

787 7<sup>th</sup> Avenue  
Helicopter Crash – June 10-12 2019



1



## Agenda

- 787 7<sup>th</sup> Avenue
- Event Summary
- Communications
- Issues
- Solutions
- Lessons Learned

2

2



## 787 7<sup>th</sup> Avenue

- The AXA Equitable Center is a 752-foot (229.3 m)-tall skyscraper, located at 787 Seventh Avenue between 51st and 52nd Streets in Manhattan, New York City
- Constructed in 1985 with 54 floors
- #43<sup>rd</sup> tallest building in NYC
- 1.6 million square feet
- Firm has a total of 678 Associates on 5 floors (4-6, 11 & 12)

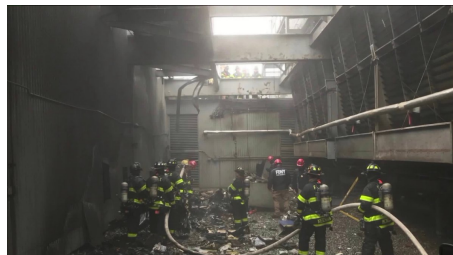
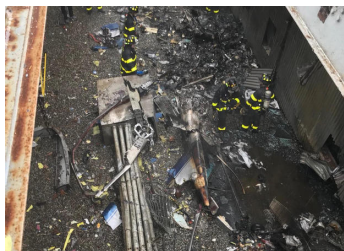
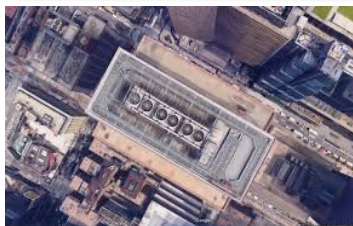


3

3



## Event Summary



4

4



## Event Summary – Day 1

- Monday, June 10<sup>th</sup> at 1:45 p.m. EDT
  - Helicopter crashed onto the roof of the 787 7<sup>th</sup> Avenue facility
  - <https://youtu.be/FPeUKOVjpN8>
  - Entire facility was evacuated immediately **and safely**, including the firm's associates
  - BCM Director was contacted by NYC Facilities Manager at 2:07 p.m.
  - BCM Director immediately requested assistance (resources) from Enterprise Risk Management Team (ERM)
  - BCM Director scheduled first Crisis Management Team (CMT) call at 2:30 p.m.
  - Firm-wide CMT and 8 Business Continuity Plans were activated
    - Critical functions include Trading, Operations, and Banking
  - Employees either worked from home or relocated to their alternate location
  - CNBC reporter called BCM Director at 3:00 p.m.

5

5



## Event Summary – Days 2 & 3

- Business Continuity
  - 82 Associates worked at 8 nearby company locations to continue critical business processes
  - Over 300 Associates worked remotely utilizing VPN, XEN or Virtual Machines (VMs)
  - IT Staff redeployed tech support to support the business and shipped PCs, laptops and chargers from HQ to nearby site(s)
  - **No significant business interruption identified**
- Building Damage consisted of two specific areas
  - Crash/fire damaged the building's life safety system (NYC building requirement)
  - NYFD response caused water to cascade down the freight elevator shaft, which flooded the floors and damaged the carpeting, ceiling tiles and sheet rock
  - Both were remedied by 9 p.m. on 6/12 and Associates were told to report to 787 the next day

6

6



## Communications

- Business Continuity / Disaster Recovery Director was contacted immediately and alerted the Crisis Management Team (CMT)
  - First briefing was at 2:30 pm with additional briefings occurring at 6:30 pm, 6/11 at 8 am, 9:30 am, 11 am, 2 pm & 4pm, 6/12 9am, 1pm & 5 pm, 6/13 at 10 am
  - Conference Bridge also remained open throughout most the event
- 787 Associates
  - Mass Notification Tool was utilized to send messages at 6/10 at 3 pm, 5:30 pm & 8 pm, 6/11 at 12:30 pm & 4:30 pm and 6/12 at 10 pm
  - E-Mails were distributed at 6/10 at 9 pm, 6/11 at 7:30 pm and 6/12 at 10 pm
- All Associates – E-Mail distributed 6/10 at 9pm
- FRB-STL, FINRA, NY Dept. of Financial Services, Missouri Division of Finance were advised during and after the event by Legal and Compliance

7

7



## Issues

- Evacuation
  - There was a perception the evacuation went too slowly
  - Some employees were unsure where the rally points were
  - Many employees left the building without their laptops/chargers, cell phones, and personal effects (wallets/purses, car keys, glasses, medication)
- Mass Notification System Messaging
  - Some employees claim they did not receive messages
  - Confirm rate was 65% for the initial message and steadily decreased with subsequent messages
  - Approx. 90 of the 678 Associates did not have valid contact information in HR System
- Logistics
  - Some groups were unsure where to go and what the capacity was at other NY area locations
  - Some groups sent Associates to sites that did not have the capabilities to serve as an adequate alternate site
  - Some groups sent Associates to sites not identified in their BCP

8

8



## Solutions

- BCM/ERM Team canvassed the impacted organizations and Corporate Services / IT to prepare a master spreadsheet to track:
  - Locations
  - IT Tech Support
  - Current Equipment (Workstations, Turrets, Phones)
  - Capacity, Availability and Allocated of Current Equipment
  - Organization (including names of who was going where)
  - **This ensured each site was not overburdened & had sufficient resources**
- BCM/ERM Team canvassed the impacted organizations as to their salvage priorities once a grab'n'go effort was authorized by the landlord:
  - Name of requestor w/ contact information
  - Floor and possible location of item(s)
  - Requested Items (Laptop, cell phone, keys, wallets/purses, glasses, etc.)
  - **Corporate Services/IT were able to retrieve and distribute most items on 6/11 & 6/12**

9

9



## Lessons Learned

- Deputizing staff to assist with the Crisis was beneficial
- Frequent briefings and open bridge was useful for strategizing and decision making
- Associates should enter all of their contact information in HR System and the Firm should conduct a firm-wide test
- 787 Facility Evacuation Plan / Rallying Points and expectations should be communicated to all staff
- Business Continuity capabilities of Trading at all sites should be enhanced and improved
- Templates for staff relocation/site capacity and grab & go activities for future events should be prepared
- Crisis Management Plans and Business Continuity Plans should be updated with the lessons learned from this event

10

10



Thank You

Paul Striedl, CBCP, MBCI

[striedlp@stifel.com](mailto:striedlp@stifel.com)

314-342-3870



11