



## WA Businesses & Disaster Survey

Seattle Project Impact, a public-private partnership, is developing a program that includes low-cost strategies to help regional businesses keep their doors open after a disaster. Your answers to these 15 questions will assist us to assess your needs, learn what businesses have already done to prepare for disasters, and discover what you deem important in a program. Your responses will assist businesses of all types and sizes to minimize potential losses or closure. Completing this survey will take approximately 15 minutes. **Once completed, please fax this survey to (206) 684-5998.**

**\*\*\*PRIZE DRAWING DECEMBER 1, 2002. TO ENTER: complete either #15 or #16\*\*\*  
2 Grand Prizes - \$100 Gift Certificate**

Answers are anonymous. Contact info entered in #'s 15 & 16 is kept separate from responses

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### GENERAL INFORMATION

1. What is your business zip code? \_\_\_\_\_
2. What type of business do you operate? (Circle all that apply)
  - a. Agricultural, forestry, fishing & hunting, and mining
  - b. Arts, entertainment, recreation, accommodation & food services
  - c. Construction
  - d. Educational, health and social services
  - e. Manufacturing
  - f. Other services (except public administration)
  - g. Wholesale trade
  - h. Public administration
  - i. Retail trade
  - j. Transportation & warehousing, and utilities
  - k. Information
  - m. Professional, scientific, management, administrative, and waste management services
  - l. Finance, insurance, real estate, rental/leasing
  - n. Non-profit
  - o. Other \_\_\_\_\_
3. How many years have you been in business? (Circle one)
  - a. 1-10 years
  - d. 51-99 years
  - b. 11-25 years
  - e. 100+ years
  - c. 26-50 years
4. How many employees are in your company? (Circle one)
  - a. 1-5
  - e. 100-499
  - b. 6-19
  - f. 500-999
  - c. 20-49
  - g. 1,000+
  - d. 50-99
5. What is your yearly gross revenue? (Circle one)
  - a. Less than \$100,000
  - c. \$500,001 – 1,000,000
  - b. \$100,000 – 500,000
  - d. \$1,000,000+
6. Does your company own or lease the building(s) where the business is located? (Circle one)
  - a. Own
  - c. Own and lease
  - b. Lease
  - d. Other \_\_\_\_\_
7. On average, how long (in minutes) does it take your employees to arrive at work? (Circle one)
  - a. 5-14
  - d. 45-59
  - b. 15-29
  - e. 60+
  - c. 30-44

Seattle Project Impact  
(206) 615-0288

<http://seattle.gov/projectimpact>

## HAZARDS & YOUR BUSINESS

8. The Puget Sound area is vulnerable to several types of hazards. Please rate these hazardous events in terms of possible impact on your business. Select one rating for each hazard by checking the box in the appropriate category.

	Critical	Very Important	Important	Not Very Important	No Need to Address
• Wind damage					
• Landslide/debris flow					
• Flooding/pipe burst					
• Winter storm/snow & ice					
• Wind storm					
• Earthquake					
• Loss of electricity					
• Hazardous materials accident					
• Air or train accidents					
• Loss of water supply					
• Civil disturbance/riot					
• Terrorism/sabotage					
• Wildfire					
• Other:					

9. Please rate the items listed below in terms of their importance for your business operations. Select one rating for each.

	Critical	Very Important	Important	Not Very Important	No Need to Address
<b>Interruption of Services:</b>					
• Electricity					
• Water					
• Natural gas					
• Phone/Internet					
• Sewer and waste water treatment					
• Postal					
• Transportation, i.e. roads, rail, air					

	Critical	Very Important	Important	Not Very Important	No Need to Address
<b>Other Impacts:</b>					
• Damage to building, computers, equipment, etc.					
• Loss of staff and/or customers					
• Loss of inventory					
• Loss of supplier, vendor, distributor, etc.					
• Street closures or loss of public access					
• Loss of documents/records/data					
• Negative publicity about your business or the surrounding neighborhood					
• Other:					
• As of yet, have not considered the impacts of disaster events	YES	NO			

10. There are many things a business can do to prepare for disaster, i.e. a flood or an earthquake. In the following list, please check all things you **have already done** at your business, **plan to do** in the near future, are **unable to do**, **will not do**, or does not apply **N/A**. (Please select one answer for each action)

	Have Done	Plan to Do	Unable to Do	Will Not Do	N/A
<b>At your business, have you:</b>					
• Attended meetings or received written information on disaster preparedness?					
• Talked with employees about what to do in an emergency?					
• Purchased earthquake/flood/disaster insurance?					
• Purchased business interruption insurance?					
• Trained employees to evacuate the building safely?					
• Trained employees in disaster-oriented first aid or light rescue?					
• Developed a business emergency response plan?					
• Developed a business disaster recovery plan?					
• Conducted disaster drills or exercises for your employees?					
• Performed earthquake strengthening or retrofit of your building.					
• Made arrangements to relocate the business to another site in case of disaster damage or accessibility issues?					
• Obtained back-up systems (i.e. generator, machines, etc.)?					
• Stored extra water, batteries or other emergency supplies?					
• Stored critical business data off-site?					
• Trained employees to prepare for a disaster at home (i.e. earthquake) so they can return to work more quickly?					
• Braced shelves, equipment, and areas that contain inventory against damage in an earthquake?					
• If you are a tenant, talked to the building manager or owner about access to your business if a disaster were to occur?					
• Other:					

11. How long can you afford for your business to be shut down and still survive after a disaster (earthquake, wind storm, etc.) without suffering major financial losses? Select one.

- a. Would immediately suffer major losses
- b. 1-10 hours
- c. 11-25 hours
- d. 25+ hours
- e. 1-10 days
- f. 11-25 days
- g. 25+ days

12. As you meet the time period selected in Question 11, what financial means would you use to re-open your business? (Check all that apply)

- a. Bank loan
- b. Credit card
- c. Personal savings
- d. U.S. Small Business Administration loans, if available
- e. Insurance
- f. Other \_\_\_\_\_

13. How will you notify your employees, customers, suppliers, creditors, etc. if your business is interrupted? Please provide a brief response.

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## WHAT WOULD ASSIST YOU NOW?

14. What information or resources would assist you to minimize an interruption to your business? Rate the importance of each to your business and employees by checking a box for each subject.

	Very Useful	Somewhat Useful	Not Useful	Already Addressed
<b>Facility and road access</b>				
• Road access issues and debris removal				
• Alternate route availability				
• Protecting data, building, contents and equipment				
• Post-disaster inspections				
• Receiving permits to retrofit or repair your building				
• Talking with your building owner/tenants about business emergency response plans and access to your building post-disaster				

	Very Useful	Somewhat Useful	Not Useful	Already Addressed
<b>Utilities</b>				
• Making information “one phone call away” for businesses				
• Back-up sources of power				
• Alternate communications				
• Alternate shipping/transportation				

	Very Useful	Somewhat Useful	Not Useful	Already Addressed
<b>Businesses helping businesses</b>				
• Share resources among businesses in an emergency situation (mutual aid)				
• Work with “like” businesses on mitigation projects				
• Mentoring program between more and less prepared businesses				
• Develop a call center/website for businesses to report damages, recover after a disaster, and disseminate information				

	Very Useful	Somewhat Useful	Not Useful	Already Addressed
<b>Training and Public Outreach</b>				
• Help employees make plans to protect themselves, families, and their homes				
• Simple steps to develop a business recovery plan				
• How to select appropriate business interruption/disaster insurance for your business				
• Preparedness training for employees (evacuating a building, fire safety, light rescue, disaster-oriented first aid, etc.)				

	Very Useful	Somewhat Useful	Not Useful	Already Addressed
<b>Training and Public Outreach (con't)</b>				
• How to secure building contents (i.e. shelves, desks, equipment, PCs, etc.)				
• How to communicate your business recovery plans with your suppliers and customers				
• How to practice your business recovery strategy				
• How to coordinate your efforts with others affected by the disaster (in your building, neighborhood, local chamber, etc.)				
• How to access resources such as equipment, counseling, volunteers, financial advice, experts				

	Very Useful	Somewhat Useful	Not Useful	Already Addressed
<b>Incentives</b>				
• Expedited permit process for disaster-strengthening projects				
• Information that emphasizes asset management as part of disaster preparedness and recovery				
• Volunteer assistance to complete non-technical retrofit work				
• Once business has completed preparedness activities, receive "Disaster Resistant Business" designation and public recognition				

15. Would you like to participate in a one-time, 2-hour focus group that would help develop disaster preparedness & recovery needs of businesses of all sizes? (Please enter contact information below)  
**\*\*YOU WILL AUTOMATICALLY BE ENTERED INTO THE PRIZE DRAWING\*\***

**Name** \_\_\_\_\_  
**Company Name** \_\_\_\_\_  
**Address** \_\_\_\_\_  
**Phone** \_\_\_\_\_  
**E-mail** \_\_\_\_\_

16. ANY COMMENTS -OR- TO ENTER THE PRIZE DRAWING (if you didn't list your name for a focus group in #15) PLEASE ENTER YOUR CONTACT INFO BELOW.

**Name** \_\_\_\_\_  
**Company Name** \_\_\_\_\_  
**Address** \_\_\_\_\_  
**Phone** \_\_\_\_\_  
**E-mail** \_\_\_\_\_  
**COMMENTS:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Thank you for taking time to complete this survey! Your answers will assist us in developing a better Disaster Resistant Business program for all businesses.

**Please fax the completed survey to (206) 684-5998.**

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<http://seattle.gov/projectimpact>

**\*\*PRIZE DRAWING ON DECEMBER 1, 2002\*\***

**2 Grand Prizes: \$100 Gift Certificate for Dinner**

Choosing from among fifty of the Puget Sound area's finest restaurants including the Yarrow Bay Grill and the Dahlia Lounge (courtesy of PEMCO)

Visit our web site for a list of all prizes.

\*\*\*\*\* THIS SURVEY SPONSORED BY \*\*\*\*\*

The Institute for Business & Home Safety (IBHS)  
Building Owners & Managers Association (BOMA)  
WorkSafe Technologies / Emergency Preparedness Society NW  
Cascadia Region Earthquake Workgroup (CREW)  
Greater Seattle Chamber of Commerce  
Seattle Emergency Management