

OUTSMART DISASTER

Trending Topics in Economic Development

July 13, 2022

What is Outsmart Disaster?

Outsmart Disaster was first launched in 2018, with the goal of building resiliency in the workplace, at home, and in the community as a response to the high probability of a major earthquake affecting the San Francisco Bay Area.

Today, this statewide awareness campaign is managed by The Academy for Economic Development. We are fortunate to have generous support from the JP Morgan Chase Foundation, the U.S. Economic Development Administration, and Edison International for our components of program outreach.

EDA

U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

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Wildfires - Resiliency In Action

- California had more than 8,500 wildfires last year
- Every year, small businesses across the state are dramatically impacted by wildfire and other hazards
- Preparedness is important. It means you are ready to help your employees, your customers, and your community during a wildfire crisis

Who we are...



Sid Voorakkara is the Senior Vice President for San Diego at Strategies 360. His client portfolio includes non-profit, academia, and business enterprises. His current client list includes the City of Vista Economic Development Department, the California Community College Chancellor's Office Workforce and Economic Development Division, and a partnership of the California Academy for Local Economic Development and the California Business and Consumer Services Agency.



Alicia Johnson is a seasoned emergency manager whose experience in human-centered design, disaster resilience, and facilitation has helped jurisdictions and private sector organizations around the world focus on strategic foresight and building actionable change.

Alicia is Principal and CEO of Two Lynchpin Road and currently serves as the Director of Emergency Management at the University of California - Berkeley. She has over 18 years of emergency management experience with cities and counties across the United States.

The Outsmart Disaster Campaign

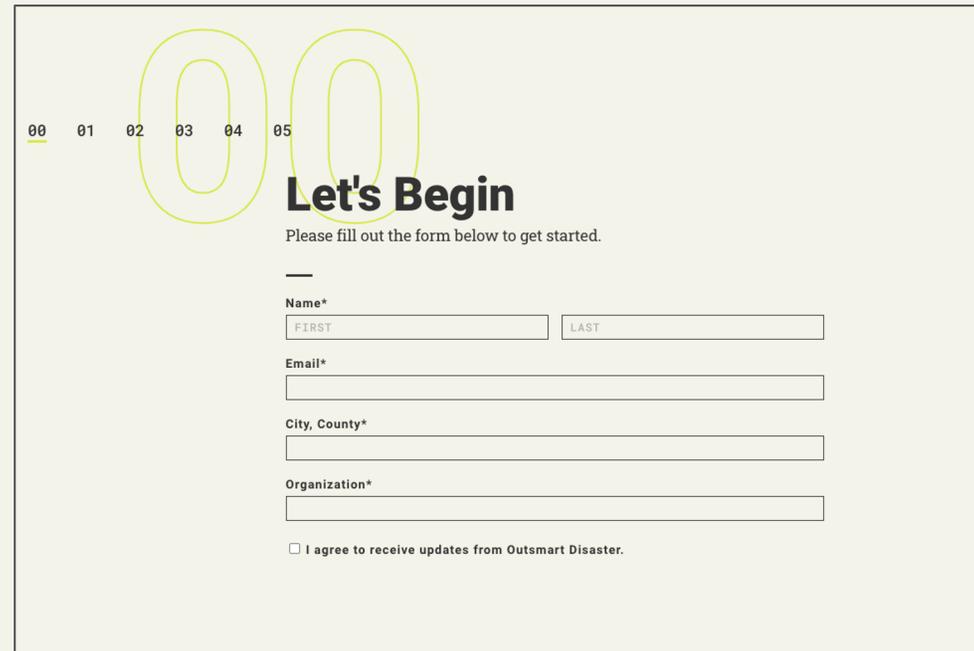
1. Resilient Business Challenge
2. Resilience Clinic
3. Resiliency Toolkit

01

Resilient Business Challenge

Resilient Business Challenge

The Resilient Business Challenge is a self-guided online tool curated by state and local economic development experts that includes five detailed steps to business resiliency.



The screenshot shows a registration form titled "Let's Begin" with a progress indicator at the top showing steps 00 through 05, with 00 highlighted. The form includes the following fields:

- Name***: Two input fields labeled "FIRST" and "LAST".
- Email***: One input field.
- City, County***: One input field.
- Organization***: One input field.
- I agree to receive updates from Outsmart Disaster.

The RBC includes:

- **Prepare and Anticipate**
 - Determining your essential business functions
 - Assessing your business process dependencies
 - Documenting Your business
 - Initial assessments and planning scenarios
- **Support Key Stakeholders**
 - Developing an effective approach to stakeholder management
 - Protecting your supply chain
 - Training and caring for your employees

- **Secure and Protect**
 - Strengthen your facilities
 - Safeguard your information

- **Adapt and Recover**
 - Reviewing your insurance plans
 - Understanding your finances during a disruption
 - Establishing a process to re-assess risk
 - Next steps for continued business resiliency

- **Rinse and Repeat**
 - Plan to Practice
 - Plan to Review

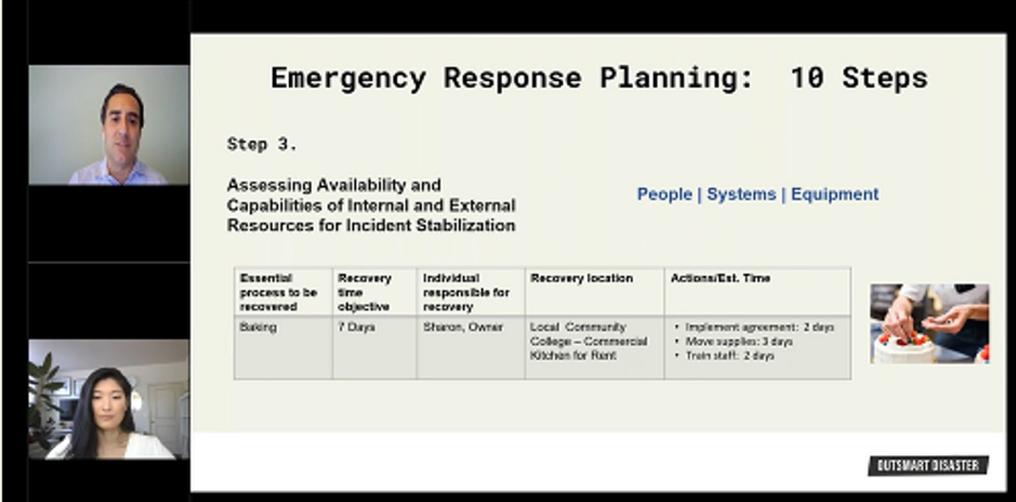
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Resilience Training Opportunities

Resilience Training Program

The Resilience Clinic is an interactive webinar program that covers key curriculum points on preparedness as developed by the Outsmart Disaster Team.

Our work can be customized to specific groups and teams, as well as hazards.



Emergency Response Planning: 10 Steps

Step 3.
Assessing Availability and Capabilities of Internal and External Resources for Incident Stabilization

People | Systems | Equipment

Essential process to be recovered	Recovery time objective	Individual responsible for recovery	Recovery location	Actions/Est. Time
Baking	7 Days	Sharon, Owner	Local Community College – Commercial Kitchen for Rent	<ul style="list-style-type: none">Implement agreement: 2 daysMove supplies: 3 daysTrain staff: 2 days



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Inside the Resiliency Toolkit

Resiliency Toolkit

The Resiliency Toolkit is perfect for businesses looking for quick resources to reference on their own time. The toolkit includes a variety of items and will expand over time to help cover a range of resiliency topics.

Below is a list of key resources compiled by our team of experts to help your business prepare for a wide range of scenarios:

FEMA

Every Business Should Have a Plan: 12-page booklet

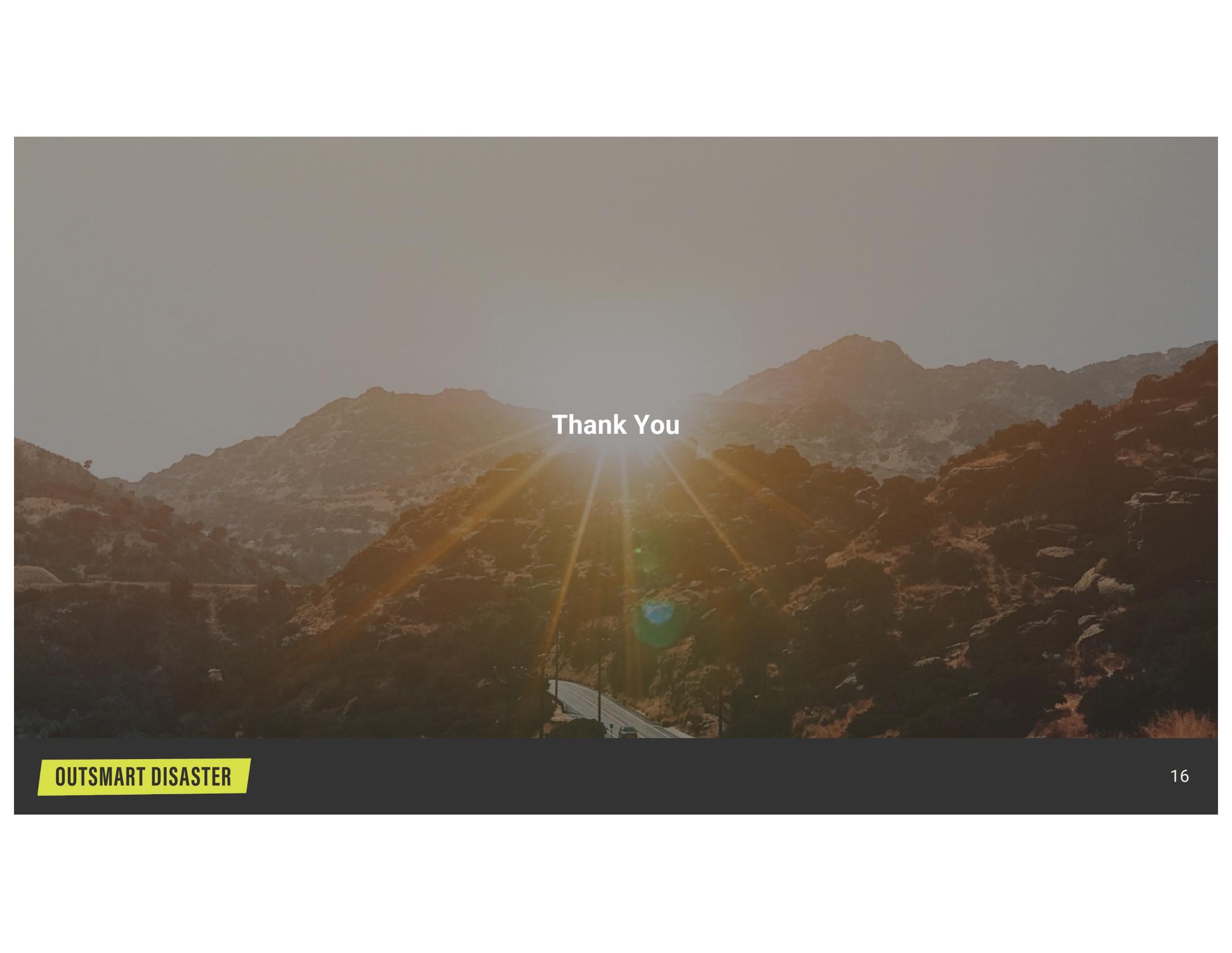
- Ready Business outlines commonsense measures business owners and managers can take to start getting ready. It provides practical information to help you plan for your company's future.

Emergency Response Plan

- A 10-page document to help businesses identify the goals and objectives for the emergency response plan. Define what your emergency response team is expected to do during an emergency (e.g., evacuate employees and visitors, provide first aid, etc.), identify any regulations covered by your plan (e.g., OSHA, fire code, etc.).

RBC Email Edition

- Free email course designed to help small businesses prepare for the most immediate needs
- Using six days of email prompts we connect businesses with the portions of RBC that make the most immediate impact on their business preparedness



Thank You