

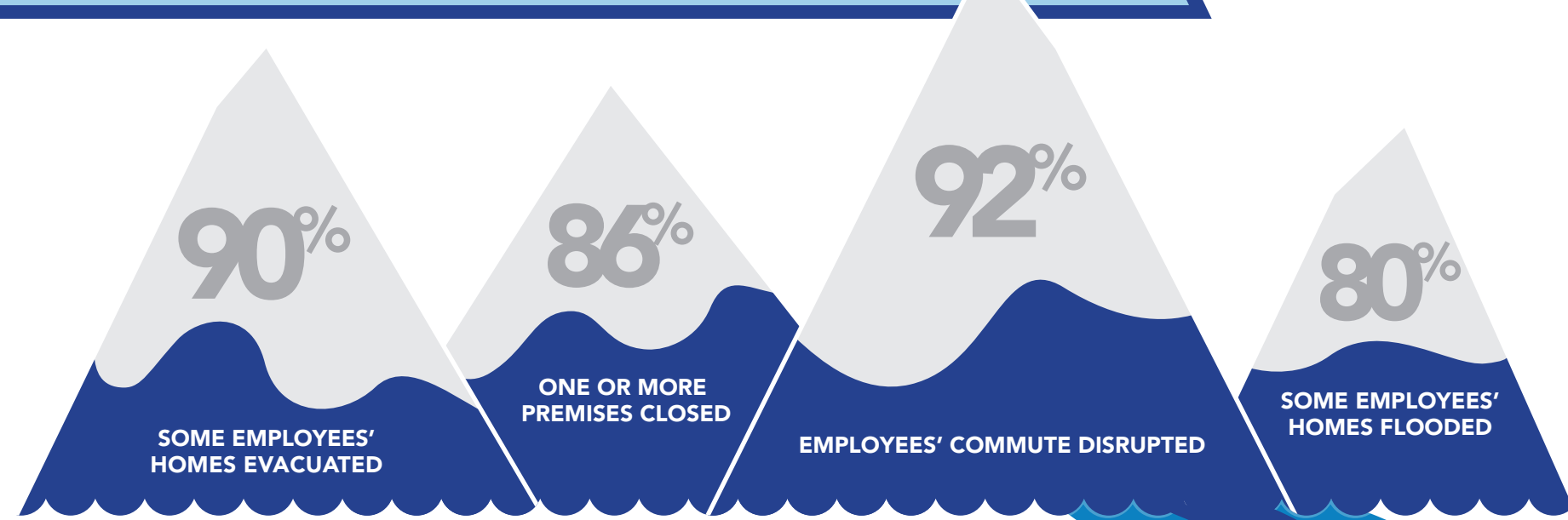
# WHAT ACTUALLY HAPPENED DOWNTOWN

#YYCFLOOD

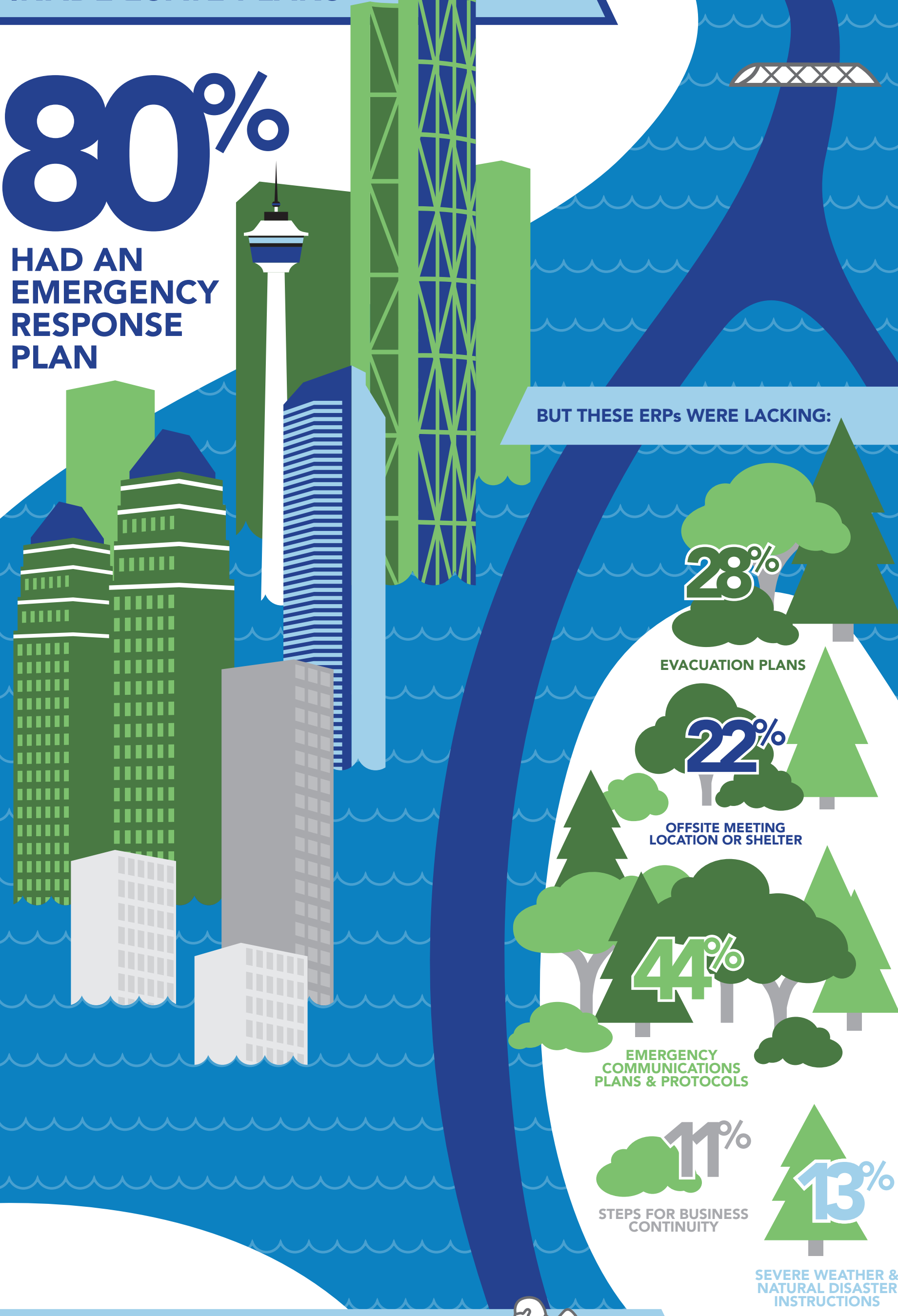
Surprise! Calgary's largest organizations were less prepared, more improvisational, and more reliant on manual processes than you might think.

In an independent study conducted by Ipsos Reid three months after June 2013's major flood and State of Emergency evacuation of downtown Calgary, 50 senior business leaders of companies with 100+ employees reflected on the effectiveness of their emergency response plans (ERPs). Here's what we discovered...

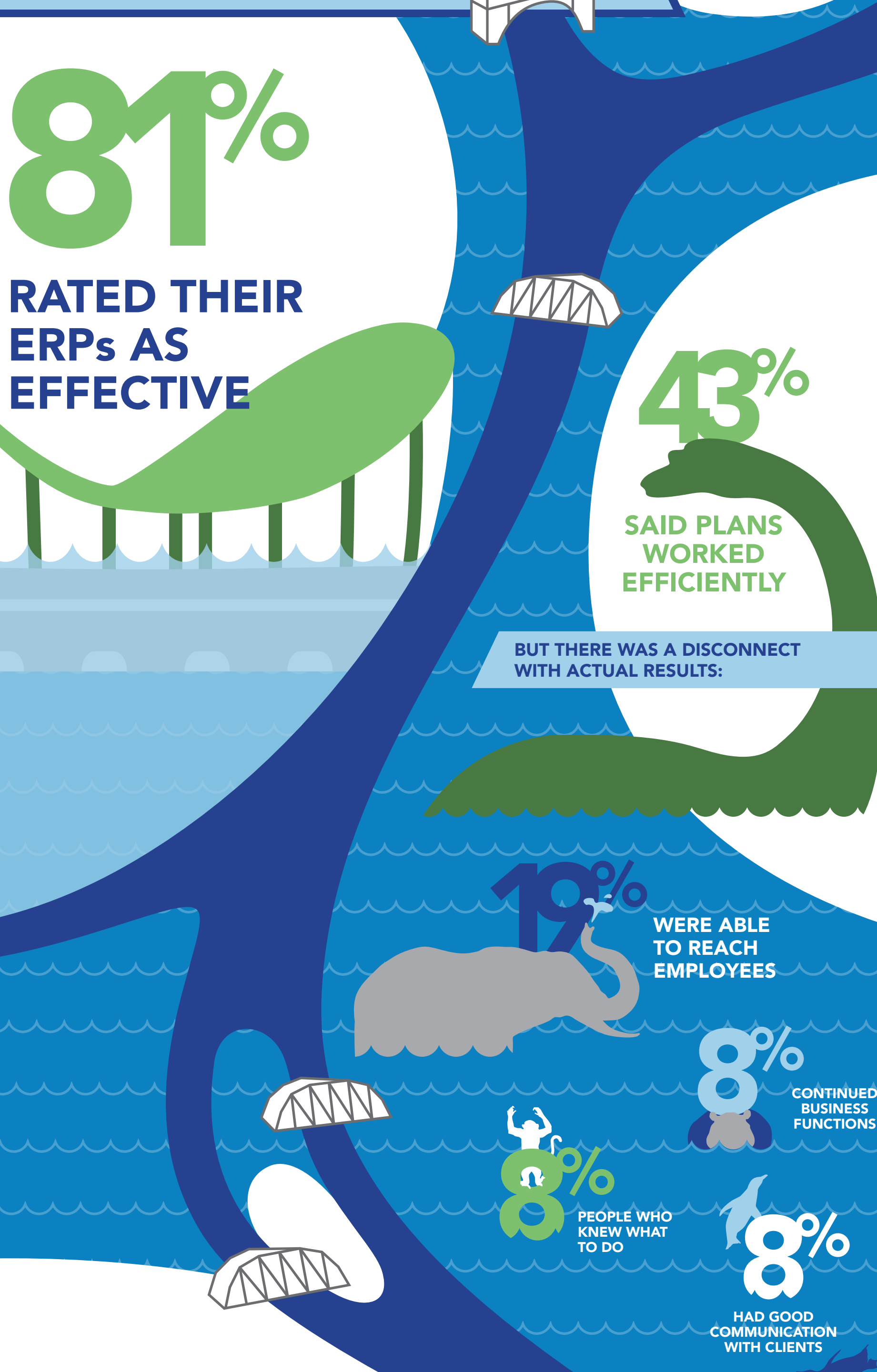
## EVERYONE WAS AFFECTED



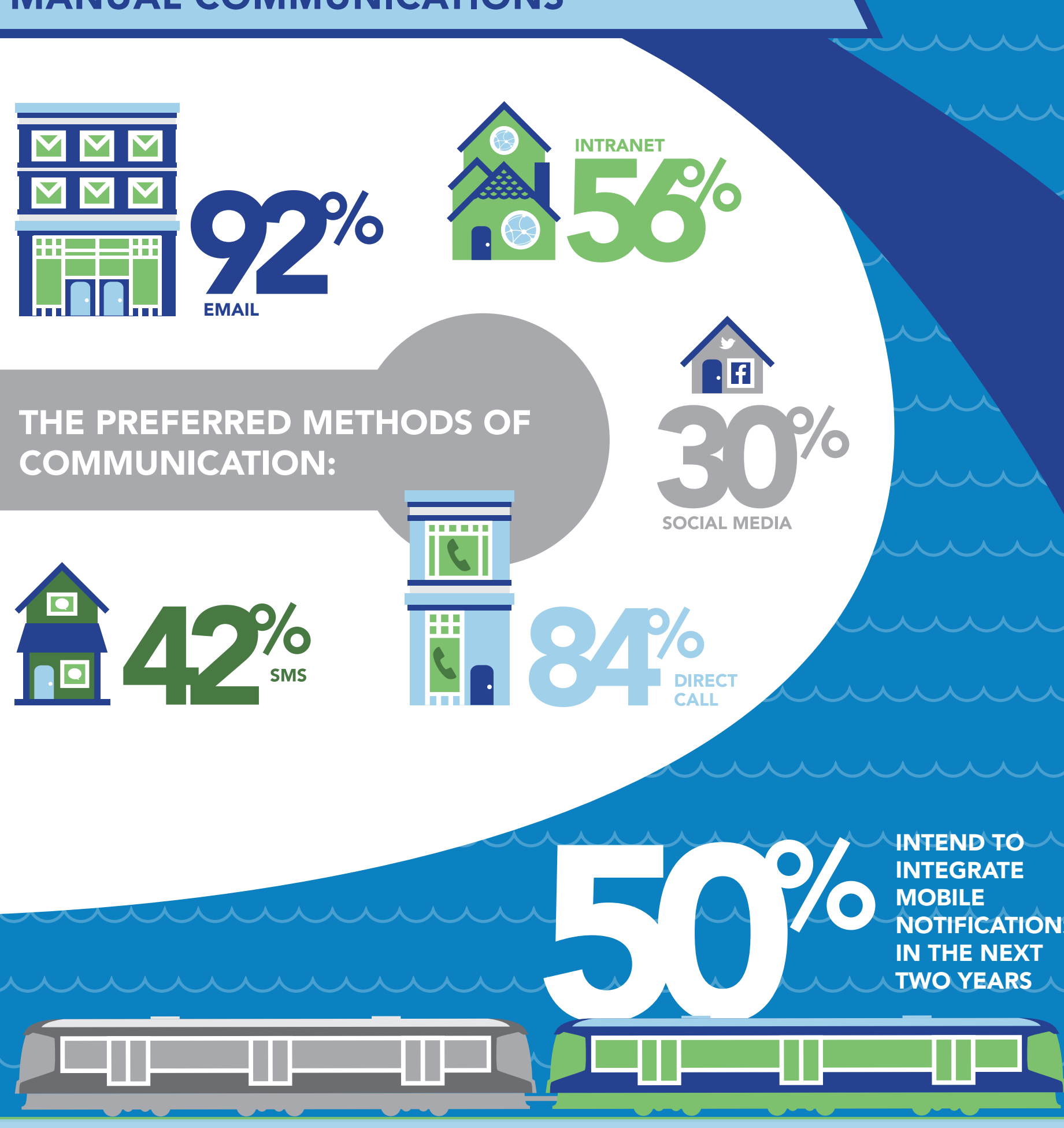
## INADEQUATE PLANS



## IMPROVISED RESPONSE



## MANUAL COMMUNICATIONS



## BE PREPARED BUT ALSO BE PREPARED TO BE NIMBLE

While the overall response of large organizations to the 2013 Flood may be called a success thanks to ad-hoc improvisational actions and the manual hard work of staff and leaders, critical gaps exist. Improvements to the access, adequacy and automation of staff directories and ERPs are necessary to minimize risks and enhance effectiveness going forward. Will Corporate Calgary respond to the challenge?

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