Effective Continuity Planning
When Your Disaster Planning Has Flown the COOP

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Agenda

- Why plan?
- What's a COOP?
- 5 Steps to Preparedness
- Test your Plan
- Questions

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Why Plan?

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Natural Disasters

Man-Made Disasters

Everyday Disasters

Arson
Asbestos Exposure
Bomb Threat
Bomb Blast
Brown Out
Burst Pipe
Cable Cut
Chemical Spill
Coffee Spill
Communication Failure
Condensation
Construction
Coolant Leak
Corrupted Data
Diesel Generator
Electrical Short
Epidemic – Measles, H1N1

Evacuation
Explosion
Fire
Flood
Fraud
Frozen Pipes
Hacker
Hail Storm
Human Error
Humidity
HVAC Failure
Ice Storm
Insects
Landlord Conflict
Lightning
Lost/Stolen Data

Microwave Fade
Network Failure
Plane Crash
Power Outage
Power Spike
Power Surge
Programmer Error
Raw Sewage
Relocation Delay
Rodents
Roof Cave-in
Sabotage
Shredded Data
Sick building Syndrome
Smoke Damage
Snow Storm

Faulty Sprinkler
Static Electricity
Strike Action
Terrorism
Theft
Toilet Overflow
Tornado
Train Derailment
Transformer Fire
UPS Failure
Vandalism
Vehicle Crash
Virus Infection
Volcano
Water
Wind Storm

In Time of Disaster . . .

- You provide essential services
- Constituents count on those services
- Their recovery depends on your recovery
- Your organization's reputation can be affected

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What is a COOP Plan?

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Coop Plan?

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COOP Plan

What It Is
- A plan for an organization to continue essential functions after a disruption of operations

What It Isn't
- Emergency Operations Plan
- Emergency Response Plan

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COOP Plan

Plan Addresses:
- Key Roles + Recovery Teams
- Relocation Plans
- Operations for Mission-Critical Functions
- Crisis Communication Plan
- IT System/Data Recovery
- Manual Workarounds

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COOP Plan – Key Roles

- Incident Commander
- Crisis Management Advisor
- Public Information Officer
- Logistics Section Chief
- Operations Section Chief
- Finance Section Chief
- Employee Communications

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Key Roles

- Roles are involved in both Emergency Response and Continuity of Operations
- Individuals in key roles build recovery teams as necessary to support the role
- Roles vary based on needs of organization
- COOP Plan should specify primary individual/position to fill role and backups in the event primary is unavailable

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Key Roles

Incident Commander

- Typically most senior administrator of organization, or at incident scene
- Oversees incident response and operations recovery
- Establishes goals and strategies for incident response
- Approves material/service procurement

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Key Roles

Crisis Management Advisor

- Monitors impact of incident on constituents, public, and others
- Facilitates ongoing emergency response activities
- Liaison with outside public safety or emergency management agencies

Public Information Officer

- Formulates & releases information about incident and ongoing operations to news media, public, and other organizations

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Key Roles

Logistics Section Chief

- Procures facilities, services, and materials needed for incident response and ongoing operations

Operations Section Chief

- Implements emergency response and continuity of operations plans in response to specific incident

- Determines location, status, and assignment of resources.

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Key Roles
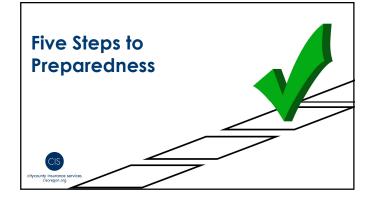
Finance Section Chief

- Responsible for all financial and cost analysis tasks associated with the incident and ongoing operations

Employee Communications

- Ensures information is flowing to employees

- Monitors employee HR activities

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Five Steps to Preparedness

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The Road to Your COOP Plan

START

ASSESS RISK

ASSESS CRITICAL BUSINESS FUNCTIONS

BACK-UP DATA

CRISIS COMM. STRATEGY

TEST YOUR PLAN

KEEP PLAN UP-TO-DATE

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Step 1 – Assess Your Risk

<u>Internally & Externally</u>

- What types of emergencies have occurred in the past?
- What could happen as a result of losing your facility location(s)?
- Will you be affected if your neighbor is hit by a disaster?

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Step 2 – Assess Critical Business Functions

- Which functions are critical to day-to-day operations?
  - HR, Operations, Management, Finance, Accounting
- Which employees are essential?
- How long can you withstand an interruption to those critical functions?
  - 0-24 hrs, 24-48 hrs, 48-72 hrs

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Step 2 – Assess Critical Functions

- **GOAL:** Identify all resources and personnel required to restore critical functions during a recovery
- Typically, critical functions are those that:
  - Are most sensitive to downtime;
  - Fulfill legal or financial obligations to maintain cash flow;
  - Play a key role in maintaining your organization's public image and trust; and/or
  - Safeguard an irreplaceable asset.

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Step 3 – Back-Up Your Data

- Does it meet your recovery timeframes?
- Automated
- Daily back-ups
- Store in off-site, secure location
- Test plan regularly
- Regional footprint

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Step 4 – Crisis Communication Plan

- Develop process to make stakeholders (internal and external) aware of decisions and expectations.
- Media communications plan
- Redundant independent cell or terrestrial networks

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Step 4 – Crisis Communication Plan

Internal
- Employee Emergency contact list
- Alert Notifications Program

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Step 4 – Crisis Communication Plan

Use Social Media
- User-friendly, searchable, universal applicability, stable platform
- Post real-time status updates
- Direct public/employees to alternate locations
- Provide emergency contact info & instructions
- Easy distribution of information to others

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Step 4 – Crisis Communication Plan

Your Website
- Can you access your website during an interruption? (remote access)
- Consider hosting your website at an alternate location (offsite)
- Post critical information on Home & Contact Us pages

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Step 4 – Crisis Communication Plan

Your Website

- Provide employees, vendors, clients and business partners with timely information about your organization during a crisis

- Ensure your site has contingencies for any potential SPIKE in traffic during emergency events

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Step 4 – Crisis Communication Plan

External

- Establish Crisis Communications Team

- Identify spokesperson(s) & prioritization

- Train your spokesperson(s) on communicating with the media

- Ensure all employees KNOW who the spokesperson is

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Step 5
Test Your Plan

- Conduct an exercise at least annually
- Test with different modalities
- There is no pass or fail
- Testing is a process, not just a project

ARE YOU READY?

**Step 5
Test Your Plan**

- Update the plan as necessary
- Re-educate employees when any updates are made
- Include overview of plan as part of onboarding new employees

Resources

https://www.ready.gov/business/implementation/continuity

https://www.fema.gov/continuity-resource-toolkit

https://www.fema.gov/continuity-excellence-series-professional-and-master-practitioner-continuity-certificate-programs

www.portlandoregon.gov/pbem

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thank you

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