

## How hard can it be? Reasons to plan.

Hint: It's not Rocket Science!



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## Who am I?

- FEMA
- City and County of San Francisco Office of Emergency Services (Now DEM)
- Large Financial Sector Company
- SFUSD
- Global Commercial Sector Company
- ARC, DMAT, SFREADY, BRMA...

WHAT DO THESE THINGS HAVE IN COMMON?

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## Reasons NOT to Plan

- Too Hard
- Don't Know Where to Start
- No Leadership Buy-In
- Not My Job
- Not ANYONE'S Job



The nicest thing about NOT planning is that failure comes as a complete surprise and is not preceded by a period of worry and depression.

John Preston

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## Why Plan?

Once you are done with today's summit remember  
– **inaction IS action**. If you have information you refuse to act on - you **HAVE** taken action.

### Reasons to Plan

- Moral?
- Ethical?
- Legal?
- Just the Right Thing To Do?
- Crisis = dangerous + opportunity

# 危机

Multi Disaster Business Conference 2011

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## Today's Agenda

Sessions cover:

- Tools and resources for creating a custom emergency plan for your organization
- Best practices from agencies that have successfully established emergency plans
- Hands-on exercises to get you started on your custom emergency plan
- Opportunities to develop partnerships in your community before a disaster hits

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Is THIS where you are?



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## Or THIS?



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## If You're With Dilbert...

- Let's get rid of some of the Why Not's
  - Too Hard
    - Repeat – it's NOT Rocket Science
    - Too many great resources, esp. in the Bay Area
    - START WITH YOUR GREATEST ASSETS
      - Your People
      - Your Clients
      - Your Community
      - What is truly critical to your CORE MISSION
        - » Have filters through which you look
  - Don't Know Where to Start
    - Well, You're HERE
    - See above.

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## If You're With Dilbert...



- No Leadership Buy-In
  - You're not the only one
  - You don't need it to start, though you will need it
  - Your task – be passionate enough to create the champion you think does not exist
- Not My Job
  - Don't get me started
- Not ANYONE'S Job
  - See above

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## If you've GOT a Plan

- Do you know WHERE it is?
- What's in it?
- Last time it was updated?
  
- WHO ELSE KNOWS? WHAT DO THEY KNOW?
  - You will only accomplish what you have practiced.
  - You will NOT rise to the occasion, you will default to your level of training.



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## Sweat the Little Stuff

- If people only hear about the catastrophic they don't always hear the message
  - Personal Preparedness
    - Safety is a day to day issue
    - Steps you take to help for the "Big One" – help for the more often "little ones"
  - Think about times a plan would have been helpful
    - Power Outages (December 8, 1998, August 20, 2005)
    - El Nino
    - Bomb Threats
    - Water Main Breaks

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## Scale to the BIG stuff

- Be realistic about how bad it may get
  - Don't just plan for the event, plan for the recovery
    - BORP?
    - Modified Mutual Aid?
    - MORE clients created by the event?
    - Change in MISSION?



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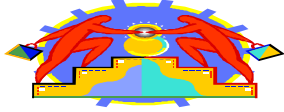
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## Look Around You



- Introduce yourself
- Get Cards
- Figure out who is LIKE you, Figure out who is NOT
- NOW is the time
  - Not during an event

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## With Apologies to Notre Dame...



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