

WE'D LIKE TO WORK WITH YOU!

Disaster Preparedness Resources & Services

The Disaster Resistant Berkeley Program is here to assist you and your business prepare for disasters. We have developed free resources for you, including:

- Easy preparedness checklists
- Business preparedness manual
- Train-the-trainer presentations
- Short preparedness workshops

If you are interested in learning more about how you can prepare your business for a disaster, contact the Disaster Resistant Berkeley Program.

48%

of businesses that experience a disaster
without a plan in place never reopen!"

Tom Roeseler, CBCP, CCM
Bank of America

FEMA Project Impact Summit, November 12-16, 2000

Tune in to KCBS (740AM), KGO (810AM)
or (1610AM) for emergency information.



City of Berkeley
Disaster Resistant Berkeley Program
2100 Martin Luther King Jr. Way
Berkeley, CA 94704
510-981-FIRE TDD 510-981-5799
Fax 510-883-5288
www.ci.berkeley.ca.us/disasterresistant
www.ci.berkeley.ca.us/fire/oes.html



*Cover photo: Collapsed unreinforced-brick facade, Pacific Garden Mall,
Santa Cruz. [C.E. Meyer, U.S. Geological Survey]*

The information contained in this brochure is standard information available on preparing for emergencies. Every reasonable effort has been made to ensure the accuracy of the material. The City of Berkeley and the authors do not assume any responsibility or liability in how the reader uses the information or the effect of any recommended practice, procedure, or product specified in this brochure.

Guide to

Prepare
Berkeley
Businesses

DISASTER PREPAREDNESS GUIDE FOR BERKELEY BUSINESSES



Are You
Ready?



ARE YOU READY? There is a 70% chance that a major earthquake will strike the Bay Area at any time in the next thirty years. In order to curb the effects of a potential disaster, the City of Berkeley is mounting a strong effort to prepare neighborhoods, businesses, and community agencies for disasters, particularly earthquakes. Our aim is to help you, your customers, AND your employees survive a major disaster. We want to help you BEFORE the next disaster, not AFTER.

Businesses are vital to the Berkeley community. When businesses survive disasters, the community survives. Earthquake strengthening is a proven, cost-effective option for businesses to reduce their exposure to damages. In addition, disaster preparedness can strengthen community relations and make the entire community more disaster resistant. For more specific information on how you can prepare your business for disasters, see the references noted within or call the Disaster Resistant Berkeley Program.

Is Your Business Ready?

Would you know what to do if an earthquake struck tomorrow? Could your business survive? The resulting damage often goes beyond that of structure and contents. It means rebuilding costs, pressure on credit lines, loss of savings, and out-of-work employees, all of which could jeopardize the future of your business. Your business operation can be interrupted by direct damages to your business location and equipment, or by failure of critical local infrastructures like electrical power, water supply and road systems.

Preparedness ensures that if disaster occurs, people are ready to get through it safely, and respond to it effectively. Whether you're an individual citizen, a business, or a neighborhood, preparedness means figuring out what you'll do if essential services break down, developing a plan for contingencies, and practicing the plan.

“For every dollar invested in mitigation, \$2 is saved in recovery costs.”
—James Lee Witt, Former FEMA Director

BEFORE AN EARTHQUAKE STRIKES

- **Anchor merchandise** and heavy equipment, such as computers, cash registers, tall bookshelves and file cabinets.
- **Protect business records and inventory** by backing up databases and computer records and store a copy off-site.
- **Have adequate supplies** on hand:
 - Food and water for all employees
 - First aid kit
 - Emergency radio
 - Flashlight/batteries
 - Fire extinguisher
- **Secure drawers, cabinet doors**, framed pictures, and mirrors.
- **Review and upgrade** your current insurance coverage.
- **Develop an Employee Call Back Plan:**
 - What is expected of employees after a disaster?
 - Within how many hours would they be expected to come in?
 - Would you break into shifts of Emergency Teams?
- **If you lease** your business property, discuss building safety with the owner.
- **Consider bolting** the foundation or other retrofitting measures.
- **Consider outside consultations** from business preparedness experts.

More Information on Web
 Disaster Resistant Berkeley
www.ci.berkeley.ca.us/disasterresistant
 Office of Emergency Services
www.ci.berkeley.ca.us/fire/oes.html
 Federal Emergency Management Agency
www.fema.gov/mit/bus.htm
 Association of Bay Area Governments
www.abag.ca.org
 Small Business Association
www.sba.gov/disaster/getready.html
 Institute For Business and Home Safety
www.ibhs.org/business_protection/

AFTER AN EARTHQUAKE STRIKES

- Will you be able to go back into business?
- How will your services change?
- How long could you stay out of business without putting your business in jeopardy?
- Is your business critical to the community? Do you provide an essential service?
- Would you serve a larger or smaller clientele?
- What would be your emergency operating procedures?
- Will your preparedness level allow you to stay in business or merely survive the disaster?
- Would you be able to relocate?

Books and air-conditioning duct were dislodged during Loma Prieta Earthquake. [J.K. Nakata, U.S. Geological Survey]

