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Project Proposal: The Jentay Group

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Edward Vasquez

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Introduction

The following document contains material that connects to the emergency preparedness side of homeland security. The Jentay Group is a small company that brings advanced composites to the industrial market. Their work can be seen in the aerospace and unmanned vehicle industry, the automotive industry and the medical industry (Jentay, 2018). The team of 11 works out of a 4500 ft² building located in Beaverton, Oregon. Beaverton is located in the Portland metropolitan area, which boasts a population of approximately 2.4 million (Beaverton Oregon, 2018). These statistics place the headquarters in a heavily populated area, which could bring good business or trouble.

The Jentay Group should be prepared for an assortment of threats such as earthquakes, fires, floods, robberies, active shooters, car bombs, kidnappings, and other common incidents. The most common and major threat to this area is the Cascadia subduction zone, which is a 1,000km fault that runs from North Vancouver Island to Cape Mendocino California (Pacific Northwest Seismic Network, 2018). The threat is thought to be severe enough that Oregon's House of Representatives adopted the House Resolution 3. This resolution advises the Oregon Seismic Safety Policy Advisory Commission (OSSPAC) to develop a plan to prepare for a massive earthquake from the Cascadia subduction zone. The analyzation of this issue is necessary due to the Oregon HazVu data listing the Jentay Groups geographical location in a hazardous area. The HazVu map provides the communities with an analysis of the different geohazards in the state of Oregon. The map works by searching an address of a location. The HazVu reading for Jentay shows very strong to severe shaking from a Cascadia disruption (Oregon Department of

Geology, 2018). With this analytic research the company should be prepared for earthquakes including their secondary hazards.

The mission of the Jentay Group is to stay a manufacturer in their field of advanced composites. Jentay is also working towards their employees being able to respond to incidents to save lives and property. In order for this to succeed employees must be well versed in the emergency preparedness side of the homeland security spectrum.

Problem Definition

The problem the Jentay Group is facing is that their employees are vulnerable to life safety concerns and property damage based on known threats. Without proper emergency procedures, the Jentay Group could lose contracts to competitors due to prolonged downtime from an emergency.

Of the issues that the company faces is that nothing severe has happened to Jentay's employees or its location. The last emergency that happened was in 2014 when an employee had a seizure on site (Taylor, 2018). Without there being a high frequency of incidents, the Jentay Group grew complacent in the workplace. This led to the company having a minimalistic emergency operations plan (EAP) in place. One of the main outcomes that the organization is seeking is for all employees and visitors to be prepared for any emergency that comes their way.

A company located in a well populated area may have more crime surrounding them.

Beaverton's police department (BPD) handled 164 burglary offenses, 365 vandalism cases, and 1,457 larceny offenses in 2017. BPD also sheds light upon the percent change from the previous

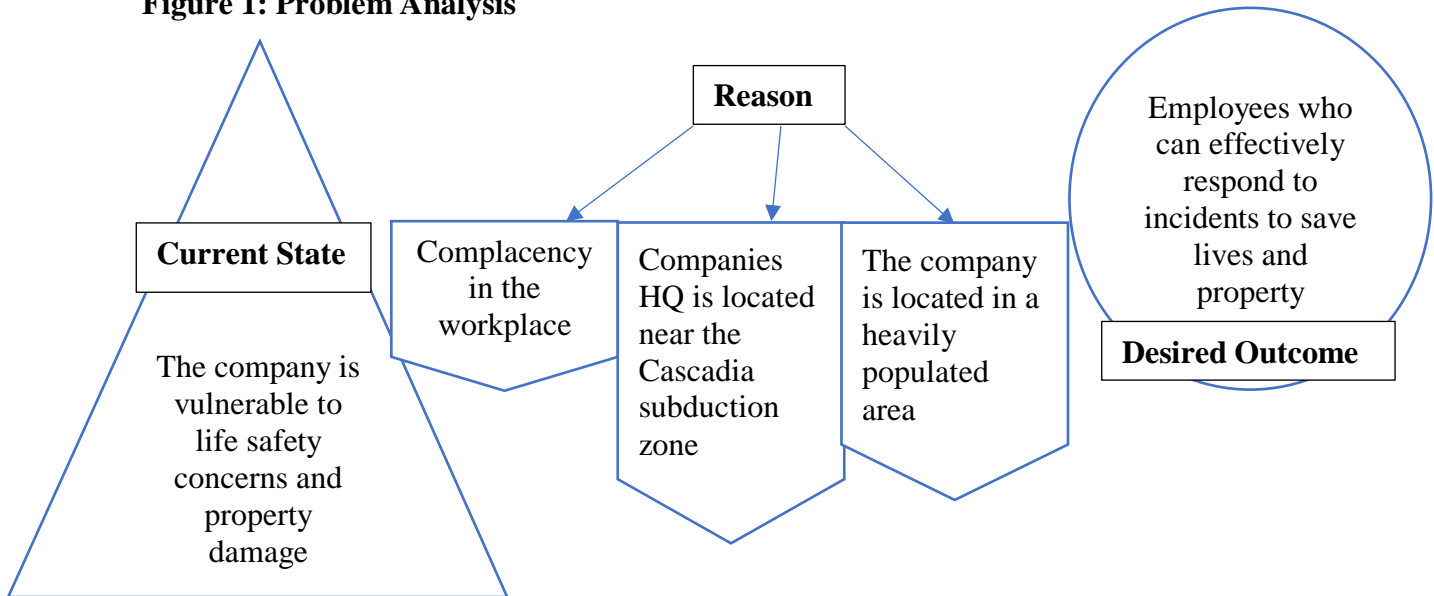
year. The department had a 34 percent increase in cases that dealt with businesses getting burglarized and an 11 percent increase in larceny cases (Beaverton Police Department, 2017). A higher populated area means more individuals, which means a higher probability of threats.

Challenge a business owner in Beaverton will face is the activeness of the Cascadia subduction zone. The Oregon Department of Geology and Mineral Industries estimates casualties will be in the thousands or tens of thousands depending on the time of day an earthquake hits this area (Bauer, 2018). Due to the geographical location of the Jentay Groups building, a severe earthquake may lead to other primary hazards such as, landslides, liquefaction and in some areas, tsunamis. Business owners should also be aware of the secondary hazards that arise much like floods, fires, collapsed buildings and power outages (Cascadia Region Earthquake Workgroup, 2018).

After analyzing the obstacles, key challenges have stood out. Complacency in the work place puts emergency operation procedures at the back of the owners and employees' minds. Residing in a heavily populated area many different emergencies could emerge for the group. Lastly, the company will have to face a chain of hazards an earthquake would bring to the area. If preparedness was worked towards, the crew at the Jentay Group should be ready for any hazards that may come forth.

Figure 1 is a display of the road blocks for the Jentay Group.

Figure 1: Problem Analysis



Analyzing Solutions

There are many options the Jentay Group can take to overcome their problem. The top three solutions that were analyzed are, do nothing and proceed with no operational changes, update their emergency procedures, or promote an employee to tackle the task of emergency management. Each of these options were analyzed using the pros and cons method (See Figure 2). This method of analyzation was able to shed light on which option would best suit the company.

Figure 2 is a breakdown of the pros and cons between the options.

Figure 2: Possible Options

Possible Options	Pros	Cons
Option 1: Continue normal procedures	<ul style="list-style-type: none"> • No direct cost • Saves resources • Familiarity 	<ul style="list-style-type: none"> • Employees are complacent • Mitigation of disasters will vary in success
Option 2: Update their emergency procedures	<ul style="list-style-type: none"> • Saves lives • Protects property • Will save money from fines and law suits • Gives knowledge to employees • A professional can complete the tasks 	<ul style="list-style-type: none"> • Time spent training employees • Resources spent on preparedness tools
Option 3: Have an existing employee take an emergency preparedness procedures. Deem him the emergency manager	<ul style="list-style-type: none"> • Ensures employees have someone to rely on in various disasters • Gives employees guidance • Trust worthy person • Has employee experience and knowledge 	<ul style="list-style-type: none"> • Money allocated to promoting an employee • Time spent training a manager • Employee must learn about emergency management. • A non professional is handling emergency guidelines.

Option One

Continue with no changes to the company's operations with hopes nothing major will happen.

The only benefit of this route is that it will save money in short term but may become costly in the future. Choosing this option will not give the employees the ability to respond to an emergency in an effective manner. The likelihood of successfully responding to emergencies is not high.

Option Two

Updating their emergency procedures will give the employees the capability to respond to emergencies ready to save lives and property. This option will make sure that the company has up to date emergency documents. Employees will be ready to save lives and property during an

emergency. This option takes time to train employees, which means more resources will be spent on gathering preparedness tools.

Option Three

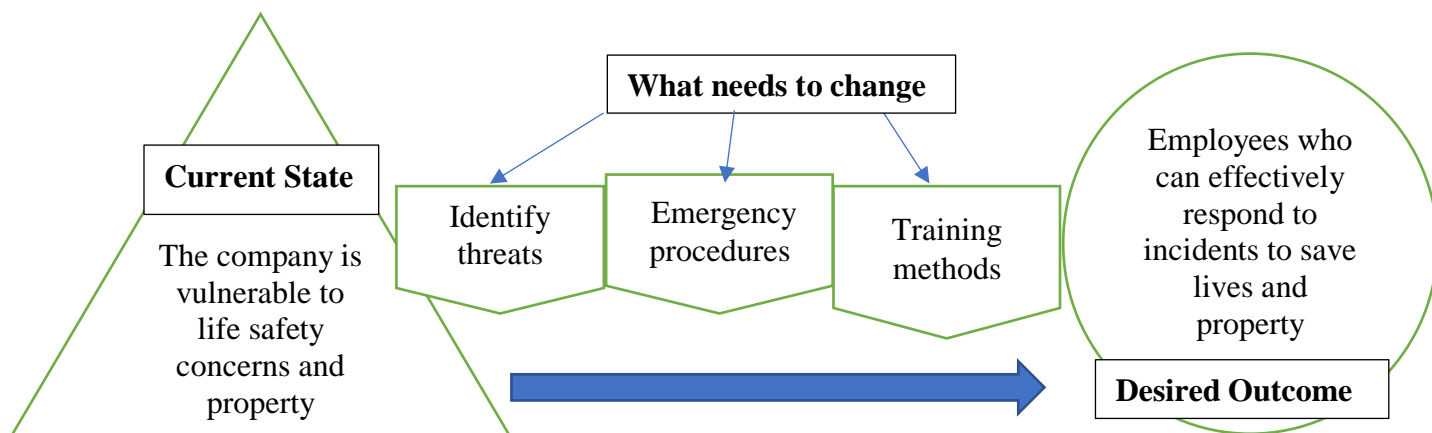
Promote an existing employee that will handle emergency procedures. This will ensure that other employees have someone to rely on during an incident. Promoting an existing employee may be beneficial due to the familiarity with the site, which means they could know weaknesses. This will also benefit the company because they will have someone trust worthy in place. The cons of option three is that money will be allocated to giving an employee a raise. Also, it will take time for an employee to train himself in the emergency management spectrum.

Recommendations

After analyzing the three options above, option two fits best for the Jentay Group considering their size and financial situation. Updating their emergency procedures will give the employees access to an in-depth emergency action plan which is vital to the company's resiliency. If the company wants to foster a resilient community some changes and advancements must be made.

Figure three provides a layout of what needs to change if the company wants to attain their goal.

Figure 3: Gap Analysis



According to the Federal Emergency Management Agency (FEMA) 40-60 percent of small businesses do not reopen after a disaster (FEMA, 2015). The Jentay Group has the capability to not be part of that statistic if they follow FEMA's "Every Business Should Have a Plan". It is recommended that even if a company experiences a low frequency of incidents, every business should plan in advance in order to be prepared for an emergency (FEMA, 2014). If a business owner commits to preparedness in the workplace this will help protect their business investments and it will give the company a better chance of survival. This option also works best because Edward Vasquez, a student from Concordia University, is available to update all emergency procedures and documents for free. The graduate will be looking for experience in his field of homeland security and emergency management.

Next Steps

1. Contract someone who has experience and knowledge in the field of emergency preparedness by January 1, 2019.
2. This will allow a thorough hazard and risk analysis to be completed by the end of March 2019.
3. Once the hazards have been analyzed, an EAP can be created for the company by August 2019.
4. After the gathering of preparedness tools, the retraining process for employees can happen by September 2019.
5. By the end of 2019 all employees should be knowledgeable of all new emergency procedures.

Being a small company in an urban environment has its benefits, but also has some limitations. Its negatives could be managed if these objectives are achieved. These steps should be taken once that company approves of the necessary resources needed for these steps. The prior information in this proposal is to bring awareness to the head position of the Jentay Group on the importance of emergency preparedness in their work-place.

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Appendix A

Jentay Group Proposal Project Plan

Edward Vasquez

December 5, 2018

Goal: The goal of this project is to make sure the Jentay Group's employees can effectively respond to incidents to save lives and property. Resiliency will be key to keeping the Jentay Group in business following a disaster. By creating this plan employees can trust that improvements are coming to their emergency procedures.

Background: The problems that arise in the problem analysis such as, complacency in the workplace, the Cascadia subduction zone, and the headquarters being in a heavily populated area. There for, it is recommended that the Jentay Group should update their emergency procedures promptly. Through collaboration with the owner it was concluded that a well-prepared workplace will be able to respond to emergencies more efficiently. Effective emergency procedures will give the employees the ability to mitigate an array of emergencies. This will make sure that the company does not have prolonged downtime after an incident.

Project Objectives and Tactics:

1. Employees who are knowledgeable of new emergency procedures. (End of 2019)
 - Have an emergency drill every other month to ensure that emergency procedures are understood.
 - Comprise an easily comprehensible emergency action plan.
2. A company that fosters a productive and safe working environment. (As soon as emergency procedures are updated)
 - Hire emergency and security consultants.
 - Make sure all equipment is secure properly including chemicals.
 - Emergency evacuation routes displayed.
3. Employees who can ensure the safety of property during an emergency. (End of 2019)
 - Train employees on the importance of shutting down machinery in the event of an emergency.
 - Assign a specific employee to be in charge of making sure all critical machines are turned off or managed, such as the oven.
4. Maintaining a secure facility for the Jentay Group. (Working towards this now)
 - Complete a hazard identification and vulnerability assessment to bring forth unknown threats.
 - Hire a full-time security consultant or overnight security guard.
 - Make sure all security equipment is working properly.
 - Keeping an organized log of who has access to what in case of mission property.

5. Keeping the Jentay Group equipped with a comprehensive collection of emergency documents. (August 2019)
 - Hire an emergency preparedness professional to compile all emergency documents which include
 - a) Emergency action plan
 - b) Emergency contacts
 - c) Hazardous material or machinery information
 - d) Hazard identification and vulnerability assessment