

Convenience Store and Fuel Retailer Emergency Preparedness: Resilience for the Last 50 Feet

Situational Awareness

Convenience stores are the last 50 ft of the supply chain for fuel, food, water, and financial services. These stores deliver critical resources to American communities - selling 80% of the gasoline and 50% of the bottled water in the US. They operate one-third of the ATMs in the country, may have the only source of electricity (on site generators) for charging cell phones and pumping gas, and they have refrigeration and sell food in 154,958 stores. They are a familiar presence in the community, and it is estimated that 165 million people shop there every day, generating \$601 B in annual revenue. From an operations perspective, the situation is unique - 24/7 operations, diffused ownership, geographically at-risk locations, diversity of managers and employees, and low-margin businesses that, nonetheless, are the end point of the supply chain for food, fuel, water, and finance without which, community response and recovery will fail. Unfortunately, they are poorly prepared for dealing with disruptions in the critical infrastructure.

Project Overview

The solution to the resiliency problem at the convenience store endpoint starts with building an emergency preparedness program that can be efficiently implemented, used, and supported by an organization that has existing outreach into convenience stores and fuel retailers. This project is researching, assessing, and developing emergency preparedness materials to reach the convenience and fuel retail store owners. The materials will be highly tuned to the unique operating environment.

The project team will assess existing resilience educational materials in order to select and adapt messages that are

appropriate to convenience companies, stores, managers, and employees. They will also be able to implement those messages in diverse media best suited to the unique environment of convenience stores, and to monitor the utilization and adoption of educational messages in those media. Findings will be reported to the NACS (National Association of Convenience Stores) to sustain the resilience educational program as an official NACS member service.



Next Steps

Transition-to-use begins with demonstration of the value of the preparedness program to NACS leadership. At that point, the entire program and materials will become a NACS Member service. Sustainment will be provided by internal NACS member support which includes the website, newsletter, and promotion of the materials created in the project. The transition-to-use is thus assured and will improve resilience across the United States and around the world for the 300,000+ NACS convenience and fuel retail locations and the communities they serve.



To learn more about this project, contact
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