

PROTECT YOUR INVESTMENT

Review Insurance Coverage

Inadequate insurance coverage can lead to major financial loss if your business is damaged, destroyed or simply interrupted for a period of time. Insurance policies vary, so check with your agent or provider about things such as physical losses, flood and business interruption coverage. Understand what your policy covers and what it does not.

Prepare for Utility Disruptions

Businesses are often dependent on electricity, gas, telecommunications, sewer and other utilities. Speak with service providers about potential alternatives and identify back-up options such as portable generators to power the vital aspects of your business in an emergency.

Improve Cyber Security

Protecting your data and information technology systems may require specialized expertise, but even the smallest business can be better prepared. Use anti-virus software and keep it up-to-date. Don't open email from unknown sources. Use hard-to-guess passwords.

Protect your computer from Internet intruders by using firewalls. Back up your computer data and download security protection updates known as patches regularly.



80% of a building's value is in its equipment, inventory & other contents.

Additional Information on Disaster Preparedness

Please visit these informative websites :

longbeach.gov/disasterpreparedness

longbeach.gov/health

shakeout.org/california/

FEMA.gov

ready.gov

United States Homeland Security Computer Readiness site:

us-cert.gov/ccubedvp/smb

Social Media Sites:

twitter.com/LongBeachDP

facebook.com/LongBeachDisasterPreparedness

[Instagram/ Longbeachdprep](https://Instagram.com/Longbeachdprep)

youtube.com/user/LongBeachCityCA

Sign Up Now for **AlertLongBeach:**

longbeach.gov/disasterpreparedness/alert-long-beach/

ALERT
LONG BEACH

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Preparing for Emergencies Makes Good Business Sense



CITY OF LONG BEACH

Department of Disaster Preparedness and Emergency Communications



CITY OF
LONG BEACH

Every business should have an emergency plan. Prepare Now!

PLAN TO STAY IN BUSINESS

Business continuity planning must account for both man-made and natural disaster. Business Owners should plan in advance to manage any emergency.

Continuity Planning

Carefully assess your internal and external functions to determine which staff, materials, procedures and equipment are absolutely necessary to keep your business operating. You should also establish procedures and protocols for succession of management.

Make a list of your most important customers and proactively plan ways to serve them immediately after a disaster. Also identify key suppliers, shippers, resources and other businesses you must interact with on a daily basis. A disaster that shuts down a key supplier can be devastating to your business.

Plan what you will do if your building, plant or store is not accessible. Talk with your staff or co-workers and frequently review and practice what you intend to do during and after an emergency.

**OPEN FOR
BUSINESS**

Emergency Planning for Employees

Your employees and co-workers are your business' most valuable asset. Two-way communication is critical before, during and after a disaster. Include emergency information in newsletters, on your company intranet, in periodic employee emails and / or other communication tools. If you have employees with disabilities or special needs, ask them what assistance, if any, they require.

Emergency Supplies

When preparing for emergency situations, it is best to think first about the basics of survival: fresh water, food, clean air and warmth. Encourage everyone to have a portable emergency supply kit customized to meet their personal needs, such as the inclusion of essential medications. Talk to your co-workers about what emergency supplies the company can feasibly provide, if any, and which ones individuals should consider keeping on hand.

Keep copies of important records such as site maps, building plans, insurance policies, employee contact and identification information, bank account records. in a waterproof, fireproof portable container.

Make an Evacuation Plan

Some disasters will require employees to leave the workplace quickly (Fire, Hazmat). The ability to evacuate workers, customers and visitors effectively can save lives.

Make a Shelter-in-Place Plan

There may be situations when it is best to stay where you are to avoid any uncertainty outside (Earthquake, Toxic Odors).

TALK TO YOUR EMPLOYEES

Practice the Plan with Employees

Frequently practice what you intend to do during a disaster. Conduct regularly scheduled education and training seminars to provide employees with information, identify needs and develop preparedness skills. Include disaster training in new employee orientation programs.

Promote Family and Individual Preparedness

If individuals and families are prepared, your company and your employees are better positioned in an emergency situation. Encourage your employees and their families to: get an emergency supply kit, make a family emergency plan and be informed about different threats and the appropriate responses.

Be Informed

Sign up for **AlertLongBeach** to receive alert notices via phone, cell phone, text message and email about emerging or imminent emergencies. Monitor TV, radio, print and social media for important information in your area.

Be Prepared

Join the Community Emergency Response Team (CERT) or Long Beach Search and Rescue. Take a CPR or first-aid course through the American Red Cross, or work with the Red Cross to "Map your Neighborhood" to identify risks and resources within your neighborhood.