



Other Business Tools

The following document provides a list of tools to help businesses plan, prepare, and mitigate the effects of earthquakes. Each section includes a short description of the organization that created it as well as a link that will take you to the respective page of each resource. Some of the materials listed are not specifically for businesses, but could still be found useful by the private sector in that they promote earthquake preparedness and mitigation in homes and therefore increase a community's disaster resilience and ability to recover quickly after a disaster. The quicker the recovery period within a community, the faster businesses will be fully functional and operating. This list is not intended to be all inclusive, rather a collection of the tools created by FEMA and its partners.

I. [FEMA](#)

Federal Emergency Management Agency's (FEMA) mission is to support citizens and first responders to ensure that the Nation works together to build, sustain, and improve its capability to prepare for, protect against, respond to, recover from and mitigate all hazards.

Specific outreach tool include:

- [NEHRP](#)

The National Earthquake Hazard Reduction Program (NEHRP) is a collaborative effort among FEMA, the National Institute for Standards and Technology (NIST), the National Science Foundation (NSF), and the United States Geological Survey (USGS). The NEHRP agencies work together to reduce the Nation's vulnerability to earthquakes.

- [Building Codes Toolkit](#): Developed by the FEMA Federal Insurance & Mitigation Administration (FIMA), Risk Reduction Division, Building Science Branch, this Building Codes Toolkit provides basic guidance and easy-to-use tools to help property owners understand building codes and the basic processes and standards associated with proper design, permitting, construction, and mitigation. This multi-hazard campaign includes a fact sheet, a power point presentation, checklists, and templates and was developed in coordination with the International Code Council (ICC).
- [QuakeSmart Toolkit](#): Created by NEHRP, the toolkit includes an actionable and scalable guidance and tools for the private sector, its owners, managers, and employees about the importance of earthquake mitigation and the simple things they can do to reduce the potential of earthquake damages, injuries, and financial losses.
- [Earthquake Mitigation Videos](#): Developed by NEHRP, these videos include two earthquake mitigation activity testimonials from California business owners/operators that provide brief explanations of the earthquake mitigation activities that have been taken to protect their businesses.



- Other FEMA Resources

- [FEMA Ready Business](#)

Ready Business will assist businesses in developing a preparedness program by providing tools to create a plan that addresses the impact of many hazards. This website and its tools utilize an “all hazards approach” and follows the program elements within National Fire Protection Association 1600, Standard on Disaster/Emergency Management and Business Continuity Programs. NFPA 1600 is an American National Standard and has been adopted by the U.S. Department of Homeland Security. Resources and activities include:

- [Resource Management](#): Resources needed for responding to emergencies, continuing business operations and communicating during and after an incident should be identified and assessed.
- [Emergency Response Plan](#): Plans to protect people, property and the environment should be developed. Plans should include evacuation, sheltering in place and lockdown as well as plans for other types of threats identified during the risk assessment.
- [Crisis Communications Plan](#): A plan should be established to communicate with employees, customers, the news media and stakeholders.
- [Business Continuity Plan](#): A business continuity plan that includes recovery strategies to overcome the disruption of business should be developed.
- [Information Technology Plan](#): A plan to recover computer hardware, connectivity and electronic data to support critical business processes should be developed.
- [Incident Management](#): An incident management system is needed to define responsibilities and coordinate activities before, during and following an incident.
- [Training](#): Persons with a defined role in the preparedness program should be trained to do their assigned tasks. All employees should be trained so they can take appropriate protective actions during an emergency.

- [FEMA Private Sector](#)

The Federal Emergency Management Agency (FEMA) has worked steadily to increase the level of private sector collaboration at all levels. The agency has broken new ground in areas that will have profound and long-term benefits to the nation, such as the Private Sector Representative position, online training, and downloadable exercises.



II. [Cascadia Region Earthquake Workgroup \(CREW\)](#)

CREW formed in the late 1990s to address the regional nature of earthquake hazards in the Pacific Northwest and the interdependency of public agencies and private businesses in planning for earthquakes. The organization is a nonprofit public-private coalition of business people, emergency managers, scientists, government officials and civic leaders who work together to reduce the effects of earthquakes and related hazards, such as tsunamis, throughout the Cascadia region, which stretches from northern California to British Columbia. Specific outreach tools include:

- [Open for Business: A Disaster Planning Toolkit for the Small Business Owner](#): This toolkit will help small business owners:
 - Identify the hazards you may face.
 - Plan for and reduce the impact of disasters.
 - Keep your doors open after a disaster hits.
 - Advise you on insurance, disaster supplies and the things you can do to make your business more disaster resistant.
- [Business Roundtable](#): A series of events with small to medium size businesses that promote awareness and mitigation/preparedness for earthquake risk. In addition to explaining risks specific to the Cascadia region, these round tables promote the use of the QuakeSmart Toolkit and the Disaster Resilient Toolkit to prepare for and mitigate the risks from earthquakes and tsunamis.

III. [Central United States Earthquake Consortium \(CUSEC\)](#)

Established in 1983 with funding support from FEMA, CUSEC's primary objective is to provide dynamic support to multi-state response and recovery planning, resource acquisition; public education and awareness; promotion; mitigation, and research associated with earthquake preparedness in the Central United States. CUSEC is a partnership of the Federal government and the eight states most affected by earthquakes in the central United States. Resources include:

- CUSEC Library: The CUSEC Library includes newsletters, pamphlets, maps, and other publications that can help educate businesses and provide them the knowledge and tools to prepare for and mitigate the effects of earthquakes:
 - [CUSEC Newsletters](#)
 - [Earthquake Maps](#)
 - [Earthquake Mitigation](#)
 - [Earthquake Planning](#)
 - [Earthquake Safety](#)
 - [Other Publications](#)
 - [Spanish Publications](#)



IV. [Northeast States Emergency Consortium \(NESEC\)](#)

Established in 1991, NESEC is the only all-hazard State consortium in the Nation led exclusively by State Directors of Emergency Management and is supported and funded by the Department of Homeland Security Federal Emergency Management Agency (FEMA). NESEC develops, promotes, and coordinates comprehensive "all-hazards" emergency management activities throughout the Northeast. This includes all phases of emergency management: preparedness, response, recovery, and mitigation. NESEC works in partnership with Federal, State and local governments, and private organizations to reduce losses of life and property when the next disaster strikes the Northeast. Resources include:

- [NESEC Library](#): The NESEC Library includes brochures, reports, maps, and other earthquake related publications that can help educate businesses and provide them the knowledge and tools to prepare for and mitigate the effects of earthquakes.

V. [Southern California Earthquake Conference \(SCEC\)/Earthquake Country Alliance \(ECA\)/Shakeout](#)

The Southern California Earthquake Center (SCEC) is funded by the National Science Foundation and the U.S. Geological Survey to develop a comprehensive understanding of earthquakes in Southern California and elsewhere, and to communicate useful knowledge for reducing earthquake risk. The Earthquake Country Alliance is a statewide public-private partnership of people, organizations, and regional alliances that work together to improve preparedness, mitigation and resiliency. Its mission is to support and coordinate efforts which improve earthquake and tsunami resilience. These efforts began in California but have since grown internationally.

- [Great ShakeOut Earthquake Drills](#): ShakeOut, which was created by the Earthquake Country Alliance for California in 2008, is now the largest earthquake drill in U.S. history. A goal of ShakeOut is to provide businesses the best motivators for preparedness actions, such as seeing and hearing consistent and frequent information about what to do, in many forms, and from many sources. ShakeOut provides businesses with the opportunity to see others like themselves getting prepared, and to talk about preparedness with their family, friends, and co-workers. The goals for ShakeOut include participation by millions of business; shifting the culture about earthquakes; and a significant increase in readiness. Visit shakeout.org/register to find out how your business can participate in the ShakeOut drills in your area.
- [Seven Steps for Earthquake Preparedness and Putting Down Roots in Earthquake Country](#): These popular handbooks provide step-by-step planning assistance to businesses on earthquake preparedness and mitigation.
- [Seven Steps to an Earthquake Resilient Business: A Supplemental Guide](#): This is a 16-page guide that targets small to medium sized companies. The guide is valuable to all businesses in the U.S. and the recommended seven steps apply to all-hazards.



VI. [Western States Seismic Policy Council \(WSSPC\)](#)

Established in 1979, the Western States Seismic Policy Council (WSSPC) is an important component of the National Earthquake Hazards Reduction Program (NEHRP). This program gains from WSSPC's credibility and WSSPC's communication with State and local agencies and organizations. WSSPC serves as an efficient and effective clearinghouse for earthquake mitigation information and ideas, thus complementing and supporting NEHRP goals. Resources include:

- [WSSPC Library](#): The WSSPC Library includes brochures, reports, maps, and other earthquake related publications that can help educate businesses and provide them the knowledge and tools to prepare for and mitigate the effects of earthquakes.

VII. **Other Multi-hazard Business Tools**

- [Federal Alliance for Safe Homes \(FLASH\)](#)

FLASH is a nonprofit organization that is the country's leading consumer advocate for strengthening homes and safeguarding families from natural and manmade disasters. Multiple resources and outreach activities include:

- [Annual FLASH Conference](#): The theme of the annual FLASH Conference in 2012 was "Open Sourcing for Disaster Safety" and FLASH worked with experts from Technology Education and Design (TED) on open sourcing disaster safety information. Although the theme changes every year, businesses who attend the conference can expect to learn a variety of tools that will help them to plan, prepare, and mitigate the effects of earthquakes.
- [Blueprint for Safety](#): This FLASH program offers the most comprehensive set of disaster-resistant building techniques available today. The program also offers accredited classes for Florida builders and inspectors.
- [FLASH Cards](#): A series of mitigation tips that can be used by businesses to plan, prepare, and mitigate the effects of earthquakes. The cards include "how-to tips" explaining what individuals can do to prepare for and recover from earthquakes. Geared towards families, this resource will help your employees become more disaster resilient at home which will in turn lead to a faster recovery time for everyone and allow your business operations to resume more quickly after an earthquake.
- [One-Stop Hazard Resources](#): The FLASH One-Stop Resource Guides provide concise safety information. The guides can be produced with information for individual states or regions on specific topics such as Hurricanes, High Winds, Floods, or as an All Hazards Guide. Businesses can use these guides to educate both themselves and their employees and help decrease the effects of disaster which will allow for a quicker recovery period.



- [Insurance Institute for Business and Home Safety \(IIBHS\)](#)

IIBHS' mission is to conduct objective, scientific research to identify and promote effective actions that strengthen homes, businesses, and communities against natural disasters and other causes of loss. Resources include:

- [FORTIFIED](#): FORTIFIED is a suite of programs dedicated to improving the quality of residential and light commercial buildings. The FORTIFIED programs feature practical, meaningful solutions for new as well as existing structures throughout the United States.
- [Getting Back to Business](#): A brochure that discusses how businesses can return to normal operating levels after a natural disaster.
- [Open for Business Toolkit](#): The toolkit is a series of PDF and printed information and checklists offered free-of-charge to the public. It walks businesses through a step-by-step planning process and is appropriate for all-hazards. This resource is consistent and compatible with FEMA's QuakeSmart Toolkit, offering advice on preparedness and exercises that is not available in the QuakeSmart Toolkit.
- [Reduce Six Common Earthquake Risks for Less than \\$70](#): This fact sheet provides tips on how to reduce common earthquake risks cost effectively.

- [Pearce Global](#)

Pearce Global is a premier firm providing government, businesses, and communities with comprehensive planning, training, and education to help reduce the potential for devastating loss of life and property resulting from natural and human-caused disasters. Pearce Global specializes in public-private partnerships (PPP) and our approach is to address all-hazards. Available resources include:

- [Disaster Resilient Business \(DRB\) Toolkit](#): An affordable software product that provides a comprehensive, step-by-step planning tool for all hazard preparedness and mitigation. It identifies training needs for employees and planning both pre- and post-disaster. The interface is similar to Turbo Tax and includes videos and other online help. It is 100 percent customizable and is suitable for all types of businesses, large and small.