Hurricane Sandy

Case Study
Hurricane Sandy
Major Disaster Approach

Take care of our team

Reopen our stores & facilities

Assist local communities
Hurricane Sandy Timeline

- Oct. 24: C3 begins monitoring
- Oct. 26: C3 activates crisis team
- Oct. 27: Sandy hits New Jersey
- Oct. 28: Target closes 196 stores
- Oct. 29: Target re-opens 170 stores
- Oct. 30: All Target stores open
- Oct. 31: Target provides grants
- Nov. 1: Target donates 500k to recovery
- Nov. 5: All Target stores open
- Nov. 7: Target re-opens 170 stores
- Nov. 9: C3 deactivates crisis team
We’ve learned from every event

Merchandise Needs

Weather Intelligence

Staging
Information Sharing

Federal: FEMA, DHS, US Northern Command

States & Cities: Impacted Area

Private Industry: Retailers & Logistics
Hurricane Sandy
Results

140+ hours preparing for the storm
265 facilities prepared before storm
196 stores closed ahead of storm
Hurricane Sandy Results

87% stores reopened in 24 hours

100% stores reopened in 72 hours
Hurricane Sandy
Store Reopening Rates vs Competition
Hurricane Sandy
Financial Impact
Target Donates $500,000 for Hurricane Sandy Relief

Target has ‘command center’ for Hurricane Sandy, other emergencies
KARE-11 Television – 11/8

Looters Victimizing Queens, Brooklyn, New Jersey In The Wake Of Hurricane Sandy
International Business Times – 11/3
Lessons Learned
Clear Roles & Responsibilities

Communication Process

Decision making rights

Logistics: Equipment, Product, & Supplies
“When you need a friend, 
It’s too late to make one…."

US Northern Command Challenge Coin
Single Source of Truth

Practice! Hold exercises

Share information transparently

Talk with your partners
“I can’t thank Target enough for being open for the hundreds of stranded people who needed supplies and electricity … Target has always been my favorite store and you did not disappoint during this crisis.”

Target Guest, Hoboken, New Jersey
APEC 2013: Lessons Learned from Hurricane Sandy
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