



# Hurricane Preparedness

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*“Hope is **not** a strategy.”*

*“Perfection is not attainable,  
but if we chase perfection we  
can catch **excellence**.”*



*- Vince Lombardi*



## **Hurricane Irma**

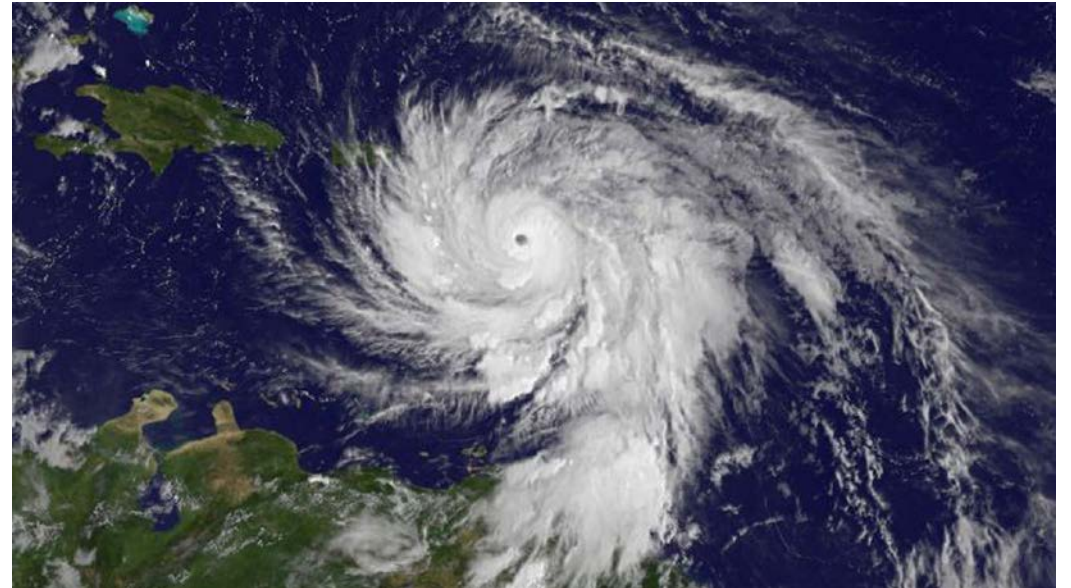
Category 5

August 30 – September 16

## **Hurricane Maria**

Category 5

September 16 – October 3



# One-Two Punch

## Hurricane Irma - glancing blow

- Total fatalities: **est. 134**
- Highest wind speed: **185 mph**
- Damage: At least **\$64.2 billion**
- Puerto Rico:
  - More than a million without power
  - Thousands without water

## Hurricane Maria - direct hit

- Total fatalities: **est. 547-1,133**
- Highest wind speed: **175 mph**
- Damage: At least **\$91.6 billion**
- Puerto Rico:
  - Power grid destroyed, 3.4 million without power
  - Most of island without water







# Common elements of an effective plan

## Property

- Wind mitigation measures
- Water mitigation measures
- Building systems
- Security
- Recovery

## People

- Customer plan
- Tenant plan
- Property staff plan
- Supplies on site
- Recovery

Each component should be assigned to a **specific department**, and should have **specific actions** at 72/48/36/24/12 hour milestones before arrival.



# Common elements of an effective plan

## Property

- A. Wind mitigation measures
  - B. Water mitigation measures
  - C. Building systems
  - D. Security
  - E. Recovery
- A. Board windows(?), secure potential projectiles, trim landscaping, roof nets, construction scaffolding/cranes
  - B. Sandbags & plastic sheeting (priority is critical infrastructure), clear drains
  - C. HVAC, electrical, natural gas, water, fire suppression, generators
  - D. Locking/barricading, removing valuables, covering windows
  - E. Property restoration contracts & plan (building could be out for months)

# Common elements of an effective plan

## People

- A. Customer plan
  - B. Tenant plan
  - C. Property staff plan
  - D. Supplies on site
  - E. Recovery
- A. Communication (digital & print), evacuation & entry prevention
  - B. Communication (digital & print), mandatory closing & 'stay-away'
  - C. Send family off-island if possible, identify key personnel to remain on-site
  - D. Water, fuel, food, cash
  - E. Psychological/family assistance

# Retail's challenge in a disaster?



We are not a mid/long-term shelter, and we don't store supplies for the general public.

# Key Takeaways

- **Have a plan.** Hope is not a plan...don't rely exclusively on government aid.
- **Run Drills.** Increases familiarity, clarifies roles, reduces panic.
- **Have supplies.** Monthly incremental purchases are easiest.
- **Network your plan.** Exposes blindspots...relationships are key in disasters.
- **Property restoration contracts.** Eases recovery burden.

# Personal Preparedness...Oxygen Mask Mentality

