



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: Health and Safety Commissioners

FROM: Meena Janmohamed, Intern to Pamela Mottice-Muller, Director of Emergency Management

DATE: June 27, 2016

SUBJECT: *Disaster Ready*: Beverly Hills Disaster Preparedness Certification for Businesses Program

INTRODUCTION

As a part of the Office of Emergency Management's ongoing efforts to mitigate against disasters and educate residents, employees, and the business community, OEM is launching *Disaster Ready*, a formal recognition of businesses engaging in disaster planning efforts to foster a culture of emergency preparedness in the business community.

This report provides an overview of the *Disaster Ready* requirements, activities, associated benefits, and potential branding and marketing opportunities.

BACKGROUND

The City of Beverly Hills is committed to emergency preparation for all sectors of our community, including businesses. It is estimated that 25% of businesses do not reopen following a major disaster (Source: Institute for Business and Home Safety). The Beverly Hills local economy is valued at \$20 billion dollars and its daily population increases to 200,000 people each day largely because of our business community – in the event of a major disaster the impact to the City in dollars and lives would be significant. In another national survey conducted by the Ad Council, 62% of respondents reported not having an emergency plan in place for their business. To close this knowledge gap locally, the Office of Emergency Management is taking proactive steps to increase the business community's disaster preparedness knowledge and business readiness and continuity potential through *Disaster Ready*, a Beverly Hills version of a business disaster certification program.

A webpage has been created on the City's official webpage and will go live as soon as final approval of the project has been made. The webpage provides instructions on how to become a Disaster Ready partner. Once interested businesses have completed the required plan and additional Beverly Hills Preparedness Activity, they can submit their information directly via the Disaster Ready webpage.

This program was previously presented by Emma Osore, a prior intern to the Office of Emergency Management. The purpose of reintroducing this project is to gather any final feedback from the Health & Safety Commissioners before officially launching Disaster Ready. Once all details have been finalized, the Office of Emergency Management will work with the Chamber of Commerce to launch the Disaster Ready program to the public.

MISSION STATEMENT AND PLAN GOALS

Disaster Ready is a program to formally recognize disaster planning efforts of businesses, institutions, and organizations in our community to foster an increased culture of emergency preparedness in Beverly Hills.

1. Receive emergency plans from businesses representing each sector of the business community (retail, restaurant, tourism and luxury services, professional services, financial services, real estate, entertainment, IT, religious, nonprofit, and others)
2. Develop attractive incentives for business participation
3. Promote knowledge of disaster preparedness activities.

PROGRAM OUTLINE

Requirements

First Time Process:

To become a *Disaster Ready Partner*, businesses must:

1. Complete ONE Ready.gov Business Emergency Plan (attached) or other emergency plan.
2. Finish TWO Beverly Hills Preparedness Activities from any category below.
3. Be an active partner by telling ONE business neighbor to get certified.

Yearly Renewal Process:

To remain a *Disaster Ready Partner*, businesses must:

1. Review existing plan and make necessary revisions.
2. Complete one new Beverly Hills Preparedness Activities from any category below.

Preparedness Activities

Category 1: STAY CONNECTED

Talk to your people. Having a network of information and support in a disaster and staying connected to neighboring businesses, suppliers, having an employee communication system, and/or having city and regional alerts is critical.

Beverly Hills Preparedness Activity Options:

- A. Have an emergency communication system in place (phone tree/GroupMe App/Facebook Group).
- B. Ensure all leadership if not all employees are registered for the City of Beverly Hills Emergency Notification Program ([Beverly Hills Emergency Telephone Notification Sign Up](#)) and Beverly Hills [Nixle](#) alerts for trusted information and updates.

Category 2: CONDUCT A DISASTER DRILL OR TRAINING

Conducting a drill or other disaster exercise will equip employees with a plan of action when a real emergency happens.

Beverly Hills Preparedness Activity Options:

- A. Conduct a fire drill or active shooter drill giving employees specific responsibilities and have a designated offsite location to meet.
- B. Test the emergency communication system you developed.
- C. Participate in the [Great California Shakeout](#) at 10:16 a.m. on October 16, 2016.
- D. Schedule a Beverly Hills certified [CPR or First Aid Class](#).
- E. Send employees to the Beverly Hills [Community Emergency Response Team](#) (CERT) training for businesses.

Category 3: TAKE CARE OF CUSTOMERS & EMPLOYEES

Things may be different in an emergency: there may be loss of utilities, help may not come for several days or even weeks, and suppliers may be unable to make deliveries.

Beverly Hills Preparedness Activity Options:

- A. Have enough emergency food and water supplies enough for all employees for three days.
- B. Incentivize employees to have a work emergency backpack to include first-aid kit and manual; flashlight; copies of important documents; change of clothing and sturdy shoes; names, addresses, and phone numbers of emergency contacts, doctors, and pharmacists; medications (prescription and non-prescription); eye glasses; personal hygiene items; toilet paper, paper towels, and a large trash bag.
- C. Incentivize employees to have a home emergency backpack.
- D. Contact the Beverly Hills Office of Emergency Management at (310) 285-1025 or pmottice@beverlyhills.org to request a disaster preparedness speaker.

Category 4: PLAN TO STAY IN BUSINESS

Companies that do not resume operations at some level within ten days of a disaster are not likely to survive. Think through how you continue business now, before it's too late.

Beverly Hills Preparedness Activity Options:

- A. Check that your emergency power supply is operable and if you do not have one, install it.
- B. Protect against data failure or cyber-attack on your databases/website/customer records by backing up all information in a remote location.
- C. Secure valuable items by fastening shelves, computers, cash registers, and other loose objects so they will not shake and fall.

CONCLUSION

Disaster Ready aims to increase disaster mitigation in our business community through education and recognition. This important initiative will be the first business emergency preparedness recognition program in Beverly Hills.

RECOMMENDATION

The Health & Safety Commission is asked to review this document and provide any feedback regarding the Disaster Ready Campaign. The website will be shown during the June 27th meeting and Commissioners will also be asked to provide their feedback at that time.