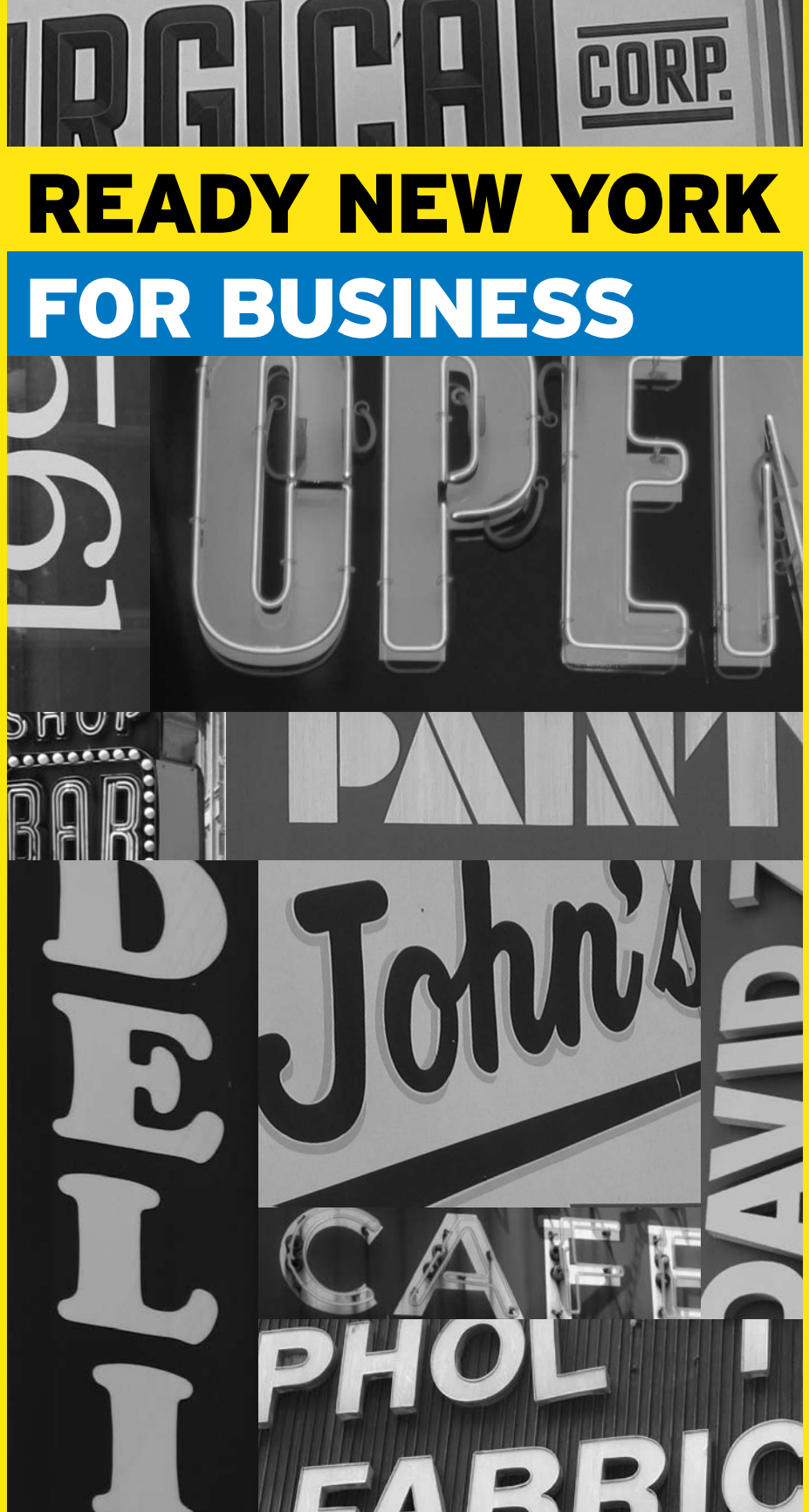


Llame al 311 (TTY: 212-504-4115) o visite [NYC.gov/oem](http://NYC.gov/oem) para obtener acceso a este folleto en español.

請致電 311 (TTY: 212-504-4115)，或訪問 [NYC.gov/oem](http://NYC.gov/oem)，查看中文版的手冊。

Звоните 311 (TTY: 212-504-4115) или посетите [NYC.gov/oem](http://NYC.gov/oem) чтобы получить эту брошюру на русском языке.

# READY NEW YORK FOR BUSINESS



2007 Edition



New York City  
Office of Emergency Management

Michael R. Bloomberg, Mayor  
Joseph F. Bruno, Commissioner



New York City Department  
of Small Business Services  
[www.nyc.gov/sbs](http://www.nyc.gov/sbs)

Robert W. Walsh, Commissioner



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**In a global business capital like New York City, it is important that businesses are prepared for emergencies. Forty percent of small businesses never recover from a disaster.\***

**While many large companies have in-house emergency planners and business continuity professionals, 98 percent of city businesses are small, family-owned establishments that cannot afford a disaster planning staff.**

**Ready New York for Business outlines simple steps business owners and managers can take to prepare for any emergency, whether it's a fire, power outage, hurricane, or terrorist attack.**



## **STEP 1:** ASSESS HAZARDS THAT COULD AFFECT YOUR BUSINESS

Identify the hazards most likely to affect your business and plan for those first. Consider the potential impacts of all hazards when developing emergency plans, such as whether your facility is vulnerable to flooding, or how a power outage might affect your company's ability to do business. For more information about New York City hazards, visit [www.NYC.gov/hazards](http://www.NYC.gov/hazards).



## STEP 2: PLAN TO STAY IN BUSINESS

How quickly your company can return to business after a fire, flood, or terrorist attack depends on emergency planning done today. Start by putting together a Business Continuity Plan or a Continuity of Operations Plan, which outlines how you will preserve or restore your business's critical functions. Just as your business changes over time, so do your preparedness needs. When you hire new employees or when there are changes in how your company functions, you should update your plans and inform your people.

### CONTINUITY PLANNING

- Determine which staff, materials, procedures, contacts, and equipment are necessary to keep the business operating.
- Decide who should participate in developing your emergency plan. Include coworkers from all levels in planning, but focus on those with expertise vital to daily business functions. These will likely include people with technical skills as well as managers and executives.
- Review your business process to identify operations critical to survival and recovery. Include payroll, financial decision making, and accounting to keep track of costs in the event of a disaster.
  - Establish procedures for succession of management. Choose someone who is likely to be on-site and at least one person who is off-site.
- Make a list of your most important customers and plan ways to communicate with them during and after a disaster.
- Develop emergency plans with key suppliers, shippers, resources, and other vendors you depend on to do business. Cultivate relationships with more than one company in case your primary contractor cannot meet your needs. Let contractors know which supplies are critical to your business activities.
- Keep copies of important records you may need to rebuild your business in a waterproof, fireproof, portable container.

#### Store a second set of the following records at an off-site location:

- Building plans
  - Insurance policies
  - Employee contact and identification information
  - Bank account records
  - Tax records (three years' for insurance purposes)
  - Supplier and shipping contact lists
  - Backups of computer data
  - Emergency or law enforcement contact information
  - Other priority documents
- Plan what you will do if your building, plant, or store is not accessible. Define individual responsibilities in advance.
    - Enroll in the City's **Corporate Emergency Access System (CEAS)** to authorize essential employees access to restricted areas following an emergency. Learn more about CEAS by visiting [www.NYC.gov/ceas](http://www.NYC.gov/ceas) or calling 311 (TTY: 212-504-4115).
  - Communicate to local authorities what your company is prepared to do to help in the recovery effort.
    - Join New York City's **Private Assets and Logistics Management System (PALMS)** to help the City identify any key resources or technical abilities you are willing to contribute to the recovery effort. Learn more about PALMS by visiting [www.NYC.gov/oem/business](http://www.NYC.gov/oem/business) or calling 311 (TTY: 212-504-4115).



## STEP 3: TALK TO YOUR PEOPLE

One of the best methods to ensure your company's recovery is to provide for your coworkers' well-being. Communicate regularly with employees before, during, and after an incident.

### EMERGENCY PLANNING FOR EMPLOYEES

Your employees and coworkers are your business's most valuable asset. Talk with your staff frequently and practice what you intend to do during and after an emergency. Evaluate and revise your processes based on lessons learned.

- Include emergency preparedness information, available at [www.NYC.gov/readyny](http://www.NYC.gov/readyny), in newsletters, on your company intranet, periodic e-mails, and other internal communications tools.
  - Include disaster training in new employee orientations.
- Set up a telephone calling tree, an e-mail alert, or a call-in voice recording to communicate with employees during an emergency.
- Designate a phone number for employees to leave an "I'm okay" message in case of a catastrophic disaster.

### PREPARE FOR MEDICAL COMPLICATIONS

Medical emergencies in the workplace vary greatly depending on the type of disaster, job, and worksite. However, there are steps that can help you respond to any medical emergency.

- Encourage employees to take basic first aid and CPR training. If feasible, offer on-site classes. The American Red Cross in Greater New York offers on-site group training.
- Keep first aid supplies in stock and easily accessible.
- Talk with your employees about medical conditions that may require support or special care in an emergency.

### COMMUNICATE WITH EMPLOYEES WITH DISABILITIES

Be sure to include people with disabilities in emergency planning. Ask about communication difficulties, physical limitations, equipment instructions, and medication procedures. Address their needs at each step of the planning process.

- Identify people willing to help coworkers with disabilities and be sure they are able to handle the job. This is particularly important if someone needs to be lifted or carried.
- Plan how you will alert people who cannot hear an alarm or may not understand instructions.
- Practice your plan to ensure employees with disabilities and their helpers know what is expected of them.

### PROMOTE FAMILY AND INDIVIDUAL PREPAREDNESS

Encourage your employees and their families to develop plans at home. If individuals are prepared at home, they will have more time to assist with a business's recovery after a disaster. More information on personal and family preparedness is available at [www.NYC.gov/readyny](http://www.NYC.gov/readyny).

### SUPPORT EMPLOYEE HEALTH AFTER A DISASTER

Emergencies happen in spite of everyone's best efforts to prevent them, so learn about what people need to help them recover after a disaster. Getting back to work is important to personal recovery. Workplace routines facilitate recovery by providing employees an opportunity to be active and restore social contact.

- Encourage adequate food, rest, and recreation.
- Allow employees time at home to care for their families.
- Reestablish routines as soon as possible.
- Create opportunities for breaks where coworkers can talk openly about their feelings. Sharing with others can speed personal recovery.
- Suggest counseling to help coworkers address their fears and anxieties.



## STEP 4: PROTECT YOUR INVESTMENT

In addition to protecting your employees, it is important to safeguard your company's physical assets.

### REVIEW INSURANCE COVERAGE

Insurance is a non-negotiable cost of doing business. Inadequate coverage can lead to major financial loss if your business is damaged, destroyed, or interrupted for an extended period of time. Insurance policies vary so check with your agent or provider about physical losses, flood coverage, and business interruption.

- Understand what your policy covers. Find out if the payments will cover replacement costs of vital equipment. Know the deductibles. Consider applying for additional coverage if you feel exposed to specific dangers like floods.
- Consider how you will pay creditors and employees.
- Keep in mind the high cost of rental equipment, temporary workers, and data recovery that accompany disaster recovery.
- Find out what records your insurance provider will want to see after an emergency and store them with your protected documents.
- Plan how you will provide for yourself and your family without daily revenue from your business.

### PREPARE FOR UTILITY DISRUPTIONS

Businesses depend on electricity, gas, telecommunications, sewers, and other utilities. Plan ahead for extended disruptions of these services during and after a disaster.

- Carefully examine which utilities are vital to your business's day-to-day operation.
- Speak with service providers about potential alternatives, such as portable generators, to power vital aspects of your business.

### MAKE FIRE SAFETY PART OF THE PLAN

Fire is the most common of all business disasters. Each year fires claim lives and cause thousands of dollars in damage across the city. There are ways to protect your employees and your business:

- Have your office, plant, or facility inspected to ensure compliance with fire codes and regulations. Contact 311 to schedule an inspection.
- Install smoke alarms, smoke detectors, and fire extinguishers.
- Discuss who will alert the fire department and how they will do it.
- Plan and practice how to evacuate in a fire.

### SECURE FACILITIES AND BUILDINGS

While you cannot always predict what will happen, here are some steps you can take to help protect your assets:

- Secure entrances and exits.
- Plan for mail safety.
- Identify which production equipment, such as machinery, computers, or custom parts, is necessary to keep the business running.
- Plan how to transport, replace, or repair vital equipment if it is damaged or destroyed.
- Store extra supplies, materials, and equipment for use in an emergency.

### SECURE YOUR EQUIPMENT

The force of disasters like floods or earthquakes can damage or destroy important equipment.

- Conduct a room-by-room walk-through to determine what needs to be secured.
- Attach equipment and cabinets to walls or other stable locations.
- Elevate equipment off the floor to avoid electrical hazards in the event of flooding.

### ASSESS BUILDING AIR PROTECTION

In some emergencies microscopic particles may be released into the air. For example, a biological attack may release germs and a dirty bomb can spread radioactive particles. A building can provide a good barrier between contaminated air outside and people inside. Take a close look at your building's heating, ventilating, and air-conditioning (HVAC) system and know how to shut it down in the event of an emergency involving contaminated air.

### IMPROVE CYBER SECURITY

Protecting your data and information technology systems may not require experts.

- Use antivirus software and keep it up to date.
- Do not open e-mail from unknown sources.
- Back up your data and store it somewhere safe.
- Subscribe to the Department of Homeland Security National Cyber Alert System, [www.us-cert.gov](http://www.us-cert.gov), to receive free, timely alerts on new threats and learn how to better protect yourself in cyberspace.



## STEP 5: KNOW HOW TO RESPOND

Almost every business is required by law to have an Emergency Action Plan (EAP). The EAP details how your business will address life safety issues in an emergency. If fire extinguishers are required or provided in your workplace, and if anyone will be evacuating during a fire or other emergency, the Occupational Safety and Health Administration (OSHA) requires you to have an EAP. Please check with your legal counsel to make sure your business complies with government regulations, or call 311 (TTY: 212-504-4115) to speak with the Department of Small Business Services.

### An Emergency Action Plan (EAP) should include:

- Means of alerting employees to an emergency or an evacuation
- Methods of reporting fires and other emergencies to local officials
- Evacuation plans and emergency escape route assignments
- Procedures for employees who stay behind to operate critical plant operations before they evacuate
- Procedures to account for all employees after an evacuation is completed
- Rescue and medical duties for employees who can perform them
- Names or job titles of people who can be contacted for further information or explanation of the plan

Knowing when to evacuate the workplace and when to shelter in place can minimize and prevent injuries. In any emergency, local authorities may not immediately be able to provide information on what is happening and what you should do. Monitor TV or radio news reports for information or official instructions as they become available. Register with **CorpNet** by visiting [www.NYC.gov/corpnnet](http://www.NYC.gov/corpnnet) or by calling 311 (TTY: 212-504-4115) to receive direct notification of any incidents that may affect businesses in your area.

- If local authorities tell you to evacuate, shelter in place, or seek medical treatment, do so immediately.
- Use common sense and available information to determine if there is immediate danger. For example, if your building is damaged, you will usually want to evacuate.

### WHEN TO GO: MAKE AN EVACUATION PLAN

Disasters like fires and building collapses will require employees to leave the workplace quickly. Evacuating workers, customers, and visitors effectively can save lives.

- Emergencies can happen at any time. Develop a system to determine who is in your building, including customers and visitors.
- Decide in advance who in the building has the authority to order an evacuation. Create a chain of command so that others are authorized to act in case the designated person is not available.
- Identify who will shut down critical operations and lock the doors.
- Post building and site maps with critical utilities and emergency routes clearly marked. Identify and label entry/exit points on the maps and throughout the building. Plan two different ways out of the building.
- Designate assembly sites. Pick one location near your facility and another in the general area in case you have to move farther away. Account for all workers, visitors, and customers as they arrive at the assembly sites. Determine who is responsible for providing an all-clear or return-to-work notification.
- Grab your Go Bag.

### GO BAG

All employees should assemble a Go Bag - a collection of items you may need in the event of an evacuation. Encourage everyone to have a portable kit customized to meet personal needs. Store these bags in an easily accessible location.

### Recommended Go Bag items include:

- Bottled water and nonperishable food such as granola bars
- Battery-operated AM/FM radio and extra batteries
- Flashlight
- First aid kit
- Lightweight raingear and a Mylar blanket
- Contact information for emergency personnel and family
- A small regional map



## EVACUATING HIGH-RISE BUILDINGS

Effective evacuation of a high-rise requires cooperation between building management, tenant companies, government authorities, contractors, and individuals. A high-rise building is any building with a roof that is above the height the fire department's ladders can reach from the street.

### Tips for evacuating high-rise buildings:\*

- Post emergency numbers near telephones.
- Test all emergency systems, such as sprinklers, lighting, and communication systems.
- Ensure all doorways, hallways, and stairways are clear and accessible.
- Develop a workplace evacuation plan and post it prominently on each floor.
- Identify and train floor wardens, who will be responsible for helping to evacuate employees.
- Identify personnel with special needs and ask them what assistance they may require during an evacuation. Assign personnel to help them.
- Conduct drills periodically.
- Designate meeting locations outside of the building for workers to gather.
- Take a head count of employees at designated meeting locations and notify emergency personnel of any missing workers.
- Ensure there is a plan in place for off-hour periods to notify, evacuate, and account for all off-hour personnel.

\*Source: Occupational Safety and Health Administration (OSHA)

## COMPLIANCE IS THE FIRST STEP TO PREPAREDNESS

New York City law requires that any buildings occupied for conducting business, rendering professional services, providing commercial services, or storing goods (Group E occupancy), have a fire safety plan and a certified fire safety director and deputy fire safety director.

- Title 3 of the Rules of the City of New York § 6-01 requires building occupants to conduct regular fire drills. Fire safety plans also may include a building evacuation supervisor, fire safety brigade, floor captains, and searchers. These individuals must have appropriate training and may be qualified to perform other emergency response activities. For more information on Local Law 5's additional requirements visit ([www.NYC.gov/buildings](http://www.NYC.gov/buildings)).
- Local Law 26 of 2004 and Title 3 of the Rules of the City of New York § 6-02 requires owners of high-rise buildings (Group E occupancy) to develop building emergency action plans that include evacuation procedures.



## WHEN TO STAY: MAKE A SHELTER-IN-PLACE PLAN

In some emergencies you may be asked to stay where you are, or shelter in place. This could be as simple as remaining in your office or store while officials clear hazards from a nearby area, or you may be asked to close windows and turn off ventilation systems to block out contaminated air. When officials advise you to shelter in place, act quickly and follow instructions.

Identify a room with few doors or windows to shelter in place. Ideally the room should allow at least 10 square feet per person. You will likely be in your "safe room" for no more than a few hours. Once inside:

- Close all doors and windows.
- When instructed by emergency officials, turn off all ventilation systems and seal doors.
- Stay tuned to your radio or television for updates from emergency officials.
- Make use of your Emergency Supply Kit and Go Bag.

## EMERGENCY SUPPLY KIT

When preparing for emergencies think first about basic survival: fresh water, food, clean air, and warmth. Talk to your coworkers about what emergency supplies the company can provide and which ones individuals should gather on their own.

### Recommended Emergency Supply Kit items include:

- Water (one gallon per person per day)
- Nonperishable, ready-to-eat canned foods and a manual can opener
- Battery-operated AM/FM radio and extra batteries
- Flashlight
- First aid kit
- Basic tools (wrench, pliers, screwdrivers, hammer)
- Extra set of keys to the vehicles, building, and business
- Personal hygiene items: soap, feminine products, toothbrush, toothpaste, handy wipes, hand sanitizer, etc.