PREPARE FOR OUR FUTURE
Creating A Culture of Preparedness!
INTRODUCTIONS & WELCOME

DIRECTOR ECONOMIC DEVELOPMENT
Alison Maxwell
IT TAKES A COMMUNITY TO RECOVER

HONORABLE MAYOR BARRY BRUCKER
CREATING A CULTURE OF PREPAREDNESS

Director Office Of Emergency Management
Pamela Mottice Muller
Creating a Culture of Preparedness

- Agenda
- Housekeeping
- Emergency Information
- Purpose
During an Earthquake

- Duck, cover and hold.
- If outdoors, go to an open area away from trees, power lines, buildings and walls.
- If driving, pull over and stop. Avoid overpasses and power lines. Stay inside your car.
Together We Prepare!

WE ARE IN THIS TOGETHER!!!

Residents

The City

Businesses

City of Beverly Hills Office of Emergency Management (310) 285-1025
WHAT WE DO NOW, BEFORE THE
DISASTER............

WILL DETERMINE WHAT OUR LIVES ARE LIKE AFTER........
Disasters

What disasters could happen in the City of Beverly Hills?
TYPES OF DISASTERS

- Earthquake
- Fires
- Terrorism
- Floods
- Landslide
- Windstorms
- Other
Definitions: Emergency

An unplanned event that can cause death/injuries to employees, customers, and/or can shut down or disrupt operations, cause physical/environmental damage or threaten the facilities in the structure or public image.
Definitions: Disaster

A Disaster occurs when a disruption reaches such that there are injuries, deaths, or property damage and when a disruption affects many or all of the community’s essential functions.
We Must:

Mitigate! Prepare! Respond! Recover!
How Can Businesses Prepare For A Disaster?
“The sad fact is that in the United States, 43% of businesses affected by natural disasters never reopen. And almost 29% close within two years of experiencing a disaster. This means they...their employees...their entire communities suffer financial loss.”

http://www.fema.gov/nfip/jahsp12.shtm
How Are Businesses Affected By Disasters:

- They are affected by external forces
- Employees could not report to work, shipments stopped, vendors affected
- Surroundings had too much damage
- Most businesses thought minimal preparation would be enough
Business Preparation

- Life Safety vs. Business Recovery
- Identify & Reduce Building Hazards
  - Injury your employees/customers
  - Damage/Destroy Property
  - Disrupt/jeopardize your business operations, the process, materials, or equipment essential to your operation
- Protect Building Contents
- Prepare Employees (Home & Work)
- Business Resumption Planning

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LIFE SAFETY

- Safety and Security of Your Employees & Customers
- Evacuations/Meeting Places
- Building Director & Floor Warden Programs
- All employees know what to do during & after all emergencies/disasters
LIFE SAFETY

- Taking Care of Employees After a Disaster
  - Food, Water, Medical Supplies, etc.
  - Employee Own Backpacks/Supplies
  - For how long could you take care of your employees if they had to stay at work?

- Drills, Exercises
Your Business Plan Must Include Prepared Employees

- If you employees & their families are prepared at home, they are more likely to come to work.

- Make a Kit! Make a Plan! Be Informed!

- Maintain up-to-date contact information

- Pamphlets available
BUSINESS RECOVERY

• How will your business sustain itself during and after a disaster?
First: Identify Potential Hazards & Their Impacts to Your Business

- Identify threats and conditions which may jeopardize the process, materials or equipment essential to your operation.

- Identify your critical assets – essential needs for your business to operate includes suppliers, shippers etc.

- Determine how these hazards would affect your business then prioritize those risks (BIA).
Continuity of Operations Planning

- In-depth analysis of your business: How does your business function? Work Flow. (internally & externally)
- Means of systematically assessing the potential impacts resulting from various events or incidents
- Identifies known and hidden costs
- Raises awareness within your organization
- Identifies priorities
- Requires attention to detail
Now What: Plan Elements

- Ability to implement plan anytime without warning during duty and non-duty hours
- Create Communication Plans to notify and communicate with employees & customers
- Identify essential functions to keep business viable
- Delegation of authority: Succession Plans
Plan Elements

- Know building plans/alternate facility options: what staff and equipment needed
- Interoperable communications – backup to phones
- Vital records and database – how stored & accessible
- Access human capital management
- Test, training, and exercise your plan
- Reconstruction and Recovery
The City’s Response
EXPECTATIONS

What Expectations Do You Have of Us?
Policy Statement

It is the policy of the City of Beverly Hills to have in place an Emergency Management Plan. The City of Beverly Hills will plan, prepare for, and conduct operations to accomplish the following objectives:

- Save lives, protect property and the environment.
- Provide a basis for the direction and control of emergency operations.
- Plan for continuity of government.
- Repair and restore essential systems and services.
- Provide for the protection, use and distribution of remaining resources.
- Coordinate operations with the emergency service organizations of other jurisdictions, if necessary.
Office of Emergency Management

To strengthen the City’s ability, in coordination, collaboration and conjunction with all City Departments, to mitigate against, prepare for, respond to and recover from all types of natural and man-made emergencies/disasters.
OEM OBJECTIVE

To strengthen the City’s ability to readily, effectively, and efficiently respond and recover from all types of natural and man-made emergencies/disasters including but not limited to earthquakes, structural and wildland fires, floods, acts of terrorism, technological, utility related and any other event that would cause peril to the City of Beverly Hills.
FIRE DEPARTMENT

Fire Chief Timothy Scranton
FIRE DEPARTMENT
Disaster Mission

- Fire Suppression
- Emergency Medical Service
- Rescue & Evacuation
- Hazardous Materials Mitigation
- Public Health
- Structural/Environmental Stabilization
- Emergency Operations Center Staffing
Fire Department

USAR
- 32 trained members
- 1000 hours training
- USAR Vehicle
  - OES Type 1
  - 1 of 28 Heavy Type in California
  - A Regional Asset

Confined Space
- 32 members trained
- 40 hour course
- Used for cave-in, collapse or other subterranean rescues
Fire Department

CERT/DART
- CERT
  - Neighbor helping neighbor concept
  - 20 hour course
- DART
  - Teachers and faculty trained
  - 8 hour course
- CPR

Haz-Mat/WMD
- FRO
  - B NICER
  - Anthrax
- IRTB
  - Decontamination capabilities for WMD type incidents
Police Department

Assistant Police Chief
Robert Curtis
POLICE DEPARTMENT
Disaster Mission

- Preserve Life and Property
- Maintain Peace and Order
- Initiative and Execute Alert and Warning
- Coordinate Evacuations
- Enforce laws and Emergency Orders
- Assist Coroners Office
- Secure Perimeter
PUBLIC WORKS

Director of Public Works, Transportation & Engineering
David Gustavson
PUBLIC WORKS, TRANSPORTATION & ENGINEERING

Coordinate all Public Works operations, including street maintenance, traffic lights, sanitation, waste and storm water, water supply and distribution, city and tenant facilities, city owned vehicles and transportation, parking structures, traffic signs and utilities.
BUSINESS RECOVERY:
ECONOMIC DEVELOPMENT

Assistant to the City Manager
Daniel E. Cartagena
The Office of Economic Development is....

- A Division of the City Manager’s Office
- A resource that collects data and produces reports detailing the Beverly Hills Economy
- A business partner working closely with the Chamber of Commerce, Conference & Visitor’s Bureau and Rodeo Drive Committee
- Ombudsman to the Businesses Community
- Liaison to the Business Community
The City of Beverly Hills values its business community working constantly to broaden its relationships with individual businesses.

Economic Development staff works to attract and retain Beverly Hills businesses that boosts the City’s international identity and brand.

Provides revenue to support the highest level of services to be found in any community.

As a result, It is the mission of the Office of Economic Development to work closely to retain and attract a diverse business mix.
Economic Development Liaison Role During an Emergency

- A member of the Economic Development staff is assigned to the EOC and we want to make contact with your company
- Provide timely information to the business community before, during and after an emergency
- Work with our business partners to develop and strengthen resource network designed to address issues involving each of the City’s commercial areas
- Communicate City’s needs to businesses to assist and contribute with response and recovery
Retain & Recover

- The City has a vested interest in the well being of its business community
- The City will work diligently to assists with your business recovery and retain your company here in the City
- Using such programs as a Business Recovery Team
In Closing

- [http://training.fema.gov/IS/crslist.asp](http://training.fema.gov/IS/crslist.asp)

**Recommended:**

1. IS – 394.A: Protecting Your Home or Small Business from Disaster
2. IS-547: Introduction to Continuity of Operations (COOP)
3. IS – 100: Introduction to Incident Command
4. IS – 700: National Incident Command System
TOGETHER WE PREPARE

- **TOGETHER**: All of us have a role and responsibility to ensure we each do our part in making this community the best prepared community anywhere!

- **WE**: The City government, the residents, the business community both small and large, the schools, the faith based community, and the community and volunteer based organizations all have the role and responsibility to participate in this preparedness process. It is a joint effort!!

(Above title and quote taken from a disaster campaign by the American Red Cross)
PREPARE: “In today’s climate, it’s more important than ever that all of us be prepared for possible emergencies. Natural or other disasters can strike suddenly, at any time and anywhere.”

WE ARE IN THIS TOGETHER!