

# Doing Business in Earthquake Country

## Emergency & Continuity Planning

Photo by Ross Becker/CERA photo gallery



Above: Christchurch, New Zealand suffered a M7.0 quake in the fall of 2010, followed by a M6.2 aftershock in February 2011. Many businesses lost access to their buildings.

### In this fact sheet:

- Why businesses need emergency response and continuity plans
- What businesses can do to plan ahead for earthquakes
- Links to tools and resources to help your business prepare and plan for a disaster

### Did You Know?

Focusing on employees improves resilience:

- Response and continuity plans define employees' roles in a disaster and can help address obstacles that might prevent them from working.
- Communicating clearly and demonstrating that the business's response is well organized helps the business retain and motivate staff throughout the recovery phase.

## Having a Plan Makes All the Difference

Your business's operations could be disrupted at any moment: Severe storms, flooding, fire, earthquakes . . . the possibilities may seem daunting, but with thoughtful planning, you can both improve your business's ability to survive the disruptions caused by such events, and position it to thrive again afterwards:

- Plan your business's response to potential emergencies.
- Plan how the business will continue essential operations through the disruption.
- Plan the steps needed to resume normal operations.

By creating a plan and preparing for an event as complex as an earthquake, you can help ensure that your business is ready to withstand other disruptions, too.

## Where to Start?

Identify the hazards that could affect your business, then:

- Develop and practice a response plan: Make sure employees know what to do in an emergency.
- Identify the business's key products and services; then consider potential challenges to delivering them.
- Examine the supply chain: What do you need? Who supplies it? Are there alternatives?
- Plan what to do if your usual work space is unavailable due to damage.
- Backup and store essential data off site.

See page 2 for more guidance and a list of free resources.



## Plan with Partners

Forming strategic partnerships with other organizations is a good way to prepare for many potential challenges. For example:

- If one partner's building is damaged, the other could share work space while it's repaired.
- Several small businesses could share an off-site back-up facility to help reduce their costs.

## How Might an Earthquake Impact Your Business?

A number of hypothetical earthquake scenarios have been developed for the Northwest. These offer insights into possible impacts of events such as a magnitude 9.0 quake on the Cascadia subduction zone or a magnitude 6.7 quake on the Seattle fault.

Scenarios can help your planning team imagine the potential effects on all aspects of the business—employees, facilities, equipment, services, suppliers, and customers. The better the team understands the hazards and risks, the easier it is to identify and address the business's vulnerabilities and anticipate the steps needed to prepare and respond effectively.

See the resources listed below . . .

## Planning Resources & Tools

### Downloadable continuity planning tools:

DISASTER RESISTANT BUSINESS TOOLKIT:

[www.drtoolkit.org/about/](http://www.drtoolkit.org/about/)

OPEN FOR BUSINESS™ TOOLKITS:

[www.disastersafety.org/open-for-business/](http://www.disastersafety.org/open-for-business/)

### Simple checklists (PDFs):

[www.earthquakecountry.org/roots/7StepsBusiness2008.pdf](http://www.earthquakecountry.org/roots/7StepsBusiness2008.pdf)

[www.resorgs.org.nz/images/stories/pdfs/OrganisationalResilience/sme\\_resilience\\_brochure.pdf](http://www.resorgs.org.nz/images/stories/pdfs/OrganisationalResilience/sme_resilience_brochure.pdf)

[www.iclr.org/images/Earthquake\\_planning\\_for\\_business.pdf](http://www.iclr.org/images/Earthquake_planning_for_business.pdf)

### Additional guidance & resources:

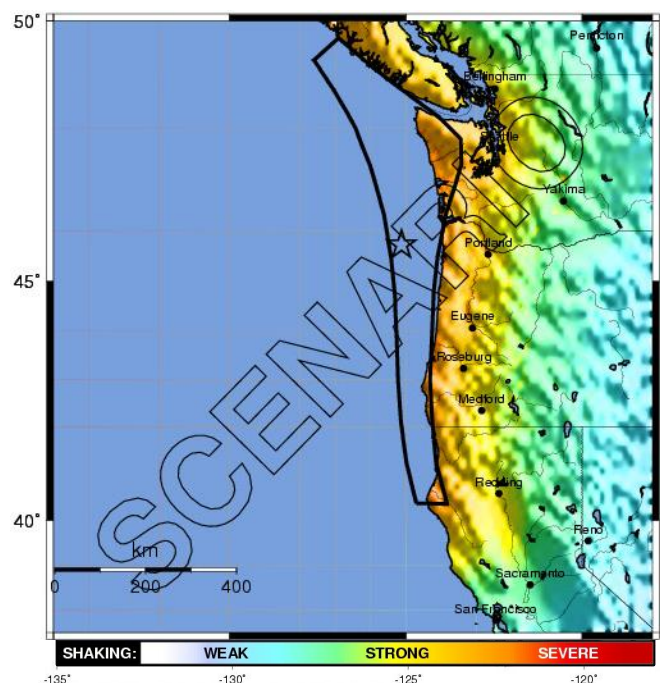
WASHINGTON EMD:

[www.emd.wa.gov/preparedness/business/prep\\_business\\_12StepstoBCPlanning.shtml](http://www.emd.wa.gov/preparedness/business/prep_business_12StepstoBCPlanning.shtml)

FEMA: [www.ready.gov/business](http://www.ready.gov/business)

PUBLIC SAFETY CANADA:

[www.publicsafety.gc.ca/cnt/rsrscs/pblctns/bsnss-cntnt-plnng/index-eng.aspx](http://www.publicsafety.gc.ca/cnt/rsrscs/pblctns/bsnss-cntnt-plnng/index-eng.aspx)



ShakeMaps show an earthquake's effects—such as the likely strength of shaking during a M9.0 scenario quake on the Cascadia subduction zone (above). Visit [earthquake.usgs.gov/earthquakes/shakemap/](http://earthquake.usgs.gov/earthquakes/shakemap/) to find additional ShakeMaps.

### Quake scenarios & state resilience plans

[crew.org/products-programs/earthquake-scenarios](http://crew.org/products-programs/earthquake-scenarios)

[www.air-worldwide.com/Publications/AIR-Currents/2014/Canada-Earthquake-Large-Loss-Scenarios/](http://www.air-worldwide.com/Publications/AIR-Currents/2014/Canada-Earthquake-Large-Loss-Scenarios/)

[www.eeri.org/projects/earthquake-scenarios/seattle-fault-scenario/](http://www.eeri.org/projects/earthquake-scenarios/seattle-fault-scenario/)

[www.emd.wa.gov/about/documents/haz\\_FinalRWSReport.pdf](http://www.emd.wa.gov/about/documents/haz_FinalRWSReport.pdf)

[www.oregon.gov/OMD/OEM/Pages/Resilience-Taskforce.aspx#Documents](http://www.oregon.gov/OMD/OEM/Pages/Resilience-Taskforce.aspx#Documents)

Learn More at [CREW.ORG](http://CREW.ORG)