

Emergency Preparedness for Small & Medium Businesses

SEPTEMBER 21, 2016



PSEG
We make things work for you.

Areas We Will Cover

- How you can stay informed
- How PSE&G prepares for severe weather
- Bergen County emergency preparation
- Preparedness tools from the Red Cross
- Potential emergencies to prepare for
- Make a plan, communicate and practice, practice, practice

Presenters



Matthew Tiedemann, CEM
Emergency Management Coordinator
Bergen County



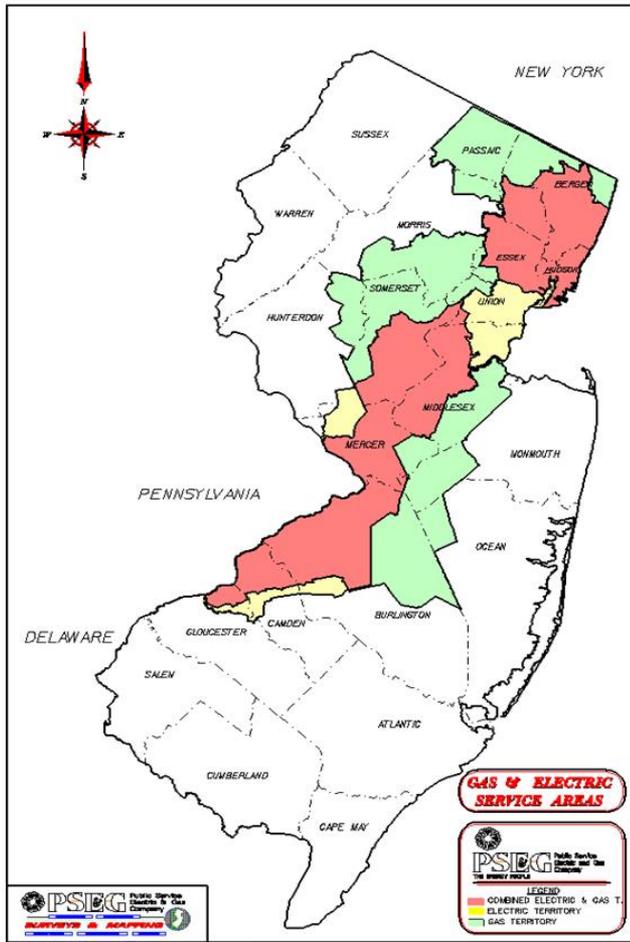
Michael Prasad
Director of Disaster Support
Functions
American Red Cross – NJ Region

Presenters



Michael S. Weber MPA, CEM, MCP
Emergency Preparedness Manager
PSE&G

PSE&G



Utility Overview

New Jersey-based

Total Assets ~ \$17 Billion

Total Revenue ~ \$8 Billion

Service Area

323 Municipalities

11 County OEM Offices

70% of New Jersey's population

2.2 million electric customers

1.8 million gas customers

2,600 square miles

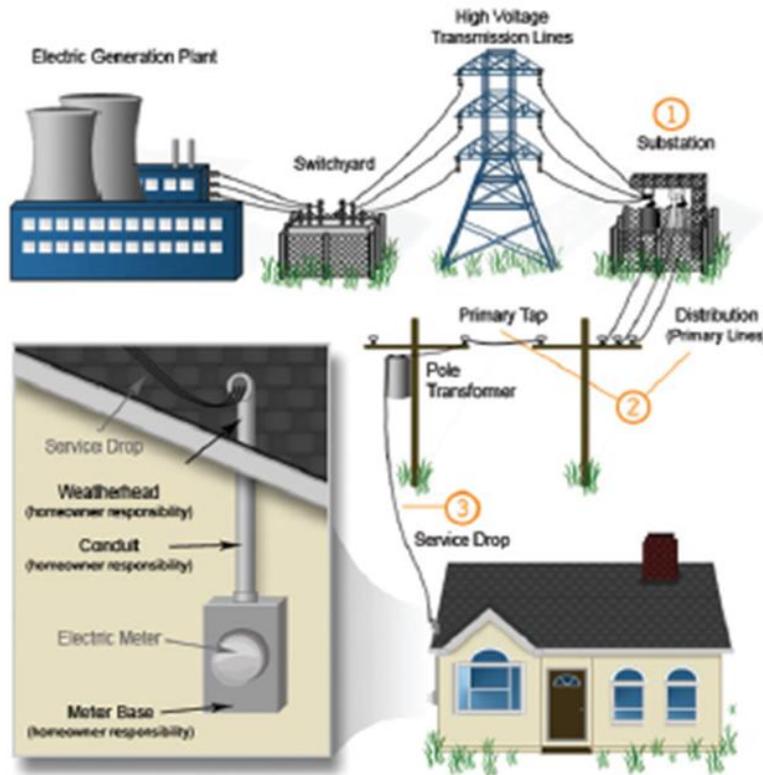
22,223 distribution circuit miles

1,735 transmission circuit miles

18,000 miles of gas mains

When the Lights Go Out...

Power Restoration Process



Step 1 – Substations

Repair any damage on the main distribution lines that leave the substations. This initial step restores power to the largest number of customers.

Step 2 – Neighborhoods

Repair damage on the tap lines that branch off the main line into groups of homes or neighborhoods.

Step 3 - Individual Service

After the larger main lines and neighborhood lines are repaired, work begins to restore power to individual residences.

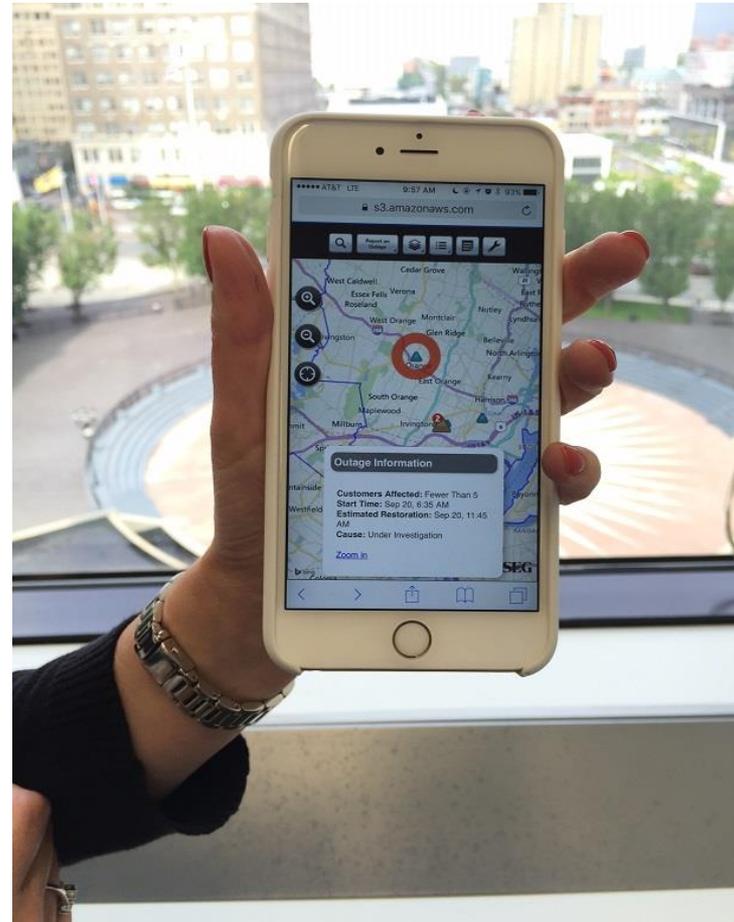
Where to Find info on Your Outage

- Location of the outage at the local level
- Number of customers affected by the outage
- When outage was reported, and time PSE&G expects service to be restored
- Status of the job in the restoration process – whether crews are assessing the outage, making repairs or removing a tree
- www.pseg.com/outagecenter



Communications Optimized for Mobile Devices

- Location of outage at a neighborhood level
- Ability to sort outages by county or municipality
- When the outage was reported and Estimated Time of Restoration (ETR)
- Cause of outage, if available
- Status of job: crews assessing, making repairs



MyAlerts

Once enrolled, you can report outages and receive text /email notification of restoration progress and verification of when power is back, at your home and business.



To register, login to your PSE&G MyAccount, or text REG to 4PSEG (47734)

How PSE&G Prepares Year-Round

- Monitor weather
- Daily operations calls
- Encouraging and facilitating employee family preparedness
- Annual review and improvement teams throughout the storm/outage response process
- Vegetation management
- Training office employees in storm/outage roles
- Table top and full scale exercises

How PSE&G Prepares

- 72, 48, 24 hour checklists
- Ensuring PSE&G employees are prepared at home
- Utility-wide conference calls including all support functions
- Planning resources – mutual aid crews, equipment and fuel, staffing and scheduling
- Just-in-time training for employees
- Closely monitor multiple weather forecasting services

How We Communicate with Customers

- News releases and news media
- Webpage, Facebook, Twitter, MyAlerts and emails
- Emails and calls with mayors and elected officials



What to Prepare for Natural Hazards

- Coastal erosion
- Dam/levee failure
- Drought
- Earthquakes
- Flood
- Extreme heat
- Wildfire
- Hurricanes and other extreme weather events



What to Prepare for Human Hazards

- Animal disease events
- Civil unrest
- Cyber attack
- Crop failure
- Economic collapse
- Hazardous substances
- Nuclear hazard
- Pandemic
- Terrorism



Rate Your Risks

Business Risk Rating Sheet					
<i>How would you rate each of the following as a threat to the survival of your business?</i>					
THREAT	Serious	Somewhat Serious	Not Very Serious	Not Serious	Doesn't Apply
	<i>I will take preventative action soon</i>	<i>I might take action</i>	<i>I'm willing to postpone action</i>	<i>There is a threat but I'm not concerned</i>	
Structure Fire					
Water Damage from Floods (pipe break)					
Employee Transportation Problems					
Damage to Building from Earthquakes					

Think About the Financial Impact

If a disaster struck your business today and you were forced to close, do you know what your total financial impact might be? For example, a business with \$500,000 annual sales and a 56% gross profit margin that is forced to close for two months, could lose over \$46,000 in gross profits as a result of a disaster. How long might your business be closed? Below are some calculations for you to consider your own business' potential losses:

a.	\$	<input type="text" value="-"/>		Annual Profit
b.	x	<input type="text"/>	%	x Gross Profit Margin %
c.		=	\$	= Annual Gross Profit
	÷	12	=	\$
	x	<input type="text"/>	months	x number of months business is closed
d.		=	\$	= Lost Profit Margin

Preparedness Plans to Consider:

- Emergency Operations – All Hazards
- Communications
- Evacuation
- Shelter in Place
- Workplace Violence
- Pandemic Flu
- Business Continuity

Educate Employees About:

- Safety
- Employee family preparedness
- Alternate work locations
- “Go Kits”
- Communications plan for employees, families and your business
- Retail signage in window – early and often
- Phone messages, website updates, outbound calls to key customers and vendors – early and often

Municipal & County Preparedness

BERGEN *County* **NEW JERSEY**

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Emergency Preparedness Information

Disasters can happen anytime and anywhere. When disaster strikes, you may not have much time to respond. Some disasters such as hurricanes, hazardous materials spills, and fires may call for you and your family to evacuate. Other disasters could require you to shelter in place, meaning that you and your family may be confined to your home.

The menu on the left hand side of this page has many guides to help you and your family before, during and after the next emergency.

- Family Disaster Kit
- Disaster Psychology Preparedness
- Flooding Preparedness
- Driving in Bad Weather
- Animal Emergency Preparedness
- Winter Weather Information
- Hurricanes
- Thunderstorms & Lightning
- Electrical Outages & Home Safety
- Sheltering In-Place
- High Heat Preparedness
- Heat Emergencies
- Emergency Veterinary Care
- Traffic Incident and Diversion Plans



**Prepare your Organization
for Disasters**

ReadyRating.org

American Red Cross

What is Ready Rating?

- Online Tool to Help You/Your Business Get Prepared
- Helps You/Your Business Build, Update, or Dust Off the Plan
- Provides the Tools Needed to Improve
 - Emergency Action Plan Templates
 - Checklists, sample policies, etc.
- Track Your Improvement!
- Be Prepared!
 - Build a Kit; it's Simple!
 - Have a Plan; it's cost effective!
 - Be Ready; it's unavoidable!



Ready Rating Membership

- Become a **Ready Rating Member**
 1. Accept the Ready Rating Membership **Agreement**
 2. Complete a Ready Rating Preparedness **Self-Assessment**
- **Quantify** your organization's preparedness level by using one of two **assessment tools**
- Based on your assessment, generates a customized **Next Steps Report** with recommendations and tools to improve preparedness
- Enables creation of a customized OSHA compliant **Emergency Action Plan** template through an easy, on-line, self-paced tool
- **Free**, thanks to our generous sponsors

Ready Rating Membership

- **Two choices**, based on your needs:
 - ReadyGo™ - 25 questions designed for a fast evaluation that focuses in on core functions that affect preparedness
 - ReadyAdvance™ – 60 questions that allow an organization to go deeper inside their response and planning efforts
- Assessments broken down into these sections:
 1. **Participation**
 2. **Emergency Planning**
 3. **Facility & Equipment**
 4. **Training & Exercises**
 5. **Extended Community**
- Completing an Assessment generates a customized **Next Steps Report** to take actions to improve preparedness



Thank you
ReadyRating.org

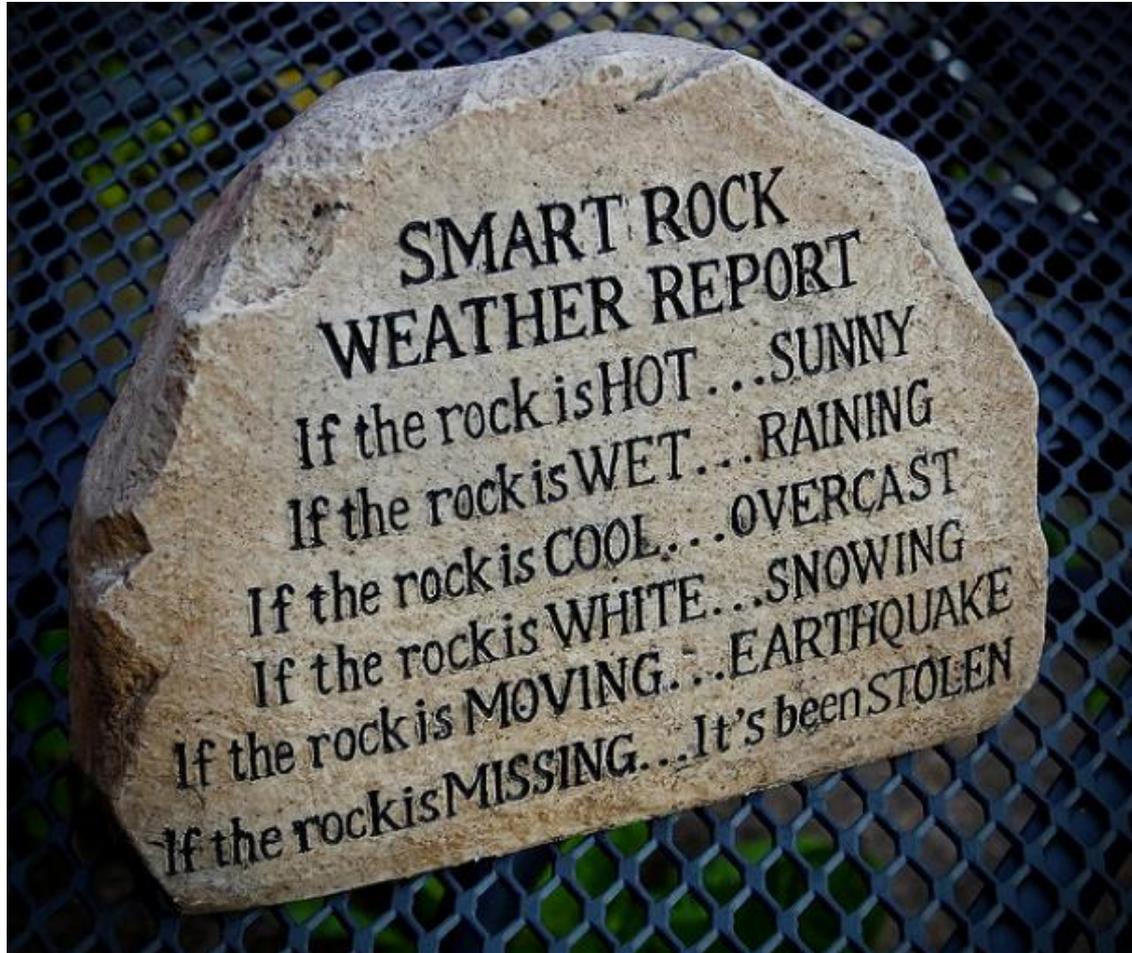
ReadyRating@redcross.org

American Red Cross

Practice and Maintain Your Plan



And Consult the Weather Rock



References

- www.pseg.com
- <http://www.co.bergen.nj.us/>
- www.readyrating.org
- <http://www.ready.nj.gov/>
- www.arlingtonva.us
- www.seattle.gov
- www.fema.gov
- www.pseg.com/outagecenter

pseg.com/webinars