



Monterey Park Fire Dept

Emergency Preparedness

For

Businesses

"Be Prepared, not Scared"

Fire Chief, Jim Birrell
Captain Matt Hallock



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Earthquake Probability???

- ❑ The question is not *if* but *when* southern California will be hit by a major earthquake
- ❑ This earthquake will be so damaging that it will permanently change lives and livelihoods in the region
- ❑ How severe the changes will be, depends on the actions that individuals, schools, businesses, organizations, communities and government take to get ready



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- The *San Andreas Fault* slices through California, marking the boundary between the *Pacific and North American tectonic plates*.
- The plates try to slide past each other, but near the surface they are *locked by friction* and deform instead of moving, *storing up strained energy*.
- Eventually and suddenly, the friction will give way and the plates will slip, creating a *powerful earthquake*.
- On the Southern San Andreas Fault, an earthquake ruptures and releases energy *every 150 years* however, the last time this occurred was more than *300 years ago*.



- **SCENARIO IS A 7.8 MAGNITUDE QUAKE**
- **5,000 TIMES STRONGER THAN 7/29/08**





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How do we know what is going to happen?

To help prepare for this event, scientist of the USGS have changed the way earthquake scenarios are done, uniting a multidisciplinary team that spans a number of specialties

- The Team Includes:
 - CA Geological Survey
 - Southern CA Earthquake Center
 - 200 Partners in:
 - Government
 - Academia
 - Emergency Response
 - Industry
 - Social Scientist
 - Economist



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- ▣ Decades of improving the life-safety requirements in building codes have greatly reduced the risk of death in earthquakes, yet Southern California's economic & social systems are still vulnerable to large scale disruption



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The Quake will last approximately 3:57 starting at the Salton Sea and traveling north to Oxnard





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What is the first thing you should do when an earthquake hits?





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- Engineers & other professionals used the shaking to produce a realistic picture of this scenario's earthquake damage to buildings, roads, pipelines & other infrastructure.
- From these damages, social scientists projected casualties, emergency response, and the impact of the scenario earthquake on Southern California's economy and society.



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- The earthquake is not a prediction, it is a probability report and scientist have determined that this part of the San Andreas is the most likely source of a large earthquake in all of California
- When the next San Andreas Fault earthquake does happen, some things are inevitable – fault rupture will break any road, track, or pipe that crosses it.



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- If we take no additional actions for preparedness and mitigation, and the Earthquake does occur, it will cause:
 - 2,000 deaths
 - 50,000 injuries
 - \$200 Billion in damage
 - Severe long-lasting disruption
 - These numbers can climb with each damaging aftershock



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- ▣ Fires will start in countless ways
 - Arcing power lines
 - Gas appliance lines
 - Chemicals spill and mix
 - A lamp hits the sofa
 - Multiple ignition sources
 - Ø Dial Tones
 - Damaged water systems
 - 1,600 fires large enough to warrant a 911 call
 - Some ignitions will combine spreading into conflagrations

- ▣ There are not enough emergency personnel to immediately respond to every call for help!



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- The earthquake, its damages & resulting losses are not a worst case scenario, rather one worth preparing for and mitigating against



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- Economic Disaster – Assets are lost and many businesses shut down. As water and power services are restored, some businesses reopen, insurance payouts and government assistance occurs and leads to regeneration of economic activity.



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- ❑ Economic Catastrophe – The regional economy suffers a breakdown in resiliency and sinks into a depression that could last decades.
- ❑ To a sociologist, a disaster becomes a catastrophe when social, economic, and political systems suffer severe disruption.



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What has the City of Monterey Park done to prepare?

- NIMS Adoption
- NIMS Compliance
- ICS Training
- Executive Training IE: Council Members
- EOC Exercises
- GETS/WPS
- CERT Teams
- Emergency Preparedness Trailer
- LHMP
- Community Reach out & Education
- Emergency Operation's Plan "EOP"
- Coordination with School Districts
- Disaster Cache
- Shelter Agreement



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Future City Goals Include:

- ❑ Additional Disaster Cache Purchases
- ❑ Seismic Retrofitting to City Buildings
- ❑ New EOC
- ❑ Back up Generating System
- ❑ Developing Vendor Accounts
- ❑ Citizens with Special Needs
- ❑ EOC Enhancement





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Things do happen in Monterey Park!





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What can we all do in the future?

- ▣ Prepare for 10 days of Self Sufficiency
- ▣ Prepare a Family Communication Plan
- ▣ Prepare a Business Continuity Plan
- ▣ Join CERT
- ▣ Educate yourself, your family and your employees
- ▣ Seismic Retrofit your building
- ▣ Learn the Seven Steps to Earthquake Safety



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Homeland Security Family Communications Plan

Your family may not be together when disaster strikes, so plan how you will contact one another and review what you will do in different situations.

Out-of-Town Contact Name: _____ Telephone Number: _____
 Email: _____ Telephone Number: _____

Fill out the following information for each family member and keep it up to date.

Name: _____	Social Security Number: _____
Date of Birth: _____	Important Medical Information: _____
Name: _____	Social Security Number: _____
Date of Birth: _____	Important Medical Information: _____
Name: _____	Social Security Number: _____
Date of Birth: _____	Important Medical Information: _____
Name: _____	Social Security Number: _____
Date of Birth: _____	Important Medical Information: _____
Name: _____	Social Security Number: _____
Date of Birth: _____	Important Medical Information: _____
Name: _____	Social Security Number: _____
Date of Birth: _____	Important Medical Information: _____

Where to go in an emergency. Write down where your family spends the most time: work, school and other places you frequent. Schools, daycare providers, workplaces and apartment buildings should all have site-specific emergency plans.

Home
 Address: _____
 Phone Number: _____
 Neighborhood Meeting Place: _____
 Regional Meeting Place: _____

Work
 Address: _____
 Phone Number: _____
 Evacuation Location: _____

School
 Address: _____
 Phone Number: _____
 Evacuation Location: _____

Work
 Address: _____
 Phone Number: _____
 Evacuation Location: _____

School
 Address: _____
 Phone Number: _____
 Evacuation Location: _____

Other place you frequent:
 Address: _____
 Phone Number: _____
 Evacuation Location: _____

School
 Address: _____
 Phone Number: _____
 Evacuation Location: _____

Other place you frequent:
 Address: _____
 Phone Number: _____
 Evacuation Location: _____

Important Information	Name	Telephone #	Policy #
Doctor(s):			
Other:			
Pharmacist:			
Medical Insurance:			
Homeowners/Rental Insurance:			
Veterinarian/Kennel (for pets):			

Other useful phone numbers: **9-1-1** for emergencies. _____ Police Non-Emergency Phone #:

Every family member should carry a copy of this important information:

Other Important Phone Numbers & Information:

Family Communications Plan

Contact Name: _____
 Telephone: _____

Out-of-Town Contact Name
 Telephone: _____

Neighborhood Meeting Place:
 Meeting Place Telephone: _____

Dial 9-1-1 for Emergencies!

Other Important Phone Numbers & Information:

Family Communications Plan

Contact Name: _____
 Telephone: _____

Out-of-Town Contact Name
 Telephone: _____

Neighborhood Meeting Place:
 Meeting Place Telephone: _____

Dial 9-1-1 for Emergencies!



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- *Business Contingency Plans are built on a foundation of management leadership, commitment and financial support.*

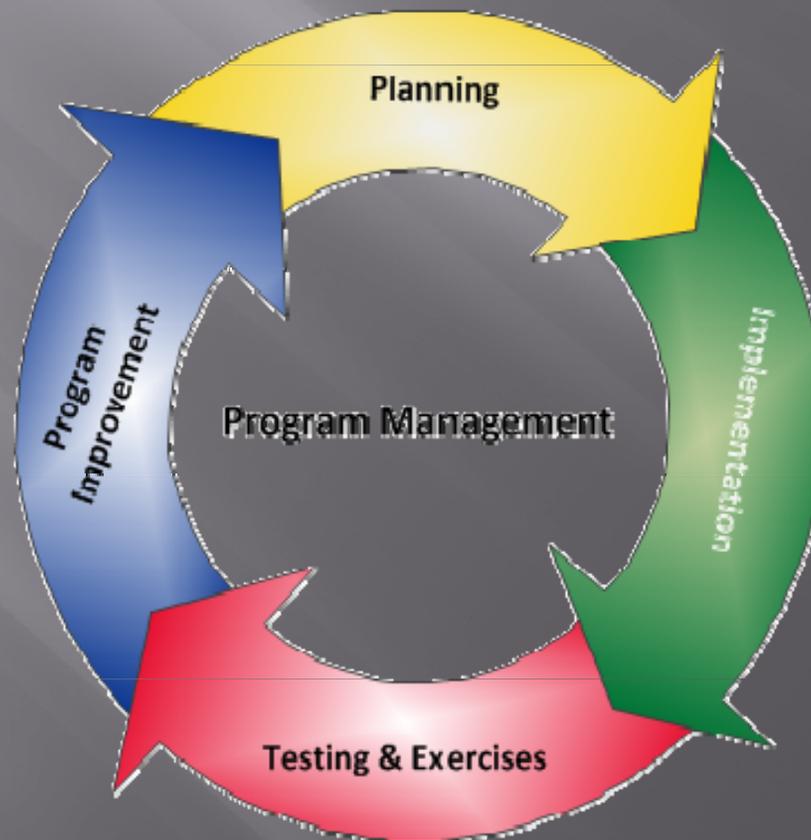
- *Why is it important to invest in a preparedness program? The following are good reasons:*
 - Up to 40% of businesses affected by a natural or human-caused disaster never reopen.
(Source: Insurance Information Institute)
 - Customers expect delivery of products or services on time. If there is a significant delay, customers may go to a competitor.
 - Larger businesses are asking their suppliers about preparedness. They want to be sure that their supply chain is not interrupted. Failure to implement a preparedness program risks losing business to competitors who can demonstrate they have a plan.
 - Insurance is only a partial solution. It does not cover all losses and it will not replace customers.
 - Many disasters – natural or human-caused – may overwhelm the resources of even the largest public agencies. Or they may not be able to reach every facility in time.
 - News travels fast and perceptions often differ from reality. Businesses need to reach out to customers and other stakeholders quickly.
 - An Ad Council survey reported that nearly two-thirds (62%) of respondents said they do not have an emergency plan in place for their business.
 - According to the Small Business Administration, small businesses:
 - Represent 99.7% of all employer firms
 - Employ about half of all private sector employees
 - Have generated 65% of net new jobs over the past 17 years
 - Made up 97.5% of all identified exporters.



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Business Program Management Includes:

Planning, Implementation, Testing & Exercises, Program Improvement





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- How much should be invested in a preparedness program depends upon many factors.
- Regulations establish minimum requirements and beyond these minimums each business needs to determine how much risk it can tolerate. Many risks cannot be insured, so a preparedness program may be the only means of managing those risks.
- Some risks can be reduced by investing in loss prevention programs, protection systems and equipment. An understanding of the likelihood and severity of risk and the costs to reduce risk is needed to make decisions.



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Preparedness Policy

- A preparedness policy that is consistent with the mission and vision of the business should be written and disseminated by management. The policy should define roles and responsibilities. It should authorize selected employees to develop the program and keep it current. The policy should also define the goals and objectives of the program. Typical goals of the preparedness program include:
 - Protect the safety of employees, visitors, contractors and others at risk from hazards at the facility. Plan for persons with disabilities and functional needs.
 - Maintain customer service by minimizing interruptions or disruptions of business operations
 - Protect facilities, physical assets and electronic information
 - Prevent environmental contamination
 - Protect the organization's brand, image and reputation



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Program Committee and Program Coordinator

- Key employees should be organized as a program committee that will assist in the development, implementation and maintenance of the preparedness program. A program coordinator should be appointed to lead the committee and guide the development of the program and communicate essential aspects of the plan to all employees so they can participate in the preparedness effort.



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Program Administration

- The preparedness program should be reviewed periodically to ensure it meets the current needs of the business. Keep records on file for easy access. Lastly, where applicable, make note of any laws, regulations and other requirements that may have changed.

Seven Steps to Earthquake Safety





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Sources:

<http://www.shakeout.org/>

<http://www.earthquakecountry.info/roots/step1.html>

<http://www.ready.gov/business>



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Questions?