



READY
NOW

*Preparing You, Your Employees and
Your Business for a Coastal
Hurricane/Wind Related Event*

We cannot control the weather, but we can prepare for the challenges it sometimes presents. It is important to take actions to reduce the potential exposure in the event that a weather emergency does occur.

The best time to respond to a disaster is before it happens to mitigate and/or prevent severe damage and disruption of life and business in the future. This guide is intended to outline some common sense measures that we can take in our efforts to prepare for a natural disaster.

Preparing Makes Good Business Sense

Plan to Stay in Business

How quickly Crescent can get back to business after severe weather-related incidents often depend on emergency planning done today.

- Know the vulnerability of our business: Establish/Update your **Business Continuity Plan**
- Carefully assess your internal and external functions to determine necessity
- Review your business process chart
- List customers/vendors and their contact information and proactively plan ways to serve them during/after a disaster
- **Establish Emergency Planning** for employees; keep your employees informed and safe
- Review our **Crisis Communication Plan** and each employee's responsibility before/after a disaster
- Establish a predetermined gathering point and **Evacuation Plan** for all employees
- **Establish Data Recovery Planning** to protect all data by making backup files and storing duplicates at an alternate site
- Establish **Alternate Communications** to have primary and backup communications available
- Establish an **Alternate Location** if the work place is not accessible

Protect Your Investment

- Review **Insurance Coverage** and policy coverage with the Risk Management Department
- Prepare for **Utility Disruptions** and service alternatives
- Secure facilities, buildings and plants
- **Plan for Cyber Security** for data protection

Crescent Preparedness Actions

- Crescent Property Management will communicate severe weather situations to customer contacts in accordance with Crescent procedures
- **Consult with your Property Management supervisor for additional preparation guidance for severe weather-related events**

Employee Safety Guide

- Prepare an emergency kit
- Ensure vehicles have a sufficient amount of gas. If a storm disrupts electric power, gas pumps will not work
- Get cash, including a roll of quarters. After a storm, ATMs may not function and businesses may not be able to process credit cards
- Fill prescriptions and medications for short-term needs
- Ensure important documents such as deeds, stock and bond certificates, insurance policies, legal papers and other paperwork are in a safe, waterproof container; include photographs or videotape of your valuables for possible insurance claims
- Ensure cell phones and other rechargeable appliances, such as flashlights, are fully charged

Weather Resources

National Weather Service www.weather.gov
Federal Emergency Management Agency
www.fema.gov
Department of Homeland Security www.ready.gov
The Storm Prediction Center www.spc.noaa.gov/
The National Hurricane Forecast Center
www.nhc.noaa.gov

COASTAL STORM TERMS

Hurricane Season

June 1 to November 30

Tropical Cyclone

An organized rotating weather system that develops in the tropics and has a warm center of low barometric pressure

Tropical Storm

A tropical cyclone with sustained winds of 39-73 mph

Hurricane

A tropical cyclone with sustained winds of 74 mph or greater

Hurricane Watch

Issued for a coastal area when there is a threat of hurricane conditions within 24-36 hours

Hurricane Warning

Issued when hurricane condition is expected in a specified coastal area in 24 hours or less; hurricane conditions include winds of 74 mph or higher and/or dangerously high tides or waves

HOW IS HURRICANE STRENGTH MEASURED?

Type of Tropical Cyclone	Category	Potential for Damage	Wind Speed (in MPH)
Hurricane	1	Minimal	74-95
Hurricane	2	Moderate	96-110
Hurricane	3	Extensive	111-130
Hurricane	4	Extreme	131-155
Hurricane	5	Catastrophic	156+

Hurricane Alert Levels – Degree of Importance

1. Tropical Storm Watch
2. Tropical Storm Warning
3. Hurricane Watch
4. Hurricane Warning

PROPERTY SPECIFIC EMERGENCY CONTACT NUMBERS

PROPERTY MANAGEMENT _____

PROPERTY SECURITY _____

EMERGENCY HOTLINE _____

POLICE DEPARTMENT _____

FIRE DEPARTMENT _____



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*Issued by Crescent Real Estate Equities, LLC
Risk Management Department*



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