



EL NIÑO PREPAREDNESS: TIPS TO HELP YOUR BUSINESS STAY AFLOAT

This guide provides some tips to help you prepare for a potential natural disaster as well as information to use during an event and to recover after.

Always keep these emergency numbers on hand in the event a disaster occurs and you need help:

Street flooding: 831- 420-5530

Threat to life and property: 911

American Red Cross: 831-462-2881

PG&E (to report power outages): 800-743-5002

Small business owners invest a tremendous amount of time, money, and resources to make their venture successful, yet many owners fail to properly plan and prepare for disaster situations.

- *Most businesses can save between 20%-90% of the cost of stock and movable equipment by taking action to prepare in advance of flooding.*
- *According to the institute for Business and Home Safety, an estimated 25% of businesses do not reopen following a major disaster.*

BEFORE:

- Review emergency plan with employees including location of emergency equipment and evacuation procedures.
- Establish an inclement weather attendance policy for employees.
- Ensure you have an emergency communication plan in place prior to the storm, evacuation, or threat. Be sure to review this with your employees and clearly identify each individual's roles and responsibilities during an emergency.
- Have all employees, vendors, and client contact information on hand.
- Review your insurance coverage - find out if you are covered in the event of a flood (regular property and casualty insurance does not cover flooding). Understand your extra expense and business interruption policies before the interruption occurs.
- Find out if you are in the flood plain and learn more about the history of flooding in your area.
- Have sandbags on hand - even something as simple as a clogged street drain can cause flooding in your area.
- Have supplies (food, water, flashlights, disaster recovery kits, etc.) on hand in the case that you are stuck at your business for long periods of time. Your emergency supply kits should be stocked for a minimum of three days.
- Have a plan in place for power outages. Consider the need for backup systems: portable pumps to remove flood waters, alternate power sources such as generators or gasoline powered pumps, battery-powered emergency lighting (NEVER use gas-power generators indoors)
- Take all necessary steps to prevent the release of dangerous chemicals that might be stored on your property -locate main gas and electrical shut-offs and anchor all fuel tanks.
- Have a plan in place for delays in delivery of supplies and products to your business.
- Take steps to prevent outdoor items (cafe umbrellas, chairs, flags, outdoor signs, portable buildings, etc.) from blowing away or causing damage.
- Have cash on hand for post-storm needs, such as buying food and supplies, or paying employees and contractors.

DURING:

- Stay tuned to local media and be prepared to evacuate when required
- During a Flood: unplug electrical items before leaving, raise elevators to the 2nd floor and turn off
- Turn off all non-critical devices such as server monitors and workstations and other non-essential electrical equipment.
- Remove items/products from the floor

AFTER:

- Avoid floodwaters - water may be contaminated by oil gasoline, or raw sewage - water may also be electrically charged from underground or downed power lines.
- Be aware of areas where floodwaters have receded, roads may have been weakened and could collapse under the weight of a car.
- Clean and disinfect everything that got wet - mud left from floodwaters or mudslides can contain sewage and chemicals.
- Contact your insurance agent if there is damage.

The City urges citizens to obtain sandbags in advance of predicted storms. Free sandbags are available starting November 1 to all those City of Santa Cruz citizens in need. In order to ensure that materials will be available to all those City of Santa Cruz citizens in need, there will be a limit of ten (10) sandbags per household, organization or business.

1. Empty sandbags may be picked up at either location below:

Fire Administration Office
230 Walnut Ave.
Monday - Thursday
8 am - 12 pm, 1- 4 pm

City of Santa Cruz Corporate Yard
1125 River St. Office 6A
Monday - Friday
8 am - 12 pm, 1- 4 pm

2. Citizens may then fill the bags with free sand located at:
Harvey West Park (at the entrance to the Parks Yard) - 326 Evergreen St.
Please be prepared with shovel to fill the bags with sand.

For more information visit:

cityofsantacruz.com/departments/public-works/emergency-storm-preparation