

# READY NEW YORK FOR BUSINESS

**25% of small businesses never recover from a disaster.  
Here are five steps that you can take to protect your business:**

## • Step 1: Assess the Hazards

- What hazards may affect my neighborhood?
- How will that affect my ability to do business?
  - Go to [www.nyc.gov/hazards](http://www.nyc.gov/hazards) for more information about the hazards facing New York City.

## • Step 2: Plan to Stay in Business

- Review your business process to identify operations critical to survival and recovery.
- Make a list of your most important customers and plan ways to communicate with them during and after a disaster.
- Coordinate emergency plans with key suppliers, shippers, resources, and other vendors you depend on to do business.
- **Vital Documents:** Keep copies of important records you may need to re-build your business in a portable waterproof container. Store a second set of these records at an off-site location.

## • Step 3: Talk to Your People

- Set up a system for communicating with your employees, like a phone tree, so that everyone knows how to find out what is expected of him or her.
- Consider your employees' special needs, such as medical complications and disabilities.
- Promote family and individual preparedness for your staff members.

## • Step 4: Protect Your Investment

- Review your insurance coverage. Inadequate coverage can lead to major financial loss.
- Equipment protection: what equipment is vital to the survival of your business? Where will you obtain replacement parts if it is damaged?
- Data protection: is your information backed up?
  - 93% of companies that lose their data center for 10 days or more due to a disaster file for bankruptcy within one year after the disaster. 50% file immediately.

## • Step 5: Know How to Respond

- An emergency action plan includes means of alerting employees to an emergency or evacuation, the method for reporting emergencies to local officials, and evacuation plans and emergency escape routes.
- Evacuating
  - High-rise Buildings: coordinate plans with your building manager and other building tenants.
  - Go Bags: what items would you take with you in the event of an evacuation?
- Sheltering in Place
  - Supply Kits: what type of supplies would be helpful in an emergency if you must stay in one place?



For more information,  
visit [www.nyc.gov/oem](http://www.nyc.gov/oem).

