

A satellite image of a large hurricane with a distinct eye, swirling over a dark blue ocean. The hurricane's white clouds are dense and spread across a large portion of the frame. In the top left, a sliver of green land is visible.

# HURRICANE PREPAREDNESS GUIDE



**Guiding you from  
chaos to calm  
after any disaster.**

## ABOUT KUSTOM

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We have spent the past 50 years bringing order to chaos after disaster strikes. No other disaster restoration company has a longer track record of efficiently solving the most complex disaster recovery problems. From the largest commercial loss to the smallest home disaster restoration services, our focus is always on how we can safely, quickly, and efficiently get our clients back up to speed. We bring the creative thinking, attention to detail, and high level of service it takes to ensure the uninterrupted continuation of life and business as usual for our clients across the country.

## 2025 HURRICANE SEASON PREDICTION


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NOAA is predicting an above-normal 2025 Atlantic hurricane season, with an 60% chance of above-normal activity. The outlook forecasts 13 to 19 named storms, of which 6 to 10 are expected to become hurricanes, including 3 to 5 major hurricanes (Category 3 or higher, with winds of 111 mph or greater). including continued ENSO-neutral conditions, warmer than average ocean temperatures, forecasts for weak wind shear, and the potential for higher activity from the West African Monsoon, a primary starting point for Atlantic hurricanes. All of these elements tend to favor tropical storm formation. The Atlantic hurricane season runs from June 1 through November 30.

## IN THIS GUIDE

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Prepare for the upcoming hurricane season with our comprehensive guide, designed to equip you with vital strategies and resources for safeguarding your business and employees. From establishing effective communication plans and evacuation protocols to assembling emergency supplies and assessing your company's vulnerability to hurricane risks, our guide covers every aspect of hurricane preparedness. Learn how to ensure business continuity, select reputable disaster restoration services, compile essential emergency contacts, manage utility shutdowns, and establish contingency plans for power outages. Whether you're bracing for an impending storm or navigating the aftermath of a hurricane, our guide provides actionable checklists and step-by-step instructions to help you weather the challenges and recover swiftly.





# UNDERSTANDING HURRICANES

## HURRICANE WATCH VS. WARNING

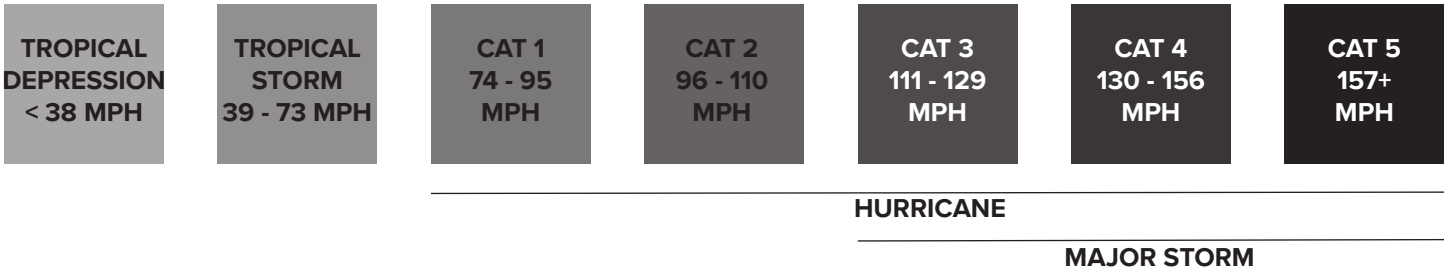
A **hurricane watch** means that hurricane conditions (sustained winds of 74 mph or higher) are possible within the specified area. A hurricane watch is issued 48 hours in advance of the anticipated onset of tropical-storm-force winds in an area.

During a hurricane watch, prepare your property and review your plan for evacuation in case a hurricane or tropical storm warning is issued. Listen closely to instructions from local officials.

**Hurricane warnings** indicate that hurricane conditions (sustained winds of 74 mph or higher) are expected somewhere within the specified area. Because hurricane preparedness activities become difficult once winds reach tropical storm force (sustained winds of 39 to 73 mph), the hurricane warning is issued 36 hours in advance of the anticipated onset of tropical-storm-force winds to allow for important preparation.

During a hurricane warning, complete storm preparations and immediately leave the threatened area if directed by local officials.

## SAFFIR-SIMPSON HURRICANE WIND SCALE



## EVACUATION ZONES

You may have to evacuate quickly due to a hurricane if your property is in an evacuation zone. Learn your evacuation routes, and communicate them to staff.

Follow the instructions from local emergency managers, who work closely with state and local agencies and partners. They will provide the latest recommendations based on the threat to your community and appropriate safety measures. The amount of time needed to evacuate depends on the size of the vulnerable population, high-hazard areas, and transportation routes.

# COMMUNICATIONS PLAN ---

*Designate a primary contact and team leaders responsible for communicating with and guiding individuals within your facility. Next, establish the communication methods and protocols the team will utilize to disseminate information.*

**PRIMARY CONTACTS** (name, phone, email)

**COMMUNICATION CHANNELS**

*Establish multiple communication channels that can be used to relay critical information before, during, and after the hurricane. This may include phone trees, email distribution lists, text message alerts, social media platforms, and emergency notification systems.*

**COMMUNICATION PROTOCOLS**

*Define clear communication protocols outlining how information will be disseminated, who will be responsible for initiating communication, and how frequently updates will be provided. Ensure that these protocols address various scenarios, such as evacuation orders, shelter-in-place directives, and business continuity measures.*

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restoration company.

[illegible]

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List all of your emergency contacts on this page. Contacts to consider listing include: Building owner or manager, insurance contacts, utilities contacts, security company and other primary contacts.

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## EVACUATION / SHELTER IN PLACE PLAN

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*Determine the criteria that will prompt either sheltering in place or evacuation. This could include hurricane warnings from meteorological authorities, government evacuation orders, or specific environmental conditions for your business. Identify safe areas within your facility where employees and customers can seek shelter if evacuation is not necessary. Establish primary and alternative evacuation routes leading away from your business premises. Ensure that these routes are clearly marked, well-lit, and easily accessible to all occupants, including individuals with disabilities.*

# EMERGENCY SUPPLIES & CONTINUITY

Whether you evacuate from your facility or stay in place, you should have enough emergency supplies for everyone.

## PROPERTY SUPPLIES

- ☐ Sand bags
- ☐ Water Barricades
- ☐ Plywood
- ☐ Tarps
- ☐ Generators
- ☐ Shovels

List other items specific to your property

## EMERGENCY KIT SUPPLIES

- ☐ Water (one gallon per person per day for several days for drinking and sanitation)
- ☐ Non-perishable foods (at least a three-day supply per person)
- ☐ First-aid kit and any essential medications
- ☐ Battery-powered or hand crank radio
- ☐ Battery-powered or hand crank flashlights
- ☐ Extra batteries
- ☐ Whistle (for emergency distress calls)
- ☐ Personal hygiene products
- ☐ Masks, soap, hand sanitizer, disinfecting wipes
- ☐ Basic tools including, but not limited to:
  - Wrench
  - Multi-purpose tool
  - Pliers
  - Scissors
  - Knife
  - Duct tape
- ☐ Blankets
- ☐ Fire extinguisher
- ☐ Essential company documents
- ☐ Emergency contact list

## CONTINUITY PLAN

Plan an off-site back up of critical files and other data if not already using a cloud service for this. Consider what options are available for alternate working locations. Consider what short term possibilities exist for your clients or customers if a hurricane hits.





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**KUSTOM US**

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