

EMERGENCY PREPAREDNESS

For Mill Valley Business & Organization Leaders

Nestled amidst natural beauty, Mill Valley is not immune to emergencies such as earthquakes, wildfires, active threats, and floods. As community leaders, the mantle of responsibility extends beyond the confines of our businesses or organizations; it envelops the safety of our teams, clients, and customers when disaster strikes. In such critical times when our first responders and infrastructure are strained, our preparedness is a cornerstone to our community's resilience.

This primer can serve as a compass, guiding you through potential risks and setting you on the path to not just survive, but thrive and serve even in the face of adversity.



Alerts to Be Aware of:

RED FLAG WARNING

The National Weather Service issues these warnings when conditions heighten wildfire risks. Stay vigilant and be prepared for quick evacuation. In downtown Mill Valley, remember that certain employee parking spaces on Miller Avenue become unavailable during Red Flag Warnings. For those with Employee Parking Permits, it is crucial to keep contact information current with the Chamber of Commerce to receive timely updates and alerts.

SHELTER-IN-PLACE

In emergencies like a weather crisis or large-scale disaster, staying indoors may be safest. Ensure your workplace has the resources (including water, non-perishable food, radio, flashlight, first aid kit, and cell phone battery chargers) to support staff during these events.

LOCKDOWN

The lockdown protocol, designed to deter potential outside intruders, necessitates securing all doors, windows, and entrances, coupled with ensuring everyone remains out of sight. This measure is vital in maintaining safety during a potential threat.

EVACUATION

In the event of wildfires or floods, ensure that you and your team are well-versed with at least two emergency exits from your workplace. Have an emergency kit or Go Bag ready, and a rehearsed plan to usher staff and customers safely out. Familiarize yourself with the nuances between an Evacuation Order (immediate threat) and an Evacuation Warning (potential threat). Additionally, as a leader, communicate these evacuation strategies to your staff and delineate responsibilities.

PUBLIC SAFETY POWER SHUTOFF

During high fire risk conditions, stay informed about PSPS (Public Safety Power Shutoff) and take necessary precautions for potential power outages. Stay prepared and vigilant.

EMERGENCY PREPAREDNESS FOR LEADERS



Craft Your COOP: Steps to Business Resilience

Did you know up to 40% of small businesses fail to reopen after a major disaster? Don't let your business be another statistic. Craft a Continuity of Operations Plan (COOP) – your business insurance for resilience. A well-defined COOP is your action map to keep essential functions running smoothly during and after unexpected disruptions, ensuring minimal downtime and effective response and recovery from any crisis.

- ✓ **Finding Your Core:** What are the non-negotiables, the key functions that keep your business operational? Identify those crucial elements; they're the heart of your COOP.
- ✓ **Anticipating Challenges:** Think through all conceivable disruptions to your operations, from daily inconveniences like power outages to large-scale natural disasters. The goal is to cover all possible scenarios that could impact your business.
- ✓ **Building a Resilience Blueprint:** For every potential hiccup, develop a recovery strategy. What resources, personnel, and processes are critical to restore normalcy?
- ✓ **Documenting Your Strategy:** Create a comprehensive, user-friendly COOP manual. This document should clearly outline tasks, responsibilities, and timelines, designed to be so intuitive that any team member can pick it up and execute effectively.
- ✓ **Sharing the Knowledge:** The COOP shouldn't be a secret document. Distribute it to your whole team, make sure they understand their roles, and encourage them to provide input for improvements.
- ✓ **Testing and Refining:** Practice makes perfect! Regularly test your plan with drills –drills are invaluable for identifying gaps and streamlining your response.
- ✓ **Keeping it Current:** Your COOP isn't a one-and-done document. Regularly review, revise, and update your plan to keep it aligned with the evolving business landscape and environment.

Remember, resilience isn't just bouncing back – it's bouncing forward, stronger and more prepared. Safeguard your business with a robust Continuity of Operations Plan, empowering you to confidently overcome any disaster and emerge even stronger.





Know What to Do in an Emergency

EARTHQUAKES



In earthquake-prone Mill Valley, lead by example during seismic events. Encourage employees and customers to Drop, Cover, and Hold On, seeking protection under sturdy furniture or against an interior wall, away from windows. If outdoors, they should move away from structures and trees, then Drop, Cover, and Hold On. After shaking ceases, ensure surroundings are safe and provide aid as needed. Tune into local radio (740 AM, 88.5 FM, 106.9 FM) for updates.

FLOODING



With rising sea levels and severe storms, Mill Valley's low-lying areas face increased flood risk. Should a flood occur, you might need to Shelter-in-Place within your premises or move vehicles to higher ground on authorities' advice. If evacuation becomes necessary, remember to avoid flooded roadways. Walk around floodwaters – just 6 inches can sweep you off your feet. In the event you're trapped by moving water, promptly find the highest point available and dial 911.

ACTIVE THREAT



In an active threat situation, leaders must remember three key words: **Run, Hide, Fight!** Act decisively to ensure everyone's safety by swiftly moving yourself, employees, and customers out of harm's way. If running is not possible, secure the area by locking doors, covering windows, turning off lights, silencing phones, and barricading doors and windows.

Spread out to minimize the target area. When hiding, seek shelter behind sturdy structures like concrete walls, pillars, or heavy equipment. Outdoors, find cover, such as crouching beside a car's engine block. Consider available refuges such as trash dumpsters.

Barricade doors with furniture, obstructing the threat's entry. Use belts or extension cords to secure doors. Always be aware of multiple exit routes, knowing how to leave the premises from any location. Maintain clarity of thought by taking deep breaths.

As a last resort, be prepared to fight. Adopt an aggressive mindset, using available objects as improvised weapons. Throw or strike the threat with items like fire extinguishers, laptops, stainless steel water bottles, chairs, or nearby equipment. Stop fighting only when the threat is neutralized and you and those within your building are safe.

When law enforcement arrives, drop any objects, show your hands, and follow their instructions. Cooperation is essential for a safe resolution.



EMERGENCY PREPAREDNESS FOR LEADERS



Know What to Do in an Emergency, *Continued...*

FIRE



Our region's looming threat of destructive wildfires mandates proactive preparedness. Stay informed – sign-up for alerts to receive timely updates. Ensure your employees are equally informed and aware of at least two escape routes from your workplace and surrounding area, ensuring everyone is evacuation-ready if required.

In terms of workplace fire safety, ensure your team knows two exits from each room and the building itself. Equip them with knowledge on dialing 911, activating alarms, and using a fire extinguisher for minor flames. For uncontrollable fires, they should know to prioritize immediate evacuation. Stay alert, stay safe, stay prepared – and ensure your team does too!

MEDICAL EMERGENCY



In the event of a medical emergency at your workplace, swift and decisive action is crucial. Immediately dial 911, clearly stating your location and the nature of the emergency. Utilize your first-aid skills to stabilize the individual and prioritize their well-being. Your rapid response can make all the difference in steering the situation toward a positive outcome. Ensure that your entire team is equipped with basic first-aid skills and familiar with these steps as well – it is a collective effort to foster a safer workspace.

RESOURCES:

DURING A DISASTER:

For emergency updates during an actual disaster, including evacuation information, visit the Marin County Office of Emergency Management (OEM) Public Emergency Portal: <https://emergency.marincounty.org>

GETTING PREPARED:

Visit these resources for more business preparedness information:

★ **U.S. Chamber of Commerce**
<https://www.uschamberfoundation.org/quick-guides>

★ **Federal Ready Business Program**
<https://www.ready.gov/business>



SIGN UP FOR ALERTS:



NIXLE

Nixle is used when **INFORMATION** is needed in a specific zip code.
Text 94941 to 888-777

ALERTMARIN

Alert Marin sends alerts when **ACTION** is needed at a specific address or neighborhood.
Sign up at: www.alertmarin.org

MYSHAKE

Download the MyShake App to get **early warning of earthquakes** with significant magnitude in your area.

