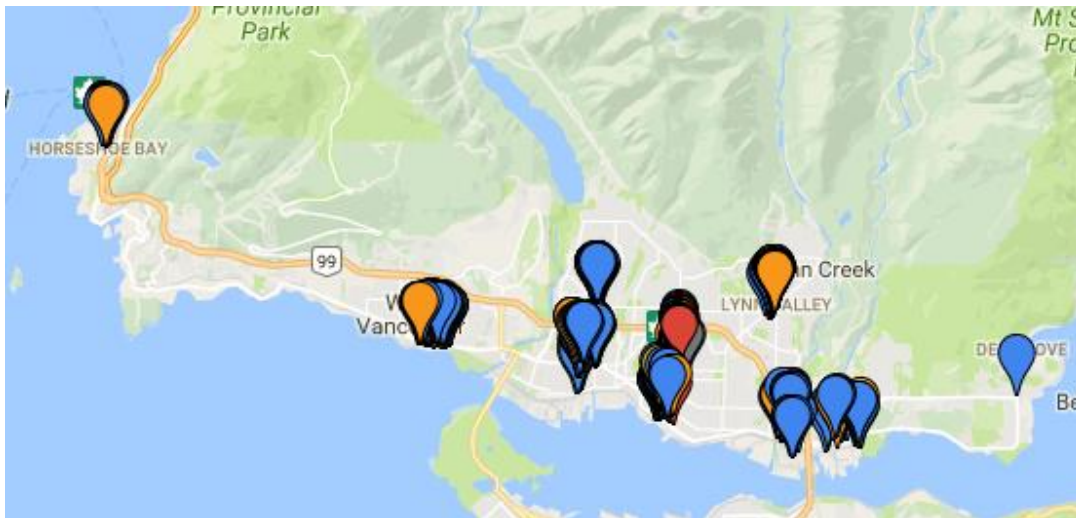
Key:

Red: Did not want tools

Blue: Took tools

Orange: Received questionnaire

Grey: Unable to be reached



Business Outreach – Follow-up

Key:

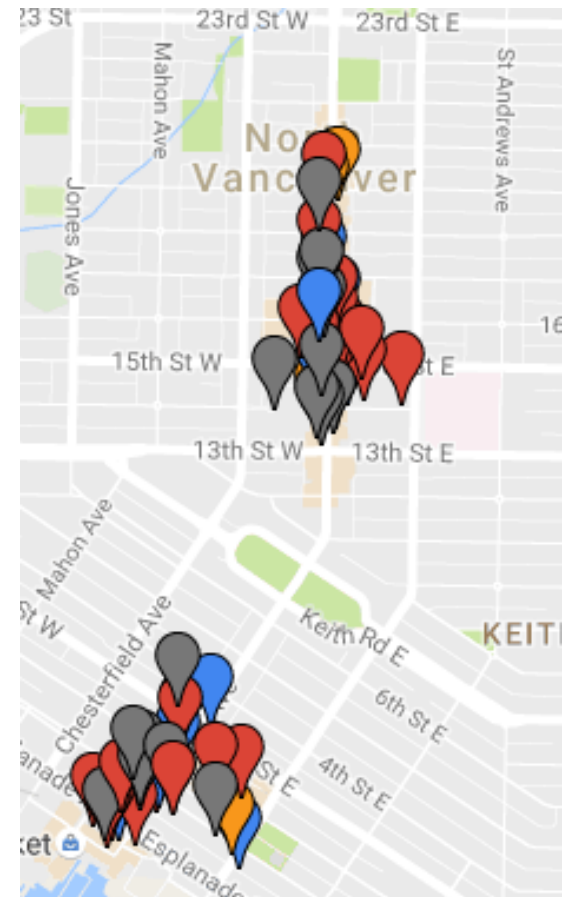
Red: No steps taken since visit

Blue: Steps taken toward preparedness

Orange: Did not receive questionnaire from employee

Green: Did receive questionnaire from employee

Grey: Unable to be reached



Face-to-face outreach summary

Over a 2 month outreach period:

- 584 businesses reached at initial visit (face-to-face).
- Of 275 attempted follow-ups (over phone):
 - 91 owners were unable to be reached
 - 88 did not do anything since initial visit
 - 38 owners did not receive the resources from the employees; 10 did
 - 52 businesses exemplified improvements in their preparedness

Outcome

- ***AT LEAST 11% of 584 businesses visited are better prepared***
- ***Of the 184 owners who responded during follow-up, 37% are better prepared***

Changes in preparedness: Ranges from holding staff meeting, becoming more personally educated to implementing drills, creating emergency kit, attending workshops.



TIPS for Outreach

- Follow your working alone protocol
- Always leave something
- Always take something
- You have 2 minutes – be effective!
- “Free” should be one of the first things that leaves your mouth
- Use simple language
- Bring a notepad; update details after you leave
- Consider timing of visit
- For follow-ups: call again, don’t wait for them to return call



Next Steps & Summary

General Tips:

Challenge	Tip
Keeping the project active	Pursue volunteer support for ongoing success
Attendance for workshops	Invite during follow-ups
Reaching home-based businesses	Online engagement, info available at EP booths
Reaching owners with limited English skills	Use of pictures? Community leaders/liaisons?
Funding	Engage industry, other stakeholders

***Thank you Insurance Bureau of Canada
for project financial support.***

General Tip:

- When disaster happens....
 - Support business whenever possible in their ingenuity for resiliency....

Don't get in their way!

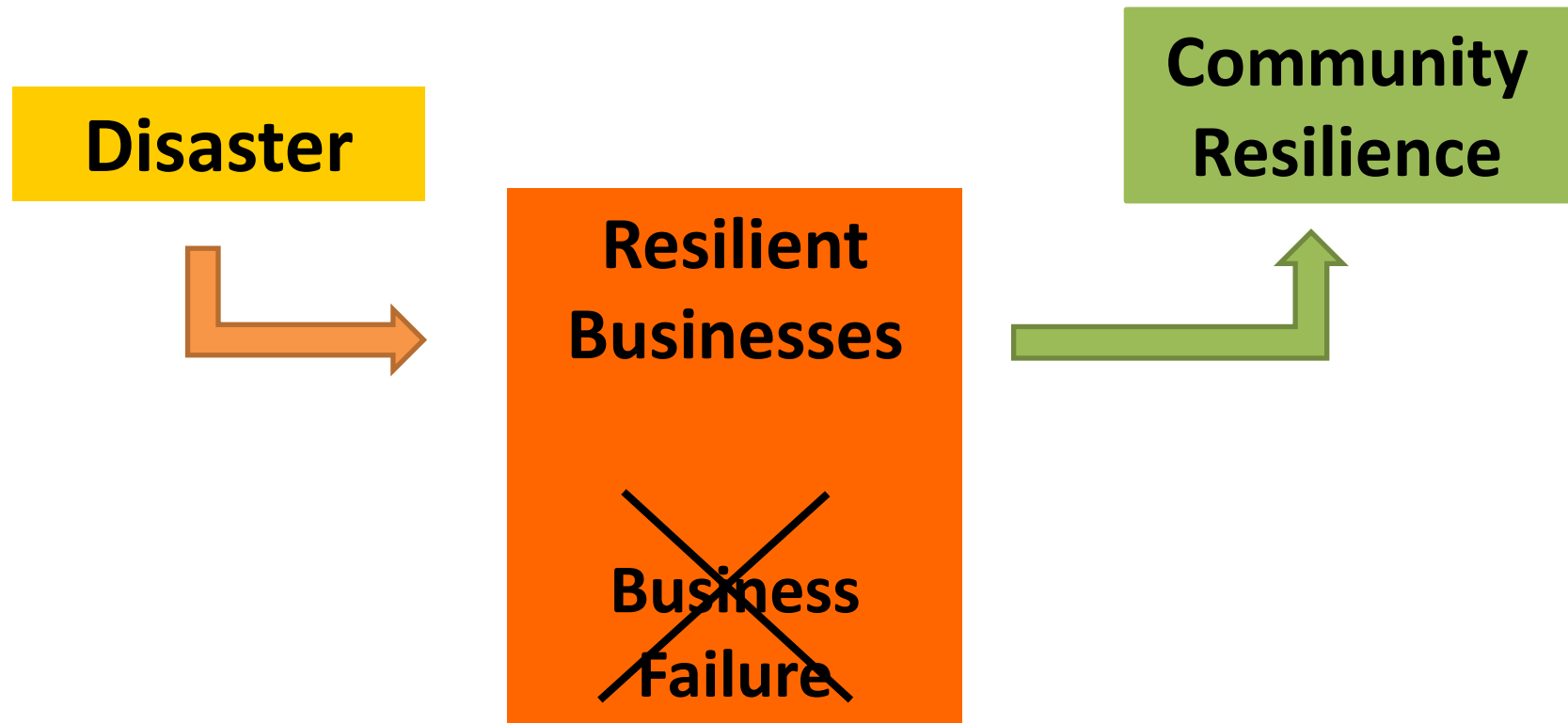


Next Steps for BEEP

- Online Engagement
 - Social Media Contest
- Communications Outreach
- Mentor Business Program
- Development of App
- BEEP Volunteer Team
- BEEP presentations – scheduled and on demand
- Co-op student?

Why having PREPARED businesses matter

- Business provides employment, taxes, profit, valuable resources, growth, economic driver.
- Business resilience affects a community's ability to be resilient and recover quicker.



Contact Information

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NorthShoreEMO



NORTH SHORE EMERGENCY MANAGEMENT

City of North Vancouver District of North Vancouver District of West Vancouver