



# EMERGENCY

Disaster planning , Preparedness &  
Recovery for Self Storage Business

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Dallas, Texas

# SURVEY / GUEST PARTICIPATION

***PLEASE, WITH A QUICK SHOW OF HANDS TO THE FOLLOWING QUESTIONS:***

How many of you has had your storage facility/ business been impacted by an Emergency Disaster?

Does Your Storage Facilities have an Emergency Plan ?

Do you know when it was Last updated?

Are you trained with Your EMERGENCY PLAN ?

How many of you with an Emergency Plan feel, trained ,capable enough and ready to respond to any crisis event that may occur at your storage facility ?

DON'T FEEL BAD... YOU ARE NOT ALONE

# SURVEY / GUEST PARTICIPATION

Percentage of Business Owners that say they are ready for any and all Emergency Disaster according to National Statistics.

19%

## BUSINESS CONTINUITY

### RECOVERY

ACTIONS recovering after an EMERGENCY event from damages or loss. Bring back, customer service, facility, operations, Business back to NORMAL following an Emergency event  
*“The Process of Repair and Restoration”*

**EMERGENCY PLAN: IN ACTION**

*Example:* Cleaning operations, notification of customers

**EMERGENCY EVENT STATUS : THREAT ENDED (AFTERMATH)**  
 Damages and Loss To Customers, Staff, Facility after event  
 Implementation of Plans, Resources and Finances  
 i.e. Fire Destruction of specific Units

### RESPONSE

ACTIONS taken to Save Lives and prevent further damages in an EMERGENCY

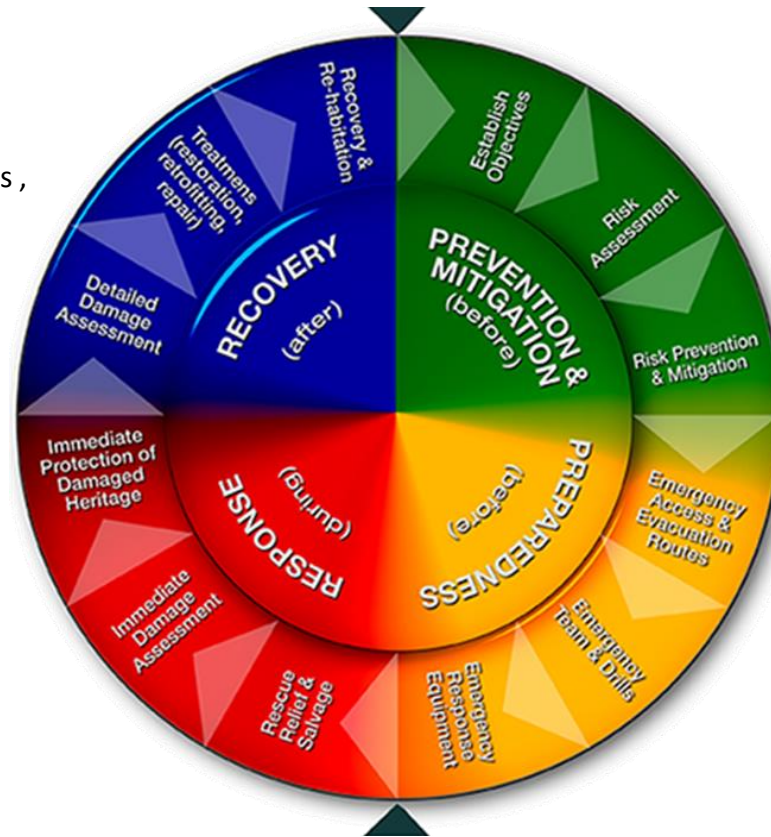
*“An Immediate Reaction or Relief that saves lives”*

**EMERGENCY PLAN: IN ACTION** from PLANNING and Preparedness activities

*Example:* RUN HIDE FIGHT from an Active Shooter on facility

**EMERGENCY EVENT STATUS : THREAT IMPACT (DURING)**  
 To Customers, Staff, Facility  
 i.e. Fire happening in a Storage unit

## EMERGENCY PLAN START



## EMERGENCY DISASTER /CRISIS EVENT

## PLANNING

### PREVENTION & MITIGATION

-Activities Preventing Future Emergencies or Minimizing their effects. *“The reduction or elimination of future risk”*, to Staff, Facility, Customers

**-EMERGENCY PLAN:** Starts Here Plan assessed, IMPLEMENTED, complete training with Staff, Customer, Facility in mind.

*Example:* Purchasing Flood Insurance for Facility

**EMERGENCY EVENT STATUS : NO THREAT To Facility (BEFORE)**

### PREPAREDNESS

Activities, (plans & preparations), PREPARING TO HANDLE an EMERGENCY to help RESPONSE

*“A practiced state of readiness to respond”*

**EMERGENCY PLAN:** Trained, Practiced, Updated, Ready

*Example:* Putting Boards up or shutters for Hurricane

**EMERGENCY EVENT STATUS : IMMINENT THREAT (BEFORE)**  
 To Customers, Staff, Facility (On its Way or About to Occur)  
 i.e. From Hurricane to Tornado, Warning or None

What PERCENTAGE of Businesses will **FAIL** after a DISASTER, because they do not have an EMERGENCY RECOVERY PLAN

- A. 10 %
- B. 25 %
- C. 50 %
- D. 75%

**90%**

**SIMPLE NO PLAN = NO BUSINESS TO CONTINUE**

If it does, RECOVERY time without a plan will be in question.

Recovery from a disaster event turns from a simple recovery that should take a day turns into weeks, months to even years.

*Do you have that money to burn? Don't be a statistic.*



## **Priority Considerations and Key Factors before starting your initial Emergency/Disaster Planning to achieve Business Continuity**

**Your Mindset** – Its constant for Contingency, Resiliency and Proactive Response. Future Thinking , just because it did not happen to you yet , it did to a neighbor storage facility ( Tornado ) Plan for it . Its coming.

**Facility** Geographical Location of your storage business ( State – multi state ) City , Coastal, Mountain etc. Hazards for both Onsite and Offsite your storage facility

**Seasonal** ( weather ) by Zone Tornado Alley ( Midwestern states Texas, Oklahoma) Hurricane (southern states Florida, Carolinas May – October, Wildfire season California, High Crime Rate Winter storms (northern eastern states)

**Prioritize your Emergency Planning to your top 10 EMERGENCY/DISASTER Events.** based on your location emergency needs. Although there are approximately 20 + Known Hazards/ Emergencies , with variants. Start and plan for the most impactful to your facility location . First ( the common one in your areas HURICANES , Sudden rise in HIGH crime rates

**Risk Management / Assessment** . Dailies, Weekly, Quarterly Annual Inspections. Assessments AFTER A DISASTER Impact. both Facility and Staff, Emergency Disaster Response / Recovery operations. Update and Reassess, Train and evaluate

**Resources** What assets currently you have or can do to mitigate thru response of an emergency event and if you don't have it what is needed to get that resource

**Staff / Co Workers.** Gauge their Capabilities, TEAM assignment and Business Permissions. Training Personnel

**Customers Safety and Communication** throughout a Disaster cycle from the planning thru the recovery stages

**Budget** for Yearly, Quarter and Monthly. Dependent on your storage facility capabilities... But budget ! Something is better than nothing then coming out of pocket at last minute and don't have the money or resources when the damage is already done.

**Communication** through your business, facility , staff and most important your customers at specific times of an event from Before, during , aftermath , recovery ( Business continuity)

**Information Systems** - Facility records , Tenant Database , Staff records Back up .. From simple as a small power outage , to all out cyber assault

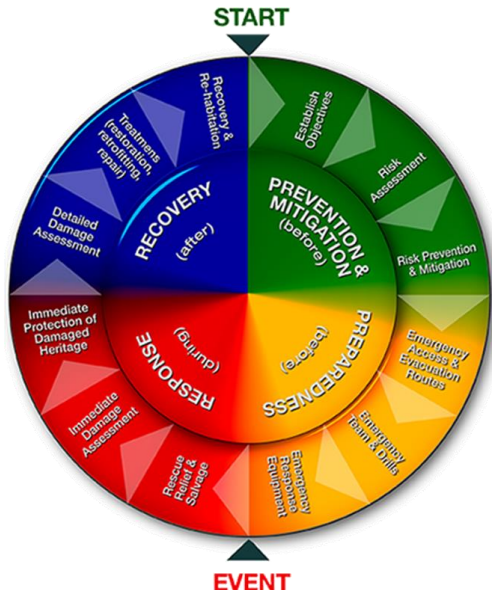
**Integration/ Training** Response - Recovery plans Train – Reassess Evaluate Update and train for All at your business or facility . Everyone on the same page No surprises for your team

**Assistance** Always ask for Help from the experts, your local fire station , your local police, city government , know there systems on responding with your business, register your business.. Most public Resources are FREE. Knowing your participation they will keep you on the forefront when actual disaster occurs

**KISS (Keep It Simple ...)** Prioritize on your preliminary assessments of you facility with current staff, resources ,budget and work to acquire what is needed in a timely manner to complete your emergency preparedness plan to fruition before you , your facility gets hit.

# PLANNING CYCLE

PREVENTION MITIGATION & PREPARDENSS STAGE



**PLANNING**  
 PREVENTION & MITIGATION  
 PREPAREDNESS

**BUSINESS CONTINUITY**  
 RESPONSE  
 RECOVERY

# EMERGENCY DISASTER PLANNING



# THE BUDGET

## PREVENTION MITIGATION & PREPAREDNESS STAGE

You know what your storage revenue is and what you can budget for but these are suggestions also trust of staffers to carry out emergency plans budget accordingly is at your discretion. Always budget for the unexpected, all inclusive for your business to continue. It's your Emergency Plan whatever necessary to make your plan complete

### BUDGETING for and more OPERATIONS ( Staff salary / Security )

- Local ( single facility) and Corporate Level
- Inventory ATTAINMENT to Solve Initial Assessments to create the plan and RISK ASSESSMENT after a Disaster Impact and Business continuity
- REMOTE Facility ( Aftermath )
- SUGGESTED a **10% of GROSS STORAGE REVENUE MONTHLY** Minimum Quarterly
- **ONGOING annually** regardless of Disaster impact or not. Or to replenish funds used due to a Disaster event – a secondary saving account to not use
- **Update or revisions of any BUDGET** base on Severity of a disaster impact or evaluations of current Emergency Plans, from new incidents among peers experiences within the Storage Industry.
- **CASH ON HAND : \$50,000 - \$250,000** ( No BANKS, NO ATM, RUN On Banks or CREDIT CARD MACHINES DOWN AT STORES OR SUPPLIES WAREHOUSES)
- **EMPHASIS:** BUDGET FOR 6 months of operations, preferably 12 months ( MARIA)
  - (Cleanup costs: Heavy equipment/ Dumpsters / outside contracted services Computer replacements

# EMERGENCY DISASTER PLANNING





# THE BUDGET

## PREVENTION MITIGATION & PREPAREDNESS STAGE

# EMERGENCY DISASTER PLANNING

CATASTROPHE/DISASTER PREPAREDNESS BUDGET										From Cash Burn Worksheet		
From Detailed Worksheets										(Cash Burn from Business Interruption of X Days)		
Expense Category	COST CENTER							TOTAL ALL DEPARTMENTS	10	30	90	
	Storage Facility Operations Administration	Inventories - Preparedness	Human Resources	Emergency Department	Facilities, Engineering	Information Technology and Systems						
<b>Operating expenses:</b>										<b>IMPORTANT CONSIDERATION in YOUR BUDGET EXTEND TO 6 MONTHS , Preferably 365</b>		
Salaries and wages	\$ 300,000	\$ -	\$ -	\$ -	\$ -	\$ 50,000	\$ -	\$ 350,000				
Payroll taxes and benefits	\$ 76,500	\$ -	\$ -	\$ -	\$ -	\$ 14,000	\$ -	\$ 90,500				
Contract services	\$ 355,000	\$ -	\$ 2,500	\$ -	\$ -	\$ 125,000	\$ -	\$ 482,500				
Education and travel	\$ 15,000	\$ -	\$ 3,000	\$ -	\$ -	\$ 4,000	\$ -	\$ 22,000				
Space costs	\$ 6,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,000				
Utilities	\$ 4,400	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,400				
Communications	\$ 3,000	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ -	\$ 6,000				
Commodities and supplies	\$ 2,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000				
Insurance	\$ 350,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 350,000				
Leases and rentals	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 17,000	\$ -	\$ 17,000				
Depreciation	\$ 12,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 12,000				
Other	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				
<b>TOTAL IN OPERATING EXPENSES</b>	<b>\$ 1,123,900</b>	<b>\$ -</b>	<b>\$ 5,500</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 213,000</b>	<b>\$ -</b>	<b>\$ 1,342,400</b>	<b>\$ 8,547,945</b>	<b>\$ 25,643,836</b>	<b>\$ 76,931,507</b>	
Capital purchases	\$ 3,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000				
<b>TOTAL CASH BUDGET</b>	<b>\$ 1,126,900</b>	<b>\$ -</b>	<b>\$ 5,500</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 213,000</b>	<b>\$ -</b>	<b>\$ 1,345,400</b>	<b>\$ 8,547,945</b>	<b>\$ 25,643,836</b>	<b>\$ 76,931,507</b>	
<b>Sources of funds:</b>												
FEMA /SBA	\$ 1,123,900	\$ 350,000	\$ 5,500	\$ -	\$ -	\$ 213,000	\$ -	\$ 1,692,400	\$ -	\$ 5,095,891	\$ 43,383,562	
Grants	\$ 3,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ -	\$ -	\$ -	
Borrowing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,547,945	\$ 8,547,945	\$ 8,547,945	
Insurance proceeds									\$ -	\$ 12,000,000	\$ 25,000,000	
Other	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
<b>TOTAL SOURCES OF FUNDS</b>	<b>\$ 1,126,900</b>	<b>\$ 350,000</b>	<b>\$ 5,500</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 213,000</b>	<b>\$ -</b>	<b>\$ 1,695,400</b>	<b>\$ 8,547,945</b>	<b>\$ 25,643,836</b>	<b>\$ 76,931,507</b>	
<b>BUDGET OVER (UNDER) FUNDED</b>	<b>\$ -</b>	<b>\$ 350,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 350,000</b>	<b>\$ (0)</b>	<b>\$ 0</b>	<b>\$ 0</b>	

From Cash Burn Worksheet  
(Cash Burn from Business Interruption of X Days)

IMPORTANT CONSIDERATION in YOUR BUDGET EXTEND TO 6 MONTHS , Preferably 365

DATA SAMPLE BUDGET MODEL

Source CDC



To Be Prepared , it is vital for your organization to understand and identify the threats ( HAZARDS ) that your storage locations could face. Address these in your emergency plan. There are numerous hazards to consider. For each hazard there are many possible scenarios that could unfold depending on timing, magnitude and location of the hazard. ( From a Hurricane get Floods ,Power Outage, wind damage, and other secondary hazards.

### Use sound risk Management principles

1. Hazard Identification
2. Storage Facility Assets Identify - Storage Facility, Staff , computer system
3. Vulnerability Assessment – where impacted by the emergency/disaster
4. Impact Analysis – results of impact if resources to mitigate /prevent for the incidents ( you did nothing)

### Key Perspectives

Geographical , Your Storage location coastal line , fault line , flood line

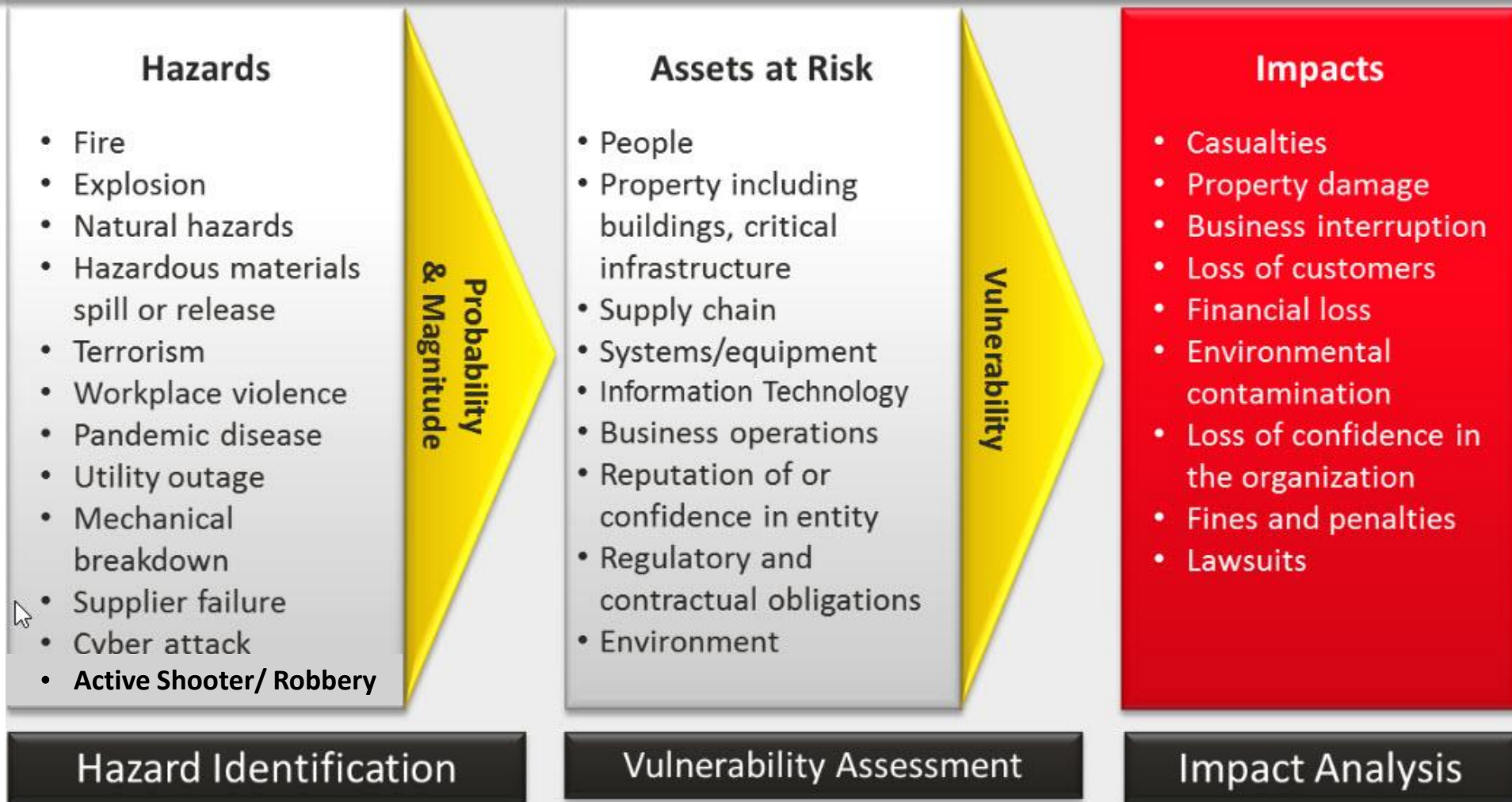
Historical – events that have occurred in the past, bound to happen

Internal/Onsite – Tenant use of storage units ( **Meth Lab Surprise** ), **Temporary Residence (squatter)** Computer system failure , Loss prevention,

External/Offsite – Natural Hazards weather , earthquakes , Wildfires

**As you conduct the risk assessment, look for vulnerabilities—weaknesses—that would make an asset more susceptible to damage from a hazard.**

Vulnerabilities include deficiencies in building construction, information systems, security, protection systems and loss prevention programs. They contribute to the severity of damage when an incident occurs. For example, a storage building without a charged fire extinguisher or faulty fire



source FEMA

## DEVELOP EMERGENCY PLANS (3 *ESSENTIAL PLANS*) PREVENTION MITIGATION & PREPAREDNESS STAGE

## EMERGENCY DISASTER PLANNING

Once it is clear what types of threats you should be prepared for, develop a plan to ensure the safety and security of employees and the business. This ensures that when a disaster strikes, you are not forced to “wing it” and hope for the best. You will have a plan and guidelines to follow which will help direct you through the crisis. Most of this is done at the Before (Prevention & Mitigation / Preparedness Stage ) Phase It is crucial to have plans to ensure employee safety, keep the organization in business, and communicate with customers/tenants and the public.

### **EMERGENCY RESPONSE - ACTION PLANS**

**This primarily deals with employees’ and TENANT safety onsite before, during and immediately following the disaster however, steps taken here can also serve to minimize your storage facility and equipment damage** (Minimizing damage before any Disaster Event). Include instructions for an evacuation and a shelter-in-place, as well as designate roles and responsibilities of members of the organization throughout an emergency event. It is important **to integrate building ownership/management** , if you do not own the facility (third party Management/REIT) into your organization’s emergency plans as well as other groups you may need to work with (security, maintenance, subtenants, etc.).

It should also include FIRST RESPONDERS planning Fire Prevention Planning that meets OSHA, IFC, NFPA and state regulations POLICE, Paramedics, WASTE MANGEMENT, as well as training and annual maintenance and testing to ensure that there are no gaps within your emergency Action plans.

### **EMERGENCY/DISASTER RECOVERY PLAN / BUSINESS CONTINUITY**

**A road-map for maintaining and restoring your organization’s level of productivity while a Disaster Recovery Plan details how your organization will restore data, applications, and technology services, Tenant Customer services as quickly as possible.** It includes procedures for your organization acquiring extra equipment and temporary workspace or remote work capabilities during the interim period between the disruption and resumption of business. The describes the protocol for data and application backup, fail-over and facility clean up and restoration to Normal . implementing such actionable plans, you will be able to ensure that no matter what type of incident occurs, your business will be able to recover quickly and efficiently, while mitigating downtime.

### **CRISIS COMMUNICATION PLAN – EMERGENCY MASS NOTIFICATION SYSTEM (EMNS) – INTEGRAL AT ALL STAGES OF THE EMERGENCY MANAGEMENT CYCLE**

**This allows your organization to communicate with employees onsite and Tenants. Also Development of EMNS to manage your crisis info.** The plan should designate which individuals are responsible for communicating with the media, the local authorities, clients, vendors, and partners. Your plans your brand and reputation. should include instructions on what to say and what to avoid saying, during and after the crisis. The crisis communication plan helps you get ahead of the emergency and direct the conversation while keeping your staff, your TENANTS and the public informed and your brand safe. Having a crisis communication plan will help to prevent a loss of reputation after an incident, assisting you and your BUSINESS to normalcy before and after a DISASTER IMPACT.

# YOUR ROLE

PREVENTION MITIGATION & PREPAREDNESS STAGE

# EMERGENCY DISASTER PLANNING

How many of you here are? ( Show of Hands)

- **Owners /CEO/Regionals Mgr.** of your Self storage Business?
- **Facility Managers?** (Residential Facility Managers)
- **Facility Staff (Employee)? Career and New Hires**

Regardless of your position, it is the same for All. One TEAM

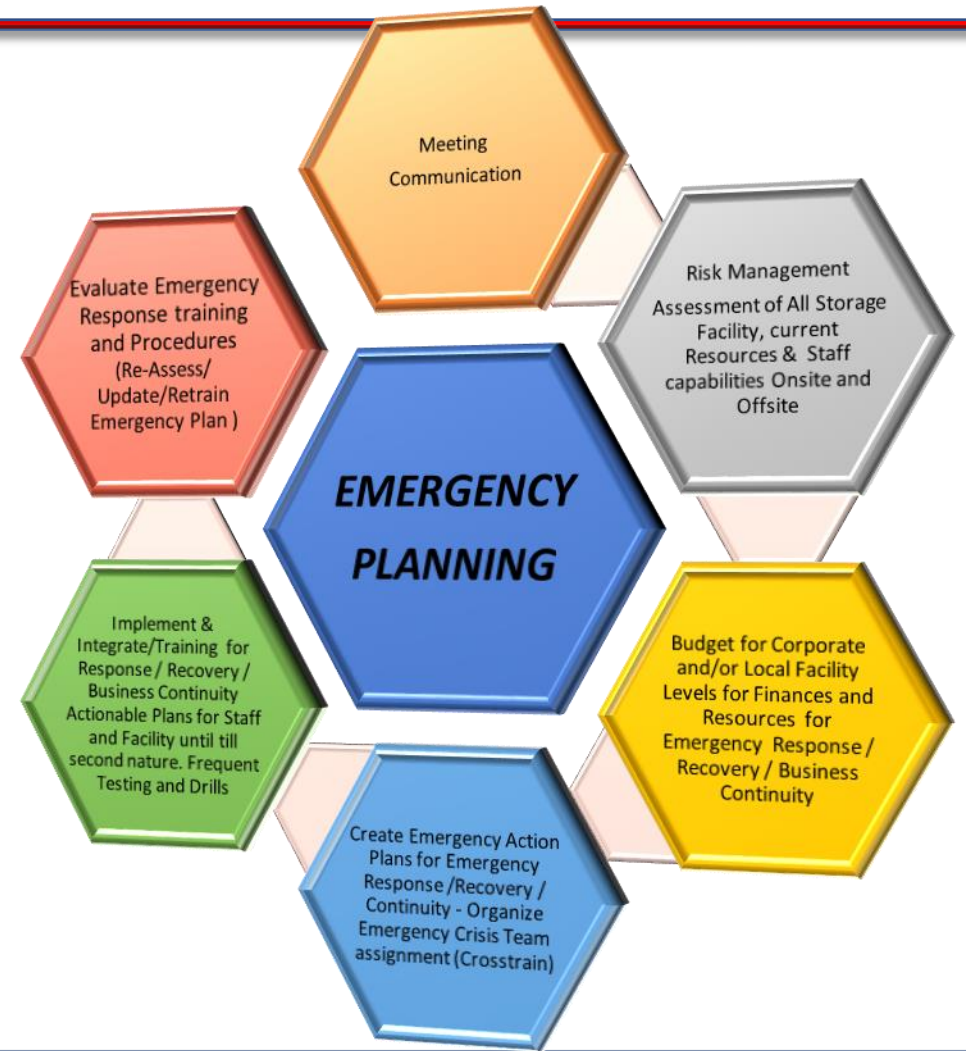
EMERGENCY and Disaster Planning involves a coordinated , co-operative process among all of you preparing to match urgent needs with available resources and response.

The primary goal of your involvement that your business emergency management is integral to the security of everyone's daily lives and should be integrated into daily decisions and not just called on during times of disaster.

A discipline among all that deals with risk and for your emergency plan to work to minimize loss, injuries or damages.

Your Team, Is fluid, dynamic, adaptive, proactive under any circumstances ...

Respond Safely and Accordingly for all concerned during any Emergency Event



1 **Define roles and responsibilities**

Decide which roles you will need and include detail requirements for each role

2 **Choose Suitable Personnel**

Job title is not the issue when deciding who would be a good crisis team member.

You want individuals who are good decision makers, show leadership skills, and are on-site almost all of the time.

Team members should be distributed evenly throughout your facility

3 **Train Your Team**

Make sure the team is aware of the structure, roles and responsibilities of the entire crisis team as well as his or her individual roles. Educate members on how to follow protocols, procedures and the plans that you have built. Members should be trained on when and how to activate the crisis team, how to utilize all tools and systems, and any specific procedures that various threats may require.

Regular Exercises and Refreshers  
Tabletop Drills for training (Scenario)

4 **TEST DRILL EVALUATE Your Plans**

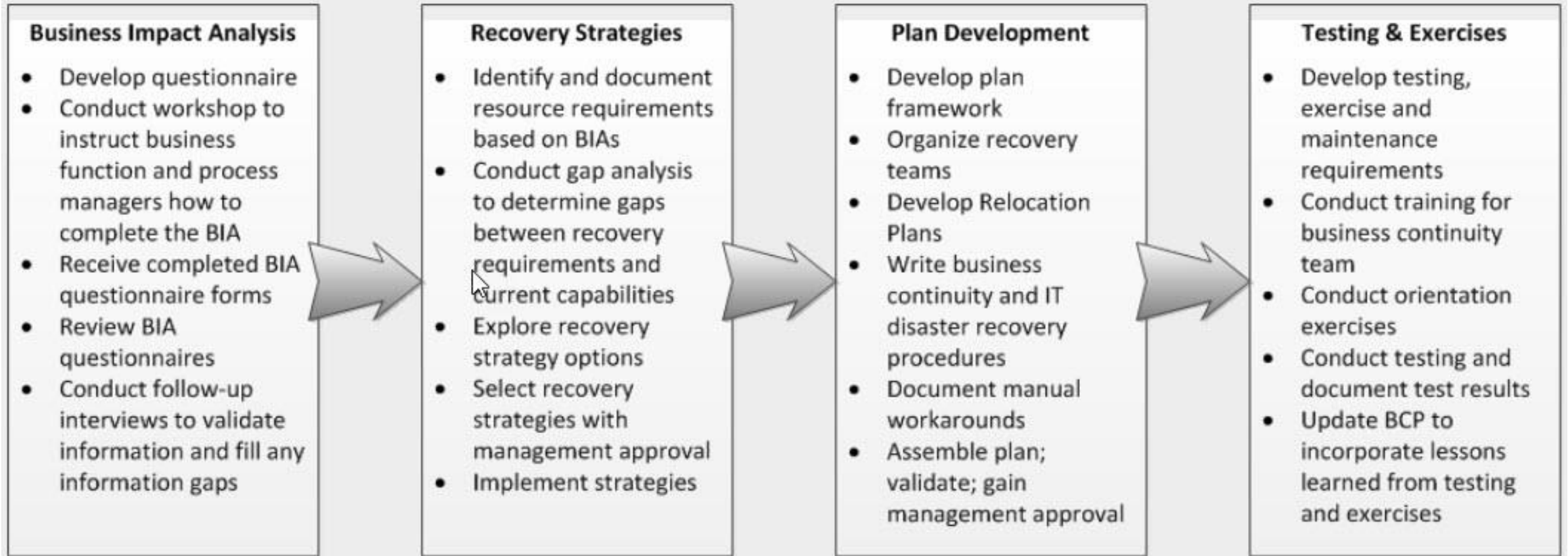
*Regular Exercises and Refreshers*

*Tabletop Drills for training (Scenario)*

Gather your crisis team, decision makers, and building management representatives for a scenario walk-through. In a tabletop, the group is given a crisis scenario and asked to work and talk through how they would use the emergency program and plans to respond to the situation. As the situation unfolds, new information changes how the team responds. At the end of the scenario, the team discusses how they did and establishes goals and identifies changes that need to be made. These tabletops are not testing your people. They are testing your plans and finding any gaps or areas that can be improved.

*Full Scale Facility evacuation and shelter in place drills*

*Schedule Regular test notifications for your emergency messaging systems ( Staff & Tenants)*



Source Ready.gov

With time and safety of the essence before and an EMERGENCY, How do you communicate to your facility personnel and tenants. (Onsite and Offsite)?

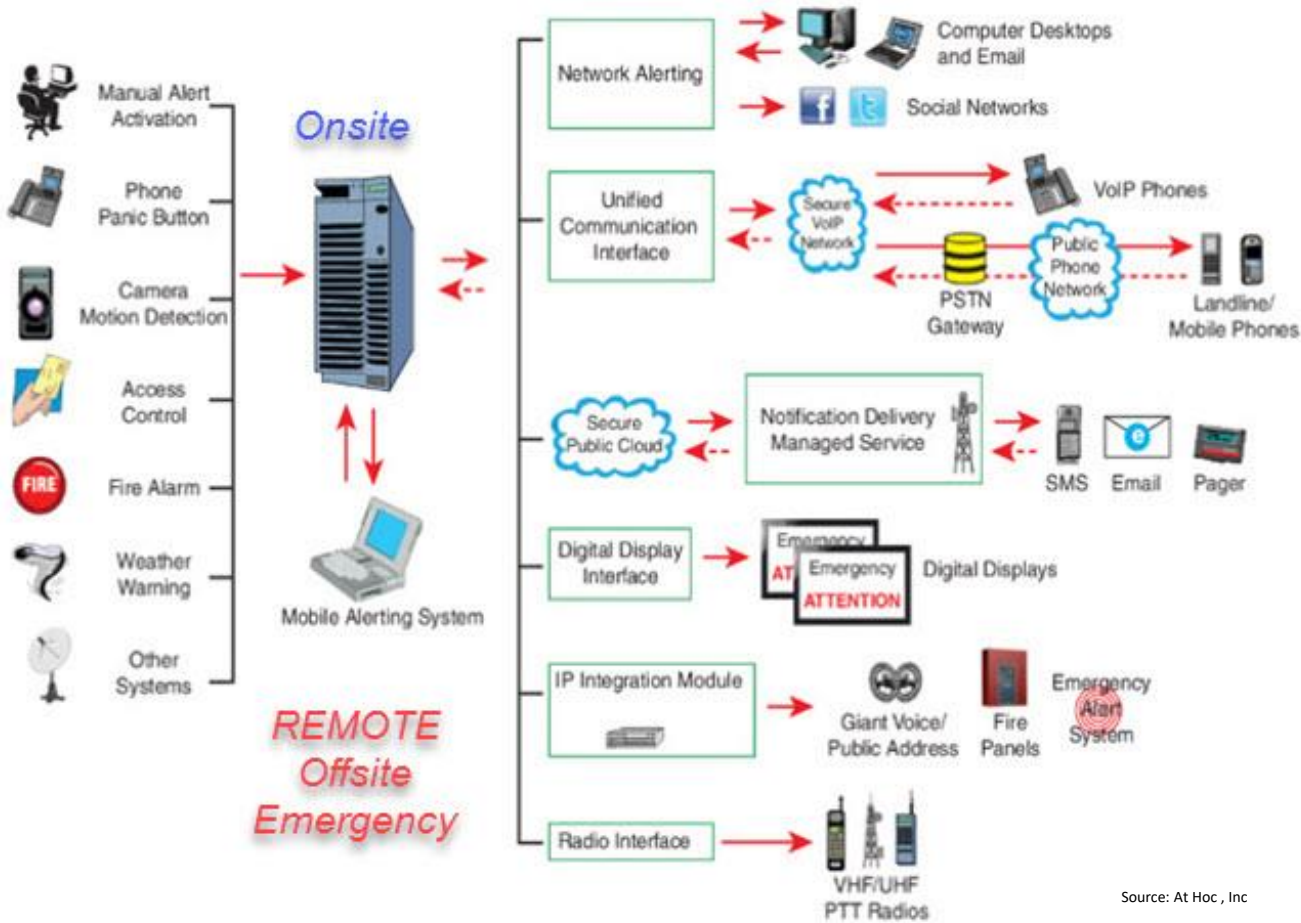
Answer:

## Set-up an Emergency Notification System

You have **80 percent** of the resources at your storage facility already at your disposal.

Requires a bit of organization to set the system up an integral component to your business and essential to any Storage EMERGENCY PLAN you design.

### EMERGENCY NOTIFICATION SYSTEM



Source: At Hoc, Inc



During and after a crisis, communication is absolutely critical in ensuring employee safety. Your organization must have the ability to communicate with employees, crisis team members, and executives and your Tenants in a timely and reliable manner.

**1. An emergency notification system should include several methods** for sending the EMERGENCY message including

SMS text (Cellphone Text only ) / MMS ( Multimedia Messaging Service – Both Text and Imagery (i.e. FB MESSENGER, WhatsApp )

Email ( Mail Chimp , Twillo, Constant Contact)

Voice messaging

Push notification. (Omni Alert , Alert Find) Independent services that will notify all for a fee on all media.

Social Media ( Facebook, Twitter, Instagram

Website – Your current Storage business site

*Maximum redundancy increases the coverage of your message and increases the likelihood that the recipient will see the message.*

**2. The system should allow for each business location to send messages locally.** Not all emergencies require an organization-wide message. On location, crisis leaders need to be and/or have remote access to the system out of the Disaster Impacted area.

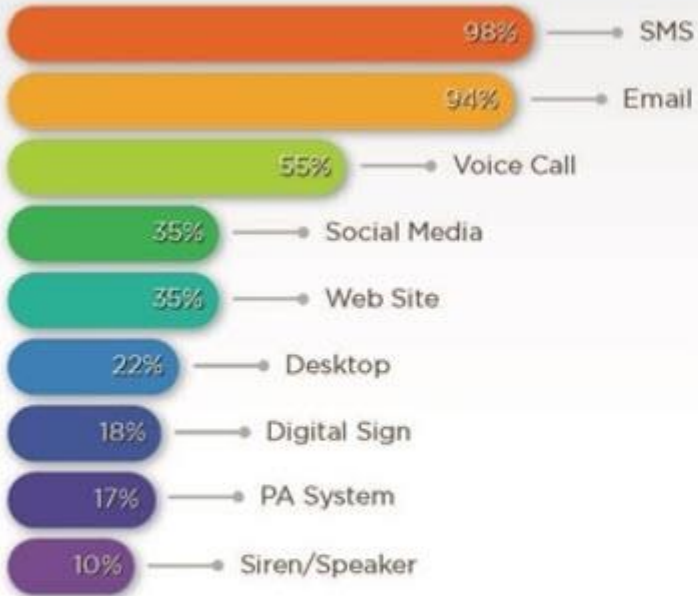
**3. Messaging should have two-way capabilities** so that people can respond and those responses can be collected and sorted to prioritize aid. Two-way capabilities provide crisis teams with detailed information on the status of employees/tenants at a location that can be shared with emergency responders.

**4. Emergency notification systems should be simple and easy to use**, requiring very little prior training. During a crisis, even a properly trained individual may have trouble working an advanced complex communication system. The messaging system should be simple and intuitive, with little chance of user error. (Staff is trained and retrained on the system, current employees and for New Hires)

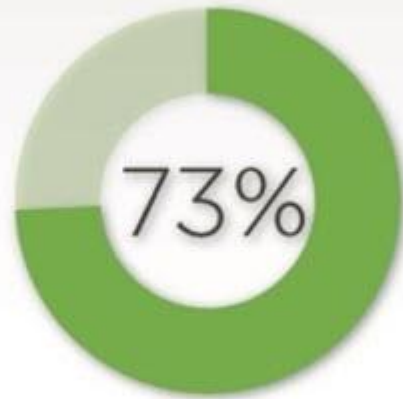
**5. An Emergency messaging system is only as good as the data in it.** Make sure that your employee's and tenant contact information is up to date and all email addresses and phone numbers are audited frequently at your storage facility / business

Source: At Hoc , Inc

Based on national survey of emergency notifications administrators



Most common end-points organizations use to deliver emergency notifications



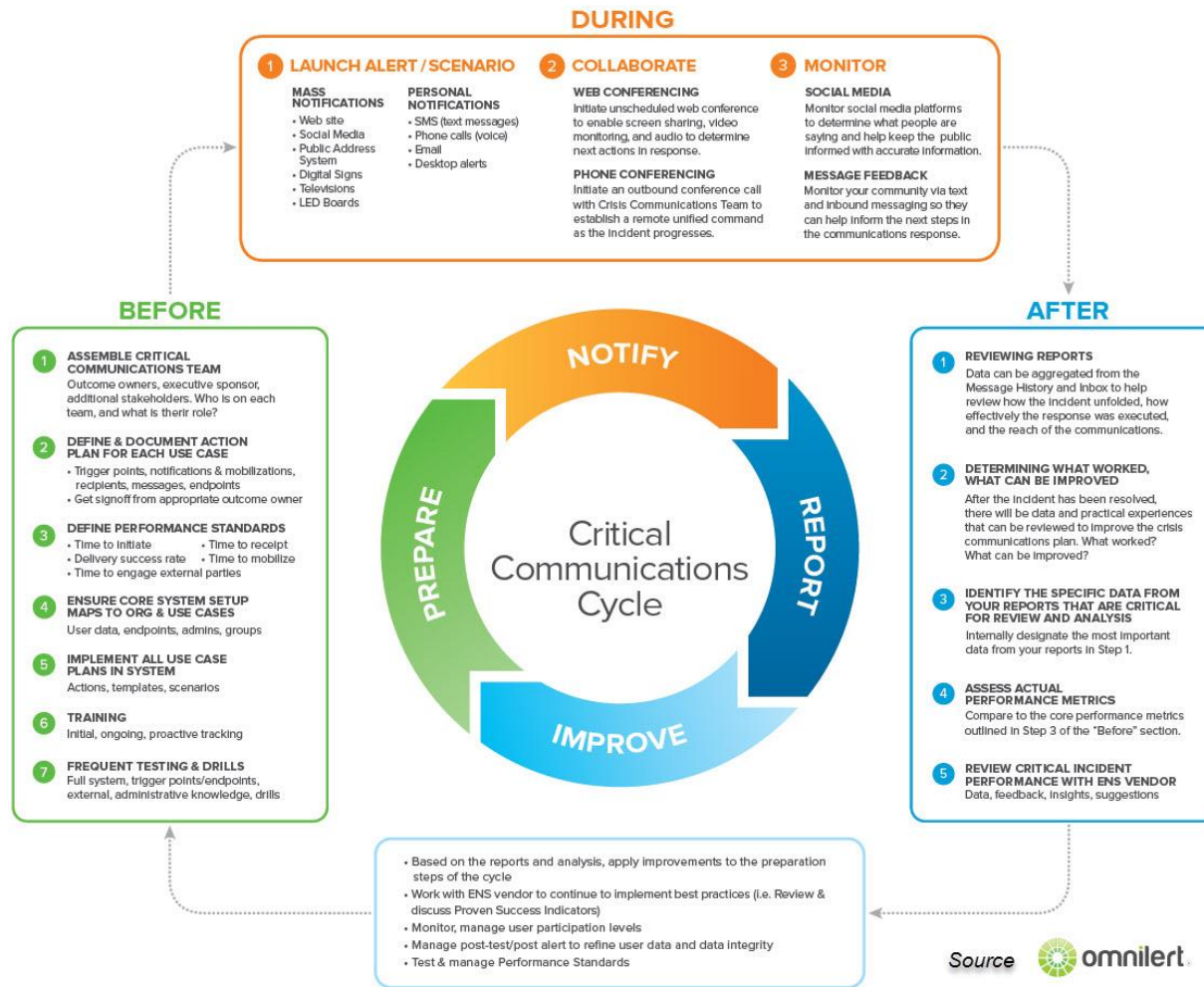
Organizations that pre-script emergency notifications



Organizations with emergency action plans mapped directly to notifications & response

**Ask Yourself,  
Where are you  
today ?**

Source: Omniaalert



# EMERGENCY FORMS /SUPPLEMENTALS

## RESPONSE and RECOVERY STAGE

A Thank You Gift for being with us today :

Business Continuity Emergency PLAN

Emergency Response Plan

Important :

Use as a base reference.

Please Review. Modify and Add any further information to these templates deemed important to complete your EMERGENCY DISASTER PLANNING catering to your Storage Facility Business needs.

*Contact us to receive your copy via email or sign our guest list at the end of this seminar.*

*Both in Editable PDF format*

*Start Today*

Page 1 of 7 Emergency Plan

### Business Continuity and Disaster Preparedness Plan

**PLAN TO STAY IN BUSINESS**

If this location is not accessible we will operate from location below:

Business Name	Business Name
Address	Address
City, State	City, State
Telephone Number	Telephone Number

The following person is our primary crisis manager and will serve as the company spokesperson in an emergency.

If the person is unable to manage the crisis, the person below will succeed in management:

Primary Emergency Contact	Primary Emergency Contact
Telephone Number	Telephone Number
Alternative Phone Number	Alternative Phone Number
E-mail	E-mail

**EMERGENCY CONTACT INFORMATION**  
Dial 9-1-1 in an Emergency

Non-Emergency Police Department	Non-Emergency Fire Department
Address	Address
Telephone Number	Telephone Number
Insurance Provider	Other
Address	Address
Telephone Number & Policy #	Telephone Number

# EMERGENCY DISASTER PLANNING

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Emergency Response Plan

### Evacuation Plan

Evacuation may be required if there is a fire in the building or other hazard. The evacuation team will direct the evacuation of the building and account for all employees outside at a safe location.

Employees will be warned to evacuate the building using the following system:	
Employees should assemble at the following location for accounting by the evacuation team:	

(Post a map showing the location(s) in a conspicuous location for all employees to see.)

Person who will bring the employee roster and visitor log to the evacuation assembly area to account for all evacuees. The evacuation team leader will be informed if anyone is missing or injured.	
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Evacuation Team	Name / Location
Evacuation Team Leader	
Floor Wardens (one for each floor)	
Searchers (one per floor)	
Stairwell and Elevator Monitors	
Aides for Persons with Disabilities	
Assembly Area Monitors (account for evacuees at the assembly area and inform incident commander if anyone is missing or injured)	